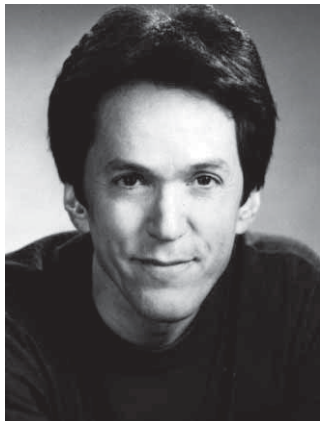


THE
MAIN STREET
 Communicator Network
TATTLE R
 30th Anniversary **30** 1974 - 2004

MITCH ALBOM RETURNS TO THE CONCLAVE!



The Conclave is proud to announce the return of **Mitch Albom** as one of 2004's keynotes! Mitch addressed a standing room only crowd at the Conclave in 1999, stilling the usually boisterous industry crowd with poignant, heartwarming stories from his phenomenal best-seller, **TUESDAYS WITH MORRIE** (which has sold over 5 million copies worldwide...and is STILL selling). He visits the Conclave on Saturday, July 17th, drawing upon lessons taught by his newest novel – **THE FIVE PEOPLE YOU MEET IN HEAVEN** (which has spent the last 6 months on the top of

the *New York Times* Best Seller's list), especially tailored for his industry audience at the 11AM keynote! Do you feel like what you're doing today means less and less to your family, your audience and fellow staff members? Like **Eddie**, the novel's chief character, you'll learn how the often insignificant things we do in life - and on the job - may take on enormous meaning not only to people you know and love, but to perfect strangers, as well. You won't want to miss this life-changing keynote at the 2004 Conclave. (If you need an introduction to Mitch, he's the author of 7 books and writes a syndicated newspaper column for *The Detroit Free Press* while hosting a nationally syndicated radio show originating from WJR/Detroit. Known as a sports guru, he's a frequent guest on a host of **ESPN's** programs.) Mitch is but the first keynote announced by **Conclave XXIX – Paradigm 2004: It's Full of Shift**. He will not be the last! Mitch Albom – another reason why you absolutely cannot miss the 29th annual Conclave, July 15-18th at the Minneapolis Marriott City Centre.

WJR/Detroit investigative reporter **Rod Hansen** will be inducted into the Michigan Journalism Hall of Fame tomorrow! Congrats!

First week at Hot AC for **Beth Hart** and **"World Without You"** and look who joined in the fun: KYKY, KZZO, WBNS, WMC, KALZ, KQIS, WCDA, KKPN! Only 2 million or so people hear this song every day on **CBS** daytime!! **Koch Entertainment**.

Added
 KALZ
 KKPN
 KOSO
 KYKY
 KZZO
 WMC

As featured on CBS Daytime

world without you

R&R CHR 14 R&R Hot AC 13 BDS T40 11 BDS Adult T40 11

THE REASON
hoobastank
 ISLAND

KIMBERLEY LOCKE
 8TH WORLD WONDER
 WSTR!
 WWST!
 KFRX!
 KZIA!
 R&R CHR 23 BDS RADIO 23

CURB

In the battle for numbers that no one wants to win, this week the FCC determined **Howard Stern's** to be bigger than **Mancow's**. While the FCC affirmed a \$14,000 forfeiture penalty against **Emmis Radio** for willfully broadcasting indecent material over Alternative WKQX/Chicago, the Commission agreed with the Enforcement Bureau that the station had repeatedly aired indecent material during the "Mancow's Morning Madhouse" program and therefore rejected Emmis' arguments that the complaints did not include enough information to support indecency findings. But that fine paled in comparison to the \$495,000 fine levied against competitor **Clear Channel** for "...apparently willfully broadcasting indecent material in connection with the Howard Stern Show." The broadcast in question was aired over the company's WBGG/Ft. Lauderdale, WTKS/Orlando, WTFX/Louisville, KIOZ/San Diego, WNVE/Rochester and WDXD/Pittsburgh properties. This new (larger) fine represents the maximum statutory amount of \$27,500 for each of (18) total indecency violations. The FCC proposed imposition of a forfeiture for the maximum statutory amount because of Clear Channel's "...recent history of airing indecent programming." In the wake of the gargantuan fine, Clear Channel has decided to end its relationship with the Howard Stern Show, according to press release and statement by company Pres. and CEO **John Hogan**. "Mr. Stern's show has created a great liability for us and other broadcasters who air it. The Congress and the FCC are even beginning to look at revoking station licenses. That's a risk we're just not willing to take." In additional FCC fine news, **Petracom** was fined \$3,500 for EAS and public file violations at Oldies KCAR/Galena, KS. (Folks, we have feeling this has only just begun! Please stay tuned!)

