

30TH ANNUAL LEARNING CONFERENCE ADDS SUMMIT + \$99 **TUITION!** The Conclave Learning Conference announced today the introduction of the first-ever Conclave Promotions Summit to be held at the 30th Annual Learning Conference on Thursday, July 21, 2005 from 9 AM to 12:30 PM at the Marriott City Centre in Minneapolis! Sponsored by Billboard Radio Monitor, the Conclave Promotions Summit is designed to help radio promotions and marketing staffs better serve their listeners through improved station promotions. It kicks off the Conclave, giving Promotion Directors and their staffs an opportunity to learn at the Summit as well as other Thursday sessions and events. The Thursday Summit will then allow Promotion personnel to head home in time to handle those all-important weekend promotions, with their minds full of new Conclave-inspired promotional ideas. Because many attending the Thursday Learning Conference events can only attend for that day, a very special one-day only tuition rate of only \$99 will be available for Thursday, July 21. The special tuition allows entrance into the Promotions Summit, the Annual All Access Conclave College, as well as a ticket for the Conclave Welcome Reception & Showcase! Wednesday night (7/20) sleeping rooms for Thursday-Only attendees are available at the Radisson Plaza Hotel, just across the street from the Marriott, available for just \$129/night. Spread throughout today's TATTLER are details about The Promotions Summit agenda! For complete Learning Conference information, visit www.theconclave.com.

Des Moines Winter Book, Phase 2 Trends. Clear Channel N/T WHO stays #1. WHO-AM 10.3-10.3, KLTI-FM 8.4-8.8, KIOA-FM 8.4-7.9, KJJY-FM 7.3-7.4, KGGO-FM 6.7-6.8, KSTZ-FM 6.3-6.3, KKDM-FM 4.2-4.7, KAZR-FM 5.0-4.6, KDRB-FM 5.2-4.4, KWQW-FM 4.2-3.6, KHKI-FM 3.9-3.6, KRNT-AM 3.4-3.0, KMXD-FM 2.2-2.5, KBGG-AM 2.2-2.4, KXNO-AM 1.7-2.2, KXIA-FM 0.8-1.1, KZZQ-FM 1.1-1.1, KCCQ-FM 1.4-1.1, KWMT-AM 0.5-0.6, KWKY-AM 0.8-0.6, KXEL-AM **-0.5, KASI-AM **-0.5. All Phase 2 Winter Book Trends found in this *TATTLER* are 12+, M-Su, 6A-12M, Winter Phase 1 – Winter Phase 2 comparisons, unless otherwise noted. ©2005 **The Arbitron Company**. All rights reserved.

Chicago White Sox owner Jerry Reinsdorf has allegedly sworn that he will never again grace the midday show on the team's flagship station. Reinsdorf is claiming that the hosts of the show, Marc Silverman and Carmen DeFalco, were out of line with the questions they posed when he was on Monday (4/4). Silverman felt he was free to ask about former Bulls coach Phil Jackson, current coach Scott Skiles and Sox manager Ozzie Guillen, as Reinsdorf had answered questions in a similar vein when he was interviewed by Mike North on crosstown WSCR. This is not the first time the wily Sox owner has taken issue with the host of that timeslot, as former midday guy Jay Mariotti left the station in the wake of a dispute over him being too tough on the Sox.

Conclave Learning Conference Promotions Summit, Session #1-"Managing Your Promotional Calendar" will give attendees the necessary skills needed to control a radio promotions calendar and includes the managing of sales promotions, alternative means to benefit the client, how to avoid overstretching the stations resources by scheduling too many promotions and stimulating open communication to focus on exceeding common goals. Faculty for this session will include Michelle Hurley, Marketing Director -Saga/ Columbus and Stephanie Slyter, Promotions Director-Cumulus/ Quad Cities.

Looks like **Colleen Kelly** will have her day in an ill-fitting satin dress that she will never ever wear again after all! The **Des Moines Radio Group** Hot AC KSTZ morning show co-host who has never been in a wedding was successful in her stunt E-bay auction, offering herself as a bridesmaid to the highest bidder. Offers came in from as far away as Mexico, but it was a Kansas bride who placed the winning \$550.72 bid. Kelly will donate all the money to the **Children's Miracle Network**.

