

THE
MAIN STREET
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TATTLE R

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Conclave Learning Conference Gets Reverend & Extends Cheapie Tuition! The **Reverend Al Sharpton** has been announced as the first keynote presenter for the *31st Annual Conclave Learning Conference: Future Tense* being held at the Marriott City Centre in Downtown Minneapolis from Thursday July 13 thru Sunday July 16. Reverend Sharpton's keynote presentation is scheduled for Friday, July 14 at 11 AM and he will immediately follow-up his first ever Conclave appearance with a "live" on-site broadcast of his radio show, "Keeping It Real," distributed nationally by **Syndication One**, a joint venture of **Radio One** and **Reach Media**. With over 40 years of experience as a community leader, politician, minister and advocate – and a 2004 Presidential candidate - the Rev. Al Sharpton is one of America's most-renowned civil rights leaders, holding such notable positions as the Youth Director of New York's *Operation Breadbasket*, Director of Ministers for *National Rainbow Push* coalition, and founder of his own broad-based progressive civil rights organization, the *National Action Network*. Now "The Rev.," as he is affectionately called, brings his powerful voice to radio and gets the answers to real questions with his entertaining three-hour daily talk show. Conclave, in celebrating the Reverend's appearance is "Keeping It Real" and will extend its very special tuition rate of *only \$299 – still the lowest price of ANY industry conference* – until Saturday, April 15th! For more information or to register on line, click on www.theconclave.com.

The Conclave is extending the 2006 scholarship application deadline. The new deadline is April 15, 2006, which means radio stations have two more weeks to extend their public service campaign informing listeners of the valuable Conclave scholarship programs. Radio stations may secure sample spots and public service announcements for their campaigns on www.theconclave.com. Each year, the Conclave offers music industry & radio and television broadcast scholarships to three nationally recognized educational institutions. The radio/TV scholarships are offered to attend **Brown College** of Minneapolis, MN or to **The Specs Howard School of Broadcasting Arts** of Southfield, MI. The Music Business scholarship will be awarded to **McNally-Smith College of Music** of St. Paul, MN. In all, the 2006 Conclave scholarships represent a value of over \$65,000. Entries must be postmarked by April 15, 2006. The Board of Directors of the Conclave and Conclave advisors will choose the winning radio/TV candidates. Members of the Douglas Smith Foundation will judge the music industry applications. Winners will be announced before May 15, 2006. Application forms are available inside career counseling offices at high schools around America or by visiting the Conclave website at www.theconclave.com. The application process for the radio industry scholarships involves the submission of a voice tape/ CD. The music industry scholarship requires the composition of a brief essay as part of the application process.

When the **Minnesota Twins'** home opener happens on April 11th, a new voice will ring through the Metrodome. **Adam Abrams** has been named the full-time Public Address announcer for the Twins, replacing the late, great **Bob Casey**. Adam's voice may ring some familiar bells, as he warns of 'no smoking in the Metrodome'. For 11 years, he served as APD/MD/Air personality of **Clear Channel** oldies KQQL/Minneapolis. Prior to that, he'd worked at KKFN/Sioux Falls and WWTC/Minneapolis. He moved from radio in 2001, and became the voice of the **Minnesota Wild** hockey team and moved into voice work in the Twin Cities on a fulltime basis. Oh, yeah - he's a Brown College graduate! Kinda makes winning a scholarship to school like Brown that much more important, doesn't it?





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WOMX...#1 Most Played	WMC...4th Most Played
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KYKY...9th Most Played	KPLZ...10th Most Played
WTSS...11th Most Played	WKTI...11th Most Played
WPLI...14th Most Played	

Rate The Music Hot AC Ranks #12

EMI Music Collective



Two Minneapolis women with *Air America* ties are tossing their names into the world of politics. Former Minnesota state Senate Assistant Majority Leader **Ember Reichgott Junge** began her campaign Wednesday for the vacant Fifth District Minnesota congressional seat. Ember is host of "Women on the Move," a weekly radio show on *Air America Minnesota*. She's also a regular guest on **Salem's** talker WWTC/Minneapolis and provides Sunday morning political commentary on Twin Cities **CBS** affiliate WCCO-TV. **Wendy Wilde (Wendy Pareene)**, who recently exited her midday duties on *Air America Minnesota*, is testing the waters for a run for Congress in Minnesota's 3rd Congressional district against a Republican incumbent. See what Senatorial-hopeful **Al Franken** started? Now EVERYONE at *Air America* thinks they have to hold public office (and depending on the office, that may not be such a bad idea...)