How about that **Hoobastank** hit **"The Reason"**? This week in *Airplay Monitor*: AIRPOWER 18-14* (with +800)! **Island!**

As the 2004 presidential campaign starts up in earnest, controversy is never far behind. This week, bus ads with President **George W. Bush** (dressed as a groom) and democratic presidential candidate **John Kerry** (clad in a wedding gown) will not be displayed on Des Moines city buses, according to city officials. The Des Moines Metropolitan Transit Authority board rejected the ad last week, with GM Steve Spade stating, "We're a publicly funded agency that uses tax dollars and we believe we need to remain neutral on political issues." Spade also noted that the MTA does not have a written ban on political ads, but noted that ads for and against abortion rights also had been refused. KBGG/Des Moines reportedly wanted to buy (20) ads on buses with the picture and the phrase, "We need to talk." Station officials say it's a First Amendment issue and no written bus policy excluding such ads. "Why can they run casino ads that a lot of people can't stand...and not this?" asked **Scott Farkas**, the GM for **Citadel Broadcasting** which owns the radio station. Some of the bus ads would have shown Bush wearing the wedding dress and Kerry dressed as the groom, Farkas noted. "It is a political satire," he continued. "We are not advocating anything with this advertisement except to attract a new audience to our radio station." (Stay tuned for further developments!)

Artemis' Joey McIntyre and **"L.A. Blue"** is alive & well at this week at WPRO 12x, KKPN 10x, WXKS, WMC, KSII, KLLY, KQIS, and WCDA!



Congrats to Main Street and Conclave buddy, **Jeff Lynn**, PD at **Clear Channel's** WRIT/Milwaukee, who will now add a new title to his door: PD of mainstream AC, WLTQ! The post has been vacant since **Stan Atkinson** left in January.

Surprisingly **BIG** spins for **Joss Stone's** "Fell In Love With A Boy" were found this week at WIXX 32x, WBBO 28x, KZZU 28x, WSTR 27x, WLAN 22x, WSTW 20x. Kinda makes you wonder what THEY know that YOU don't, doesn't it? **S-Curve**

Midwest Communications/Green Bay has been making changes over the past 2 weeks. At T40 WIXX, **Dan Stone** returns as PD/midday talent while **David Burns** becomes APD/MD (sharing middays with Dan). At rhythmic WYLD, **Jason Hilery** signs on as PD (he'd been at WSPT/Stevens Point). At news/talk WTAQ/WNFL, **Jerry Bader** becomes PD/ND (he checks in from WHBL/Sheboygan). And at WHBL, **Bill Schmalfeldt** becomes PD and morning talk-show host.

Look what the first week at AC for **MercyMe's** "Here With Me" resulted in: #1 most added! This week is Hot AC's turn for adding this hit, followed by CHR on 4/20. You could wait...but why? **Curb**

Changes. **Premiere's** Sr. VP/Operations and frequent Conclaver **Gary Krantz** has been promoted to Exec. VP/Music Operations...**Entercom/Madison** VP/Market Manager **Ray Quinn** has moved his "headquarters" to Milwaukee after being named Entercom/Milwaukee VP/Market Manager. He'll also continue to oversee the Madison market in a regional capacity as Entercom/Madison Dir./Sales **Ed Schultz** is upped to Interim VP/Market Manager...**KRBZ/Kansas City** night guy **Danny Boi** has moves up to morning co-host on **Afentra's** Big Fat Morning Buzz, replacing **Mike Austin** who exits the station. Meanwhile, part-time talent **Travis** takes over nights...**MacDonald Broadcasting's** WHZZ/Lansing, MI welcomes **Brad B.** back into the fold for Webmaster/night duties...**WNDV/South Bend, IN** APD/MD/afternoon host **A.J. Carson** has announced he is heading to **KUDD/Salt Lake City** as APD/MD/afternoons...

