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THE
MAIN STREET
Communicator Network
TATTLE R

Publisher: Tom Kay
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"No Good Deed Goes Unpunished"

Conclave Reveals Women's Secrets! For thirty years, the Conclave Learning Conference has been the first to introduce new concepts to industry – new formats, Internet radio, satellite radio, HD radio, etc. This year, the 30th Annual Conclave Learning Conference teams with **Brand Champs**, a premier brand strategy and consumer behaviorist group based in Bound Brook, NJ, to reveal the secrets of successful marketing to women with a powerful - session called **"More Power To Her!"** The unique session is slated for Friday, July 22 at the Marriott City Center Hotel in Minneapolis. The workshop, led by Brand Champs President, **Fran Lytle**, will give attendees the means to effectively reach the most sought after radio demographics – women – who are America's most powerful consumers, with \$6 billion in spending power! The session will focus on 4 "stories" about how women communicate. *"The Power of the Purse"* will break down the general and specific ways for which women spend, often as the decision-maker and key influence in purchases of any size. *"Gender Culture"* will highlight the gender-specific differences in how women and men process information, express themselves and develop relationships. (There are 2 "Women and Storytelling" sections following; which is the correct one?) *"Women and Storytelling"* focuses on what the female permission structures are and how such structures can help to build your own successful branding campaign. Finally, *"Women and Storytelling"* ties-up the previous stories and brings home the insights that will make for better programming and marketing strategies! 80% of household finances are controlled by women – be sure to learn how your radio stations can best reach this important demographic, regardless of the format! But you won't know the secret unless you register now at www.theconclave.com!

THE VANITY PROJECT
THAT'S ALL, THAT'S ALL



Adding at Triple A 5/9



Twin Cities Winter Book. **ABC** rock KQRS stays top dog, with interesting 1 share swap between **Clear Channel's** AAA KTCZ and smooth jazz KJZI. KQRS-FM 8.6-9.0, WCCO-AM 8.0-8.6, KEEY-FM 7.5-7.3, WLTE-FM 5.5-5.5, KDWB-FM 4.7-4.9, KSTP-AM 4.6-4.6, KXXR-FM 4.2-4.5, KQQL-FM 4.2-4.4, KSTP-FM 3.6-4.2, KTCZ-FM 4.6-3.7, KJZI-FM 2.4-3.4, KTTB-FM 3.2-3.3, WXPT-FM 3.1-2.7, KFAN-AM 2.4-2.5, KLBB-AM 1.3-1.2, WWTC-AM 1.8-1.2, WFMP-FM 1.0-1.1, KTNF-AM 0.8-0.9, KLCI-FM 1.0-0.9, WDGY-AM 1.3-0.6, WGVX-FM 0.7-0.6, WGVZ-FM 0.6-0.5, WGVY-FM 0.3-0.1, KLBP-AM 0.1-**. All Winter quarterlies in this TATTLE R are 12+, M-Su, 6A-12M, Fall 2004-Winter 2005 comparisons, unless otherwise noted. © 2005, **The Arbitron Company**. All rights reserved.

Conclave Keynote, **Mancow**, is one step closer to a star on the Walk of Fame, (Hey, if Seacrest has one...) as his **Emmis Communications** WKQX/Chicago- based show *Mancow's Morning Madhouse* has been picked up in syndication by **Clear Channel** Sports/Talk KLAC-AM/Los Angeles. The move seems to be a step in the right direction for Mancow, who recently signed with TRN-FM in an effort to heighten national exposure for his show.

PD **Tommy Austin** is packing his bags and hightailing it out of Texas. He's leaving his spot at **Clear Channel** Top 40 KHFI and Urban Oldies KFMK/Austin for PD duties at sister Top 40 KSLX/St. Louis. Austin, who has also been PD at KYKY/Omaha and worked in both Minneapolis and Portland, will be stepping into the shoes left vacant two months ago by **Boomer**.

St. Louis Winter Book. **Infinity** N/T wins for the 115th time! KMOX-AM 11.0-8.5, KEZK-FM 7.8-6.5, WIL-FM 5.5-6.2, KSHE-FM 4.3-5.5, KATZ-FM 2.9-4.9, KIHT-FM 3.8-4.6, KSLZ-FM 4.5-4.5, KLOU-FM 3.9-4.4, KSD-FM 4.5-4.0, KYKY-FM 4.2-3.7, WFUN-FM 2.4-3.6, KMJM-FM 5.0-3.5, KFTK-FM 3.4-3.4, KTRS-AM 3.3-3.2, KPNT-FM 3.4-3.2, WSSM-FM 3.4-3.0, WVRV-FM 3.2-3.0, KFUE-FM 2.2-2.5, KATZ-AM 1.9-1.8, KFNS-AM 1.2-1.7, WRDA-FM 1.5-1.4, WRTH-AM 0.7-0.9, WGNU-AM 0.4-0.6, KSLG-AM **-0.5, KNSX-FM 0.8-0.5, KWRE-AM 0.4, WESL-AM 0.9-0.4, KFNS-FM 0.1-**.