After exiting in the wake of a racial slur on the air last week on KTRS/St. Louis, **Dave Lenihan** has reached a settlement with his former employers. The host had been commenting on the possibility of the NFL tapping Secretary of State **Condoleezza Rice** for Commissioner duties; he meant to say that it would be a "coup", but instead let slip the word "coon". Lenihan has found himself a surprising ally in the **NAACP**, when the local chapter went to bat for him after he and his wife joined in an effort to make amends. The NAACP has urged KTRS to re-hire Lenihan calling the situation a "teachable moment", with member **Sam Moore** saying, "I'm in the forgiving business." KTRS, however, appears to be sticking with their decision, as they have hired back station alum **McGraw Milhaven** for Lenihan's former time slot.

Rod Phillips has left the building after nearly five years at **Clear Channel** top 40 WKSC/Chicago. He's pleased with the leaps the station made during his time there, saying, "I couldn't be more excited that this staff achieved the #1 FM cume in Chicago. I am going out as a winner, with KISS 103.5 topping B96 in the February extrap ahead of them 12+ and 18-34. I am open for business." Reach out to Rod at (312) 451-5477 or rodney_1119@hotmail.com. Programming at WKSC will be manned by Minneapolis-

based-soon-to-be-Chicago-based consultant **Steve Perun** of **SP, Inc.** 1 until a permanent replacement can be found.

Changes. Former **Entercom** Active Rock KQRC/Kansas City MD/host **Fritz** will take on a similar role at **Clear Channel** WEBN/Cincinnati, replacing **Rick "The Dude" Vaske**...**Journal** KEZO/Omaha, NE MD/middayer **Jessica Doi** is adding MD duties for sister Hot AC KSRZ to her plate...**Radio Star, Inc.** Top 40 WQQB/Champaign, IL night dude **Matt Vail** jumps to **Cramwell**/Mattoon, IL to take on Part-time status in a move that puts him closer to home. **Joe McIntyre** will jump back in the saddle for nights at WQQB.

A hold has been placed on the implementation of the **Personal People Meter** in Houston, with **Arbitron** waiting on the go ahead from the **Media Ration Council**. VP/Communications for Arbitron **Thom Mocarsky** says, "We will not turn off diaries and turn on PPM until we receive MRC accreditation." He continued by impressing the importance of the approval for a market like Houston saying, "you have to have it." It's possible that the launch will still take place in July, but Mocarsky stated that the decision is, "up to [the MRC] to say that we meet the standards. We've done two phases of an audit... we're just waiting for our double-check."

On the other side of the diary replacement coin, are **The Media Audit** and their **Smart Cell Phone**. They have partnered with **Ipsos** and announced that the device will also have the capability to measure streaming and download radio and TV content. A press release stresses, "Regardless of whether media content is consumed via Smart Cell Phone or an iPod or other digital device, The Media Audit/Ipsos proposed electronic metering system will have the capability to measure these audiences. If a panel member is viewing or listening to content via a Smart Cell Phone, the viewing/listening will be measured by picking up an encoded (watermarked) signal. If the panel member is viewing or listening to content via some other device, such as an iPod, Bluetooth® technology will enable the Smart Cell Phone meter to detect the listening or viewing, even if the panel member is using headphones."

MICHAEL VINCENT Won't Look Back

"Vincent fuses energy and passion with intensely reflective lyrics, as he unveils this compelling tribute to the indomitable spirit of his wife - a breast cancer survivor."



IN YOUR MAIL, SOON!



After all the hemming and hawing about his move to **Sirius**, it looks like **Howard Stern** may not have the far-reaching crossover power he envisioned. A **Jacobs Media** on-line survey disclosed that nearly 70% of those who considered themselves regular listeners when Stern's show was on terrestrial radio have not followed him to satellite. The poll results, culled from a group of 79 radio stations in the blanket "Rock" format (Mainstream, Classic and Alternative), took the responses of over 25,000 toward the latter part of February, six weeks after Stern's show made the leap. Of the 70% who stuck with commercial radio, 46% indicated that they continued to listen to their home-station's morning show. This data must, however, be tempered with the fact that Sirius has reported strong subscription trends, most importantly indicating that new subscribers are more likely to choose Sirius over competitor **XM**, with Stern being the determining factor behind the choice. It would appear, though, from the **Jacobs** poll that this trend is tapering as most who were going to jump ship to satellite have already done so.

