

THREE WAYS TO WIN, AND ONE IS GUARANTEED!! In 2003, The Conclave set an attendance record. With the 2004 Learning Conference currently on pace to establish another record-setting year, the Conclave will thank the 1000th registrant to this year's event with an award of free tuition to the 2004 seminar, 3-night's stay at the Marriott, AND complimentary tuition to next year's 30th Anniversary Conclave.. That's a value of over \$1500, yours for the winning!. All new online registrants are eligible for this prize package starting on Friday, July 3. Those already registered for the Conclave are not eligible to win the 1000th prize package. That doesn't mean you can't be the winner of something very special. All registrants to the 2004 Conclave Learning Conference are eligible to win the \$1,500 Continuing Education Scholarship provided by the Conclave. The money can be used for classes taken to advance their career, whether it is used for college, vocational training, on-line classes, or other forms of educational activities. To receive this scholarship, the registrant will need to pick up a special Continuing Education Scholarship form at the Conclave registration desk (it will also be in their Welcome bags). Then complete it, write a short essay, and submit the materials to the Conclave by August 15th. The winner will be announced shortly thereafter. And if a registrant doesn't win the 1000th entrant package, or the 2004 Continuing Education Scholarship, there's STILL great news! Each registrant to Conclave 2004 will win "PD OF THE YEAR", "MD OF THE YEAR", "AIR TALENT OF THE YEAR" – just for coming to the 29th annual Learning Conference! The awards will be part of the "You're A Winner Weekend" at Conclave XXIX - Paradigm 2004: It's Full of Shift!" So, how can you lose...when you really CAN'T lose...at this month's Learning Conference!??

Kimberley Locke "Wrong" added WKQI, KQKY and WWQB!

Milwaukee Spring Book, Phase 2 Trends. Journal's N/T WTMJ is the market's only double digit finisher. WTMJ-AM 9.7 -10.0, WMIL-FM 6.7 –6.9, WKKV-FM 9.7 –6.9, WKKV-FM 7.2 –6.8, WKLH-FM 6.8 –6.6, WLZR-FM 5.7 –6.1, WISN-AM 4.3 –5.1, WXSS-AM 4.3 -5.1, WXSS-FM 5.1 -5.0, WKTI-FM 4.7 -4.5, WMYX-FM 4.1 -4.2, WOKY-AM 3.3 –3.3, WRIT-FM 3.8 –3.2, WLTQ-FM 3.8 –3.2, WJZI-FM 2.9 -3.0, WJMR-FM 2.7 -2.8, WFMR-FM 2.4 -2.1, WLUM-FM 2.2 -1.9, WFZH-FM 1.4 -1.6, WIND-AM 1.2 -1.4, WMCS-AM 1.3 –1.2, WNOV-AM# 0.7 –1.1, WGLB-AM 1.0 –0.8, WEZY-FM 1.0 -0.8, WAUK-AM# 0.9 -0.8, WEXT-FM 0.6 -0.8, WBJX-AM 0.7 -0.7, WBWI-FM 0.8 -0.7, WTKM-FM@ 0.4 -0.6, WGN-AM 0.8 -0.6, WRJN-AM 0.4 -0.5, WDRV-FM@ 0.4 -0.5, WWDV-FM@ 0.4-0.5, WLS-AM \*\* -0.4. All Trends in this TATTLER are12+ persons, 6A-12P, M-Su, 6A-mid, Spring Phase 1-Spring Phase 2 (March/April/May) comparisons. Copyright © 2004, The Arbitron Company. These results may not be used without permission from Arbitron.

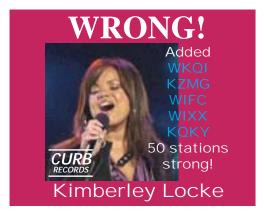
FeFe Dobson "Don't Go (Girls & Boys)" picks up KCHZ!

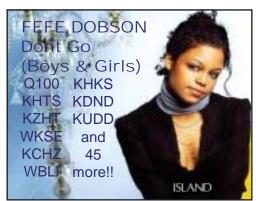
Bramble Humphreys, the woman charged with shooting a station vehicle and building at Talker KSCJ/Sioux City, IA on May 22<sup>nd</sup>, was issued a restraining order this past Tuesday (6/29). Humphreys, who faces weapons and felony criminal mischief charges, must stay at least 1,000 feet from Powell Broadcasting's offices, any remote broadcasts and all station employees – including communication with any Powell employees. She may also not possess firearms and is subject to mental health treatment under the supervision of the state Department of Correctional Services for one year.

