

# THE MAIN STREET Communicator Network TATTLE R

Publisher: Tom Kay

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

A unique partnership is being forged by **The Specs Howard School of Communication Arts**/Southfield, MI, **Greater Media's** rock giant **WRIF**/Detroit and the **Conclave!** Beginning last week, WRIF began airing a public service campaign aimed directly at its audience and touting the Conclave's 2006 scholarship to Specs Howard, imploring members of its huge cume to apply! The scholarship deadline is April 1<sup>st</sup>, so the station is concentrating its public service effort over the next 3 weeks airing the following spot: "It is said that one out of every four people hate their jobs...don't be one of those people. Do something you love like working in the radio or music business. THE CONCLAVE - a nationally recognized radio and music industry organization and WRIF - are offering you the chance to win a fully paid scholarship to the Specs Howard School Of Broadcast Arts. To enter, simply go to the conclave dot com and start re-inventing your life now!" *Comment: Any other station wishing to follow WRIF's path in providing RELEVANT public service to its audience may feel free to copy the program, INCLUDING the text of the above PSA.*

It looks like the Portable People Meter (PPM) will be exclusive to radio, at least for the foreseeable future. Although the option was available, television ratings giant **Nielsen Media Research** chose not to take part in a commercial joint venture with PPM licensee **Arbitron** stating, "We recognize the appeal of a portable, single source measurement tool. While it may offer considerable benefits for radio research, we believe that a one-size-fits-all measurement system is not the approach for a currency in today's complex television markets." Arbitron CEO **Steve Morris** commented that this development would allow "complete flexibility" as the PPM initiative moves forward sans Nielsen. This, however, does not mean an end for **Project Apollo**, an endeavor with Neilson parent company **VNU** utilizing the PPM for a national research panel.

In other PPM news, the **University of Wisconsin/Madison**, along with **DMR** consultancy has released the findings from their flagship research on the impact of the system on radio programming and marketing. Conclusions drawn include a new level of insight into station switching patterns and loyalty. For example, 58% of P1s switch their P1 station at least once over an 8-week period. Also, diary-based methodology and

the PPM agree that P1 listening drives the vast majority of the AQH rating, even with the much larger cume shown in the PPM. Of these findings, **DMR** President **Tripp Eldrege** noted, "When we set out to investigate the PPM's impact, we didn't realize what valuable new insights into diary keepers we would find. Whether the PPM is months or years away, the insight from this research is a must read for every broadcaster because it sheds new light on how consumers really use radio. That understanding can have a major impact on your programming and marketing efforts right now."

"Hindsight is 20/20," stated **Clear Channel/Milwaukee Dir./Programming Kerry Wolfe**, "it was probably too cheap." Wolfe's statements were made in regard to a promotion gone, well, a bit tipsy. Their **6<sup>th</sup> Annual Martinifest**, held at the **Milwaukee Art Museum** featured the low price of \$30.00 for an all-you-can-drink bar tab...and attendees made good use of the opportunity. The **Milwaukee Journal-Sentinel** reported that, ""Some unruly guests accosted artworks, which have been taken off display for a checkup. People threw up, passed out, were injured, got into altercations and climbed onto sculptures." Wolfe offered the idea of a larger venue for containing the event next year, leading the TATTLE R to speculate as to the availability of local frat houses. Apparently, the station passed on the opportunity to create a promotional beer bong, as well.

The 14th Annual **K102/Minneapolis Cares For St. Jude Kids Radiothon** wrapped up last Friday, with the weekend (actually, year-long) effort collecting a gargantuan \$1,900,402 - an ALL-TIME record for most money ever raised in the U.S. in a single **St. Jude Radiothon** in the 17-year history of the Country Cares program. According to APD/MD **Travis Moon**, "After everything is finally added up we will have shattered last year's record total of \$1,551,554 by over \$350,000 and kept alive a streak of never going backwards in our final total since we began doing this **Radiothon** in 1993!" He added, "Nearly 4000 K102 listeners became a 'Partner in Hope' by pledging \$30 per month for a total of \$360 per listener. In fact, we had about 400 listeners call in to pledge in just the last 60 minutes of the radiothon. I've never seen 40 phone lines locked like that in the last hour. At least \$150,000 came in during that 6pm hour. It was amazing!" In the history of the **Radiothon**, **KEEY** has raised over \$10,800,000 for the **St. Jude Children's Research Hospital**. Amazing, indeed!