Jack, Doug, Tracy. When one of the Midwest's favorite sons, not to mention one of the country's leading programmers, flips a market's #1 billing station to the format-du-jour...people pay attention! **Tracy** Johnson's Midwest Television Hot AC KFMB (Star 100.7 FM)/ San Diego flipped to the JACK-FM format yesterday morning, using the identifier "100.7 JACK-FM ... Playing What We Want". Of the move, Tracy issued this statement: "Launching JACK FM is a natural evolution for the station following the incredible success of STAR 100.7. With a massive library of songs and an irreverent attitude, we're going to have a lot of fun. We are thrilled to launch the next great radio station in San Diego. Listeners have been telling us for years they want greater variety in their radio stations with less repetition. That's what JACK-FM is all about. Changing formats on one of San Diego's leading stations goes against traditional wisdom, but we're confident listeners will embrace the station as they never have before." If you hadn't taken the new JACK format seriously before, you will now...



MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416 PHONE/FAX: 952.927.HITS (4487)/927-6427 Publisher: Tom Kay at tomk@main-st.net Web: www.main-st.net



Grand Rapids Winter Book, Phase 2 Trends. Clear Channel country WBCT makes a nice jump to stay in the lead. WBCT-FM 10.4-11.5, WSNX-FM 7.1-8.2, WOOD-FM 6.6-7.4, WOOD-AM 7.8-7.3, WLAV-FM 5.4-5.7, WTRV-FM 3.7-4.5, WLHT-FM 4.5-4.2, WGRD-FM 3.9-3.6, WTNR-FM 3.4-3.4, WKLQ-FM 2.7-3.1, WBFX-FM 2.4-3.0, WFGR-FM 2.8-2.6, WVTI-FM 2.5-2.4, WJQK-FM 3.2-2.3, WJNZ-AM 0.7-2.0, WFUR-FM 1.5-1.4, WMUS-FM 2.0-1.3, WMJH-AM 1.5-1.0, WMRR-FM 0.8-1.0, WBBL-AM 1.1-1.0, WNWZ-AM 2.2-0.9, WYVN-FM 0.9-0.7, WTKG-AM 0.7-0.7, WHTC-AM 0.6-0.5, WGN-AM 0.4-0.4, WPNW-AM 0.5-0.4, WMFN-AM 0.7-0.4, WGHN-FM **-0.4, WGHN-AM **-0.1.

The 13th annual 2005 XRT/Miller Lite Cubs Opening Day Broadcast will be hosted by Infinity AAA WXRT/Chicago morning host Lin Brehmer, middayer Terri Hummert and baseball correspondent Billy Corgan. The event will be live broadcast from Wrigleyville today (4/8) from 6am-1pm to celebrate the Cubs opener.

Indiana Governor **Mitch Daniels** filled in for middayer **Greg Garrison** on **Emmis** Talk WIBC-AM/Indianapolis on Wednesday (4/6). Between the hours of 9 and 11:30 am, the gov interviewed the like of **Tommy Lasorda** and **Ari Fleischer**. Yet another fill-in came in to broadcast the last half hour—Daniels' wife, **Cheri**.

Conclave Learning Conference Promotions Summit, Session #2-Scott Schubert, Marketing Director-Saga/ Milwaukee and Phil Wilson, FM OM-Infinity/ Minneapolis will conduct "Focusing On The Big Picture While Managing The Details." In an industry where time is of the essence, attendees will learn how to get it all done while managing multiple radio stations and keeping the strategic mission in focus for each radio property. Time will also be given to creating a good relationship with programming and sales managers.