Feel "She Makes the Make-Up Look Good" added WCIL!

Columbus Spring Book, Phase 2 Trends. Clear Channel T40 WNCI dominates. WNCI-FM 8.9 –9.1, WCOL-FM 7.9 –7.8, WTVN-AM 7.3 –7.7, WSNY-FM 6.5 –7.0, WCKX-FM 6.4 –6.8, WLVQ-FM 4.4 –4.8, WBZX-FM 4.8 –4.5, WBNS-FM 4.7 –4.5, WHOK-FM 4.1 – 4.1, WXMG-FM 3.8 –3.5, WCVO-FM 2.7 –2.7, WCLT-FM 2.2 – 2.4, WBNS-AM 2.3 –2.1, WFJX-FM 1.8 –2.0, WWCD-FM 1.8 – 1.9, WJYD 1.8 –1.6, WJZA-FM@ 1.3 –1.6, WODB-FM 1.3 –1.5, WLZT-FM 1.6 –1.3, WMNI-AM 1.1 –1.2, WAZU-FM 1.2 –1.2, WVKO-AM 1.0 –1.1, WCOL-AM 1.1 –1.1, WRFD-AM# 0.8 –0.8, WSMZ-FM 0.8 –0.8, WEGE-FM 0.9 –0.8, WNKO-FM 1.0 –0.6, WJZK-FM@ 0.5 –0.5, WLW-AM 0.4 –0.5.

Fastball "Drifting Away" on at KYKY, WXRT and WMMM!













major paradigm shift, and explores the most successful new format to hit the airwaves in decades. On Saturday, July 17<sup>th</sup>, the Learning Conference presents it's first Hispanic Format Symposium - "Guess" before: the top 3 stations within .7 of

Conference presents it's first Hispanic Format Symposium - "Guess" Who's Moving In Next Door? A complete look at Latino Trends in America. "Why? Have you looked at your market recently? Take a look at the latest Census figures, and you will find the Latino population in many Midwest states is growing and in some states, Latino's have surpassed African Americans as the #1 Minority group. This vibrant community is spending 600 Billion dollars - a 315% increase from 1990 – in America. That figure, by the way, is greater than that of any Latin American COUNTRY. Soon, this figure is estimated to increase to nearly 926 Billion! 60% of the U.S Hispanic Population is now native born! Many live in your signal area, and someone will begin programming to them. Should it be you? Tom Land Director of Operations for Journal Broadcast Group walks you through this must see session. If you want to be unique, diverse and serve your community, don't miss this session at Conclave XXIX -Paradigm 2004: It's Full of Shift in less than 2 weeks!

Mercy Me "Here with Me" - KJCK 38x!

Indianapolis Spring Book, Phase 2 Trends. Susquehanna's country powerhouse WFMS doesn't disappoint. WFMS-FM 12.1 –13.0, WFBQ-FM 8.6 –8.4, WIBC-AM 7.3 –7.7, WHHH-FM 7.0 – 7.2, WGLD-FM 6.4 –6.1, WTLC-FM 5.4 –5.4, WRZX-FM 4.7 –5.1, WNOU-FM 3.8 –4.2, WTPI-FM 3.8 –4.0, WYXB-FM 3.8 –4.0, WZPL-FM 3.6 –3.4, WYJZ-FM 2.8 –2.9, WENS-FM 1.8 –2.3, WTTS-FM 2.0 –2.0, WGRL-FM 1.8 –1.8, WTLC-AM 1.8 –1.7, WSYW-AM# 1.3 –1.2, WRDZ-FM 1.3 –1.2, WNDE-AM 1.2 –1.0, WKKG-FM 0.7 –0.9, WKLU-FM 1.2 –0.8, WXLW-AM 0.7 –0.7, WEDJ-FM 0.9 –0.6, WIJY-FM 0.7 –0.6, WXNT-AM 1.1 –0.6.

Bobaflex "Turn the Heat Up" added KANR/Wichita!

