

TalenTrak returns! After a five year hiatus, the Conclave's unique TalenTrak returns on Saturday, October 19th in Chicago (actually, suburban Oak Brook) at the Hyatt Regency Oak Brook. TalenTrak is an intense one-day seminar, guaranteeing each registrant will become a better, more efficient air talent when they return to their station/air shift. Your faculty? Karen Young President/True Talent, Mary Ellen Kachinske PD WTMX/Chicago, Tim Richards PD WKQX/Chicago, Elroy Smith PD WGCI-WVAZ/Chicago, Joe Limardi PD WZOK/Rockford, and others TBA. Here's what's on tap for TalenTrak: 8AM: Registration, 9AM: "Keeping it Real: Life Experience as Show Prep" with Conclave Board member and *TalenTrak* moderator/coordinator Karen Young/True Talent. Your life isn't in "USA Today" for every other DJ to put on the air. It's YOUR secret weapon - learn to use it! Participants will write down answers to questions about their personal experiences, using the five senses: smell, touch, taste, vision, and hearing; and describing their feelings about the experiences. In small groups, they will share their answers and discuss ways the material could be used on the air. They will present their conclusions.10:15AM: "Habits of Effective Personalities" with Elroy Smith, WGCI-WVAZ/Chicago. Smith discusses great personalities he's worked with, including Tom Joyner, Doug Banks, and Steve Harvey, and the keys to their success. 10:45AM: "You and Your Audience- Connect the Dots" Talent Track Faculty. Audiences and program directors both complain that personalities sometimes seem disconnected from the station's listeners. Inside jokes, irrelevant topics, and offensive comments don't create fans. How can you identify and develop topics that your audience will love without pretending to be someone you're not? In this session, we'll look at how to get to know your audience, and what to do with that information. 11:30AM: "Making Yourself an MVP." TalenTrak Faculty. In today's radio environment, with so few people doing so many jobs, how can you position yourself as a keeper? What does it take to get an entry-level job, to get promoted, to move up to the major markets to be a "Most Valuable Player"? Our panel gives you tips and tricks, tells war stories, and takes your questions. 12:30PM: Lunch with John "Records" Landecker! Landecker is the reason many Midwesterners decided to go into radio. As the night jock at legendary AM Top 40 station WLS, he entertained millions throughout the region. Currently the morning personality at oldies WJMK/Chicago, he is still making great radio. Expect inspiration! 2PM - 5PM: Aircheck Clinic! The TalenTrak faculty and guest PD's go one-on-one for aircheck critiques

Added KKDM, KBEA! Spins increasing everyday at KMXV (21x), WRVW (14x), Z104 (11x), WKSZ (28x)!

and counseling! 5PM: Cocktail Party! Kick back as you finish the day with goodbyes and your final chance to network! The cost for this career "must-attend"? Just \$49 per person or a special group registration of \$39 each for 2 or more registrants from a radio station/group (or those using the same registration form) through September 18th! After 9/19 and until10/11, single registration rises to \$59; group registration becomes \$49. Tuition at the door will be \$69 (still a heck of a deal!!). To get a specially priced *TalenTrak* room for just \$86 (normally \$140-160 per night), call the Hyatt directly and ask for the Conclave/ *TalenTrak* special (630-573-1234) or visit their website at www.oakbrook.hyatt.com. The Hyatt address: 1909 Spring Road, Oak Brook, IL 60523. For more information, call the Conclave office at 952-927-4487 or visit www.theconclave.com.

"I'm gonna spend a lot more time just havin' a ball with it all" Now that the great news of an averted MLB baseball strike is guiding conversations of radio listeners everywhere, it makes great sense to spin **Kory & The Fireflies** "**Pop Fly**" (**Stockinrock**) a few extra times. If ever there was a time for a positive lyric regarding our National Pastime, this is it!!

Even though there will continue to be baseball in Kansas City (thanks to the MLB settlement), **Entercom**'s KRBZ/Kansas City staff (aka The Buzz 96'ers) are all a-Buzz preparing to face the menacing **Dave Matthews** (and his band/crew) in a charity softball game on Labor Day Monday (9/2). The event will mark the very first softball game played by Team Matthews, with all funds raised being dedicated to the Kansas City Fire & Police Departments. Dave and company will also play the Verizon Wireless Amphitheater the following day.

