

Thanksgiving Special Edition • November 21, 2003



Happy Thanksgiving from the Main Street Gang
Tom Kay • Chris Mozena • Rush Limbaugh

Several regional stations flipped to all-holiday music in advance of Thanksgiving this week – some of them, quite surprising in their embrace of **Brenda Lee** and **Nat King Cole**. Those stations included WNND and WLIT/Chicago, WMYX and WLTQ/Milwaukee, WMLL/St. Louis, WYXY/Evansville, IN, WFCB/Ashville, OH, and KOSI/Denver. Nationally, KLTH/Portland, WWSW/Pittsburgh, and KMYI/San Diego all switched today. In Milwaukee, **Entercom's** hot AC WMYX flipped at 8AM this morning...which beat **Clear Channel's** soft AC WLTQ to become the city's first all-holiday station by about 5 minutes. WMYX is now going by "99WMYX, Your Home For The Holidays", and takes on WLTQ – which began its third year of holiday programming today. TATTLE PUBLIC SERVICE ANNOUNCEMENT: there is absolutely no truth to the rumor that **Katz AND Interep** will BOTH be going all-holiday by next Thursday. Happy Turkey Day!

Minneapolis Fall Book, Phase 1 Trend. **Infinity** N/T WCCO nudges **ABC's** rock KQRS for the honors this month, while **Clear Channel** oldies KQQL gains a half-share...and they aren't even doing Christmas...yet! WCCO 9.2-9.3, KQRS 9.3-9.1, KEEY 7.0-6.5, KXXR 5.3- 5.2, KDWB 5.1- 5.0, KSTP-A 4.9- 4.8, WLTE 4.6- 4.6, KQQL 3.9- 4.4, KTCZ 4.8- 4.4, KJZI 3.8- 3.8, KSTP 4.1- 3.8, KTTB 3.5- 3.4, WXPT 3.5- 2.9, KFAN 1.9- 2.4, WGVX 1.6- 1.6, KLBB 1.3- 1.3, WDGY 0.4- 1.0, WWTC 1.0- 1.0, KLCI 0.7- 0.9, WFMP 0.7- 0.9. Trends found in this *TATTLE* are 12+ persons, 6A-12P, M-Su, 6A-mid, Spring 2003 – Phase 1 comparisons. Copyright © 2003, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

Attention AC: Look for the **Layne Larson** *HOLIDAYEP*, featuring "What Child Is This" and "Have Yourself A Merry Little Christmas" on **Stockinrock Records**.

The 2004 Conclave Learning Conference - PARADIGM 2004: IT'S FULL OF SHIFT! July 14-17 at the Marriott City Center in Minneapolis! **EARLYBIRD TUITION - \$179 until 12/31/03!** Save **BIG** money for 2004 in 2003!!

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Minneapolis-based **Liquid 8 Records & Entertainment** has announced it will close their LA offices in late November. **Riviera/D3 Entertainment**, which Liquid 8 just acquired in August, will continue operations and all planned artist releases, according to Liquid 8 CEO **Michael Catain**. All marketing, sales and A&R efforts will continue under the direction of Liquid 8's staff in the Minneapolis-area headquarters. **Navarre** will continue to distribute both Liquid 8 and Riviera/D3's current and forthcoming releases. Despite being without an office, VP/Urban Music **Marvyn Mack** and VP Sales **Paul Modiano** will remain in L.A.

Breanna and "You Don't Have To Be Strong" moves ever onward, and upward! Super-tough KCLD adds the single after Breanna wiped out the competition (including Jay Z, Britney, etc.) for 5 straight nights! Also added at KWOA! Now that **Prince** is a member of the Rock & Roll Hall of Fame, it's only fair to say – "Look out world, here comes another Minneapolis star!" **4 Entertainment**

The mystery major-talent host for **Minnesota Production Network's** new show "The High Ground" slated to debut on WMNN/Minneapolis, and in syndication, this Monday (11/24) turns out to be local comedian **Jeff Gerbino**. Jeff is best known for commercial work and corporate meeting appearances and recently hosting *Playboy's* "Stripper of the Year" special. He had an earlier, albeit unsuccessful, radio stop doing the mornings for **Entercom** in Minneapolis (before the frequency – 93.7 – was sold to **ABC/Disney**).

