

# THE MAIN STREET Communicator Network TATTLE R

Publisher • Tom Kay/Main Street Marketing & Promotion

**"Received by many. Understood by few!"**

Political multi-tasking won't be on the agenda for **Al Franken**...at least not for the next Senate race. The **Air America** pundit was rumored to be considering a bid for the Minnesota seat that will vacate in 2006 when incumbent **Mark Dayton** bows out. On air on Thursday (2/10), the talker chided the press for perpetuating rumors surrounding his political aspirations. He then went on to divulge, as earlier promised in a statement to **ABC** online column **The Note**, that he would not be running, making his listeners (fondly referred to as his "peeps") the first to know.

Radio's Best Friend **Art Vuolo**, **Chum Group Ltd's Millie Felch**, **SKM Advertising & Marketing's Mike Seltzer** And **Specs Howard School Of Broadcast Arts' Dick Kern** will be joining forces for a **Detroit Radio Reunion** set to take place on September 24<sup>th</sup> at the Sheraton in the suburb of Novi. In addition to celebrating **Art Vuolo's** birthday, proceeds from the event will be donated to legendary radio personality **Dick Purtan's** wife's charity: **Gail Purtan Ovarian Cancer Fund**. Email ART at [artvuolo@aol.com](mailto:artvuolo@aol.com) to make sure you are on the invitation list.

Former Main Streeter makes good – again! **Clear Channel Alternative WMAD** (Mad Radio)/Madison names **Brad Savage** PD, effective at the end of the month. Savage moves from **Cumulus Rocker KBBM/Columbia**.. Brad came to KBBM from Main Street just under 2 years ago, and prior to that had been PD at WHMH/St. Cloud. In Madison, he'll will replace **Curtis Gross**, who moves to a group promotions post while continuing his on-air presence.

*Bloomington, IL Fall Book.* **Regent** country WBWN widens its lead. WBWN-FM 12.2-14.1, WBNQ-FM 13.4-12.3, WJBC-AM 12.2-9.2, WIHN-FM 6.7-5.5, WGLO-FM 2.4-4.9, WLS -AM 4.3-4.3, WPBG-FM 3.7-4.3, WRPW-FM 4.9-3.7, WGN -AM 2.4-2.5, WDQZ-FM 3-1.8, WGCY-FM 1.8-1.8, WSWT-FM 2.4-1.8, WYST-FM 4.3-1.8, WTRX-FM 1.8-1.2, WIXO-FM 0.6-0.6.

Surprise move! Longtime **Saga** Marketing guru **Brad Wallace** has exited Saga/Milwaukee. He'll make an announcement about his next career stop shortly.

Syndicated host **Dr. Laura Schlessinger** has raised more than \$45,000 for the families of soldiers severely injured or killed in Iraq. The money accumulated through the Doctor's on-line *Valentine's Day Boutique*, will be donated to the **Operation Family Fund**. Perhaps this military generosity has to do with the fact that Schlessinger's son **Deryk Bishop** will be joining the **US Special Forces** later this year, as was announced at an affair for the **425<sup>th</sup> Civil Affairs Battalion** in Santa Barbara earlier this month. Dr. Laura told the crowd that she, "brought (her) son up to be a warrior" and she feels "sorry for the mothers of the bad guys. And I just have a good feeling." Nineteen year old Bishop, who enlisted last year, was quoted as saying, that "real people were fighting and I wanted to be part of that." Might **Conclaver's** get to ask Schlessinger about all of this in person come July?

