

THE
MAIN STREET
Communicator Network
TATTLE R

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"BEHAVED OURSELVES ON THE VIKING PARTY BOAT"

It used to be that the best job security was to be GREAT at what you do, and do MORE than what is expected of you. However, in the 21st Century, that's just the price of admission. 25-year radio marketer and programmer, Kipper McGee, comes to Cleveland this Saturday, October 15 to share, **"Secrets to Making Yourself INDESPENSIBLE in the New Media Century."** McGee's presentation will be part of Conclave TalenTrak 2005, being held this weekend at the Cleveland Holiday Inn Select/City Centre Lakeshore. In this new media era, it may not be long before you find something important missing from your career. Your job may vanish, whether to voice tracking or a 'virtual' office. With the upcoming 'next generation' of ownership consolidation — the Mega-Media Shakeout — coming, maybe your company will go AWOL completely. That's reason enough to attend this session and the other activities planned for TalenTrak 2005! The secret tips and techniques shared here will go a long way in ensuring that you're among the last, best, and most highly compensated left standing, regardless of which job challenges impact our industry next.

For only \$59 at the door, attendees will gain valuable experience with McVay Media's **Daniel Anstandig**, along with **Kasper** of WAKS FM/Cleveland, **Tom Cook**, WSNI FM/Philadelphia, and **Don Hallett**, PD of WMVX/Cleveland, in telling radio personalities and students **"HOW NOT TO GET A JOB!"**

"Clear Channel/ Pittsburgh's, **Mark Anderson**, along with WMMS/Cleveland morning team **Christi Cattle & Shawn Kelly** and Kiss/Pittsburgh's **Scotty**, take attendees into **"...AND NOW FOR SOMETHING COMPLETELY DIFFERENT,"** and the TalenTrak 2005 luncheon keynote presentation will feature syndicated radio's most acclaimed

newcomer and WXTM FM/Cleveland morning maven, **Rover**.

The afternoon has been reserved for the ever-important Aircheck Clinic. A team of top-notch programmers from around the country will listen to scoped 3-minute CD airchecks brought to the seminar by attendees. The all-star programming team invited to share and serve as career guides and Aircheck Clinic mentors for the day, include: **Greg Ausham**, Envision Radio/Cleveland - **Jerry Boulding**, Conclave Board member and All Access urban editor - **Dr. John "Turk" Logan**, WCSU/Central State University (Dayton) - **Tracey Carroll**, Lanigan & Malone/Cleveland - **Tim Kelly**, Elyria-Lorain Broadcasting/Cleveland - **Mark Pennington**, WRIF/Detroit - **Mike McVay**, President/McVay Media - **Don Murphy**, Int'l Morning Show consultant - **Tom Cook**, Clear Channel/ Philadelphia - **Bruce Ryan**, Ohio Center for Broadcasting/Cleveland - **Slats**, Xtreme/Cleveland - and more. Once again serving as host for the day, **Bill Klaproth** from WLUP/Chicago!

To conclude the day, TalenTrak presents **"Great War Stories of Radio"**, an intimate glance at the trials and tribulations of some of the industry's most successful air talents, presented in story form! Then, TalenTrakkers can adjourn to enjoy hors-d'oeuvres and beverages at Happy Hour at the Holiday Inn. More info is found at www.theconclave.com. A limited number of hotel rooms are also available at the Holiday Inn Select for only \$89! Call the hotel at 216-241-5100 to reserve your room! Conclave's TalenTrak 2005 is being sponsored by **Nielsen/BDS, BitXchange/AudioXchange, Envision Radio Networks** and **PromoSuite**.

Need to update your on-air skills?

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It would seem that **Elliot Spitzer's** "pay for play" settlement with **BMG** is beginning its ripple affect on the rest of radio. **Clear Channel** issued a press release on Tuesday (10/11) in regard to the termination of two employees naming "inappropriate conduct" as the reason behind the lay-off. No one, however, could have predicted the following day's memo from Sr. VP/Programming **Tom Poleman** in stating that WWPR/New York PD **Michael Sanders** was no longer with Clear Channel, effective immediately and wishing him "the very best in future endeavors". The memo went on to name VP/Urban Programming (and Conclave XXX Faculty member) **Doc Wynter** as the interim. Not long after this surprising pronouncement, **Diana Laird**, PD for KHTS/San Diego, was ousted. There was no replacement named.

Even sleep deprived opponents couldn't save the **White Sox** from defeat on Tuesday (10/11), and if you think the players were disappointed imagine how **Infinity** Talk WCKG/Chicago staffers **Ryan "mender" Mendenhall** and **Cark Klockers** felt; the two were arrested earlier that day for attempting to rouse Sox opponents the **Anaheim Angels** from their slumber at a nearby hotel.