On your desk NOW: **Kimberly Locke** and her first single, "8th World Wonder" on **Curb!** The official add date is early next year, but **Rich Davis' WVRW** couldn't wait!

Last Wednesday, the 7:00 pm hour of the **Dave Thompson Show** on **Hubbard** N/T KSTP-AM/Twin Cities was simulcast with **BBC 5 Live**, the domestic news and talk radio station of the BBC. **Tom Greenard** of BBC 5 Live requested the hookup, which featured Thompson and Greenard together, live on both stations. The show's host **Rod Sharp** and BBC 5 were covering US President **George Bush's** state visit to England, citing an interest in the US perspective of US/British relations. Callers from both AM 1500 KSTP and BBC 5 were featured on the program.

After conquering T40, **Fountains of Wayne** and "Stacy's Mom" has started the assault on Hot AC in America. While T40 audiences dreamed about Stacy's Mom, hot AC audiences dream about BEING Stacy's Mom. Talk about working on two planes of success! **S-Curve**

Breanna
AN EXCLUSIVE MIDWEST RADIO BREAKOUT -
You Don't Have To Be Strong
FIVE NIGHT BATTLE
WINNER AT KCLD/ADD!
ADD KWOA!! KCVM!!!

4 ENTERTAINMENT

MEAT LOAF
 "Couldn't Have Said It Better"
 R&R HOT AC 35
 PHONES!
 RESEARCH!
 KSTZ 52x! WTSS 29x!
 Sanctuary Records Group



David Young
 Adding Now At AC
 "A Christmas I'll Remember"
 UNIVERSE MUSIC



Milwaukee Fall Book, Phase 1 Trend. Big quarterly trend for **Journal's** N/T WTMJ. WTMJ 9.6- 10.3, WKLH 6.7- 6.7, WKKV 6.9- 6.4, WMIL 6.2- 5.9, WXSS 5.5- 5.1, WLZR 5.3- 5.0, WKTI 5.1-4.9, WMYX 4.2- 4.7, WLTQ 4.2- 4.5, WRIT 4.8- 4.4, WISN 5.0- 4.3, WOKY 4.9- 3.8, WJMR 3.0- 3.5, WJZI 3.2- 3.3, WFMR 1.9- 2.1, WLUM 2.1- 1.9, WIND 0.8- 1.2, WFZH 1.2- 1.2, WNOV 1.2- 1.0.

Saga's Hot AC KSTZ/Des Moines has launched **Combat Hunger**, Iowa's Largest two-day food drive to benefit the Food Bank of Iowa, gets underway tomorrow morning at 5:30 a.m. This marks the 13th year for STAR 102.5's **Combat Hunger**. Non-perishable food items, cash and checks will be accepted at the **Combat Hunger Encampment**, located at the corner of 15th and Locust, this Thursday and Friday, November 20-21 between 5:30 a.m. and 7 p.m. "The outpouring of support from Central Iowan's is incredible," said **Jim Schaefer**, PD for STAR 102.5. "This is about people helping people!" Last year, STAR 102.5's **Combat Hunger** raised over 210,000 pounds of food for the Food Bank of Iowa.

Changes. According to reports from *Michiguide.com* this week, veteran talk host **Dave Barber** has left the fold of **Michigan Talk Radio Networks** over a contract dispute...**Clear Channel/Akron, OH** **GSM Dan Lankford** is also to VP & Market Manager for the cluster that includes WHLO, WTOU and WKDD...**Artistic Media Partners** has promoted WNDV station manager **Greg De Rue** to VP, now responsible for the continued growth of the South Bend, IN cluster...WNEW/New York APD **Craig Schwalb** has been named PD at **Infinity** sister Talker WKRK/Detroit, replacing the recently departed **Terry Lieberman**, effective (12/1)...according to reports from *Indiana Radio Watch*, WMEE/Ft. Wayne afternoon host **Mark Evans** has been upped to OM for the station.

