

THE MAIN STREET Communicator Network TATTLE R

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The Conclave is proud to announce that the latest honoree of the prestigious Rockwell Award, Rob Sisco, President of Nielsen Music and Chief Operating Officer of Nielsen Entertainment East Coast Operations, will be feted at the 31st Annual Conclave Learning Conference on Saturday, July 15, 2006 at the Marriott City Centre in Downtown Minneapolis. The Rockwell Award, first awarded in 1989, is the Conclave's only lifetime achievement tribute, given to those who have contributed to the Radio and Record industry through inspiration and mentoring. Rob began his radio career at KFMB and B-100 in San Diego 1975. He later became assistant program director at 99X in New York City. In 1979 at the age of 21, he became the youngest major market program director in America at WPEZ FM (now WWSW-FM) in Pittsburgh. He also served as program director for K-101 radio in San Francisco and Program and Operations Director at KMGI/KIXI, Seattle. From 1981 until 1989 he was a principal in IS INC and Countdown USA, Inc., which created and produced domestically and internationally distributed programs for radio networks and syndicates. Prior to joining Nielsen Entertainment, Rob was Vice President - Marketing Services for Fairwest Direct, a San Diego based company specializing in database driven direct marketing programs and consulting for radio stations. Sisco has served as a programming and management consultant for radio stations and served on the board of the Conclave.

The Conclave, now in its 31st consecutive year of serving the broadcast industry, is offering entrance into America's premiere educational and entertainment event for only \$299! Visit www.theconclave.com for details!

CRS-37 kicked off in style yesterday (2/16), honoring those in the industry who have committed to giving back to their communities. This year's recipient of the Tom Rivers Humanitarian Award is none other than Minneapolis' own John Hines, morning man at Clear Channel KEEY. Hines has "done good" all over the place including raising money for St. Jude Children's Research Hospital, heightening AIDS awareness and support of US troops in Iraq. Hines mused, "Large events, small events, it doesn't matter, all you have to do is throw yourself into them when anybody asks." Stations taking honors were: Small Market: Saga KDXV/Jonesboro, AR, Medium: Citadel WIVK/Knoxville, TN and Large: CBS Radio WQYK/Tamp, FL. The artist award went to Neal McCoy for his efforts with the East Texas Angel Network among other charitable endeavors. Toby Keith received the US Dept. of Veteran Affairs Secretary's Award for Outstanding Service.

The TATTLE R commented, last week, on the postponed ABC Primetime report on payola. That report aired yesterday (2/16), and was followed up by an article published on ABC's website. The televised portion focused largely on Entercom's self-proclaimed former "golden boy" Dave Universal. The ousted T40 WKSE man was fired last year as Spitzer and the FCC began to shine the bright lights of their investigation into the dark corners and under the rugs of radio's questionable relationships with labels. Universal defended himself to Primetime interviewer Brian Ross maintaining that he only accepted payments after stations had already added songs, prompting Spitzer to snap back, "So he says, 'I was guilty of extortion, not bribery!'" The web article focused on artist reaction to the payola issue, featuring comments from Minneapolis band Semisonic's drummer Jake Slichter. He is candid about the huge cost of creating a hit, as evidenced by their to the top of the charts in 1998, saying, "We definitely benefited from payola... It cost something close to \$700,000 to \$800,000 to get 'Closing Time' on the air, to keep it on the air long enough for people, for public taste to really grab on to it" These sentiments were echoed by various artists in attendance at last week's Grammys, among them industry vet Tony Bennett who stated, "Absolutely. It costs a lot of money to make something famous." Fiona Apple also chimed in with, "It's a business about money. People are trying to get what they want done, and they'll pay for it..."

Advertisement for Keith Urban featuring the text 'KEITH URBAN MAKING MEMORIES OF US', a photo of Keith Urban, the word 'ADDED' in a stylized font, and a list of radio stations: KFBZ/Wichita, KVIL/Dallas, WGER/Saginaw, WHBC/Canton, WKJY/Nassau, WMBX/Memphis, WMC/Memphis, WMJY/Biloxi, WNIC/Detroit, WSHH/Pittsburgh, WSNE/Providence, WTIC/Hartford. An EMI Music Publishing logo is also present.

