

THE  
**MAIN STREET**  
Communicator Network  
**TATTLE R**

Publisher: Tom Kay  
Associate Publisher/Editor • Claire Sather

**"Never more than \$66 a barrel"**

**Saga** shut off active rock WLZR (Lazer 103) Milwaukee this week and turned it into "The Hog.- Everything That Rocks." VP/Group PD **Steve Goldstein** called the new FM "an unabashed rock station," while those outside the company who listened found it to be a much more mainstream rocker than its Lazer (artists featured include **The Stones, Joan Jett, Billy Squier, Nirvana, 38 Special, 3 Doors Down, Aerosmith, Pink Floyd, AC/DC,** etc). Outside of morning men **Bob & Brian**, the station is running without air talent for an undisclosed period of time (MD **Marilynn Mee** will be moving to the same slot at sister Classic Hits WKLH, while afternoon dude **Sean "Fish" Fisher** is getting groomed for mornings at an as yet undisclosed Saga location). As reported in *Billboard Radio Monitor*, Goldstein revealed, "Over time, Lazer's images became too new, too narrow and too hard. We've seen many active rock stations perish because of that. Their libraries have narrowed to dangerous levels. Sustaining a small library has lead to shrinking P1 audiences." Goldstein added that after the Bob & Brian morning show, the numbers diminished precipitously. For the past couple years, **Clear Channel** '80s WQBW (the Brew) has grabbed a lion's share of adults 25-54, currently holding the #1 spot in that demo in the just-released Spring Arbitron. The move was made just 2 weeks after PD **Keith Hastings** returned to the market from WAAF/Boston. Says Hastings (on the Hog website): "What if you could build a radio station from scratch? You probably wouldn't limit it to just a decade. Face it, there's a ton of great stuff to play from the '70s, '80s, '90s, right up to today. Why not go hog wild and play it all?" Why not, indeed.

Sports KFNS/ST. Louis talker **Mike Claiborne** found himself in a heated exchange with **Cleveland Indians** Hall of Fame pitcher **Bob Feller** last Wednesday (8/17) that ended in a dial tone. Feller became angry and hung up on Claiborne after the host accused him of racism. The offending remarks were in reference to "a lot of players coming from the Caribbean (who) don't even know the rules". Claiborne immediately engaged in verbal exchange, goading Feller into threatening to end the interview saying, that he could "cut it off right now", as far as Claiborne was concerned, and then called Feller a racist. Feller then hung up. Given the chance to elaborate later, Feller claimed he was referring to the language barrier faced by those players.

Although **Cindy Sheehan**, the politically outspoken mother of a soldier killed in Iraq who has been demanding a t t e- t te with **President Bush**, is heading home temporarily after her mother suffered a stroke, the protest she's been spearheading will continue, and **Jones** syndicated **Ed Schultz** will be there to cover it. The Fargo talker will take his afternoon show to Crawford, TX to broadcast live from outside the President's ranch on Wednesday (8/24) and Thursday (8/25)

**Jeff Warshaw's Connoisseur Media** launched their AC WVMG in Normal, IL last Friday (8/12) with former WOMC/Detroit APD **Bob Vandergrift** acting as PD. **Larry Weiss** is VP and will be overseeing the launch of a second station in the same market in early fall.

**The Naperville Area Humane Society Kennels** will take a new name on August 27<sup>th</sup>, in remembrance of WGN/Chicago morning man **Spike O'Dell's** dog. **Otis** perished in a June fire that ravaged the O'Dell family home.

After a 36 hour radiothon from the lobby of Chicago's **Children's Memorial Hospital** last weekend, **Bonneville** Hot AC WTMX's morning duo **Eric & Kathy** have raised \$2,133,946.95 for **The Children's Miracle Network**. The broadcast brought in more than 10,000 donations from area listeners.



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**Garrison Keillor** is back on **University of Kentucky** noncom WUKY/Lexington after a storm of controversy surrounding his *The Writer's Almanac* segments. Public complaints regarding decency concerns named Keillor's show amongst the offending programming citing language alert, causing the station to drop the show on August 1<sup>st</sup>. GM **Tom Godell** said, "It's not that (Keillor is) behaving like **Howard Stern**, but the **FCC** has been so inconsistent, we don't know where we stand. We could no longer risk a fine." What could the **Lake Wobegone** satirist have possibly said to raise a red flag? Try "breast" and the phrase "get high". For use of those nasty words, Keillor's show is banished from its previous 11a slot to 7p weeknights...when Kentucky children are apparently safely tucked in bed, and won't be exposed to the trauma of hearing THAT "B" word.