**St. Jude's** also received record-breaking help from Country radio in Kansas, Springfield and Kalamazoo radiothons: **CBS Radio Country KFKF/Kansas** raised over \$340,000 in two days, beating last year's record by over \$20,000! Country **WFMB/Springfield, IL** donations totaled \$178, 680, which represented a \$32,000 increase over last year. **Midwest Country WNNW/Kalamazoo** pulled in \$105, 000 for the hospital; a \$20,00 increase from last year!



**AC #1 FEMALES (25-34, 35-54)**  
**AC #2 PERSONS 12+**

**ADDED KOSI WHYN WMAG WMTX WPST WRVE WZKL KBEE 32X  
WRVR 28X KXLT 28X KNEV 28X WGER 25X WYJB 24X WLHT 24X  
WRVF 23X WHBC 23X KKBA 23X WMGV 22X KYKY 21X KVIL 21X  
WJBR 21X KTTR 21X KFBZ 20X WFMX 20X**



# MICHAEL VINCENT



## Don't Look Back



Releasing this  
spring in  
support of:



The Susan G. Komen  
Breast Cancer Foundation



Charges of harassment via email have been filed against former Talk WSPD/Toledo employee (and current PD at Talk KTRS/St. Louis) **Al Brady Law**. The **St. Louis Post-Dispatch's Deb Peterson** wrote that former WSPD morning show producer **Meghan Smith** is alleging to Toledo authorities that Law sent "several harassing and menacing e-mail messages to her over the last year and a half." In a statement to Peterson, Law countered with, "I can tell you that I have done nothing. Anything that has been alleged, I absolutely deny it."

Middays on **Tribune News/Talk WGN/Chicago** may be looking for a new star duo if an agreement can not be made with station vets **Kathy O'Malley** and **Judy Markey**, who's three-year contract ended on Feb. 28. In a **Chicago Sun-Times** article agent **Todd Musburger** stated that the pair's decision to remain off-air until a settlement is reached is, "...nothing more than a discussion of value for services," and went on to say that, "Kathy and Judy clearly are the most successful radio duo in the country who've developed a show their audience and advertisers love. While we continue to talk with WGN, this allows us to consider the other serious opportunities that have come forward." WGN VP/GM **Tom Langmyer** sounded optimistic about keeping the women on the air saying, "We're continuing to negotiate with Kathy and Judy's agent in hopes of reaching an agreement with them on a new contract."

Effective immediately, secure song downloads will now be available directly from **bdsradio.com** charts and station playlists via an expanded relationship between **Nielsen BDS** and **Musicrypt, Inc.** By simply clicking an icon, users will be able to access song files directly from format charts and/or playlists.

Just a little over 3 weeks remain for applications for the Conclave's 2006 scholarship radio and television broadcast scholarships given annually to three nationally recognized educational institutions. The scholarships are offered to attend **Brown College** of Minneapolis, MN or to **The Specs Howard School of Broadcasting Arts** of Southfield, MI. One Music Business scholarship will be awarded to **McNally-Smith College of Music** of St. Paul, MN. In all, Conclave scholarships represent a value of over \$65,000. Entry forms and more information are available inside career counseling offices at high schools around America or by visiting the Conclave website at [www.theconclave.com](http://www.theconclave.com). **The scholarship deadline is April 1, 2006.** (Elsewhere in this TATTler, you can read how your stations can construct a uniquely meaningful PSA campaign, assisting the Conclave in identifying candidates inside YOUR listening audience!)

It's time, once again, for **Emmis** Classic Rock WLUP/Chicago's **Loop Girl Search!** As always, the winner of the contest will nab a \$50,000 salary in exchange for on-air duties, website hosting, appearances and more. The kick-off casting call is tomorrow (3/4) from 12pm-4pm at the **Gurnee Mills Mall**.

**MJI Interactive** President **Margaret Shiverick** announces the launch of the **Mobile Xpress Messenger** for affiliate stations. The device will allow for stations to utilize two-way messaging systems without the expense of short codes. Says Shiverick, "Lots of stations are using text messaging to boost the reach of their brands. We've also seen some pretty innovative messages to create appointment listening. Now that we've knocked expense barriers out of the way, we expect more and more stations will jump in to texting."