Part-timers **Rick Elliot** and **Craig Brollery** are getting their own weekly show on **ABC Talk WLS/Chicago**, according to **Robert Feder** in the **Chicago Sun-Times**. The new show will broadcast 6-9pm on Saturdays. Also new in the market is **John Grochowski** who will host an hour-long program on crosstown **CBS Talk WCKG**.

After over a decade at **CBS Radio/Kansas City**, **Jeff Davis** has decided to step down from his position as Dir./Marketing. Reach him at (816) 471-3614 or jeffinkansascity@yahoo.com.

Monday (2/20) will mark the end of road for **Fairfield Talk WKLZ/Kalamazoo**, as the station shuts down and turns in their license to the **FCC**. This comes as no surprise as the company was granted an extended-band AM for five years, which comes to an end next week. Pres./GM **Stephen Travers** spoke with the **Kalamazoo Gazette** and said that this will result in no lay-offs, but it does leave the **Chicago Cubs** homeless in the market.

Clear Channel/Detroit has named **Til Levesque** as their new Market Manager. She comes to the position after 15 years in the CC family, most recently as Dir./Sales in Detroit. She'll over see ops at all seven of the cluster's stations (Sports WDFN, Classic Rock WDTW, Talk WDTW, Urban WJLB, CHR/Pop WKQI, Urban AC WMXD & AC WNIC). Levesque is replacing **Dave Pugh** who now handles RVP duties for **Clear Channel/Washington, DC**.

In a teleconference today (2-1), VP/Domestic Research **Dr. Ed Cohen**, announced **Arbitron's** plan to expand their diaries to cell-phone only households in 2008. This decision come after research revealed that said households tend to listen to the radio more than those with landlines as well as cell lines. All diary placements will have to be done by hand, as current law prohibits automated dialing equipment for cells. This presents some problems, as diary placement will have to happen by direct calls to consumer cell phones, potentially leaving them with a charge (or use of precious "day time minutes") for that incoming call. Arbitron plans to find potential diarists by process of elimination, calling cell users, ascertaining whether or not they also have a landline, and if not, asking for permission to use them as a diary subject.

Alpena Broadcasting has sold controlling interest of **KJRV/Wessington Springs-Mitchell, SD** to 25% owner **Dakota Communications** for \$75,000. **Sorenson Broadcasting**, **Todd Robinson, Inc.**, and **TG Partnership** are bowing out with the sale.

Nancy Skinner, former **WLS/Chicago** and **WDTW/Detroit** host, is throwing her hat into the political. In an interview with the **Detroit News**, Skinner declared her intention of seeking the Democratic nomination to run against current Michigan 9th Congressional District Republican Rep. **Joe Knollenberg**. She'll have plenty of help in her campaign, as she plans to bring along radio friends like **Air America's Al Franken**.

CBS/Kansas City Dir./Programming Mike Kennedy told **All Access** this week that the moving and shaking at their stations is nearing an end saying, "We're not done yet, but getting close!" Here's what's already in place: Hot AC **KCKC** grabs T40 **KMXV** midday dude **Dave Fogel** to replace **Mike O'Brien** at afternoons. O'Brien isn't out of the cluster, however, as he's holding on to his Dir./Production-Imaging and swingman duties. Back at **KMXV**, **Greg Sage** will anchor middays as the station continues to hunt for a PD. Meanwhile, **Jeanne Ashley** steps off mornings at **KCKC** and slides to middays, making way for a new morning show that **Nycki Pace** and **Dave Johnson** have in the works.

Salem and Jon Yinger's Christian Broadcasting System station swaps have come to a close. The deal gives Religion **WLQV/Detroit** to Salem, in exchange for Religion **WTSJ-Talk WBOB/Cincinnati**, and a cool \$6.7 million. **WBOB**, which has been leased to **Dusty Rhodes** and **Brian Kauffman**, is currently operating as an Oldies outfit under the calls **WDJO**. Yinger, meanwhile, has applied for a change for **WTSJ**, looking for **WCVX** calls. **John Pierce** served as exclusive broker on both the sale and **WBOB** lease.

