

THE MAIN STREET Communicator Network

TATTLE R

Publisher: Tom Kay

Associate Publisher/Editor • Claire Sather

1986-Main Street Marketing's 20th Anniversary-2006

SAVE BIG MONEY NOW! Until 1/31/06, January tuition for next summer's Learning Conference – Future Tense – July 13-16 at the Minneapolis Marriott City Center is just \$249. Check out some of those OTHER earlybird radio conference deals ranging from \$500 to over \$1000 and you'll see what a great deal this is! C'mon...you know you're gonna be there. So, why not save some money in the process. Log onto www.theconclave.com and download an earlybird registration form. Next spring when you read about tuition rising to \$399 and then \$499, you'll be glad you did! But hurry – this earlybird special expires in 11 days!

The continuing saga of decency and radio has a few new pages after Bonneville Int'l CEO/NAB Joint Board Chair Bruse Reese gave testimony before the Senate Commerce Committee on Thursday (1/19), advocating for moderating in the handling of broadcast indecency issues. He urged the committee to consider self-regulation over legislation, saying, "Very real First Amendment issues are at stake when Congress considers venturing into content regulation...we would ask the Committee to consider four key points..." Elaboration on these points, and the entirety of Reese's testimony can be found at www.nab.com .

Shocker!OM/PD Chris Taylor parts company with CBS T40 KM XV-AC KSRC/Kansas City. Reach him at ctaylor702@aol.com or (913) 961-0870

Digital music continues to make its mark on the industry, as illustrated by the results the Digital Music Report 2006, recently released by the International Federation Of The Phonographic Industry (IFPI). The numbers are impressive, showing \$1.1 billion in sales from the downloading of 420 millions singles via the internet and mobile phones 2005, up from \$380 million in just one year. This means that digital music now accounts for about 6% of record companies' revenues. IFPI Chairman and CEO John Kennedy said, "Two years ago, few could have predicted the extraordinary developments we are seeing in the digital music business today. And there will be further significant growth in 2006 as the digital music market continues to take shape."

The music industry lost a giant this week with the passing of soul singer Wilson Pickett who died from a heart attack on Thursday (1/19). Pickett was behind standards such as Mustang Sally, In the Midnight Hour and nana-na-na-na sing-a-long favorite Land of 1000 Dances. Aretha Franklin chimed in with her condolences saying, "A fellow Detroit, WILSON PICKETT was one of the greatest soul singers of all time. He will absolutely be missed. I am thankful that I got the chance to speak to him not too long ago."

Polnet Communications has purchased silent daytimer WPJX/Zion, IL from Multicultural for \$230,000. This marks a fourth Chicago-area station for Polnet. WPJX formerly simulcast Radio Disney with WRDZ/Chicago under an LMA with ABC, then Oldies before going silent.

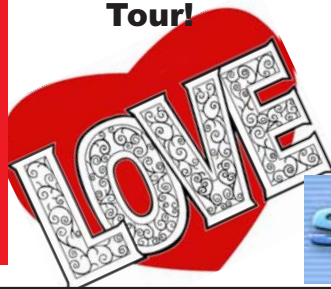
Clear Channel T40 WDAY/Fargo, ND announces the promotion of afternoon driver/MD Roy Dayton PD. Dayton is excited about his new position saying, "I'm absolutely thrilled to take over as PD. I've been in the business for 13 years, and for various reasons, such as other opportunities that presented themselves, I was never able to rise to the PD post. I'm more than ready for this new challenge!"

DEBORAH GIBSON!

& THE O'NEILL BROTHERS



Their NEW single & Valentine's Tour!



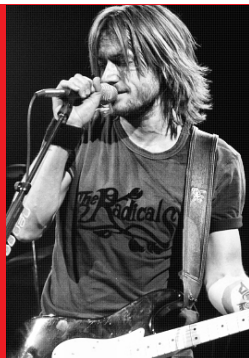
In or near a tour market? Want an interview? Got a Valentine's promotional idea? Talk to Main Street!

Deborah Gibson/O'Neill Brothers Valentine's Tour	
2/4- New Prague, MN	2/11- Sioux Falls, SD -
2/6- Eau Claire, WI	2 shows!
2/7- Sheboygan, WI	2/12- Mankato, MN
2/9- Des Moines, IA	2/13- St. Cloud, MN
2/10- Omaha, NE	2/14- Minneapolis, MN

See Deborah on FOX, starting January 18th Skating with Celebrities 6 pro skaters. 6 celebrities. Train Wreck on Ice!

