



STREET TALK®

Twin Cities' Flood Relief

Twenty-one Twin Cities radio stations joined together last Friday (4/24) to aid flood victims in the Grand Forks, ND region. The historic live broadcast — which took place from 5am-noon at the Target Center in downtown Minneapolis — were spearheaded by **KDWB** morning vet **Dave Ryan**.

Ryan approached PD **Dan Kieley** with the idea after witnessing a weekend of devastating floods and fires that forced 56,000 residents to evacuate, then began soliciting the support of other local stations. In addition to **KDWB**, **KBEM**, **KEEY**, **KEGE**, **KFAN**, **KLBB**, **KMOJ**, **KNOW**, **KQQL**, **KQRS**, **KSGS**, **KSJN**, **KSTP-FM**, **KTCJ** & **KTCZ**, **KYCR**, **Minnesota Public Radio**, **Radio AAHS**, **WCCO**, **WLTE**, and **WMNN** broadcast their morning shows from the Target Center, asking listeners to contribute money, food, water, and other essentials to assist the thousands left homeless by the rising Red River.

"I've been in the business 20 years and have never seen anything like this unbelievable support — we couldn't keep up with it," said Kieley.

KDWB GM **Marc Kalman** added, "I've been in the Twin Cities market for 29 years, and this is the first time every station got together and cooperated fully — it was a beautiful thing. We've raised over \$750,000 in cash so far; and 1.2 million pounds of food, clothing, and supplies that filled over 53 semis."

Other flood-related news: As of Monday (4/28), only **KNOX** and **KCNN/Grand Forks** were on the air, leaving 11 other radio stations dark.

'Geriatric' Jokesters

Top-rated **KKLQ (Q106)/San Diego** morning drivers **Jeff & Jer** made their final appearance on the **Jacor** CHR last Thursday

Rumors

- Is **Jacor's Randy Michaels** looking at another Southern California AM that's set for a 50,000-watt upgrade?
- Could a Rocky Mountain PD be returning to his former stomping grounds in the Peachtree State?
- Has former **Big Beat/Tag** Sr. VP/Promo **Ron Geslin**, who is widely rumored to be a top contender for the open Sr. VP slot at **RCA**, been courted to become head of promotion for **V2**?

(4/24) before their imminent move to crosstown Hot AC rival **KFMB-FM**.

The dynamic duo was barely out the door when Q106 began running promos to reposition them. In true **Jacor** fashion, Q106 began calling it the "Jeff & Geriatric Show," identifying Star as "Old B100" (its former nickname) and calling PD **Tracy Johnson** "Stacy" and GM **Bob Bolinger** "Bob Bowlinghead."

Here's one Q106 "lie detector" promo **ST** spies overheard:

Announcer: We've hooked up Jer, of Jeff & Geriatric, to the Star lie detector. When he tells the truth, you'll hear (*bell*). But when he tells you a lie you'll hear (*buzzer*). Jer, how old are you anyway?

Jer: Well, I'm in my 30's (*buzzer*). Gee whiz that hurts! OK, OK, I'm 40 years old (*buzzer*) AHHHHH! All Right, I'll tell you how old I am. I qualify for the senior citizens discount at the cafeteria, that's how old I am (*bell*).

Announcer: Thanks for being so honest Geriatric. Oops, I mean Jer. So tell us, do you enjoy getting out and spending time with your listeners?

Jer: Oh yeah, it's one of my favorite things to do (*buzzer*). AHH! Um, well, I kinda like it! (*buzz*) OUCH!! OK, you bastard, I hate it! (*bell*). There's nothing worse than having to lower myself to even smile and acknowledge their presence (*bell*).

That's the reason we make (Jeff & Jer co-hosts) **Laura Cane** and **Little Tommy** do all our appearances, I hate them! (*bell*). And Jeff won't go out in public because if a nice stiff breeze blows through, his toupee starts flapping like a flag during a late-summer Santa Ana! (*bell*).

Meanwhile, former Star morning drivers **Kim Morrison**, **Dave Smiley**, and producer **Matt** were scheduled to start on Q106 Thursday (5/1).

Jacor Broadcasting/San Diego moves **Howard Stern** — currently airing on Alternative **XTRA-FM (91X)** — to Active Rock **KIOZ**. In turn, **KIOZ's Dave, Shelly & Chainsaw** return to Rock **KGB**, where they hosted the "Dawn Patrol" from '90-'94. And **Robin Roth**, who had been anchoring local portions of Stern's

Continued on Page 20

McVay Media Wins

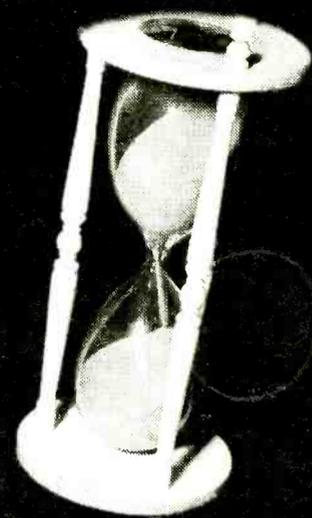
Congratulations to the staff at **Renda Broadcastings' WISH/Pittsburgh** as they posted a Winter '97 #1 25-54 women rank, Monday-Sunday, 6am-12am. **WISH** is now the #1 AC in the Steel City.

Big wins include #1 at **WWLI/Providence**, **WKDD/Akron**, **WDOK/Cleveland**, **KMXV/Kansas City**, **WVEZ/Louisville**,

WTVR/Richmond, **WEJZ/Jacksonville**, **KSSK/Honolulu**, **WQDR/Raleigh**, **WLHT/Grand Rapids**, **WFMK/Lansing...** and many more.

Join The Winners

We have the ratings to prove that our clients win. Call **Mike** or **Doris McVay** at (216) 892-1910 for the complete **McVay Media Rating Report Card** or just check our web site at www.mcvaymedia.com.



tick, tock
tick, tock

THE ENCLAVE

936 Broadway New York, NY 10010 www.the-enclave.com