*St. Cloud Fall Book.* **Leighton** country KZPK bests **Regent** country rival WWJO. KZPK-FM 8.7-11.4, WWJO-FM 9.6-10.2, KLZZ-FM 6.9-6.5, KASM-AM 6.9-6.1, WHMH-FM 7.3-4.9, KQRS-FM 4.1-4.5, WJON-AM 4.6-4.5, KCML-FM 2.3-3.7, KQQL-FM 2.3-3.7, KCLD-FM 5.5-3.3, KNSI-AM 2.3-3.3, WCCO-AM 3.2-3.3, KKSJ-FM 2.8-2.8, KMXX-FM 4.6-2.8, WVAL-AM 2.8-2.4, KDDG-FM 1.8-1.2, KKJM-FM 0.9-1.2 All Fall quarterlies in this *TATTLE R* are 12+, M-Su, 6A-12M, Spring 2004-Fall 2004 comparisons, unless otherwise noted. © 2005, **The Arbitron Company**. All rights reserved.

*Changes.* **Johnny Von** has exited his morning chair at **Entercom Sports WSSP-AM/Milwaukee**...**Cumulus** Rocker WRQK/Canton night personality **Nick Andrews** has resigned...**Minnesota Twins** World Series hero **Jack Morris** will continue for at least a year as a weekend baseball talk host and substitute color analyst on Twins broadcasts for Infinity's N/T WCCO-AM/Minneapolis. Hall of Famer PBP icon **Herb Carneal** will continue to work Twins games next summer, but on a scaled-back basis TBD...WKHT (Hot 104.5)/Knoxville welcomes its new MD/night jock **Joey Tack**, formerly of WHTS/Quad Cities...**Emmis** CHR/Pop WNOU (Radio Now 93.1)/Indianapolis adds/detracts from The Morning Mess. **Marco** remains the show's lead with a new producer, **Shannon Murphy**, stunt guy intern **Superphat Mikey** goes fulltime, and becoming a Mess member is **Shawnda McNeal (Madison)** from mornings at KCLD/St. Cloud...**Radio One** has hired **Graham "Skip" Dillard** as OM for its Detroit radio stations (WDTJ-FM 105.9, WCHB-AM 1200, WDMK-FM 102.7). Dillard will oversee the operations of the stations as well as program WCHB-AM and WDMK-FM...Former **Clear Channel/Duluth** exec, **Tom (Bishop) Ruummele** has surfaced in his new career: a Wells Fargo Personal Banker, headquartered in Duluth.



**JOSS  
STONE**  
**Right To Be Wrong**  
**KALC 34x!**  
**WKRQ 24x!**  
**WZPL 23x!**  
**KFMB 22x!**

**Jessie's  
Girl**

**WNCI! WXKS! WPLJ!**  
**WRVQ 22x WIXX 32x**

**LOW MILLIONS** **ELEANOR**

**R&R**  
**Hot AC**  
25

**Monitor**  
**Adult**  
**Top 40**  
26



**Richard Marx** Ready To Fly

**WLHT!**  
**WRVF!**  
**WHBC!**  
**WDOK!**  
**WFMK!**  
**KSTZ 26x!**

**Hitpredictor = #2 Mainstream A/C**     **Mediabase AC = 22\***  
**Mediabase Hot A/C = 22\***



**Melissa Etheridge** will be making her first appearance since her (successful!) cancer episode last year. She'll be seen with **EMC/EMI** wunderkind **Joss Stone**, performing a tribute to the legendary **Janis Joplin** this Sunday night at the Grammy Awards in LA. Joplin will be receiving a posthumous lifetime achievement award. Ironically, Stone was inked to portray Joplin on NBC-TV's *American Dreams* two weeks ago...a plan that was dashed when the show's producers decided she would appear as herself, doing her own music! Speaking of awards, multiple-Grammy nominee Stone just won two prestigious Brit Awards: "British Female Solo Artist" and "British Urban Act" while bringing the house down with a knock-out performance during the award show.

*Eau Claire Fall Book.* **Clear Channel** country WQRB ties rival Maverick country WAXX. WAXX-FM 15.2-12.6, WQRB-FM 11.2-12.6, WATQ-FM 8.4-9.7, WBIZ-FM 6.7-9.1, WDRK-FM 6.7-6.3, WMEQ-FM 5.1-6.3, WIAL-FM 5.1-5.7, WECL-FM 7.9-5.1, WISM-FM 5.1-5.1, WCFW-FM 3.9-4.6, WAYY-AM 3.9-2.9, WEAQ-AM 0.6-2.9, WBIZ-AM 0.6-1.1, WMEQ-AM 1.7-1.1, WWIB-FM 2.2-1.1, WOGO-AM 0.6-0.6.

