

THE MAIN STREET Communicator Network TATTLE R

Publisher • Tom Kay/Main Street Marketing & Promotion

"All the news that fits, we gits!"

April Fool in January? Try this on for size. Since last week, KDWB/Minneapolis listeners have been directed to visit a Web site to file for a light extension or rat out a neighbor for keeping their holiday lights on after today. The supposed website (www.lightoutminnesota.org) looks official enough with photos of the Minnesota state capitol, loons and a lady's slipper as well as a message from the director and his smirking photo. Fines, he warns, will be assessed on a per-bulb basis. But it's a ruse. Logging onto the site gets the logger an animated "Just Kidding" message touting the "Dave Ryan in the Morning Show." "It's a bit of an April Fool's joke in January," explained PD Rob Morris. The architect of the bit is NWC consultant Paige Neinaber, who tells the TATTLE R, "The idea first came up at one of the stations I was consulting after the morning show noted that even in late January, everyone in their neighborhood still had their lights on. So we had some fun with it. This ALWAYS pisses people off. The thought that the state would tell them when they have to turn off their lights of the season. And it ALWAYS suckers people in. Despite the fact that some of the questions they have to answer on the website are right out of the Bizarro World. Why do we have to confine stunts to April 1st? Keep the audience on their toes. They need to feel like they HAVE to listen everyday just in case they might miss something." Lesson learned, Paige!

Grand Rapids Fall Book, Phase 2 Trend. Clear Channel country WBCT dumps a bunch but stays 1. WBCT-FM 14.3 -11.7, WOOD-AM 8.2 -8.9, WSNX-FM 7.8 -7.2, WLHT-FM 5.2 -5.5, WLAV-FM 4.4 -4.8, WOOD-FM 4.1 -3.6, WGRD-FM 3.7 -3.5, WTRV-FM 2.9 -3, WJQK-FM 2.3 -3, WBFX-FM 3.1 -3, WVTI-FM 2.8 -2.8, WFGR-FM 2.3 -2.4, WMUS-FM 1.8 -2.3, WKLQ-FM + -2.3, WTNR-FM +1.9 -2, WNWZ-AM 0.5 -1.8, WBBL-AM 1.7 -1.5, WFUR-FM 1.7 -1.2, WTKG-AM 1.2 -1.1, WMJH-AM 0.4 -1, WQLR-FM 0.5 -0.9, WJNZ-AM 1.3 -0.9, WMFN-AM 0.8 -0.9, WHTC-AM 0.4 -0.5, WYVN-FM 0.5 -0.5, WMRR-FM 0.4 -0.4,

WGHN-FM 0.4 -0.3, WGHN-AM 0.1 -0.1. All Trends found in this Tattler are 12+, M-Su, 6A-12M, Aug-Sep-Oct 2004-Sep-Oct-Nov 2004 comparisons © 2005, The Arbitron Company. All rights reserved.

Changes are afoot on the AM dial in North Dakota as Marine Reservist Mike McNamara returns from his year-long stint in Iraq. McNamara was expected to return to KNOX-AM/Grand Forks where Jarrod Thomas has been anchoring soldier's spot with a show entitled 'Til Further Notice. However, the Grand Forks Herald has reported that Thomas' show has been re-christened JT's World, prompting speculation as to whether or not McNamara will, indeed, be settling back into his place. Further fueling this idea is the Marine's fill-in status on Clear Channel Talk KFGO-AM/Fargo where he is said to be amongst those being considered to step into the space left by Ed Schultz' departure for syndication. Meanwhile, after being dropped to make room for Schultz' national show, former KFGO talkers Jack and Sandy Buttweiler have moved across town to middays at WDAY-AM.

Ken Lawson, WDBZ/Cincinnati talk show host, is being sued by the grandmother of the victims in Cincinnati's Stephen Hill sex abuse case. Lawson is Hill's defense attorney. The suit accuses Lawson of using his radio show to criticize both the teenagers who were molested and their grandmother, who is their guardian. The suit says the grandmother suffered humiliation, distress and loss of reputation. The plaintiff seeks unspecified damages from both Lawson and the owner of WDBZ, which airs Lawson's show. As reported in the Cincinnati Post, former Cincinnati TV reporter Stephen Hill was accused of engaging "in acts of sexual depravity" against the four teenage boys beginning in March 2001.