Looks like **Entercom Talk WRKO/Boston Dir./Operations Brian Whittemore** may be on his way back to his home state of Minnesota. According to the **Boston Herald's** gossip column, Whittemore will be stepping down and handing over his duties to **Jason Wolfe**, current PD at sister Sports **WEEI**.

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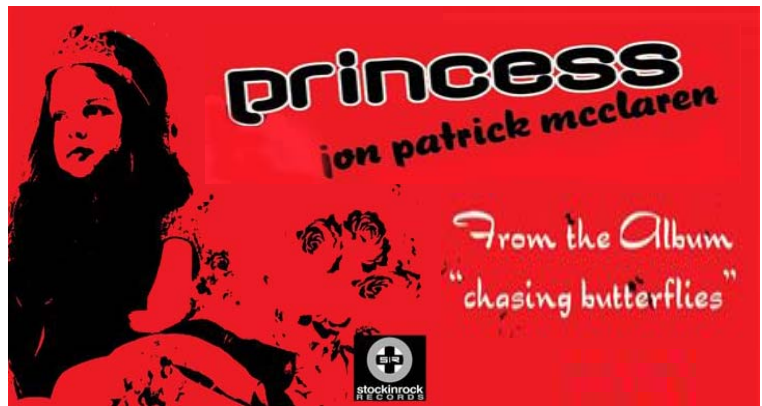
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What's the next stop for radio vet **Grey Gillispie**? After PD stints at Rock KEZO/Omaha, Oldies WWSW/Pittsburgh and WDVE/Pittsburgh, EVP/Product Development for **Burkhardt, Douglas and Associates**, and VP/Rock-Alt. for **McVay Media**, he's heading to our nation's capital to act as PD for **CBS Radio** Talk WJFK/Washington, D.C. Senior VP/GM **Michael Hughes** shared his excitement in regards to Gillispie saying, "We are thrilled to bring someone of Greg's experience and expertise to help guide our evolution with the FREE FM brand, our very strong existing programs, and some exciting new shows and ideas. Additionally, we've become very aggressive on-line at 1067FREEFM.com with our streaming, web, and podcast options, and soon, HD Radio. We look forward to the team of Greg, with Operations Director **Cameron Gray**, enhancing those opportunities."

What better way to beat the Monday blues than to tie the knot? At least that's the sentiment behind Hot AC-Talk WLNK/Charlotte's **Matrimony Monday** promotion. Each Monday in February host (and Conclave regular) **Pam Stone** has been selecting couples to get married on her show, rewarding the lucky lovers with themed weddings like *Funny Farm-Fashion* or *Caddyshack*. They also get cake, champagne, and dinner at the Charlotte location of the **Capital Grille**.

Check out the new and improved **BitXchange** website: www.thebitxchange.com ! The new site features news clips and information about everything from sports to showbiz, the opportunity to preview upcoming guest booking opportunities for morning radio shows, a lifestyle lounge that provides advice and suggestions, and the ability to share bits with morning shows in the same format.

CHANGES... **Bonneville** Hot AC WVRV/St. Louis MD/night talent **Jill Devine** moves to mornings as co-host with **Steve & DC**. Davies will maintain her MD duties as well...**Entercom** Country WDAF/Kansas City PD **Wes McShay** has left the building...**Tony Davis** joins **Cupit Records** for South/Southeast Regional duties. He comes to this gig after 15 years in the industry, with stints at **EMI, Elektra, Zoo, Scotti Brothers, A&M, Curb** and **Virgin**...**Chuck Oliner** is upped to VP/Radio and Video Promotions at **Koch Records**... WNOU/Indianapolis APD/MD **Dylan** takes on afternoons for **Clear Channel** Top 40 WKST/Pittsburgh...Former part-time air talent **Chase** re-joins **Leighton** Top 40 KCLD/St. Cloud for middays, replacing **Taylor Shay**...KWOE/Cedar Rapids, IA taps KXCR/Tulsa morning man **Jack Davis** for PD/morning duties...**Rolf Pepple** surfaces as VP/GM for the **NextMedia**/Greenville-New Bern, NC cluster. Congratulations to **Susquehanna** Country WYGY-AC WRRM/Cincinnati on the success of their annual **Children's Miracle Network** radiothon. The stations raised \$351,000 for the **Children's Hospital** of Cincinnati.



