

THE
MAIN STREET
Communicator Network
TATTLE R

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1986 Main Street's 20th Anniversary 2006

Edison Research is proud to announce a talent search: "30 Under 30". Edison is in search of the 30 best young talents in radio. Do you know someone under 30 years old, working in radio in any capacity, who should be featured? If so, tell us about him or her by logging onto [by clicking here](#). They also want to find the best young radio talents out there who are not working in terrestrial radio. Edison's **Tom Webster** explains: "At this past year's NAB, I hosted a panel that featured **Internet-only WOXY GM Bryan Jay Miller**. Bryan knows more about attracting a passionate fan base to an Internet-only radio station than just about anyone in America, and terrestrial programmers could learn from folks like that. Similarly, as **Jason Calacanis** pointed out in the same panel, we have a lot to offer would-be podcasters and Internet broadcasters in terms of production, distribution and local sales talent. So we also want to find the best Podcasters or Internet-only radio programmers as well. If you have favorite 'net stations or podcasts, let us know about them here. We'll sift through all of your choices—online and off— and celebrate the 30 best young broadcasters in America." Read the complete text of the Edison rationale for this bold new award at http://www.infinitedial.com/2006/12/wanted_30_under_30.php. Edison will reveal the winners in February. IMPORTANT: One of the prizes they will receive from Edison will be admission/tuition to the 2007 Learning Conference – **Conclave 007: For Your Ears Only** – in Minneapolis in June (see details elsewhere in this TATTLE R). Says Tom Webster, "We'll bring them together at a very special event next year, and publish the results of this unique meeting of the minds." Hmm. Let's see...the winners receive Conclave tuition...so, we wonder where THAT ceremony will be taking place. Hmm. By the way, Edison has a prize for those who nominate an under-30 professional: a brand new HD Radio receiver just for sending them a name (to be drawn in late January). And yes, you can nominate yourself! More details regarding the Conclave/Edison plans will be announced early in the New Year.

Indianapolis-based **Emmis Communications Corp**, after filling with the **Securities and Exchange Commission** (SEC) on Monday, will be reducing Chairman/Pres./CEO **Jeff Smulyan's** base salary for the fiscal year from \$880,000 to \$1 as part of a corporate cost-cutting initiative. He of course is still eligible for bonuses. In the same filing, compensation committee members added a bonus plan for **Patrick Walsh**, the company's new EVP/ CFO/Treasurer

The new radio markets beginning with Spring '07 survey have been announced from **Arbitron!** Twin Falls, ID, Grand-Island, NE, Hot Springs, AR, and Aspen, CO. The new guys are scheduled to be measured twice a year, and will be in the local radio ratings service accredited by **Media Rating Council** and used by more than 1,500 advertising agencies and advertisers across the US. Beginning with the Fall '07 surveys, each report will be a "two-book average" of the most up-to-date and previous survey, with two times the current sample size for audience demographics and dayparts. **Carol Hanley**, Sr. VP/Sales for Arbitron said, "The long-term trend among small-market broadcasters has been to work with Arbitron to create new, measured markets, even for towns in which the entire 12+ population could fit into the Rose Bowl with seats to spare. These broadcasters realize that becoming Arbitron-rated can make a big difference in their access to advertising dollars and to working capital that they can use to enhance their operations. In Spring 1996, Arbitron surveyed 262 syndicated radio markets. In Spring 2007, we are on track to survey 301 markets, a record number for Arbitron and for the industry we serve."

Howard Stern lit fires last night on **David Letterman** when he took credit for raising **Sirius Satellite Radio's** subscriber base from 600,000 to 6 million in one year. **CBS Talk** WFNY-FM/New York PD **John Mainelli**, fired off an email to Sirius PR man **Patrick Reilly** calling Stern's boast a "flat-out lie." Mainelli reported on radio for the New York Post until stern complained to the paper that Mainelli about conflict because of Mainelli's continued consulting work. He estimates that Stern's numbers are closer to "little more than a million subs in two-plus years. And with all that hype." "You'd think this blatantly false public dissemination of information — at a time when satellite radio is under severe attack on Wall Street — is something the SEC and NASD would look into," he added. Stern's rivals **Opie and Anthony** also vilified Stern on Wednesday morning, saying Stern should be held accountable for lying about the numbers. They read Mainelli's email on air, with Opie adding that Mainelli is "not gonna let this go."

