

# THE MAIN STREET Communicator Network TATTLE R

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

The TATTLE R wishes to extend condolences to the family, friends, and supporters of Minnesota Senator **Paul Wellstone**, who was killed in a plane crash earlier this morning along with his wife and daughter. The populist Wellstone, a staunch supporter of radio and believer in its responsibility to serve the public interest, will be terribly missed.

Returning to the industry after a 6 year absence, **TalenTrak** - a one-day seminar designed for radio personalities and presented by **The Conclave** - was reincarnated last weekend (10/19) in Chicago. Apparently absence made the heart grow fonder, as 102 participants jammed the packed classroom at the Hyatt Regency Oak Brook Hotel. The 80+ students smashed the previous Conclave record of 47 (set at the first **TalenTrak** in Des Moines in 1990). Morning sessions were taught by industry leaders like **Elroy Smith**, WGCI FM & WVAZ FM/ Chicago, **Mary Ellen Kachinske**, WTMX FM/ Chicago, **Tim Richards**, WKQX FM/ Chicago, and **Joe Limardi**, WDBY FM/ Danbury, CT. The seminar was planned and coordinated by Conclave Board member and CEO of **True Talent**/Chicago, **Karen Young**, who also served as the day's emcee/moderator! **TalenTrak** keynoter **John "Records" Landecker** sparked the day with both humorous and candid comments, including his view of the effects of radio consolidation: "When they cut jobs and spending, how could they think that's not going to effect quality?" His was not the only memorable quote of the day, as the **TalenTrak** faculty continued to sprinkle their presentations with insight. **Bill Klaproth**, Program Manager of the legendary WLUP FM/ Chicago, shared: "I challenge each and every one of you to take a look at what you do right now and ask yourself 'can I do more?' If the answer is yes, then do it! Not only will you get better, your station will get better and the radio industry will get better as well because of you, and we need that right now. It all starts with YOU! Don't let us down!" The **TalenTrak** syllabus included morning sessions on "Using Real Life Experiences on the Air" where students huddled to come up with relevant bits based on that week's real life experience of a student, "Habits of Effective Personalities" which featured an incredible Power Point presentation by Elroy Smith which found each student furiously compiling pages of notes, and "How To Be An MVP" a full panel discussion which provided students a professional compass to guide their careers. The afternoon was devoted to an aircheck clinic with the morning faculty and other programming veterans (the 16 person faculty included no less than THREE of the *Best PD's In America* - see story elsewhere in *The TATTLE R!*), including **Mark Anderson**, WIOG/Saginaw, **Jim Stone**, WXRX/ Rockford, **Kipper McGee**, WDBO/ Orlando, **Tony Waitekus**, WHTS/ Quad Cities, **Jim O'Hara**, WLLR/ Quad Cities, **Jo Jo Martinez**, WXSS/ Milwaukee, **Brad Savage**, Main Streeter and former PD of WHMH/

St. Cloud, **Tim Kelly**, WKFM-WORK-WLKR/ Sandusky, **Lester St. James**, KRZZ/ Wichita, and **Jonathan Drake**, WLRW/ Champaign. Was the day meaningful for the student body of 2002? **Kenny Jay**, PD of D-99.3/ Dodgeville, WI says "I went because I knew I was missing one part of my delivery, just one thing holding me back. I couldn't diagnose it myself, but Tony Waitekus heard it and we talked about possible solutions." **Cindy Huber** of WMYX/Milwaukee said, "I was one of those jocks who never got airchecked and to go to **TalenTrak** and to personally meet with all the program directors, many who I've tried to meet for years, was well worth double what I paid to attend." **Chris Byrnes**, a part-timer at WXSS, reflected, "I was driven to crank up the radio on the drive home and do a break alongside the DJ, then critique the ways which both of us could have done it better." Other responses left by students (anonymously): "This was a great reminder of why we're in this business", "This is just awesome! A great experience," and "It was well worth the six hours I spent on the road getting to **TalenTrak!**" The Conclave thanks the students, faculty, Conclave Board members on-site, and especially Karen Young for presenting a day in our industry that will not be soon forgotten.