Happy quarter of a century to **Illinois State University** student radio station WZND! To celebrate 25 years on the air, they will hold an **Anniversary Reunion Celebration** March 31-April 1, 2006. Check out www.wznd.com for details!

Best wishes to **Clear Channel** T40 WAKS/Cleveland PD **Dan Mason** on his engagement to fiancée **Melissa Becker**.

JOBS... **Midwest Communications** News-Talk WTAQ/Green Bay, WI seeks morning star to produce compelling, interesting content. T&R to PD, Newsradio 1360, WTAQ. PO Box 23333, Green Bay, WI. 54301 or jerry@wtaq.com ...**Entercom** Country WDAF/Kansas City seeks PD experienced in creating a great vibe, coaching and growing talent. Selector a must. R to cschloss@entercom.com ...**NextMedia** WGER/Saginaw, MI seeks middayer. T&R, photo and ref to **Tommy Frank**-WGER-1795 Tittabawassee Rd, Saginaw, MI 48604 or Tommyu93@aol.com ...**Clear Channel** Country KMFJ/Rochester, MN seeks PD/air talent. Programming exp. pref. T&R to **Craig Erpestad**, OM, Clear Channel, 1530 Greenview drive SW., suite 200, Rochester, MN 55902 or craigerpestad@clearchannel.com ...**Three Eagles** Variety KO95/Worthington, MN seeks FT morning co-host. Duties include production, and sales. T&R by 3/1 to **Steve Graphenteen**, VP/GM, 1140 150th Ave., Luverne, MN. 56156 or sg@klql.threeeagles.com ...**Good Karma** Sports 100.5FM/Madison, WI seeks PT producer. Exp. with Adobe Audition or similar software a plus. Res and cover torick@gkbradio.com ...**Metro Networks/Shadow Broadcast**/Flint, MI Service seeks PThelp to anchor traffic and news w/additional writing duties assigned by the News Bureau Chief. T&R to Metro/Shadow – Detroit, **Howard Bouton**, Director of Operations, 3000 Town Center – Suite 2160, Southfield, MI 48075...**ESPN Radio**/Milwaukee, WI seeks producer for 1510 days 1290 nights. Must book top guests, coordinate station web site, run public affairs dept., assist with production, write/deliver sports updates, and more. T&R to Milwaukee's ESPN Radio/Producer's Job, C/O **Bill Johnson**- PD, 770 N Jefferson, Milwaukee, WI 53202 or billjohnson@espmilwaukee.com ...All positions listed in the **TATTLE** represent equal opportunities, and are provided free of charge by emailing claire@main-st.net. No calls unless otherwise specified.

2005 Fall Book Report

Grand Forks, ND-MN (#287)

Nice book for KKXL, but KJKJ wins.

Station	Format	Owner	Sp'05	Fa'05
KJKJ-FM	Rock	ClrChnnl	11	12.7
KKXL-FM	T40	ClrChnnl	9.2	11.8
KYCK-FM	Country	Leighton	13.8	11.8
KNOX-AM	Country	Leighton	8.3	7.3
KSNR-FM	Oldies	ClrChnnl	5.5	7.3
KNOX-FM	Country	Leighton	5.5	6.4
KQHT-FM	AC	ClrChnnl	3.7	4.5
KROX-AM	N/T	Gopher	5.5	4.5
KFGO-AM	N/T	ClrChnnl	3.7	3.6
KCNN-AM	N/T	Leighton	2.8	2.7
KZLT-FM	AC	Leighton	3.7	2.7
KKXL-AM	Standards	ClrChnnl	2.8	1.8

Green Bay, WI (#186)

WIXX rebounds nicely.