Clear Channel's AC WQKL/Ann Arbor, MI has flipped to AAA as "Ann Arbor's 107.1 – Quality Music, True Variety." The station will apparently be sticking with the WQKL calls, and morning man Kevin O'Neill as PD Rob Walker takes over midday duties, Ellen Morgan hosts nights in place of the syndicated Delilah and former midday host Teresa Lucas segues back to sister AC WNIC/Detroit.

Minneapolis Spring Book, Phase 2 Trends. Hasn't happened before: the top 3 stations within .7 of each other! WCCO-AM 7.8 – 7.7, KQRS-FM 7.5 –7.4, KEEY-FM 7.0 –7.0, WLTE-FM 5.9 –5.5, KDWB-FM 5.2 –5.4, KSTP-AM 4.8 –5.0, KQQL-FM 4.5 –4.4, KXXR-FM 4.5 –4.3, KTCZ-FM 4.4 –4.3, KJZI-FM 4.1–4.1, KTTB-FM 2.9 –3.5, KSTP-FM 3.6 –3.5, WXPT-FM 3.1 –3.4, KFAN-AM 2.4 –2.3, KLBB-AM@ 1.8 –1.8, WWTC-AM 1.3 –1.6, WFMP-FM 1.3 –1.4, KLCI-FM 0.8 –1.0, WMNN-AM 0.8 –1.0, WGVX-FM 0.9 –1.0, WDGY-AM 0.4 –0.5, WGVZ-FM@ 0.4 –0.5, WWJO-FM 0.4 –0.5, KLBP-AM@ 0.2 –0.2, WGVY-FM@ 0.1 –0.1.

Richard Marx "When You're Gone" KSRC A-5x, WKSZ A-14x, KFBZ 26x, WKTI 21x, KYKY 18x!

Wanna make your station sound better? The Conclave guarantees it will, after you take **Better Stories for the Best Commercials** home with you after Conclave 2004! Industry veteran, **Jeffrey Hedquist** will show you step-by-step techniques to make your commercial and promo storytelling more powerful. You'll find out how to pull stories from clients, and discover stories in your own and listeners' lives. You'll learn the 7 critical questions that will sharpen your stories. You'll get a template to help you structure effective story commercials and promos. You'll hear produced examples for each technique so you can understand how they're used. You'll experience stories created live on the spot. You'll leave with result-getting tools to use immediately. But you'll learn these secrets only by being in attendance Saturday afternoon, July 17<sup>th</sup> at the Learning Conference!

**LeAnn Rimes & Ronan "Last Thing On My Mind"** – added KRWM, KSRC 23x!

St. Louis Spring Book, Phase 2 Trends. Huge trimester for **Infinity** N/T KMOX. KMOX-AM 9.6–10.3, KEZK-FM 6.5 –6.5, KSHE-FM 5.9 –5.6, KIHT-FM 5.1 –5.0, KSLZ-FM 4.4 –4.7, KMJM-FM 4.2 – 4.6, WIL-FM, 5.0 –4.6, KPNT-FM 4.6 –4.3, KATZ-FM 3.8 –3.9, KLOU-FM 5.0 –3.9, WSSM-FM 2.9 –3.8, WVRV-FM 3.5 –3.8, KSD-FM 4.1 –3.7, WFUN-FM 2.7 –3.3, KTRS-AM 3.6 –3.2, KYKY-FM 3.6 –3.2, KFUO-FM, 2.2 –2.0, WRDA-FM+ 2.0 –2.0, KFTK-FM 1.7 –1.9, KATZ-AM 2.0 –1.7, WRTH-AM 1.0 –1.0, KFNS-AM 1.1 –1.0, WGNU-AM 0.7 –0.7, KWRE-AM# \*\* -0.6, KNSX-FM 0.6 – 0.6, WESL-AM 0.4 –0.5, WEW-AM# 0.6 –0.5, KFAV-FM \*\* -0.5,







Minnesota Public Radio has launched a new production and distribution arm - American Public Media - which effectively took over the lineup of shows formerly distributed by Public Radio International (PRI), effective yesterday (7/1), with the notable exceptions of "Marketplace" and "Marketplace Morning Report" which continue through PRI until June 30th, 2005. The new division will distribute "A Prairie Home Companion," "Saint Paul Sunday," "Sound Money," and several other shows, bringing the company's radio and Internet programming under one single entity.