Also in trouble with the law, former WRYV/Gallipolis, OH OM/jock **Steve "Rhino" Reinhardt**, who has been sentenced to a two-year prison term. He was convicted of stalking an unnamed 22-year old woman and entering her family home in order to steal her underwear, which he later left soiled in the victim's car. Reinhardt will also be required to apologize to the woman and her family.

CHANGES...Clear Channel Country KSD (93.7 THE BULL)/St. Louis brings longtime swingman **Rocky Fithan** on for FT nights...**Drew Hayes** is upped to VP/Programming for **Infinity** News WBBM/Talk WCKG...**Artist Media Partners** Country WBTV/Ft. Wayne-Country WLFF/Lafayette, IN-Top 40 WDDDB/Ft. Wayne PD **JJ Davis** exits...**ABC** Sports WMVP/Chicago replaces morning sports anchor **Tom Shaer** with **Jonathan Hood** of crosstown WSCR...

Emmis Classic Rocker WLUP/Chicago has signed on **Jonathon Brandmeier** of KCBS/Los Angeles to start mornings at the end of October. This is a homecoming for Brandmeier who spent 193-1997 at WLUP. KCBS went Jack, and now Jonathon's back at The Loop! WLUP/WKQX VP/GM **Marv Nyren** was excited about the hire, saying "It's the most exciting announcement in Chicago radio in five or 10 years. The one thing that (Brandmeier) brings is instant name recognition and popularity probably second to none in the history of Chicago radio."

Big Congrats to Minneapolis native **Tim (Tim Kelly) Sabean** who will join **Howard Stern** as Program Director on the new **Sirius Satellite Radio** show **Stern!**, effective 10/17. This means Sabean will exit his role as VP/Programming for the **Infinity/Philadelphia** cluster. **Sirius** President/Entertainment & Sports **Scott Greenstein** will oversee Sabean and said of his new employee, "No one is more suited to support Howard's vision for the channels than Tim Sabean. He has demonstrated exceptional abilities in developing talent and achieving great success in multiple markets. And given his history with Howard, we're confident that Howard's radio revolution is on its way."

jon patrick mcclaren



chasing butterflies

"Jon Patrick McClaren?
Not enough O's in
SMOOTH!"

-Todd Mitchell,
OM-KYYY/Bismarck



You Say You Want A Revolution?



K102/Minneapolis big **CMA** winner! **Lee Ann Womac** announced the 2005 CMA Broadcast Award winners on Monday (10/10). They will be honored at the 39th Annual **CMA Awards** which will take place in Manhattan on November 15th. This year's big winners are as follows: **Station of the Year: Major Market:** KEEY/Minneapolis, Large Market: WSIX/Nashville, Medium Market: KSSN/Little Rock, Small Market: WUSY/Chattanooga, **Broadcast Personality of the Year:** National: **Lia Knight, Jones** Major Market: **Lisa Dent** - WUSN/Chicago, Large Market: **Gerry House and the House Foundation**, WSIX/Nashville, Medium Market: **Andy & Alison and the Morning Crew** - (Andy Richie, Alison West and Jimmy Holt) - WIVK/Knoxville, Small Market: **Dex & Kim** - (Bill Poindexter and Kim Carson) - WUSY/Chattanooga.

Smokey Rivers, VP/AC Programming for **Infinity** and PD at **KVIL/Dallas** exits.

NextMedia Rhythmic/Hot AC **WTBT/Saginaw** welcomes **Tommy Frank** as PD/afternoon driver. He comes to them from similar duties at **Artistic Media Partners** Top 40 **WNDV/South Bend, IN**.

Citadel Top 40 **WIOG/Saginaw** hires **Jerry Noble** of **Liggett** Hot AC **WBTI/Port Huron, MI** as PD. He'll replace **Brent Carey** who's off to **Cumulus** Top 40 **WTWR/Toledo**.

Rumor #1: Is **Alex Tear** about to announce his new address? Was he heard to comment it was the real **Pitts**?

Matt McKay has been named interim PD at **Three Eagles** Top 40 **KFRX/Lincoln**. He replaces former interim **Brett Andrews** who is going to nights at **KZCH/Wichita**.

Patrick Mullen steps down from his position as President at **Tribune Broadcasting**. Mullen has been with Tribune since 2003, overseeing 25 TV stations and **WGN/Chicago**. While the search for a successor begins, VPs **John Reardon** and **John Vitanovec** will preside.