*Changes, Too.* **Charlie Foster**, formerly VP of Promotion at **T.V.T.**, move to National Director of **Artemis Records**...MD Duties at **Clear Channel** Rocker WIOT/Toledo will go to midday gal **Sheri Vegas**...Night jock **Bushman** moves to afternoons at **Clear Channel** Urban WJLB/Detroit. He replaces **Reggie Reg**...**Steve Bender** has resigned from midday duties at **Clear Channel** Hot AC WVMX/Cincinnati...The **Indiana GOP** has a new Press Secretary in former News/Talk WOW-AM/Ft. Wayne, IN APD **Bethany Rowe**.

Two of the country's remaining per-station independent organizations are joining forces, as **Jeff McClusky & Associates** has merged with Gar-Bil Entertainment...headed by **Gary Triozzi** and **Bill Rusch**. Gary will become VP/Promotion and oversee promotion while longtime JMA staffer **Kevin Kollins** remains VP/Top 40. Rusch, will head JMA's Alternative and Rock departments. Per station indie firms have fallen upon difficult times recently in the wake of announcements by groups like **Infinity**, **Entercom**, and **Saga** which effectively eliminate relationships with exclusive independent companies.

**Clear Channel** will launch syndication of **Jerry Springer's** WCKY-AM/Cincinnati-based talk show next Monday. The show is already airing on WDTW-AM/**Detroit** and will add WINZ-AM/Miami on Monday, as well.

**Mark Krieschen** has resigned as VP/GM from **Tribune Co.** Talk WGN-AM/Chicago. Overseeing both the station and the search for a replacement is, sister WB affiliate WATL-TV (WB36!)/Atlanta VP/

WM **Steve Carver**. When asked to comment about Krieschen's departure, Carver was quoted as saying, "...The man needs to work some things out with his family, and I respect that."

*Marion-Carbondale Fall Book.* **Max Media** country WOOZ jumps from 3<sup>rd</sup> to 1<sup>st</sup>. WOOZ-FM 8.6-13.4, WUEZ-FM 6.3-9.1, WCIL-AM 5.2-8.5, WDDD-FM 10.9-8.5, WJPF-AM 5.2-8.5, WCIL-FM 8.6-5.5, WTAO-FM 5.2-5.5, KGMO-FM 3.4-3.7, WQRL-FM 4.6-3.7, WQUL-FM 5.7-3.7, WVZA-FM 4.6-3.7, WFRX-AM 3.4-2.4, WXLT-FM 2.3-2.4.

*Changes 3.* **Infinity Sports** WSCR-AM/Chicago welcomes **Mitch Rosen** as PD effective 2/22. **Rosen** comes from VP duties at **Paragon Marketing Group**...**Infinity Talk** WCKG-FM/Chicago has **Pete McMurray** returning as evening host...**Todd Martin**, a recent transplant from his OM role at WRHQ/Savannah, ads PD for Top 40 WKHQ to his current OM/ PD duties at sister **McDonald-Garber** AC WLXT/Traverse City, MI. He will replace OM/morning host **Mark Elliot**, who moves to Classic Hits WFCX-WDFX...**Mark Harris** leaves mornings at Standards WDPN-AM/Aliaance,OH to pursue other opportunities.

**Share a memory – win a 2005 Conclave tuition!** Upping the ante this week is our memory-expert, Jay Philpott, who's now offering a chance to win a Learning Conference tuition (which could be worth as much as \$599) just for submitting your Conclave memory for possible inclusion in the Conclave's 30<sup>th</sup> anniversary commemorative book that will be published and distributed to each attendee. What's 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? Jay will draw from all the entries received. 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](mailto:ConclaveStories@aol.com) -or send them to the Conclave office.