**TALENTRAK 2005!** The 10<sup>th</sup> edition of the Conclave's exclusive air talent seminar, TalenTrak 2005 is Saturday, October 15<sup>th</sup> at the Holiday Inn/City Centre Lakeside in Cleveland, Ohio. The day begins at 9AM with a rapid-fire series of hard-hitting instruction. Then, it's TalenTrak Keynote time, featuring the usual industry legend! At 2PM, it's the all-important *Aircheck Clinic* (for the first 60 registrants, only; bring your scoped 3 minute aircheck ON CD ONLY!!) At the conclusion of the day, TalenTrak presents "Great War Stories of Radio," and intimate glance at the trials and tribulations of some of the industry's most successful air talents, taught in story form! You'll laugh, you'll cry, and for sure – you'll learn! It wouldn't be a Conclave event if more food and drink weren't supplied, so that's why

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the TalenTrak Happy Hour wraps up the day! Faculty for all these sessions, will be announced shortly. The price for all this learning? Just \$49 (\$39 if you're part of a group of 4 or more from the same station/cluster who register at the same time!). But hurry, these special tuitions expire on Friday, September 16<sup>th</sup>. For more details, check [www.theconclave.com](http://www.theconclave.com) or call the Conclave office at 952-927-4487. To reserve a specially priced Holiday Inn room for \$89 single/double (normally \$149!), call 216-241-5100. When they're gone, they're gone! Note: Holiday Inn sleeping rooms are NOT included in daily tuition for TalenTrak - and for day students, there is public parking in a ramp adjacent to the Holiday Inn. (TalenTrak Rumor: **Rover??**)

The **Second Annual Salute to Women in the Automotive Industry** kicked off on **Greater Media AC WMGC/Detroit** with a special morning broadcast on Thursday (8/18) that was aired live from **General Motors** using the **Onstar Sound Studio**. Today (8/19) saw the second broadcast live from the **Walter P. Chrysler Museum**.

**Leighton** Top 40 KCLD/St. Cloud PD **Chris Pickett** has resigned and will be resurfacing as PD at **Clear Channel Hot AC KVUU** and Soft AC **KKLI/Colorado Springs**. *The Tattler* wishes him luck in his move!

**Dave Michaels** also handed in a resignation from his PD slot at **Artistic Media Partners Country WBTU/Ft. Wayne**, Country **WLFF** and Top 40 **WAZY/Lafayette, IN**. Interim duties will be held by **JJ Davis** at WBTU and WLFF.



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CHERRY MONROE

Chicago's much-loved Classical WFMT radio host, author, lawyer and man about town 93 year old **Studs Terkel** only took 8 days to recover from his recent open heart surgery, walking out of the hospital with a spring in his step on Wednesday (8/17). Terkel will be kept busy this fall as his new book *And They all Sang* hits shelves in September.

Condolences to family and loved ones of **John Lundell**, former reporter **Metro Traffic/Minneapolis-St. Paul**, who passed away of respiratory failure on Sunday (8/14).

Sympathy also to those who know and loved **Charles William "Bouncin' Bill" Baker** who died last week. Baker was morning mat at WIBC/Indianapolis in the 60's, also doing a variety of voice work and going on to form **Broadcast Productions of America**. He was 77.

**CONCLAVE 2006 EARLYBIRD REGISTRATION OPENS!**

So, you had a great time at the 30<sup>th</sup> Conclave Learning Conference. You learned a lot, met some great people, heard some incredible music, had some fabulous meals, and enjoyed multiple libations. And even though it was worth the \$400-500 you spent to get in, you wished you could have saved some money on tuition - right? Your wish is the Conclave's command! For a limited time only, earlybird tuition for next summer's Learning Conference is just \$189...a savings of HUNDREDS of dollars. C'mon...you know you're gonna be there. So, why not save some money in the process. Log onto [theconclave.com](http://theconclave.com) and download an earlybird registration form. Next spring when you read about tuition rising to \$399 and then \$499, you'll be glad you did!

**NOTE – SPRING BOOKS INCLUDED IN THIS TATTLER!**

Beginning with this issue of THE TATTLER, a page is being added to share Arbitron spring book results. Unlike previous reports in this rag, we're including more detail – like the format and owner of each station – so you can get a better handle on each market's results. If you receive the TATTLER in email text only, the spring book results are attached as a Microsoft Word file. We'll feature these spring books weekly, until each market of the greater Midwest is fully reported!