Terry "Thayrone" Hughes has found himself in the middle of another radio controversy. Hughes was fired from Public Radio WEMU/Ypsilanti in 2003 when he refused to air NPR newscasts and for his vocal support of the Iraqi war. He is now out of a job again as he exits Clear Channel Triple A WQKL/Ann Arbor. As host of the Bone Connection show, Hughes played a song by Unknown Hinson with the lyrics "Don't try to scream darlin' nobody knows where you are, and they's plenty of oxygen to breathe in the trunk of my Cadillac car", this drew the ire of many listeners and a women's group. The host defended himself in the Detroit Free Press saying, "It's a spoof! I also play a song by Gene Watson called, 'I'm Going To Kill You And Bury You In A Box Half Your Size. It was to no avail, however as Clear Channel lawyer Martha Rose stated that the song was offensive in its glorification of violence against women.

Radio Monitor ADULT T40 38 AC 24 R&R HOT AC 37 AC 26 Richard Marx Ready To Fly

"Jessie's Girl" Frickin' A Adding NOW T40/HOT AC!



Dayton Fall Book, Phase 2 Trend. **Cox** country WHKO and **Clear Channel** AC WLQT now within a share of each other. WHKO-FM 10 -9.6, WLQT-FM 7.7 -8.8, WHIO-AM 7.7 -8, WMMX-FM 7.7 -7.1, WDHT-FM 5.9 -6.4, WTUE-FM 5.9 -6, WXEG-FM 4.5 -4.7, WLW-AM 4.5 -4.6, WRNB-FM 4.6 -4.4, WPFB-FM 2.9 -3.3, WGTZ-FM 3.1 -3.2, WDKF-FM 2.3 -2.5, WZLR-FM 2.1 -2, WFCJ-FM 2.2 -1.9, WDSJ-FM 2.3 -1.8, WDPT-FM 1.9 -1.6, WKSW-FM 1.8 -1.5, WDAO-AM 1.2 -1.4, WING-AM 1.3 -1.4, WBZI-AM 0.9 -1.2, WMOJ-FM 0.8 -0.9, WKRC-AM 0.8 -0.8, WGRR-FM 0.8 -0.8, WONE-AM 0.5 -0.5, WYGY-FM 0.5 -0.5, WEDI-AM -0.4

Changes. **Infinity** AC KSRC (STAR 102)/Kansas City says goodbye to married morning team **Monk & Kelly**, and says hello to MD/midday station veteran **Jeanne Ashley**...**Entercom** Sports WSSP-AM/Milwaukee takes on **Brian Van Scoyk** as afternoon technical director and programming assistant to PD **Chip Ramsey**. Van Scoyk was formerly with **Nextmedia** southwest suburban Chicago stations....**Tommy King**, previously in charge of Marketing and Promo at **Emmis**/Chicago Classic Rock WLUP (97.9 The Loop), to Dir./Marketing & Promotions for that station and Alternative WKQX (Q101)...**Radio One** Top 40/Rhythmic WDHT (HOT 102.9)/Dayton has a new PD in **Craig Black** of WFUN/St. Louis. Black replaces former PD **Marcel Thornton** who left to join **Russ Parr Morning Show** team.

The **Des Moines Radio Group**, which includes Oldies KIOA, Hot AC KSTZ (STAR 102.5), Rock KAZR (LAZER 103.3), AC KLTJ (LITE 104.1), Contemporary Christian KPSZ-AM, (PRAISE 940), and Adult Standards KRNT-AM, will be banding together for tsunami relief on Friday (1/14). Local grocer **Dahl's Foods** will have drive-by donation spots at all eleven of their locations, they will be manned by radio staffers and volunteers from **Mercy Medical Centers**.

Eternal Broadcasting, LLC is selling Religion KCRO-AM/Omaha to **Salem** for \$3.1 million, with the deal to close in the second quarter. **Johnny Andrews**, KCRO's GM will maintain his position, working in Omaha where Salem also owns Contemporary Christian KGBI.