**Clear Channel** Top 40 WAKS (KISS 96.5)/Cleveland will be celebrating Valentine's Day, by flying in the appropriately named **Valentine**. The morning host usually broadcasts to Cleveland from his home base at sister station KIIS-FM/Los Angeles. He'll be in town to act as host for Friday(2/11)'s KISS 96.5's **Single's Mingle Ball**. Singer **Frankie J.** will also be on hand to perform his smash hit *Obsession* live.



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*Columbia, MO Fall Book.* **Zimmer** country KCLR stays at the top. KCLR-FM 10.7-12.4, KOQL-FM 8.1-10.5, KJMO-FM 0.7-9.2, KCMQ-FM 5.4-8.5, KPLA-FM 7.4-7.2, KWWR-FM 2-5.9, KBXR-FM 4.7-5.2, KTXF-FM 4.7-5.2, KWRT-FM 2.7-3.9, KBBM-FM 5.4-2.6, KSSZ-FM 6.7-2.6, KRES-FM 1.3-2.

*4 Changes.* **Jason Crosby** will join **Moody Broadcastng** Christian combo WDLM-AM/FM/Davenport, IL as News Director...Effective March 4<sup>th</sup>, **Dave Bailey** will retire from his post as VP/GM at **Emmis/Terre Haute, IN.** WTHI-TV GSM **Todd Weber** will take over the television side of Bailey's duties while current Station Manager for WTHI-FM and WWVR-FM **James Conner** handles VP/GM duties on the radio side...The New **Slim Jim & Justice** morning show will debut on **Citadel** Active Rocker WKLQ/Grand Rapids, MI on Valentine's Day. **Slim Jim** comes from **Clear Channel** Alternative KDGE/Dallas, while **Justice** hails from **Clear Channel** Mainstream Rock WKLS/Atlanta.

Morning hosts **Jim Johnson** and **Lynne Woodison** of Greater **Media** Classic Rock WCSX/Detroit deserve kudos for raising \$243,000 for the **Children's Leukemia Foundation of Michigan** with their radiothon. More than \$2.3 million has been raised for the cause over the years from this annual event.

Changes are afoot in South Bend as **Federated Media** Hot AC WLRX flips to Top 40/Rhythmic and adopts WYPW (Power 95.7). PD duties will be filled by former **Citadel** Top 40/Rhythmic KYWL/Spokane PD/MD **DJ Manic.** **Michael Newman** and **Mark Adams** of **Radio Strategies'** will consult.

WJPS/Evansville, IN (93.5 The Wolf )will debuted with 10,000 songs in a row, sans-jocks. The station is making the flip from Oldies to Country.

*Cedar Rapids Fall Book.* **Cumulus** country KHAK overtakes **KMA** T40 KZIA. KHAK-FM 11.7-13.3, KZIA-FM 12.1-10.2, WMT -AM 9.6-9.3, KDAT-FM 10.4-8.9, KKRQ-FM 8.3-7.6, KMRY-AM 5.8-6.2, KFMW-FM 6.3-5.8, WMT -FM 5.8-5.3, KRNA-FM 2.5-4.4, KOKZ-FM 4.2-4.4, KCRG-AM 2.1-3.1, KBEA-FM 2.1-2.2, KXEL-AM 2.1-2.2, KKHQ-FM 1.3-1.3.

Mum's the word at **Clear Channel** Talk WLW-Am/Cincinnati, where a memo from Operations Dir. **Darryl Parks** has allegedly directed all staffers that no mention may be made of any local TV Station other than Clear Channel's CBS affiliate WKRC-TV (Local 12). As reported by **John Kisewetter** in the **Cincinnati Enquirer**, the memo reads: "(l)et's make this short and crystal clear. All mentions of competing television media to Local 12 stops today."

