

Congrats to these Midwest-oriented award winners at last weekend's Billboard/Monitor confab in Miami. Category: Assistant PD/Music Director of the Year, Country, Secondary Market J.D. Cannon WFMS; Mainstream Rock, Major Market **Troy Hanson** formerly with WRIF; Mainstream Rock, Secondary Market Jo Michaels KAZR; Triple-A Keefer KBCO. Category: Network/Syndicated Program of the Year, Adult Gary Krantz (American Top 20 With Casey Kasem) - Gary also won Top 40 for Casey, as well. Category: Program/Operations Director of the Year, Adult Contemporary, Secondary Market Chuck Knight WSNY; Adult Top 40, Major Market, Greg Strassell WBMX; Country, Major Market Gregg Swedberg KEEY; Secondary Market, R&B-Hip Hop Brian Wallace WHHH; Mainstream Rock, Major Market Doug Podell WRIF; Mainstream Rock, Secondary Market Joe Bevilacaqua WHJY; Mainstream Top 40 Secondary Market John Reynolds WNKS: Consultant, Country Jave Albright/Albright & O'Malley Country Consulting, Rock Fred Jacobs/Bill Jacobs-Jacobs Media, R&B Doc Wynter Clear Channel; Station of the Year, Mainstream Top 40, Secondary Market Jimmy Steele WNCI, Rhythmic Top 40, Major Market Todd Cavanah WBBM; Triple-A Scott Arbough KBCO!

Yesterday, KDWB/Minneapolis became the successful bidder for an automobile owned by **Marshall (Eminem) Mathers**: a cherry-red 1995 Camaro. The **Clear Channel** Top 40 won the car with an \$18,000 bid! According to PD **Rob Morris**, "We're still trying to figure out what to do with it, but rest assured...it'll be fun." The car will be picked up from its Detroit home over the next couple of weeks. Personal to Rob: make sure you check that trunk before you take possession...

Bon Jovi continues their decade-plus string of top-notch singles with "**Misunderstood**", now scoring big spins at Hot A/C and CHR. It's on KDWB, WDRQ, WWWQ, WZEE, KMXV, WMYX, WQLH, WZPL, KWOA, WYCO, KDOG and more, with a HUGE Target-sponsored album time-buy hitting regional TV *bigtime!* Don't let Jon and gang own a television audience that YOU could have simply by adding and spinning this track like the hit it IS! **Island-Def Jam**

The wraps came off KCSX/KC this week, as the station became KZPL, 97.3 The Planet...in a Triple A format. **Union Broadcasting** is the owner/operator, and while the station will be jockless for the next 2 months, an entire staff is being recruited. WHB GM/PD **Chad Boeger** is overseeing the station, for now. See JOBS for details.

Petoskey-Traverse City, MI Fall Book. Country WTCM-FM leads the market but slips slightly. WTCM-FM 13.9-13.3, WCCW 10.3-9.0, WTCM-AM 7.1-8.3, WKHQ 6.0-6.7, WGFN 5.3-6.3, WKLT 3.6-6.3, WJZJ 3.9-6.3, WKPK 2.8-5.6, WMKC 4.3-5.0, WLXT 1.4-4.0, WLDR 5.7-3.7. Fall books found in this *TATTLER* are 12+ persons, M-Su, 6A-mid, Spring 2002 – Fall 2002 comparisons, unless otherwise noted. Copyright © 2003, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

Art Garfunkel's "Bounce" has been added at WRRM/Cincinnati, WJXB/Knoxville, and KTDY/Lafayette, LA. And it's not a Simon & Garfunkel oldie, either - it's a fresh, uptempo presentation with Art as a part of a trio with **Buddy Mondlock** and **Maia Sharp!** WLTE (5x), WLTQ (4x), KOSI (9x), WFMK (8x), WHBC (5x), WMEZ (4x), KDEC (13x), KLMJ (38x), KRTI (10x), KAYL (21x). **Manhattan**

Saga Communications Hot AC KSTZ/Des Moines' morning team of "Big Ken And Colleen" kicked off their first annual "Big Ken And Colleen's Mile Of Men" this morning... Single men lined up down Locust Street as women drove by to see if a particular man caught their eye. Once the shopping was done, the woman customer called the morning show and gave them the appropriate number of the single male! Both were conferenced together, hoping to spark a romance.

