

The Conclave's unique TalenTrak is just a month away - beginning Saturday, October 19th in Chicago (actually, suburban Oak Brook) at the Hyatt Regency Oak Brook. If you don't know, TalenTrak is an intense one-day seminar, which will help train each registrant will become a better, more proficient air talent. Are you just beginning in radio? Have you spent a few years on the air, but feel you aren't reaching your fullest potential? Are you a veteran in need of a solid re-charge of your on-air skills? TalenTrak is for YOU! 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. Morning sessions beginning at 9AM at TalenTrak include "Keeping it Real: Life Experience as Show Prep", "The Habits of Effective Personalities", "You and Your Audience- Connect the Dots", and "Making Yourself an MVP!" And not to be missed- Lunch with the legendary John "Records" Landecker! The entire afternoon will devoted to the Aircheck Clinic, where TalenTrak faculty and guest PD's go one-on-one for aircheck critiques and counseling! Bring your scoped 3 minute cassette aircheck!! The day will be capped at 5PM with a Getaway 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 \$59 per person or a special group registration of \$49 each for 2 or more registrants from a radio station/group until Thursday, October 11th. Tuition after that date and at the door will be \$69 (single or group member). 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.

The *TATTLER* salutes the following Midwest winners of **Marconi's** at the NAB Radio Show last week in Seattle: Major Market Station of the Year-WGN/Chicago, Medium Market Station of the Year-WFMS/Indianapolis, Large Market Personality of the Year-**Jim Scott**/WLW, Medium Market Personality of the Year- **Cathy Blythe** KFOR/Lincoln, Country Station of the Year-WFMS/Indianapolis, Oldies Station of the Year-WMJI/ Cleveland!

**Hoobastank** has just been added by WMYX/Milwaukee! **"Running Away"** is researching well and is into upper double-digit spins at KMXV (42x), WIXX (19x), WZEE (33x), KZIA (58x), WDJX (31x), WZPL (41x), KFIZ (38x), KYYY (17x) and more! **Island-Def Jam** 

## HOOBASTANK running away

KMXV (42x), WDJX (31x), WZEE (33x), WCIL (42x), WYCO (35x), WAZY (30x), KJCK (40x), WKSZ (41x), WZPL (41x), KFIZ (38x).

**R&R** 29



KCVM/Cedar Falls-Waterloo recently sent fourteen families to Disney World as part of the ongoing "Jamie and Jim's Kids" charity program. PD **Jamie Philips** and morning show cohost **Jim Coloff** also had the "tough assignment" of hosting the morning show live from **Disney-MGM studios** on September 5 and 6, where family members were interviewed on the air. Jamie and Jim's Kids is a charity for children with chronic or life-threatening illnesses and their families. This is the third annual trip they've put together!

Feel just completed a special live show with WXRT/Chicago, where they have already received airplay on their lead single "Won't Stand In Your Way." The band is led by Scot Sax, formerly of Wanderlust and Bachelor Number One, and this AAA hit is already playing at WGVX/Minneapolis, WMMM/Madison, WRLT/Nashville, KCTY/Omaha and more! We promise not to "stand in your way" of adding and rotating a hit song for your adult audience. Curb

*Minneapolis-St. Paul Summer Book, Phase 2 Trends.* Twins baseball helps carry N/T WCCO to another winning trend. WCCO-AM 10.1-10.4, KQRS 9.4-9.0, KDWB 6.3-6.3, KXXR 5.5-5.9, WLTE 6.0-5.6, KEEY 5.2-5.4, KSTP-AM 5.9-5.1, KTCZ 4.0-4.3, KQQL 4.1-4.2, KSTP-FM 3.9-4.0, KTTB 3.5-4.0, WXPT 2.4-2.7, WLOL 2.3-2.3, KFAN 1.7-2.0, KLBB/KLBP 1.7-1.3, WGVX/WGVY/WGVZ 1.2-1.2, WWTC 0.6-0.7, WMIN 0.6-0.6, KLCI 0.5-0.5, WEZU 0.5-0.4, WWJO \*\*-0.4, WMNN 0.4-0.4. Summer Trends found in this *TATTLER* are 12+ persons, 6A-12P, M-Su, 6A-mid, May/June/July-June/July/Aug comparisons. Copyright © 2002, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

