

THE
MAIN STREET
Communicator Network
TATTLE R

Publisher: Tom Kay
Associate Publisher/Editor • Claire Sather

"Now Receiving Regular Payments from FEMA"

10TH TALENTRAK, ONE WEEK AWAY! Featuring a faculty dotted with award-winning major market programmers and air talent, here's what you can expect at TalenTrak 2005 next weekend (10/15): 9 AM Registration begins. 9:30AM- **HOW NOT TO GET A JOB** - How do job candidates eliminate themselves from getting the job they want? Are there specific actions and behaviors – either subtle or overt - which can cause otherwise-talented air personalities to put their employment in jeopardy? A candid, in-depth look at what keeps talented air personalities from getting the job they want or – worse yet - losing the job they have. Mentoring by **Daniel Anstandig**, McVay Media/Cleveland, **Don Hallett**, PD-WMVX (Mix 106.5)/Cleveland, more! 10:30 AM- **AND NOW FOR SOMETHING COMPLETELY DIFFERENT!** Is your individuality keeping you from being fully appreciated as an air talent? During this hour, you'll discover what you'll need to develop your own uniqueness. You'll learn not only how to be yourself and find your own voice, but how to succeed in doing so! Mentoring by **Mark Anderson**, Clear Channel/Pittsburgh, **Mike Marino**, Clear Channel/Los Angeles, more! 11:30AM **HOW BIG IS THIS THING GONNA GET?** – It's one thing to get a job and another thing to keep a job. But what role do jobs REALLY play in growing a career? **Kipper McGee**, PD of WLS/Chicago, teaches the skills necessary to raise the ceiling on your personal and professional development, allowing you to maximize your full vocational potential! 12:30PM- **The Keynote Luncheon.** TalenTrak will have a keynote presentation served up with lunch, featuring nationally syndicated personality, **Rover** - who also toils daily as the Xtreme/Cleveland morning guy – in a stirring presentation,

"Do As I Say, But Not Like I Told You!" 2PM- **The Aircheck Clinic** (first 60 registrants only)– Perhaps the most important facet of TalenTrak, the Aircheck Clinic will feature airchecking from most of the morning session's faculty, along with **Greg Ausham**, Envision Radio/Cleveland - **Jerry Boulding**, Conclave Board member and All Access urban editor - **Tracey Carroll**, Lanigan & Malone/Cleveland – **Tom Cook**, Clear Channel/Philadelphia - **Tim Kelly**, Elyria-Lorain Broadcasting/Cleveland - **Dr. John "Turk" Logan**, WCSU/Central State University (Dayton) - **Mike McVay**, McVay Media - **Kim Monroe**, Xtreme/Cleveland - **Don Murphy**, Int'l Morning Show consultant – **Mark Pennington**, WRIF/Detroit - **Bruce Ryan**, Ohio Center for Broadcasting/Cleveland - **Terese Taylor**, WRMM/Rochester- **Slats**, Xtreme/Cleveland - **Sue Wilson**, WFHM/Cleveland – **Brian Wright**, Audience Development Group – and once again serving as host for the day, **Bill Klapproth** from WLUP/Chicago! 5PM **Great War Stories of Radio** - The day's last general session, *War Stories* provides an intimate glance at the anecdotes, trials, and tribulations experienced by your faculty. You may laugh, you may cry, you may fall down and go boom...but we guarantee, you'll learn! (Additional faculty TBA; faculty subject to change without notice). 5:30PM- **The TalenTrak Cocktail Reception** – An Informal reception in the Holiday Inn bar/lounge where you'll get a drink ticket and complimentary snacks! **ADVANCED REGISTRATION CLOSES ON WED, 10/12!** If you want to get in for \$49, you just have a few days to do so; contact the Conclave at www.theconclave.com before Wednesday! On-site registration tuition will be \$59! Save now!!

The **Minnesota Twins** and **Infinity N/T WCCO/Minneapolis** honored their longtime radio broadcaster **Herb Carneal** in a ceremony before last Sunday's season finale against Detroit at the **Metrodome**. The 82-year-old Carneal is finishing his 50th season of major league broadcasts. Hall-of-Famer and former Twin **Rod Carew** will be on hand, and baseball broadcasting legends **Vin Sculley**, **Bob Ueker**, and **Ernie Harwell** contributed video tributes, while WCCO-AM GM Mary Niemeyer presented Herb with the first headset he used 50 years ago to broadcast his first Twins game. (A smart aleck radio guy in the 10th row who may or may not be an Infinity employee hollered out: "Thanks a lot, Herb...Now we got a weekender without headphones!")