Changes, Too. PD **Marvin Durant** exits **Clear Channel** Talk WHLO-AM-Sports WTOU-AM/Akron...After over a decade, PD **Joe Rinehart** resigns from **Clear Channel**/Mt. Vernon, OH cluster OM and AC WQIO (93-Q) to accept the Director of Broadcasting position at **Mount Vernon Nazarene University**...**Clear Channel** Top 40/Rhythmic WDKF (94-5 KISS-FM)/Dayton ups night guy **Drake** to MD...**CTJ Communications** Hot AC WLKG (96.1 The



Lake)/Lake Geneva, WI, PD **Dave Michaels** names WMYX (99.1 The Mix)/Milwaukee night talent **Cindy Huber** for middays beginning 1/31, she replaces **Mark Wingate** who will remain with the station in another capacity.

The Cincinnati Post is reporting that **Jerry Springer** won't be braving the airways alone when he debuts his local show on what is now WSAI-AM/Cincinnati. The station is expected to flip to 1530 WCKY, a part of liberal talk **Air America**. The famous TV talk show host will have former WDBZ-AM/Cincinnati host Gene Galvin by his side as co-host. This means Galvin will leave the show he co-hosts with brother Jerry Galvin on noncommercial WXVU-AM.

The *Rubber Room* and host **Java Joel** are off the air at **Clear Channel** Top 40 WKSC (103.5 KISS-FM)/Chicago. The station issued the following statement: "The comments made by Java Joel on the January 11th, 2005 show were inappropriate and do not reflect the opinions of WKSC or its employees." He was canned when he told a story with improper racial overtones. PD **Rod Phillips** has made no comment on replacements for the nighttime vacancy. So much for being mentored by the **Grease**man...

Columbus Fall Book, Phase 2 Trend. **Clear Channel** N/T WTVN ties sister T40 WNCI. WTVN-AM 7.6 -8.6, WNCI-FM 8.6 -8.6, WCOL-FM 7.5 -6.9, WCKX-FM 7.4 -6.7, WSNY-FM 5.2 -5.3, WBNS-FM 5.0 -4.9, WBZX-FM 4.9 -4.8, WLWQ-FM 5.4 -4.3, WXMG-FM 3.9 -4.1, WHOK-FM 3.9 -3.9, WBNS-AM 2.3 -3.2, WCVO-FM 3.2 -3.1, WLZT-FM 2.0 -2.2, WWCD-FM 2.1 -2.2, WMNI-AM 1.7 -1.9, WCLT-FM 1.6 -1.9, WJYD-FM 1.8 -1.7, WFJX-FM 1.7 -1.7, WJZA-FM 1.9 -1.4, WODB-FM 1.7 -1.4, WTDA-FM + 1.8 -1.3, WTPG-AM + 1.0 -1.2, WAZU-FM 1.3 -1.2, WLW-AM 0.9 -1.1, WRFD-AM 0.8 -0.8, WNKO-FM 0.5 -0.6, WJZK-FM 0.7 -0.5, WVKO-FM 0.4 -0.4, WDHT-FM 0.4 -0.4

Mainstream Media International, a sports marketing firm that represents **Nascar**, the **Indy Racing League**, the **PGA** and **NCAA** college football, has spirited **Brian Burns** away from his role as Director of Rock Programming at **Nextmedia**/Wilmington. Burns will be based in Atlanta starting next month, where he can be reached at 910-538-6417 or brianradioburns@aol.com. Congrats on the gig, Brian...but sorry that radio loses one of its most innovative and creative PD's!



**THE 30TH ANNIVERSARY
CONCLAVE
LEARNING CONFERENCE
JULY 20-24, 2005
MARRIOTT CITY CENTER
MINNEAPOLIS
2004 EARLYBIRD TUITION
\$199 UNTIL 1/1/2005!
DETAILS AT WWW.THECONCLAVE.COM**

NBC affiliate WOOD-TV (Channel 8) has teamed up with **Clear Channel** Hot AC WSNX (1-96)/Grand Rapids for a tsunami fundraiser. **A Gift from West Michigan** will be given during a simulcast on Saturday (1/15) from 7am – 7pm. The show will be a lead in to **NBC's** live **Tsunami Aid Special**.