Leann Rimes is proving that "Life Goes On" after a top 5 smash, as the new single scores big airplay at WKQI, WKST, WIXX (18x!), KKDM (23x!), WZEE (20x!), WIAL, WPPY, KZIA (29x!), WKSZ (26x!), KSLI, KFMD, KRTI (42x!), KSTZ, KYYY, WHBC and WSWT. The video was added by VH-1 this week, and the new album "Twisted Angel" is out in October. **Curb**

Grand Rapids Phase 1 Trend. T40 WSNX slips but maintains the market lead. WSNX 9.7-9.3, WBCT 8.6-8.8, WLAV 6.3-7.3, WKLQ 6.6-6.0, WGRD 4.4-4.9, WOOD-FM 4.6-4.8, WOOD-AM 4.7-4.6, WBFX 3.9-4.1, WJQK 3.3-3.6, WODJ 3.6-3.5, WLHT 4.1-3.4, WTRV 2.6-3.0, WVTI 3.1-2.9, WFGR 3.2-2.3, WBBL 1.7-1.8, WMJH 1.7-1.6, WFUR 1.4-1.4, WJNZ 1.7-1.3, WMUS 1.0-1.2, WGN-AM 0.6-1.0, WTKG 0.5-1.0, WYVN 0.8-0.8, WGHN-FM 0.4-0.6, WMRR 0.7-0.5,WYGR **-0.4, WKWM 0.7-0.4, WGHN-AM 0.2-0.2. Summer Trends found in this TATTLER are 12+ persons, 6A-12P, M-Su, 6A-mid, Spring 2002-May/June/July comparisons. Copyright © 2002, The Arbitron Company. These results may not be used without permission from Arbitron.

JUST IN: Erin Bristol has resigned as PD at WMT/Cedar Rapids to become PD/MD at Hot 107-9, WWHT/Syracuse! A search for her replacement is on!



Mega-changes at several of Midwest Communications' Wisconsin outlets, led by the return of **David Burns** to WIXX/Green Bay. David becomes PD/midday host of the station he left several months ago to program sister AC, WROE/Green Bay, as Todd Michaels exits to return to his home of Fon Du Lac, Wisconsin (will Todd be announcing a new radio home closer to his boyhood home?). In Wausau, former Fargo programmer Chris Pickett returns to the Midwest from his MD post at KFMD-KSME/Denver to become PD of WIFC. He succeeds Denny Luell, who moves to Green Bay to take the programming reins of WROE. (Gary Dixon assumes the interim MD role for both KFMD and KSME.) And Jas Caffrey moves from Midwest's WYVN/Holland, MI to program WDEZ/Green Bay. But those aren't the last PD moves for **Duke Wright's** Midwest. **Justin Case** leaves his post as OM of Midwest's Duluth FM's (KDAL, KRBR) to return to Milwaukee, with plans TBA. Gary Thull becomes interim PD at adult KDAL, and Crazy Ray Odom takes the interim programming chair at rock KRBR. While both Gary and Crazy Ray are candidates for the permanent PD positions, T&R's are being requested by Midwest's VP/Programming Jeff **McCarthy** for both the programming gigs (see *Jobs* for details).

Bon Jovi rocks, period. The new single "Everyday" is off to smashing success at Hot A/C and CHR, including airplay at KMXV (21x!), KQKQ, WIXX, WIOG, WRVW, WZEE, WKSZ (28x!), KGLI, KKCK, WZPL (29x!), KAMX and KFBZ (20x!). This week, Bon Jovi scored big adds at KKDM, KYYY, KKRL, KAYL, KRTI, KBEA, WKHQ, KZIA, KLYV, KROC, KQKY, WAZY, KFMC and KOTM. Are you missing out on this one? You shouldn't be! Island-Def Jam