Keith Urban
YOU'LL THINK OF ME
WRVW 77x! WIOG 70x!
KFBZ 66x! WMYX 53x!
WDVD 46x! WKTI 45x!



TREMOLO
ADDED
KARZ!
Can You Feel it Now



jon patrick mcclaren
chasing butterflies

"Jon Patrick McClaren? Not enough O's in SMOOTH!"
-Todd Mitchell, OM-KYYY/Bismarck



THE VANITY PROJECT
WILTED ROSE
WZGC 16X!



FCC Commissioner and 2005 Conclave XXX Keynote Jonathan Adelstein continues, to voice his strong opinions regarding ownership restrictions, just as he did on the Learning Conference stage in July. He spoke Wednesday (10/5) at the **University of Iowa's Town Meeting on the Future of Radio**. "You can't put the toothpaste back in the tube," Adelstein said, according to the *Des Moines Register*. KZIA/Cedar Rapids had its GM, **Eliot Keller**, on hand and he noted that his was the last station standing not owned by **Clear Channel** or **Cumulus** in the Cedar Rapids-Iowa City market. Said Keller, "I hope the FCC doesn't allow local ownership to go the way of the dinosaur." While he was in the Hawkeye state, Adelstein also wrote an editorial for the Iowa City Press-Citizen, published earlier this week. While the **FCC** is holding official open hearings on the matter, Adelstein and fellow Commissioner **Michael Copps** have been attending a variety of forums similar to this one all across the country because, as Adelstein puts it, "the best jury is the American people. You can't wait to see what they think if you sit in Washington and wait for the lobbyist to come tell us what to think." The sharp tongued Adelstein has been outspoken in his feelings regarding the FCC's practices in this area, calling his own commission at "toothless tiger" that was of no help in stemming the tide of ownership concentration.

In light of their syndication, **Lex and Terry** have moved from **Cox to Clear Channel**, with their show now broadcasting from the **Port St. Lucie** studios of WZZR/West Palm Beach-Fort Pierce. This will be in effect while they wait out a 120-day non-compete to air again in Jacksonville. Longtime Dir./Syndication **Peter Welpton** and the rest of the L&T crew will make the transition along with the show. The new deal will have the show airing on both Clear Channel and non CC stations. One half of the duo, **Lex Staley**, commented, "The Lex Terry radio network and Clear Channel relationship is a win-win situation on the syndication level...(it) makes great business sense for both parties." Seems an **XM** satellite deal may also be in the works.

Another **Conclave XXX Keynote** making the news is **TRN's Mancow Muller**, as the morning maven adds three more affiliates: **Clear Channel** Rock KRZR/Fresno, **Journal** Rock KZRQ/Springfield and **Union** Rock KZPL/Kansas City. This brings the **Emmis** Alternative WKQX/Chicago-based Muller's affiliate numbers to over two dozen, including huge markets like KLAC/Los Angeles.

Midwest Congresswoman slams Bennett! Rep. **Stephanie Tubbs Jones** (D-OH) is calling for the removal of former Secretary of Education **William Bennett** from his syndicated talk-show after his statement on abortion, crime and African Americans. "I am outraged and appalled at William Bennett's recent comments suggesting the aborting of black babies would reduce the crime rate in this country," she said "His comments were deplorable and undeniably racist. Mr. Bennett owes this nation an apology and I expect the FCC to take swift action in removing his show from the air." **TATTLER COMMENT:** Let's get Bennett together with **Pat Robertson** as talk-show co-hosts and REALLY test the FCC's mettle...oh, wait...never mind. The FCC only handles complaints which deal with wanton remarks by the likes of Mancow and Howard Stern about body parts. On air racism and war-mongering are just fine, thank you.

