

# THE MAIN STREET Communicator Network TATTLE R

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

**Milwaukee Brewers** play-by-play broadcaster **Bob Uecker** will receive the **Ford C. Frick Award** and will be inducted into the announcers' wing of the Baseball Hall of Fame in Cooperstown, NY at ceremonies on July 27. Uecker linked up with the Brewers by joining WTMJ/Milwaukee in 1971, and later became a successful actor, starring in the prime-time TV show *Mr. Belvedere* and earning a role as the imbibing Cleveland Indians' play-by-play man in the *Major League* film series. He became a national figure as the star of the famed **Miller Beer** commercials in the 80's and 90's, where the affable sportscaster was regularly ushered to "the front row." Uecker joins other Midwest winners of the Frick Award, including the Minnesota Twins' **Herb Carneal**, the Detroit Tigers **Ernie Harwell**, and the Cubbies' late great **Harry Caray**.

**MercyMe** Update: "I Can Only Imagine" hit my audience like a tidal wave. From the first spins on our morning show, it has become the #1 most requested song for the last 4 weeks" – **Fitz**, "The Fitz Radio Program", WILD-FM/Dallas.

Congratulations to PD **Leighton Peck**, MD **Jill Roen**, Promotions Director **Melanie Mitz** and the entire KS95/Minneapolis staff for raising over \$1.275 million during this past weekend's 5<sup>th</sup> Annual **Van & Cheryl's** KS95 for Kids Radiothon, with all benefits going to Gillette Children's Specialty Health Care and The Children's Cancer Research Fund. The station's morning crew, and event namesake, split their time between appearances at the Mall of America, the studios and the Children's Hospital during the radiothon that ran from 3pm Thursday (3/6) through 6pm Sunday (3/9). In addition to donations, the station hosted an on-line auction throughout the event featuring autographed memorabilia such as a **Bon Jovi** guitar, which brought close to \$3,000! After the event, PD Peck began a weeklong vacation, declaring "I got pooped carrying around that much money!" Congrats on a job well done!

Rumor has it, the **Bon Jovi** guitar auctioned off by KS95 was used to record their newest hit, "**Misunderstood**"! Bon Jovi continues to grow at multiple formats with this well-researched, upper demo smash, including new adds at KKR/D/Wichita, WHZZ/Lansing, KSTZ/Des Moines. **Island-Def Jam**



**THE FUTURE AIN'T WHAT IT USED TO BE!** Conclave 2003 returns to the Marriott City Center Hotel/Minneapolis on July 17-20<sup>th</sup>. Special tuition is only \$299! For more information and to register now for the 2003 Conclave Learning Conference, call 952-927-4487 or visit the website at [www.theconclave.com](http://www.theconclave.com).

The **NAB** has named its Crystal Radio Award Finalists for 2003. The finalists were selected by a panel of judges representing broadcasting, community service organizations, and public relations firms. The award recognizes the stations' outstanding year-round community service efforts. They will be honored along with the 10 Crystal Award winners when the winners are announced during the Radio Luncheon at NAB2003, set for April 8 in Las Vegas. Neighborhood radio nominated for the honor include: KFME/Kansas City, KFOR/Lincoln, KKL/Colorado Springs, KPRS/Kansas City, KSTP-FM/Minneapolis, WAXX/Eau Claire, WI, WDRV/Chicago, WFUN-FM/St. Louis, WIBC/Indianapolis, WJBC/Bloomington, IL, WJJY/Brainerd, MN, WLUP/Chicago, WMIL/Milwaukee, WTAM/Cleveland, and WVRV/St. Louis. Congrats!

**Infinity/Dallas** veteran programmer and Conclave faculty member, **Kurt Johnson**, has been named VP/Programming for the Dallas cluster, meaning Kurt will oversee all six Dallas stations, including KRLD, KLUV, KLLI (formerly KYNG) and CHR/Pop **KRBV**. Johnson will retain his other previous day-to-day duties at PD of KVIL. At about the same time, longtime **KEZK & KYKY/St. Louis** OM/PD and Conclave faculty member, **Smokey Rivers** was named VP/Programming for Infinity/St. Louis. Rivers now adds programming oversight for News/Talk leader KMOX. Rivers has been with KYKY since June 1993 when he was named PD of the AC. He's also been an on-air personality at stations in San Francisco and Washington and served as PD of WGH/Norfolk from 1992-93.