According to the *Wausau Daily Herald*, syndicated WLZR/Milwaukee morning co-host **Bob Madden** (of the **Bob and Brian** show) drove all the way to Wausau, WI (4 hours) to fight a ten dollar ticket for his failure to wear a seat-belt this past week. The amazing thing is that he actually won his case! Madden, who's show is heard in the Wausau area on WMZK, was ticketed March 3 as a passenger in his brother's car; although he claimed that he was wearing his belt. Apparently the court agreed, considering they dropped the matter completely. (However, after doing the arithmetic on 8 hours of driving and missing a day of work over a \$10 fine, we give Bob a C- in math...which, incidentally, will go on his permanent record!)

Honeymoon Suite's new single "The Way I Do" should arrive on your desk within a couple days for Hot A/C and rock. It's making some serious waves in Canada, as a standout track from the band's excellent new album "Lemon Tongue." Stay tuned! Wildfire

*Milwaukee Summer Book, Phase 2 Trends.* N/T WTMJ really separates itself from the others in this trend. WTMJ-AM 10.0-10.8, WKKV 6.8-6.8, WKLH 5.9-6.7, WMIL 6.8-6.3, WXSS 5.3-5.4, WLZR 5.0-5.1, WKTI 4.6-5.1, WMYX 5.2-5.0, WISN 4.6-4.7, WLTQ 4.2-3.9, WRIT 4.2-3.9, WOKY 3.6-3.8, WJZI 2.8-3.4, WJMR 3.3-3.0, WFMR 2.7-2.8, WLUM 2.9-2.5, WMCS 1.4-1.6, WNOV 1.7-1.6, WFZH 1.4-1.3, WTKM-FM 0.6-0.6, WAUK 0.7-0.6, WGLB-AM 0.5-0.5, WGN-AM 0.5-0.5, WEZY 0.4-0.5, WBWI 0.9-0.5, WBBM-AM 0.5-0.5, WRJN \*\*-0.4, WIND \*\*-0.4, WGLB-FM 0.4-0.4, WIIL 0.4-0.4, WTKM-AM 0.1-0.1.



MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD, #104, MINNEAPOLIS, MN 55416 PHONE/FAX: (952)927-4487/927-6427 E-MAIL: info@main-st.net



**Greenwheel** is a St. Louis band who has already proven its worth at rock and alternative with "**Breathe**", the lead track from their debut album – and a song which impacts CHR and Hot A/C NOW. **Island-Def Jam** is on fire, in case you hadn't noticed...breaking artist after artist in virtually every format! Greenwheel continues the tradition!

Clear Channel's Sr. VP/Programming Tom Owens announced a strategic realignment of the radio division's program management team earlier this week. Effective October 1st, the company is reorganizing programming along the previously established eight geographic regions. Under the new alignment, each region's Sr. VP (SVP) will be teamed with a product partner dedicated to identically defined regions. Owens has appointed the following Product SVPs by region: Northeast - Product SVP Dave Lange; Rob Williams, Radio SVP. Mid-Atlantic - Product SVP Harve Alan; Jim Shea, Radio SVP. Southeast - Product SVP Marc Chase; Peter Ferrara, Radio SVP. Midwest — Product SVP Gene Romano; Dave Crowl, Radio SVP. Plains/Northwest - Product SVP Jack Evans; Jay Meyers, Radio SVP. Southwest/West Coast - Product SVP Steve Smith; JD Freeman, Radio SVP (Southwest) and Charlie Rahilly, Radio SVP (West Coast). Southwest//Central - Product SVP Bill Richards; John Cullen, Radio SVP. All of these changes come on the heels of the exit of Nashville-based Regional VP/Programming Buddy Scott, San Diego-based Regional VP/Programming Rich Hawkins, and Chicago-based Regional VP/Programming Jack Taddeo.