Changes, Too. Triad Oldies WPBG/Peoria, IL ups **Scott Wheeler** from PD to OM of the Peoria cluster, PD duties at WPBG are handed off to former **Saga** Oldies WKIL/Champaign-Urbana, IL's **Mitch Allen...** **Clear Channel** Top 40 KSLZ/St. Louis bids farewell to night slammer **Broadway Bill Macc** as he heads back to his hometown of Grand Rapids for a night gig at Country WBCT...**Clear Channel** Sports WTKA/Ann Arbor, MI has named former Sunday morning "Off the Field" co-host **Dave Shand** as the new co-host of **Mornings with Mike and Dave**, alongside **Mike Wickett**.

Curt Miller, reporter and midday anchor at **Emmis** Talk WIBC/Indianapolis, has come forward with the news of his January diagnosis with terminal pancreatic cancer. In an interview with the **Indianapolis Star**, Miller spoke about his choice to discuss his diagnosis and impending death on the air saying, "There's a mystery about this whole issue of living with a terminal illness and death that doesn't get discussed much in the media. I'm hoping to generate a public discussion of cancer, a public discussion of death



and dying."

Congratulations to **Greater Media, Inc.**, who are celebrating half a century in the broadcasting business today (3/31)! The company got its start on this date in 1956, founded by **Yale** classmates **Peter A Bordes** and **Joseph Rosenmiller**. It began with a lone station in Southbridge, MA and has grown to 19 in cities from Boston to Detroit, along with a modern printing plant and a group of weekly newspapers in Central New Jersey; and several telecommunications towers throughout the United States. The company is now owned by Bordes' family, and Chairman **John Bordes** commented on the landmark day saying, "I am proud of the achievements of our company over the past years. My brother wanted the company to remain independent and locally based. **Lee Bordes**, **Peter Smyth** and I are going to do exactly that. We look forward to growing Greater Media in the coming years."

Two news items surfaced this week that - at first glance - don't seem to have much to do with each other. But in reality, one really begets the other. Story #1: **XM** is launching six regional news and talk channels aimed at blanketing coverage from all parts of the nation. Their new "Regional News, Talk & Music Channels." Wow! Satellite radio is making a serious effort to get local. Wonder why? Story #2: **Clear Channel's** highly rated AC WLIT/Chicago has named **Kevin O'Neill** its new afternoon drive host. Nothing too strange about that...except he'll be voice tracking the show from his current home, AC WNIC/Detroit. - where he'll remain on the air. *Comment: When voice tracking covers a major air shift at a major station in the #3 market, a paradigm continues to shift. While satellite radio is working hard to localize elements of their programming, terrestrial radio seems hard at work, de-localizing. We can hardly wait to hear the next round of complaints from some terrestrial broadcasters that satellite radio enjoys an unfair advantage. Because it does: It competes with the decisions of some terrestrial operators who mysteriously ignore the medium's number one advantage over satellite - locality. (Heavy sigh...).*

The Conclave presents

FUTURE TENSE

The 2006 Learning Conference

July 13-16, 2006

Marriott City Center/Minneapolis

January Tuition **\$299** until 4/15/06

Details at www.theconclave.com

2006 SCHOLARSHIP DEADLINE: APRIL 15!

Two radio and television broadcast scholarships will be awarded to 2 students attending **Brown College** of Minneapolis, MN and **The Specs Howard School of Broadcasting Arts** of Southfield, MI.

One Music Business scholarship will be awarded to the **McNally-Smith School of Music** of St. Paul, MN.

Over \$70,000 worth of education YOU can help award!

How?

Download and schedule

the Conclave scholarship PSA

and use it as a weekend promotion!

It's available now at www.theconclave.com

More Changes. Karen Rite, formerly of WGKS/Lexington, will fill the PD shoes at **Artistic Media** CHR/Pop WNDV/South Bed, IN...With **Joel Folger** consulting, **Connoisseur Media** launched Adult Hits KIBB/Wichita on the new 100.5 frequency...**NRG** Hot AC KZSR/Sioux City, IA drops flips from its Star AC format for a Classic Hits/Hot AC playlist, taking on the Bob FM moniker.

Proud partners of the 2006 Conclave: **Platinum Partner-** Billboard Radio Monitor. **Partners:** All Access, Arbitron, Brown College, Envision Radio, Nielsen/BDS, BMI, Jefferson Pilot Communications, First MediaWorks, McNally-Smith College of Music, Specs Howard School for Communication Arts, Loyal Ears and PromoSuite.