*Minneapolis-St. Paul Summer Book.* The improbable Twins baseball season carries **Infinity** N/T WCCO to the summer crown. WCCO-AM 8.7-10.7, KQRS 9.8-8.5, KEEY 5.4-5.9, KXXR 5.2-5.8, WLTE 5.7-5.6, KDWB 6.9-5.5, KSTP-AM 5.6-5.0, KTCZ 4.4-4.7, KQQL 3.5-4.2, KSTP-FM 3.9-3.9, KTTB 3.9-3.4, WXPT 2.5-2.9, WLOL 2.6-2.5, KFAN 2.1-2.4, KLBB/ KLBP 1.6-1.3, WWTC 0.4-0.9, WGVX/WGVY/WGVZ 1.4-0.9, KLCI 0.5-0.8, WMNN 0.5-0.5, WEZU 0.5-0.4. Summer Books found in this *TATTLE R* are 12+ persons, 6A-12P, M-Su, 6A-mid, Spring 2002-Summer 2002 comparisons. Copyright © 2002, **The Arbitron Company**. These results may not be used without permission from **Arbitron**.

**Feel** has just played highly successful shows in Omaha and Madison this week. Tomorrow, they play at the sold-out Fine Line (site of two of the Conclave's 2002 Showcases) in Minneapolis, with Twin Cities music super-hero **Martin Zellar**. They will also be featured in an interview for Drive 105. "**Won't Stand In Your Way**" is a great power-pop record that has entered the *R&R* Triple A chart at #28 this week. It's already on WMMM, KINK, WRLT, WGVX, KCTY and more. **Curb**

Congratulations to former Conclave Board member and **Bonneville** Hot AC WVRV & Smooth Jazz WSSM/St. Louis PD **Mark Edwards** who has been tapped as PD at **Entercom's** AC "Cosy 101" KOSI/Denver. Mark is expected to begin in Denver next Monday, following the company's PD conference in Austin this week.

Midwest native and former Zone/Omaha PD **Michael Steele** has opted not to renew his currently existing contract at **Clear Channel** Top 40/Mainstream behemoth KIIS-FM/Los Angeles, which expires at the end of 2002. Michael has agreed to stay on as MD through the remainder of his contract and will be working with KIIS-FM PD **Jon Ivey** to help in the transition of their new Music Director, **Julie Pilat** from KUBE/Seattle. Michael stated, "Working at KIIS-FM really is as good as it gets! It's been my goal for many years to use radio as a stepping-stone into the recording industry; KIIS-FM was always going to be my last stop in radio. I will be accepting a job with a major label after finishing my contract at KIIS." Will Michael assume a prominent A&R position at one of the largest labels in America? Stay tuned for more exciting developments!



**Martin Zellar & the Hardways**  
"Scattered"  
ON NATIONAL TOUR NOW!  
Airplay: KTCZ, WGVX, KDOG, KS95



Debut 28!!!  
wgvx, kink,  
ktbg, kcty,  
wrlt, wmmm!!  
Won't Stand In Your Way  
CURB RECORDS



**"lamhaj."**

**airplay  
KRRO, 93X,  
KIBZ, and  
more.**

**Martin Zellar and the Hardways** play to sold-out crowds across the Midwest, and the new single **"Scattered"** is gaining them airplay on Drive 105, KS-95, Cities 97 and KDOG. He used to be the vocalist with the **Gear Daddies**, and who could forget **"The Zamboni Song"** or **"Color Of Her Eyes"** and **"Stupid Boy"**? Catch Martin Zellar with **Feel** Saturday night in Minneapolis at the Fine Line! **Owen Lee Recordings**

*Kansas City Summer Book.* **Entercom's** rock KQRC tightens the race without gaining a share! KPRS 7.9-7.5, KQRC 7.4-7.4, KMBZ-AM 5.6-5.9, KFKF 5.7-5.8, WDAF-AM 6.0-5.6, KMXV 4.3-5.3, KCMO 4.4-4.7, KCIY 3.6-4.4, KBEQ 4.5-4.3, KUDL 4.8-3.5, KCHZ 3.5-3.5, KCFX 3.5-3.5, KRBZ 3.1-3.4, KYYS 3.6-3.3, WHB-AM 3.4-3.2, KSRC 2.9-3.0, KCMO 2.4-2.5, KFME 2.0-2.4, KMJK 3.0-2.3, KPRT 1.2-1.4, KXTR 1.4-1.3, KCCV 0.9-0.7, KKHK 1.1-0.6, KMZU 0.5-0.4, KCTE 0.4-0.4.