Columbus, Oh Winter Book, Phase 2 Trends. Clear Channel N/T WTVN replicates Phase 1 results. WTVN-AM 8.9-9.0, WCKX-FM 6.8-7.7, WCOL-FM 6.4-7.3, WNCI-FM 7.4-6.7, WSNY-FM 6.6-6.6, WXMG-FM 5.5-5.2, WLVQ-FM 4.9-5.1, WBZX-FM 4.7-4.2, WBNS-FM 4.4-3.9, WHOK-FM 3.3-3.5, WCVO-FM 3.7-3.3, WLZT-FM 2.7-3.0, WBNS-AM 3.1-2.8, WMNI-AM 1.7-1.9, WWCD-FM 2.0-1.8, WCLT-FM 1.6-1.6, WODB-FM 1.3-1.6, WFJX-FM 1.6-1.6, WJZA-FM 1.5-1.4, WTPG-AM 1.1-1.2, WTDA-FM 0.9-1.1, WAZU-FM 1.2-1.1, WVKO-FM 0.6-1.0, WJYD-FM 1.2-0.9, WRFD-AM 0.5-0.8, WNKO-FM 0.5-0.6, WVKO-AM **-0.5, WJZK-FM 0.4-0.5, WLW-AM 0.8-0.5.



Look out, Jeb Bush. Watch your back, Barack Obama. Sam Brownback (R-KS) and Russ Feingold (D-WI) just might be competition for an '08 presidential race. This could make things interesting for the broadcasting industry, as both men have shown interest in policing the airwaves. The former was until very recently a member of the Senate Committee on Commerce, Science and Transportation not to mention being the Senate sponsor for the Broadcast Decency Enforcement Act, while the latter has his name on the McCain-Feingold Bipartisan Campaign Reform Act and has unsuccessfully attempted to introduce legislation to reduce broadcast ownership consolidation; legislation particularly focused on one Clear Channel.

Conclave Learning Conference Promotions Summit, Session #3-"Developing A Great Intern Program" features Scott Allen, Marketing Director for the Saga/ Des Moines Radio cluster. With dollars scarce, promotions directors must rely on interns to get the job done. Learn proven methods for successfully recruiting, hiring and developing valuable interns and find out new ways to compensate them beyond college credit.

A five-day trial was followed by a speedy 15-minute deliberation and a \$100,000 award for **Ted Nugent** in Muskegon, MI. The Motor City Madma brought suit against the **Muskegon Summer Celebration** for breach of contract, claming his act was unjustly cut from the June 2003 event.

Omaha-Council Bluffs Winter Book, Phase 2 Trends. Journal rocker KEZO challenges Clear Channel full-service KFAB. KFAB-AM 9.4-8.0, KEZO-FM 7.8-7.9, KXKT-FM 6.9-7.0, KQCH-FM 5.8-6.9, KKCD-FM 5.5-5.9, KGOR-FM 6.1-5.3, KLTQ-FM 4.2-4.5, KQKQ-FM 5.2-4.5, KSRZ-FM 4.5-4.2, KOMJ-AM 3.1-3.9, KEFM-FM 4.2-3.9, KBLR-FM 3.4-3.4, KKAR-AM 3.3-3.2, KHUS-FM 3.2-3.1, KOZN-AM 2.6-2.5, KBBX-FM 2.1-1.8, KCTY-FM 1.9-1.7, KHLP-AM 0.5-0.7, KCRO-AM 0.5-0.6, KOSR-AM 0.6-0.6, KOIL-AM 0.5-0.5.

TJ & Trish will be the new morning duo on **Clear Channel** AC KEFM/ Omaha, NE. TJ comes to the job from sister Country KHUS, and Trish has been working in the market for years, notably KQKQ and KXKT.

Conclave Learning Conference Promotions Summit, Session #1-Jim Roach, President of JRR Productions/ Manchester, NH takes the attendees through "NTR Event Planning." This session will show how to add to the bottom-line while promoting the radio station or cluster. From Kid's Fests to concert festivals and bridal fairs to golf tournaments, the NTR opportunities are endless and can lead to promotional and financial success when managed correctly.