The **Sheri Lynch** half of **Jefferson-Pilot** Hot AC WLNK/Charlotte, NC's nationally syndicated **Bob and Sheri** morning show has released a second book, this one entitled "Be Happy Or I'll Scream!" on **St. Martin's Press**. The story revolves around Lynch's yearlong, humorous quest to remake her husband, family and life. The book is currently available at bookstores nationwide and on the Internet from [www.amazon.com](http://www.amazon.com) along with her first book, "My Name Is Mommy." For more information on the upcoming book tour, log on to [www.bobandsheri.com](http://www.bobandsheri.com) for dates, times and locations in your market.

The 2006 Conclave Learning Conference will kick-off on Thursday July 13<sup>th</sup> with it's exclusive 5 hour Promotion Summit, followed by the highly anticipated Conclave College. Then, it's two more days of keynotes, entertainment, learning, problem solving, networking and fun! *Tuition for FUTURE TENSE is only \$299 – still the lowest price of ANY industry conference.* But hurry, this special tuition offer expires April 1<sup>st</sup>! Register on line at [www.theconclave.com](http://www.theconclave.com).

Seven graduates of the **Specs Howard School of Broadcast Arts** will be presented with 2006 College Broadcast Awards by the MABF during the Great Lakes Broadcasting Conference and Expo in Lansing on **March 14**. Among them are **TorJuan Sanders** of Detroit, who won first place in the college radio air check category as announcer "Tor're Sanz." **Chad Everly** of Monroe was awarded second place in the same category. Five Specs Howard graduates won awards for college television in the following categories: **Joseph Evans** won first place and **Ryan Wekwert** won an honorable mention for their talk show entries. **Heather Oblaj** was awarded second place in the public service announcement category; and **Logan Thomas** won second place for his news feature/magazine program. **Nathan Boutwell** received an honorable mention for his entry in the college television sportscaster/play-by-play category. "To be this competitive when we only have these students for 8 to 12 months when colleges get theirs for 4 years is a great compliment to what we do here," says **Dick Kernen**, Vice President of Industry Relations for Specs Howard School and a former Conclave **Rockwell Award** recipient.

**Connoisseur Media** acquires T40 "Planet 106.7"/Billings MT. The station has applied for KPLN calls and will be the second of a planned three-station launch for Connoisseur in the Billings market. KPLN will join Classic Hits KWMY, which launched in early February; a third FM (105.9, no calls yet) will join in an undecided format some time in March.



Last week, on **Bill O'Reilly's** cable TV show, he lashed out at Air America accusing them of all sorts of heinous things. Now we know why. According to **Air America** President (and ardent Conclave supporter) **Gary Krantz** in an open letter to Mr. Bill: "Mr. O'Reilly has been bad mouthing Air America and saying it is failing for two years. It was not true before and it is not true now...In interpreting the story, one should consider the source: Air America's ratings went up substantially in the Fall 2005 book and its affiliate base has grown from 36 affiliations in January of 05 to over 90 affiliations across the country, including internationally on the Voice of America." Then, there was this tidbit: "In the recent Fall 2005 **Arbitron** Survey for New York, Air America/WLIB Programming is outperforming Mr. O'Reilly in both the 12+ and A 25-54...If you want the facts, you can call me directly." What? Somebody putting "facts" back in the O'Reilly "Fact" or??? Ouch!

The **FCC** has thrown a wrench into works for **Kovas Communications**. The latter's plan to shift and consolidate three Chicago AMs, will be impossible after a refusal of city-of-license change for WMCW/Harvard, IL to Weston, WI. This request is just one part of an overall plan to move WOXN/Evanston to Carol Stream, IL, increasing that stations' power to a full-market Chi-town station. The denial comes as a result of Kovas' inability to demonstrate a public interest benefit. Kovas has, in return, threatened to turn in its license for WOXN if a move is denied, and the FCC says "if it should choose to carry out its threat of relinquishing the authorization, other applicants will have the opportunity to seek new or improved service made possible by the relinquished spectrum."

**Bob Bateman** has announced his resignation, making today (3/3) his last day on air afternoons at **Clear Channel** Country WMLL/Milwaukee. While Bateman makes his way to Grand Rapids for a job with **Information Station Specialists**, night man **Mark Richards** will act as interim replacement at afternoons.