Good news/Bad news from the Music Industry. The Good news - The **International Federation of the Phonographic Industry** (IFPI) said digital music sale revenues tripled in the first half of 2005 compared with 2004. The organization said 6% of record industry sales were digital, which nets out to a worth of \$790 million. "The digital music boom is continuing and it is growing at an exciting pace for the music industry," IFPI said. The growth of digital sales was being driven by the increased use of broadband, 3G mobile phones and portable music players. Now for the Bad news: sales of CDs fell 6.3% and the overall market by 1.9%. That means CDs experienced a global drop from 13.4 billion to 13.2 billion for all music sales - regardless of format. By country: US-5.3% drop in value; Japan-9.2% drop in value; UK - 4% drop in value; Germany - 5.8% drop in value; France - 2.7% drop in value. **TATTLER COMMENT:** the music industry had better start figuring this out, or there won't be any new music left for digital to sell. And here's a generous hint: the answer ISN'T going to be found in suing downloaders.

TALENTRAK SPONSORS! The following companies have made a generous contribution to the Conclave, making **TalenTrak** – and other Conclave programs - possible: **Platinum Sponsors** – **BDS Radio/Nielsen, BitXchange/AudioXchange, PromoSuite, and United Stations!** **Gold Sponsors** – **Envision Radio, Jefferson-Pilot.**



BRETT DENNEN
"Desert Sunrise"

KRSH WTTS KRVB
WRNX KINK WOKI

Kory and the Fireflies



She's comin' Back Again!
KKCK 15X

SPINNING ALL SUMMER AND INTO THE FALL!

Changes. **Kerrigan & Company** is the new morning show at **Federated Media** AC WMEE/Ft. Wayne, IN. The AM trio is made up of former WTUE/Dayton, OH jock **Steve Kerrigan** and WMEE midday vet **Chris Cage** and WMEE staffer **Erika Taylor**...Tracey **Garrett** goes full time as APD/MD/middayer, up from the interim role at **Clear Channel** Country KZSN/Wichita...**Dan Fullick** is leaving his **Virgin Record** spot in Chicago for one in New York City. **Allison Smith** of **Lava** will fill his shoes.

Radio Disney WFDF-A/Flint, MI is movin' on up, to Detroit, that is! On the way there, the station will update their signal with a 50,000-watt daytime signal and a new 18,000-watt night signal expected to be approved by the **FCC** before the end of the month.

Feller Adult Standards KSQB/Sioux Falls, SD will flip back to Sports on Monday (10/10). The Station will function as 1520 **The Score** with programming including **Fox Sports**, **Jim Rome** of **Premiere** and **Clear Channel**/Minneapolis' K-FAN network. This will make KSQB the second Sports format in the market, joining **Backyard Broadcasting's** KWSN.

Waitt/Omaha and **Commonwealth Radio** have signed an exclusive arrangement to syndicate the Jack-ish **BOB-FM** format, which the press release describes as "playing all styles of music on one station." Consulting will be **Joel Folger** of **Folger Entertainment**; Waitt will be offering the format with localized content for affiliates.

Andrew "Big Z" Zepada, of **Journal** Hot AC KZPT/Tucson, heads back to the Midwest for a morning co-host spot alongside **Micki** at **Clear Channel** Top 40 WVKS/Toledo. Zepada spent time doing wake ups at **Citadel** Top 40 WIOG/Saginaw before his stint in Arizona. He'll replace WVKS jock **Johnny D** who's moved crosstown to **Cumulus** T40 WTWR.

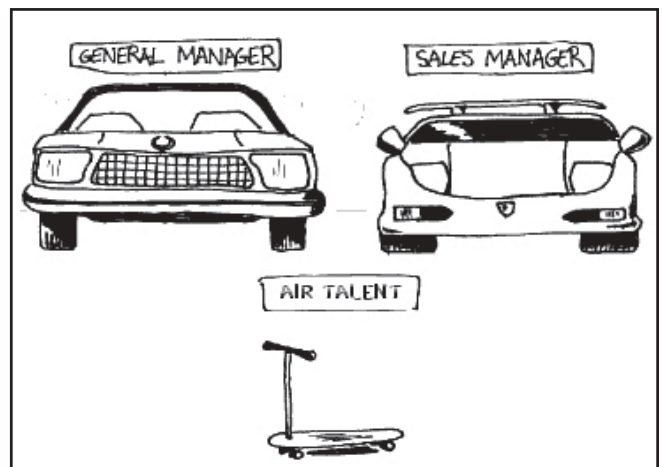
Kevin Arvidson exits his AM OM slot at **Leighton Broadcasting**/Grand Forks, ND as well as his talk spot on KNOX. The **Grand Forks Herald** cites "differing management philosophies" as the reason for the parting of ways. Arvidson's exit comes on the heels of the departure of another KNOX host **Dakota Huseby**.

