

THE MAIN STREET Communicator Network TATTLE R

The intersection of radio & music since 1974
Tom Kay - Chris Mozena - Brad Savage

LEGEND WILLIE NELSON TO HEADLINE CONCLAVE 2003! With only 2 days left before the Conclave Learning Conference tuition increases to \$399, the Conclave is proud to announce the addition of **Willie Nelson** to the faculty of Conclave 2003! Entertainment icon Nelson will be the featured legend at the Friday (7/18) Legends Luncheon sponsored by **BMI!** Celebrating 50 years in the industry as a hall-of-fame singer/songwriter/performer/actor, Willie will perform songs from his vast repertoire. In addition, he'll be interviewed in classic Legends Luncheon style and conduct an intimate Q&A session with those fortunate enough to be in the room! This year's Legends Luncheon is NOT to be missed! In addition to Country Legend Willie Nelson, *Country at the Conclave* will be represented with a wide variety of sessions at Conclave 2003: "The Future Ain't What it Used to Be" (to be held at the Marriott City Center Hotel in Minneapolis from July 17 to July 20). On Friday, July 18, *Country at the Conclave* kicks off with the controversial and emotionally charged "**What'd I Say?**" tackling the subject of how artist comments effect airplay and audience. Also on Friday, *Country at the Conclave* presents "**93 Great Promotion Ideas In 87 Minutes!**" This important session expands in 2003 with promotion ideas that can be implemented immediately. The ideas are going to come fast, furious and 100% on target - Bring your pen and reams of notepaper! And finally - "**Picture This!**" - is Saturday, July 19. In radio - and especially country radio - image is all-important. This session will give lessons on how to differentiate yourself from your competitor, both inside and outside the format! This year's Country at the Conclave faculty is scheduled to include: **Dan Halyburton** Susquehanna/Dallas, **Gregg Swedberg** KEEY/Minneapolis, **Scott Lindy** WPOC/Baltimore, **Jay McCarthy** WQIK/Jacksonville, **Kevin Mason** WQMX/Akron, **Steve Mitchell** WYAY/Atlanta, **Jeff Garrison** KILT/Houston, **Eddie Haskell** KKAT/Salt Lake City, **Justin Case** WUSN/Chicago, **Randy "Shotgun" Shannon** WNCY/Green Bay, **Gail Austin** of Clear Channel/Jacksonville, **Brian Philips** CMT/Nashville, and more! (Note: The agenda/faculty is subject to change without notice.) The Conclave Learning Conference runs Thursday, July 17 through Sunday, July 20, 2003 at the Marriott City Center in Downtown Minneapolis. **Tuition is \$299, but only until tomorrow - May 31, 2003.** For more information and to register now for the 2003 Conclave Learning Conference, call 952-927-4487 or register on-line at www.theconclave.com. Don't you dare miss Willie Nelson at Conclave 2003!

Minneapolis Spring Book, Phase 1 Trend. WCCO and KQRS maintain rank position while slipping a little. WCCO-AM 8.9-8.2, KQRS 8.1-7.8, KEEY 8.3-7.4, KDWB 5.6-6.0, WLTE 5.3-5.8, KSTP-AM 5.5-5.1, KXXR 4.9-4.6, KQQL 3.5-4.1, KSTP-FM 3.7-3.7, KTCZ 3.8-3.7, KTTB 3.7-3.6, WXPT 2.8-3.5, KFAN-AM 2.5-2.2, WLOL 1.9-1.8, KLBB/P 1.4-1.6, WWTC-AM 0.9-1.6, WGVX/YZ 1.3-1.1, WMNN-AM 1.3-1.1, KLCI 0.7-0.5, WFMP 0.6-0.5, WDGY-AM 0.8-0.4, WWJO 0.4-0.4. Spring Trends found in this *TATTLE R* are 12+ persons, M-Su, 6A-mid, Winter 2003 - Spring Phase 1 comparisons, unless otherwise noted. Copyright © 2003, **The Arbitron Company**. These results may not be used without permission from Arbitron.