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Some little girls spend their lives dreaming of a spot in the *Sweet Sixteen*...and some dream of ending up as finalists in radio contests. Who knew these dreams could be one and the same. No. It's true. Chicago's **Emmis** Classic Rock WLUP will be making wishes come true for one lucky lady on April 30th, when a panel of judges will gather at **Joe's Sports Bar** to crown **The Loop Rock Girl 2005** from the 16 contenders. The winner will receive a \$50,000 salary, air-time, web-hosting duties, and event-attending privileges. The *Tatler* feels certain that the winner will be chosen based largely on well thought out answers to essay questions and community service.

The Republican Party in Minnesota is looking for unity in the upcoming senatorial races, at least according to **Rod Grams**. The former Senator stated this desire for unity is what prompted him not to run for the seat that will be left vacant when Democrat **Mark Dayton** retires at the end of his term. Grams, owner of WYRQ-KLTF-KFML/Little Falls, MN, said that his support will be behind the 2006 Republican nominee, expected to be **Mark Kennedy**.

Changes. WLUM/Milwaukee names **Chris Calef** as PD...**Nick Summers** will leave WMZK/Wausau to go to a PD position at crosstown WKHQ & WSPT...Evening guy **Pete McMurray** will be taking over the afternoon spot left empty by **Kevin Matthews** at **Infinity FM** Talk WCKG/Chicago...**NRG Media, LLC** promotes **Jim Vriezen** to GM of the Ft. Atkinson, WI cluster...**John Blaze** will take on production duties in addition to his afternoon drive spot on **Carter-Sherman** Urban KSJM/Wichita...**Big Rube**, moving from KMEL/San Francisco, joins **Viking** Top 40/Rhythmic KKYD/Topeka, KS as a night jock.

KC Winter Book. **Carter** urban KPRS narrowly bests **Entercom** country WDAF. KPRS-FM 6.9-7.4, WDAF-FM 6.3-7.3, KQRC-FM 6.5-6.0, KBEQ-FM 4.6-5.5, KMJK-FM 3.8-5.4, KMBZ-AM 6.6-5.3, KFKF-FM 5.3-4.4, KUDL-FM 5.3-4.2, KMJV-FM 3.7-3.9, KCMO-FM 4.0-3.5, KSRC-FM 3.5-3.1, KCJK-FM + 3.1-3.1, KCFX-FM 4.1-3.1, KYYS-FM 3.0-3.0, WHB-AM 2.5-2.7, KCHZ-FM 2.6-2.7, KRBZ-FM 3.0-2.6, KCMO-AM 3.0-2.5, KKHK-AM 1.0-2.4, KCSP-AM 1.9-1.8, KPRT-AM 0.8-1.6, KZPL-FM 1.2-1.3, KCCV-FM 0.9-1.1, KXTR-AM 0.7-1.0, KCZZ-AM **0.7, KMZU-FM **0.4.

One thing you can count on at **Entercom's** Hot AC WMYX: innovation! The nation's first Hot AC to join the Christmas Format a few years ago is now doing "Whatever" weekends. The concept

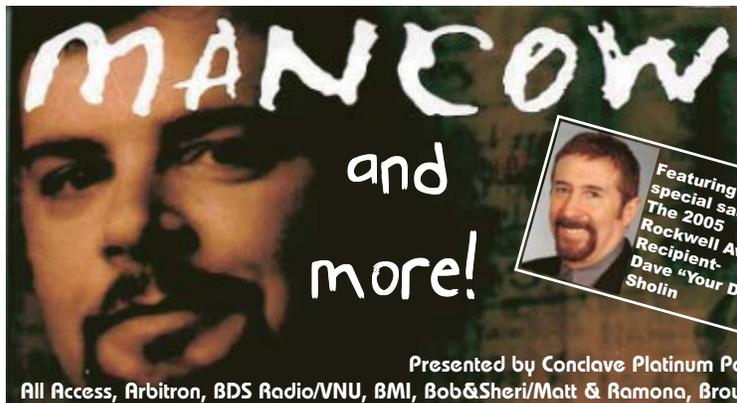


basically borrows from the Jack format, playing over 1200 songs with little jock interaction every weekend using the slug line, "Whatever, Whatever. The Mix Means Variety. REALLY! The rest of the week, it's the hot/modern AC hits, as usual. But wait...could there be something else up at the Mix, starting next week? Stay tuned!

