

THE MAIN STREET Communicator Network TATTLE R

The intersection of radio & music since 1974
Tom Kay - Chris Mozena - Fox Mulder

If a movie actor and professional wrestler can run for governor, why not a radio owner? **Dave Magnum** of **Magnum Radio** is considering just that! Now that the **FCC** rule changes killed his deal to sell six of his LaCrosse stations to **Mid-West Family Radio** for a reputed \$4.3 million, he's scaled back his political ambitions...to run for Governor of Wisconsin. Originally, he'd decided to run against **Sen. Russ Feingold** (D-WI) in 2004. But the FCC ruled in June to switch from contour overlaps to the use of **Arbitron** to define radio markets, leaving his deal with Mid-West Family at the altar. Now that he's committed himself to run the stations (he'd decided to sell most of his stations and focus on raising his two sons after his young wife's death from cancer last December), Magnum has decided on a run for state governorship. This week, he told *RBR* - "I've brought in 10 new people to manage the three markets, with the goal that by the end of next year I'm being encouraged to run for Governor against [incumbent] **Jim Doyle** [D] in the next cycle [2006]. Everything that I'm doing every day is centered around trying to get these stations to a point that I don't have to have any involvement so that I can move into this next phase." When asked if his ambitions were, well, too ambitious Magnum replied "I've got people who believe that this is something that is very doable and if everything goes according to plan we're going to start this process at the end of next year."

Cincinnati Fall Book, Phase 1 Trend. **Clear Channel** N/T WLW commands, as sister country WUBE takes a hit. WLW 9.4 - 9.5, WEBN 6.6 - 6.6, WRRM 5.9 - 6.4, WUBE 6.3 - 5.6, WKFS 5.7 - 5.4, WKRC 4.9 - 4.9, WIZF 5.3 - 4.8, WMOJ 4.2 - 4.7, WGRR 4.8 - 4.7, WOFX 4.2 - 4.1, WYGY 3.7 - 3.8, WKRQ 3.6 - 3.5, WVMX 3.8 - 3.3, WAQZ 2.4 - 2.2, WAKW 2.0 - 1.7, WCKY 1.0 - 1.6, WSAI 1.6 - 1.5, WNLT 1.4 - 1.1, WDBZ 1.2 - 0.9, WPFB 1.3 - 0.9, WHKO 1.0 - 0.9, WAOL 0.6 - 0.8, WCVG 0.6 - 0.7, WCIN 0.4 - 0.7, WFCJ 0.6 - 0.7, WTUE 0.7 - 0.7, WOXY 0.4 - 0.6, WIOK 0.4 - 0.4, WGTZ 0.5 - 0.4. Trends found in this *TATTLE R* are 12+ persons, 6A-12P, M-Su, 6A-mid, Summer 2003 - Phase 1 comparisons. Copyright © 2003, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

Tonic Sol Fa begins their holiday tour of the Midwest this coming week, warming up tonight at the **Mall of America** (at 5PM). Next week will find them in Cambridge (MN), Eau Claire (WI), Marshall (MN), and Norfolk (NE). If your station is in or near any of these markets - and if you'd like the freshest a cappella group in America to visit or call - let us know immediately! (By the way, their holiday CD **SUGARÛE** is jam-packed with great holiday classics and two nifty originals, "Joseph's Song" and "Snö"!)

The 2004 Conclave Learning Conference - PARADIGM 2004: IT'S FULL OF SHIFT! July 14-17 at the **Marriott City Center** in **Minneapolis!** **EARLYBIRD TUITION - \$179 until 12/31/03!** **Save BIG money for 2004 in 2003!!**

Dayton Fall Book, Phase 1 Trend. **Cox** country WHKO stays steady, with **Clear Channel** rock WXEG gaining over a share. WHKO 9.1 - 9.0, WLQT 7.2 - 7.4, WMMX 7.7 - 7.3, WTUE 6.9 - 7.0, WDHT 7.0 - 6.7, WXEG 4.8 - 5.9, WHIO 5.3 - 5.7, WRNB 5.3 - 4.9, WLW 3.5 - 4.3, WGTZ 3.6 - 3.7, WDKF 2.8 - 3.0, WONE-A 2.7 - 2.7, WZLR 2.6 - 2.4, WFCJ 1.7 - 1.9, WKSW 1.8 - 1.9, WPFB 1.6 - 1.6, WDPT 1.6 - 1.4, WDAO 1.5 - 1.3, WMOJ 1.0 - 1.0, WGRR 1.0 - 1.0, WING 1.2 - 1.0, WYGY 0.8 - 0.7, WBZI ** - 0.6, WKRC 0.4 - 0.5, WDJ0 0.5 - 0.5, WIZE 0.1 - 0.2.