Earlier this week, during the Kagan Radio Summit in New York, several prominent Midwest radio executives spoke out. Milwaukee-based **Cumulus** Chairman/CEO **Law Dickey** told the Consolidation panel audience that he didn't expect the industry to return to major acquisition activity anytime soon, noting that most available stations have already been absorbed into one of the major groups. **Regent's** **Terry Jacobs** echoed Dickey's thoughts but noted that there still are remaining opportunities in markets 51-100, and that he expects that some smaller companies will eventually sell. Conference keynoter, **Emmis** Chairman/CEO **Jeff Smulyan** referred to 2002 as "turbulent" and said that radio's problem is the general economy rather than external technological or media threats.

**Honeymoon Suite** is back with **"The Way I Do"**, a great new song that will sound great on your rock or Hot A/C station. At Hot A/C KKRL/Carroll, IA the song is up to 35 spins a week, in heavy rotation! It's also airing on KXRA/Alexandria, MN, KYYY/Bismarck, and WXRX/Rockford, among others. **Wildfire**

It was radio that helped nab the alleged "D.C. Sniper" this week! Big rig driver **Ron Lancz** was listening to **"The Truckin' Bozo"** (a.k.a. **Dale Sommers**) show late at night Wednesday when he heard the license plate and description of the alleged Sniper's vehicle. He spotted a vehicle matching the description at a Maryland rest stop and notified police. Police later had Lancz use his truck to block the rest area's exit to prevent escape, and they charged the vehicle. Both **XM Satellite Radio's** "Open Road" trucker's station and **Clear Channel** news/talk flamethrower 700 WLW/Cincinnati broadcast the "Truckin' Bozo" show, and both have announced that he heard it on their signal. Either way, the suspects were taken into custody and Lancz appeared on-air with WLW midday host **Mike McConnell** on Thursday to share his story.

*Milwaukee-Racine Summer Book.* **Journal** N/T maintained its wide lead to win the summer. WTMJ-AM 10.5-10.5, WKKV 7.1-7.7, WMIL-FM 6.4-6.1, WKLH 5.8-5.9, WXSS 5.7-5.5, WKTJ 4.6-5.2, WLZR 5.2-5.1, WISN-AM 4.7-4.7, WMYX 5.1-4.5, WOKY 4.2-4.1, WLTQ 3.7-3.9, WRIT 4.1-3.9, WJZI 2.7-3.5, WJMR 3.4-2.9, WFMR 2.1-2.8, WLUM 2.7-2.3, WNOV 1.0-1.9, WMCS 1.4-1.5, WFZH 1.2-1.4, WIND \*-0.8, WAUK 0.6-0.7, WTKM-FM 1.2-0.6, WEZY 0.5-0.6, WGLB-AM 0.5-0.5, WGLB-FM 0.4-0.5, WGN-AM 0.4-0.5, WBWI 0.7-0.5, WRJN \*-0.4, WBBM-AM 0.6-0.4, WTKM-AM 0.1-0.1.



**Shania Twain**  
*"I'm Gonna  
Getcha Good"*

**IMPACTING 11/4!**

**Skywind** is a name you'll be very familiar with by this time next year. **"Lamhaj"** is seeing specialty airplay at KIBZ/Lincoln, KCCQ/Ames, WHMH/St. Cloud, KFMW/Waterloo, WARQ/Greenville, and more. It's also spinning regularly at KRRO/Sioux Falls and KXXR/Minneapolis. If you want to hear it before your competitor does, contact Brad Savage at [bsavage@main-st.net](mailto:bsavage@main-st.net) or call (952) 927-4487. **Atomic K**

Top 40/Mainstream "103.5 Kiss FM" WKSC/Chicago will get a new afternoon host in mid-November. **Scott Tyler** has been hired for the position, inbound from CHR KZHT/Salt Lake City. Tyler, a Green Bay native who previously held nights at "Z-104" WZEE/Madison, will replace **Rick Party**. Also at WKSC, Chicago veteran **Coco Cortez** has been hired for weekends, and a new morning show is coming to replace the voice-tracked **"Valentine"** show. Longtime KTFM/San Antonio morning host **"Drex"** will launch his new AM show at 103.5 Kiss FM in January 2003, and is moving to Chicago within two weeks to begin learning the market. Rumors are also flying that PD **Rod Phillips** has another huge announcement, coming soon. Many of these moves are in conjunction with Clear Channel's announcement over the summer that it was planning to change WKSC from a voice-tracked approach to a more local oriented station with local talent.

