

THE
MAIN STREET
Communicator Network
TATTLE R

Publisher: Tom Kay
Associate Publisher/Editor • Claire Sather
"Working On Having Our Own Sirius Channel"

The *New York Times* reports that Chicago-based **Jeff McClusky & Associates** has decided to drop its remaining deals with radio stations once they expire. "We're out of the budget business," says GM Gary Tanner. Apparently, the 30 or so remaining radio stations with which the company has contracts will have their contracts terminate in 30 days and when they leave, the 'budget business' will be officially over for the promoter. The *Times* reported McClusky had deals with over 175 stations at his company's peak in the late 90's, stations which represented – at one time or another - most major radio groups owning music radio stations except for industry behemoth **Clear Channel** (which had engaged in similar contracts with Cincinnati indie **Bill Scull's Tri-State Promotions** before the company cut its ties to all independents in 2003). McClusky is generally credited with altering the commissioned independent system (which works entirely differently than retainer/project fee independencies) in the mid-80's, introducing "budgets" to radio stations, who – after sending letters to record labels affirming companies like McClusky & Associates as their official 'representative' - would then provide early playlist add information exclusively to that organization. Those budgets would vary in size, depending on the station's impact in the trades (primarily *Radio & Records* reporters in the top 40 world but which later spread to other formats, as well). Smaller stations received annual "budgets" in the thousands of dollars, while larger stations reputedly commanded six-figure rewards yearly. Those budgets would ostensibly be used by stations for promotional goods, like T-shirts and bumper stickers. By the way, this system essentially made the commissioned independent – because of their provision of finances exclusively to one station in a market – a competitor of other stations in those marketplaces, setting up occasionally interesting battles between commissioned independent organizations. To fuel those budgets, the commissioned independent would bill record labels

for each add reported to them, ranging from \$500 for smaller market station adds to \$1500-2000 per major market playlist add (after consolidation hit in the early 2000's, those pay-offs dropped in price). Jeff's system – and most other independent promotion – began to take a hit when **Elliott Spitzer** began investigating the relationship between radio and record companies in late 2004 (intriguingly an investigation which did NOT finger independent promotion at all, but rather examined supposedly direct payoffs from labels to programmers). The world of promotional budgets essentially exited the industry shortly after the **Sony/BMG** – Spitzer settlement was reached while Conclave 2005 was in session last July. And make no mistake, the NY Attorney General is hardly a fan of the system Jeff introduced, calling his business model "an effort to dodge the payola laws" and a means to "perpetuate the fiction" that stations were not receiving money or gifts from record companies in exchange for airplay. McClusky & Associates plans to continue in business although they'll be doing things differently, attempting to re-position themselves in the industry as a retainer independent. Industry reaction? *Billboard Radio Monitor* reports the McClusky move was necessary because, as it points out, Spitzer's investigation "all but makes his practices illegal." *Radio Business Report* puts it less gently: "No tears here. Good riddance, we say." Radio reaction? It's been fairly guarded and for good reason: someplace in the files of record labels – and perhaps now, in the offices of Spitzer and his FCC investigative counterpart **Jonathan Adelstein** - exist copies of all those letters of representation sent by individual radio stations which triggered payment to commissioned independents. If, as Spitzer and Adelstein contend, the station budget scheme represented a method of dodging payola laws, those letters could be considered as possible smoking guns as both offices attempt to follow the money generated by the system now dubbed "illegal".

COMMENT: Doug Lee Midwest Promotion (which became Main Street in 1986) helped develop the business model apparently now wanting to be embraced by budget independents – retainer independent promotion – in 1973. The concept for this method of music promotion is based on a few simple tenets. Find music to believe in, promote radio based on that belief, and – through airplay - help the music become a hit for radio, and for the artist. Treat each and every contact with radio or the music industry as a privilege, not a right. Listen well and always allow knowledge to be shared. Be honest, fair, and respectful of the industry. And above all, be the best friend to radio and records that money can't buy.