RELEASE DATE:
JUNE 28, 2007

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The **Twins'** familiar voices are back for the 2007 season! The games are moving from longtime flagship station CBS talk WCCO-AM/Minneapolis to Hubbard Talk KSTP-AM/St.Paul. Legendary Hall of Fame Twins announcer **Herb Carneal** is scheduled for 36 games this season, and **John Gordon** and **Dan Gladden** will be back for another season as well. **Kris Atteberry** will serve as pre- and post-game studio host.

Liberal Talk fans in Madison get on last shot at convincing **Clear Channel** not to flip Talk WXXM to Sports as **Fox Sports Radio** on January 1. A huge rally is being stirred up by the "**Save the Mic**" group Tuesday at 7p CT at Madison's **High Noon Saloon**. Former Madison Mayor **Paul Soglin** is among the scheduled speakers at the event that is aimed at saving the liberal Talk format, featuring **Air America Radio** programming, from being dropped.

Clear Channel AAA KTCZ/Minneapolis has hired TC native **Thorn** as MD. A 15-year radio vet, he most recently worked at crosstown public KCMP-The Current. You can reach Thorn at 952-417-3292 or thorn@cities97.com.

Milwaukee said good-bye today to longtime morning man **Bob Reitman!** Reitman, jock for **Journal Broadcasting's** Hot AC WKTJ did his final show this morning after a gala farewell at the Riverside Theater. He spent the morning reminiscing with co-host **Gene Mueller** and wrapping things up after 17 years on the job; he'll be doing a weekly show on crosstown noncommercial WUWM starting January 25

Clear Channel has sold a four-station cluster in Lincoln, NE to **Three Eagles Communications**, according to the **Lincoln Journal-Star**. This includes Classic Rock KTGL, Country KZKX, Rock KIBZ, and AC KLMY. The deal, with no purchase price disclosed, gives Three Eagles six FM and two AM stations in the market.

DMR has appointed **Grant Szabo** as Chief Information Officer. Prior to joining DMR, Szabo directed **Macromedia's** Professional Services Division and most recently managed enterprise application integration projects for **H&R Block** and the **City of Calgary**. Szabo, who reports to DMR President **Tripp Eldredge**, holds masters degrees from Loyola University and **The University of Phoenix**. Szabo will be leading DMR's next-generation database development initiative in preparation for the PPM roll-out. Meet Grant at next summer's Learning Conference!



Don't forget the Conclave as you finish up your 2007 Budget!! ONLY 16 DAYS LEFT TO SAVE \$\$\$! Tuition to the 2007 Radio Learning Conference – Conclave 007: FOR YOUR EARS ONLY/ June 28-July1 at the Minneapolis Marriott City Center Hotel – will never be lower...just \$179 for 3+ days of learning, networking, and fun. Tuition ALSO covers most meals, many snacks, and a libation or two. Deadline for this tuition special is 12/31/06...just 16 days away. Save BIG money now on America's premier radio conference!! Log onto www.theconclave.com for details!