**Hubbard Broadcasting's** KS-95/Twin Cities middayer **Donna Cruz** exits. Night host **"Dez"** is handling middays, for now. KS-95 also continues its search for a full-time afternoon host to replace **Rob Poulin**, who exited a few weeks ago. **Ben Holsen** is handling afternoons in the interim.

**Tamara Walker** is a name you ought to be familiar with for your A/C station. **"If Only"** just picked up adds at WLTE, WLTV, KRTI and KUDL and is already airing on KAYL, and WFMK. Check it out! **Curb**

*Indianapolis Summer Book.* **Susquehanna** Country WFMS has a huge summer. WFMS 11.4-13.0, WFBQ 9.4-7.9, WHHH 7.8-7.4, WGLD 6.6-7.3, WIBC 7.0-6.7, WNOU 6.3-5.6, WRZX 6.3-5.5, WTLC 5.4-4.3, WTPJ 3.8-4.3, WYXB 4.3-4.2, WZPL 2.9-2.9, WTTS 2.1-2.8, WENS 2.8-2.8, WGR 2.7-2.6, WYJZ 2.1-2.0, WTLC 1.9-1.6, WNDE 1.4-1.3, WXIR 1.4-1.2, WCBK \*-1.0, WKLU 0.9-0.9, WKKG 0.8-0.8, WEDJ 0.4-0.5, WWWY \*-0.5.

After remaining on **Clear Channel** CHR KDWB/Minneapolis (voice-tracked) for a couple days after exiting KHFI/Austin, TX, longtime KDWB afternooner **Tone E. Fly** is no longer heard on KDWB. The afternoon shift is currently being hosted by KDWB's new imaging director **Freddy Cruz**, who previously worked at CHR KRBE/Houston and came to KDWB a few months ago. Meanwhile, what will happen to Tone E. Fly? Is he headed back to Minneapolis? Will he show up at a competitor? Or is the "Fly-Guy" planning to take some time off?

On your desk: the incredible new **Shania Twain** **"I'm Gonna Getcha Good"** on **Island/Mercury**. It has all the sass you'd expect this superstar to possess. Adding 11/4, but it's never too early to play an obvious hit!

**Conclave 2003** **"The Future Ain't What It Used To Be!"** will be held at the Minneapolis Marriott City Center from July 17-20. Tuition for the 28<sup>th</sup> annual conference is just \$224 (or less, if you're a Friend of the Conclave) until December 31, 2002. To register, call 952-927-4487 or visit [www.theconclave.com](http://www.theconclave.com) for more details.

## HONEYMOON SUITE

### The Way I Do

The first U.S. single from

KKRL, KYYY,  
KFYR! Airplay-  
KXRA, WXRX



Lemon Tongue (Wildfire Music HMS03542)

*Radio Ink* has named its *40 Best PD's In America* in its newest, 10/21 issue. It featured several prominent programmers with Midwest roots, starting with KPWR-KZLA-KKFR/LA PD **Jimmy Steal!** Also named to the list were: Major Market – **Mary June Rose** WGN/Chicago, **Elroy Smith** WGCI/Chicago; Large Market – **Daryll Parks** WLW-WKRC-WCKY-WSAI/Cincinnati, **Gregg Swedberg** KFAN-KEEY-KFXN/Minneapolis, Tracy Johnson KFMB/San Diego, **Tom Langmyer** KMOX/St. Louis; Medium Market – **Jimmy Steele** WNCI/Columbus; **John Reynolds** WNKS-WSSS/Charlotte; **Mike Thomas** WFBQ/Indianapolis; **Jon Quick** WIBC/Indianapolis; **Charley Lake** WLWQ-WAZU-WHOK/Columbus; Small Market – **Barb Richards** WAJL/Ft. Wayne; **Tony Waitekus** WHTS/Quad Cities; **Scott Wheeler** WPBG/Peoria; **Barry Kent** WTHI/Terre Haute; and Conclave Board member **Tim Kelly** WKFM-WORK-WLKR/Sandusky! Congrats to all!