**Clear Channel** Talk WLW/Cincinnati dips their toe into the digital stream, joining XM on Channel 173 and making them the only terrestrial radio station in the entire 160-channel line up. The station will offer 24 hours of original programming. Dir/AM Ops for the Cinci cluster **Darryl Parks** commented with excitement on the move saying, "For the first time in 67 years we are truly *The Nation's Station* again. 700WLW broadcast at 500,000 watts for the final time in 1939 and newspaper's reported it was the end of The Nation's Station. Now through the power of satellite technology, 700WLW has a farther reach than ever before."

Congrats to **Emmis' Jeff Smulyan** on his **Golden Mike Award**. The honor was bestowed by the **Broadcaster's Foundation** at New York's **Waldorf-Astoria** on February 27<sup>th</sup>. The distinction awards the recipient for leadership in the industry and his company's extensive charitable work.

**Seehafer Broadcasting** has traded Classic Hits WLRK to **NRG Media** in exchange for Talk WFHR/Wisconsin Rapids-Talk/Oldies WDLB/Marshfield and Sports WOSQ/Spencer, WI, not to mention a cool \$3.7 million.

**Changes.** **Cumulus** Active Rocker WWIZ/Youngstown PD/morning guy **Matt Spatz** moves to **Clear Channel's** heritage Rocker WROV/Roanoke as PD/afternoon driver. He fills the opening created when former **Conclave** scholarship winner **Aaron Roberts** left in January for WIOT/Toledo...WLUP/Chicago midday personality **Cara Carriveau** is stepping down...WQAL/Cleveland's **Rebecca Wilde** gives up her MD post to do morning drive with PD **Allan Fee**...KIMN/ Denver has a new MD: midday voice **John Connor**.

**AAA Entertainment** has finalized an agreement to sell its four Champaign-Urbana radio stations — Classic Rock WGKC, Top 40 WQQB, and Alternative simulcast WEBX/WEVX — to **Radiostar, Inc.** whose principles include Pres. **Jim Glassman** and EVP **Jack Taddeo**.

**Legacy Communications/Grand Island Family Radio's** KSWN/McCook, NE flips from Talk to AC, with the catch "US 93.3, The Tri-State's Best Mix." The new format begets a new line-up, including mornings with **Jesse Stevens**, middays with **Derek Beck** and afternoons with **Steve Stein**. Sister Talk KMMJ will broadcast **Premiere's** conservative talk powerhouses **Limbaugh** and **Dr. Laura**. Evenings on KSWN will hang on to their **ESPN Radio Sportscenter** updates.

**WRIF/Detroit** radio spot #2 advertising the 2006 Conclave Scholarship program: "Do you suffer from the blahs every Sunday evening...when you realize that in twelve hours...you've got to go to work? What if you had a job you couldn't wait to get to? WRIF and **THE CONCLAVE** - a nationally recognized radio organization - want to offer you a chance at a fully paid scholarship to the **Specs Howard School Of Broadcast Arts** to get you started on a great career in radio. For more information, go to the conclave-dot-com and get rid of that Sunday stomach ache!"

**CBS Oldies** WOMC/Detroit's \$1,808,440 made a donation to the local **Salvation Army's Bread & Bed Fund**. Morning man **Dick Purtan** broadcast live from 6am-10pm at the **Oakland Mall**, marking his 19<sup>th</sup> year of the radiothon. Not bad for a day's work!

**CBS Sports** WSCR/Chicago will be raising money for a cause close to home with their upcoming March 13<sup>th</sup> radiothon. Proceeds from the drive hosted by **Dave Baum** and **Clark Weber** will go to help local radio main-stay **Eddie "Chicago Ed" Schwartz** pay for home dialysis in an effort to fight his kidney disease. The **Chicago Sun-Time's Robert Feder** writes that donations are also being accepted at **Eddie Schwartz Fund**, c/o **The Private Bank and Trust Co.**, 10 N. Dearborn, Chicago, IL 60602.



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**Univision** Spanish Talk WRTO/Chicago inks an extension of its deal to broadcast the World Champion **Chicago White Sox** games in Spanish. WRTO will carry 30 Sox home games this season, up from 10 last year, with **Hector Molina** calling the games.