WTMX/Chicago is planning a new, nightly on-air dating game airing weeknights from 7 to 9PM. The hosts for the Hot AC's program will be **Jeff Corder** and **Nikki Chuminatto**. The show

will be called *Mix 'N Match*, a show in which singles can choose from among three potential dates...ala *The Dating Game*. Said Mix PD **Mary Ellen Kachinske**, "Time and time again listeners have told us that the dating scene is one of the most frustrating things that they have to deal with, so everyone at the Mix is excited to offer this new concept, have some fun on the air and maybe even hook a few people up with their dream date."

Radio Business Report asked an interesting question of its subscribers this week. Because the NAB has announced plans to co-locate their September 2006 convention with the R&R convention, RBR wondered - which would be best for radio? The results: Colocating NAB & R&R -16%, Colocating NAB & RAB -24%, Combining the NAB Radio Show with the NAB Las Vegas covention -22%, a pure Radio Industry convention completely apart from the NAB with focus thinking 37%. **TATTLER COMMENT:** looks like a majority of the RBR respondents will be coming to the Conclave's summer Learning Conference – **PURE RADIO 2006** - next July (check out www.theconclave.com for details)!

TALENTRAK HOTEL INFO! **The Holiday Inn Select/Cleveland-City Centre Lakeshore** is located at Lakeside & 12th, Cleveland, OH 44114. When you call for reservations (216-241-5100), identify yourself as an attendee of the Conclave's TalenTrak and you'll be offered a room for \$89 (while supplies last). You must make your own reservation; the cost of the hotel is not included in your TalenTrak tuition. *Note: there is a daily charge for parking your vehicle, even if you are a guest at the hotel. Call the hotel for details.*



Why TalenTrak is important...



Alan Sneed will consult as **Radio One** flips the former **Emmis** Adult Standards **WDR**A to a Top 40/Rhythmic station under the moniker **Hot 104**.

Rubber City Radio Group will no longer simulcast their Sports format in Lansing, instead they will split the 92.1 and 92.7 pair, leaving Sports **WTXQ** on 92.1. The 92.7 frequency has flipped to Smooth Jazz with new calls **WJZL**.

Hurricane Relief Effort of the week: Cumulus Top 40 **WWCK/Flint, MI** 's new PD **Fig** has wasted no time jumping in to lead his station in assisting the victims of **Katrina and Rita**. They've teamed up with **The Food Bank of Eastern Michigan (FBEM)** to form the **Caravan for Caring**, an effort to raise money and food for those in need. As of this writing 5000 pounds of food and \$2000 had been raised.

Changes, Too. Zimmer Radio Group snaps up Gospel **KWAS** from **The New Life Evangelistic Center**, flipping to Sports and taking the Joplin, MO cluster from four to five stations. Also in Joplin, **Chris Cortez** take on nights for **Zimmer** Top 40 **KSYN**...**Clear Channel** Country **KSWF/Springfield, MO** welcomes **CJ Michaels** on as PD...**Danielle Bogie** will bet he new AE for **Regent/Peoria**...**Jerry Noble** is the new PD for **Citadel** Top 40 **WIOG/Saginaw-Bay City-Midland-Flint, MI**. He comes to them from **Liggett** Hot AC **WBTI/Port Huron, MI** where he held similar duties.

Bar Broadcasting moved its *La Ley* Spanish programming from **KBGG/Des Moines** to **KDLS/Perry, IA**, has now purchased **KDLS** and its AM sister Variety **KDLS-A** from **Chester Coleman's American Radio Brokers** for \$750,000.

Condolences. Wendy Steele Slabaugh MD/talent for **WLVQ/Columbus** in the 80's and account manager for crosstown **WWCD** since 1991 passed away suddenly Saturday (10/1)...**Bonneville** Hot AC **WVRV** Variety Hits **WARH**, Country Legends **WIL** and Country **WIL-FM** Market Dir. **Abigail Pollay** passed away suddenly last Friday (9/30).

Need to update your on-air skills?

\$49 until 10/12
\$59 at the door!