Changes. Former KRBR/Duluth PD Kylie Kaine has announced he has accepted a Marketing & Media Relations position with Milwaukee based J.M. Entertainment, a concert promoter serving Illinois, Iowa, Wisconsin, Indiana, Michigan, Minnesota and the Dakotas...Sports CHUM-A/Toronto has flipped back to Oldies following the station flipping to the Team Radio Network programming back in May of 2001... KPLA/Columbia, MO welcomed Kevin Hilley to wake-ups with Sarah Hunter as the "Hilley & Hunter in the Morning Show" officially kicked off last Monday (8/19)...Christian KADI/Springfield, MO has moved their studios. They can now be reached at: KADI, 5431 W. Sunshine, 65619-9433. Phone and fax numbers remain the same... KTXY/Columbia, MO PD/morning man Marc Elliot (aka JoJo in the Morning) has announced he is relinquishing his on-air spot to concentrate on programming...Clear Channel's WCOL/Columbus, OH and morning personality Steve Harmon have parted ways.

Norah Jones is still selling records on the excitement of her debut single "**Don't Know Why.**" Everywhere it is played (at multiple formats), the audience is so impressed with the quality of this song, they head for the store! The album "Come Away With Me" has sold over 500,000 copies, and this is a big secret weapon for major stations including KMXV, KSTP, WIOG, KDOG, KAMX, WMYX, KALC, KDAL, WRVW and more! Here's a song your audience deserves to hear! **Blue Note**

Added at WDAY, KJCK, WZPL, WTBX and WLHT! Requests & Spin increases! WNDV (39x), WIXX (18x), KKDM (23x), KFRX (27x), KZIA (29x), KLYV (28x), KBMX (24x), KSTZ (23x), KKRL (21x), KOTM (36x), KQKY (24x), KDOG (42x)

Now registrants and would've-been-there's can take home the audio of some of the conferences Greatest Hits! Did you hear about the Conclave Legends Luncheon? Rock HOF'er Graham Nash speaks out on his amazing life and career with moderator, WMMR's Pierre Robert. Hear how Neil Young wired up his barn to play back his newest album on his Oregon ranch! Hear Nash's passionate take on the state of the U.S. following 9/11! The tape also includes his threesong performance! What happens when you put three morning shows together for one session? You get Don Anthony of Morning Mouth Magazine leading Bob & Sheri, Steve & DC, and T-Man through an hour of mayhem. Learn how to improve your own shows while enjoying the hilarious results of this session. The Conclave, long synonyms with "education", brought together radio industry heavyweights, Rick Cummings, John Gehron, Lee Clear and Dan Halyburton to discuss how someone can take the next big step into the GM chair. If this is your goal, then this Greatest Hits package is for you! How can you relate better to your listeners? How do you differentiate between Baby Boomers and Generation X'ers? In this keynote presentation, Jonathan Pontell introduces "Generation Jones." The author of the soon-to-be-released book of the same name breaks down the highly motivated and independent 36-47 demographic. Finally, The Conclave Awards Luncheon included an emotional appearance by **Benny** Mardones, who used the event to publicly announce his battle with Parkinson's disease. Want to hear how to battle back from adversity with the most positive attitude you can attain? Then get this tape! (The performance includes a highly charged rendition of "Into the Night.") Other tapes available through the Greatest Hits cassette package are: "Big Fun- An Irreverend Glimpse of the History of the Music Business" with Stan Cornyn and Dave Sholin. "Creating Powerful Radio" with Valerie Geller. "Show Prep Greenroom" with Tom Zarecki. "Internet Strategies" with Jennifer Rall and Kurt Hanson. "Super Happy Hour" with **Paige Neinaber**. And finally two super format symposiums: the Top 40 session with **Brian Burns** and the Rock Symposium with Bill Jacobs. Each session tape is only \$25 - or buy two and get the third for FREE! And all orders get FREE SHIPPING!!! How can you lose! Relive great moments by visiting www.theconclave.com. Questions? Call 952-927-4487.

Were you at Conclave 27, RADIO RISING? Wish you had been?