Martin Zellar and the Hardways are impacting AAA NOW with "Scattered", an important new single from Martin's fouth post-Gear Daddies solo album. Drive 105 begins airplay this week! If you still need a copy (or our exclusive "The Best of Martin Zellar & Gear Daddies" bootleg CD) let us know by calling (952) 927-4487 or emailing <u>bsavage@mainst.net</u>. Owen Lee Recordings

Good thing they were alumni dept: **My Star Communications**' Mod AC WZPL/Indianapolis morning show host **Dave Smiley** (of the "**Smiley Morning Show**") recently completed an unplanned remote broadcast from the studios of KFMB/San Diego. While spending a weekend in Palm Springs, Smiley apparently missed his flight home to Indianapolis. So, he made the drive to San Diego's "Star 100.7" (where both he and WZPL PD **Scott Sands** are alumni) and was able to connect via ISDN back to 'ZPL and complete the show. Scott Sands and Smiley both extend a major "thank you" to KFMB OM **Tracy Johnson**, **Dayna Monroe**, afternooner **Greg Simms**, and morning show engineer **Mike Sommerville** for making this surprise remote a reality with no advance notice! (And next, they'll tell us that morning hosts don't even have to reside in their home city on a regular basis!)

Now that the Minnesota Twins are set for post-season play, **Infinity's** WCCO-AM/Twin Cities is NOT the exclusive home for Twins post season action. Because of its affiliation with ESPN Radio, **Clear Channel** sports-talk KFAN will provide national coverage of playoff games, including Twins games. In an article in the *Star Tribune*, WCCO VP/GM **Brian Whittemore** says he's not concerned with the additional competition. "They will be running out of town broadcasters," he says. "We have Hall of Famer **Herb Carneal**, World Series champion **Dan Gladden** and longtime play-by-play man **John Gordon**. Nobody can match that in this market."



When you think of multi-formatic successes, **Bon Jovi** is one of the first artists mentioned in the discussion! "**Everyday**" is a bona fide smash hit for at Midwest CHR, rock, and Hot A/C stations. Added at WHTS, WBIZ, KFIZ and WMYX! **Island-Def Jam** 

As if having another hit at radio wasn't enough (with "Life Goes On"), **LeAnn Rimes** is now slated to star in a hit family-oriented baseball film *The Girl Who Struck Out Babe Ruth*. She'll play Tennessee-born **Jackie Mitchell**, a minor league pitcher who, at 17, became the only woman to deny "hits" to baseball legends **Babe Ruth** and **Lou Gehrig** – striking them BOTH out. The true-life incident happened in 1931 when the New York Yankees, on their way to spring training, stopped for an exhibition game against her Chattanooga Lookouts. Rimes previously had acted in the 1999 movie *Coyote Ugly* and the TV shows *Moesha* and *Days of Our Lives*. And "Life Goes On" got a huge boost last week from RateTheMusic.com, who reported their research showed the new LeAnn single to have EXTREME hit potential (f 18-24=4.06, F 18-34=4.05, and f 25-34=4.03). Your job as PD is tough enough as it is, so stop second guessing the obvious. Add/rotate LeAnn with all the confidence in the world. You'll be rewarded as only a hit can reward radio!

**Mad At Gravity** is rockin' the airwaves at mainstream rock, alternative, and active rock. 93X is a major champion with 15 spins, Eau Claire's 99.9 The Carp (WDRK) is spinning it 26 times, and Madison's WJJO pounded "**Walk Away**" 19 times last week. Other stations who are *MAD* include KQRC, WRIF, WKLQ, KUPD, WHMH, KIBZ, KRRO and more! **ARTISTdirect** 

This past Sunday (9/15) was **Ernie Harwell Day** at Comercia Park – as the retiring voice of Detroit Tigers baseball for the past 42 years, mostly on WJR-A/Detroit and most recently on cross-town WXYT-A, was honored before the Tigers-Royals game. The first 5,000 fans received an Ernie bobble-head doll and collector's card, and the first 10,000 fans got a CD-ROM with highlights of Harwell's career. Harwell is a member of the Baseball Hall of Fame.