*Omaha-Council Bluffs Summer Book.* **Clear Channel** country KXKT overtakes sister N/T KFAB for summer honors. KXKT 8.1-8.9, KFAB-AM 8.8-7.1, KQCH 6.6-7.1, KOMJ 5.7-6.7, KEZO 6.2-6.5, KGOR 7.0-6.5, KSRZ 3.7-6.2, KEFM 5.2-5.5, KKCD 5.9-5.3, KQKQ 5.1-4.3, KLTQ 3.6-4.0, KKAR 2.7-3.7, KRQC 4.0-3.2, KCTY 2.5-2.0, KBBX 0.8-1.5, KOSR 1.7-1.0, KCRO 0.4-0.8, KOZN 1.2-0.7, KKSC \*-0.6, KZKX 0.4-0.4.

**Blue Note/Virgin's Norah Jones** and "Don't Know Why" continues to be smart radio's fall "secret weapon" (although we don't know how secret a top 30 track can be!!). But you don't have to believe us. These are the format leaders in FOUR formats who are enjoying the fruits of Norah's labor: KS95, KDWB, WZEE, KMXV, KSTZ, KLZR, KSRC, KTCZ, KBCO.

*Changes.* **Mid-Michigan Radio** Alternative WWDX/Lansing, MI PD/afternoon host **Chili Walker** resigned yesterday (10/24). Expect Chili's destination to be announced soon... **Clear Channel**/Indianapolis and the **NFL's** Indianapolis Colts have reached an agreement on the new contract, extending the team's relationship with **Rocker WFBQ (Q95)** and **WNDE (Sports-Radio 1260)** through the 2006 season... **Infinity's** WBBM-A/Chicago Afternoon News Editor **Jim Gudas** has resigned... **Entercom** Talker **WRKO** /Boston PD **Mike Elder** has hired one of his former **WLS** /Chicago staffers as **WLS** Evening Producer **Rich Carberry** heads to **WRKO** /Boston as Exec. Producer... earlier this week the FCC accepted **New Radio's** filing of their purchase of (25) **Marathon Media** stations in Illinois and Wisconsin... Top 40 **WKSC (Kiss-FM)** /Chicago afternoon talent **Rick Party** has reportedly stepped down to pursue other opportunities within the **Clear Channel** empire... Hot AC **WKDD** /Akron, OH PD **Keith Kennedy** has brought on former Top 40 **WZKL** /Canton PD **Morgan Taylor** for nights... former **WAOR** /South Bend part-timer **Chris Johnson** joins sister Country **WBYT** for morning producer duties on the "Early Morning Buzz"... Congrats to **Kelly Communications'** Country **WXCL** /Peoria, IL PD/MD **Dan Dermody** whom was crowned DJ of the Year by the Illinois Country Music Association this past week... AC **WNSN** /South Bend, IN morning co-host **Shannon Carter** has resigned after a seven year stint at the station. Shannon will segue to the University of Notre Dame to work in their PR department.

*Des Moines Summer Book.* **Clear Channel** N/T WHO wins again. WHO-AM 11.5-11.7, KKDM 9.7-9.7, KIOA 8.5-9.2, KGGO 7.1-7.6, KSTZ 5.6-6.4, KAZR 6.6-6.0, KJJY 5.4-5.7, KLTI 4.9-5.4, KHKI 4.8-4.7, KMXD 3.7-3.9, KRKQ 4.2-3.9, KRNT 4.1-3.5, KVJZ 4.2-3.0, KCCQ 2.2-2.3, KZZQ 1.5-1.7, KJJC 1.2-1.3, KXNO \*-1.2, KWKY 0.7-0.7, KPSZ 0.8-0.7.

## Tamara Walker

### "If Only"

Most Added AGAIN,  
including WLTE,  
WLTO, KUDL, KRTI!