TalenTrak

SATURDAY OCTOBER 15, 2005 *CLEVELAND *
HOLIDAY INN CITY CENTRE LAKESHORE
Details at www.theconclave.com or call 952-927-4487

Jobs. Clear Channel sports/talk **KFAN/Minneapolis**, home of the **Minnesota Vikings** and **Minnesota Timberwolves** in Minneapolis-St. Paul, is looking for an experienced Local Sales Manager. Do you have first hand experience with developing direct sales? Do you understand what sports marketing can do for your clients? Can you build, lead and motivate a winning sales team? Are you a natural creative problem solver that strives to be the best at everything you do? Then this may be the team for you. Bring your winning attitude and your business savvy and join **KFAN**! Self starters who want to earn commission should Forward resume, cover letter, position you're seeking and salary requirements to: Hiring Manager, 1600 Utica Avenue South, Suite 400, Minneapolis MN 55416 E-mail: Employment@ClearChannel.com...**Radio One** Top 40/Rhythmic at **KTTB (B96)/Minneapolis** seeks night talent. T&R to samelliottb96@msn.com...**South Central** Top 40 **WSTO (HOT 96)/Evansville** needs a Creative-Imaging/night talent. T&R to PD **Stan**, PO Box 3848, Evansville, IN 47736 or stan@hot96.com...**Oldies** **KUQL/Mitchell, SD** seeks PT talent for 4p to 8p Monday thru Friday and voice-tracking until Midnight, plus weekends. Web savvy helpful. T&R to **KUQL/Kool 98**, Attn: **Chris Johnson**, 501 South Ohlman, Mitchell, SD 57301 or cj@kool98.com...**NRG** **WCMY** and **WRKX/Ottawa IL** seek a News Director. 5 years experience strong news judgment, keyboard and mic skills required. Adobe CoolEdit and Prophet a plus. Audio, writing samples, and resume to **Jay LeSeure**, Ops Mgr., **WCMY/WRKX**, 216 W. Lafayette St., Ottawa IL 61350 or e-mail jay@wcm1430.com...**Heartland Communications Group/Houghton, MI** seeks OM/afternoon drive. Formats are Classic Hits, Country, and Memories. On-air portion at Classic. T&R to **Rich Cannata**, VP Corporate Operations, 101 West Main Street Suite 312 Ashland, WI 54806...**CHR/POP** station seeking air talent. If you sound positive, upbeat, and fun, and can relate to our audience, women ages 18 to 34, we would like to hear from you. T&R to **The Radio Group**, 3905 Progress Blvd., Peru, IL 61354 or employment@theradiogroup.net...**NextMedia/Aurora-Joliet, IL** seeks Sales Manager able to drive rates and manage inventory. For a confidential interview E-mail **Brian Foster** at bfoster@nextmediachicago.com...All positions listed in JOBS are provided free of charge (contact **Claire Sather** at Claire@main-st.net) and represent equal opportunities. No calls unless otherwise specified.

GREATER MIDWEST ARBITRON REPORTS

SUMMER BOOK, PHASE 2 RESULTS

Colorado Springs, CO (#96)

Country regains the crown.

Station	Format	Owner	SuP1	SuP2
KCCY-FM	Ctry	ClrChnnl	6.9	7.3
KIBT-FM	T40/Rhym	ClrChnnl	7.7	6.8
KKMG-FM	T40	Citadel	7	6.3
KVOR-AM	N/T	Citadel	6.2	6.3
KILO-FM	Active Rk	Bahakel	5.7	6.1
KBIQ-FM	Chrstn AC	Salem	5.5	5.6
KKFM-FM	Clssc Rk	Citadel	5	5.3
KKLI-FM	AC	ClrChnnl	5.5	4.8
KSPZ-FM	Old.	Citadel	4	4.6
KRDO-FM	Hot AC	PP Bdcstg	4	4.4
KYZX-FM	Clssc Rk	Bahakel	4.5	4.4
KVUU-FM	Hot AC	ClrChnnl	5.2	3.9
KKCS-FM	Ctry	Superior	3.8	3.4
KOA-AM	N/T	ClrChnnl	2.6	2.7
KSKX-FM	SmJzz	Optima	3.3	2.2
KZNT-AM	N/T	Salem	1.2	1.5
KCMN-AM	Stnrds	Crawford	0.9	1
KDZA-FM	Old.	ClrChnnl	0.7	1
KGFT-FM	Chrstn Talk	Salem	1	0.9
KKZN-AM	Talk	ClrChnnl	0.9	0.9
KRDO-AM	Sports	PP Bdcstg	0.7	0.7
KHOW-AM	N/T	ClrChnnl	0.5	0.5
KRFX-FM	Clssc Rk	ClrChnnl	0	0.5

Dayton, OH (#58)

WHKO commands.