Indianapolis Metro Phase 1 Trends. Country WFMS moves forward. WFMS 11.4-12.1, WFBQ 9.4-9.3, WHHH 7.8-7.7, WIBC-AM 7.0-7.1, WGLD 6.6-6.5, WNOU 6.3-6.3, WRZX 6.3-5.7, WYXB 4.3-5.2, WTLC-FM 5.4-4.7, WTPI 3.8-4.0, WZPL 2.9-3.2, WENS 2.8-2.8, WGRL 2.7-2.5, WYJZ 2.1-2.2, WTTS 2.1-1.9, WTLC-AM 1.9-1.7, WXIR 1.9-1.4, WNDE 1.4-1.4, WKLU 0.9-0.9, WKKG 0.8-0.7, WLW-AM 0.5-0.6, WCBK **-0.5, WEDJ 0.4-0.4, WXNT 0.5-0.4.

Mad At Gravity continues to build up support in active rock and alternative, with Rock 108/Waterloo jumping on board this week. "Walk Away" generates phones and great response in Detroit (WRIF), Minneapolis (KXXR), Kansas City (KQRC), Phoenix (KUPD), Madison (WJJO), Eau Claire (WDRK), and Miami (WZTA). ARTISTdirect



"Don't Know Why"

Added at KFMD/Denver!

Spinning at KMXV (21x),

WIOG (19x), WCIL (10x),

KDOG (28x), KSTP

(42x), WKTI (23x), KAMX

(40x), KALC (41x)



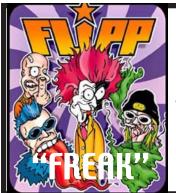
High Peak/Marathon Media's country KAGM/Strasburg-Denver flips to a simulcast of sister KXDC/Estes Park-Denver and its Dance/Club format called "102.1 X." The two signals are each rimshots in the Denver market and are on adjacent channels.

Everyone is watching the story unfold with **Westlife**, and their new hit single "**World Of Our Own.**" It's another stellar add week as WIOG, WYCO and KDAO jump on board. Already in support of Westlife are KCHZ, WKQI, KKDM, KRTI, KQIC, WSNX, WIAL, KCLD, KROC, WAZY and plenty others! These guys have fifteen top ten singles in Europe; listen and find out why! **RCA**

The TATTLER sends condolences to friends and family of **Greg Schultz**. Former **Marshall Radio** News Director Greg Schultz passed away Monday. He worked for KMHL/Marshall since 1989, and previously had hosted play-by-play for KLGR/Redwood Falls. In 2001 he left his position with the Marshall Area Fine Arts Council due to health complications, and he had moved to the Twin Cities area three months ago. Yesterday would have been his 44th birthday.

Flipp is an experience. See the band live and you'll understand what we mean. This weekend, they are a part of WJJO's "Taste Of Madison" event, and their song "**Freak**" is generating good phones at WJJO, WLUM, WHMH, KXXR, KRRO, KFMW, KQRC, WRIF and plenty other rockers and alternative stations. Check this song out! **Artemis**

Omaha-Council Bluffs Phase 1 Trends. Country KXKT overtakes spring leader, N/T KFAB. KXKT 8.1-8.3, KFAB-AM 8.8-8.0, KGOR 7.0-7.0, KQCH 6.6-6.7, KOMJ-AM 5.7-6.6, KEZO 6.2-6.4, KKCD 5.9-5.7, KEFM 5.2-5.5, KQKQ 5.1-5.1, KSRZ 3.7-4.6, KRQC 4.0-4.1, KLTQ 3.6-3.7, KKAR-AM 2.7-2.8, KCTY 2.5-2.0, KBBX 0.8-1.6, KOSR 1.7-1.4, KOZN 1.2-1.2, KCRO 0.4-0.5, KZKX 0.4-0.4, KHLP 1.0-0.4, KKSC **-0.4, KIBZ **-02.



48 - 44 WJJO 15x, KQRC 12x, WKLQ 11x, KRRO 11x, KXXR 9x, WTPT 6x!!