AC newcomer **David Young** pulls in a dozen + stations all in his first week at the format with "**A Christmas I'll Remember**" on **Universe**. Why the quick success? David's song has just the right amount of nostalgia...and freshness...to make him stand out as the season begins to wrap around us. If you need another copy, email dyoung@main-st.net.

Congratulations to WFBQ/Indianapolis-based **Bob & Tom Show** as we learn that the dynamic morning duo will celebrate their 20th year together (in 2004) on the heels of having signed a new long-term syndication contract with **Premiere Radio Networks**. **Bob Kevoian** and **Tom Griswold** first partnered in '83, and started national syndication in '95. Premiere President/COO **Kraig Kitchin** said, "We're as excited as ever to continue distributing the Marconi-winning, ratings-magnet, side-splitting funny Bob and Tom Show." With a weekly cume approaching 5 million, the show currently airs on 127 stations throughout the U.S. Terms of the agreement were not available.

Minneapolis' **Breanna** continues to wow them at radio. The latest converts to "**You Don't Have To Be Strong**" include KQIC, KGLI and KKCK! Already clocking double digit spins at KCLD, KWOA and KCVM. Audition this soulful track, and you'll begin to understand what the shouting is all about! **4 Entertainment**

HAPPY THANKSGIVING FROM YOUR FRIENDS AT MAIN STREET & THE TATTLE R!

David Young

FMQB MOST ADDED!

WLTE! KLMJ! KAYL!

"A Christmas I'll Remember"

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Next Media's Decatur, IL Director of Operations **Darren Arriens** has announced he will return to **Citadel** Active Rocker WKLQ/Grand Rapids, MI after an eight-year hiatus. Effective next Wednesday (12/3), the former 'KLQ APD and night jock will become the station's new PD and midday personality. Meanwhile, current PD **Hunter Scott** will assist Arriens as APD, and will also continue to host his afternoon program.

Lansing-East Lansing Fall Book, Phase 1 Trend. **Forstmann** country WITL still the big dog, as sister gold WJIM challenges. WITL 9.4 - 9.8, WJIM 8.1 - 9.4, WFMK 7.3 - 7.8, WJXQ 7.3 - 7.8, WHZZ 7.9 - 6.7, WQHH 5.7 - 5.5, WMMQ 4.7 - 5.1, WVIC 4.3 - 4.1, WJIM-A 3.3 - 3.3, WKMY-FM + 3.9 - 3.3, WILS 4.1 - 2.7, WJR 2.6 - 2.0, WQTX 1.6 - 1.8, WBCT 1.4 - 1.0, WXLA 1.2 - 0.8, WKFR 0.8 - 0.8, WOOD 0.6 - 0.8, WIOG 1.0 - 0.8, WVFN 0.6 - 0.6, WNWN 0.4 - 0.4, WRIF 0.6 - 0.4, WBFX ** - 0.4.

In the mail to AC radio – **Layne Larson's** Holiday EP on **Stockinrock**, featuring a magnificent version of “**Have Yourself A Merry Little Christmas**” and other holiday gems!

In what must surely sound like music to “the Industry’s” collective ears, a new study by market research group **Ipsos** reported that upwards of 10 million Americans (sixteen percent of all people 12+) paid a fee to download music or MP3 files off the Internet in late June of 2003. (Approximately around the same time the RIAA announced their plans to prosecute people who violate copyright laws by illegally downloading music files.) According to the study, 18-24 year olds are most likely to download digital music, representing 22 percent of paid download consumers. However, 10 percent of people aged 25-54 indicate they've also downloaded music or an MP3 file. Interestingly, those who download and are in the 12-17 demo were the least likely to pay for their digital music. The study's author, **Matt Kleinschmit**, says, “a twofold increase in the number of American downloaders exposed to for-pay music downloads in just a six month timeframe (compared to 8 percent in December 2002 and 13 percent in April 2003) signals a remarkable shift in downloader behavior.” And if that wasn't enough good news on the sales front, reports of **Britney Spears'** new record debuting with over half a million sold, and at least (10) other current albums having sold over 100,000 units this week, things have started to look up at retail with several weeks of big holiday spending still to come! (In 10 of the last 11 weeks, record sales have outperformed those of one year ago.)