A surprising format change has occurred at **Woodward Broadcasting's** heritage HAC/T40 106.5 KFMC/Fairmont. As the station celebrates its 25th anniversary, it has changed to a classic rock format! KFMC flipped over the Memorial Day weekend with a "Top 500 Songs In The History of Rock" countdown. An announcement on the station's website says: "Because Martin County's population is largely 35-54, we chose to adjust our musical direction to superserve that audience. But here's the best news: young adults also like the songs heard on Classic KFMC 106.5. That makes KFMC the one station in Southern Minnesota and Northern Iowa that everyone can agree on...and sing along with and play air guitar to."

What's YOUR opinion on the outcome of Monday's (6/2) FCC meeting? How do you stand on the issue of further consolidation inside the radio (and TV) industry? Do you think a vote on the nebulous FCC rules changes should be postponed until more public opinion is sought after and weighted? If you haven't done so already, send a quick email to your Senator or Congressperson and let them know your valued viewpoint as a member (or student) of the industry. To communicate with your Senator by phone/email, log onto http://www.senate.gov/general/contact_information/senators_cfm.cfm. To communicate with your Congressional Representative by phone/email, log onto <http://www.house.gov/MemStateSearch.html>.

Oldies KOKZ/Waterloo-Cedar Rapids OM **Michael Cross** checked in with *The TATTLE R* this week with details on the 22nd Annual "4th Street Cruise" in downtown Waterloo. On Saturday, May 24, KOKZ drew about 20,000 people to see 2,500 classic cars driving in downtown Waterloo from Noon to 4pm. KOKZ broadcast live during the entire event, and played '50s and early '60s "cruising songs" on air. And proving that Cross is a well-rounded programmer, he also stated that sister station KFMW/Waterloo-Cedar Rapids ("Rock 108") will spend all day Saturday celebrating the end of "Maytallica", doing a 12+ hour "A to Z" retrospective of every single **Metallica** song ever recorded! Let's hope he doesn't accidentally flip the wrong switch and put the rock format on Oldies KOKZ, and vice versa!

Elizabeth Keeney is Kare-11's Minnesota Idol, and her singles "**Down On My Knees**" (pop) and "**I Knew**" (country) are doing great at a growing number of Minnesota radio stations. New spins are in at KQIC/Willmar and WWAX/Duluth! **Liquid 8**

**the
Conclave**
Learning Conference 2003
July 17-20
Minneapolis Marriott City Center
Tuition \$299 until 5/31/03!
<http://www.theconclave.com>

**The Future
ain't what it used to be**

Conclave Rock
Symposium
Moderator:
Bob Coburn
Rockline!
Friday, July 18
4:30PM

MercyMe "I Can Only Imagine"

Added KBEE, KTRR,
WBEE, KSNE!
WRVW 70x-73x!! WDBR 31x-47x!!

SKYWIND

"Deep Blu"

Shipping now. Adding 6/10



Changes. Three Eagles' KEEZ/Mankato "Z-99" is handling a "Be Dino's First Ex" promotion where listeners will decide who PD **Dino Sullivan** will "marry", then divorce, allowing them to claim a major package of prizes ("all his stuff") for their trouble. Visit www.keeze.com for details...**Avril Lavigne's** song "Sk8er Boi" is headed for the big screen, as **Paramount Pictures** has optioned the song and hired writer **David Zabel** to adapt it into a feature film, to be produced by **MTV Films**...On Thursday, Chicago radio/media news website www.djheadlines.com unveiled its new look, complete with easier-to-navigate sections.

Watch out for **G.B. Leighton's** "Summertime", this year's obvious seasonal anthem. Leighton's been a Midwest staple for years, and his new album *This Life* will bring him to new levels of success! It will be arriving on your desk on Monday. **Liquid 8**

Congratulations to "**Crazy Ray**" **Odom**, PD of **Midwest Communications'** rocker **KRBR/Duluth** ("Rock 102.5 The Bear") on the birth of his new daughter **Macrae Caden** at 7 lbs 7 ounces, on May 17.