Hanson's "Penny & Me" looks strong at KHKS, KHFI, WPRO, WXXL, WTSS, WXSS, WKSS, KZZU, WMC, WQAL, WAEB, and WJBQ. And this week, a few million people will catch them on **CBS** This Morning on Monday, the **VH1** "All Access Spotlight" & "Best Week Ever", and on Friday's Good Morning America. If you're still programming a hit-driven format, here's one you may have missed while your mind got stuck on 1997! **3CG**

Tagging onto the success of Radio Star and American Idol, **Clear Channel** CHR WNCI/Columbus' Morning Zoo members **Dave Kalein**, **Alaina Sheer** and **Jimmy Jam** persuaded some of their senior listeners with a sense of humor to compete in that new radio show sweeping across the Columbus metro ...Senior Idol! The contest winner will receive a trip to Los Angeles to see the Jay Leno Show, featuring a performance by The Darkness...in addition to a pair of tan naturalizers a years supply of McDonald's food and a lifetime supply of Dentucreme. (With any luck, we have finally hit bottom with two trends simultaneously; 1) "reality" TV and 2) radio doing extensive parodies of bad TV.)

Just got the new research for **Kimberley Locke** and "8th World Wonder" from **RateTheMusic.com**: #8 12+ persons, #10 women 18-24, #10 women 25-54, and #11 teens. Familiarity? No less than 77% in any cell. Care to play a hit? **Curb**

Bait-n-Switch Dept. Earlier this week (4/7), **Infinity** Alternative WXTM/Cleveland PD **Kim Monroe** was holding a label appreciation party when in-bound cross-town **Clear Channel** Rocker **WMMS** PD **Bo Matthews** arranged for strippers to hand out his business card to everyone who walked in the door to announce his pending arrival. Bo apparently also went the extra mile and had the **WMMS** van outside and signage inside the bar where the party was to take place.

The **Keri Noble** story continues to build at hot AC. KS95 27x, WMGX 14x, KSII 13x. Audition "Talk to Me" and hear what you might be missing! **Blue Note**

Minnesota Production Network (MPN) has added **Jones' Ed Schultz** - whose show originates in Fargo, ND - to its block of liberal talk programming leased on **WMNN/Minneapolis**. MPN has been leasing time from the station to air a local talk show and **Al Franken's** new **Talk Radio Network** show, but the station was recently sold to **Starboard Broadcasting** and is scheduled to flip to a Catholic-oriented talk station in early June.

Presence rocks the world of WJJO, WBYR, KFRQ, and KQRC with "One Final Breath". Put the top down and schedule a hit this weekend! **Curb**

Congratulations to **WBGL/Champaign** who was recently announced as the winner of the 2004 **Gospel Music Association's** Small Market Radio Station of the Year contest.

Conclave 2003 faculty member, **Infinity** News/Talk **WCCO/Minneapolis** 3-5pm host, and sister **CBS** **WCCO-TV** anchorman **Don Shelby** is out of intensive care after suffering two minor strokes last Thursday (4/1). Despite the fact that doctor's say that the veteran newsman will need surgery to repair a hole in his heart in the near future, Shelby reportedly expects to be back on the job by next week.

Did you know **Fastball's** "Out Of My Head" is still getting spins at radio after a handful of years? Last week, 215 detections were found, with double digit spins (for a recurrent!!) in Chicago, SF, Boston, Minneapolis, St. Louis, Cincy, KC. Does this band have the formula for a hit? Once you get their new **Ryko** single, "Drifting Away", you'll know the answer is YES!

According to reports from this week's *Chicago Sun-Times*, estranged **WLS/Chicago** afternoon co-host **Garry Meier** is being sued by his former agent **Todd Musburger** for \$92,750 in fees. Meier, who was yanked off the air on January 12th due to his bitter contract dispute with the **ABC** talker, fired **Musburger** in September and replaced him with Meier's wife **Cynthia Fircak**. **Roe Conn** has continued solo at **WLS**, but has been somewhat vocal about wanting to rejoin Meier. (Stay tuned for more developments!)