Have you received your **Kimberley Locke** “Eighth World Wonder” yet? This **American Idol** star is poised for success in 2004 (the official add date is 1/4/04), but several stations – including WNCI and WRVW – have already begun spins on next year's hottest new star! **Curb**



Grand Rapids Fall Book, Phase 1 Trend. **Clear Channel** country WBCT the clear winner. WBCT 11.7 - 11.9, WLAV 6.2 - 7.0, WSNX 7.7 - 6.9, WOOD-A 6.0 - 6.2, WLHT 4.6 - 4.6, WGRD 4.3 - 4.6, WBFX 4.5 - 4.4, WOOD 3.3 - 3.8, WODJ 4.0 - 3.7, WJQK 3.0 - 3.5, WTRV 3.5 - 3.4, WVTI 3.5 - 3.3, WKLQ 3.4 - 2.8, WMUS 2.4 - 1.9, WMJH 2.2 - 1.6, WNWZ 1.0 - 1.5, WJNZ 1.3 - 1.4, WBBL 1.5 - 1.4, WFGR 1.6 - 1.4, WFUR 1.1 - 1.0, WGN 0.6 - 0.8, WTKG 1.0 - 0.7, WHTC 0.4 - 0.6, WYVN 1.0 - 0.5, WSHZ ** - 0.4, WMRR 0.7 - 0.4.

According to an exclusive report from this week's edition of *FMQB*, top-rated (19.5 Males 18-49) Kansas City morning guy **Johnny Dare** will be making the move to syndication. **Entercom's** KQRC PD **Bob Edwards** discussed their plans to offer the Johnny Dare and Murphy Show in syndication early in 2004, saying, “Right now we're focusing on getting the technical side installed. By the first of next year we'll be selling the show.” Meanwhile, with KQRC APD/MD/afternoon host **Don Jantzen** announcing his plans to exit the Rock station at the end of the fall book (12/10), Mr. Edwards is also busy searching for his replacement. (*See jobs.*)

The newest number attached to **Fountains of Wayne** and “**Stacy's Mom**”: 23...with a bullet on *R&R's* Hot AC chart this week!

Kudos to PD **Jim Schaefer** and the entire staff at HAC KSTZ/Des Moines which helped to raise a record 202,000 pounds of food during their “13th Annual Combat Hunger”, Iowa's largest two-day food drive to benefit the Food Bank of Iowa.

Toledo Fall Book, Phase 1 Trend. **Cumulus** country WKKO dominates. WKKO 14.7 - 15.1, WVKS 7.4 - 8.3, WRVF 7.7 - 7.7, WIOT 6.9 - 7.0, WRQN 6.9 - 6.6, WSPD 5.2 - 5.6, WIMX 5.2 - 5.3, WJUC 4.8 - 5.2, WWWW 4.4 - 4.5, WXKR 4.2 - 3.9, WLQR 2.1 - 2.5, WRWK 2.5 - 2.1, WTWR 2.2 - 2.1, WJR 2.0 - 1.8, WCKY 1.5 - 1.5, CIMX 1.5 - 1.5, WCWA 0.8 - 1.0, WJZE 0.7 - 0.8, WJLB 1.0 - 0.8, WVMV 0.8 - 0.7, WXQQ 0.8 - 0.7, WRIF 0.4 - 0.6, WTOD 0.7 - 0.6.

Emmis HAC WMLL/St. Louis started non-stop Christmas music last Thursday (11/20) morning, a move that cost syndicated morning men **Steve & DC** their flagship station. While the future plans for a format flip at WMLL don't really involve the St. Louis radio vets, Steve & DC will continue to broadcast from Emmis/St. Louis to their current (26) affiliates and **Sirius**. It's still not known what format WMLL will adopt after the market has had its fill of holiday cheer, so stay tuned to *The TATTLER* through the holidays for more developments.