The Conclave's newest Partner – **Billboard Radio Monitor** – has been given the huge task of organizing this summer's Learning Conference's Format Symposiums. So what do they do? They pass the responsibility to come up with each format's most relevant issues onto YOU! From now through next Friday, 5/6, **Billboard Radio Monitor** is conducting a survey to help isolate the topics YOU want to discuss at the 30th Learning Conference in July. Your opinion not only matters, it could allow you to wind up with a nifty prize, like a subscription to *Billboard Radio Monitor*, or a free Conclave Learning Conference Tuition, or a 2006 Mercedes Benz! Okay, we're kidding about the car...but not the magazine, nor the tuition. In fact, there will be other prizes too numerous to mention awarded to lucky winners of the Survey Giveaway. Everyone who completes the survey gets entered to win! The Survey is a part of *Billboard Radio Monitor's* daily format e-blasts. Not a recipient? No problem. Sign up for free delivery of whichever format blast you'd like to see daily at <http://www.billboardradiomonitor.com/radiomonitor/newsletters/form.jsp>. You must return the completed survey by Friday, May 6th, 2005 to be eligible for the giveaway. Winners will be selected and notified on May 13th. Watcha waitin' for?

Emmis Top 40 WNOU/Indianapolis has an hour of radio they want you to hear...all you have to do is download it! Daytime talent **Mysti** is host and producer of the **Pop Culture Countdown**, a completely free and innovative show. Visit www.popculturecountdown.com where you can get a password. Contact Exec. Producer **Chris Edge** at edge@popculturecountdown.com, or dial up (317) 684-8406.

Milwaukee Winter Book. **Journal** N/T WTMJ in single digits for the first time in recent memory. The foam is still on **Clear Channel's** Brew (WQBW), while **Entercom** T40 WXSS & **Journal** Hot AC WKTI post nice gains. WTMJ-AM 10.1-8.3, WQBW-FM 5.9-6.3, WKKV-FM 6.3-6.1, WXSS-FM 5.4-6.0, WMIL-FM 5.8-5.5, WKLH-FM 4.9-5.0, WOKY-AM 4.1-4.7, WISN-AM 5.6-4.6, WRIT-FM 3.3-4.4, WKTI-FM 3.5-4.3, WJMR-FM 5.0-4.1, WLZR-FM 4.4-4.1, WJZI-FM 3.2-3.6, WMYX-FM 5.8-3.4, WFZH-FM 1.1-1.8, WEXT-FM 1.4-1.8, WEZY-FM 1.0-1.7, WLUM-FM 2.1-1.7, WFMR-FM 1.5-1.6, WNOV-AM 0.7-1.2, WTKM-FM 0.9-1.1



MANCOW
and
more!

Featuring a special salute - The 2005 Rockwell Award Recipient - Dave "Your Duke" Sholin

XXX
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Changes, Too. Former **Infinty** AC KSRC/Kansas City morning couple **Monk & Kelly** will move to **Clear Channel** Oldies KQOL/Las Vegas for another AM show...**Infinity** Talk WCKG/Chicago's **Steve Dahl** starts podcasts of his afternoon show, hosted on his website...**Theresa "Lady T" Hill** joins **Cumulus** Urban AC WDZZ/Flint as MD/midday gal.

When was the last time **you** ran in to **Rev. Jesse Jackson** at the watercooler? If you're **Sheri Lynch** of *Bob & Sheri* fame, your answer is probably, "Just the other day." The fast thinking host saw Jackson in the hallways at **Jefferson-Pilot Communications** and asked him to come on the air, promising that they would even move their *Morons in the News* segment for him. He agreed! Wanna know more? Ask them about it when they host the **Conclave Learning Conference's** Friday Happy Hour (7/22).

After hearing the plight of a young developmentally disabled highschool girl, **Premiere** host **Glenn Beck** had harsh words for Columbus Mayor **Mike Coleman** about his handling of the affair. The girl, a student at **Mifflin High School**, was allegedly subjected to sexual and physical assault by several male classmates in the school's auditorium. After hearing the complaint, school officials made no effort to contact the child's father or child protection. Beck was outraged, questioning why Coleman didn't do more about the situation. The Mayor then called in and exchanged words with the host on 4/20. Since then, the talker, who has a daughter with cerebral palsy, has raised nearly \$8,000 to pay for tuition at a private school for the girl.