Norah Jones picks up Sweet 98 and Star 102.5 this week! "Don't Know Why" is an attention-grabbing multi format hit, and is selling tons of records. Everyone who hears it, *loves it!* KSTP, WMYX, KMXV, KEEZ, KLZR, KAYL, WKTI, KALC and many others are convinced. Are you? Blue Note

Congrats to MN broadcast veteran **Nancy Fuchs** as she lands a gig with **Hubbard's** KSTP-AM/Twin Cities as evening news host. Current evening news host **John Heidt** has moved to the Noon to 6pm news position, replacing **Amy Alberts.** Nancy's resume includes positions with the now-defunct **Netradio.com**, as well as several years in various positions with **Hilger Broadcasting's** (now **Regent's**) WJON and WWJO/ St. Cloud, MN.

**Westlife** is finding a "World Of (Their) Own" with radio, helping the medium to an exclusive hit. Just added at WDRQ/Detroit! Check out spin leaders like KCHZ (33x), KKRD (14x), WIAL (32x), WYCO (20x), WSNX (26x), and WKQI (6x). **RCA** 

MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD, #104, MINNEAPOLIS, MN 55416 PHONE/FAX: (952)927-4487/927-6427 E-MAIL: info@main-st.net



Added WDRQ/Detroit! KCHZ (33x), KKRD (14x), WSNX (26x), WIAL (32x), WZOK (23x)! 15 million sold worldwide, TEN top 10 hits in UK!

"Fig" returns to WDBR/Springfield, IL! Brian Figula worked at WDBR in 2001, where he held a top-rated night shift. From there, he returned to his hometown of Flint, MI to complete school and work at CHR WWCK. Now, as of Monday, he will reprise his previous post as MD/night show host at WDBR. Current WDBR night slammer **Greg Hunter** seques to sister Classic Hits 100.5 WYMG.

A new shared-time situation has popped up in the Twin Cities as the University of Minnesota Board of Regents gets a CP for a new station in St. Louis Park, MN to share time and facilities with the St. Louis Park School District's existing non-comm 8 watt KDXL at 106.5 FM. (FYI - One of KDXL's most famous alum is the newly appointed **Jacobs Media** executive, **Andy Bloom**!)

Changes. WHHH/Indianapolis talent Chris Schneider joins Mystar Communications' cross-town WZPL for weekend duties. Also joining the WZPL staff as programming asst. for the "Smiley Morning Show" is Brad Cameron, formerly from HCTV-19 and play-by-play commentary on cross-town WEDM ... KICT/Wichita night guy Joe Roach exited the Journal station this week...CHR WKHQ/Charlevoix, MI welcomes former KNDA/Corpus Christi Production Director John Foxx for nights beginning Monday (9/23)...Earlier this week Cumulus' Top 40/Mainstream KQTP/Topeka flipped formats to Classic Country as "US-103" with the station running TV ads at the same time as rival Country station WIBW made it's move from 97.3 to 94.5, Wednesday (9/18)...Alternative KRBZ/ Kansas City has announced the hiring of former WKRK/Detroit talent Scott Geiger (aka Lazlo) for nights...KYKY/St. Louis taps weekender/ mix show producer Tim Burt for Prod. Dir. duties of Y98 and cross-town sister AC KEZK effective Monday (9/30) ... Wilks' Top 40 KHTO/Springfield, MO has evolved in a more Pop direction with a new moniker "106.7 The End"...John Hultman, one of WBBM-A/Chicago's original anchors for its all-News format, will return from retirement (he retired in 1998) to fill-in for midday anchor Sherman Kaplan on Monday, September 30...Slash segues from KRBZ/KC to crosstown competitor KMXV to handle nights.



Congrats to KFAN and Canterbury Park employee "**Mr. Phunn**" (Joe Anderson) on the recent birth of his son Isaac Anderson. Within a few months, Joe is hoping to train Isaac to fill in for him on The Fan. (Mr. Phunn likes taking days off!)