By this time next week, **Presence** - a new name for active rock and alternative - will have the most-added track in the land! This Florida band is guaranteed to make an impressive debut next week on its new single "**Tonz Of Fun.**" WNOR, KRZR, and WRQC couldn't wait! **Curb**

**Infinity** CHR/Pop **KRBV/Dallas** has tapped industry vet **Dan Kieley** as its new PD! Dan had been dabbling in artist management and television production in LA since his departure at KIIS in late 2001. Said Kieley, "It's good to be back in the halls of a radio station again...and this marks the second time I've succeeded **John Cook!**" Historians will note Kieley moved from KDWB/Minneapolis to replace Cook at KIIS, and now his arrival in Dallas means Cook can devote his full time to Infinity's KTFM/San Antonio. Cook had been splitting time between KRBV and KTFM since last year.

Top HAC tip: **Plumb** and "**Real.**" Adding 3/31. On your desk now. **Curb**

From the motion picture "View From The Top"

Kaci  
"I'm Not  
Anybody's Girl"  
ADDED WERZ,  
WIFC!



**Theory of a Deadman's "Make Up Your Mind"** is Most Added at Pop and HAC again this week, picking up WYCO, KFMC, KRTI, KFBZ, KWOA, KQIC, WPRO, KCAL, WERZ, KMXB and more! This Conclave-born band is headed for the same degree of stardom as their mentor, **Nickelback's Chad Kroeger!** **Island-Def Jam**

**Saga Communications** has named **Michelle Mathews** OM of the company's Springfield, IL cluster, as well as PD of Top 40/Adult WDBR. Michelle, who has spent the last six months at home with her newborn son, can be reached at the office at (217) 753-5400 effective Monday, March 24. Congrats Michelle!

The battle over who gets to call themselves "Eagle" in Cincinnati has been won by Country WSCH/Aurora, IN, which reaches parts of the Cincy market and had the slogan first in the area. **Susquehanna** Country WYGY/Cincinnati agreed to a preliminary injunction giving it until Monday, April 7 to take all mentions of "Eagle" out of its ads. Other elements of the case are still pending in federal court.

Catch **Kory and the Fireflies** at upcoming shows in Worthington and Aberdeen, and a number of major shows this Spring in the works! The single **"Everyone"** is getting more than 300 regional spins each week, including an impressive list of call letters like KQIC, KKCK, KWYR, KKLS, KRCS, KBMX, WWAX, KGLI, KAYL, KYYY and more! **Stockinrock**

As we mentioned a couple of weeks ago, ever since KDWB/Minneapolis morning co-host **Angi Taylor** left for WIOQ/Philadelphia, morning guy **Dave Ryan** has been casting the net to audition civilian women to become "Angi for a Day." Area women were awarded 20-minute on-air auditions, which were voted on by the listeners. The five best came back this week, each working a full shift with Ryan. Wednesday's finalist, **Erin Willis**, was on the air when an Internet nerd ran a Google search of her name — and stumbled pictures of her 'au natural.' "Yeah, she was pretty interesting," said PD **Rob Morris**. When confronted, Willis admitted she had been a Playboy Cyber Chick of the Week and didn't appear too fazed by it. Fortunately for all concerned, the same nerd was unable to uncover similar photos of Ryan...

Former Conclave Board member and Omaha radio veteran **Terry Mason** has become PD/morning host for **Waitt Radio Networks** new "AC Pure" format. Terry began his radio career a few years back as air personality/MD/PD for the legendary Top 40, KOIL...