Mankato, MN has a new Country station; according to the **Mankato Free Press**, **Three Eagles** has launched on the 95.7 frequency. Within 24 hours of getting **FCC** clearance, broadcast began with a bare bones airstaff made up of **Lia** at nights and **Blair Garner** of **After Midnite** for overnights.

Congrats to **Entercom** Hot AC **WZPL/Indianapolis** on their success at the annual **Nuvo Newsweekly's Best of Indianapolis 2005**. The station cleaned up, taking home the **Best Local Indianapolis Radio Station**, **Best Radio Morning Show (Smiley Morning Show w/Dave Smiley)**, **Best Radio Personality (Dave Smiley)**, **Indy's Sexiest Radio Personality (Dave Smiley)**, **Best Local Traffic Reporter (Tom Berg)**, **Best TV Weathercaster (Paul Poteet)**, **Best Local Midday Personality (Dave Decer)** **Best Local Afternoon Radio Personality (Kelly McKay)** and a third place finish for **Best Media Hair (Dave Smiley)**.

Rumor #2: Is Knight about to fall in Milwaukee?

Infinity Country **WUSN/Chicago** afternoon personality **Drew Walker** concludes four days of live broadcasting from four area **Chicagoland Best Buy** stores today (10/14). Walker went remote in order to promote the release of the **US 99.5 Live Country** album which features artists such as **Rascal Flatts**, **Shania Twain** and Conclave XXX performer **Keith Urban**. Profits will be donated to **St. Jude Children's Hospital** and **Ronald McDonald House**

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CHANGES, TOO... Pearson Alternative KERX/Ft. Smith, AR hires on **Dennis "The Snowman" Snow** for mornings and ex-crosstown **Clear Channel** Country KMAG PD/afternoon **Craig Morrison** comes aboard for middays/Production Dir... **Roland Martin**, Executive Editor for the **Chicago Defender**, signs on for middays at Talk WVON/Chicago, replacing **Matt McGill** and **Perri Small**... Station vet **Chevy Smith** exits MD/mornings at **Artistic Media Group** Country WBTU/Ft. Wayne, IN. Replacing her at MD will be **Guy Forrest** while **Kenny Edwards** takes her morning slot... **PJ**, afternoon and PD at **Clear Channel** Top 40 KZCH, adds Asst. OM duties for the cluster...

If **Britney Spears** can sell her dirty flip-flops on e-bay, why can't a morning show from Toledo, OH auction off a pregnancy test they found while rooting through **Katie Holmes'** parents' garbage? Well, it would seem that they can. After the world was rocked with the announcement of Holmes being impregnated with the spawn of **Tom Cruise**, **Johnny D & the Morning Crew** of **Cumulus** Top 40 WTWR picked through trash in Holmes' old neighborhood until they struck pay-dirt. In a very large understatement, **Johnny D** said, "This is really gross." Don't worry, it's for a good cause! Proceeds go to local children with terminal illnesses.

The numbers are in from **Paragon Media Strategies** Spring 2005 report: on JACK-FM:

- JACK is ranked 7th in 25-54 Cume
- JACK has a 4.2 AQH share
- JACK's AQH share rank is 8th
- 63% of the formats audience is 25-44, which is split fairly evenly between 25-34 (27%) and 35-44 (36%)
- JACK has the largest 25-44 audience composition of all formats
- 54% of the formats listeners are male, 46% are female



Recently flipped Spanish WWDW/Milwaukee (formerly WEXT), has been purchased by **Bustos Media** for \$10.2 million cash. The deal is projected for a fourth quarter 2005 or early first quarter 2006 closing.

South Central Communications Christian WYXY/ Evansville has flipped to JACK-FM.

Minor league hockey team the **Rockford Icehogs** will have 20 of their games broadcast on **Good Karma Sports** WTJK/South Beloit-Rockford, IL. Also airing the games is crosstown **Maverick Media** Talk WNTA with **Mike Peck** doing play-by-play.

MORE CHANGES... **Dorothy Humphrey** exits as traffic reporter for **Shadow-Metro/Chicago**. She's moving crosstown to **Clear Channel Traffic** where she'll act as Dir./Operations and afternoon traffic reporter for Oldies WRL... **Travis "Li'l Rascal" Harrington** is out at nights for Top 40/Rhythmic WJFX/New Haven, IN... **Clear Channel** names **Paul Miralid**, of Top 40/Mainstream WHTZ-Classic Rock WAQX/New York, as VP/Marketing for its online music and radio division. Among other highlights on his resume, Paul also served as KDWB/Minneapolis Promotion Director... **NextMedia** ups Waukegan/Crystal Lake, IL-Kenosha, WI cluster Station Manager **Jason Grothe** to Director of Sales... **Leighton** Top 40 KCLD morning man **Eric "Popcan" Baumann** exits for overnights at **Hubbard Hot AC** KSTP/Minneapolis. **Kansas City Catholic Network** plans to purchase Adult Standards KAHS/Wichita from **Reunion Broadcasting** for \$525,000. The parties signed a TBA dated October 5 that gives the buyer the right to broker the station's time five days after advising the seller that it's ready to go.