KQKY 26x!

Liam Lynch
United
States
of
Whatever



Clear Channel Hot A/C **KBMX/Duluth** "Mix 108" APD/MD **Corey Carter** told *The TATTLER* of a scheme it played this week in the middle of the American Idol hoopla. It appears that afternoon **J.J. Holiday** was on the air all week inviting listeners to meet "Rueben, The Big Teddy Bear" in the parking lot of Mix 108 on Thursday afternoon. About 200 listeners showed up to meet the American Idol winner, but were instead greeted by J.J. and a rather large Teddy Bear, named Rueben. Carter says that the station received a massive amount of phone calls, including some from outside the listening area, from people who were interested in making a special trip to meet the star, err... giant, plush bear. Some listeners even shrugged it off and took photos with the bear. The stunt event gathered newspaper and TV attention!

Attention ROCKERS! **Skywind** is back, hot off a major Los Angeles showcase this week. "**Deep Blu**" is a five-night 93X Cage Match Winner (again!) and is already seeing spiked airplay and test spins at KPNT, WLZR, KOMP, WXRK (New York!!!) and more! The new single is arriving on your desk by Monday. **Atomic K**

Thursday, July 17, 2003

Newcomers Welcome Brunch!

All Access Presents Conclave College

Programming: The Total Picture with **Mike McVay**

Marketing On A Budget with **John Lund**

The Physiology of the Listener/Why A Listener Listens with **Dr. Perry Buffington**

The Future Ain't What It Used To Be with **Carl Gardner/Journal**, **Jay Meyers/Clear Channel**, **Ginny Morris/Hubbard w/moderator Joel Denver/All Access**

Welcome Reception

The Country Radio Showcase @ The Hard Rock Cafe

The Adult Radio Showcase @ The Fine Line

Friday, July 18, 2003

Krispy Kreme Breakfast presented by **A-Ware**
CareerTrak 101-Exploring Radio's Alternate Careers

The Top 40 Format Symposium

The Country Format Symposium #1 with **Susquehanna's Dan Halyburton**

The Retro Symposium

The Triple A Symposium with **WMMM/ Madison's Tom Teuber**

KEYNOTE- "Embed THIS!" with AP's **Ross Simpson** and other Iraqi War journalists!

The 28th Annual Conclave 2003 Learning Conference

The Future
ain't what it used to be

Marriott City Center/Minneapolis
July 17-20, 2003
Preliminary Agenda

WILLIE NELSON Legends Luncheon IV presented by **BMI**

The Music Industry Summit moderated by **VNU's Rob Sisco**

10 Habits of Highly Effective Air Talents with **Elroy Smith**, **WGCI/Chicago**

Arbitron Presents a PPM Update with **Arbitron's Bob Michaels**

Country Symposium #2- 92 Great Promotion Ideas in 87 Minutes with **WQMX/Akron's Kevin Mason**

The Making of a Radio Star with **Christopher Lowell**, **The Satellite Sisters**, and **Valerie Geller**

IBOC: The Real Story with **Max Turner** and **Frank Foti**

The Urban Symposium "No Hits Barred" with **WBLS/NY's Vinny Brown**

The Rock Format Symposium with Rockline's **Bob Coburn**

The Hot AC Symposium

The News/Talk Symposium With **Rick Scott**
CareerTrak 201- The Aircheck Clinic

McGathy Promotions Presents The Rock Radio Showcase @ The Quest

Saturday, July 19, 2003

CareerTrak 301- The Art of Airchecking with **Valerie Geller**

The Contemporary Christian Symposium

The Mainstream AC Format Symposium

The Alternative Symposium with DeMers' **Jeff Murphy**

The Urban Symposium "The Face Off" with **KRNB/Dallas' Sam Weaver**

The Country Format Symposium #3

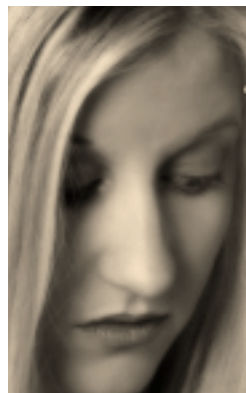
KEYNOTE - Fox' **Alan Colmes!**

The Awards Brunch honoring the 2003 Rockwell recipients **Steve Ellis** (posthumously) and **Joel Denver** - the Brown College, Specs Howard, and Musictech 2003 scholarship winners - and the 2003 Doug Lee Memorial Scholarship winners!