Meat Loaf's "Couldn't Have Said It Better" success story continues with another week of 50+ spins from KSTZ for two big reasons: incredible call-out and top phones. Help Meat Loaf get out of that London hospital...play his hit, and play it often! **Sancuary**

Comment. None of the major industry trades reflected on it, but **Rush Limbaugh's** return to the airwaves on Monday contained an exchange worthy of analysis. Responding to the question of hypocrisy (Rush had condemned drug usage – and users – for years, witness his condemnation of **Jerry Garcia** upon his death a few years ago), Rush commented that there was "no hypocrisy" to be found on his program. Just because HE used and abused (reputed) illicitly obtained drugs, doesn't mean the MES-

SAGE of condemning drugs and their users was wrong. On that point, Limbaugh is absolutely correct. But what he ignores in his statement is his role as the COMMUNICATOR of the idea. In other words, what he proudly represents on the air is not necessarily what he practices when his mic is turned off...and it shouldn't matter to anyone tuning in his show. While Rush may find personal comfort in his "no hypocrisy" stance of Monday, listeners to his program – by conservative estimates, about 20 million or so – could easily identify a believability issue bubbling between Rush's words, actions and his so-called values. For an on-air commentator, Limbaugh's cavalier admission of this credibility gap won't play well in the long term for his listeners, advertisers, and his syndicator, **Premiere Radio**. But then again, it may not matter much if his alleged money laundering proceeds into court. (We also suspect Rush didn't gain many Wisconsin fans with his put-down of Oshkosh on his post-treatment debut program. Last time we counted, the population of the vital Northeast WI city had a few more than 10 residents...as he alleged earlier this week!)

In one of the more interesting contests in a while, earlier this week the KCHZ/Kansas City Morning Zoo impressed listeners with their "Tongue For Tickets" contest. The morning duo of **Dave & Shorty** recruited 4 married couples (with one married couple consisting of two women) to the studio to see who could kiss the longest. The catch was, the individuals kissed one of the other contestants, not their spouses. Each individual's time was then added together, with the longest overall kissing couple winning. Naturally, the winning couple was the two ladies. One of the gals made out with a man, and the other made out with one of the other couples' wives.

Indianapolis Fall Book, Phase 1 Trend. **Susquehanna** country WFMX posts a stellar out-of-the-gate trend! WFMS 10.6- 11.5, WFBQ 8.7- 7.9, WHHH 8.0- 7.6, WIBC 6.9- 7.3, WGLD 5.7- 6.9, WNOU 5.7- 5.4, WTLC 5.3- 5.2, WRZX 4.8- 5.1, WYXB 4.1- 4.4, WZPL 3.6- 4.0, WTPI 3.6- 3.0, WTTS 2.9- 2.6, WTLC-A 2.3- 2.1, WENS 2.8- 2.0, WGRL 2.0- 1.8, WYJZ 1.7- 1.7, WNDE 1.4- 1.3, WSYW 1.2- 1.2.

Bonneville's WLUP/Chicago PD (and 2003 Conclave TalenTrak coordinator) **Bill Klaproth** checked in with *The TATTLE* this week to announce that the station's new morning show will bring a pair of familiar local radio voices together as **Spike Manton** (most recently at cross-town WCKG) and sportscaster **Bruce Wolf** join comic **Dobie Maxwell** and former KTCY/Omaha PD/morning man **Max Bumgardner**, as "The Morning Loop Guys." The new show, replacing the recently departed **Pete McMurray**, will air 5-9am weekdays.

fountains of wayne "stacy's mom"

R&R
HOT AC
23
ADD WENS!
KZPT!
WMYX 45x!
KSTZ 45x!
WZPL 37x!



Tim McGraw
"Tiny Dancer"

ADD KKLI! KMGL!
WEAT!
AC SPIN LEADERS-
KKCW 16x! WRVR 16x!
KYSF 16x! KRBB 15x!



In a move reminiscent of some of the infamously optimistic late nineties IPO's, which eventually led to some of the bigger "dot-com" bombs, **Anshell Media**, the company covered extensively recently for forming a "liberal talk network," is already being sold, despite not having aired a single show! Founders **Sheldon** and **Anita Drobny** have sold most of their shares in the company to a group of investors headed by former **AOL** executive and Democratic National Committee adviser **Mark Walsh**. Walsh will become CEO of the company, with **Jon Sinton** remaining as President. Additionally, *The Chicago Tribune* has reported that long-time programmer **Dave Logan**, most recently at **XM Satellite Radio**, is joining Anshell to head programming efforts for the network, which has not yet announced any details of its plans, including talent acquisition. Mr. Franken, if you choose not to run for the Senate in Minnesota, please forward all materials to Mr. Dave Logan ASAP.