2007 Conclave Scholarship Info Now in Your Metro High Schools and On The Web. Scholarship packets including all relevant application forms for the 2007 Conclave Scholarship programs have been mailed to high schools around the Midwest, and should be available now in each school's career counselor office. The same information can be obtained by logging onto www.theconclave.com. Three radio and television broadcast scholarships are awarded annually to three nationally recognized educational institutions. The scholarships are offered to attend **Brown College** of Minneapolis, MN or to **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. In all, the Conclave scholarships represent a value of over \$85,000... including the 3 Doug Lee baccalaureate scholarships and the Conclave's Continuing Education Scholarship! Entry forms for the Brown, McNally & Specs scholarships are available now at the Conclave website at www.theconclave.com. The deadline for applications for those scholarships is April 15, 2007. Winners will be announced shortly thereafter. The Doug Lee scholarships will be announced sometime in late May, and the Continuing Education Scholarship winner will be announced during the 2007 summer Radio Learning Conference, FOR YOUR EARS ONLY. Also to be given away in 2007: **The Dan Kieley Memorial Scholarship** and the **Marc Birger Memorial Scholarship** (details regarding the awarding of these scholarships will be announced shortly after the first of the year). The Conclave will also soon have radio PSA's announcing the scholarship availability's via download. Look for them, soon! Also coming soon – a new Conclave website: www.radioscholarships.com. Stay tuned for details!

Conclave Scholarships now available - with your help!

Help a listener win a place in the exciting, fast-paced world of radio broadcasting or the music industry! Encourage entrance in the competition for three 2007 scholarship opportunities to Brown College, Specs Howard or McNally-Smith. Visit www.theconclave.com to download a 30-second radio spot advertising this great opportunity for someone in your audience to win a scholarship worth as much as \$40,000! The competition ends April 2, 2007. Download and schedule your spot TODAY! Call 952-927-4487 for more information.



Changes. Cumulus Top 40 WKFR/Battle Creek, MI swing man and “Ray’s Pig Pen Radio” sidekick **Bubba** picks up overnights for the station starting in January... **Sarkes Tarzian** AAA WTTS/Indianapolis Production Director **Gerry Bayne** exits... **Journal Communications** Country KFDI/Wichita ups MD and midday host **Carol Hughes** to APD... Clear Channel Country WMAD/Madison, WI MD/PM driver Boomer is exiting the station effective in mid-January.

Robinson Media founder **Kevin Robinson** has been added to the **Audience Development Group** firm, effective December 11. Robinson’s experience includes big success in Chicago, St. Louis, Buffalo, and Lansing. Most recently VP/Hot AC Programming with CBS, he developed innovative national programming while overseeing 15 CBS stations.

Al Brady Law has amicably parted from CH Holdings Talk KTRS-AM/St. Louis. Law, the long-time programmer of stations like WABC-AM, WXLO, WNBC-AM, WWDJ-AM, and WYNY/New York; WHDH and WZOU/ Boston; and KABC-AM/Los Angeles, joined the station from **Clear Channel** Talk WSPD-AM/Toledo last year to guide the stations it picked up Cardinals baseball.

Changes at **Radio for Milwaukee!** The station relaunches in February with **Vicki Mann** as Station Mgr. and **Jay Hedblade** as MD of WYMS/Milwaukee in “an innovative music format designed for a diverse audience of young adults.” **Paragon Media Strategies** CEO and **Media Mechanics** partner **Mike Henry** is designing the format and handling PD duties until a permanent PD is in place. WYMS will continue to broadcast programming purchased from **Jazzworks** until the relaunch. WYMS is owned by **Milwaukee Public Schools** and operated by **RFM**.

Darrin Arriens, Citadel WKLQ and WHTS/Grand Rapids’ PD is heading to sister KHYT /Tucson as PD. WKLQ APD/afternoon host **Michael Gray** gets promoted to PD to replace Arriens.

Regent Oldies WFGR/Grand Rapids gets a new PD/morning host in **Len O’Kelly**, effective January 2. O’Kelly has been serving as a commercial producer at **Tribune** Talk WGN-AM/Chicago.

Donna Passuntino exits **Hollywood Records** as Dir./Regional Promotion to become Midwest regional Promo Director at MCA Records/Nashville. Passuntino will be taking the spot recently left open by veteran promo guy, **George Briner** who’s now the Nat’l Dir. of Promotion at BNA Records.