BDS Radio Presents The Dome Run!
The Minnesota Twins vs. Oakland Athletics

Sunday, July 20, 2003

Arbitron Presents The Getaway Brunch



Dayne Laxon

wait for me
Dedicated to all
who have loved ones
far from home.

On KVHT, KELO, KQKY,
KKRL, WWAX, and more!!

Alan Colmes, co-host of the top-rated **Fox News** show, "Hannity and Colmes", will provide the Saturday (7/19) Conclave 2003 Key-note presentation at the Minneapolis Marriott City Center! Colmes will make his keynote presentation at a time when his Fox News show continues to lead all other cable news programs while representing the smallest of minorities on the news/talk radio-TV circuit: a **liberal** host! The Colmes story: Alan got his start in radio covering the controversial Iran hostage crisis, and quickly graduated to WABC/New York as an overnight host. Within 2 years, he chaired morning drive. In 1988, he segued to WNBC's PM drive post, allowing him to grill the likes of **George Bush**, **Gloria Steinem**, **Jay Leno**...and **Jessica Hahn**, in the middle of the **Jim Bakker** scandal! In 1990, he helped form **Daynet**, the highly successful talk radio organization. In 1996, Fox News tapped Colmes to co-host the channel's prime time debate show with **Sean Hannity**. Since then, Hannity and Colmes has become one of the most watched programs on cable television! And Colmes has become the leading liberal amidst a sea of right-wing talk show hosts, tackling high profile celebrity guests on explosive topics like cult programming, U.S. foreign policy, and first amendment rights! He now hosts his own syndicated radio show on the **Fox News Radio Network**. But you won't be able to hear this "professional dragon slayer" in an exclusive presentation at the 28th Annual Conclave Learning Conference unless you register to attend! **Tuition is \$299, but only until tomorrow - May 31, 2003.** More Conclave details are available at www.theconclave.com!

Des Moines' "**Big Ken and Colleen**" morning show at KSTZ ("Star 102.5") presented a check to the Children's Miracle Network for \$154,191 at the conclusion of the 78-hour radiothon May 21-24th at the University of Iowa Hospitals and Clinics in Iowa City. One hundred percent of funds raised through this event is used to support the work of affiliated children's hospitals. More donations are still coming in via the station's website at www.star1025.com.

"**United States Of Whatever**" by **Liam Lynch** is a proven item at Alternative, and is now crossing to pop. **Mark Reid**, **Mitch Cooley** and the **KQKY** staff are supporters, with 26 spins this week! **S-Curve**



FEEL
Got Your Name On It

ON KJYO, WSTW, KNEV, WXXX,
WVAQ, KQKY, WWXM, KFRX, KRRG
and more!

CURB
RECORDS

Here's words from an anonymous PD's email this week, regarding **Feel's "Got Your Name On It"**, which was just added at this station two weeks ago. "I forgot to tell you that the reaction we've gotten from **Feel** has been amazing! We haven't gotten this many calls after only a few spins since **Kid Rock** and **Sheryl Crow's 'Picture'** ...I guess I didn't anticipate this kind of reaction!" This is just more proof that **Curb** has a hit; give this one a listen if you haven't yet!

Bradley Hughes will shave his head in response to a station fundraiser. In early May, Hughes, Sales Manager/PD of KEXL/Norfolk, NE said he would shave his head if station listeners raised \$5,000 for the American Cancer Society's Relay For Life in Norfolk. As of Friday afternoon, the station has raised over \$6,200 with more donations still coming in. The head-shaving event will take place during the Relay For Life, tonight at Johnny Carson Field in Norfolk!