Do you know **Tonic Sol Fa**? **TONIC SOL FA**, the a cappella quartet named after "do re mi..." in reverse, is headquartered in St. Cloud, Minnesota, with a nationwide following. Formed in the mid-90's, they were named one of the top five "must see" groups in America by **Campus Activities Today Magazine**. And no less an entertainment expert than the **New York Times** described **TONIC SOL-FA's** sound as "a vocal kaleidoscope...unique to the human voice." **Lou Holtz**, former head football coach at the University of Minnesota and current head coach at University of South Carolina, once said of **TONIC SOL-FA**: "If my boys played with half of their enthusiasm, we'd be national champions every year!" They've embarked on a regional tour which just might be coming to your town. For more information, click on www.tonicsolfa.com or contact your friends at Main Street and we'll set you up with a tour schedule and music! Their Holiday tour starts Friday!

Changes 2. WRMR/Cleveland has added local radio vet **Ted Alexander** for mornings...former **Fox Sports Radio** Sports Dir. **Larry Gifford** has been named PD at WBNS/Columbus, OH, meanwhile the station has also upped Exec. Prod. **Eric Kaelin** to APD...WKRQ/Cincinnati night-guy **Johnny O** joins WYOY/Jackson, MS for afternoons...**Midwest Family Broadcasting's** WWQM/Madison has named former WMAD/Madison morning-guy **Zak Rogers** for evenings/station imaging...**Clear Channel's** Rocker KXUS/Springfield, MO flipped to a Classic Rock presentation this week, with OM **Paul Kelley** taking over PD duties...WNWN/Battle Creek, MI afternoon host **Wild Bill McKubby** will join **Chevy Smith** on the WBTU/Ft. Wayne, IN morning show effective (12/1), replacing former co-host **Guy Forrest** whom recently moved to nights.

Citadel Rocker WKLQ/Grand Rapids has announced that former WLZR/Milwaukee & WRIF/Detroit PD (and current OM of **Next Media's** WSOY, WCZQ and WDZQ/Decatur) **Darren Arriens** will assume the PD role, effective (12/3), while current PD **Hunter Scott** continues as APD and host of the afternoon show.

According to reports from this week's *Chicago Sun-Times*, effective Monday (11/24) **Starboard Network's** "Relevant Radio" Catholic programming will be heard full-time in the Windy City market, with the re-launch of WWCA/Gary, IN and an expansion of the network's brokered programming on WCSN/Chicago, which will drop its daily Sporting News Radio programming on (12/1) to make way for more Starboard programming.

WBBL/Grand Rapids, MI has dropped Detroit Tiger's baseball to pick up Tiger's minor league affiliate West Michigan Whitecaps games in a five-year deal. Whitecaps games were previously heard on cross-town **Clear Channel** Talker WOOD. **Rick Berkey** and **Steve Lloyd-Jones** will remain the announcing team for the broadcasts.

Congratulations to Christian KADI/Springfield, MO who was awarded the Outstanding Media Organization of the Year Award last Friday (11/14), as part of National Philanthropy Day.

Attn: Adult Radio in the Midwest – Arriving now: **David Young's** "A Christmas I'll Remember"...a fresh new holiday classic to blend with those well-seasoned chestnuts of the season! **Universe Music**



"What a stroke of genius, Mark...consolidating Thanksgiving into a 15 minute coffee break on Thursday!!"



Warren Zevon
 "Keep Me In
 Your Heart"
 ADD KRSH! KTHX!
 WKOC! WRLT!
 WRNX!
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Radio Voice Productions, an audio production company featuring radio veteran **Barry Cedergren**, announces full audio production services available to radio stations around the country. Radio Voice Productions offers complete radio audio production services in a private, state-of-the-art digital studio in Minnesota's Twin Cities. Says Barry, "There is a niche in the market for an affordable production outsourcing solution targeted toward radio stations. It's a tough economy for radio these days! A lot of stations can't afford to have a full staff anymore; their production is what gets hurt because of that. I want to give them a regular fresh voice in their breaks for close to what it would take per hour to pay an employee per ad. Price will be king with Radio Voice Productions. High quality commercial production & station imaging can be had for as low as \$10.00 per production piece!" Contact Barry at sales@radiovoicepro.com or by calling (763) 862-5721. You can also visit <http://www.radiovoicepro.com>.

Congrats to KBEA/Quad Cities mid-day host **Neil Wilson** on his recent engagement in New Orleans to longtime honey **Carrie Clark**.