**Natalie Grant** has perched at the top of AC's Most Added column for the past month with her debut single **"No Sign Of It."** Already on WLTE, KOSI, WFMK, KLMJ, and KAYL, it picks up new believers at KIDL, WNSN, KSNE, KKMJ and more. There's "no sign" of Natalie slowing down, now! **Curb**

WWJO/MADISON'S BLAKE PATTON UN(SKY)WINDS!



Skywind's Mike & Rich, Maximum Ink's Sarah Klosterbuer, Blake, Skywind's Brian, fan Janey, and Skywind's Wally Joseph.

**Kevin Peterson's** WMEZ/Pensacola has launched an "Over The Hill Idol" promotion, where only those who are over the age of 25 can participate ("American Idol" limits competition to those 25 years and younger). A local mall will be the site of the 8-week contest, with the winner receiving a trip to Las Vegas and other goodies.

KALC/Denver interim PD **Mark Edwards** checks in with a promotion that's sure to gain in popularity as gas prices rise throughout the country: free gasoline. For a couple of hours last week, the station's morning show pumped free gas for 2 hours. The result? 210 vehicles filled their tanks to the tune of about \$4000 worth of gas! Take that, Saddam!!

**Changes.** **ABC** has bought Christian WXIR/Indianapolis from **Radio One Five Hundred** for a reported \$5.6 million...**Entravision** has named former WXXY/Chicago PD/morning co-host **Veronica Medina** Format Director of the company's Super Estrella format. The nationally syndicated Spanish contemporary format is currently found on Entravision stations in Chicago, Dallas, El Centro, Fresno, Las Vegas, Monterey and Stockton...**Waitt Radio Networks** VP/Programming **Mark Todd** has announced the appointment of **Terry Mason** as the new PD/morning personality for the new "AC Pure" format effective today (3/12). In addition, Todd has also appointed **Renee Dubai** as APD/afternoons for the format...former KMXX/Wichita OM/PD **J.J. Morgan** has announced he will head to Rockford, IL assuming the vacant PD post at **Cumulus'** heritage Top 40/Mainstream WZOK. Morgan arrives at the station on Monday (3/17)...**Midwest Family** active rocker WJJO/Madison has added **Scott "Oz" Ozzborn** for nights, inbound from WXZZ/Lexington. He replaces **"Biatch"**, who sequed to sister WQLZ/Springfield, IL for afternoons/APD a few weeks ago.

On Thursday, local programming resumed on 90.7 KFJM and 1370 KUND/Grand Forks. Its former "Northern Lights Public Radio" Triple A format was cancelled last summer due to budget cuts by its operator, the **University of North Dakota**. Since then, **North Dakota Public Radio** has been running its statewide format on the signals, though it also operates the format on 89.3 KUND/Grand Forks. This week, UND and NDPR reached an agreement to each subsidize some of the operational costs, allowing local programming to be resumed. The new lineup is similar to the former schedule, but without the "Northern Lights" name. The stations are running Morning Edition and World Café, along with local Triple A and Jazz programs. Announcers **Randy Lee** and **Mike Olson** have also returned to the station.

**Triad Broadcasting** has closed on its purchase of four stations in Peoria, IL from **JMP Media** for a reported \$37 million. Triad gets AC WSWT, Sports WWFS-AM, Talk WMBD-AM and Oldies WPBG, which Triad has been operating under an LMA since the first of the year. JMP President **Mike Wild** will remain VP/Market Manager for the cluster, which will be operated by a wholly-owned Triad subsidiary **JMP Radio Group**, with Wild retaining some equity in the group.

**MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD, #104, MINNEAPOLIS, MN 55416**  
PHONE/FAX: (952)927-4487/927-6427 E-MAIL: info@main-st.net



Added KTCZ, KRVB, KZEW, WKOC!!  
**FEEL**ing Great at WGVX, WRNR, KAEP, KCTY,  
 KRSH, KTHX, WMMM, WRLT, WRNX!