Station	Format	Owner	SuP1	SuP2
WHKO-FM	Ctry	Cox	10.6	10.3
WLQT-FM	AC	ClrChnnl	8.2	8
WMMX-FM	Hot AC	ClrChnnl	7	7.8
WTUE-FM	Clssc Rk	ClrChnnl	7.2	6.7
WHIO-AM	N/T	Cox	6.6	6.3
WDHT-FM	T40/Rhym	Radio One	5.1	5.6
WROU-FM	Urban AC	Radio One	5.6	5.4
WLW-AM	N/T	ClrChnnl	4.7	4.9
WXEG-FM	Alt	ClrChnnl	5.2	4.8
WGTV-FM	T40	Radio One	2.9	3.7
WDKF-FM	T40	ClrChnnl	2.5	2.4
WZLR-FM	Clssc Rk	Cox	2	2.1
WPFB-FM	Ctry	WPAY/WPFB	1.7	2
WDPT-FM	80s	Cox	2	1.9
WDSJ-FM	SmJzz	ClrChnnl	2.3	1.9
WKSJ-FM	Ctry	Radio One	1.7	1.9
WFCJ-FM	Rel	Miami Valley	1.7	1.6
WBZI-AM/				
WEDI-AM	Clssc Ctry	T&C	1.7	1.4
WDAO-AM	Urban AC	Johnson	1.6	1.4
WING-AM	Sports	Radio One	1	1.3
WGRR-FM	Old.	Infinity	0.9	1.2
WMOJ-FM	Rhym Old.	Susq	1	1
WEBN-FM	Rk	ClrChnnl	0	0.4

Columbus, OH (#35)

WNCI rolls along.

Station	Format	Owner	SuP1	SuP2
WNCI-FM	T40	CIChnnl	10.1	9.9
WCOL-FM	Ctry	CIChnnl	7.5	7.5
WTVN-AM	N/T	CIChnnl	6.9	7.1
WCKX-FM	Urb	Radio One	7.8	7
WLVQ-FM	Rck	Infinity	5	5.2
WSNY-FM	AC	Saga	5.2	5.2
WBZX-FM	Act Rck	NAmerican	4.5	5.1
WBNS-FM	Hot AC	Radio Ohio	3.6	4.1
WHOK-FM	Ctry	Infinity	4.5	4.1
WXMG-FM	Urb AC	Radio One	3.8	3.8
WLZT-FM	AC	CIChnnl	2.8	3
WFJX-FM	Clssc Rck	CIChnnl	2.3	2.7
WCVO-FM	Chrstn AC	ChristVce	3	2.6
WBNS-AM	Sports	Radio Ohio	2.2	2.2
WJZA-FM/				
WJZK-FM	SmJzz	Saga	1.8	2.1
WCLT-FM	Ctry	WCLT	2.3	2
WWCD-FM	Alt	Ingleside	1.6	2
WMNI-AM	Stnrds	NAmerican	1.6	1.9
WODB-FM	Oldies	Saga	2.3	1.9
WJYD-FM	Gospel	Radio One	1.5	1.5
WAZU-FM	Act Rck	Infinity	1.1	1.3
WVVO-FM	Hisp	Stp 26-Rvbd	1.1	1.2
WTDA-FM	Clssc Hits	NAmerican	1.3	1
WTPG-AM	Talk	CIChnnl	0.7	1
WLW-AM	N/T	CIChnnl	0.9	0.9
WRFD-AM	Chrstn Talk	Salem	0.8	0.8
WNKO-FM	Oldies	Runnymede	0.4	0.5
WQIO-FM	AC	CIChnnl	0.4	0.4

SPRING QUARTERLY 2005 RESULTS

Traverse City-Petoskey, MI (#192)

Midwestern Bdcstg. Wins!

