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MAIN STREET

Presents

The Conclave

TATTLER

Publisher: Tom Kay Editor: Benjamin Holsen  
Cartoons Suggested by Lenny Bronstein & Jay Philpott

Fargo radio's reaction to the massive flood has been a force of its own. Scott Hennen's Talk WZFG-AM/Fargo has wall-to-wall coverage. Former federal Secretary of Ag and North Dakota Governor Ed Schafer, US Atty Drew Wrigley and North Dakota Public Service Commission President Kevin Cramer have all lent their expertise to the station. The station continues to broadcast its full 50k watt signal day and night, while also simulcasting on Sheyenne Valley Talk KQLX-FM/Lisbon-Fargo. Across the street, Radio Fargo-Moorhead Talk KFGO-AM/Fargo is also breaking news around the clock, both on the air and on its website. The station's transmitter site is in the flood-endangered area. Cross the street, again, to Forum Talk WDAY-AM/Fargo, along with sister ABC affiliate WDAY-TV and newspaper Fargo Forum offering continuous coverage and assistance to information on all their platforms. Triad/Fargo has features on their station's websites that show the latest crest prediction, maps, emergency contact info, evacuation plans and volunteer info.

MSNBC welcomes Dial Global's syndicated talker Ed Schultz to the network starting Monday at 5p CT. "The Ed Show" has long been rumored on the network; Schultz will continue his syndicated radio show.

CBS Talk WCCO-AM/Minneapolis midday co-host Eleanor Mondale is once again battling a recurrence of brain cancer and is off the air to concentrate on the fight. Eleanor is trying experimental drugs this time. After being diagnosed in 2005, the cancer went into remission the next year, only to reoccur in February of last year, requiring surgery. Mondale wrote a note on the station's website, saying, "I think the second most horrible words to hear after 'You have brain cancer' are 'The cancer is back'...but it's happened. Again. My fantastic Dr. at the

Mayo Clinic - Dr. Joon Uhm - has prescribed a new treatment, and I am hoping, this time, that 'third time is a charm.' I am tired of this crap! I have decided to take disability leave while I am receiving treatment so my body can be strong and fight the disease with more gusto. I just don't have the energy to 'muscle through it' this time. I miss 'CCO and of course Susie, Dan and all of the stories we hear from our listeners every day."

Emmis Pres./Programming Rick Cummings and EVP/General Counsel Gary Kaseff are stepping away from day-to-day duties. Emmis outlined the exit to the SEC, saying, "On March 3rd, 2009, we entered into a one-year employment agreement with Richard F. Cummings to serve as President of Emmis Radio Programming. Under the agreement, which is effective March 1st, 2009, Mr. Cummings' base salary is \$470,000 and his annual incentive compensation target is 60% of his base salary. The annual incentive bonus will be paid, if at all, based upon achievement of certain performance goals to be determined by the company. Emmis has offered Cummings "a four-year part-time programming role with total payments over the four years of \$530,000. The switch from full-time to part-time employment is designed to constitute a 'separation from service' within the meaning of section 409A of the Internal Revenue Code."

Former Clear Channel Sports KFAN-AM/Minneapolis "PA and Dubai" co-host Jeff Dubai entered a drug treatment program that will qualify him for substance abuse court in his felony drug possession case. Dubai was arrested on October 15 for possession during a traffic stop and swiftly fired by KFAN. Dubai did not complete a previous attempt at rehab, but with entrance into the drug treatment program, will have his case heard in the alternative substance abuse court, which can divert an offender to less punishment for non-violent crimes.

The Performance Rights Act is growing and now boasts the support of seven committee chairs in the House of Representatives. The Performance Rights Act was introduced by Rep. John Conyers (Judiciary) and is cosponsored by Rep. Howard Berman (Foreign Relations), Rep. Henry Waxman (Energy and Commerce), Rep. Louise Slaughter (Rules), Rep. Bennie Thompson (Homeland Security), Rep. Edolphus Towns (Oversight and Government Reform) and Rep. Collin Peterson (Agriculture). "The extent of support for this bill within the leadership of Congress shows just how powerful the case is for reforming this archaic loophole in the copyright law," said Mu-



## PPM Straight Talk

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Since its introduction to the industry, PPM has been the source of fact, fiction and innuendo. Now, perhaps for the first time in your career, get the straight talk from someone involved with PPM since its beginnings in 1992: MediaSense's Bob Michaels, former VP of Programming Services from Arbitron! Not in a PPM market? Bob promises to give you valuable audience information even if you're in a diary - or even non-rated - market! Bring your ratings questions, comments, frustrations, hopes and dreams to share! This promises to be your webinar as much as it is Bob's! Join Bob for this revealing and exclusive Webinar, Wednesday April 8th at 2 PM CST.