**Jobs.** AM 1240 WJON-St. Cloud, Minnesota has an immediate full-time opening for a Morning Show Personality for the first time in thirteen years. You must be passionate about talk radio and be able to do a topical, entertaining show without resorting to angry rhetoric. You must be an excellent imager. Cool Edit knowledge would be helpful. If you have at least 3 years on-air experience, can work well with a co-host and win over the locals with your personality. Please send your MP3 and resume to [Kelli.Gorr@Regentcomm.com](mailto:Kelli.Gorr@Regentcomm.com)...**Infinity** AC WLTE/Minneapolis needs a new legend for it's morning presentation. If you can relate to adults, work with a great team, and enjoy life in the greatest city in America, get your CD & R to OM **Phil Wilson** yesterday! 625 2<sup>nd</sup> Av. So, 55402 or email [phil.wilson@infinity.com](mailto:phil.wilson@infinity.com)...**NextMedia** AC WZSR and Urban AC WWYZ/Chicago has a prime OM/PD opportunity! The stations are also on the hunt for a Promotions Director. Rush T&R's for either position to **Bobby Knight** at [bknight@nextmediachicago.com](mailto:bknight@nextmediachicago.com)...**Infinity** Jack KZJK/Minneapolis seeks PD. Send T&R to JACK-FM VP/GM **Mary Neimyer** at 625 Second Avenue South, Suite 550, Minneapolis, MN 55402, or **Infinity** VP/JACK-FM **Kurt Johnson**, 7901 John Carpenter Freeway, Suite 910, Dallas, TX 75247...**Carter-Sherman** Urban KSJM (107-9 JAMZ)/Wichita is looking for a morning show co-host. Strong work ethic, astute in pop culture, strong production skills and the ability to work well with others is a must. Rush your package to [jobs@1079jamz.com](mailto:jobs@1079jamz.com)...**Clear Channel** Hot AC WVMX/Cincinnati seeking afternoon talent. Send T&R to **Bobby D** Program Director WVMX Clear Channel Radio Cincinnati 8044 Montgomery Road Suite 650 Cincinnati, Ohio 45236...**Cumulus** New country station in Appleton/Oshkosh, WI seeks PD. Send T&R to [bill.fink@cumulus.com](mailto:bill.fink@cumulus.com)...KWAY/Waverly, IA seeks morning show host proficient in Adobe Audition. Send T&R to KWAY Radio PO Box 307, Waverly, IA 50677 or [hr@kwayradio.com](mailto:hr@kwayradio.com)...**MacDonald Broadcasting** Top 40 WHZZ/Lansing, MI seeks flexible day time jock. Send T&R to **Jason Adams**, OM, [Jason@z1017fm.com](mailto:Jason@z1017fm.com) ...**NextMedia**/Saginaw, MI looking for on-air Program Director with strong Selector and imaging skills. Send T&R to **Dave Maurer**, OM, 1795 Tittabawassee Road, Saginaw, MI 48604...All positions listed in THE TATTLER represent equal opportunities, and are provided free of charge-email your job opening to [claire@main-st.net](mailto:claire@main-st.net). No calls unless otherwise indicated.

## 2005 GREATER MIDWEST SPRING QUARTERLIES

### Cincinnati, OH (#27)

*WLW stays at the top.*

Station	Format	Owned By	Win	Sp
WLW-AM	N/T	Cl. Channel	9.9	9.9
WEBN-FM	Rock	Cl. Channel	6.2	6.4
WUBE-FM	Ctry	Infinity	5.9	5.9
WGRR-FM	Oldies	Infinity	5.1	5.8
WKFS-FM	T40	Cl. Channel	5.8	5.5
WIZF-FM	Urban	Radio One	4.4	5.4
WRRM-FM	AC	Susq.	5.7	5.3
WKRC-AM	Talk	Cl. Channel	4.8	4.7
WOFX-FM	Cl. Rock	Cl. Channel	4.4	4.7
WMOJ-FM	Rhy.Oldies	Susq.	5.3	4.5
WKRQ-FM	Hot AC	Infinity	3.7	4.4
WVMX-FM	Hot AC	Cl. Channel	3.8	3.6
WYGY-FM	Ctry	Susq.	3.3	3.6
WAQZ-FM	Alt.	Infinity	2.2	2.5
WAKW-FM	Chrstrn. AC	Pillar of Fire	1.7	2.2
WNLT-FM	Rel.	Baldwin	1.3	1.3
WSAI-AM	Sports	Cl. Channel	1.5	1.1
WMMX-FM	Hot AC	Cl. Channel	0.5	1
WTUE-FM	Cl. Rock	Cl. Channel	0.5	1