Did you catch the spin story developing on **Tim McGraw's** “**Tiny Dancer**”? Some samples - KLSY 22x, KKBA 20x, WLHT 14x, KRBB 14x!! **Curb**



Breanna

You Don't Have To Be Strong

ADD KKCK, KGLI, KQIC!!

KWOA 18x!
KCLD 15x! KCVW 15x!

Important Deadline. Arbitron has just mailed radio stations the Winter 2004 Station Information Packet and all updated station info must be returned to the company by December 8th to be included in the Winter '04 survey.

Changes. KPNT/St. Louis APD/afternoon personality **Woody Fife** is out...Former WRHT-WCBZ/Greenville, NC OM/PD **John Reilly** has been named PD at HAC WMAD/Madison, WI, effective (12/15), replacing **Mike Ferris** who now serves as OM for the **Clear Channel** Madison stations...WMEE/Ft. Wayne, IN afternoon host **Mark Evans** has been promoted to OM...Heritage Rocker KXUS/Springfield, MO has eliminated all currents from its play-list as OM **Paul Kelly** now handles PD duties as former KXUS PD **Tony Matteo** concentrates on PD duties at sister HAC KTOZ...

In a bold move earlier this week, Ohio State University announced that it will no longer allow alcohol ads, including beer, on their radio sports broadcasts, printed programs or any other advertising vehicle that they control. Athletic Dir. **Andy Geiger** said that the college, "Can be accused of hypocrisy if we're sending one message at one level and doing something else at another." The ban takes effect next year and does not bar such ads on nationally televised games, which the college does not control. It remains to be seen if more schools will follow suit.

Omaha Fall Book, Phase 1 Trend. **Clear Channel's** country KXKT and N/T KFAB still #1 & 2, with **Journal's** rock KEZO mounting a challenge. KXKT 10.3-9.5, KFAB-A 7.5-8.3, KEZO 7.3-8.0, KGOR 6.4-6.8, KSRZ 5.9-6.2, KQCH 4.8-4.9, KQKQ 4.1-4.3, KEFM 4.4-4.2, KLTQ 3.4-3.8, KRQC 3.3-3.6, KOMJ 4.0-3.4, KKCD 4.5-3.3, KBBX 2.9-2.8, KKAR 2.6-2.7, KBLR 2.1-2.5, KOZN 1.8-1.8, KCTY 1.5-1.4, KOIL 1.3-1.2, KOSR 1.0-1.1, KZKX **-.0.5.

Bonneville's WIL/St. Louis has created Operation Think Big to show our troops overseas just how much they are truly appreciated. The world's largest greeting card will be on display around town throughout Thanksgiving weekend and listeners are invited to stop by and sign it. The **James S. McDonnell** USO will deliver the card to the troops in time for Christmas.

KKJM/St. Cloud, MN will begin non-stop Christmas Music on Thanksgiving Day, but this flip to Christmas music marks some significant changes for the station as well. As of print time, the station is an affiliate of **Salem Music Network** and only locally programs a few day-parts. Beginning Thursday (11/27) the station will run 24/7 with locally produced programming and voice-tracking, and will carry this onward into the new year the same way. As part of this push, the station is beginning the "Family Friendly Morning Show" an hour earlier, launching a new station web-site in the next few weeks and is initiating a brand new billboard campaign to get the word out.