What better way to celebrate Halloween than on a haunted farm with a six mile cornfield maze? Any way to top that? What if radio personalities dropped a giant pumpkin from the sky, watching it splatter all over the farm?!?! This morning, **MyStar Communications** WZPL/Indianapolis and the *Smiley Morning Show* dropped "SMASH GORDON" - a giant 400 pound pumpkin - from a height of 200-feet! Then, they dropped 400-pounds of pumpkins (about twenty smaller pumpkins) from the same height. And, if that wasn't enough, morning anchor **Dave Smiley** and PD **Scott Sands** dropped a couple of regular pumpkins from an ATA Execu Jet helicopter flying overhead at 700-feet! The result? See for yourself: [http://www.wzpl.com/gallery.asp?gallery=67!](http://www.wzpl.com/gallery.asp?gallery=67)

*Changes.* 2. Sports **WSCR-A (The Score)** /Chicago afternoon talent **Mike North** has inked a five year, \$7.5 million deal to continue at the **Infinity** station... Congrats to former **WLMX** /Balsam Lake, WI and **WXCX** /Siren, WI PD **Jon Ellis**, who lands part-time duties at **WAQE** /Rice Lake, WI and its sister stations... Former **KZPK** /St. Cloud and **K-102** /Minneapolis air talent **Chad Wise** has sequed to **Regent's** country powerhouse **B-105** /Duluth for middays... **CHR "Y-108"** **WYCO** /Wausau has dropped the syndicated "**Bob and Sherri**" morning show in favor of local programming and more music presence in the morning. **WYCO** PD **Steve Stone**, a Wausau market veteran, is the new morning host. **Y-108** is the second regional station to drop **Bob and Sherri**, as the show was jettisoned from **KDOG** /Mankato in favor of a local morning show a couple months ago... At **Saga** active rocker "**Lazer 103.3**" **KAZR** /Des Moines, afternoon "**Fish**" has exited to sister "**Lazer 103**" **WLZR** /Milwaukee. PD **Sean Elliott** is looking for a replacement! See **JOBS** for details... Check out "**Mix 108**" **KBMX** /Duluth's new parody of **Nelly's** "Hot In Herre" on its website. The station has produced the "Minnesota version" of the song called "Cold In Here", and you can download it from their website at [www.mix108.com](http://www.mix108.com).

**David Edward Smith**, the self-styled crusader for "community values" whose complaints to the FCC have dogged **Emmis'** Alternative **WKQX (Q101)** /Chicago and syndicated morning man **Mancow Muller**, is now complaining about Muller's participation in Chicago's "Principal For A Day" program, according to reports from yesterday's (10/24) *Chicago Sun-Times*. Smith is claiming Muller should have been disqualified from the event because of his record as a "shock jock" and "encouraging binge drinking, irresponsible sex and drug use." Muller attended a local school yesterday (10/24), read student's essays on "What I Would Do If I Were a Radio DJ," handed out backpacks for students and even donated \$10,000 to an art initiative for Illinois schools. (He doesn't seem like such a bad guy to us!?)

Rumors are flying that **Clear Channel** will introduce a new active rock station to the Fargo market when it signs on its new signal at 104.7 FM. By the terms of its construction permit, the station must begin broadcasting by May 2, 2003. It will be a 100kW signal licensed to nearby Hope, ND and has recently changed call letters from **KCHY** to **KDAM**. **Clear Channel** runs a sister active station in Omaha known as "The Dam", and the **Clear Channel** website has listed the format of the new station as both adult alternative and active rock, although it has not actually signed on yet.

Congrats to long time Grand Forks, ND personality "**Rockin'**" **Steve Bakken** (aka "**Stevie B**") who has assumed afternoon duties on "107.7 The Bay" **WHSB** /Alpena, MI. He is also carrying other production and programming duties with the **Northern Radio Network** cluster.

Last Thursday, **Midwest Family Broadcasting's** "Magic 95.7" KDAL-FM/Duluth transitioned back to soft A/C, after just over a year as a "Hot A/C meets Triple A" hybrid. The station was known as "96 Lite" for many years, but changed that approach under PD **Justin Case** last year in favor of a station that insiders say closely mirrored the sound of Cities 97/Minneapolis. Justin exited a couple months ago, and now KDAL-FM more closely resembles its "96 Lite" heritage, although the moniker is still "Magic 95.7." The station has also returned the syndicated "**Delilah**" show to the airwaves at night.