**CAN YOU FEEL
IT NOW
Just
Added
KQKY!**



TREMOLO

Airplay @:

WZGC KBCO WXRV

WTMX KMTT KINK



WTTs

THE
VANITY
PROJECT

WILTED ROSE



Comedy legends **Abbott & Costello**, sportscaster **Marty Brennaman**, ABC White House correspondent **Ann Compton**, football commentator **Myron Cope**, and humorist **Jean Shepherd** to be inducted on Saturday, November 5. Emmy-award winning television personality **Regis Philbin** will host the **National Radio Hall of Fame's** 2005 induction ceremony in Chicago. The induction ceremony will be nationally broadcast at 9:00 PM (CT) on Saturday, November 5th, from the Renaissance Chicago Hotel. **Westwood One** will produce and distribute the one-hour broadcast. Tune in to the 2005 Radio Hall of Fame Induction Ceremony. Visit www.radiohof.org for the live video/audio stream on Saturday, November 5, 9 p.m. (CT).

It's not eternal Christmas in Kansas City after all, as **Cumulus** Top 40 KCHZ announced that JINGLE 95.7 would be making one final format flip, landing on Top 40/Rhythmic, touting their new line up as "95.7 The Vibe, The Beat of Kansas City". The new slogan came with a new logo to match, as seen on their www.z957.net site, as well as the departure of morning man **Scott Adams**. Not wanting to be outdone by the format hype, **Infinity** Top 40 KMXV/Kansas City pulled their morning team of **Rocket & Teresa** off the air for the former's use of a taboo four-letter word: Free! Just as KCHZ was making their switch, Rocket came on the air at KMXV to issue an apology and announce that as a sign of his contrition, the station would run commercial free all weekend, throwing in free **Harry Potter** tickets to boot!

The residents of **Minnesota Public Radio's A Prairie Home Companion's Lake Wobegon** appear to be homeless for the time being. The show, created by **Garrison Keillor**, has been housed at St. Paul's **Fitzgerald Theater** since 1978 but after the first of the year, broadcasts will take place in various Twin Cities venues including the **University of Minnesota's Ted Mann Concert Hall**. The **Minneapolis Star-Tribune** quoted Keillor saying, "... [It] is a radio show and can originate anywhere and needs to move around. I'd love to take it to the U.K. for a year. People there look on Lake Wobegon as a fabulous and mysterious place, just as I do. My old aunts and uncles are giants to me, and they're who I tell stories about, but the stories maybe don't float so well here at home." Details regarding the reason for the move have not been divulged at this writing.

The **FCC** has declined to accept **Newsweb's** application to change the cities of license for **Air America** affiliate Talk WCPT from Crystal Lake, IL to Addison, IL and brokered Talk WNDZ

from Portage, IN to Calumet City, IL. The FCC claimed that Crystal Lake and Portage would lose their only allocations.

Move over, Jack there's another new format kid on the block. **Crosstown Communications** Oldies WSDM/Terre Haute will flip, next week, to the innovative Crock 92.7, with a playlist that blends rock standards like **ZZ Top** and **Aerosmith** with country powerhouses such as **Garth Brook** and **Toby Keith**. VP/GM **Doug Edge** spoke about at the launch party on 11/2 saying, "This is a new format. There is nothing like it in the country...[it] will be the first market to ever hear a station that sounds like this. No one has ever put county and rock together on the radio." There's been a big push in the market to get listeners to stand up and take notice, with an aggressive (and somewhat controversial) billboard campaign, featuring the words "*Bite Me*". When asked about it, Edge said, "It ties in with the crocodile. A crocodile does eat people, so we wanted to play off that theme. We want people to take a bite out of "The Crock" and listen to us." The station will run jockless until the first of the year

In advance of **Brown (Institute) College's** 60th Anniversary in 2006, the school is resurrecting the Wall of Fame featuring graduates in all markets from all over the country. 5 x 7's are fine but a good quality shot sent via Email works, too (participants will have to sign a release form). Send photos to Mike Kronforst at Mike_Kronforst@staff.browncollege.edu.