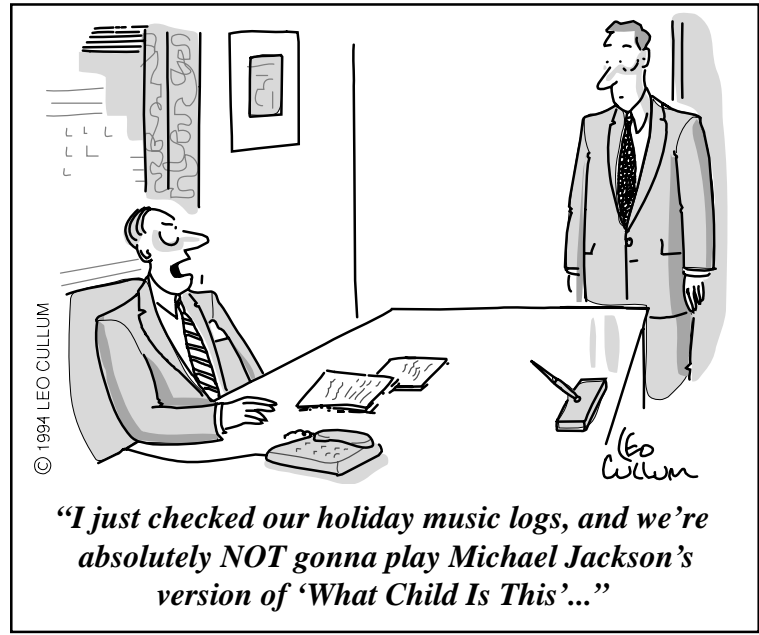


According to reports from the *Cleveland Plain Dealer* this week, following an incident in a restaurant parking lot, and his refusal to take a breathalyzer test, morning co-host at WMJI/Cleveland **John Lanigan**, was arrested Sunday (11/23) for drunk driving. The 30 year radio vet was later released on personal bond that afternoon.

According to reports from this week's *Indiana Radio Watch*, WJOB/Hammond, IN has added former Chicago sports talker **Tommy Williams** for a nightly 9-Midnight sports show on the **Region Sports Network**. Incidentally, both WJOB and sister WIMS/Michigan City, IN are still scheduled to be auctioned off on Monday (12/8) at Lake County Superior Court in Crown Point, IN with a minimum bid established at \$1.25 million.

Congratulations to WASK & WKO/Lafayette, IN GM **Hal Youart** on his retirement after four decades in the market!

The TATTLER noticed a big industry convention next month features **Ralph Nader** and **Alan Colmes** as keynote personnel. Hmmm. Kind of sounds like a Conclave...an old Conclave. Still, imitation IS flattery. Conclave rumor: In an effort to continue parading superstars through Conclave weekend, is a very special **Wynonna Judd/Glen Campbell** Happy Hour being planned for next summer????



In the 80's: The Nylons
The 90's: The Blenders

IN 2003:



THE 2003 HOLIDAY TOUR

11/28-MALL OF AMERICA
12/1- CAMBRIDGE, MN
12/2- EAU CLAIRE, WI
12/7- MARSHALL, MN
12/8- NORFOLK, NE
12/9, 10- BEATRICE, NE
12/11-SIOUX FALLS, SD
12/12- SIOUX CITY, IA
12/13, 14 - WILLMAR, MN
MORE!!

Is **TONIC SOL FA**
visiting **YOUR STATION?**
Call 952-927-4487

Changes, Too. **Clear Channel/Cincinnati** has parted ways with WCKY PD **Brian Perry**...according to reports from *R&R* this week, **Infinity's** WOMC/Detroit PD **David Smith** exits after just a few months on the job, and will be replaced on an interim basis by cross-town sister WVMV PD **Tom Sleeker**....**Clear Channel/Milwaukee** has announced the appointment of **Rachael Frydman** as Promotions Manager over the entire cluster... KDWB/Minneapolis overnight jock **Tim Carey** segues to the midday slot as the station welcomes **JJ Pado** for overnights from WKRZ/Wilkes-Barre...

Radio Voice Productions, an audio production company featuring radio veteran **Barry Cedergren**, announces full audio production services available to radio stations around the country. Radio Voice Productions offers complete radio audio production services in a private, state-of-the-art digital studio in Minnesota's Twin Cities. Says Barry, "There is a niche in the market for an affordable production outsourcing solution targeted toward radio stations. It's a tough economy for radio these days! A lot of stations can't afford to have a full staff anymore; their production is what gets hurt because of that. I want to give them a regular fresh voice in their breaks for close to what it would take per hour to pay an employee per ad. Price will be king with Radio Voice Productions. High quality commercial production & station imaging can be had for as low as \$10.00 per production piece!" Contact Barry at sales@radiovoicepro.com or by calling (763) 862-5721. You can also visit <http://www.radiovoicepro.com>.