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PRESENCE

One Final Breath

WJJO WBYR KFRQ

CURB
RECORDS

Legendary former Nebraska coach and current Congressman **Tom Osborne** (R-NE) has introduced a resolution to urge the NCAA and individual universities to drop alcohol sponsors from their radio and TV game broadcasts. *The Tennessean* has reported that former North Carolina basketball coach **Dean Smith** is also involved in the growing campaign. Osborne says "...it is a complete contradiction for colleges and universities to continue to take advertising money from beer companies whose ads glamorize drinking and target a youthful audience, and then devote time, energy and resources to discourage the same students from underage and binge drinking."

Congrats to **Wynonna** as "**I Want To Know What Love Is**" jumps to the nation's top 15 AC hits this week, with a little help from KEFM and KMXZ! **Curb**

Condolences to family and friends of KAYL/Storm Lake, IA Spanish weekly music show host **Victor Duran**, who died in a construction accident on Friday (4/2) at just 32.

Cumulus has closed on the sale of KOLM & KWWK/Rochester, MN from **Olmsted County Broadcasting** and KLCX/Rochester, MN from **Howard and Lucille Bill** for \$5 million. Olmsted County Broadcasting is a Minnesota-based company, principally owned by Howard and Lucille Bill. They are also part - owners of **Mississippi Valley Broadcasters, LLC**.

Salem Communications/Chicago has made some major personnel changes this week as WZFS & WYLL PD **Kevin Robinson**, WYLL Operations Coordinator **Brian Jones** and WZFS mid-day host **Amy Davis** all exit. Taking a step up at WZFS are; MD/afternoon driver **Tom Fridley** who assumes PD duties, Creative Services Dir. **Eric Thomas** who adds APD responsibilities, Promo Coordinator/night goddess **Diane Sosa** who moves to mid-days and WZFS Production Dir. **Brian Kovacs** who adds evening duties. Completing the list, WYLL morning man Roger Plummer adds PD duties.

Changes, Too. Former KRBZ/KC PD **Mike Kaplan** is the new OM/PD at WEZB-WKZN/New Orleans...**Brooke Johnson** is the new Marketing Director for KQRS & Drive 105/Minneapolis, while **Doug Nelson** segues from KXXR to KQRS as Promotion Director...the **Relevant Radio Network** has tapped KSMM/Shakopee Station Manager **Paul Sadek** as Station Manager of WMNN/Minneapolis when the sale of the station is completed by early June...Also at Relevant Radio, **Don Anger** has been upped to Promotions Assistant/Weekend/Swing ...At newly reconstituted **Waite** hot AC KQKQ/Omaha, **Nevin Dane** has been named Program Coordinator and **Brittany** is the new MD...

Fun AC fact: **Natalie Grant** "I Am Not Alone" was the #1 Most Added track at the *ACQB* with 14 adds this week!

IMPORTANT DATE CHANGE! The deadline date for receipt for all Conclave scholarship applications has been extended until this coming Thursday, April 15th. If you'd like to spread the word about this program, visit www.theconclave.com and download our nifty, swell-sounding radio spot, touting the existence and value of these scholarships – over \$60,000 worth of scholarships will be awarded - to YOUR audience. Our thanks to **Brown College, Musictech, and Specs Howard School of Communication Arts** for making these scholarships available!

More Changes. KSRC/Kansas City overnight host **Shelby Collins** resigns after three years to follow her husband to Portland, OR, effective (5/1)...**Clear Channel/Omaha** has announced that longtime Omaha radio vet **Steve Lundy** will join for morning co-host duties at KXKT...WBZU/Madison APD/MD/mid-day host **Dave Murphy** has resigned to take on APD duties at WLTQ & WRIT/Milwaukee...WKTI/Milwaukee GSM **Chris Protzman** has been upped to GM of **Journal's** Knoxville cluster, replacing **David Saxe**...