*Changes III.* **Emmis'** Alternative WKQX/Chicago has announced the hiring of **Gehrig Peterson** to the newly created position of Director of Retail Marketing. Peterson most recently worked as Director of New Business Development at cross-town **ABC Radio** N/T WLS-A and Alternative WZZN... **Saga's** active WLZR/Milwaukee has named former KALC/Denver talent **Dustin Carlson** as Imaging Director and, in addition, has also snagged **Sean "Fish" Fisher** from sister station KAZR/Des Moines for afternoon drive...WGN-A/Chicago morning-man **Spike O'Dell** has recently been tapped for a TV gig as the narrator of the new local "Inside Chicago" series on **PBS** affiliate WTTW-TV. Meanwhile, WGN sports reporter **Andy Masur** adds play-by-play duties for Loyola basketball on cross-town **Salem** Religious Talker, WYLL-A...**Radio One's** Urban AC WDMK/Detroit has reportedly made a shift in direction, now playing more Urban Oldies...congratulations to former **Virgin** Mid-Atlantic promotion person **Diane Lockner** whom has been tapped by **Jive Records** for duty in the Midwest, based out of Kansas City...There's been a call letter change in Waupan, Wisconsin as 1170 WMRH has changed calls to WFDL. The station has added CBS News and seems to have more emphasis on local information for Fond du Lac and Dodge counties.

A new signal is on the air in Rapid City as **New Generation Broadcasting's** 92.3 KQRQ signed on last Thursday (10/17) with a classic hits format as "Q-92.3." The 86kW signal is being operated by **Duhamel Broadcasting**, which also runs Rapid City's news/talk 1380 KOTA, active 101.1 KDDX, and ABC TV affiliate KOTA-TV channel 3. Meanwhile, the Rapid City market could see yet another new sign on signal as the FCC has allotted the frequency 105.5 to nearby Wall, SD as a class C station at up to 100kW. A new signal using this facility could provide good coverage into Rapid City. Applications will be accepted for the signal at a future date.

Green Bay based **Starboard Broadcasting** continues to purchase radio stations across the Midwest, and has announced it is buying Michigan stations 680 WDBC/Escanaba, 104.7 WYKX/Escanaba, and 105.5 WADW/Pickford-Sault Ste. Marie. Once the sale is completed, they plan to sell WYKX to another company but will operate it via a local marketing agreement. Starboard has also announced plans to buy 1570 WKBH/Holmen-LaCrosse, WI from **Riverview Communications**. Currently, WKBH mostly simulcasts sister 105.5 WFBZ/Trempeleau-La Crosse, which is not included in the sale. The rapidly-growing Starboard Broadcasting owns, operates, is buying, or is building eleven other stations in the region and runs non-profit Catholic formats, which mostly consist of programming from EWTN Radio. Starboard is controlled by **Mark Follett, John Cavil, and Robert Atwell** of Green Bay.

Congratulations to **ABC** Talker WJR /Detroit, celebrating its 50th anniversary of "Ask The Professor," the syndicated public affairs quiz produced by the University of Detroit Mercy, with a special hosted by WJR's **Marie Osborne** at 5pm this Sunday (10/27). The program, still airing on cross-town **Greater Media** Classic Rocker WCSX and AC WMGC, as well as about ten other stations nationally, is the nation's longest-running English-language syndicated show!

WHTS/Quad Cities PD **Tony Waitekus** relates that his entire cluster, including Country WLLR, Classic Hits KCQQ, AC KMXG, Adult Standards WKBF, Oldies KUUL and News WOC, held their annual Quad City Radio Group Halloween Walk this week with 2000+ children and their parents participating in the event. It was held in the station's parking lot with participating sponsors handing out the goodies.

The FCC has approved **Clear Channel's** purchase of classic rock 98.1 WISM/Altoona-Eau Claire, WI. **Alpenglow Communications** is selling the station to Clear Channel, although the sale was held up due to ownership concentration concerns. Clear Channel already owns six stations in the area, but argued that it should be allowed to purchase WISM because the principal community contour of 106.7 WATQ/Chetek-Eau Claire does not overlap with WISM. WATQ does broadcast from the studios of all other Clear Channel stations in Eau Claire, however. Other Eau Claire broadcasters objected to the proposed purchase, stating that although the contours may not overlap, both WISM and WATQ serve and compete in the Eau Claire market. A format change seems likely for WISM, since Clear Channel also operates mainstream rock "Rock 92.1" WMEQ-FM/Menomonie-Eau Claire.