Regent Alternative WGRD/Grand Rapids' **Free Beer and Hot Wings Morning Show** raised over \$10,000 for the **Red Cross** to aid the victims of the tsunami with an online auction of a **Red Hot Chili Peppers** autographed guitar through **eBAY**.

Infinity/Cincinnati will collect funds to aid children who have been affected by the tsunami with **Operation Piggy Bank**. Kids in Cincinnati will collect pennies, nickels and dimes, which will be collected by WKRQ, WUBE, and WGRR and then donated to the **American Red Cross International Response Fund**.

Changes 3. **Clear Channel** Top 40 WZEE (Z104)/Madison night jock **Dylan** has been promoted to APD/MD...**Stan Turner**, former **ABC** affiliate KSTP-AM/St. Paul-Minneapolis and **All News Channel** anchor, joins **Minnesota News Network** as afternoon news anchor...**Clear Channel** Dir./Oldies Programming **Marty Thompson** goes to **Infinity** Country WUBE/Cincinnati as PD. **Entercom** Hot AC KALC (Alice 106)/Denver OM/PD **B.J. Harris** is now officially doing mornings, in addition to his programming duties, along with co-host **Shea Maddox**. BJ got to KALC in May, 2003 and began subbing in morning drive when **Greg Thunder** exited for KS95/Minneapolis last October.

Planet Radio Group/South Bend stations (Country WBYT, Rock WRBR, and Classic Rock WAOR) held a fund-raiser for the **Red Cross** tsunami relief fund, with gifts totalling over \$11,000.

Journal Broadcast Group become the first stations in Wisconsin to utilize **iBiquity's** technology as it has converted its Talk WTMJ-AM and Hot AC WKTI/Milwaukee to **HD Radio**.

Emmis Alternative WKQX (Q101)/CHICAGO middayer **Sludge** (aka **Joe Nash**) is the national commercial voice for XBOX game "Mech Assault 2: Lone Wolf".

As the **Conclave Learning Conference** gets ready to celebrate 30 years of friendship, networking and continuing education for the radio and music industries, YOUR Conclave memories are being sought for a commemorative book that will be published and distributed to each attendee. Help the Conclave prepare the book by sharing a memory about your favorite Conclave experience. Was it a keynote? A format breakout? Someone you met? Was it was something that happened at an outside event like a Twins game, riverboat ride, zoo trip or music showcase, a special dinner, or drinks at your favorite watering hole? Would you like to share how someone you met at a Conclave changed the course of your career, or spurred you to even greater heights? Do you have a great photo to share? A piece of Conclave memorabilia you found poignant? (Of course, all photos/materials will be returned!) Whatever the memory, the Conclave wants to know about it. Got more than one tale? Great...tell us about them all! We're in an industry that loves a good story, so immortalize yours in Conclave lore by sending your recollections and photos to: ConclaveStories@aol.com -or send them to the Conclave office.

Talk WISN-AM/Milwaukee the station will add **Valor Latino**, a Sunday morning public affairs show focusing on the area's Latino community. Banker **Perfecto Rivera** will host the half-hour show at 9:30a Sunday. This comes in the wake of the scandal surrounding host **Mark Belling's** use of the term "wetbacks" and subsequent suspension and apology,

Citadel Country KHKI/Des Moines has announced a new lineup: mornings- **Jim, Jimm N' Jimmy Show**, middays- **Kim Chase** (segues from sister News/Talk KWQW), PM drive - **Jerry Wright** (bumps up from nights), evenings - **Jack O'Brien** (formerly on middays), overnights – **Dawn Daniels**. **Big John McCoy**, formerly of afternoons on The Hawk has returned to mornings at sister KJJY, as part of the **Hatfield and McCoy Show**.