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PHONE/FAX: 952.927.HITS (4487)/927-6427 Publisher: Tom Kay at [tomk@main-st.net](mailto:tomk@main-st.net) Web: [www.main-st.net](http://www.main-st.net)

sicFirst Coalition Exec. Dir. Jennifer Bendall. "These are some of the most respected and powerful leaders in Congress and they are speaking with one voice to say that artists, musicians and labels deserve to be fairly compensated when their music is used to generate billions of dollars in revenues for corporate radio." NAB EVP Dennis Wharton was ticked off at the suggestion that broadcasters and label execs should just get together on a new performance fee for radio, saying the real negotiation should be "between the record labels and the recording artists. After the record labels have renegotiated all the abusive deals they have forced on artists, they should come see us." This week, 500+ local radio and TV stations will join in Washington DC for the NAB State Leadership Conference with aims at protecting local radio from the RIAA-sought fee.

The American Women in Radio and TV went to DC last week to fight the Performance Royalty. The women informed Congressmen John Conyers (D-MI), Lamar Smith (R-TX) and even Jim Moran (D-VA) who represents the district where AWRT is headquartered, that they see the royalty as a tax, and warned it will harm broadcasters, up-and-coming musicians and listeners. AWRT Pres. Maria Efantis Brennan wrote, "The large internationally-owned record labels are the force pushing Congress to impose this new fee on the local radio stations. The system in place today fairly compensates everyone. Although the big record labels have seen their revenues decline over the last decade, local radio broadcasters are not the reason the recording industry is losing money, and it should not be the industry to fix it."

On Wednesday the legendary NRG Media Hits 106 Kearney proudly announced a radical new program change. Hits 106 officially became Hits 1 thru 6. From 5:30am until 6pm their playlist included only six songs. They even changed the website with a Hits 1 thru 6 logo and a promise of a new site forth coming. While many listeners played along and called in requests for the six songs, many didn't make the connection that it was an April Fool's Joke.

ABC Radio Networks changes its name to Citadel Media. "In the coming months we will provide you with new tools that will make it easier to do business with us 24/7," the press release claimed. "You asked Network Radio for greater transparency - and we heard you. Now you'll have greater access to information on our shows and products." The staff isn't changing due to the name change.

Recent Arbitron audience estimates indicate Network Radio delivers more listeners across major buying demo's compared to prior reports. Compared to only three months ago, the March 2009 Radar 100 report showed 2.5 million more listeners 12+, Adults 25-54 is up more than 1 million listeners from the Radar 99 report.

Former WABC-AM, WOR-AM and WFNY-FM/New York PD and talk radio consultant John Mainelli has come up with a list of the Top 25 local show hosts. Here is a look at some of the recognized from around the neighborhood: Kathy O'Malley and Judy Markey from WGN-AM/Chicago, Tom Becka from KFAB-AM/Omaha, Charlie Brennan of KMOX-AM/St. Louis, Roe Conn of WLS-AM/Chicago, Jason Lewis at KTLK-FM/Minneapolis, Mike Rosen from KOA-AM/Denver and Joe Souchery of KSTP-AM/Minneapolis. You can see the whole list in Conservative mag NewsMax.

Milwaukee Radio Alliance AC WLDB/Milwaukee welcomes The John Tesh Radio show for nights. John Tesh was previously across the street at Journal's WKTI prior to their recent flip to Classic Hits.

Envision Radio Networks' Full Metal Jackie welcomes Gap Alternative KBAZ/Missoula, MT as her newest affiliate to the growing metal show.

Hall of Famer George Brett joins Entercom Sports KCSP-AM/Kansas City for the 2009 baseball season. Brett will offer comment during exclusive Tuesday morning appearances at 7a CT on "The Morning Sports Drive" with Roger Twibell. Former KC Royals Frank White and Jamie Quirk also provide commentary for the station.

Midwest Classic Hits/Mainstream Rock KHQG/Duluth, MN drops "The Hog" in favor of leaning more "Classic Rock".