Jobs. **The Relevant Radio Network** is seeking to fill two positions: Announcer / Production Assistant (a full time position which includes on air work, live remotes, and production of media segments) and Phone Screener_(a part time position that includes responding to callers for Relevant Radio talk shows). Both positions require a solid foundation in the Catholic faith. Send resume and cover letter to: HR / Relevant Radio, 919 Lilac Dr. N., Golden Valley, MN 55422. You may also email hr@relevantradio.com or fax 763-546-4444...**Rushmore Radio** in Rapid City is looking for candidates for two key on-air openings within our company. Experience with Selector, digital on-air systems and a commitment to on the street marketing are imperative! Please send resume and a sample of your on-air work to: **Charlie O'Douglas**, Operations Manager, Rushmore Radio, 660 Flormann Suite 100, Rapid City, SD. 57702 or email charlieo@kkmk.com...WTAQ Green Bay has outstanding news positions available. The job requires a strong writing ability, great reading skills and the passion to be the best. We are committed to Talk Radio and a superb News output. If you're looking to have fun while making a great living then I need to hear from you now. Send your air check and resume to **Jerry Bader**, Director of Programming and News; News radio 1360, WTAQ, e-mail to jerry@wtaq.com, or PO Box 23333, Green Bay, WI 54305...WMNN/Minneapolis has a fulltime morning news and assistant station manager position open. Direct CD & R to **Paul Sadek**, Relevant Radio, 1107 Hazeltine Blvd, # 520, Chaska, MN 55318...**Entercom's** 80's based HAC WBZU/Madison, WI is looking for a new APD/MD/mid-day host. Get your T&R's to: WBZU, Attn: **Jeff Andrews**, 7601 Ganser Way, 53719...**Artistic Media's** T40 WNDV/South Bend, IN is in need of two personalities. Get your packages to: WNDV, Attn: **Tommy Franks**, 3371 Cleveland Rd., Suite 310, 46628...Top40 WKQI/Detroit is seeking a night jock. They're looking for a different kind of night show - creative, compelling, street-oriented and entertaining with an attitude and

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Are you GUARANTEED to win
PD/MD of the Year or Label Promotion Person of the Year
just by coming to Conclave 2004?

Does a bear Shift in the woods?

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something to prove. T&Rs to: Channel 955FM, Attn: **Dom**, 27675 Halsted, Farmington Hills, MI 48331...Contemporary Christian WAY/Wichita, KS has an immediate opening for a PD/morning host. If you are committed to Christian radio ministry, rush your T&R's and a one page programming philosophy to: WAY-FM, Attn: **Christy Darnauer**, 1012 McEwen Drive, Franklin, TN 37067 or, e-mail MP3's to christy@wayfm.com...**Clear Channel's** AC WRVF/Toledo, OH has an immediate evening opportunity for their night time love songs and dedications show. This show is LIVE, not voice tracked. The successful candidate must have a passion to entertain and relate every night. Please send resume and air check to: WRVF-FM, Attn: **Don Gosselin**, 125 South Superior Street, 43602...Part-time weekends are open at T40 KFRX/Lincoln, NE! Knowledge of Audio vault, Saw 32, and Cool Edit Pro are preferred as well as 1 year of previous experience. Some production duties may be included. Please send tapes and resumes to: **Three Eagles Communications**, Attn: **Ryan Sampson**, 3800 Cornhusker Hwy, 68504 or, email at ryan@kfrxfm.com...**Clear Channel**/Springfield, IL is searching for part-time on-air talent for their CHR and Classic Rocker. Weekend shifts and possible fill-in work for the right candidates. CD's or tapes...no MP3's please, to: WXAJ/WCVS, Attn: **Michael T.**, 3055 South 4th, 62703...**Rushmore Radio** in the Black Hills of South Dakota has two key openings at their AC and CHR Stations. Experience with Selector and digital on-air/production preferred. Send resume and your on-air sample to: Rushmore Radio, Attn: **Charlie O'Douglas**, 660 Flormann #100, Rapid City, SD 57701...**Next Media's** Y-103/Decatur, IL. Has an immediate opening for afternoons/Production Director. The ideal candidate should possess the skills to run a Production Department in addition to doing a compelling afternoon show. Overnight material including production samples to: WSOY, Attn: **Roy Jaynes**, 1100 E. Pershing Road, 62521...Active Rocker KFMW and Oldies KOKZ/Waterloo, IA are looking for part-time employees ASAP! (KFMW is eastern Iowa's #1 ranked rocker and the station is LIVE 24/7!) Applicants must be in driving distance to Waterloo/Cedar Falls, IA. Send CD&R now to: KXEL Radio Group, Attn: OM, 514 Jefferson Street, 50701...There's an immediate opening for a PD on Central Wisconsin's premier country station WDEZ! They are looking for an experienced programmer with great people skills and the ability to lead a fantastic staff. WDEZ is part of a 6 station cluster in the beautiful and growing Wausau/Stevens Point area. If you have the drive and ambition to move this station to the next level, please contact **Randy Shannon** at 800-236-3771 or, email at shotgun@wncy.com...Hot 97.5 in Bismarck, ND is seeking motivated and energetic individuals for this new CHR station. Positions available include all day parts and a top-notch PD with great promotional skills. Send your T&Rs to: **Cumulus Media**, Attn: **Dean Mastel**, 4303 Memorial Highway, Mandan, ND 58554 or, electronically to dean.mastel@cumulus.com...Wild 99.7/Green Bay, WI is looking for on-air talent for possible future openings. Can you pull off hip-hop and R&B without faking it, can you do live appearances in front of huge crowds, can you get creative with promotions and contests, can you come to work and get along with everyone? If so, get your materials