Station	Format	Owner	Sp'05	Fa'05
WIXX-FM	T40	Midwest	8.2	11.8
WNCY-FM	Country	Midwest	12.8	10.7
WDUZ-FM/				
WDUZ-AM	Sports	Cumulus	4.3	6.8
WOGB-FM	Oldies	Cumulus	7.5	6.8
WAPL-FM	ClsscRock	Woodward	6.9	6.4
WTAQ-AM	N/T	Midwest	4.3	6.1
WPCK-FM	Country	Cumulus	4.6	5.7
WQLH-FM	AC	Cumulus	6.2	5.4
WJLW-FM	ClsscRock	Cumulus	4.9	4.3
WECB-FM	AC	Woodward	2.6	3.6
WLYD-FM	T40/Rhy	Midwest	4.6	3.6
WNAM-AM	Standards	Cumulus	2.3	3.2
WOZZ-FM	ClsscRock	Midwest	4.3	2.9
WZOR-FM	ActRock	Woodward	2	2.1
WNFL-AM	Tk	Midwest	2	1.8
WKSZ-FM	Hot AC	Woodward	1.6	1.4
WROE-FM	AC	Midwest	1.6	1.4

Joplin, MO (#236)

Status quo for KIXQ.

Station	Format	Owner	Sp'05	Fa'05
KIXQ-FM	Country	Zimmer	12.8	12.9
KSYN-FM	T40	Zimmer	7	7.4
KKOW-FM	Country	AMI	6.4	6.7
KXDG-FM	ClsscRock	Zimmer	6.4	6.7
KBTN-FM	Country	Oldies FFD	5.2	6.1
KJMK-FM	AC	Zimmer	3.5	4.9
KCAR-FM	Oldies	FFD	3.5	4.3
KJML-FM	Alt	FFD	5.2	4.3
KMOQ-FM	T40	FFD	5.8	4.3
KMXL-FM	Hot AC	Petersen	3.5	3.7
KQYX-AM	N/T	FFD	2.3	2.5
KWXD-FM	Oldies	SE KS	2.3	2.5
KDMO-AM	Standards	Petersen	2.9	1.8
KIGL-FM	ClsscRock	ClrChnnl	2.3	1.8
KHST-FM	Rock	SE KS	1.2	1.2

Lincoln, NE (#176)

KZKX bests the field with 2 share gain.

Station	Format	Owner	Sp'05	Fa'05
KZKX-FM	Country	ClrChnnl	6.9	8.8
KFGE-FM	Country	Triad	6.3	7.5
KFOR-AM	N/T	3 Eagles	6.6	7.5
KBBK-FM	Hot AC	Triad	6.9	6.5
KFRX-FM	T40	3 Eagles	7.2	6.5
KRKR-FM	ClsscRock	3 Eagles	5.9	6.5
KIBZ-FM	ActRock	ClrChnnl	4.3	5.6
KLIN-AM	N/T	Triad	6.9	5.6
KLNC-FM	ClsscHits	Triad	4.6	4.9
KTGL-FM	ClsscRock	ClrChnnl	3.9	4.6
KLMS-AM	Sports	3 Eagles	3	3.6
KLMY-FM	AC	ClrChnnl	3.3	3.6
KQBW-FM	Rock	ClrChnnl	1	2.3
KFAB-AM	N/T	ClrChnnl	1.6	1.6
KGBI-FM	Chrstrn	AC Salem	3	1.6
KQKQ-FM	Hot AC	NRG	1.3	1.6
KEZO-FM	Rock	Journal	2	1.3
KGOR-FM	Oldies	ClrChnnl	1.3	1.3
KQCH-FM	T40	Journal	2.6	1.3

Little Rock, AR (#85)

KSSN retains crown.

Station	Format	Owner	Sp'05	Fa'05
KSSN-FM	Country	ClrChnnl	9	10.6
KIPR-FM	Urban	Citadel	5.5	8.3
KARN-AM/				
KARN-FM	N/T	Citadel	6.2	6.5
KOKY-FM	Urban AC	Citadel	6.8	5.8
KABZ-FM	Tk	Signal	4.4	5.7
KLAL-FM	T40	Citadel	6.8	5.5
KKPT-FM	ClsscRock	Signal	4.4	5.4
KHTE-FM	T40/Rhy	Archway	4.4	4.8
KURB-FM	Hot AC	Citadel	5.9	4.6
KHKN-FM	ClsscCtry	ClrChnnl	4.8	4.1
KDJE-FM	ActRock	ClrChnnl	5.1	4
KMSX-FM	AC	ClrChnnl	1.7	2.9
KOLL-FM	Oldies	Archway	2.5	2.8
KMJX-FM	ClsscRock	ClrChnnl	2.2	2.3
KPZK-FM	Inspir	Citadel	1.7	1.4
KITA-AM	Inspir	Rusk, Tom	1.3	1.1
KKZR-FM	ActRock	Archway	1.6	1.1

Mason City, IA (#292)

KIAI stays the course.