*Changes V.* **Chad Elliot**, PD at **Mississippi River Radio** Top 40 WCIL/Marion Carbondale, had been promoted to cluster OM. Stations under his guidance will include Country WOOZ, AC WUEX, Alt WXLT, Top 40 WCIL, and NewsTalk WJPF-AM. He fill the spot left empty by **Rusty James'** exit in December. Elliot's PD duties will be taken over by WOOZ middayer **Tracy McSherry-McKown**...**ESPN** Sports WXLW-AM/Indianapolis names veteran Indiana broadcaster **Russ Dodge** as GM...**Clear Channel** Oldies WMJI and Hot AC WMVX/Cleveland OM **Dave Popovich** resigns and, effective 2/24, will report to **Infinity/Denver** VP of Programming **Keith Abrams** as PD for Hot AC KIMN. He'll replace **Byron "Ron" Harrel** who exited the station to take on PD duties at **ABC/Disney** Hot AC WDVD/Detroit.

**Steve Stone**, former **Chicago Cubs** television voice, will join WSCR-AM/Chicago as their lead baseball analyst and weekend host. Stone spent time on the mound as a MLB pitcher for the **Giants, Cubs, White Sox and Orioles** before joining the late **Harry Caray**, and later Caray's grandson **Chip**, for 21 seasons in the WGN-TV Cubs booth.

Condolences to family and friends of WASK/Lafayette, IN afternoon guy **Bobby Rivers** who passed away unexpectedly from an apparent heart attack.

Sympathy is also extended to those close to **Chuck Harrison**, a longtime presence in the industry as a radio and TV news director. Harrison, who passed away on Jan. 27<sup>th</sup> in Lake Placid, FL at the age of 89, worked all over the US including stints in: Peoria, Chicago, Philadelphia, Miami and Rockford. He also served for a time as President of the **RTNDA**.

The **2005 National Conference for Media Reform** will take place May 13-15 in St. Louis. It is describes as a forum for bringing together "activists, media creators, academics, and policy-makers for three days of learning, sharing, networking and momentum-building." Speakers will include: **Pacifica Radio Democracy Now** hosts **Amy Goodman** and **Juan Ganzalez**, **Air America Radio's** **Al Franken**, and **FAIR** PD/**Counterspin** co-host **Janine Jackson**.

Jobs. **Cumulus** Rocker WRQK/Canton is searching for a new night talent. If you've got on-air moxie and can perform great production, send your CD&R's to PD **Garret Hart**, 4111 Martinsdale Rd. NE, 44705...Hot AC WSPT AM/FM & Active Rock WKQH-FM/Stevens Point is seeking a News Director. Also, WKQH needs a versatile afternoon drive talent. Production/imaging skills a plus. Good with "phoners"? Send your CD and resume to Operations Manager **Jeff Andrews**, 500 Division St., 54481...**Saga Communications** Classic Hits WKLH/Milwaukee needs Marketing Director. Contact GM, **Tom**