(including a maximum of 4 minutes of audio) to: JasonHPD@aol.com materials are due Friday (4/16)...Mid-days/production opening. Need an innovator who entertains on the radio AND can head up our production department. Great company, great city, state of the art facilities. Previous Christian radio experience isn't necessary - it's all about the air-check, your attitude and your abilities. (5+) years of experience preferred. Please send your stuff via MP3 directly to DannyC@SalemMilwaukee.com...WHZZ/Lansing, MI currently has all shifts open, especially mornings. Send us an unedited air-check of a recent AM Show, PM Drive or Night Show. We currently have 2 full time openings and are considering all options. APD for the right candidate. Get your materials to: WHZZ - Z101.7, Attn: **Jason Addams**, 600 W. Cavanaugh, 48910 or, email materials to Z1017radio@aol.com...La Crosse, WI's 100,000watt heritage CHR has an immediate opening for part-time help. Experience is preferred, but not required. Will train the right individual. E-mail your submission to jeno@familyradioinc.com or, mail it to Z93 WIZM-FM, Attn: **Jen O'Brien**, PO Box 99, La Crosse, Wisconsin 54602. Applications due Friday (4/16)...Legendary WMT/Cedar Rapids, IA is urgently looking for solid news professional with reporting and news gathering skills. Send Resume & MP3 immediately to Randylee@wmradio.com. In a similar scenario, they are also still looking to fill Sports Director position for the cluster...**Cumulus'** WDZZ Flint, MI is looking for a part-time on-air personality with experience with the Urban Format and that enjoys old school and today's R&B. If you are team oriented and have experience with good adult phones and please send UC or UAC package only including mp3 (no more than two-minutes), resume, and cover via email to: Jerald.Jackson@cumulus.com...Magic 105.1FM seeks a Promotions Coordinator. Exceptional organizational skills, communication and attention to detail are a must. Position requires the ability to multi-task, work on tight deadlines and always practice superior Customer Service. Send Resume and Cover to: Magic 105.1FM, Attn: **Allison Koenigbauer**, One Radio Plaza, Ferndale, MI 48220, or fax to: 248-586-3059...WTAQ/Green Bay, WI has outstanding news positions available for someone committed to Talk Radio and superb News. If you're looking to have fun while making a great living then they need to hear from you now! Send your air-check and resume to: News Radio 1360, Attn: Jerry Bader, PO Box 23333, 54305 or, e-mail to jerry@wtaq.com...Top40 Hot 101-Youngstown, OH seeks a talented, experienced, phone savvy night talent to dominate the airwaves and the club scene. If you've got the energy and really know how to have fun and take the audience with you, then contact: WHOT, Attn: **John Trout**, 4040 Simon Rd., 44512...St. Joseph, MO's Country 92.7 is now looking for it's next Night personality. This is a great opportunity to join an employee owned company and share in the profits. Send your audio (mp3 email audio preferred) resume/package to: kevin.wagner@eagleradio.net or mail to: KSJQ, Attn: **Kevin Wagner**, 4104 Country Lane, 64506...all positions listed in *The TATTLE* are presented free of charge and represent equal opportunities. No calls, unless otherwise specified.

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