*Changes, Too.* **Alan Hay** has been tapped as the Lincoln market GM for **Three Eagles Communications**...**Infinity AC WLTE & 80s WXPT/Minneapolis VP/GM Dick Carlson** has been promoted to Sr. VP/Market Manager. Meanwhile, Talk **WCCO-AM GSM Mary Neimeyer** rises to Sr. VP/Director of Sales for **Infinity/Minneapolis**...**Milwaukee Radio Alliance** has (finally) removed the "interim" from **WJZI/Milwaukee's** morning host and interim PD **Steve Scott's** title; he assumed the position last May...According to reports in this past week's *Press & Dakotan*, **Saga Talker WNAX-AM/Yankton, SD** has dropped the long running **Radio Rosary Program** after 47 years. The weeknight show most recently ran 10:05-10:20p, interrupting the syndicated **Dr. Joy Browne** program...Former **Clear Channel/Chicago Sr. VP/Market Mgr. Kathy Stinehour** has joined **Cumulus/Toledo** as VP/Market Mgr., replacing **John Potter**.

**KCCQ/Ames, IA PD Bobby Hacker**, upon wrapping up another 90+ hour work week, has decided to step down from his post for a while to re-charge his batteries. Meanwhile **Clear Channel Des Moines' Production Director Jamie Marchiori** will take over as PD of Channel Q and 1430 KASI effective Monday (3/17). Jamie previously worked at 107.5 **KKDM/Des Moines** back when it was alternative, as well as stints in Ft Wayne, IN and Champaign, IL.

**Radio Rivals Tie the Knot!** Congratulations to **ABC Talker WLS-AM/Chicago afternoon co-star Roe Conn** and cross-town **Infinity Sports WSCR-AM AE Barbara Stone** whom were married last Sunday.

Last Friday (3/7) **WKTT/Sheboygan, WI** flipped to Mainstream AC as **WLKN (Lake 98.1)** under PD **Brandon Baisden**. Brandon heads to morning drive with **Jackie Goetsch** and **Barry Hersh** doing sports, while mid-days are covered by **Chris Logan**, with **JD** (formerly with **WKTT**) in afternoons.

*More Changes.* **WBEE/Rochester PD Coyote Collins** is headed to **Citadel Country WFBE/Flint**, replacing **Chip Miller** who departed for **WGKX/Memphis** last month...**WLUM/Milwaukee** inks syndicated **Bob & Tom** for mornings, they had previously been a **Mancow** outlet...Talker **WTKG-AM/Grand Rapids** adds **Michigan Talk Radio Network's Dave & Laurel** for mornings, replacing its simulcast of **WDFN-AM/Detroit's Jamie & Brady**...five year **Clear Channel** veteran PD at **Top 40/Mainstream and Hot AC WSNX & WVTI/Grand Rapids Jeff Andrews** exits following a budgetary decision...**Sizzle Productions' chief and former Clear Channel WKSC/Chicago** afternoon talent **Rick Party** heads South to **Cox Radio's Urban WEDR/Miami** for afternoons, replacing **Terry Alexander** who was recently pulled off the air after his arrest on ecstasy possession and trafficking charges ...network radio veteran **Don Wachsmith**, whom spent 6 years with **Global Media** prior to it's merger with **Dial Communications**, becomes the SVP/Midwest Sales for **Dial-Global**...**KFRX/Lincoln MD A.J. Ryder** exits.

# The Future

ain't what it used to be

## the Conclave

Learning Conference 2003  
 July 17-20 • Minneapolis Marriott City Center  
 Tuition \$299!  
 visit [theconclave.com](http://theconclave.com) for details

After a nine-month hiatus, the love, sex, and personal relationship talk program "Private Lives" returns to Chicago airwaves. The program is hosted by former **WBBM-FM** newswoman **Karen Hand** and **Dr. Kelly Johnson**, and will now be heard weeknights from 7pm to 10pm on **Infinity FM Talker 105.9 WCKG**.

**KKRL/Carroll, IA's** annual "Second Chance Prom" is slated for March 28 at the **Carrollton Ballroom**. The fundraiser for the **American Cancer Society** features a silent auction, and formal dance hosted by **KKRL's Drew Hodges** (also a mobile DJ). The station is looking for music or entertainment items for the auction, and if you'd like to donate something to the cause contact **Drew** at (712) 792-4321.