It's official: **NewRadio Group** and **Waitt Media** have merged and are operating as **NRG Media LLC**. In addition to running the **Waitt Farm Network** and the Waitt Radio network, they have 88 stations operating in seven midwestern states, including Iowa, Kansas, Nebraska, South Dakota, Minnesota, Illinois and Wisconsin. **Mary Quass**, who came from NewRadio is the CEO, and Waitt's **Norm Waitt** is the majority owner.

Arbitron's Summer 2005 Metro reports that **2005 Conclave Learning Conference** keynoter/**Air America** talker **Al Franken** has edged out conservative competitor **Rush Limbaugh** for the first time in San Francisco and Portland in the target demo of 25-54. Both shows air at the same time (9am-12pm) in both markets. In San Francisco, Franken came in with a 11,400 AQH and a 1.8 Share. Rush had an 8,500 AQH and a 1.4 Share. In Portland, Al was ranked #4 with an 11,800 AQH and a 5.6 Share. Rush was ranked #7 and came in with a 10, 400 AQH and a 4.9 Share.

KEITH
URBAN

You'll Think of Me

KFBZ 64X WFBC 56X
WRVW 55X KALC 53X
WZKL 40X WIOG 37X

Adding 1/9/06 @ AC

Making Memories



BMI announces the election of **Hubbard Broadcasting** President **Ginny Morris** to a four-year tenure on their board of directors.

RLG/Nashville has hired former **KPLX/Dallas PD Paul Williams** to fill the newly created role of Sr. Dir/Strategic Marketing. Williams will be responsible for maximizing the marketing initiatives of RLG and their artists. In addition to his work at KPLX, Williams spent time on staff at **KDWB/Minneapolis** and managed syndication for **Kidd Kraddick**

Consolidated Media/Las Vegas will be home to radio vet **Wayne Coy**, who is hanging up his PD/morning hat at **Clear Channel** Top 40 **WRVQ/Richmond** to take on the role of Promotion Manager for Consolidated. Coy will be responsible for planning and executing radio and television promotions as well as acting as liaison for the company to the broadcasting, entertainment and music industries.

After seven years at **Infinity** Adult Alternative **WXRT/Chicago**, **Sound Opinions** is moving their rock-talk crosstown to non-comm **WBEZ**. The show, which features **Chicago Sun-Times** critic **Jim Derogatis** and **Chicago Tribune** critic **Greg Kot**, may also be moving to national syndication soon via **American Public Media**. **WBEZ** President/GM **Torey Malatia** will executive produce.

Infinity Top 40 Rhythmic **WBBM/Chicago** has added former interns for the "enemy" to their **Eddie & Jobo Morning Show**, according to **Chicago Sun-Times** reporter **Robert Feder**. **Erica Cobb** of **Clear Channel** Top 40 **WKSC** and **Shelly Manaker** of **WBBM** will now be personalities on the show.

Self-humiliation is being rewarded with free gas in Michigan. Classic Hits **WFCX/Traverse City's The Fox Breakfast Club** has dreamed up a variety of promotions offering gratis fuel to listeners who have been willing to do things such as hold their breath for four minutes or bob for apples in icy water. Next up? Diving in to piles of leaves to find \$50 gas cards.

Clear Channel ups Louisiana area cluster Regional VP **Earl Jones** to Regional VP of the company's Chicago market. This will include stations in Chicago, Milwaukee, Madison and Eau Claire. Jones will be based in Chicago and will report to EVP of Operations **Charlie Rahilly**.

Clear Channel/Colorado Springs (Hot AC **KVUU** (MY 99.9), Top 40 Rhythmic **KIBT** (96.1 THE BEAT), Soft AC **KKLI** (LITE 106.3), and Country **KCCY**) teamed up with an area car dealer on Halloween for a unique promotion. More than 100 pumpkins were dropped from a 65-foot crane onto a nine-square grid. The grid was divided amongst finalists culled from 25 listeners who had qualified by winning \$100 gas certificates. The task? Find the pumpkin with a blue stem and drive home in a brand new **Mazda 6**.