Condolences to friends and family of WSCR/Chicago AE and college basketball correspondent **Jeff Rehfeldt** who died last Wednesday (11/12) at the age of 31 while playing basketball...and to family and friends of longtime Chicago radio, TV, and newspaper political reporter and editorialist **Charlie Cleveland** who passed away this past Monday in Lake Forrest, IL at 85.

WWEG/Bedford, IN PD/morning host & WBIW PD **Kenny Ray** has exited the cluster, meanwhile WBIW APD/morning host **Miles Flynn** is promoted to PD at that station, while sister WQRK PD/morning co-host **Mike Shannon** resumes PD duties at WWEG, a position he held until relinquishing it back in April. Both Flynn and Shannon will continue to hold their morning positions.

Virgin Records Chicago-based regional **Jen Cudahy** has stepped down from the position to focus her fulltime attention on motherhood, as **TVT/Chicago** regional **Dan Fullick** joins the label in December. Also, **Arista Records** has upped Detroit Urban promotions gal **Lisa Coleman** to Nat'l Dir./R&B Field Promotions.

More Changes. KBUN/Bemidji, MN has dropped **Sporting News Radio** to add **Clear Channel's** regional sports network based at KFAN/Minneapolis for morning and afternoon drives but is keeping **ESPN Radio** for other day-parts...Classic Rocker WYXZ/Mansfield, OH has announced it will rock listeners for the last time next Sunday (11/30), following the station's recent acquisi-

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 The 90's: The Blenders
IN 2003:

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tion by a religious broadcasting company... **Matt Casey** has returned to **Family Radio's** T40 WIZM/LaCrosse for afternoons; a few years ago, he held nights at the station before exiting to WZYP/Huntsville...**Pete McMurray** has reportedly exited mornings on **Bonneville** rocker WLUP/Chicago after two years...Former sports WSCR/Chicago and WMVP/Chicago host **Tommy Williams** has joined suburban 1230 WJOB for nights, effective 11/24. He'll host Monday through Thursday from 9p to 12a on the new "Region Sports Network" in suburban Chicago.

CONCLAVE 2003 TAPE/CD SALE! Session recordings are now available for the following presentations at Conclave 2003: Each **All Access** Conclave College Session - "Programming: The Total Picture" with **Mike McVay**, "Marketing On A Budget" with **John Lund**, "The Physiology of the Listener" with **Dr. Perry Buffington**, "The Super Session" with **Joel Denver, Jay Meyers, Ginny Morris**, and **Carl Gardner**, "Embedded-A Report From the Front" with **Ross Simpson, Art Harris** and **Don Shelby**, "The Top 40 Format Symposium", "The **BMI/Willie Nelson** Legends Luncheon", "Habits of Effective Air Personalities" with **Elroy Smith**, "The Rock Symposium", "The Awards Brunch with **Gary Burbank/Earl Pitts**", and "Red White & True" with **Alan Colmes**. Each cassette/CD is \$15 each, or 2 for \$25. Shipping is free! Send your remittance (cash, check or Visa/MC/Discover/Amex), preferred medium (tape or CD), and the sessions you desire to: Conclave Tape/CD Sale, 4517 Minnetonka Blvd, #104, Minneapolis, MN 55416.

Jobs. There is a morning opening at KABZ/Little Rock, AR! Get your CD&R's over to: KABZ, Attn: Morning Show Gig, 2400 Cottondale Lane, 72202, or by email at ginger@signalmedia.net...Looking for a moonlighting opportunity in Minneapolis? **Entertainment Plus** is seeking jocks to perform mobile deejay duties at metro weddings, bar mitzvahs, holiday parties, etc. You don't need equipment, just a good attitude and cheerful demeanor. Call 952-546-2759...A great opportunity exists at Main Street for someone with good organizational skills who loves music, radio, and **The Conclave**. This is an entry-level, learning position where you'll experience ground floor music promotion/marketing, office organization, and planning the industry's most unique seminars - *The Conclave* and *TalenTrak!* If you know a bit about the Internet, computers & software (esp. Mac), and radio...but want to learn - and network - more...send a letter and resume to **Tom Kay**, c/o Main Street, 4517 Minnetonka Blvd, #104, Minneapolis 55416 or email tomk@main-st.net. All positions listed in *The TATTLE* are presented free of charge and represent equal opportunities.