### Des Moines, IA (#91)

*KKDM nearly doubles 12+ share!*

Station	Format	Owned By	Win	Sp
WHO-AM	N/T	Cl. Channel	10.2	9.4
KKDM-FM	T40	Cl. Channel	4.5	8.7
KIOA-FM	Oldies	Saga	7.8	7.4
KGGO-FM	Cl. Rock	Citadel	7.3	6.6
KJJY-FM	Ctry	Citadel	7.1	6.6
KHKI-FM	Ctry	Citadel	5.7	6.3
KAZR-FM	Act. Rock	Saga	5	6.1
KLTI-FM	AC	Saga	7.1	6.1
KSTZ-FM	Hot AC	Saga	5.3	4.6
KRNT-AM	Standards	Saga	3.1	4.1
KDRB-FM	Jack, etc.	Cl. Channel	5.3	3
KMXD-FM	AC	Cl. Channel	2.3	2.8
KWQW-FM	N/T	Citadel	3.4	2.8
KXNO-AM	Sports	Cl. Channel	2.3	1.8
KBGG-AM	Hispanic	Citadel	2.4	1.5
KCCQ-FM	Alt.	Cl. Channel	1.1	1.3
KZZQ-FM	Chrstrn. T40	PI Media	1.1	1.3
KWKY-AM	Rel.	Putbrese	0.8	1

All Spring quarterly numbers featured in this TATTler represent 12+ adults, M-Su, 6A-Mid. ©2005, Arbitron Inc. May not be quoted or reproduced without prior written permission from Arbitron.

### Pittsburgh, PA (#23)

*Nice spring for CC's WKST.*

Station	Format	Owned By	Win	Sp
KDKA-AM	N/T	Infinity	8.7	9.1
WDVE-FM	Cl. Rock	Cl. Channel	8.7	7.5
WDSY-FM	Ctry	Infinity	7.6	7.3
WWSW-FM	Oldies	Cl. Channel	5.8	5.8
WSHH-FM	AC	Renda	5	5.4
WKST-FM	T40	Cl. Channel	4.7	5.3
WPGB-FM	Talk	Cl. Channel	5.5	5.2
WZPT-FM	Hot AC	Infinity	3.8	4.4
WAMO-FM	Urban	Sheridan	4	4.2
WOGI-FM/WOGG-FM		Ctry Keym.	2.9	4.2
WJAS-AM	Standards	Renda	4.8	3.7
WLTJ-FM	AC	Frischling	3	3.6
WRKZ-FM	Rock	Infinity	4.2	3.5
WXDX-FM	Alt.	Cl. Channel	3.7	2.8
WRRK-FM	Cl. Rock	Frischling	2.4	2.5
WOGF-FM/WOGH-FM		Ctry Keym.	1.2	1.7
WORD-FM	N/T	Salem	1.4	1.5
KQV-AM	News	Calvary Inc.	1.1	1.2
WAMO-AM/WJJJ-FM		UAC Sheridan	1.1	1.2
WEAE-AM	Sports	ABC Radio	1.5	1.2
WPTT-AM	Talk	Renda	1	1.2

### Ann Arbor, MI (#145)

*Once again, Detroit signals dominate.*

Station	Format	Owned By	Fall	Sp
WJR-AM	Talk	ABC Radio	7.8	8.2
WWWW-FM	Ctry	Cl. Channel	4.7	6.7
WRIF-FM	Act. Rock	Greater Med.	3.4	4.1
WKQI-FM	T40	Cl. Channel	2.5	3.8
WQKL-FM	AAA	Cl. Channel	2.8	3.8
WMGC-FM	AC	Greater Med.	1.7	3.5
CIMX-FM	Alt.	CHUM Grp	3.9	2.9
WDTJ-FM	Urb.	Radio One	2.2	2.9
WJLB-FM	Urb.	Cl. Channel	4.2	2.9
WWJ-AM	News	Infinity	1.7	2.9
WCSX-FM	Cl. Rock	Greater Med.	2.8	2.6
WDVD-FM	Hot AC	ABC Radio	2.5	2.3
WKRK-FM	N/T	Infinity	1.7	2.3
WMXD-FM	Urb. AC	Cl. Channel	1.7	2.3
WOMC-FM	Oldies	Infinity	2.2	2.3
WVMV-FM	Sm. Jazz	Infinity	2.2	2.1
WDTW-FM	Cl. Rock	Cl. Channel	1.4	1.8
WNIC-FM	AC	Cl. Channel	4.5	1.8
WYCD-FM	Ctry	Infinity	2.2	1.8
WAAM-AM	N/T	First Bdcstg.	1.7	1.5
WDRQ-FM	T40	ABC Radio	2.2	1.5
WMUZ-FM	Chr. AC	Crawford	0.6	1.5
WTKA-AM	Sports	Cl. Channel	2.2	1.5