R&R Active Rock =

ARTEM IS RECORDS

Hoobastank fills the hole for a great pop-appeal rock crossover record for CHR and Hot A/C. The band from California is enjoying considerable chart success from its first major-label album with the hit single "**Running Away.**" KDWB, KMXV, WXSS, WZEE, WDAY, WBIZ, KJCK, KQKY, WZPL, KYYY, and KWOA have all heard a hit in this song! **Island-Def Jam**

As tipped last week in *The TATTLER*, **Minnesota Valley Broadcasters**' CHR KDOG/Mankato has refocused, as an adult Top 40 playing a few more '80s songs with more live and local presence. On Monday, "Mankato's 96-7 K-D-O-G" hit the airwaves, complete with a new station voice and imaging. They have also eliminated the syndicated "Bob and Sherri" morning show in favor of the locally-originated "Mankato Mornings with Red and Billy." Following Red and Billy, it's new midday talent **Jennifer Morgan**, **Mike McKenna** remains in afternoons, and part-timer **Chris Shatek** takes over the night shift after last week's departure of **Dan Edwards**. Musically, the station has takes a page from its own history book and has introduced "K-DOG Classics" during the day, "the songs that made the station sound so good back in the hey-days of the mid-to-late '80s," says PD **Dwayne MeGaw**. At night, KDOG plays more CHR songs to give the station a younger feel.

When the record playing stopped during the game of Musical Chairs at Christian WLGH/Lansing, MI earlier this week, this is how it stacked up; GM **Jenn Czelada** has dropped her afternoon on-air duties, PD **Mike Couchman** moves from mornings to afternoons and **Tim ChappelI** is upped to full-time morning show duties with **Tiana**. These changes are scheduled to go into effect on (9/3). Let the music resume!

Congratulations to KIWR/Omaha-Council Bluffs PD **Bill Stewart** and his wife **Michelle** on the arrival of 8.9 ounce **Kathryrn** this past Wednesday (8/14)!





Scot Sax is formerly of Wanderlust, and now fronts the Los Angeles band Feel. In their first week at Triple A, Feel scores some BIG adds including WRLT, WMMM, WGVX, and KCTY. The song "Won't Stand In Your Way" has also received early airplay at WXRT, WKOC, WTTS and WRNX. Impacting NOW, this future AAA hit will stick in your head and repeat itself over and over (and that goes for your listeners, too). Curb

Three Eagles' former country 93.5 KITN-FM/Worthington is now "The New 93.5 The Eagle" with a classic hits format. The New 93.5 The Eagle will be programmed locally, with local news and promotions. KITN will also still feature the broadcast of selected racing events. The New 93.5 The Eagle will run without announcers for several days, and a new on air line-up will debut in about a week.

Noncomm/**AMPERS** affiliate 89.3 WCAL-FM/Northfield-Twin Cities is dropping talk and jazz programming and going all-Classical, effective August 31. It plans to introduce some new, local programs and will retain some syndicated music programs. The station will be known as "Classical 89.3 – Music and Ideas." WCAL is one of the original Minnesota radio signals, as its first voice transmission occurred 80 years ago. Its studios are on the St. Olaf College campus in Northfield, though its 100,000 watt signal covers the entire Twin Cities metro area. Concurrently, WCAL will introduce ex-WFIU/Bloomington, IN broadcaster **Stephanie Wendt** as afternoon host on September 1. WCAL is also rebroadcast on 88.7 KMSE/Rochester, MN.

Omni Broadcasting is purchasing Kommerstad Communications' group of stations in Brainerd, MN, Wadena, MN, and Staples, MN. Terms of the sale have not yet been disclosed. The Brainerd area stations are KVBR/1340, KLIZ/1380, KFGI/103.5, and KLIZ-FM/107.5, in Wadena it's KWAD/920 and KKWS/105.9, and KNSP/1230 in Staples. Omni currently owns three stations in Brainerd and nine overall. After the sale. Omni will have to divest one Brainerd area station to stay within ownership regulations. Apparently, Kommerstad's Robert Kommerstad was within one week of closing the deal before his death in June. His widow saw to it that the deal is finalized with **Lou Buron**, owner of Omni Broadcasting. Buron had expressed interest in these additional stations when he purchased 99.1 KLLZ-FM in Walker in 1999 and broke off its simulcast with KLIZ-FM. In addition to its current Brainerd holdings, Omni also owns stations in Bemidji, MN and Alexandria, MN. Buron says that no staff changes or format changes are expected.