Clear Channel AC KKDI (K-Lite 105.3)/Bakersfield PD/morning host and lowa native, **Kenn McCloud** will appear on *The Price Is Right* on March 4th. For his efforts, Kenn will win a sofa and a sauna (hint to Ken: keep the sofa out of the sauna...)

Veteran Talk WTAX-AM/Springfield, IL morning man **Donald (One Eyed Jack) Jackson** exits as the result of a a dispute with a local newspaper. Jackson accused a reporter for the State *Journal-Register* of an improper relationship with a member of the police department, an accusation for which the station - but not Jackson - apologized. PD **Joe Crain** and anchor **Jennifer Fuller** take over on a temporary basis, running a morning news block until the **Saga** outlet figures out a permanent solution.

This week at CHR, "I'm Not Anybody's Girl" by Kaci is officially adding at the format. It's on the soundtrack to A View From The Top, and if you've been paying attention lately you'll know that Kaci is poised to break big-time, into a format that hasn't been the same since it sacked the very essence of pop music which brought it successful numbers (right, Britney??)! Curb



Lava Baby "Sex Junkie"

"I'm just your girlfriend, not your pet..."

Added WKZL Canton! WCIL Carbondale KFRX Lincoln! WKSZ Green Bay! On WVYB Daytona Beach! KZMG Boise! WJMX Florence! WZND Dothan! WWKZ Tupelo! WWXM Myrtle Beach! WMGI Terre Haute! KZBB Fort Smith! KISR Fort Smith! WNDV South Bend!





Clear Channel Top 40 KDWB/Minneapolis' "Dave Ryan In The Morning Show" hosted a wedding Friday morning (2/14) at a local Subway restaurant as part of their "My Big Fat Fat Wedding" contest. The station solicited offers from generously proportioned listeners who wanted to get married, with the heaviest couple winning a free marriage complete with rings, tuxes, flowers, and the honeymoon (the winning couple weighed in at a hefty 565 lbs). Besides the wedding, the couple will also receive free memberships to a local health club, and free Subway sandwiches for a year. Subway's "Mr. Slim" Jared Fogle was present at the romantic ceremony to root on the couple towards a slimmer future.

WNOU/Indianapolis' morning duo Wank & O'Brien's conducted a "Drive-Thru Wedding" today in a promotion deemed a LARGE success. Dave O'Brien, an ordained minister of Universal Life Church (the same mail-order/Internet church which counts WRLT/Nashville's Keith Coes as a "Reverend") invited three couples to come to a local McDonald's to get married. O'Brien read them their vows over a drive-thru speaker, with partner **Ed Wank** in the car with each couple to be a witness. Each couple was then asked: "Wanna Super-Size your wedding?" They all answered "yes" and got their own Happy Meal prize: an all expenses paid trip to Jamaica and other goodies!