Keith Urban

Making Memories Of Us



ADDED:
**KMGA, KRBB, KRNO, KRWM, KSSK,
KTDY, KTSM, KVLV, KYKY, WAHR,
WDEF, WLEV, WLHT, WMEZ, WMGV,
WMMX, WMYI, WOMX, WRCH, WRRM,
WRVF, WTCB, WTFM, WWLI, WYSF**
KS95 30x!!

HD looks like the revolution, and the revolution is now...could it be the focus of Conclave 2006: Future *Tense?* The **HD Digital Radio Alliance** is about to roll out HD2 programming in 28 markets within the next few days. This initiative will be the first wide-scale launch of HD2 multicast channels in the country, with each market airing new and unique content. As President/CEO of the Alliance, **Peter Ferrara** says, "Listeners will now have even more local choices of new and diverse programming. I think a lot of people are going to want an HD Radio for their car, home and office." The nearly 264 new HD2 channels will encompass nearly every format, include some specialized content such as Opera, Female Talk, Future Country and Extreme Hip Hop. The 28 Markets are: New York, Los Angeles, Chicago, San Francisco, Dallas-Fort Worth, Philadelphia, Houston, Washington Dc, Boston, Detroit, Atlanta, Miami, Seattle, Baltimore, Portland, Cincinnati, San Jose, Indianapolis, Memphis, Hartford, Birmingham, Dayton, McAllen, Tulsa, Albuquerque, El Paso, Springfield, MA, and Wichita.

Drew Walker, afternoon slammer at **Infinity Country WUSN/Chicago** has a new website: www.drewwalkerradio.com, featuring studio pics, imaging files, streaming links, a "what's playing now on WUSN" feature, and more. Check it out!

A surprising resignation was announced this week, that of **Arbitron VP/PPM Programming Services Bob Michaels** who has decided to explore other options after 17 years with Arbitron. Michaels, who will step down in March, says, "The radio industry owes **Pierre Bouvard** and **Steve Morris** a debt of gratitude for building the programming side of Arbitron. It was their insight in 1995 as to the importance of programming in the radio industry that our efforts began to help programmers. I will be forever grateful to them for allowing me to lead the pros here at Arbitron in those efforts. Now, I intend to take a little break, then work with stations how to benefit in our ever-changing world." Contact Bob at Bob.Michaels@Arbitron.com, or (972) 385-5357.

Two radio and television broadcast scholarships will be awarded to 2 students attending **Brown College** of Minneapolis, MN and **The Specs Howard School of Broadcasting Arts** of Southfield, MI. One Music Business scholarship will be awarded to the **McNally-Smith School of Music** of St. Paul, MN. In all, Conclave scholarships represent a value of over \$70,000... including the 3 Doug Lee baccalaureate scholarships and the Conclave's Continuing Education Scholarship! Entry forms and more information are available now at the Conclave website at www.theconclave.com. The scholarship deadline is April 1, 2006. Winners will be announced shortly thereafter. The Doug Lee scholarships will be announced sometime in late May, and the Continuing Education Scholarship winner will be announced during the summer conference. AND The Conclave has radio PSA's announcing the scholarship availability's via download at www.theconclave.com for stations wanting to help students in their community. Check the website for more info! (Coming soon – a new Conclave website: www.radioscholarships.com. Stay tuned for details!)

CHANGES...Martin, formerly heard on WHZZ/Lansing, MI will now be on Hot AC WJSZ/Owosso, MI...**Keith Murphy** steps down as morning host at WMCS/Milwaukee in order to concentrate on expanding his weekly **XM show The Power** into a daily show....**Clear Channel Country WWWW/Ann Arbor, MI morning man Brian "Bubba" Cowan** adds PD stripes, while sister AAA WQKL names former **Main Street-er Brad Savage** for PD duties...**CBS T40/Rhythmic WBBM/Chicago VP/GM John Martin** exits...

Quad Cities vet **Tony Waitekus** has announced that he'll be leaving his PD spot at **NextMedia T40 WHTS** after ten years on the job. He'll be heading south for similar duties at T40 WERO/Greenville-New Ber-Jacksonville, NC. Says NextMedia Exec. VP/Cc-COO **Jeff Dinetz**, "I know of Tony's work firsthand having competed against him in the Quad Cities...I am looking forward to being on the same team with him in Eastern Carolina." Waitekus will report for duty at WERO on February 1st.

MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416
PHONE/FAX: 952.927.HITS (4487)/927-6427 Publisher: Tom Kay at tomk@main-st.net Web: www.main-st.net

The Conclave presents

FUTURE TENSE

The 2006 Learning Conference

July 13-16, 2006

Marriott City Center/Minneapolis

January Tuition **\$249** until 1/31/06

Details at www.theconclave.com

After a surprise appearance on **Clear Channel** T40 WKSC/Chicago by **Tic Tak** (former night dude, along with his **Freak Show** for sister WKQI/Detroit), a flurry of rumors swirled, questioning if perhaps it was a preliminary test for permanent position. Turns out all the talk was for nothing, as inside sources told **All Access** that Tic Tak was just ready and available to fill-in.

Congrats to KDWB-KTLK/Minneapolis Creative Director/**Audio Chop Shop** proprietor **AJ** on having his nine month old daughter **Skye** chosen as the **Target Stores Baby**, starring in the national ad campaign for the retail chain's Baby Week happening in mid-February.

JOBS...Leighton CHR KCLD/St. Cloud, MN seeks middayer with fun personality to make the phones ring all afternoon. T&R to **JJ Holiday**, PD, 104-7 KCLD, 619 W. St. Germain St., St. Cloud, MN 56302 or jjholiday@1047kcl.com ...WIHN and WDQZ/Normal, IL seeks PT/fill-in airstaff, board op for syndicated shows (Bob & Tom, Nights w. Alice Cooper), remote broadcasts, in addition to weekend on-air work. Knowledge of Cool Edit Pro 2 and Audio Vault helpful, but not required. No emails! T&R to **Adam Chandler**, PD, WIHN Radio, 108 Boeykens Place Normal, IL 61761... **NRG Classic Rock/Bob & Tom/WGLX**-Help keep dominant morning show rocking! News/Sports during the show, production, remotes etc. T&R to panamajack@nrgbroadcast.com ...**Good Karma Broadcasting** seeks broadcast journalis/host for local, issue driven interview/talk show at the Beaver Dam Wisconsin stations. News duties include breaking news & feature story reporting, beat coverage, evening meetings and events and live afternoon news casts. Also scheduling guests, researching issues and hosting our daily mid day talk show. T&R, writing sample to moser@gkbradio.com ...**Staradio/Chicagoland** has a new frequency for the Chicago southland area is set for an April start and is looking for on-air talent with 3-5 years of recent experience in music intensive formats: morning show host and an afternoon drive announcer wanted. Voice tracking for other stations, along with commercial and station promos is required. Hiring is set for the beginning of March. T&R and photo to **Brendan**

AIN'T misbehavin' JUST conclavin'

Jay Philpott's COMPLETE history of the longest running multi-formatic conference in radio history - The Conclave Learning Conference! Photos, Memories! If you've ever attended - or ever wanted to - you'll want a copy. Makes a **GREAT** gift! Order yours today!



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of the Conclave!**
\$19.95/FREE SHIPPING!