Condolences to family and friends of former Minnesota sportscaster **Jack Horner** who died Monday in New Hope, MN at 92. Horner was a staple of Minnesota radio as the voice of **University of Minnesota** football on KSTP-AM/St. Paul-Minneapolis in the 1940s He then moved to TV at KSTP's then-new sister station in 1947, where he was the host of the station's (and Minnesota's) first live TV show. Horner later continued his radio sports features while serving as sports anchor on KEYD-TV (now FOX O&O KMSP-TV) and WTCN-TV (now NBC affiliate KARE (TV)).

KCMP Update: **Minnesota Public Radio's** new AAA outlet, KCMP/Minneapolis, is within days of sign-on and now has employees! PD Steve Nelson – an alumnus of the ill-fated REV 105/Minneapolis – has begun assembling a staff...a couple of whom (so far) have REV 105 on their resumes: **Mary Lucia** and **Thorn Skroch**. Also joining up is KUOM/Minneapolis jock **Mark Wheat**.

Changes 4. PT/Swing **Kat Jensen** has been named PD at **Clear Channel** Top 40 WVKs/Toledo...**WPW Broadcasting** Top 40 WKAI (K-100)/**Macomb, IL** flips to Hot AC as the new "K-100." Regional Program Manager **Kevin "Bee" Bonner** has been promoted to GM. He will oversee WKAI, WKXQ and WLRB...**Mary June Rose**, PD of eight years at WGN/Chicago, announced her resignation this week...**NewRadio Group** announced yesterday that **Mark Lippert** has been promoted to General Manager for their Ottawa, IL stations, WCMY-AM and WRKX-FM. Lippert has been with the stations since 1996 when he was hired as an account executive...**WAJI (Majic 95.1)/Ft. Wayne, IN** reaches back to the future as former MD **Marti Taylor** returns in the same capacity after a several year hiatus...Mike Charley joins Q106 (WWQM Madison, WI) for Nights and Station Imaging. Mike is no stranger to Madison, previously he did afternoons and nights at former country competitor WYZM.

Because of the demand for the Conclave's \$199 early-bird registration, the Conclave has extended the \$199 rate until Tuesday, February 1st, 2005! If you thought the Conclave's earlybird rate – the least expensive in the business by at least a hundred bucks - was a good bargain before, it becomes even greater now! You already know **Mancow** will be presenting an uncensored keynote at the 30th annual Learning Conference (**Conclave XXX-Hard Core Radio**, July 21-24 in Minneapolis), and many more special guests and sessions will be announced in the coming weeks and months. The bargains don't stop with the earlybird rate either. Specially priced rooms at the host hotel – **The Marriott City Center** – are just \$105 (while they last). That's at least fifty bucks cheaper than group rates available elsewhere! Let's do the math. Registering for the 2005 Conclave before February 1st and securing a Marriott room for 3 nights will save a registrant at least \$250 over other conferences scheduled for next year. Save money! Register now! Visit www.theconclave.com for more details.

Jobs. A sharp News Director is needed in Wausau-Stevens Point, WI at WSPT-AM (news/talk), WSPT-FM (Hot A/C) and WKQH-FM (Active Rock). CD & Resume to Operations Manager, **RLM Broadcasting**, 500 Division St., Stevens Point, WI 54481...**McCook Radio Group** in McCook, Nebraska is looking for a PD for its Imperial, Nebraska FM Oldies station KADL. Send resume and tape/CD to: KADL Opening, Box 333, McCook, NE 69001...**Emmis** Top 40 WNOU /Indianapolis needs morning co-host. Send packages to PD **Chris Edge** at WNOU, 40 Monument Circle, Suite 600, Indianapolis, IN 46204, or cedge@wnou.emmis.com...**Infinity** Country WUBE/Cincinnati has opening for an evening personality to do air shift, production and oversight of transmitters on multiple radio stations. Send T&R's to **Marty Thompson** c/o WUBE-FM, 2060 Reading Road, Cincinnati, OH 45202...**Clear Channel** Talk/Sports WTOU-AM/Akron needs PD with promotion and production skills. Send materials to OM **Keith Kennedy**, WHLO, 7755 Freedom Ave, North Canton, OH 44720. **Clear Channel** T40 Z104/Madison needs midday