**Changes, Too. Clear Channel** Hot AC KVUU/Colorado Springs, CO hires **George McFly** to replace the KCCY-bound-**Willie & JoJo** at afternoon drive.... Former WTMJ/Milwaukee evening host **Mark Reardon** joins **CBS** Talk KMOX/St. Louis for overnights...**Jim Allen** has stepped down as PD for **Citadel** Top 40 KSMG/Boise, citing personal and family reasons... **Radio One** Top 40/Rhythmic KTTB/Minneapolis nabs WBOT/Boston talent **Peter Parker** for nights...**Mississippi River Radio** Top 40 WCIL/Marion-Carbondale swing man **Aaron Tyler** exits, he'll hang on to his weekend/swing duties at **Clear Channel** Top 40 KSLZ/St. Louis...**Eagle Communications** Country KSJQ/St. Joseph, MO shifts station vet **Travis Dodge** from nights to afternoons.

Condolences to family and friends of **Merle Pollis**, former WWWE and WERE/Cleveland talk host; he passed away Monday (2/30) of congestive heart failure. He was 69.

**Jobs. NRG Media, L.L.C.** has an immediate opening for an AC programmer at its cluster in the LaSalle-Peru, IL #246 market. On-air and Asst. PD duties for AC FM and Full-Service Heritage AM. Familiarity with NexGen, MusicMaster, Adobe. Creative production skills a must. Contact PD/OM **Jay LeSeure**, 216 W. Lafayette St., Ottawa, IL 61350. Email [jleseure@nrgbroadcast.com](mailto:jleseure@nrgbroadcast.com)...Rare P/T opening at 93 KXLP/Mankato! Versatility, and Dependability are a couple of key qualities. T&R to [TerryCooley@ClearChannel.com](mailto:TerryCooley@ClearChannel.com)...Country WWQM/Madison seeks weekend air staffer. Possible fill in duties for vacations and holidays. On-air exp. req., rush T&R to PD **Mark Grantin**, 730 Rayovac Dr., Madison, WI 53711 or [mark.grantin@q106.com](mailto:mark.grantin@q106.com)...**Emmis** Alternative WKQX/Chicago seeks Music Director. Must be detail-oriented, a good communicator, and passionate about the music. Must also work w/ weekend airstaff. T&R to **Mike Stern**, 230 Merchandise Mart, Chicago, IL 60654 or **Nicole Claps** at [Nclaps@q101.emmis.com](mailto:Nclaps@q101.emmis.com) ...**Rushmore** T40 KRCS/Rapid City, SD seeks morning show personality. Could be first PD gig for the right individual. Candidates must be Selector savvy, promotionally creative and organized with a winning track record in Morning Drive CHR. T&R to **Job Openings**, 660 Flormann St., Ste 100, Rapid City, SD 57701 or [charlieo@kkmk.com](mailto:charlieo@kkmk.com)...**McCook Radio Group/ McCook**, Nebraska seeks FT Sports Director. Must host daily live show, work with Cool Edit and a Smartcaster automation system. Broadcast experience is preferred. T&R w/references to MRG opening, Box 333, McCook, NE 69001 or [mrgopening@yahoo.com](mailto:mrgopening@yahoo.com)...**Cumulus** Hot AC WQLH/Green Bay seeks nighttimer/imager to do a phone active, female friendly show Must know Cool Edit Pro. 2 years on air experience is required as well as previous imaging duties. T&R to **Jimmy Clark** 810 Victoria St. Green Bay, WI 54302 or [jimmy.clark@cumulus.com](mailto:jimmy.clark@cumulus.com)...WMIX AM-FM/Mt. Vernon, IL seeks FT News Director. Applicants should have a college degree or equivalent experience in radio or television and also have some background and