Former **Backyard** Broadcasting Top 40 WNKI/Elmira NY OM/PD/ morning guy **JJ Morgan** announces that he's heading back to Kansas. Morgan used to program **Journal** Hot AC KMXW/Wichita, KS and will now take on PD/morning duties at crosstown **Entercom** Hot AC KFBZ. He replaces **Barry McKay** who is now PD at Hot AC WPTE/Norfolk. It's a return to the Midwest for J.J., who had captained KQKQ/Omaha a few years back.

Indianapolis Winter Book, Phase 2 Trends. Susquehanna country WFMS repeats. WFMS-FM 12.5-11.1, WFBQ-FM 9.0-8.4, WIBC-AM 6.9-7.3, WHHH-FM 6.7-6.2, WGLD-FM 5.9-5.5, WRZX-FM 4.7-5.2, WTLC-FM 4.7-4.8, WNOU-FM 4.7-4.6, WYXB-FM 3.9-3.6, WTPI-FM 3.1-3.4, WZPL-FM 3.6-3.0, WKLU-FM 2.5-2.7, WYJZ-FM 2.5-2.7, WTTS-FM 2.4-2.6, WISG-FM 2.8-2.4, WTLC-AM 2.0-2.3, WXNT-AM 1.7-1.7, WENS-FM 1.5-1.4, WKKG-FM 0.9-1.3, WRDZ-FM 1.1-1.3, WSYW-AM 0.7-1.2, WNDE-AM 0.9-1.2, WEDJ-FM 1.2-1.0, WCBK-FM **-0.8, WWWY-FM 0.4-0.5, WXLW-AM 0.5-0.5, WBRI-AM 0.5-0.4.

Conclave Learning Conference Promotions Summit, Session #5-The day's final session will be "E-Mail Marketing & Making Money With Your Website." Linda Clark, Marketing Consultant for Presslaff Interactive/ Torrance, CA and Chris Brundt, e-Media Director for Greater Media Radio/ Detroit will lead the discussion on how to manage the web and e-mail data bases while generating revenue. Additional faculty for the entire Promotions Summit includes Heidi Kramer Rafael, Director of Marketing & Communications-Greater Media Radio/ Detroit and Jeff Davis, Marketing Director-Infinity/ KC. More faculty will be added.

Changes. WKFR/Kalamazoo PD **Bo Richi** has exited...**Clear Channel** Country WIMT/Lima announces **Brian Steel** as their new PD...Former KSTP-AM/Minneapolis PD **Steve Konrad** has been named Regional Vice President of Programming for **Clear Channel**'s Central Ohio Region. Konrad will keep on as OM in Columbus as well as juggling PD duties at WTVN-WTPG...**Nico Leone** will take on Station Management for Independent KDHX/St. Louis...**Radio One** Top 40 WGTZ/Dayton affixes MD stripes to night-timer **Frye Guy**.

Dayton Winter Book, Phase 2 Trends. Clear Channel AC WLQT remains top dog. WLQT-FM 11.0-10.9, WHKO-FM 9.2-9.2, WMMX-FM 7.6-8.3, WHIO-AM 7.1-6.8, WDHT-FM 6.4-6.4, WTUE-FM 5.3-6.1, WXEG-FM 4.4-4.3, WROU-FM 4.7-4.0, WLW-AM 3.5-3.2, WGTZ-FM 3.2-3.2, WDKF-FM 2.9-2.9, WDSJ-FM 2.0-2.2, WKSW-FM 1.7-1.7, WPFB-FM 2.5-1.7, WZLR-FM 1.9-1.7, WDAO-AM 2.4-1.6, WFCJ-FM 1.1-1.6, WDPT-FM 1.5-1.4, WBZI-AM 0.8-1.2, WING-AM 1.3-1.1, WGRR-FM 0.8-0.9, WYGY-FM 0.6-0.7, WONE-AM 0.6-0.6, WMOJ-FM 0.6-0.6, WGNZ-AM 0.6-0.5, WKRC-AM 0.7-0.5, WEDI-AM 0.3-0.3.

Midwest rock faves, **Bobaflex** – who tore the roof off the **Fine Line** at last summer's Conclave Rock Showcase – have just signed with **TVT Records**! An as-yet-untitled album will be released this summer, and the first track "**Better Than Me**" (which a few astute Midwest rockers have been programming for awhile) will precede the full-length.