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Clear Channel/Cleveland and the **Browns** have struck a deal in a several-year extension of their radio-rights deal. The extension lengthens the team’s deal with Rock WMMS and talk WTAM-AM through the 2008 season with an option for 2009. WMMS continues as the flagship for Browns football, with WTAM airing all games that do not conflict with **Indians** coverage.

J.J. McKay and “Coach” **Rick Marshall**, the former morning team for KXKL/Denver are launching their own Internet Oldies stream, which they hope to return the “familiar sound of real oldies and personality-driven radio” to Denver. Jjandthecoach.com will launch Monday at 9a MT. “We’ll be a REAL oldies station focusing on the 35-64 Adults demographic,” says McKay. “Musically, the JJ and the Coach Channel will be heavy 1964-1969, with a sprinkling of the 50s and early 60s and early 70s. I have always thought 25-54 was too young a target for an oldies station. Besides, when we left KOOL 105, Coach and I were No. 8 in the Denver market for 25-54, but No. 3 for 35-64 adults.”

Changes, Too. Salem Sports WKNR-AM/Cleveland PD **Michael Luczak** exits the station with its sale to **Craig Karmazin’s Good Karma Broadcasting**... **Wayne State University** Noncommercial WDET/Detroit GM **Michael Coleman** has exited the station... **Jerry Agar** is leaving **Entercom** Talk KMBZ-AM/Kansas City to take on the 9-11a slot weekdays at ABC Talk WLS-AM/Chicago.

Over 1,500 families have been “adopted” by **CBS Radio AC WLTE/Minneapolis** for the holidays in the “**Salvation Army’s Adopt A Family Radio-Thon**,” held on Wednesday and Thursday, December 6-7. Listeners adopted a family by purchasing new gifts for each child and providing a \$50 gift certificate for groceries. Listeners will deliver the donations to their adopted families in person by December 18.

The winner of the **Des Moines Radio Group** KLTJ/Des Moines “**Lite 104.1 Holiday Idol**” contest has been announced! Congrats to the **Fort Dodge High School Chamber Choir**, who competed with 11 other schools and was declared the winner of the competition! They performed live with **Tonic Sol-Fa** at Hoyt Sherman Place last Tuesday.

Northern Broadcasting's WFCX-WFDX/Traverse City-Petoskey's morning man simulcast **Mark Elliot's** "Day of 1000 Toys II" last Friday, and collected new unwrapped toys for the Toys for Tots campaign during a 12 hour broadcast, that ended in a finale of 85 brand-new bikes from a group of former Marines! That's not all: when Elliott heard that the local **St. Vincent DePaul Society Thrift Store** had been burglarized and the door destroyed, he rallied listeners and the manager of the local **Maijer** store to replace the cash and fix the door. Great holiday spirit, Mark!

Clear Channel WDTW/Detroit is pairing up with **Southland Center** to raise 10,000 toys for **Marine Corps' Toys for Tots!** Currently they're in the thick of a three-day broadcast marathon that will wrap up tomorrow!

CBS Oldies WOMC/DETROIT is offering the 2007 **Dick Purtan** calendar for sale in various metro outlets! All proceeds benefit the **Children's Hospital of Detroit**. For a mere \$12 (that's the low, low cost of \$1 a month) you can see Hall Of Fame broadcaster Dick Purtan and 'Purtan's People' in a variety of poses and settings.

Kudos to **Entercom** Top 40 WXSS/Milwaukee night slammer **Pat "Cracker" Clark** and **Woodward Communications** Top 40 WKSZ/Appleton-Green Bay weekender/swing host **Jen O'Dell** on the birth of their son **Dillon Patrick** on December 5. Break out the (bubblegum) cigars!

Condolences to the family and friends of **Harold Zalis**, better known to WGEM/Quincy, IL listeners as "**Bob Joye**," lost his battle with cancer on Sunday.

The National Association of Broadcasters' 2007 Crystal Radio Awards entry information is available online! Finalists will be honored and winners for their outstanding community service will be announced at the **NAB Radio Luncheon**, sponsored by **ASCAP**, Tuesday, April 17, during NAB2007 in Las Vegas. Winners will also be honored at the **Service to America Gala** in Washington, DC on June 11. Remember, dead line is February 1!