There's a format restructure at **Tri-County Broadcasting's** "Rockin' 101" WHMH-FM/St. Cloud. "The Rocker" has added new current songs by **U2, Tom Petty, the Rolling Stones**, and **Bon Jovi** to its playlist, and has also added some gold tracks from "classic rock" oriented artists. The station still plays primarily new rock artists, and this move brings them back towards their sound circa 1997-2000, when the station was a bit older-skewing.

**Clear Channel**'s WZEE/Madison, WI has found itself embroiled in a lawsuit recently brought by a local listener who apparently broke his leg jumping into a pond while attempting to win U of W football tickets during a station promotion. **James Tucker** won the tickets, but he claims he couldn't actually use them because of his leg. He has also alleged that he's now missed 35 days of work and has amassed more than \$14,000 in medical bills.

WCJZ/Madison, WI Promotions Dir./morning host **Sybil McGuire** needs your help! She is busy putting together a book which strives to debunk the myth that radio jocks are overpaid lounge-abouts getting "good money" for working just a few hours a day. Sybil is currently on the hunt for ANY radio horror stories from her industry peers for possible inclusion in the book. To reach out to Sybil and share with her your own personal horror story for possible inclusion, write her at <u>sybilmcguire@mindspring.com</u>. (And don't worry, she's promised to keep it anonymous if need be.) **Main Street** sends our best wishes to Talk WGN-A/Chicago overnight co-host **Steve King** who is being treated for a form of hepatitis. According to reports from this week's *Chicago Sun Times*, both King and wifeco-host **Johnnie Putman** will be off the air while King makes his recovery.



MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD, #104, MINNEAPOLIS, MN 55416 PHONE/FAX: (952)927-4487/927-6427 E-MAIL: info@main-st.net



Jefferson-Pilot Smooth Jazz KJCD/Denver PD Steve Williams accepts the PD post at Clear Channel's acclaimed Smooth Jazz KKSF/San Francisco. There's no word yet on whom Mr. Williams' successor will be in Denver.

After 17 years with Jeff McClusky & Associates veteran Sr. VP/Promotion Rick Cooper leaves the JMA camp following restructuring. Also effected were Nat'l Dir./Alternative Promotion Thomas Westfall, National Promotion/Director Secondary Mainstream Holly McCormack, Office Mgr. Susan Filer and Assistant Erica Medinger.

**Kevin Busse** has returned to the air at 95.5 KRDS/New Prague, MN (formerly KCHK-FM). Busse was a popular personality at the station through the mid 1990's, and rejoins the station as a transition is in progress to move away from satellite programming and localize the Oldies station's programming. Busse will host the "All Request Oldies" show from 12:30 to 1:30pm each weekday, and also serves as the production director for KRDS and sister classic country AM 1350 KCHK. He is also the Sunday night event announcer with the NASCAR Weekly Racing Series at Raceway Park in Shakopee, MN.

Infinity/Chicago has named DMR (Direct Marketing Results) VP - Marketing Strategy, Debbie Buckley, as the cluster's new Dir. of National Sales as well as NSM for WBBM-A, reporting to the cluster's Dir. of Sales Paul Agase. Steve Sheu continues as NSM of AAA WXRT, Sports WSCR-A and FM Talk WCKG, Jodi Crane remains NSM at Oldies WJMK and Country WUSN, and Annie Zoller continues as NSM of Top 40 WBBM-FM (B96).

The FCC has thrown up the red flag on **AAA Entertainment**'s request to acquire Country WXCL/Peoria from **Kelly Communications** as a result of AAA already holding a major presence in the market with; Top 40 WZPW, Rock WWCT, Classic Hits WDXQ, Modern AC WNCL and Modern AC WJPL. Stay tuned for more developments!