MercyMe picks up new adds from KDEC, KBEE, KTRR, WBBE, and KSNE this week. "**I Can Only Imagine**" is a truly unusual record that only comes along once! WRVW is spinning it 70+ times a week, and WDBR/Springfield has moved 31x-47x. **INO/Curb**

Urban at the Conclave! The line-up of *Urban Format Symposiums* at the Conclave is complete, making the 2003 Learning Conference the prime destination for forward-thinking members of the Urban Radio community. Coordinated by the Conclave's newest Board member, veteran programmer/music industry vet/journalist **Dr. Jerry Boulding**, here's a sampling of what Urban radio can expect in Minneapolis. On Friday, July 18 at 4:30PM, **NO HITS BARRED** moderated by WBLS/New York PD and Conclave veteran, **Vinny Brown**! On Saturday, July 19 at 9AM, **THE URBAN FACE-OFF: A NEW AUDIENCE/ A NEW OPPORTUNITY** moderated by KRNB/Dallas PD **Sam Weaver**! Scheduled to serve as faculty for these important sessions include **Andre Carson** KPRS & KPRT/KC, **LaMonda Williams** KROU/New Orleans, **Cedric Hollywood** WEDR/Miami, **KJ Holiday** WJLB/Detroit, **Jamillah Muhammed** WMXD/Detroit, **Ron Davis** WALR/Atlanta, **Kathy Brown** WMMJ/Washington, **Derrick Brown** WHQT/Miami, and more! For sure, Conclave 2003 will be a ground-breaking experience!

Newcomer **Plumb** has gained a new supporter in WRMF/West Palm Beach this week. "**Real**" is about as real as it gets if you want a standout female vocal that sounds different than the glut of new music out right now! **Curb**

Just added to the 2003 Conclave agenda: WGCI/Chicago's **Elroy Smith** and his acclaimed presentation, "The 10 Habits of Highly Successful Air Talents." In case you don't know, Elroy programs America's most successful urban radio station, **Clear Channel's WGCI-FM**, and his insightful observations will be worth its weight in gold. Don't miss this Friday (7/19) session!

Conclave fact #164: The Conclave now accepts all major credit cards, including American Express! And you can register securely on-line through www.theconclave.com! Give it a try!!



WCMP is being sold, back to its original owners. After just six months, **Alan and Linda Quarnstrom** are buying back AM 1350 WCMP/Pine City, MN. They sold the station to **Quest Broadcasting** last December, with a stipulation that they could have the option to re-acquire WCMP "at such a time as such assignment would be permissible under the Commission's ownership rules and policies." Now, less than six months later, they are reacquiring the standards station. The Quarnstroms also still own country 100.9 WCMP-FM/Pine City.

Conclave 2003 Partners. These organizations are proud partners of the 2003 Conclave - **All Access, Arbitron, BDS Radio, BMI, Brown College, First MediaWorks, McGathy Promotions, Mediabase 24/7, Musictech, Premiere Radio Networks, Ratethemusic.com, Specs Howard School for Communication Arts, and Troy Research.** Next time you're in touch with any of these fine folks, thank them for helping make the Conclave possible!

Syndicated Morning show personality **Mancow Muller** is releasing a new book called "Dad, Dames, Demons and a Dwarf: My Trip Down Freedom Road", and will highlight its release with a live broadcast Tuesday (6/3) from the downtown Chicago Border's Books location. He will also host a book signing. Mancow's show originates on **Emmis'** alternative WKQX/Chicago ("Q-101").

Changes, Too. **Cumulus** rocker WRQK/Canton ("Rock 107") will sign on with the syndicated **"Bob & Tom Show"** effective Monday (6/2)...**First Broadcasting** Triple A KZPL/Kansas City ("The Planet") is hosting a "Last DJ On The Planet" contest, wherein the winner will be awarded a full-time position with the station (including benefits) for one year at \$20,000. There's no radio experience necessary, and the deadline is coming up on Wednesday (6/3); visit www.973theplanet.com for details.