Station	Format	Owner	Sp'05	Fa'05
KIAI-FM	Ctry	ClrChnnl	14.2	14
KLSS-FM	AC	3 Eagles	11.3	10.3
KGLO-AM	N/T	ClrChnnl	10.4	9.3
KLKK-FM	ClRock	ClrChnnl	9.4	9.3
KSMA-FM	Stndrds	ClrChnnl	5.7	6.5
KAUS-FM	Ctry	3 Eagles	3.8	5.6
KCHA-FM	AC	ClrChnnl	1.9	3.7
KFMW-FM	ActRock	Bahakel	3.8	3.7
KROC-FM	N/T	Cumulus	2.8	3.7
KYTC-FM	Oldies	3 Eagles	4.7	3.7
KRIB-AM	Stndrds	3 Eagles	1.9	1.9
WHO-AM	N/T	ClrChnnl	1.9	1.9

Madison, WI (#96)

It's WMGN's turn at the top.

Station	Format	Owner	Sp'05	Fa'05
WMGN-FM	AC	M-W Family	7.6	8.3
WZEE-FM	T40	ClrChnnl	9.1	7.3
WOLX-FM	Oldies	Entercom	5.9	7.1
WWQM-FM	Country	M-W Family	8.1	7.1
WIBA-AM	N/T	ClrChnnl	6.1	6.1
WIBA-FM	ClsscRock	ClrChnnl	4.4	6.1
WXXM-FM	Tk	ClrChnnl	2.3	3.8
WJJO-FM	ActRock	M-W Family	4.9	3.6
WCHY-FM	Adult Hits	Entercom	2.8	3.5
WMMM-FM	Triple A	Entercom	3.8	3.5
WTSO-AM	Sports	ClrChnnl	2	3.5
WHIT-FM	ClsscHits	M-W Family	3	2.9
WKPO-FM	T40/Rhy	Good Karma	2.5	2.1
WDMP-FM/				
WDMP-AM	Country	Dodge Point	1.3	1.6
WMAD-FM	Alt	ClrChnnl	2	1.6
WSJY-FM	AC	NRG	1.5	1.6
WTUX-AM	Standards	M-W Family	2	1.4
WJVL-FM	Country	Bliss	0.8	1.2
WTDY-AM	N/T	M-W Family	1.3	1

Marion-Carbondale, IL (#235)

WDDD & WOZZ make it a horserace.

Station	Format	Owner	Sp'05	Fa'05
WDDD-FM	Ctry	ClrChnnl	10.8	10.6
WOZZ-FM	Ctry	Max Med	10.2	10.6
WUEZ-FM	AC	Max Med	7.2	7.6
WJPF-AM/WCIL-AM	N/T	Max Med	7.2	7.1
WTAO-FM	Rock	ClrChnnl	6	7.1
WQRL-FM	Oldies	Dana Comm	5.4	5.9
WCIL-FM	T40	Max Med	7.2	5.3
WQUL-FM	ClRock	ClrChnnl	4.2	4.7
KGMO-FM	ClRock	Withers	5.4	4.1
WVZA-FM	T40	ClrChnnl	4.2	3.5
WXLT-FM	Alt	Max Med	3.6	2.9
WFRX-AM	Stndrds	ClrChnnl	1.8	2.4
WBNV-FM	ChrisAC	Anderson	1.2	1.8
WMIX-FM	Ctry	Withers	2.4	1.8
KEZS-FM	Ctry	Max Med	1.2	1.2
WGGH-AM	Gospel	Vine	0.6	1.2
WINI-AM	N/T	WINI	1.2	1.2
WXAN-FM	Gospel	Lawder	1.2	1.2

ClrChnnl 1.9 1.9

12+ M-Su, 6AM-12AM Spring/Fall or Summer/Fall 2005 comparisons.

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