Marigen Anderson is transferring most of her ownership of "Mix 105" WLMX-FM/Balsam Lake, WI and oldies WXCX/Siren, WI to **Scot O'Malley.** Currently, Anderson is the 90% owner of the stations while O'Malley owns 10%. After FCC approval, O'Malley will own 90% and Anderson 10%.

The Tesh Media Group is offering "This Is Your Gift, A 9/11 Tribute", voiced by **John Tesh**, free to radio stations. It is available for download in either MP3 or WAV file format. The file can be downloaded at: http://www.tesh.com/showpage.asp?code=sep11.



Changes too. WXTQ & WATH/Athens, OH OM/PD/morning host Randy Norris has announced he will step down, effective September 5th, to take a position at Ohio University. In his absence, **Dave Brokesh** will pick up the PD reigns, Josh Radcliff segues to mornings on WXTQ, Marc Justice remains MD/afternoon host and an OM is expected be named later...According to reports from the Chicago Sun-Times this week, Talker WJBC-A/Bloomington, IL has added Loyola University Sports Marketing Dir., and play-by-play voice, John Fitzgerald as Sports Dir. Fitzgerald is also expected to be the play-by-play man for Illinois State basketball and football on WJBC...WYVR/Springfield, IL PD Rocky joins morning host Jade for wake-up duties...WENZ/Cleveland PD/afternoon man Sam Silk exits for PM Drive duties at Clear Channel's Urban WGCI/Chicago beginning 9/16...Alternative WWDX/ Lansing, MI has filled its vacant night slot with sister Classic Hits WVIC night guy Ron Parker...WKRK/Detroit has signed afternoon drive cohosts Jeff Deminski and Bill Doyle to new five year deal following the team posting their highest 25-54 ratings in the latest trends...Country WMIL/Milwaukee has filled its vacant afternoon shift with former WXTU/Philadelphia host and production guru Bob Bateman...Former Virgin rep Kevin Young has secured a gig at RCA as their regional for the Cleveland/Detroit area. You can reach him at (216) 221-5389.

Jobs. Midwest's Communications' Duluth properties (AC KDAL & rock KRBR) are seeking a PD for each. Send T&Rs to VP/Programming **Jeff McCarthy**, Box 23333, Green Bay, WI 54305...WIXX/Green Bay has a prime PM drive position available for a talented personality who ultimately aspires to be a PD (the last 3 occupants of the post became PD's inside Midwest Communications, and elsewhere!). Send your stuff to PD David Burns, Box 23333, Green Bay, WI 54305... KFMD/Denver, CO is seeking a Music Director. Get your packages to: KFMD, Attn: Jim Lawson, 4695 S. Monaco St., Denver, CO, 80123...Christian WLGH/Lansing, MI is looking for a part-time morning news person. Those interested should send their T&R's to: WLGH, Attn: Mike Couchman, 148 E. Grand River Ave., Suite 211, Williamston, MI 48895...KFYR/Bismarck is looking for its next Farm Director/News Reporter to replace departing 32-year veteran. Farm reporting experience an absolute must. Good money and benefits, and the area's heritage signal and call letters. CD or T&R: Todd Mitchell, OM/PD, KFYR/KYYY (Y93), 210 N 4th St, P.O. Box 1658, Bismarck, ND 58502... Entercom's Seattle, WA rock outlet KISW is searching for a new night jock! Get your stuff together today and send it to: KISW, Attn: Dave Richards, 1100 Olive Ave. #1650, 98101. No calls will be accepted...WCOL/Columbus, OH is on the hunt for their next morning show. Send your T&R's (quickly) to; WCOL, Attn: John Crenshaw, 1301 Dublin Rd., 43215. You can also call him at (614) 486-6101...Zimmer Radio's Top 40 KTXY/Columbia, MO is searching for a new morning person. Prior morning experience is required. Get your T&R's to: KTXY, Attn: Marc Elliot, 3215 Lemone Industrial Blvd., 65201. MP3's are also being accepted at melliot@zrgmail.com ...all positions listed in *The TATTLER* are presented free of charge and represent equal opportunities.