## Natalie Grant "I Am Not Alone" added, WFMK!

A highlight of recent Conclaves has been the Triple A Format Symposium, and 2004 will be no exception! Join McVay Media's VP of Rock, Dave Lange as he presents "AAA: Building Blocks of a Powerful AAA Brand" on Friday morning, July 16<sup>th</sup> at the 29<sup>th</sup> annual Learning Conference. The session will focus on three important considerations for future success: 1. Building personality in a format where respect for the music reigns, 2. Target Demos for AAA - the advantages of leaning older and younger, and 3. Is the AAA audience the most likely to venture to Satellite radio? Join Dave and special guests, like KTCZ/Minneapolis APD Mike Wolfe in an exploration of radio's most musically compelling format!

## The 2004 Conclave Learning Conference - *PARADIGM 2004: IT'S FULL OF SHIFT!* July 15-18 at the Marriott City Center in Minneapolis!

Condolences to family and friends of former longtime WLW/ Cincinnati Morning Man James Francis Patrick O'Neill, who died last Thursday (6/24) at age 75. "J-F-P-O" joined WLW in 1967 after several years in afternoons at KDWB/Minneapolis. O'Neill presided over morning drive at WLW for 15 years in the 60's and 70's, left WLW in 1982, and then came out of retirement in '94 to host afternoons on WSAI until his "real" retirement in 2001. And condolences also to family and friends of longtime Flint, MI sportscaster Pete Sark who passed away this past Sunday (6/27) in Grand Blanc, MI at the age of 80. Sark was Sports Dir. at WFDF for 25 years and briefly worked at cross-town WTAC as well.

## Tyler Dean "I Like It" added KCRS!

Earlier this week, former WGN/Chicago Sports host **Rob Goldman** received his final extension on a court date where he will face charges that he tried to arrange sex with a minor. Judge **Mary Schostock** reportedly plans to move the trial forward this September. Goldman was arrested in April of 2002 after being targeted in a sting by an online undercover investigator.

Wouldn't it be great to see what songs hold your audience, and what songs don't? What if you could see minute-by-minute listening data overlaid with the exact content you actually broadcast? **Scott Musgrave**, senior VP of **Arbitron Radio** will join **Bob Michaels** in presenting new information on how the Portable People Meter can help programmers keeps listeners tuned in and what makes them tune out in The PPM Minute-by-Minute Programming Revolution! This presentation will show specific songs that were broadcast and when they were aired—overlaid with minute-by-minute listening data from the PPM. And as usual, expect a lively Q & A! The PPM comes to the Conclave, Friday afternoon, July 16th! Don't miss it!

Changes. KTBZ/Houston has announced that former KYYS/ Kansas City Promotion Dir./night jock Theresa has been tapped to handle middays...WRQQ/Nashville APD/afternoon driver Rob Michaels segues to middays as PD Joe Limardi assumes on afternoons...KBMX/Duluth, MN Imaging Dir./morning guy JJ Holliday picks up MD duties...WSPT/Stevens Point, WI afternoon host Frank Jericho joins KSGF/Springfield, MO as PD/morning host...Journal/Springfield, MO inks Zimmer/Columbia, MO Dir. of Sales Jean St. James as Sales Mgr. at KSPW and KZRQ and ups Assistant News Dir. Don Louzader to News Dir. for KTTS and KSGF, replacing Morris James...Urban WGCI and Gospel WGRB/Chicago Dir./New Business and Product Development Alana Singleton has been upped to LSM for the two stations...WKHQ/Traverse City-Petosky, MI PD/MD/afternoon driver Ron Pritchard exits. Dir./Programming Mark Elliott will handle the programming duties for now...WUSN/Chicago MD Evan Kroft becomes the Dir./Music Prog. & Talent Relations for Country Music Television (CMT), effective next week...KMBZ/Kansas City host Tom Becka returns to KFAB/Omaha for afternoons, effective August 2<sup>nd</sup>...KCFX/Kansas City and morning host Randy Raley have reportedly parted ways...Christian label Spring Hill Music has hired a new Coordinator of National Promotion. Derek Bruner is moving from his road manager for CCM and Jump 5. He can be reached at dbruner@springhillmusic.com beginning July 6th...Sean Baligian of Sports WDFN-AM/Detroit signs a new two year deal with Clear Channel...