Michaels, OM, WKAN/WYKT/WXNU, 70 Meadowview Ctr., Suite 400, Kankakee, IL 60901...**Jacobs Media**/Southfield, MI is seeking comedy writers and performers to create interesting, humorous, fast-paced and intelligent satire instead of juvenile stunts. No radio exp. req. Send T&R (or writing sample) to Jacobs Media Attn: **Chris Crowley**, 29777 Telegraph, Suite 2650 Southfield, MI 48034,...WPNA/Chicagoland, IL seeks board op/engineer. Basic radio studio exp. & gen. knowledge of transmission equip are required. T&R to WPNA 1490 AM, **Alan Kearns**, 408 S. Oak Park Ave., Oak Park, IL 60302 or alank@wpna1490am.com ...**Cumulus**/Appleton-Oshkosh, WI seeks pro to gather news, develop local contacts, and report in and out of the studio. 1 yr. com. radio news exp. req. T&R to **Guy Dark**, OM, 491 South Washburn Street, Suite 400, Oshkosh, WI 54904 orguy.dark@cumulus.com ...Clear Channel AC WRVF/Toledo, OH seeks morning cohost. T&R to Tom Cook WRVF "101.5 The River", 125 S. Superior, Toledo, OH 43602 ... **NextMedia**/Decatur, IL seeks Production Director/Middayer.Immediately. T&R to rjaynes@nextmediagroup.net ...**NextMedia** CHR Y-103 & Country 95Q/Decatur, IL seek Nighttimers, Middayerss, and Afternoon air talent for possible openings. No email. T&R to **Roy Jaynes**, NextMedia, 1100 E. Pershing Rd., Decatur, IL 62526...**Waitt** KUYU/ Spencer, IA is searching for a morning show announcer/local play by play announcer. 2 yrs. on-air exp. req., Audio Vault, Cool edit i a plus. T&R to stancow@waittradio.com ...**ESPN Radio** 1000/Chicago seeks Continuity Dir. responsible for entering copy into Marketron and completing paperwork necessary for radio production. Other duties: maintain Audio Vault inventory, enter sales orders, file production orders, complete affidavits and cross train to back up Traffic Dir.. 2 years similar exp. req. Resume to ESPN Radio 1000, **Julie Stern**, Dept. A, 190 N. State St., Chicago, IL 60601... All positions listed in the **TATTLER** represent equal opportunities, and are provided free of charge by emailing claire@main-st.net. No calls unless otherwise specified.

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COMING SOON FOR TRIPLE A

Jon Patrick McLaren

“Princess”

FALL 2005 QUARTERLIES

Quad Cities, IA-IL (#143)

Country oldies WKBF makes a dent.

Station	Format	Group Owner	Sp'05	Fa'05
WLLR-FM	Ctry	CI Chnntl	17.7	17.1
KCQQ-FM	CI Hits	CI Chnntl	10	10.6
KUUL-FM	Oldies	CI Chnntl	8.2	8.2
WXLP-FM	Act Rock	Cumulus	7	7.9
WOC-AM	N/T	CI Chnntl	7.2	7.1
KMXG-FM	AC	CI Chnntl	7	6.2
WHTS-FM	T40	Mercury Co.	6.2	6.2
KBEA-FM	T40	Cumulus	3.5	3.2
WKBF-AM	CtryOldies	Mercury Co.	0.5	2.6
KBOB-FM	CI Ctry	Cumulus	3.2	2.4
KQCS-FM	Hot AC	Cumulus	3.5	2.1
WFXN-AM	Sports	CI Chnntl	1	1.8
WKEI-AM	N/T	Viriden Corp.	0.5	1.2
WMT-AM	N/T	CI Chnntl	0.5	1.2
WGN-AM	N/T	Tribune	1.2	0.9
WLS-AM	N/T	ABC Radio	0	0.9
WSCR-AM	Sports	CBS	1	0.9
WRMJ-FM	Ctry	Hoscheidt Bcstg	0	0.6

Bloomington, IL (#241)

Both adult WVMG & adult hit WBBE score big.

Station	Format	Group Owner	Sp'05	Fa'05
WBWN-FM	Ctry	Regent	14.8	14.4
WBNQ-FM	Hot AC	Regent	13.6	11.3
WJBC-AM	N/T	Regent	9.7	10
WVMG-FM	AC	Conn	0	5.6
WPBG-FM	Oldies	Triad	3.4	4.4
WBBE-FM	Jack-type	Conn	0	3.8
WIHN-FM	Act Rock	AAA	8	3.8
WDQZ-FM	CI Hits	AAA	3.4	3.1
WLS-AM	N/T	ABC	2.8	3.1
WRPW-FM	Urb T40	AAA	3.4	3.1
WSCR-AM	Sports	CBS	1.7	2.5
WGCV-FM	B/EZ	F&G	0.6	1.9
WGLO-FM	CI Rk	Regent	4	1.9
WGN-AM	N/T	Tribune	2.3	1.9
WYST-FM	AC	AAA	3.4	1.9
WIXY-FM	Ctry	Saga	0	1.3
WSWT-FM	AC	Triad	1.7	1.3
WTRX-FM	CI Rk	Regent	2.8	1.3
WCZQ-FM	Urb T40	NextMedia	0.6	0.6
WHMS-FM	AC	DWS	0	0.6
WMVP-AM	Sports	ABC Radio	0.6	0.6
WPEO-AM	Religious	Pinebrook	0.6	0.6
WSOY-FM	N/T	NextMedia	0.6	0.6
WXMP-FM	Hot AC	AAA	0.6	0.6

Peoria, IL (#148)

Big quarterly for classic rocker WGLO.