*More changes.* **Waite Radio Networks** has added former KUPL/Portland talent **Erin Tyler** to middays on it's "Country Today" and "Classic Country" formats, and staffs up the network's AC, Active and Oldies formats with **Marie Misko** in afternoons, **Dave Swan** for evenings and **Will Sterrett** for overnights...**Dean Richards'** seventh annual special on breast cancer survivors, "Breast Cancer 2002," will air noon-3 p Sunday (10/27) on **Tribune** Talker WGN-A/Chicago...**ABC** Sports WMVP-A (ESPN 1000)/Chicago has picked up the radio rights to Chicago Rush arena football games, with **Tom Dore** staying on as play-by-play man, according to reports the *Chicago Sun-Times*. The games previously aired on cross-town **Infinity** Sports outlet WSCR-A (The Score)...Sports KFAN/Minneapolis and PM host **Mark Rosen** are reportedly close to a new three-year deal...the **NHL's** Minnesota Wild and **Infinity** Talker WCCO-A/Minneapolis have reportedly inked a renewal that will keep the team's games on WCCO through the 2004-2005 season, according to this week's *Minneapolis Star-Tribune*...**Fox's** WFLD (TV)/Chicago Sports Anchor **Corey McPherrin** adds twice-weekly appearances on Rock WLUP/Chicago's morning show with **Pete McMurray**, talking football on Fridays and Mondays...**Salem's** WFZH/Milwaukee has tapped former WSPT/Stevens Point, WI news person **Colleen Colton** to join PD **Danny Clayton** in mornings beginning this coming Monday (10/28).

*Availz.* Former "103.5 Kiss FM" WKSC/Chicago afternooner **Rick Party** is searching for his next step. Reach out to Rick at [Rickparty@aol.com](mailto:Rickparty@aol.com).

*Jobs.* The best AM signal in North Dakota needs a Program Director! If you've thought about getting into talk radio and you're a talented jock with administrative skills, this could be the perfect opportunity for you. The position includes an afternoon talk show, plus PD duties. Bismarck's 550 KFYZ is a heritage news/talker and wants to hear from you now! Get your T&R to **Clear Channel** MNKOTA Regional VP/Programming **Gregg Swedberg**, 7900 Xerxes Ave S, Bloomington, MN 55431...**Clear Channel** classic rocker KXLP/Mankato needs part-timers immediately. The station needs responsible, dependable talent who enjoy working for a market leader! Get your T&R or MP3's to OM **Terry Cooley**, 1807 Lee Boulevard, Mankato, MN 56003, or email [TerryCooley@ClearChannel.com](mailto:TerryCooley@ClearChannel.com)... Adult CHR KDOG/Mankato is searching for a full-time Midday host who can also do production, appearances, and knows the music. Email your T&R to **Linder Broadcasting/Mankato** OM **Dwayne Megaw** at [jobs@linderradio.com](mailto:jobs@linderradio.com) or mail to KDOG, 59346 Madison Ave, PO Box 1420, Mankato, MN 56001... **Saga** active rocker "Lazer 103.3" KAZR/Des Moines needs its next afternoon talent. PD **Sean Elliott** is looking for someone who can deliver a fast-paced, phone intensive, entertaining show. Send your T&R's to Sean at Lazer 103.3, 1416 Locust, Des Moines, IA 50309... **Midwest Radio Network** has a PD/Morning Show position open in Ashland, Wisconsin. Send T&R to VP/Programming **Rich Collins** at 807 West 37th Street, Hibbing, MN 55746...CHR afternoons in Salt Lake City are open, at **Clear Channel's** "94-9 'ZHT.'" Get your stuff to PD **Jeff McCartney** at KZHT, 2801 S. Decker Lane Rd., Salt Lake City, UT 84119... **Mid-Michigan Radio** is looking for a new PD for Alternative WWDX/Lansing, MI. Send T&R's to PD **Bob Oleson**, 2495 N. Cedar #106, Holt, MI 48842...AC WNSN/South Bend, IN has a very rare morning show co-host opening, interested pros can get their CD&R's to PD **Jim Roberts**, 300 W. Jefferson, South Bend, IN 46601...All jobs listed in *The TATTLE* are presented free of charge and represent equal opportunities.