Conclave XXX Keynote hint #1: Al's Well that End's Well!

Columbus Winter Book. **Clear Channel** N/T WTVN wins again. WTVN-AM 9.1-9.3, WCOL-FM 6.4-8.2, WCKX-FM 7.1-7.6, WNCI-FM 8.0-6.8, WSNY-FM 6.1-5.6, WXMG-FM 4.7-4.9, WLWQ-FM 4.3-4.9, WBZX-FM 4.6-3.9, WCVO-FM 3.0-3.6, WBNS-FM 4.7-3.6, WHOK-FM 3.2-3.4, WLZT-FM 2.5-2.9, WBNS-AM 3.2-2.8, WMNI-AM 1.7-2.4, WCLT-FM 1.9-2.1, WWCD-FM 2.0-2.0, WFJX-FM 1.8-1.8, WTPG-AM 1.1-1.5, WJZA-FM 1.5-1.4, WODB-FM 1.4-1.4, WAZU-FM 1.2-1.1, WTDA-FM 1.1-1.0, WRFD-AM 0.8-0.9, WJYD-FM 1.5-0.7, WVKO-FM 0.7-0.6, WNKO-FM 0.5-0.6, WJZK-FM 0.5-0.5, WVKO-AM **-0.4, WLW-AM 0.8-0.4.

Scott Robert, a five time **Edward R. Murrow Award** recipient, leaves **CBS** affiliate KWCH-TV/Wichita, but will stay in the same city, taking his laurelled news skills to **Mid America News Network**. Roberts will take on the title of News Director, in charge of 45 affiliates, effective May 1.

Country KWMT/Ft. Dodge, IA will be welcoming back a familiar figure: former PD/MD and **Country Music Hall of Fame-er Dale Eicher**. After retiring to Texas with his wife for the winter, Eicher will be back to host a Saturday morning oldies show for the summer and fall.

Congrats to the crew at **Christian Family Radio** WEMI WEMY/Appleton, WI on raising over \$13,000 worth of personal hygiene and cleaning products for local shelters.

Conclave XXX Keynote hint #2: A Jonathan you can't eat.

Changes 3. **Cumulus** Country WKKO/Toledo names middayer **Amy Davis** as music coordinator...The **Health Radio Network** will now simulcast over **Kovas** Soft AC WMCW-AM/Harvard, IL and WKKD-AM/Aurora...**Lyndsay King**, formerly of WXRX/Rockford, IL, joins Country WPUR for middays...**Dave Lucas**, previously the Pres/CEO of **Clear Channel Entertainment**, has launched an Indianapolis-based promo company called **Live 360**.

30 YEARS OF THE CONCLAVE - 1986. The *TATTLER* continues its 30-year retrospective of the summer **Conclave Learning Conference**. This week, the year of Conclave XI-1986! FCC allows competing stations to join sales force and set combo ad rates. AM's flipping away from T40: CKGM, KHJ, KFRC, CHUM, KLIF. On the heels of a report by NBC-TV, payola hits the headlines. **Frank Wood** becomes President of Jacor. **Tom Leykis** becomes PD at KFYI/Phoenix. **Ed Christian** becomes President of Saga. **Kid Leo** becomes WMMS OM. **Kevin Metheny** becomes KTKS/Dallas PD. **John Gorman** becomes WNCX/Cleveland VP/OM. **Dene Hallam** becomes KCPW/KC PD. **Phil Costello** becomes IRS/Midwest promo guy. **Bob Catania** becomes Island VP. **Joe Riccitelli** becomes Polygram college rep. **Phil Quartararo** and **Michael Plen** put Virgin Records together. **Bobby Hattrick** murdered. **Gordon McLendon** dies.

Condolences to **Cumulus** Country WSM-FM/Nashville PD **John Sebastian** on the death of his mother. Condolences also to the family and friends of **Mark Scott** after his passion on 4/24 from a heart attack. Scott was well known in Detroit for his work at WXYT and on WDTW.



SHE'S BACK.

SHE'S BREANNA.

"No Other Love"



**Adding
May 16 & 17!**

ENTERTAINMENT



Jobs. Program Director Opportunity: For the right person who's serious about winning. Oldies KOOL 101.7/KLDJ-FM Duluth has an opening for someone who can take charge of the station and deliver ratings. Strong programming experience preferred, Selector skills helpful, and a commitment to community involvement a must. On air shift required; Morning or Midday possibilities. Send packages to derekmoran@clearchannel.com or KLDJ, 14 East Central, Duluth, MN 55811..AC WLKN/Sheboygan, WI (www.WLKN.com) needs an afternoon jock immediately. Includes production and some paid appearances. Medical benefits. Send resume and audio to wkn@earthlink.net or mail to Jack Taddeo, 1050 Linden Street, Cleveland, WI 53015...