personality/promo director. Send package to PD **Jon Reilly**, WZEE, 2651 South Fish Hatchery Rd., Madison, WI 53711...**Artistic Media Partners/Indiana** is looking for air talent. Mornings at WBWB (B97)/Bloomington and nights at WAZY (Z96.6)/Lafayette. Send packages to PD **Tommy**, WNDV, 3371 Cleveland Road, Suite 300, South Bend, IN 46628, or tommyu93@aol.com...**ABC** Top 40 WDRQ/Detroit is looking for night talent with strong prep and presence, appearances and production. Send your stuff to PD **Alex Tear**, 3011 W. Grand Blvd., #800, Detroit, MI 48202 Send links to your material (no attached mp3s) to alex.tear@abc.com...**Clear Channel** Top 40 KZCH/Wichita looking for a morning co-host who lives, breaths and bleeds pop culture! If you can do "MTV on the radio", send package to pj2@clearchannel.com, or **PJ**, Channel 963, 9323 E. 37th St. N., Wichita, KS 67226... Account Executive. Two years selling experience. Submit resumes to **Bob Schick**, WJR Sales Manager, 3011 W. Grand Boulevard, Suite 800, Detroit, MI 48202...**Salem** 105.3 The Fish/Milwaukee needs midday/imaging talent. 5+ years of experience preferred. Please send your stuff via MP3 to DannyC@SalemMilwaukee.com...**Nextmedia** 95Q/Decatur is looking for weekend help. Position is primarily a NASCAR board-op position, with some on air work. Aircheck/resume to **Mike Sweeney**, 337 N Water St. Decatur, IL 62523... **Journal Broadcast Group** WTMJ/Milwaukee is considering applicants for a new prime time sports-talk show. Send aircheck/resume to **Rick Belcher**, WTMJ VP/Operations, 720 E. Capitol Drive, Milwaukee 53212.... **Illini Radio Group** is looking for on-AMir talent in a variety of formats. Weekend shifts and voice-tracking opportunities available now on our Hot AC, Classic Hits, Oldies and Country stations. Send CDs/Tapes/Resumes to **Jonathan Drake**, Program Director/WLRW, Illini Radio Group, 2603 W. Bradley Ave. Champaign, IL 61821... **Saga Communications** WTAX-AM is looking for a weekend anchor/reporter. Good, fast writing skills, some broadcast experience and weekend availability are required. Send tape and resume to **Michelle Eccles**, News Director, WTAX-AM, 3501 East Sangamon Avenue, Springfield, IL 62707 or mecclles@wtax.com... K-98.5 (KOEL-FM) is looking for morning sidekick/co-host. Must be able to write/read news. Send your demo and resume to ...K-98.5,**Bucky Doren**, 501 Sycamore St. / Suite 300 Waterloo, IA 50703... **Infinity Broadcasting** WKRK-FM/Detroit seeks experienced broadcasters for PT(night/weekend) fill in on-AMir roles. Min. 2 yrs. TV or radio experience. Send tapes and resumes to **Craig Schwalb**, PD,WKRK-FM, Detroit,15600 W. Twelve Mile Road,Southfield, MI 48076... **Infinity Broadcasting** is seeking applications for Market Engineering Manager for its six Detroit based stations WOMC, WYCD, WKRK, and WVMV, WWJ, and WXYT. Min. 5 years experience, valid drivers license, reliable transportation, clean driving record required. Send cover letter and resume to **Sam Cappas**, Director of Engineering – Midwest Region, Infinity Broadcasting,1041 Huron Road, Cleveland, Ohio 44115 or sam.cappas@infinitybroadcasting.com ... **Artistic Media Partners** Heritage TOP 40 WAZY/.Lafayette has opening for a phone intensive night jock. Send tape and resume to or Tommy Frank-WNDV-3371 Cleveland Road Suite 300, South Bend IN 46628 or TommyU93@aol.com...**Audience Development Group** is building a new AC morning show. Send audio and resume to Audience Development Group, **Tim Moore**, 100 Grandville SW. Suite 602, Grand Rapids, MI. 49503. All job listings in the TATTler are provided free of charge and represent equal opportunities. No calls unless otherwise specified.