CONCLAVE 2003 TAPE/CD SALE! Session recordings are now available for the following presentations at Conclave 2003: Each **All Access** Conclave College Session - "Programming: The Total Picture" with **Mike McVay**, "Marketing On A Budget" with **John Lund**, "The Physiology of the Listener" with **Dr. Perry Buffington**, "The Super Session" with **Joel Denver, Jay Meyers, Ginny Morris, and Carl Gardner**, "Embedded-A Report From the Front" with **Ross Simpson, Art Harris and Don Shelby**, "The Top 40 Format Symposium", "The **BMI/Willie Nelson** Legends Luncheon", "Habits of Effective Air Personalities" with **Elroy Smith**, "The Rock Symposium", "The Awards Brunch with **Gary Burbank/Earl Pitts**", and "Red White & True" with **Alan Colmes**. Each cassette/CD is \$15 each, or 2 for \$25. Shipping is free! Send your remittance (cash, check or Visa/MC/Discover/Amex), preferred medium (tape or CD), and the sessions you desire to: Conclave Tape/CD Sale, 4517 Minnetonka Blvd, #104, Minneapolis, MN 55416.

Availz. Reach out to the freshly available **Woody Fife** and **The Whipping Boy** from KPNT/St. Louis at 314-276-2851 or e-mail him at WoodyKPNT@aol.com... former **Three Eagles Communications** Top 40 KFRX/Lincoln, NE PD **Sonny Valentine** is currently entertaining new opportunities. Reach out to Sonny at (402) 476-7709, or www.sonnyval13@aol.com...



Warren Zevon
"Keep Me In
Your Heart"
VH1-TV
KRSH 14x
WRLT 13x
WRNX!
WKOC!

Correction: In last week's story about flips to holiday programming, note that **Entercom's** HAC WMYX/Milwaukee became all-holiday at 6AM last Thursday morning (11/20) – not the following Friday, as the Grinch-like **TATTLE**r proclaimed - while **Clear Channel** AC WLTV made the flip shortly after 8AM. We know it may not seem like much, but those (8) quarter hours are important, damn it! (FYI - Besides Milwaukee, here are a few other cities where double dips of holiday programming are being heard: New York (**Clear Channel's** WLTV and **Infinity's** WNEW). Kansas City (**Entercom's** KUDL and **Infinity's** KSRC). San Francisco (**Infinity's** KBAY and **Bonneville's** KOIT), and (**Clear Channel's** WLIT and **Bonneville's** WNND).

More Changes. Country KHKI/Des Moines APD/MD/morning guy **Jimmy Olsen** has (finally) been named PD after having overseen the station for almost two years, following the departure of former PD **Savannah Jones** for KOYT/Tucson...WRKR/Kalamazoo, MI has named former WIRX/Benton Harbor, MI talent **Corey Winfield** to the mid-day slot...**Entercom/Kansas City** Director of Sales **Art Volpe** has announced he has accepted the VP/Market Manager position for **Clear Channel/Worcester, MA**, effective Monday (12/1)...

Jobs. **Emmis'** Alternative KPNT/St. Louis, MO is searching for its next afternoon star. Get your T&Rs to: KPNT, Attn: **Tommy Mattern**, 800 St. Louis Union Station, 63103...Want a warm new job, working for **Journal Broadcasting** in the great Arizona city of Tucson? If you're a tenured A/C programmer who'd like to direct hot AC KZPT as PD while serving as OM of rhythmic gold KGMG/Mega, KFFN/The Fan and the adult KMXZ/Mix, then get your packages to **Mark Bentz**/VP GM Journal Broadcast Group Tucson 3438 n. Country Club Rd. Tucson, AZ 85716. No phone calls please...There is a morning opening at KABZ/Little Rock, AR! Get your CD&R's over to: KABZ, Attn: Morning Show Gig, 2400 Cottdale Lane, 72202, or by email at ginger@signalmedia.net...Looking for a moonlighting opportunity in Minneapolis? **Entertainment Plus** is seeking jocks to perform mobile deejay duties at metro weddings, bar mitzvahs, holiday parties, etc. You don't need equipment, just a good attitude and cheerful demeanor. Call 952-546-2759...A great opportunity exists at Main Street for someone with good organizational skills who loves music, radio, and **The Conclave**. This is an entry-level, learning position where you'll experience ground floor music promotion/marketing, office organization, and planning the industry's most unique seminars – *The Conclave* and *TalenTrak!* If you know a bit about the Internet, computers & software (esp. Mac), and radio...but want to learn - and network - more...send a letter and resume to **Tom Kay**, c/o Main Street, 4517 Minnetonka Blvd, #104, Minneapolis 55416 or email tomk@main-st.net. All positions listed in *The TATTLE*r are presented free of charge and represent equal opportunities.