Three Eagles Communications Heritage CHR KFRX/Lincoln has an immediate opening for Corporate Imaging Director and on-air personality. Responsibilities include: Daily on-air shift, production, voice-tracking, remotes and appearances. This position is based in our Lincoln, Send MP3, resume, and references to mtaylor@threeeagles.com or **Mark Taylor**, Corporate Operations Manager, 3800 Cornhusker Hwy, Lincoln, NE 68504...**McDonald Broadcasting** WHZZ/Lansing looking for morning show-cost immediately. Send a T&R to **Jason Addams**, OM, WHZZ - Z101.7, 600 W Cavanaugh, Lansing, MI 48910 or production@Z1017fm.com...**Muzzy Broadcasting** Talk WSPT/Stevens Point, WI is looking for a morning show personality. The successful candidate will have experience in news writing and delivery, some programming experience or producing experience would be valued. Rush resume, a brief programming philosophy, demo and pic to **Rick Muzzy**, WSPT-AM, 500 Division Street, Stevens Point, WI 54481 or at Rmuzzy@1010wspt.com...AAA KDOG/Mankato, MN is seeking part-time jocks. This position will include weekend, fill-in and board op shifts. If Send T&R to jobs@linderradio.com or **Dino**, P.O. Box 1420, Mankato, MN 56002...**McDonald Garber Broadcasting** Top 40 106KHQ/Northern Michigan is looking to fill PM Drive position. Great production a huge plus! Send air check and production samples plus resume to todd.martin@106khq.com or **Todd Martin**, OM, 106KHQ, 2095 US 131 S., PO Box 286, Petoskey, MI 49770...WHZZ/Lansing seeking to expand Future File. Morning Show Producers / Morning Co-Hosts /Morning Teams / Morning Sidekicks / News Talent / Mid Days / PM Drive / Nights. Please specify your area of expertise in your cover letter. Mail all audio

and resumes to **Jason Addams**, OM, WHZZ - Z101.7, 600 W Cavanaugh, Lansing, MI 48910...**Clear Channel** Oldies KLDJ/Duluth, MN seeking Program Director. Strong programming experience preferred, Selector skills helpful, and a commitment to community involvement a must. On air shift required; Morning or Midday possibilities. Send packages to derekmoran@clearchannel.com or KLDJ, 14 East Central, Duluth, MN 55811...**Christian Family Radio** WEMI/Appleton – WEMY/Green bay has an immediate opening for a production director/middayer. Cool-Edit experience a bonus. Please send your resume and production/on-air samples to hr@ChristianFamilyRadio.net or mail them to: CFR 1909 W Second St, Appleton, WI 54914... **Leighton Broadcasting** Country KYCK/Grand Forks,ND. is looking for a strong midday personality. Please send T&R to **Kevin Arvinson** P.O Box 13638 Grand Forks, ND. 58208 or kevin@knoxradio.com ...**Cumulus** Heritage CHR WKFR/Kalamazoo, MI is looking for it's next Midday star to continue dominating the market. Candidates must have at least 3 years on-air experience, have intimate knowledge of the format, live the lifestyle, and be a team player. Prior MD experience and Selector skills a plus. Send T & R to **Mike McKelly**, Operations Manager, 4154 Jennings Dr. Kalamazoo, MI 49008 or mike.mckelly@cumulus.com ...Radio newsperson wanted for central Iowa FM/FM. Small market but near metro. Duties include gathering, writing and reading on-air local news, some local play-by-play work in-season and overseeing entire on-air operation. Resume to radiotekpd@aol.com...**Madison Radio Group** is seeking Sports Talk Host/Anchor. Responsibilities include hosting a daily sports talk show, anchoring sports updates, hosting pre and post game shows for Big Ten basketball, and play by play for high school game of the week broadcasts. Min. 3 years sports talk hosting and play by play required. Strong organizational skills and computer and digital editing and audio skills also required. Send resume, writing samples, career history and air check sample of your work to **Human Resources Director**, Madison Radio Group, PO Box 99, Madison, Wisconsin 53701, Job: Sports Talk Host-Anchor or timscott@clearchannel.com Contact: **Tim Scott**, AM Operations Manager(608) 663-7235. All positions listed in Jobs are provided free of charge and represent equal opportunities. No calls unless specified otherwise.