St. Cloud, MN **Regent Broadcasting** Imaging/Copywriter and classic rock KLZZ "103.7 The Loon" Afternooner "**Absolut**" **Brian Hough** will exit the classic rock outlet next Friday, September 27 to head to big sky country! He's accepted a position as Imaging Director with **Clear Channel's** Missoula, MT cluster of six stations. He will also likely be handling some on air duties with at least one of the stations. Brian worked for KFMC/Fairmont before attending college in Des Moines and working with KAZR and KGGO. He then went to St. Cloud in 2000 to join active rock WHMH-FM, before heading to The Loon in February 2001.

*Rumor:* Will a long-time/former Minneapolis air-talent be returning to fill a vacant position on a prominent Twin City signal?



The Country Music Association (CMA) has announced the final nominees for the 2002 CMA Awards. And the nominees from the Midwest include; Morning Personalities - Major Market: KYGO/ Denver's Kelley & Jonathan w/ Mudflap and WIL/St. Louis' David Craig, Elaine Everett and Monica Adams. Large Market: KFKF/ Kansas City's Dale Carter & Mary McKenna, WFMS/Indianapolis' Jim Denny, Kevin Freeman and Deborah Honeycutt, and WSM/ Nashville's Eddie Stubbs. Medium Market: KXKT/Omaha's TJ, Gina & Craig. Small Market: KTTS/Springfield, MO's Andy Taylor & Julie Vanvig, WIXY/Champaign, IL's Steve Holstein, Monica Senecal and Andy Roberts along with WNCY/Green Bay's Jessie James. Station of the Year nominees from the region include: WMIL/Milwaukee, KXKT/Omaha, WKKO/Toledo and WWQM/Madison, KTTS/ Springfield, MO, WAXX/Eau Claire, WI, WIXY/Champaign, IL and WQXK/Youngstown, OH. The TATTLER wishes to congratulate all the Midwest nominees! The CMA Awards will be broadcast live from the Grand Ole Opry House in Nashville on Wednesday (11/6) 2002 at 8p (ET) on CBS.

*Availz.* **Mike Fisher**, Conclave Board Member, formerly with Radio Web Network and First MediaWorks. 847-816-1922, cell 847-778-9378 e-mail mfisher41@felocity.com...**Curt Hart**, 25 year veteran PBP-sports talk host most currently with WSBA/Lancaster, PA. 717-426-3815... Several former **JMA** staffers are searching for their next opportunities following the recent re-structuring, including; Sr. VP Promotion **Rick Cooper** who can be reached on his cell at (773) 551-9090 or home (773) 252-6677, Nat'l Dir./Alternative Promotion **Thomas Westfall** who can be reached at (310) 710-7296 (cell), (310) 838-5838 (home) or e-mail hittheapex@attbi.com and National Promotion/Director Secondary Mainstream **Holly McCormack** who is available at (773) 255-8912 or hgmsnoopy@juno.com.

Jobs. Clear Channel's WNCI/Columbus, OH is on the lookout for an experienced Promotions Director for their busy station. Rookies need not apply. Rush your package to: WNCI, Attn: Jimmy Steele, 1672 Busch Blvd., Ste. # 2000, 43017...KICT/Wichita, KS is looking for a night jock! Send your CD&R's today to: KICT, Attn: D.C. Carter, 4200 N. Old Lawrence Road, 67219...Top 40 WGTZ /Dayton, OH is looking for an experienced morning drive host. Applicants must have at least one year of morning show experience and three years experience on-the-air, with proficiency in Cool Edit Pro, phone editing and prep services a must. Get your T&R package to: Radio-One WGTZ, Attn: J.D. Kunes, 717 E. David Rd, 45429...Clear Channel's Alternative WRXL/Richmond, VA is looking for air-talent, imaging and board ops. Get your stuff to: WRXL, Attn: John Lassman, 3245 Basie Road, 23228...A brand new Cumulus CHR in Patterson, NY is looking for staff. Get your T&R's to: WDBY, Attn: Joe Limardi, 1004 Federal Rd., Brookfield, CT 06804...All positions listed in *The Tattler* are presented free of charge and represent equal opportunities.