STATION	FORMAT	OWNER	Fa04	Sp05
WTCM-FM/				
WBCM-FM	Ctry	Mdwstrn	12.5	14.2
WCCW-FM/				
WCZW-FM	Oldies	Mdwstrn	7.1	10.6
WKHQ-FM	T40	MacDonald	6.4	8
WTCM-AM	N/T	Mdwstrn	8.9	7.7
WGFM-FM	Rock	Northern	6	7.3
WKLT-FM				
/WKLZ-FM	Rock	Northern	6.8	5.1
WMKC-FM/				
WAVC-FM	Ctry	Northern	5.2	5.1
WLXT-FM	AC	MacDonald	4.6	4.4
WLDR-FM	AC	Henderson	4.3	3.6
WKPK-FM/				
WKVK-FM	Hot AC	Northern	2.5	2.6
WFCX-FM				
/WFDX-FM	Cl. Hits	Northern	2.8	2.2
WJZQ-FM	Sm. Jazz	Mdwstrn	2.8	2.2
WJZJ-FM	Act. Rock	Northern	3.2	1.8
WCCW-AM	Sports	Mdwstrn	1.1	1.5
WGFM-FM	Cl. Rock	Northern	1.8	1.1
WLJZ-FM	Act. Rock	Northern	0.7	1.1
WMBN-AM	MOR	MacDonald	0	1.1

Wausau-Stevens Point, WI (#168)

WIFC separates itself from the pack.

Station	Format	Owner	SuP1	SuP2
WIFC-FM	T40	Mid. Comm.	11.3	12.8
WDEZ-FM	Ctry	Mid. Comm.	11.6	11.3
WYTE-FM	Ctry	NRG Media	11.3	8.3
WIZD-FM/				
WOFM-FM	Oldies	Mid. Comm.	4.5	6.2
WLJY-FM	AC	NRG Media	6	6.1
WLRK-FM	Cl. Hits	Seehafer	3	5.5
WGLX-FM	Cl. Rock	NRG Media	5.7	4.3
WSAU-AM	N/T	Mid. Comm.	5.1	4.3
WMZK-FM	Rock	Badger	2.7	2.8
WSPT-FM	Hot AC	Muzzy	3.6	2.4
WAXX-FM	Ctry	Maverick	2.4	2.1
WKQH-FM	Rock	Muzzy	3.9	2.1
WDLB-AM	N/T	NRG Media	2.1	1.8
WFHR-AM	N/T	NRG Media	2.7	1.5
WRIG-AM	Sports	Mid. Comm.	0.6	1.5
WCCN-FM	Cl. Rock	Cent. WI	0.6	1.2
WRLO-FM	Cl. Rock	NRG Media	0.6	1.2
WXCO-AM	N/T	Mid. Comm.	0.9	1.2

Youngstown-Warren, OH (#118)

WKBN wins again.

Station	Format	Owner	SuP1	SuP2
WKBN-AM	N/T	Cl. Channel	12.8	11.8
WQXK-FM	Ctry	Cumulus	10.9	10.4
WYFM-FM	Cl. Rock	Cumulus	8	7.4
WHOT-FM	T40	Cumulus	5.7	6.4
WMXY-FM	Hot AC	Cl. Channel	6.8	5.5
WBBG-FM	Oldies	Cl. Channel	4.9	5.4
WAKZ-FM	T40	Cl. Channel	3.8	5
WNCD-FM	Rock	Cl. Channel	5	4.2
WRBP-FM	Urb. AC	Stop 26	4.2	3.7
WWIZ-FM	Act. Rock	Cumulus	1.9	3.5
WNIO-AM	MOR	Cl. Channel	2.9	3
WSOM-AM	MOR	Cumulus	2.3	3
WWGY-FM	Ctry	Forever	1.2	2.4
WENZ-FM	Urb.	Radio One	2.3	2
WTAM-AM	N/T	Cl. Channel	1.4	1.8
WFHM-FM	Chr. AC	Salem	2.1	1.3
WBBW-AM	Sports	Cumulus	0.9	1.2
WGFT-AM	N/T	Stop 26	0.9	1.2
WKTX-AM	Other	Kossanyi	0	1
WMJI-FM	Oldies	Cl. Channel	0	1

All Summer P2 & Spring quarterly numbers featured in this TATTLE represent 12+ adults, M-Su, 6A-Mid. ©2005, Arbitron Inc. May not be quoted or reproduced without prior written permission.