Station	Format	Group Owner	Sp'05	Fa'05
WFYR-FM	Ctry	Regent	8.7	9.4
WGLO-FM	CI Rk	Regent	5.9	7.5
WSWT-FM	AC	Triad	9.7	7.3
WIXO-FM	Act Rock	Regent	5.4	6.7
WMBD-AM	N/T	Triad	7.9	6.5
WPBG-FM	Oldies	Triad	7.7	6.5
WXCL-FM	Ctry	AAA	6.4	4.9
WZPW-FM	Urb T40	AAA	5.9	4.6
WBNQ-FM	Hot AC	Regent	2.6	3
WOAM-AM	Stndrds	Kelly	3.1	3
WIRL-AM	Ctry	Triad	3.8	2.4
WXMP-FM	Hot AC	AAA	3.6	2.4
WBWN-FM	Ctry	Regent	1.3	1.9
WDQX-FM	CI Hits	AAA	2.8	1.9
WPIA-FM	Religious	Regent	0.5	1.9
WPMJ-FM	AC	Kelly	1.8	1.9
WPEO-AM	Religious	Pinebrook	1.8	1.6
WVEL-AM/FM	Gosp	Regent	0.8	1.6
WSCR-AM	Sports	CBS	0.5	1.3
WWCT-FM	Rock	AAA	1.3	1.3
WGN-AM	N/T	Tribune	1.3	1.1
WLS-AM	N/T	ABC	1.5	1.1
WCDD-FM	CI Hits	Prairie	1	0.8
WAAG-FM	N/T	Galesburg	0.8	0.5

Rockford, IL (#152)

Adult WGBF enjoys good book.

Station	Format	Group Owner	Sp'05	Fa'05
WXXQ-FM	Ctry	Cumulus	12.3	11.5
WZOK-FM	T40	Cumulus	12.3	8.8
WGFB-FM	AC	Maverick	6.6	8.5
WKGL-FM	Oldies	URBan Radio	5	7.2
WXRX-FM	Rock	Maverick	7.6	7.2
WROK-AM	N/T	Cumulus	3.1	4
WGN-AM	N/T	Tribune	5.5	3.7
WYHY-FM	CI Rk	Maverick	4.2	3.7
WYRB-FM	Urb AC	Crawford	3.7	3.7
WKPO-FM	Urb T40	Good Karma	2.9	3.2
WSCR-AM	Sports	CBS	1.6	2.9
WLS-AM	N/T	ABC Radio	2.6	2.7
WBBM-AM	News	CBS	2.1	2.4
WQFL-FM	Chr T40	1st Asbly of God	1.8	2.4
WSJY-FM	AC	NRG Media	1.6	2.1

South Bend, IN (#178)

Adult WNSN just keeps getting' better.

Station	Format	Group Owner	Sp'05	Fa'05
WNSN-FM	AC	Schurz	10.6	12.7
WBYT-FM	Ctry	Federated	8.4	8.2
WRBR-FM	Act Rock	Dille & Erlacher	9.9	7.8
WSBT-AM	N/T	Schurz	7.6	7.8
WNDV-FM/	T40	Artistic	7.6	7.1
WNDV-AM				
WZOC-FM	Oldies	Plymouth	6.1	6.3
WAOR-FM	CI Rk	Federated	4.9	5.6
WUBU-FM	Sm Jzz	Federated	3.4	4.1
WYPW-FM	Urb T40	Dille & Erlacher	3.8	4.1
WSMK-FM	Urb T40	Williams	3.4	3.4
WHFB-FM	Ctry	WinCom	3	3
WHLY-AM	Stndrds	Artistic	4.9	2.2
WGN-AM	N/T	Tribune	1.1	1.9
WHPZ-FM/	Chrstn AC	LeSea	1.1	1.9
WDOW-FM				
WZOW-FM/	CI Rk	Artistic	3.8	1.9
WOZW-FM				
WFRN-FM	Chrstn AC	Progressive	3	1.5
WDND-AM	Sports	Artistic	0	1.1
WHME-FM	Chrstn AC	LeSea	0	0.7
WLS-AM	N/T	ABC	0	0.7

All quarterly numbers featured in this TATTLER represent

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