### Appleton-Oshkosh, WI (#134)

*WNCY still kingpin, with WAPL leaping to #2.*

Station	Format	Owned By	Fall	Sp
WNCY-FM	Ctry	Mid. Comm.	12.4	14.5
WAPL-FM	Cl. Rock	Woodward	8.3	10.3
WIXX-FM	T40	Mid. Comm.	10.6	7.3
WVBO-FM	Oldies	Cumulus	5.5	5.7
WOZZ-FM	Cl. Rock	Mid. Comm.	5.3	5.5
WROE-FM	AC	Mid. Comm.	4.1	5.1
WWWX-FM	Act. Rock	Cumulus	2.5	5.1
WNAM-AM	MOR	Cumulus	3.7	4.8
WHBY-AM	N/T	Woodward	3.9	4
WPKR-FM	Ctry	Cumulus	3.7	4
WTAQ-AM	N/T	Mid. Comm.	2.3	2.9
WQLH-FM	AC	Cumulus	2.8	2.6
WOGB-FM	Oldies	Cumulus	2.1	2.4
WLYD-FM	Urb/T40	Mid. Comm.	2.3	2.2
WJLW-FM	Cl. Rock	Cumulus	1.4	1.5
WTMJ-AM	N/T	Journal	2.3	1.5
WOSH-AM	N/T	Cumulus	2.3	1.3
WDUZ-FM/WDUZ-AM	Sports	Cumulus	1.4	1.1

### Battle Creek, MI (#258)

*WNWN down nearly 20%.*

Station	Format	Owned By	Fall	Sp
WNWN-FM	Ctry	Mid. Comm.	19.6	15
WKFR-FM	T40	Cumulus	15	12.9
WBCK-AM	N/T	Cl. Channel	8.5	8.8
WJXQ-FM	Act. Rock	Rubber City	7.2	8.2
WRKR-FM	Rock	Cumulus	7.8	6.1
WBXX-FM	AC	Cl. Channel	3.9	4.8
WVIC-FM	Cl. Hits	Rubber City	2.6	4.8
WWKN-FM	Cl. Hits	Cl. Channel	2	4.1
WBCT-FM	Ctry	Cl. Channel	2	3.4
WRCC-AM	MOR	Cl. Channel	4.6	2.7
WJIM-FM	Oldies	Citadel	1.3	2
WQLR-FM	AC	Fairfield	2.6	2
WFMK-FM	AC	Citadel	0.7	1.4
WOOD-FM	AC	Cl. Channel	2	1.4

### Billings, MT (#260)

*Clear Channel solidifies hold on market.*

Station	Format	Owned By	Fall	Sp
KCTR-FM	Ctry	Cl. Channel	14.7	18
KKBR-FM	Oldies	Cl. Channel	8.3	10.2
KGHL-FM	Ctry	New NW	7.1	7.8
KBBB-FM	AC	Cl. Channel	5.8	6.6
KBUL-AM	N/T	Cl. Channel	4.5	5.4
KRSQ-FM	T40	New NW	7.1	4.8
KYYA-FM	Hot AC	Fisher	5.8	4.8
KBLG-AM	N/T	Fisher	5.1	4.2
KMHK-FM	Cl. Rock	Cl. Channel	3.2	4.2
KRZN-FM	Act. Rock	Fisher	3.8	3.6
KZRV-FM	Hot AC	New NW	3.2	3.6
KGHL-AM	Cl. Ctry	New NW	4.5	2.4
KNDZ-FM	Act. Rock	New NW	4.5	2.4
KRKX-FM	Rock	Fisher	5.1	2.4
KURL-AM	Chr. Talk	Elenbaas	1.3	1.2

## KORY & THE FIREFLIES

### She's Comin' Back Again!

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**25x!    21x!    18x!**