Condolences to family and friends of former **KSTP** and **WCCO/Minneapolis-St. Paul** host **Randy Merriman** who passed away in Boca Raton, FL 10/27 from complications relating to pneumonia. Merriman spent much of the 1930's and 40's at **KSTP** before leaving to act as a game show host for CBS TV. He returned to the Twin Cities to host TV and radio shows, including the long-running **Minnesota Twins** pre-game **Fan in the Stands** show from 1961 through 1972. The family continues the radio legacy as Merriman's granddaughter **Jools Brandts** does weekends on **WCCO**.

Sympathy to **Vallie/Richards** consultant **Harv Blain** on the passing of his mother, **Ruth** on the first of November.

Condolences to **Michael Penn**, Sr. VP/Artist Development for **Sanctuary Group**, on the death of his mother **Sarah Plen**.

Changes. Minneapolis radio vet **Don Anger** is the new overnight guy at rock **KQRS/Twin Cities**...**Doc Love** steps down as PD at **Clear Channel** Urban **WKKV/Milwaukee**, taking on interim duties is MD/APD **Bailey Coleman**...**Cumulus** Rock **WRKR/Kalamazoo, MI** night jock **Corey Winfield** has left the building...Mike **Trivosonno** sidekick **Kim Mikalik** exits for budgetary reasons at **Clear Channel** Talk **WTAM/Cleveland**...**Hubbard** Hot AC **KSTP/Minneapolis** hires on **Meredith** of **KZPT/Tucson** to executive produce the **Greg & Cheryl** morning show.

Conclave Board of Directors Meeting! You're invited to the Conclave's fall BOD meeting at the Marriott City Center/Minneapolis next Saturday, 11/12, from 9:30AM-6PM. If you'd like to be a part of the Conclave for the next year, come and be a part of this important organizational gathering. RSVP to the Conclave office no later than Wednesday, 11/9, so we can make sure you have a place at the meeting table. Contact tomk@theconclave.com!

**HARD CORE
AVAILABLE
NOW!**

**CONCLAVE '05
SESSION CD'S
ARE AVAILABLE
NOW!
\$19.99 EACH/
BUY 2 GET ONE
FREE!!**

CONCLAVE MEMORIES FOR SALE AT TheConclave.com

KEYNOTES/KEYNOTE SESSIONS

- FCC'S JONATHAN ADELSTEIN
- PROGRAMMING SUMMIT w/Dan Vallie
- AL FRANKEN
- MANCOW
- ALSO AVAILABLE: COUNTRY RADIO BROADCASTERS PRESENTS 60 PROMOTION IDEAS IN 60 MINUTES w/Gator Michaels**
- CONCLAVE COLLEGE**
- STATIONALITY 101 - Daniel Anstandig
- 10 TIPS TO GROW AUDIENCE -Gary Marince
- A GREAT PD REVISITED - David Martin
- SPECIAL: THE GREAT PD Power Point presentation (session visuals/slides) ALSO available at \$19.99**
- OWNERSHIP SUPERSESSION w/Holland Cooke

THE PROMOTION SUMMIT

- MANAGING YOUR PROMOTIONAL CALENDAR
- FOCUSING ON THE BIG PICTURE
- DEVELOPING A GREAT INTERN PROGRAM
- NTR EVENT PLANNING
- EMAIL MARKETING/MAKING \$ WITH YOUR WEBSITE

FORMAT SYMPOSIUMS

- Top 40 w/ Chuck Taylor
- Rock w/ Bram Teitleman

LUNCHEON/PERFORMANCES

- DAVE SHOLIN Rockwell Luncheon with musical guest Keith Urban
- SCHOLARSHIP Awards Luncheon with musical guest, Steven Page