The tower for Journal's Regional Mexican KYQQ/Wichita fell last Saturday and the blame is being laid on ice. The 1,250 ft tower near Winfield, KS tumbled to the ground without any injuries. The station is back on the air from an alternative site. Cumulus Chairman/Pres./CEO Lew Dickey, Entercom Pres./CEO David Field and Cox Radio EVP/COO Marc Morgan have all joined the NAB Board of Directors.

Greater Media Active Rock WRIF/Detroit PM driver Arthur Penhallow confirms his exit on his Facebook page: "It appears

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that my days in Detroit radio are over for now. Thanks for your support over the last 39 years...I shall return." Greater Media Market Manager John Gallagher said, "We are disappointed that we couldn't come to a contractual agreement with Arthur. He is obviously a legend in the market and his many years of service to the industry are deeply appreciated. He will be sorely missed."

St. Louis Post Dispatch columnist and Simmons Sports KSLG-AM/St. Louis afternooner Bernie Miklasz jumps ship for cross-town Bonneville Sports WXOS for noon-2p starting Monday. Coming with Miklasz are his producer Ben Boyd and "insider" commentators Joe Strauss and Jim Thomas. Pat Parris and Bryan Burwell will move from noon-2p to 9a-noon.

Former KXKL/Denver morning duo JJ McKay and Rick "The Coach" Marshall join Dino Costa's DenverSportsRadio.com as midday hosts. McKay will also serve as imaging and engineering director.

Independence Media/Peoria, IL taps Jeff Andrews as OM of the cluster, including: Top 40 WPIA, Alternative WWCT, Oldies WHPI and Sports KZPN.

Veteran St. Louis and Kansas City personality and Great Plains Media/Bloomington, IL Market Manager Randy Raley packs up for home to become the new 5-7p CT host at Journal Talk KSGF-AM-FM/Springfield, MO effective May 4th.

Wilks Country KWOE/Denver new PM driver Wingnut has exited already, after only three weeks.

New Northwest Hot AC KDBZ/Anchorage, AK grabs KPLZ/Seattle, WA Asst. MD Megan Phillips as the stations 1st ever MD. Also, Production Dir./Talent Erika Bowman is upped to mid-days/afternoons (9a-5p) until a morning show is named. Bowman is the 1st live talent KDBZ has had in four years.

Citadel Top 40 KKMJ/Colorado Springs PD/Morning Man John Foxx is no longer in the building.

Cumulus/Cincinnati Dir./Programming TJ Holland leaves due to budget concerns.

Elyria-Lorain Smooth Jazz WNWV/Cleveland Nat'l Sales Mgr. Jay P. Schraff died from a sudden heart attack on March 27th. Our thoughts are with his biological and radio family.

Radio One Top 40 WNOU/Indianapolis last call for Nights/Imaging. They are looking for an out of the box entertainer. Flashy and unique. Send your best to: [wnoou.onair@gmail.com](mailto:wnoou.onair@gmail.com)...Three Eagles/Mankato, MN has an opening for a Senior Radio/Internet Account Manager. This four cluster group needs a power seller. If you have three or more years experience in local direct radio sales, please send your resume to: [dsturgeon@kysm.threeeagles.com](mailto:dsturgeon@kysm.threeeagles.com)...Steckline Communications News KIUL-KYUL/Garden City, KS is looking for a PD/Morning Host. Experience with Nex-Gen and Adobe Audition is helpful. Send cover letter, T&R to: [jnavarro@kgso.com](mailto:jnavarro@kgso.com)...Steckline Communications News KIUL-KYUL/Garden City, KS also needs a GM who can take these stations to the next level. Cover letters and resumes to: [jnavarro@maanradio.com](mailto:jnavarro@maanradio.com)...Sunrise Broadcasting Sports WXCO-AM/Wausau, WI is looking for an OM to "do it all". Duties include HS PBP in all sports & a daily local sports show. Must be a "sports maniac", a production whiz, and a pro with Scott Studio and Adobe Audition. Send your best to: [stever@1230wxco.com](mailto:stever@1230wxco.com)... All listings in TATTLER Jobs represent equal opportunities and are provided free of charge. To place an ad, send particulars to: [mailto:tomk@main-st.net](mailto:mailto:tomk@main-st.net) no later than Thursday evening for Friday publication. No calls unless otherwise specified.