**Joerres, c/o Sandy Jung** – [sjung@mkeradiogr.com](mailto:sjung@mkeradiogr.com) ...**Dispatch Broadcast Group** Sports Talk WBNS-AM/Columbus, OH searching for co-host, also responsible for covering OSU sporting events. Send T/R to Attn: Human Resources **Job #100DB**, 770 Twin Rivers Dr, Columbus, OH 43215 ALSO looking for sports anchor/reporter to cover OSU events along with coach and athlete interviews. T/R to same address **Job#100DR**... **Entercom/Milwaukee WSSP-Sports Talk** is searching for sports talk producers. ALSO seeking morning talk show co-host. Send resume (tape for host ) to **Chip Ramsey**, PD,SportsRadio 1250 WSSP, 11800 West Grange Road, Hales Corners, WI 53130...**Matrix Media-EBN Radio Network/Chicago** seeks PT technical producers and board ops. Knowledge of Cool Edit and animation a plus. Resume to **Karl Gaisser**, 230 East Ohio, Chicago, IL 60611 or [kgaisser@matrixmediainc.com](mailto:kgaisser@matrixmediainc.com)... **AAA Entertainment Radio** needs a Promotions Director for three-station cluster. On –air skills a plus. Send detailed promo philosophy, aircheck, resume and cover letter to **John McKeighan**, 4108 Fieldstone Rd. Suite C, Champaign, IL. 61822....**Cumulus Hot 97-5/Bismark, ND** looking for CHR talents for midday and PD positions. Send T&R to GM **Dean Mastel**, 4303 Memorial Highway Mandan ND. 58554 or [dean.mastel@cumulus.com](mailto:dean.mastel@cumulus.com) ...**KWYR Radio/South Dakota** seeking night-timer for variety FM station, also morning show on AM country. Both positions will also carry MD/News Dir. duties. Send T&R to OM **Jason Evans**, PO Box 491, Winner, SD 57580 or [kwyrpd@gwtc.net](mailto:kwyrpd@gwtc.net) ...**Rushmore Radio** CHR KRCS/Rapid City, SD seeking PD with Selector knowledge also looking or evening personality with possible MD potential. Send T&R to **Job Openings**, 660 Flormann St., Ste 100, Rapid City, SD 57701... WPMB/WKRV currently has an opening available for a multi-talented individual. This position will require on-air work, production work, and some sales work. Please contact **John Harris** at [wkrv@sbcglobal.net](mailto:wkrv@sbcglobal.net) or at P.O. Box 100, Vandalia, IL 62471...**Cumulus** CHR WZOK/Rockford seeking PD to lead a station with a winning morning show. Also, pick up a weekly air-shift. Send package to OM **Steve Brill**, 3901 Brendenwood Road, 61107...**Clear Channel** Heritage News/Talk WIMA/Lima, OH searching for PD with killer imaging skills. Send packages to OM **Phil Austin**, Lima, 667 W. Market St., 45801...**Family Radio, Inc.** Classic Hits KCLH/La Crosse is seeking an afternoon drive air-talent. Knowledge of SAW, Cool Edit, 360 systems is a plus. Send T&R by 2/25 to Program Director, 201 State Street, La Crosse, WI 54601 Or to [daver@familyradioinc.com](mailto:daver@familyradioinc.com) ... **Saga Communications'** Illini Radio Group is looking for part-time on-air talent now! Weekend openings available on its Classic Hits, Hot AC, Country and Oldies stations. Send T&R to OM **Jonathan Drake**, 2603 W. Bradley Ave.,Champaign, IL 61821 or to [job4you000001@yahoo.com](mailto:job4you000001@yahoo.com) (5MB max)...**Rushmore Radio** State Farm Radio KBHB/Sturgis, SD seeking PT broadcast professional to deliver Farm Broadcasts and work in sales. Send T&R to Box 99, Sturgis, SD 57785...**Three Eagles Communication** KIAQ/KTLB/KUEL/KVFD – Ft. Dodge, IA seeks addition to News Dept. Responsibilities include gathering, writing and delivering the news. Experience with Cool Edit a plus. Send T&R along with a sample of stories written to **Greg Ellendson**, 200 N. 10th St, Fort Dodge IA. 50501 or to [gellendson@frontiernet.net](mailto:gellendson@frontiernet.net) ...**Haugo Broadcasting** AAA KSQY/Rapid City, SD needs morning personality/MD. Send T&R to PD **Chad Carlson**, 306 1/2 E. St. Joseph St., 57701... **NextMedia's** Rhythmic Oldies WWYW/Suburban Chicago has immediate opening for a Morning Co-Host Please rush your best to OM/PD **Bobby Knight**, 8800 US Highway 14, Crystal Lake, IL 60012...**Midwest Communication** Rock WHBZ/Sheboygan, WI is looking for an APD! Send complete package to [Ron@WHBZ.FM](mailto:Ron@WHBZ.FM) or to PD **Ron Simonet**, 2100 Washington Ave., Sheboygan, WI 53801...All Jobs listed in *The TATTLER* are free of charge, and represent equal opportunities.

No calls unless otherwise indicated.

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- Foreword by Joel Denver

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