Interested in Hot AC? Interested in understanding why many in the format are going to high profile personality in dayparts besides AM drive? Then you'll want to be present for Personality: Not just for breakfast anymore?, Friday afternoon July 16th at Conclave 2004! Can a morning show in PM Drive really work? The faculty will discuss what they are doing with personality why they are doing what they do, and how it is working in their markets. Join the Hot AC Format Symposium and session moderator **Tim Moore**,

You're
GUARANTEED to win
PD/MD of the Year
at the Conclave! Why?

Shift Happens.
Paradigm 2004
It's Full of Shift
July 15-18 • Marriott

City Center Hotel

Minneapolis

Note: this agenda is subject to change without notice

For more info or to register, visit www.theconclave.com

Thursday 7/15
All Access
Conclave
College
Opening Night
Reception
Showcases!
Sunday 7/18

Arbitron

Getaway

Brunch

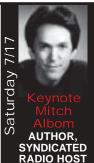


7/16

Friday

Keynote
Dick Gregory
AUTHOR,
COMEDIAN
ACTIVIST

Country, T40, Rock, A3, Urban, Hot AC, Retro, News/Talk, Contemp. Christian Symposiums + 20 Cool Seminars! Awards Luncheon y Hennepin Block Party Showcases!



Alt, AC, Country,
Hispanic, Urban
Symposiums
BMI/Moonlight Groove
Legends Lunch with
DAVID CROSBY
More Cutting- Edge
Seminars
VNU/BDS
Saints Baseball
Experience
Showcases!

Conclave Partners: All Access, Arbitron, BDS/VNU, BMI, Brown College, Moonlight Groove Highway, Envision Radio Networks, First MediaWorks, Jefferson Pilot, ListenerEmail.com, Mediabase 24/7, Mission Creative, Musictech,

Matt & Ramona/Bob & Sheri, Specs Howard School, & Troy Research

Managing Partner, **Audience Development Group/**Grand Rapids, MI for a detailed look at this new formatic phenomenon. Joining Tim will be **Tony Coles**, Regional VP **Clear Channel**, Portland, OR - **David Edgar**, OM WENS/Indianapolis, IN - **Leighton Peck**, PD KSTP-FM/Minneapolis, MN - **Dan PersigehI**, PD KRSK/Portland, OR and **Neal Sharpe**, PD WLNK/Charlotte, NC!

COMMENT – Be Careful What You Wish For. Did you read about a possible ruling by the Federal Election Commission, attempting to block radio and TV ads for Michael Moore's #1 movie, "Fahrenheit 9/11"? TV or radio commercials perceived as for or against a candidate can be held in violation of campaign finance laws, unless proper disclaimers are attached identifying the political affiliation of the person placing the message. It seems the FEC had been petitioned by conservative activist groups to make such a ruling, and the FEC is allegedly contemplating removal of the ads at the end of the month. If FEC chose to rule as the petitioners ask, it could set up a curious conundrum. As soon as the ink dried on the ruling, you could expect liberal activists to petition the FEC to suspend radio programs like those belonging to Rush Limbaugh or Hugh Hewitt. Why? If a commercial for the Moore movie fits the definition of a violation of campaign law because it is – as the conservative activists contend – anti-Bush, then the FEC might define dozens of neo-Con radio programs as programlength commercials for the **Republican Party** and **President Bush** - because they lack a disclaimer. That's probably not an outcome the petitioners – nor talk show Syndicators – would be anxious to secure. I'm Tom Kay...and I approved this message.