Comment. A just-released study by Katz of Arbitron's Fall 2002 response rate indicates the rate dropped 4.4% from the previous year's Fall book to 34.4%. The only book with a lower rate? Summer 2002...a book completed just 5 months ago. According to Katz, the average market's consent rate dropped over 6%. Top 10 markets fell from 29.8 to 28.9%. Markets 11-25 were off from 33 to 31.7%; markets 26-50 down from 32.3 to 30.6%. The rest of the top 100 slipped from 33.5 to 32.5%, with markets over 100 up from 35.9 to 37.7%. What does all this mean? Smart radio programmers have been telling anyone willing to listen that phone-solicited surveys/research is getting harder and harder to accomplish, what with increased usage of caller-ID...and now, the recently passed "no call" bill by the U.S. House (which supposedly will still allow phone solicitation for research groups...yeah, right...). There's a growing and justified fear that the only people left to become part of any research sample will possess a common psychographic profile: someone who indiscriminately answers any and all phone calls placed to their residence. That profile may not match up well with the profile of a potential radio audience, or call-out research sample. The solution? Not easy to find, unless someone is interested in reviving the Fuller Brush "knock on every door" routine. But an answer had better be found soon, before response rates drop below double digits or your call-out sample becomes filled with people you know on a first-name basis. Otherwise, get used to: "Okay, if you don't want a copy of Watchtower, could you at least fill out this radio diary and return it to Maryland??"

Lava Baby has been added at WZKL/Canton! "Sex Junkie" is a one-listen pop/rock song with a candid message a savvy female audience will applaud! Don't worry if YOU don't get it, Mr. PD/MD... Liquid 8



Susan **edeschiAlone** ADDED KYYY! KLTG! Spinning - WBMX, KVUU, WKRQ, WSNE, KDMX, KURB, WLLY, KMHX, KMXB, WHYN, WINK, WTSS!! On tour with

Rochester, MN Fall Book. Clear Channel rocker KRCH takes the #1 slot. KRCH 10.3-10.7, KROC-FM 14.4-8.9, KYBA 8.7-8.3, KNXR 7.5-7.4, KROC-AM 5.2-7.7, KMFX 5.2-7.1, KWWK 9.2-6.5, KLCX 1.7-3.0, KWEB-AM 1.1-2.4, KNFX-AM 1.1-1.2.

Infinity Talk KMOX-AM/St. Louis OM Tom Langmyer has been named VP/GM of the station, replacing the departed Karen Carroll. He'll report to newly-named Sr. VP/Market Mgr. Beth Davis. With Langmyer's arrival, some lineup changes occured: Charles Brennan returns to the 9-11a "Morning Meeting" show, with Mcgraw Milhaven replacing Brennan in afternoons, joined by Carol Daniel, who returns to the afternoon co-host slot from the station's news department.

Condolences to family, friends, and staff of Sports WJCI-AM/Rantoul-Urbana, IL on the death of owner Keith Ayers in a van accident Tuesday (2/11). Ayers owned sports marketing firm ACS Sports and bought the radio station in 1998. He died when he lost control of his van in blowing snow and rolled over, throwing him from the vehicle. His 9 year old son wore a safety belt in the back seat and survived the accident with only minor injuries. Ayers was 46.

Susan Tedeschi picks up a great new add at KYYY/Bismarck. "Alone" has over 180 spins at WBMX/Boston, and is being spiked at KS-95 and WVRV. This classic bluesy presentation has 18-49 female written all over it! What ARE you waiting for? Artemis

Cedar Rapids Fall Book. Eric Hanson and CHR KZIA lead the market! KZIA 11.2-13.7, KHAK 11.6-11.4, WMT-AM 10.3-9.5, KDAT 8.7-7.1, KKRQ 8.7-6.6, KFMW 5.0-6.6, KMRY-AM 5.8-6.2, KRNA 3.7-5.2, WMT-FM 8.3-3.8, KOKZ 5.0-3.8, KCRG-AM 3.3-2.8.