Arbitron has sent election ballots to radio stations containing the 24 candidates vying for three seats on the **Arbitron Radio Advisory Council**, beginning in Jan. 2006. All ballots must be dated by fax or postmark no later than Oct. 21. The election results will be announced after the Council meetings in Dallas Nov. 1-3.

Condolences to family and friends of former Mpls./ St. Paul radio personality and station owner **Bill Stewart**. He passed away 10/4 at 84 after a long battle with Parkinson's disease. Stewart was an on-air personality at WCCO from 1944-1947,

JOBS

Hubbard Talk KSTP-A/St. Paul-Mpls. is losing **Rush Limbaugh** leaving an opening for a local midday hos, bonus points for not being a predictable political drone .Music morning show hosts looking for the opportunity to spread out considered. Send T&R to **Steve Konrad** at 3415 University Avenue, Minneapolis, MN 55414. Call him at (651) 647-2837 or e-mail skonrad@am1500.com ...**NRG Media** seeks GM for Spirit Lake/Lake Okoboji, IA 3-station cluster. Send res/ letter to NRG Media, 2875 Mt. Vernon Road SE, Cedar Rapids, Iowa 52403 or...**Salem** Christian KKMS/Eagan, MN seeks daily talk host. Excellent written/oral skills, and a Biblical worldview req. Resume To **John Hunt**, GM, AM980 KKMS, 2110 Cliff Road, Eagan, MN 55122... Rhythmic CHR KTTB (B96)/ Minneapolis seeks Dir./ Production & Imaging. Pro-Tools, Orban Audicy, SAW, Cool Edit Pro and digital editing exp. required. T&R to **Sam Elliot**, KTTB, 5300 Edina Industrial Blvd, Suite 200, Edina, MN 55439 or samelliottb96@msn.com ... **R.P. Broadcasting** Country WBJI/Bemidji, MN seeks Morning Show host. T&R to **Chuck Sebastian**, WBJI FM, 2115 Washington Ave S., Bemidji MN 56601...**Infinity**

WKRK/Southfield, MI seeks host w/5 yrs. major market exp. Knowledge of current events, pop culture, sports, Audio vault required. Resume to **Craig Schwalb**, PD,15600 12 Mile Road, Southfield, MI 48076 ...News/Talk WTAQ/Green Bay, WI seeks News Anchor/Reporter to gather, write and voice news stories under deadline in a live or recorded setting; generate story ideas. 1-2 yrs. exp. preferred Email **Danielle Bina**, Asst. News Dir. at Danielle@wtaq.com ...Top 40 WORQ/Green Bay, WI seeks Afternoon Show / Production Director.T&R to kid@q90fm.com ... Rock Q106/Lansing seeks FT jock. IPossible MD/APD stripes. T&R to OM, Mid-Michigan Radio Group, 2495 N Cedar St. Holt, MI 48842...WWCK/ Flint, MI seeks part-time on-air talent. Be a part One year on-air experience preferred. T&R to WWCK-FM, Attention: PD/**Fig**, 6317 Taylor Dr., Flint, MI 48507... **Backyard Broadcasting** Sioux Falls, SD cluster (News Talk 1320 KELO-AM, Adult Contemporary KELO-FM, Active Rock KRRO-FM, Country KTWB-FM and Sports Radio 1230 KWSN-AM) seeks Production Dir. Potential on-air shift. Min. 2 yrs. exp. with Saw, Cool Edit Pro. T&R to **Tom Gjerdrum**, Backyard Broadcasting Operations Manager, 500 South Phillips Ave, Sioux Falls, SD 57104....**Citadel** CHR WIOG/Saginaw, MI seeks evening host ready to dominate on the phones the streets. Prior com. radio experience is an absolute must. T&R to **Jerry Noble**, WIOG, 1740 Champagne Dr., Saginaw, MI 48604...**NextMedia** Country WCCQ/Suburban Chicago seeks afternoon host. Candidate must be good with phones, Cool Edit, and most importantly combine quick-humor & intriguing bits. T&R to 98.3WCCQ, Attn: **Roy Gregory**, PD, 2410-B Caton Farm Rd., Crest Hill, IL 60435...All positions listed in the TATTLER represent equal opportunities, and are provided free of charge by emailing claire@main-st.net. No calls unless otherwise specified.



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