Saga AC WMHX/Springfield, IL announces a move to "Variety Hits" on their 93.9 ABE-Fm station. They'll be playing "10,000 songs in a row" with the tagline "Abe plays anything".

Jack Alert! Another station has gone to the new format. **Clear Channel** Hot AC KTOZ/Springfield takes the plunge, "playing the most variety", claiming to be "a thousand disc changer set on random" with "different kinds of music from different decades". They aren't kidding. At any given moment listeners will hear anything from **Queen** to **Lenny Kravitz** to **The Bowden High School Marching Band**. Well, maybe not the last one, but it doesn't seem out of the realm of possibility.



MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416 PHONE/FAX: 952.927.HITS (4487)/927-6427 Publisher: Tom Kay at tomk@main-st.net Web: www.main-st.net Jack Alert, part deux: Jack is for Jokers! Last Friday (April Fools Day, a time for jokes), listeners nearly went crazy when their favorite Christian station flipped to JACK-AM, claiming it was a move to compete with crosstown competition JACK-FM. But wait! Turns out it was all nothing more than some April Fools fun, and at 5pm the format was returned to normal. Well played, Christian KCWJ-AM/ Kansas City, well played.

Jack-Free Alert: Wisconsin is for Alt Rockers! The **Milwaukee Radio Alliance** Alternative WLUM/Milwaukee squashed rumors of a flip to JACK-FM, running sweepers claiming, "102.1 We don't know Jack". The station was then re-positioned from "Rock 102one" to "102one Milwaukee's Alternative Station". So, no Jack. For now.

Changes, Too. Jennifer Davidson named Traffic Manager for Regent/Peoria...Ric Swann takes on Interim PD-ship at Top 40 KZIA/ Cedar Rapids...AAA Entertainment Active Rock WEBX/WEVX/ Champaign, IL has given PD stripes to Midday-er Mayotte...Brian Steel leaves his OM slot at Country WGGE/Parkersburg, OH and heads to Clear Channel Country WIMT/Lima, OH...Dan Baisden, assistant/weekender at WKLM/Millersburg, OH, is upped to Promotion Director of Clear Channel/Sandusky, OH.

Clear Channel Talk KBKB/Fort Madison-Burlington, IA announces an April 12 flip to Sports as "1360 The Ticket"

Bill Lloyd, afternoon host at **Infinity** Country WUSN/Chicago, will be the voice of the April 11th **CMT Music Awards**.

Marking a fourth year breaking the million dollar mark, **Clear Channel** KEEY/Minneapolis wrapped up their **13th Annual Country Cares for St. Jude Kids Radiothon** on Friday, April 1 with a staggering total of \$1,545,300.00. Not only did this break the station's record, but set the bar as the most money ever raised by a radio station in the entire 16 year history of the radiothon. PD **Travis Moon** sent a special thank you, "to all the Nashville record labels who donated some incredible incentive items that helped raise a great deal of money." Congrats the whole KEEY gang!

Clear Channel Alternative WMAD/Madison will become the third affiliate and the first non-**Infinity** station to add **Infinity** Alternative WXTM/Cleveland's **Rover's Morning Glory Show**. WMAD morning guy **Kevin O'Connor** will move on over to sister Classic Rocker WIBA-FM to handle afternoon drive.

More Changes. Clear Channel Talk WTAM-AM/Cleveland welcomes Andre Knott as the new Browns beat reporter...Knott comes to them from Salem Talk WKNR-AM/Cleveland...Bob Zuroweste, formerly market manager of Entercom/Kansas City, goes crosstown to act as Senior VP & Director of sales at the Infinity cluster...Brandon Marshall has left his MD/night slot at AAA Entertainment top 40/Rhythmic WZPW/Peoria, IL...Cumulus/ Rockford, IL places Shawn Powers in the role of Promotions Dir...at Classic Rock WKGL and Country WXXQ.