Changes. In Fargo, 100.7 The Buzz (KGBZ) airstaffer "Paulee" exits due to budget cuts. He seques to a production and board op position at 107.9 The Fox (KPFX) and Q-98 (KQWB)...KKCK/Marshall part-timer "P-Dawg" is heading for the Arctic! He'll join Top 40/rhythmic KFAT/Anchorage, AK within a few weeks...WTMX/Chicago (101.9 The Mix) has added Lisa Berigan for middays, replacing Brian Peck who recently sequed to sister 100.3 WNND...KKRL/Carroll, IA APD/ MD Kelly Jo Ohlinger will exit 2/28 to return to the Twin Cities area... Jacobs Media hired Greater Media's Classic Rock WCSX/Detroit 10-year veteran OM Ralph Cipolla as a consultant for its Classic Rock and Active Rock clients, beginning next month...KM Communications signs on classic rock WDLJ/Breese, IL, serving the area between St. Louis and Mt. Vernon, IL... Wisconsin Public Radio morning host Tom Clark is retiring in April. He'd been with WPR for 27 years...Former WIFC/Wausau night jock Tony Brueski has joined country WPKR/Appleton-Oshkosh for nights.

Feel gains most added honors at Hot A/C, with KFBZ/Wichita and KKPN, WSNE, KLLY, KVUU, KMHX, KOSO, WTIC, WINK, KURB, KPEK all jumping on board in its first week. "Got Your Name On It" is already on KAYL and KQIC! If your station is ready for some positive, up-tempo tune-age...we've got your hit, right here! Curb



Clear Channel CHR KDWB/Minneapolis welcomes Wes McKane as its new night jock. Current KDWB night-slammer Scotty Davis is moving to Dallas to assume nights at 106.1 Kiss FM. Wes comes from an afternoon position at WXSS/Milwaukee, and has also held positions with Midwest CHR's like WIFC/Wausau, KCLD/St. Cloud, and a weekend position at KDWB. Upon his arrival, Wes will compete with his former "Kiss-ster" in crime at WXSS, Zannie K, KTTB/Minneapolis' newest PM driver...who came to B-96 from WXSS late last year. This leaves afternoons and nights open at WXSS (see JOBS). Scotty Davis is also currently the voice-tracked host of the night slot at sister CHR "Kiss 107" KKDM/Des Moines.

Milwaukee-Racine Fall Book. **Journal** news/talk WTMJ slips a little but still leads the market. WTMJ-AM 10.5-9.4, WKKV 7.7-8.1, WMIL 6.1-5.7, WKLH 5.9-5.7, WLZR 5.1-5.7, WISN-AM 4.7-5.6, WKTI 5.2-5.3, WXSS 5.5-4.8, WLTQ 3.9-4.7, WRIT 3.9-4.4, WOKY-AM 4.1-3.7, WJMR 2.9-3.5, WMYX 4.5-3.5, WJZI 3.5-3.3, WFMR 2.8-2.7. Summer 2002 – Fall 2002 Comparison.

THE FUTURE AIN'T WHAT IT USED TO BE! Conclave 2003 returns to the Marriott City Center Hotel/Minneapolis on July 17-20th. Special tuition is only \$299! For more information and to register now for the 2003 Conclave Learning Conference, call 952-927-4487 or visit the website at www.theconclave.com.





Kory and the Fireflies continued their series of interviews and live performances at Midwest radio this week, visiting Mix 96 KCVM/Waterloo, Z-102.9 KZIA/Cedar Rapids, and Energy 106.7 KRTI/Newton-Grinnell-Des Moines. "Everyone" has picked up new airplay at KRTI, KDBX, and KKLS! Regional spins move from 287x to 327x, with over 20 spins a week at KQIC, KKCK, KWYR, KCVM, KFMC, KGLI, KQKY, KWOA. Don't overlook this breaking new act! Stockinrock

Z-95.7 KCHZ/Kansas City OM/PD **Dave Johnson** has announced several changes with its staff. Promotions Director **Eric Tadda** will add APD duties (when he's not driving the brand new Z-95.7 prize van). Afternooner **Jacqui Lucky** adds MD duties. Morning show producer "**Twiggy**" will move to middays. Midday host **Megan Ireland** moves to a position assisting the programming department, handling website design, and voice-tracking overnights. Finally, Johnson says he expects to announce the hiring of a host for its vacant night slot, soon.