Presence is a southern rock band, and **"Tonz Of Fun"** is one of the most fun debut singles this year. The album *Rise* just hit stores, and a #1 Phone story has emerged at WRQC/Fort Meyers. Watch out for this band as they will be on your radar for some time to come! **Curb**

Infinity country KFKF/Kansas City celebrated its 40th birthday on May 29, although it signed on with call letters KCKN in 1963. The calls changed in 1982, but the format did not, and today it has plenty of heralded stories about its past. Morning duo **"Dale and Mary"** welcomed Uncle Don Rhea to their Thursday show; he was a long-time morning host during the station's KCKN days. Also present on at the station Thursday was its very first PD, **Ted Cramer**, who now serves as PD for crosstown country WDAF-AM.

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 through tomorrow (5/31)! Save big money – register TODAY! 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. And yes, there are a few rooms remaining at the Marriott City Center...



Ratethemusic.com co-founder and executive director **Mark Bolke** is exiting the company July 31. Mark, a veteran programmer and industry member, says that when Ratethemusic.com was purchased by **Premiere Radio Networks** and **Mediabase** in September 2000, they had asked him to stay on for three years to ensure a smooth transition. He leaves on good terms with a positive endorsement from Premiere Executive VP **Rich Meyer**, who says, "Mark has done an incredible job transitioning Ratethemusic.com. It is clearly one of the top products of our network and one of the very few products I feel comfortable co-branding with Mediabase. I appreciate Mark's incredible vision and his contributions." Mark is exploring options in the industry and can be reached at (651) 405-9119 or mark@ratethemusic.com.

There's a prominent new voice at HAC, Top 40, and AC and her name is **Layne Larson**. She also plays piano, and her debut track is earning critical praise and serious airplay (WWAX, KVHT, KELO-FM, and more). If you need another copy of **"Wait For Me"**, let Main Street know at (952) 927-4487. **Stockinrock**

Changes, 3. Classical WFMT/Chicago parent **Window To The World Communications'** Dir/Human Resources **Jerry Frank** is retiring, effective today...**Infinity** Top 40 KMXX/Kansas City has added **Robert Elfman** for weekends/swing, after what Elfman (a veteran air talent and radio industry member) describes as a "self-imposed sab-batical."

Jobs. **Clear Channel's** Rochester rocker KRCH ("Laser 101.7") has an opening for a full-time Production and Talent Specialist. This is a "utility" position including production, remote broadcast oversight, traf-fic department assistance, on-air/voice-tracking, and other duties as needed. The deadline for applications is June 13. Contact PD **"Big Mark" Clark**, Laser 101.7, 1530 Greenview Drive SW, Suite 200, Rochester, MN, 55904...**Midwest Family's** WMGN/Madison ("Magic 98") needs part-time/weekend jocks, and PD **Pat O'Neill** reminds *The TATTLER* that 4 of the station's current full-timer staffers started as weekenders. Send your materials to Pat O'Neill, PD/WMGN, P.O. Box 98, Madison, WI, 53701...St. Cloud's Christian contemporary KKJM ("Spirit 93") needs a PD/morning host with strong production skills. **AV** and **CoolEdit** experience helpful. Must relate to the faith community and see radio from the sales/marketing standpoint. Send a recent aircheck and resume to Mr. **Andy Hilger**, Spirit 93/KKJM, 1310 Second Street, Box 547, Sauk Rapids, MN, 56379...Country morning show sidekick is needed at WTCM/Traverse City. Candidate must be personable, fun, energetic, and aware of current events. June 13 application deadline! Send materials to: Programming, WTCM, P.O. Box 472, Traverse City, MI, 49685...**Fisher Radio** seeks a hands-on, proactive leader for a PD position with its active rock station. You will also host a top notch morning show, understand computer operations and handle website design. Send package to: Operations Manager, Fisher Radio Regional Group, 2075 Central Avenue, Billings, MT, 59102...All jobs listed in *The TATTLER* are presented free of charge and represent equal opportunities.