Congrats to **Bob** "**Bob** and **Tom** Show" Kevoian and new wife **Rebecca Martin** on their 4/2 marriage in Indianapolis.

30 YEARS OF THE CONCLAVE - 1983. The TATTLER continues its 30-year retrospective of the summer Conclave Learning Conference. This week, the year of Conclave VIII-1983! John Sebastian debuts Eclectic Oriented Rock. Gaylord buys Opryland complex for \$250 million. Dance WKTU dominates NYC. WDHA plays first CD on the air. FCC adopts Docket 80-90. Arthur Godfrey dies. Gregg Lindahl becomes WSM PD. Dave Hamilton becomes KDWB PD. Mark Bolke becomes KPKE PD. Jerry Boulding becomes WCHB/WJZZ OM. Lorna Ozmon becomes WOMC PD. Chuck Knapp becomes KS95 Station Manager. Randy Michaels becomes WLW/WSKS VP/Programming. Rick Cummings becomes Emmis Nat'l PD. Daniel Glass to Chrysalis Nat'l Promo Dir. #1 during Conclave: Irene Cara "Flashdance (What A Feeling)". Conclave keynoter: Stan Freberg. Conclave VIII faculty: Jim Loupas, FCC commissioner Stephen Sharp, Les Garland. Jamie Phillips wins 5th annual Brown scholarship.

Condolences to **Dave Robbins**, VP/GM of WUSN-WJMK/Chicago, on the loss of his mother, **Kathryn Lois**.

Availz. Former WDRQ/Detroit APD/MD/middayer **Keith Curry** at (248) 763-0205 or <u>kedwards0221@sbcglobal.net</u>.

Jobs. WKFR/Kalamazoo is looking for a sharp PD. Send relevant files to OM Mike McKelly at mike.mckelly@cumulus.com...Midwest Communications looking for a Program Director in Hibbing, MN. at least two years managerial experience and 3-5 years on-air experience preferred. Please send cover letter with resume and tape to Midwest Communications, Inc., Attn: Mark Fleischer, 715 East Central Entrance, Duluth MN 55811...NextMedia-Joliet is looking for their next Promotion Director to come in and take charge of their 4 station promotion department. Position may include a VT or Live show, so knowledge of Prophet and production skills would be helpful. A minimum of 3 years radio experience is preferred and all applicants must have a valid IL driver's license along with good driving record. Qualified candidates should send their package that will wow us to NextMedia Operating Inc., Attn: Ryan Snow, 2410-B Caton Farm Road, Crest Hill, IL 60435 or fax (815) 577-9231...Family Radio, Inc. Heritage CHR WIZM/La Crosse, WI has an immediate opening for overnights. Some radio experience is required. The deadline is Wednesday, April 20th, 2005. Send submissions to jeno@familyradioinc.com or Jen O'Brien, Z93 WIZM-FM, P.O. Box 99, La Crosse, WI 54602... Midwest Communications Country WIN 98.5 is looking for air-talent for a fun summer of festivals and events in 7 counties Please send your stuff to P.J. Lacey, WIN 98.5, 25 W. Michigan, 4th floor Heritage Tower, Battle Creek, Mi. 49017...Cumulus/Kalamazoo has a PD opening for Top 40 WKFR. Packages can be sent to Mike at 4154 Jennings, Kalamazoo, MI 49048 or MikeMcKelly@Cumulus.com ...Regent Broadcasting Rhythmic CHR KKSR/St. Cloud, MN is looking for their next night star. Position must be filled quickly so rush your demo, resume and photo to KISS Nights/KKSR, 640 Lincoln Ave SE, St Cloud, MN 56304 or KISSTHAT@gmail.com ...Midwest Communications News/Talk 710 WDSM/Duluth, MN is lookinf for a Program Director. Minimum of 2 years Programming experience. Good production skills are a must. Send a resume to Mark Fleischer, OM, Midwest Communications, 715 East Central Entrance, Duluth, MN 55811. Or e-mail to: fleisch@mwcradio.com ...All positions listed in Jobs are presented free of charge and represent equal opportunities. No calls unless otherwise specified.