The **Country Radio Broadcasters** have announced the *CRS-34 Radio Promotion Award Winners*, including a prominent Midwest country signal: Small Market honors went to WTHI/Terre Haute, IN for their *Clabber Girl Classic*. The criteria for judging was based on the contestants' creativity, promotion implementation, effect on cume (if measured), goals and professional style of any successful promotion during 2002. The winners will be given an all expenses paid trip to CRS-34 next week where **Diamond Rio's Dana Miller** will present them with their awards on Friday (2/21) at the conclusion of the *180 Great Promotion Ideas In 90 Minutes* presentation.

Changes, Too. Shoe has joined Infinity Top 40 KMXV/Kansas City as Imaging Director. He comes from a similar position at Z-100 KKRZ/ Portland, OR...WGN-AM/Chicago has promoted LSM Wendi Power to GSM, replacing Mark Krieschen who was upped to VP/GM last week...MD/Middayer Donna Decoster is named Interim PD at Kiss 107 WKFS/Cincinnati...Infinity Oldies WOMC/Detroit PD Bill Stedman has resigned his post...Clear Channel's WKSC/Chicago Station Manager/GSM Paul Agase returns to his former group, joining Infinity/Chicago as SVP and Dir. Of Sales. All Infinity/Chicago GSM's will report to him...WGN-AM/Chicago VP/GM Steve Carver has moved to sister WB affiliate WATL-TV/Atlanta as VP/GM...Urban WBLK/Buffalo has named former WDZZ/Flint, MI PD Chris Reynolds as their new PD...Was that Columbia recording artist Alice Peacock playing in the smoky bar at Elsie's in Minneapolis earlier this afternoon (2/14)? It appears she did a special set for a staff party for Clear Channel Triple A "Cities 97" (KTCZ) in advance of her gig tonight with Toad The Wet Sprocket.

WNCY/Appleton-Oshkosh-Greenbay just concluded their 2003 St. Jude Children's Radiothon collecting over \$250,000 and shattering 2002's record of \$215,000!



According to reports from last week's *Northwest Indiana Times*, Hammond, IN Mayor **Duane Dedelow Jr.** has filed a letter with the FCC and is planning a meeting with the area's Congressional representatives in an attempt to block the sale of WJOB-AM/Hammond to Catholic station operator **Starboard Broadcasting**. The previous station owner, **St. George Broadcasting**, went into receivership and the station was sold to Starboard for \$3.25 million. Dedelow, also a Catholic, apparently buys time on a bi-weekly basis from WJOB for a call-in show and is protesting the pending loss of local programming on the station. In addition, the Times suggests St. George owner **George W. Stevens** has threatened in a memo to fire any staff member making negative comments about the proposed sale, supporting those fighting the sale or even giving out the FCC's phone number. Good God-fearing folk will stay tuned for more developments!

Stone Sour continues its ascent into the upper eschelons of the CHR and Hot A/C charts with "**Bother.**" Stations supporting the song with over 25 spins a week include KMXV, KQKQ, WZEE, WYCO, KZIA, KCLD, KDOG, KGLI, KJCK, WMYX, KSTP, KKRL, KBMX, KDAO and KRTI. **Island-Def Jam**

Chicago Changes. Syndicated morning personality Mancow Muller is getting married on Valentine's Day. His guest list includes an impressive roster of broadcasters, actors, and celebrities to join him at the Chicago Hilton & Towers tonight. A highlight presentation will be aired on WLS-TV (ABC-7) on Sunday night...Under new OM/PD Jeff Schwartz, FM talker WCKG/Chicago (105.9) is changing its style slightly. Many of its "testosterone-laden" image liners have been replaced with a female voice, and they've added the word "Chicago" to the station's imaging. Much of the active rock music played in nights and weekends has been replaced by classic rock, and some adult alternative offerings like Coldplay, Dave Matthews Band, and Peter Gabriel...Former "Energy 92-7&5" afternooner Joe Vlazny has resurfaced as morning host for Next Media's "96.7 Will Rock" WLLI/Joliet-Chicago. Current morning host and PD Lonny Tyler has moved to afternoons...Former Energy/Chicago staffer Kyle Kelly is the new night guy for Rockford's 97.5 WZOK..."US-99" WUSN/ Chicago GM Steve Ennen is exiting, after 13 years of service to the **Infinity** country outlet.