As first hinted last week in *The TATTLER*, after stunting all weekend with '80s hits, **Central Radio Group's WIAL/Eau Claire** has indeed changed format. "I-94" has moved from **Top 40** to **HAC**, adding a much larger library of '80s and '90s hits and removing most of the **R&B** and **Hip Hop** from its playlist. The station has also eliminated all voice-tracking from its daytime schedule. At night, **Ben Olsen** moves to part-time while his regular shift is replaced by the syndicated **Alan Kabel** show. **APD/MD Kris Cooper** shifts his show to 2pm to 7pm weekdays. The station will now target at-work listening and adult females, as there was not a **HAC** in the **Eau Claire** market. A few months ago, **Clear Channel** purchased **98.1 WISM** and flipped it to mainstream A/C as "Mix 98.1." **Clear Channel** also operates competitor **CHR WBIZ-FM (Z-100)**.

*Even More Changes.* Former **KGBZ/Fargo** middayer **P.K. Brown** has joined crosstown **KPFX (107.9 The Fox)** for mornings with **Kevin and Fred**...**Jon Norton** joins noncom jazz **WGLT/Normal** as MD, while **Ron West** takes over as OM of **AAA Entertainment's** cluster in **Bloomington, IL**. Norton's PD title at active rocker **WIHN** is replaced by new co-PD's **Ed Chandler** and **Ben Stone**...Chicago broadcast veteran **Dona Mullen** is now heard on weekends/swing at **100.3 WNND/Chicago**. She is also still hosting a Saturday morning program on **107.5 WGCI-FM**...Former **WLLI/Joliet** afternooner **Matt DuBiel** has created an aircheck website for networking of jocks and programmers across the nation. The website is found at: [www.thejocklounge.com](http://www.thejocklounge.com).

**Midwest Family** has added to its holdings by purchasing six stations from **Magnum Radio** for an undisclosed price. In **Wisconsin Dells**, **Midwest** gets country **WBKY (Bucky Country 95.9)**, **HAC WNNO (Mix 106.9)**, and standards **WIBU-AM**. In **Tomah**, it's getting standards **WTMB-AM**, **HAC WXYM (Mix 96.1)** and oldies **WBOG (Berry 94.5)**. **WBOG** rimshots **LaCrosse** and will have to downgrade from **Class C3** to **Class A** status because of **Midwest's** market concentration in **LaCrosse**. **Midwest** also holds several stations in the **Madison** and **Springfield, IL** markets.

*Most Added (again) at Hot AC.* **Norah Jones' "Come Away With Me"** on **Blue Note/Virgin!**

**Make Up Your Mind**

# THEORY of a DEADMAN

MOST ADDED **AGAIN** including WPRO, KFBZ, WYCO, KFMC, KRTI, KWOA, KOIC, KCAL, WERZ, KMXB and more!

ROADRUNNER RECORDS

Some lineup changes are effective Monday (3/17) as **Midwest** CHR WIFC/Wausau adds “**Real Deal**” **Mike Neil** for afternoons. PD/afternoon **Chris Pickett** moves to middays, while current middayer **Vanessa Ryan** jumps to sister country WDEZ.

As part of their format shift to a more classic rock presentation, WAPL/Appleton has dropped the Milwaukee-based “**Bob & Brian**” show in favor of a local show with music in the morning. **Scott Stevens** is the new WAPL morning host, and WAPL PD **Cramer** says that after an extensive market study, the station determined that putting an all-talk show on WAPL was not the best fit for the station. He says that he’s certain they’ll continue to dominate in Milwaukee, where they’re based at **Saga’s** WLZR (Lazer 103) and that their show could work on other stations in markets like Appleton. Last fall, Wausau/Merrill active rocker WMZK/Z-104 also dropped the Bob & Brian show. In addition, to the morning show change, WAPL PD **Joe Calgaro** segues from mid-days to afternoons.