**30 Years
of the Conclave!
\$19.95/FREE SHIPPING!**

Jobs. Cumulus Country WSM/Nashville seeks producer for **Denis Prior** morning show. T&R to **John Sebastian**, The Wolf, 10 Music Circle East, Nashville, TN 37203 or john.sebastian@cumulus.com ...**Clear Channel** Urban WKKV/Milwaukee seeks a PD. T&R To Clear Channel VP docwynter@clearchannel.com...**Heartland Communications Group** is looking for an Operations Manager for its Houghton, Michigan stations. Formats are Classic Hits, Country, and Memories. Includes an afternoon drive shift on our Classic Hits station. T&R to **Rich Cannata**, VP Corporate Operations, 101 West Main Street Suite 312 Ashland, WI 54806...**Midwest Communications** in Sheboygan, WI has a rare opportunity for an imaginative, passionate, determined Program Director. Competitive salary and full benefits package. Send your cover letter, resume and air-check by November 18th to: **Matt Smith**, Market Manager, Midwest Communications, 2100 Washington Avenue, Sheboygan, WI 53081 or email to: msmith@mwcradio.com...“Z-104” WZEE/Madison, WI has seeks Executive Producer/Morning News Sidekick for The Connie and Fish Radio Network. Duties Include daily prep, news, booking, imaging/editing, etc. Experience with Prophet Nextgen, Cool Edit Pro and 360 Shortcut helpful. This position requires at previous producing experience. T&R to **Jon Reilly**, PD, WZEE, 2651 South Fish Hatchery Road, Madison, WI 53711... WIOG/Saginaw-Flint, MI seeks evening star to dominate on the phones and on the streets. Prior commercial radio exp. req. T&R to **Jerry Noble**, WIOG-FM, 1740 Champagne Drive N, Saginaw, MI...Central Wisconsin's #1 Rockin Hits Station is accepting applicants for a possible opening. T&R to **On-Air Jobs**, P.O. Box 778, Wausau, WI 54402-778...**Bahakel** Active Rocker KFMW-FM is searching for part time broadcasters now for live weekend on-air duties. Join Iowa's most powerful rock station and gain experience as a broadcaster, not a voicetracker. Applicants must have at least some knowledge of the Active Rock format. Previous on-air experience at the format is a plus. Duties include some production and up to 30 hours a week are possible for the right candidate. Join eastern Iowa's #1 rock station now by sending your CD or MP3 with resume to: **Michael Cross**, 514 Jefferson Street, Waterloo, Iowa 50701...**Three Eagles** Top 40 KFRX/Lincoln seeks night jock. T&R to **Mark Taylor**, OM, mtaylor@threeeagles.com ...Country KIQK/Rapid City has an opening for afternoon drive. On air 2p-6p. Production skills necessary. T&R to chaugo@haugobroadcasting.com ...**Saga** Oldies KIOA/Des Moines seeks experienced PT board op to work nights/weekends. Ideal candidates should have experience running Scott Studios or a similar digital audio system. Resume/

references by 11/20 to **Tony Lorino**, Programming Assistant, KIOA, 1416 Locust Street, Des Moines, Iowa 50309 or tony@kioa.com ...**Cumulus** Rock WRKR/Kalamazoo, MI seeks morning superstar with 3 years of on-air experience who is willing to hit the streets before, during, and after the show, and live the lifestyle conducive to a Rock morning show superstar. T&R to 107.7 FM WRKR PD **Jay Deacon**, 4154 Jennings Drive, Kalamazoo, MI 49048...**Clear Channel** CHR WSNX/Grand Rapids seeks weekend air talent w/ 1 yr. exp, willing to work weekends, holidays, and fill-in if needed. T&R to **Brian Holmes**, 77 Monroe Center, Suite 1000, Grand Rapids, MI 49503 or holmes@wsnx.com ...**NextMedia**/Chicago looking for fun, family-friendly, adult-targeted morning person. This position is based in Crystal Lake, about 45 miles northwest of Chicago's loop. Team players who are willing to get out and “press the flesh” encouraged to apply. Send short mp3 and resume to Paul Walker at pwalker@nextmediachicago.com ... 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.

Pretty Scary Stuff...er, Staff!



The Quad City Radio Group had it's annual Halloween Walk on October 27th. Over 2000 trick or treaters came for treats in the decorated studios. Shown here outside WHTS All Hit 98-9's studio is Front row L-R: Flying Chris, Darik Kristofer and Mark Manuel, and caged L-R is PD Tony Waitekus and Red Hot Brian Scott.