More Changes. **Clear Channel** Top 40 WZEE/Madison MD/night jock **Jesse James** exits...Rock radio consulting firm **Jacobs Media** has added **Ingleside** Alternative WWCD (CD101)/Columbus, OH music team staffer **Eric Holmes** to its staff...Former KWRM-AM/Corona, CA Sports Dir. Rob Buska joins **Robert Ingstad's** Western Kansas Broadcast Center cluster as Sports Dir.

Our thoughts are with the friends and family of **Jay "Jaybird" Drennan**, who passed away Sunday, a day after his 78th birthday. Drennan was known as the deep baritone voice of WSLR-AM/Akron, OH for 27 years.

Curt Petersen passed away on Sunday morning after a battle with cancer. Petersen came to Green Bay in 1980 with his wife, **Cindy**, who worked alongside Petersen as the receptionist at **Cumulus**/Green Bay. Petersen also spent time at WGEE-AM and WNCY, as well as WDUZ AM-FM.

Jobs. Top 40 WQQB-FM in Champaign, IL is in need of someone to handle a daily airshift. E-mail: ken@cu-radio.com, or Snail: 4108 Fieldstone Road Suite #C Champaign, IL 61822...**Cumulus** KOEL-FM (K-98.5) is looking to fill our midday time slot. Send Demo and Resume to: K-98, **Bucky Doren**, 501 Sycamore St. /

Suite 300, Waterloo, IA 50703...PD position open at KCXM, 97.3 MAX-FM, Kansas City. Looking for the next Program Director in the Rock format. Please send materials to: KCXM-FM, **John Sheehan**, 6721 W. 121st Overland Park, KS 66209...**Emmis** St. Louis is currently seeking a financial professional to join its senior management team as controller. To apply, submit your resume and profile on line at www.emmis.com or e-mail it to: smyork@stl.emmis.com or mail it to: EMMIS Communications, **Mrs. Sylvia York**, 800 Union Station, Powerhouse Building, Suite 100, St. Louis, MO 63103...**Sarkes Tarzian** AAA WTTS/Indianapolis is looking for a new Production Director. Interested candidates should email a resume, MP3, and copy sample to HOLTZ at brad@wttsfm.com...**Clear Channel** Country WMAD/Madison needs an MD/afternoon. And sister T40 Z104 needs a great night talent. Tapes and resumes to **Jon Reilly**, Program Director, WMAD, 2651 South Fish Hatchery Road, Madison, WI 53711...**Clear Channel country KIAI/Mason City, IA needs a PD/morning talent.** North Iowa OM **Tim Fleming** is now taking CDs/resumes at timfleming@clearchannel.com...**Leighton Broadcasting** in St. Cloud, MN is taking Tapes and Resumes for a broadcaster to join as PD/MD of their AC station. Please send T&R to: **Matt Senne** at mattsenne@leighton-stcloud.com...**Entercom** Milwaukee's Sports Radio 1250 WSSP has an immediate opening for a weekday talk show host. Interested candidates should find their cheese head hats and rush their resume, references and audio samples to: **Ryan Maguire**- Program Director, Milwaukee's Sports Radio 1250 WSSP 11800 West Grange Avenue, Hales Corners, WI 53130 or e-mail: rmaguire@entercom.com...**Clear Channel Radio** in Fargo, ND is looking for a production director. Duties will include copy writing, data entry, recording clients and production of commercials. Know Adobe Audition, Prophet NexGen and Viero? Experience in broadcasting, copywriting and producing is preferred. Please send your resume along with writing and production samples to: Production Director Opening, 1020 25th St. South, Fargo, ND 58103...If you would like to post a job in the **TATTLE**, please email **Kate Kennedy** at kate@main-st.net before Friday noon of the **TATTLE** issue date. All openings represent equal opportunities!



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