Skywind continues to enjoy new airplay each and every week. This time, it comes from WZOR, KICT, and WJJO! "**Lamhaj**" is the focus track as the band embarks on a major East Coast tour, culminating in a gig at world-famous CBGB's/New York. Already in rotation at KFMW, KRRO, WHMH, WDRK and more! If you need to hear it again, contact Main Street at (952) 927-4487. **Atomic K**



Look for *The TATTLER*, lurking in hallways of the luxurious Nashville Convention Center at this coming week's Country Radio Seminar! There's still time to attend the format's premiere event. Call the CRB at (615) 327-4487 for more info!

JOBS. Clear Channel's KDWB/Minneapolis, MN has a rare PM drive opening for someone who can totally relate to this legendary CHR's audience! If you can be real, understand the lifestyle, and use phones like you invented them, then overnight your best material to PD Rob Morris, 100 N. 6th Street, Suite 306, 55403, or email your package to him at robmorris@clearchannel.com...Milwaukee's 103.7 Kiss FM (WXSS) needs an afternoon host and night slammer. Get your package to OM/PD Brian Kelly, 11800 West Grange Avenue, Hales Corner, WI, 53130... Artistic Media CHR U-93 WNDV/South Bend needs a full time night host. Send CD&R's to Casey Daniels, 3371 New Cleveland Road, Suite 300, 46628. MP3's also welcome at casey@u93.com ... A PD and airstaff are needed at new Triple A sign-on KZPL/Kansas City. Send CD&R's to President/GM Chad Boeger, 6721 W. 121st Street, Overland Park, KS, 66209...Carroll Broadcasting Company (KKRL, KIKD, KCIM) needs a full-time onair/MD for Hot A/C KKRL. Females strongly encouraged. Email your stuff to John Ryan kcimkkrl@win-4-u.net ... Saga's Top 40 WDBR/ Springfield, IL is searching for its next PD! Mail or e-mail package to Steven Goldstein, One Turkey Hill Road South, Wesport, CT 06880 or talent@saga.com...Cumulus' CHR WWCK/Flint, MI is on the immediate hunt for a new night star! Get your packages to: WWCK, Attn: Scott Free, 6317 Taylor Dr., 48507...Clear Channel Country WDDD/Marion, IL is on the hunt for a new morning show co-host following the exit of **Tess Taylor**. If you're ready for wake-ups in IL rush your T&R's to PD Paxton Guy, W3D 1822 North Court St., 62959...Clear Channel's CHR KSLZ/St. Louis, MO looks to fill their recently vacated mid-day position. Please rush your CD's, T's & R's to PD Boomer, 10155 Corporate Square Dr., 63132...A prime night slot is open at Midwest Family's active rocker WJJO/Madison. If you have huge energy, mad phone skills, wicked production ability and the need to shut up and rock, this may be a place for you! Send T&R to PD Randy Hawke, 2740 Ski Lane, Madison, WI 53713... Smooth Jazz WJZI/Milwaukee needs a PD. Selector experience, programming experience, and strong on-air skills will help. Smooth Jazz experience is not required, but helpful. Mail resume and aircheck to General Manager-WJZI, 2979 N. Mayfair Road, Milwaukee, WI, 53222...Midcontinent Radio of Sioux Falls needs a news/talk talent. Minimum 3 years on-air experience required. Send package to Greg Belfrange, KELO-AM, 500 South Phillips Ave, Sioux Falls, SD, 57104...All jobs listed in *The TATTLER* are presented free of charge and represent equal opportunities.