*And More Changes Than That.* **Clear Channel’s** recent Bismarck acquisition, sports & talk KXMR (710) has flipped to “The Fan” network, based at CC’s KFAN-AM/Twin Cities. The **Rush Limbaugh** show is now heard on new sister station KFYZ (550)...1480 KKCCQ/Fosston has picked up **ABC’s** Oldies Radio format, but still airs some talk programming. It is now called “Talk and Oldies 1480”...98.1 WKTT/Cleveland-Sheboygan-Manitowac, WI has flipped from country to A/C...**Clear Channel’s** new Rochester, MN PD for “Fox Country 102.5” (KMFX) is **Dave Anderson**...**AAA Entertainment/**Champaign OM **John McKeighan** has been named PD of active rocker WEBX/WEVX “93-5/95-3 The Rock.” He also retains his post as PD of CHR WQQB “Q-96.”



**Bon Jovi**  
**misunderstood**

R&R CHR/Pop **33** | R&R Hot AC **16**

ADDED KKRD, WHZZ, KSTZ!

*Availz.* Reach out to former KCCQ/Ames, IA PD **Bobby Hacker** at [rkwhitney@hotmail.com](mailto:rkwhitney@hotmail.com) to stay in touch...Reach former PD/air talent at WSNX/WVTI **Jeff Andrews** at [jandrews@egl.net](mailto:jandrews@egl.net), or at (616) 954-7990, or on the cell at (616) 291-7254...Layoffs at **Artemis Records** left three regionals without a gig last week: Northwest Regional (based in San Francisco) **Denise Wilke**, Midwest Regional **Richard Wolod** and Northeast Regional **Manny Simon**. Reach out to Wilke at home (415) 221-5801, cell (630) 258-2923, Wolod at home (773) 274-0221 or cell (773) 230-2462, and Simon at his cell (917) 696-5731.

**Lava Baby** is on the Indicator Chart, with “**Sex Junkie**” still movin’ on up at WPPY and WCIL, among others! With so much attention being paid to the disturbingly sad news associated with war and domestic unrest, isn’t it time you put something fun on the radio? **Liquid 8**

*Jobs.* KDWB/Minneapolis is back in the hunt for an afternoon driver now that **Kasper** has elected to stay in Cleveland. If you’d like to have a shot at being “the next big thing” in Twin Cities radio, rush your package to 100 N. 6th St. Suite 306C, Minneapolis, MN 55403-1596... The search is on for an afternoon talent for T40 KKRD/Wichita. Send your package to OM **Jack Oliver**, c/o **Clear Channel** Radio Wichita, 2402 E. 37th St. N., Wichita, KS 67219 or email it to [pj2@clearchannel.com](mailto:pj2@clearchannel.com)...**Emmis’** Alternative KPNT/St. Louis, MO is looking for its next night jock as well as part-time help! Must have three-five years medium/major market experience for nights. No Calls! Send your CD&R to: **Tommy Mattern/Woody Fife**, c/o KPNT, 800 St. Louis Union Station The Powerhouse Building, 63103...**Infinity** Country KFKF/KC PD **Dale Carter** is looking for a night person to replace the syndicated **Lia** show. If you can handle the heavy phones and you know production then send your T&Rs to: KFKF, Attn: Carter, 4717 Grand Ave. Kansas City, MO 64112...Top 40/Mainstream WDBT (95.5 The Beat)/Jackson, MS is on the hunt for a night personality, with possible APD duties. Good pay & benefits! Rush your T&R to: WDBT, Attn: **Jonathan Reed**, 1375 Beasley Road, 39206...Heritage CHR KFRX/Lincoln needs a phone-loving, lifestyle-living night jock/MD immediately! Don’t wait for mail service, just get your MP3 to [KFRX@lincnet.com](mailto:KFRX@lincnet.com)...**Mountain Dog Media’s** new Oldies WCLB/Sheboygan, WI needs a new morning drive personality! Rush your best stuff to: WCLB, Attn: PD, 1102 Fond du Lac Ave., Sheboygan Falls, WI 53085...all positions listed in *The TATTLER* are presented free of charge and represent equal opportunities.