Clear Channel/Sioux City, NE shuffles the deck, flipping T40 KGLI to Hot AC, but hanging on to their KG95 moniker. They'll be playing "The Best Variety of the 80's, 90's and Today". Meanwhile, sister AC KSFT also flips, but to Top 40 with the slogan "The All New KISS 107 FM.

Clear Channel Sports WDFN/Detroit announces a new weekend show entitled "The Ottoman Sports Empire" with anchor/reporter **Rob Otto** manning the mic. The show will debut on April 2nd with **Kansas City Star** **Jason Whitlock** and **USA Today** columnist **Christine Brennen** as guest.

Congrats to listeners at staff at **Vision** Contemporary Christian KADI/Springfield, MO on their 2006 radiothon for the **Children's Miracle Network** which raised more than \$30,756 in just 24 hours. Amongst the many generous contributions was \$1000 from **MercyMe** front man **Bart Millard**, who has a small son with diabetes.

Condolences to the family and friends of **Clear Channel** Country KYSM-103/Mankato Night Talent/Traffic Director, **George Abdo**, who passed away at his home last Thursday. The family is requesting any donations to be made to the *George Abdo Trust Fund* for his daughter **Olivia**. Donations to **Community Bank of Mankato** may be made at 507-625-1551 or you may donate online at <http://www.charleysrestaurantmankato.com/donate.php>

Availz. Ted "Teddy P" **Spillman** exits nights at **Channel** Top 40 WDAY/Fargo. Reach him on the cell at (701) 200-6520.

Jobs. **Clear Channel** T40 Y94/WDAY-FM in Fargo, ND is seeking its next night star, someone who knows the audience and how to work the phones. Selector, imaging, production and web experience also a plus. Rush tape and resume to Y94 Night Show,

ATTN PD Troy Dayton, 1020 25th St. South, Fargo, ND 58103 or email your stuff to troy@y94.com but please keep the audio file to 2 minutes, please...**Family Radio** seeks FT Administrative Assistant to join its sales department support staff. Qualified candidates should have organizational, filing and internet research skills, and be proficient with Microsoft Word, Publisher, PowerPoint, Access, and Excel. Send your resume and letter of application by 4/4 to Sales Assistant, Family Radio, Inc., PO Box 99, La Crosse, Wisconsin, 54602...**Woodward Communications/** Green Bay/Appleton/Oshkosh seeks applicants for future PT air talent. Applicants should have at least 1 year of professional announcing experience. Knowledge of Cool Edit and AudioVault is a plus. CHR delivery with ability to target a female demo is a must! T&R to **Dayton Kane**, 2800 E. College Avenue, Appleton, WI 54915 or email dkane@wcinet.com...**Family Radio** KQ98/La Crosse, WI seeks FT midday personality who can help with day-to-day operations. APD and/or MD stripes are a possibility for the right person. Experience with Selector, HTML, promotions, imaging or all of the above a bonus. Creative T&R by 4/3 to **Kenny Jay**, 98.3 KQ98, 201 State St. La Crosse, WI 54601 or kenny@kq98.com with the subject line "Hire Me"...**Metro Networks/**Grand Rapids, MI seeks PT traffic anchor. Appropriate broadcast experience required. An interest in traffic (and possibly news) preferred. T&R to **Amy Watson** 146 Monroe Center NW, Suite 1226, Grand Rapids, MI 49503 or amy_watson@Metronetworks.com...**Radio Star, Inc.** Rock/Alternative 93.5/95.3/Champaign, IL seeks midday star with 3 yrs. exp. Must be larger than life at remotes and appearances, do solid prep and work the phones. Adobe Audition, Audio Vault, and RCS Selector are musts. T&R to **Jon Mayotte**, Attn: Rock Opening, 4108 Fieldstone Road, Suite C, Champaign, IL 61822...**Clear Channel** Top 40 KSLZ/St. Louis seeks a great night talent. Rush your stuff to PD **Tommy Austin** at nitejob@z1077.com...**Emmis** Country WLHK/Indianapolis seeks Promotions Director. Must be able to have fun while creating exciting and innovative promotions campaigns. T&R to **David Edgar**, OM, WLHK, 40 Monument Circle, Suite 600, Indianapolis, IN 46204...**Midwest Communications** KRBR/Duluth, MN seeks Morning show Producer/APD. Looking for someone to bring localism to Bob & Tom. Also News/Talk KDAL seeks Morning show co-host for top market show. Send T&R for either to **Lynn Surrell**, Human Resources, Midwest Communications, 715 East Central Entrance, Duluth, MN 5811 or lynn@wmcradio.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.

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