2004 SILENT AUCTION! The Scholarship Silent Auction is one of the Conclave's most fun features. This year's Auction will feature autographed photos from Mickey Mantle, James Gandolfini (Tony Soprano), Anna Kornikova, Joe Torre, Tenacious D, The Soprano Cast, George Carlin, Tom Cruise, Arnold Schwarzeneger, Joe Elliot (Def Leppard), Corbin Bernstein, Dixie Chicks, Paul Winfield, Jessica Simpson, Kim Novak, ACDC, Clint Eastwood. Also available for your bid: Robin Williams/Matt Damon signed flat from *Goodwill Hunting*, Oprah **Winfrey** – Auto'd *Oprah* Magazine **Paul Hornung**, auto'd plaque, Willie Nelson – Auto'd Gilley's Poster, Stephen King – Auto'd book-mark, The Kinks - Auto'd Greatest Hits CD, Jessica Simpson – Auto'd Disney CD, Eric Waugh – Auto'd T-shirt, Tom Osborne - Auto'd Nebraska mini-helmet, Herb Carneal -Bobblehead, **Doug Mienkiewiez** – Bobblehead, **Dave Winfield** – Bobblehead, Kimberley Locke -Autographed Poster, Brian Wilson - God Only Knows Autographed Lyrics. Cream (Clapton, Bruce, Baker) –Autographed *Greatest Hits* and many more!! Bid and bid often (open only to Conclave registrants & guests!)

Availz. Top 40 WKHQ/Traverse City-Petosky, MI PD/MD/afternoon drive host **Ron Pritchard** is searching for his next challenge! Reach out to Ron at (231) 582-0226 or audio@gtlakes.com.

Jobs. Clear Channel/Charleston, SC has an immediate opening for Program Director of Newsradio 730 WSCC. Please send T&R to: Jay Philpott, OM, 950 Houston Northcutt Blvd #201, Mt. Pleasant, SC. 29464...Susquehanna Radio Classic Rocker KCFX/Kansas City is looking for a morning host! If you've got what it takes to work with a team show and take it to the next level, email your best Mp3&R's to PD Chris Hoffman at choffman@susgkc.com...5 Star Radio in Clarksville, TN is looking for a news person. Send your T&Rs to: Scott Chase, 1640 Old Russellville Pike, 37043 or <a href="mailto:scott@5starradio.com">scott@5starradio.com</a>...WCBS-FM/ Infinity Broadcasting is looking for Part-time Street Team members. Emai: Karina at kdlezcano@cbs.com...KLIN/Lincoln, NE is currently taking applications for a Sports Reporter and Host. Get your materials to: Mark Halverson, 4343 "O" Street, 68510...Infinity Radio is seeking an individual for the National sales department. Resume to: **Marie Skladd**, 26555 Evergreen, Suite 675, Southfield, MI 48076. Fax 248-386-0460 or e-mail: marie.skladd@infinitybroadcasting.com...Kicks 104.9 in Green Bay, WI is looking for a morning co-host. Send your best work to: Chris O'Kelley, 810 Victoria Street, Green Bay, WI 54302 or KICKSAMSHOW@AOL.COM...KQRC/Kansas seeks morning side-kick. Rush T&Rs to: Bob Edwards, 4935 Belinder Road, Westwood, KS, 66205 or e-mail resume and MP3 to: <u>bedwards@entercom.com</u>...KWOX is looking for a broadcaster. Rush resume and short MP3's to: mstormk101online.com, or to: Matt Storm, 101 Centre, Woodward, OK 73801...Mid-West Family Broadcasting has an opening for an advertising account executive position. Send resume to: 2740 Ski Lane, Madison, WI 53713...Audience Development Group is looking for a PM drive personality for Midwest client station. Send your T&R to: Brian Wright, 100 Grandville SW. Suite 602, Grand Rapids, MI 49503 or email brianw6187@aol.com...KMMY/Muskogee-Tulsa, OK is looking for a part-time board op. Email resumes to: jack@thekross.fm or send package to: KMMY, Attn: Jack Daniels, 2448 E. 81st, Suite 5500, Tulsa, OK 74137...WIN 98.5 Is looking for a Marketing Consultant. Send resumes and/or questions to: Cindy Ireland, 25 West Michigan Ave 4th floor Battle Creek, MI 49017 or e-mail her at: joinus@wnwn.com...WJR is currently accepting resumes for Senior Account Executive. Send resumes to: WJR Sales Manager, 3011 W. Grand Boulevard, Suite 800, Detroit, MI 48202 or e-mail to <a href="mailto:robert.g.schick@abc.com">robert.g.schick@abc.com</a>...all positions listed in *The TATTLER* are presented free of charge and represent equal opportunities. No calls unless otherwise specified.