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experience in covering government meetings and general reporting techniques and procedures. T&R to WMIX AM/FM, Attn: **S. Jolly**, Box 1508, Mt. Vernon, IL 62864 or Telephone: 618-242-3500 or Fax: 618-242-2490...**Mancow's Morning Madhouse** seeking interns to do various tasks during the show at our flagship station in Chicago. This is an **unpaid** internship. The applicants must be available between the hours of 5AM and 1PM several days during the week and have reliable transportation to the Merchandise Mart in Chicago. Resume to **Brian R. Kovacs**, Network Producer, TRN-FM at [brian.kovacs@talkradionetwork.com](mailto:brian.kovacs@talkradionetwork.com) ... **Cumulus** News-Talk WROK/Rockford, IL seeks morning news anchor. Candidates must have excellent writing, interviewing and anchoring skills. T&R to ND **Paul Hannigan**, 3901 Brendenwood Rd., Rockford, Illinois 61107 or [paul.hanniganwrok.com](mailto:paul.hanniganwrok.com) ...**Three Eagles**/Mason City, IA seeks programmer for four-station cluster. Must have proven programming background. T&R to **Mark Taylor**, Corporate OM, [mtaylor@threeeagles.com](mailto:mtaylor@threeeagles.com) ...WCOW -WKLJ/Sparta, WI seeks bright, ambitious newsperson to gather, write, edit and produce stories and interviews for broadcast and anchor newscasts as assigned. Min 2 yrs. exp. T&R and salary requirements to **Job Search**, 113 W. Oak St., Sparta, WI 54656 or [jobs@cow97.com](mailto:jobs@cow97.com) ...**NRG** WBDL/Reedsburg-Baraboo, WI seeks PD/Morning talent. On-air duties, production skills and previous experience are preferred. T&R to **Tommy Lee Bychinski**, GM, PO Box 349, Reedsburg, WI 53959 or [tle@nrgbroadcast.com](mailto:tle@nrgbroadcast.com) ... All positions listed in the **TATTLE** represent equal opportunities, and are provided free of charge by emailing [claire@main-st.net](mailto:claire@main-st.net). No calls unless otherwise specified.



Today's cartoon submitted by Heavy Lenny FBronstein!

## 2006 Winter Book Phase 1 Report

### Denver-Boulder, CO (#22)

Still at logjam at the top.

Fa'05	Station	Format	Group	Owner	Fa'05	WinP1
KOA-AM	N/T	Clear Channel	6.4	6.3		
KYGO-FM	Ctry	Jefferson-Pilot	6	6.1		
KOSI-FM	AC	Entercom	6	5.6		
KQKS-FM	Urb T40	Jefferson-Pilot	4.7	5.4		
KRFX-FM	ClassRock	Clear Channel	4.9	5		
KBCO-FM	Triple A	Clear Channel	4.9	4.7		
KXKL-FM	Oldies	CBS Radio	4.1	4		
KBPI-FM	ActRock	Clear Channel	3.7	3.5		
KJCD-FM	SmJazz	Jefferson-Pilot	2.7	3		
KTCL-FM	ModRock	Clear Channel	3.2	2.9		
KIMN-FM	Hot AC	CBS Radio	2.7	2.8		
KHOW-AM	N/T	Clear Channel	2.5	2.7		
KQMT-FM	ClassRock	Entercom	2.6	2.7		
KXPB-FM	Hisp	Entravision	2.7	2.6		
KEZW-AM	Standards	Entercom	2.8	2.5		
KALC-FM	Hot AC	Entercom	2.3	2.4		
KBNO-AM	Hisp	Latino	2.2	2.2		
KMGG-FM	Latin Urb	Clear Channel	2.2	1.9		
KNUS-AM	N/T	Salem	1.6	1.8		
KJAC-FM	Jack-type	NRC	1.6	1.6		
KKFN-AM	Sports	Jefferson-Pilot	1.8	1.6		
KWLI-FM	Ctry	CBS Radio	1.8	1.5		
KJMN-FM	Hisp	Entravision	1.6	1.4		
KKZN-AM	Talk	Clear Channel	1.8	1.4		
KMXA-AM	Hisp	Entravision	1.2	1.2		
KLZ-AM	Sports	Crawford	0.7	0.7		
KCKK-AM	Class Ctry	Jefferson-Pilot	0.7	0.6		
KGDQ-FM	Hisp	Royal Gorge	0	0.4		
KRKS-FM	Chstn Talk	Salem	0.5	0.4		
KSME-FM	T40/Pop	Clear Channel	0.4	0.4		

### Cincinnati, OH (#28)

WLW remains on top.

Station	Format	Group	Owner	Fa'05	WinP1
WLW-AM	N/T	Clear Channel	9.3	9.3	
WRRM-FM	AC	Susquehanna	6.4	6.9	
WUBE-FM	Ctry	CBS Radio	7.1	6.8	
WOFX-FM	ClassRock	Clear Channel	5.1	5.7	
WEBN-FM	Rock	Clear Channel	5.1	5.2	
WGRR-FM	Oldies	CBS Radio	4.3	4.5	
WIZF-FM	Urb	Radio One	4.2	4.5	
WKFS-FM	T40/Pop	Clear Channel	4.4	4.5	
WVMX-FM	Hot AC	Clear Channel	4.3	4.4	
WKRC-AM	Talk	Clear Channel	4.4	4.2	
WYGY-FM	Ctry	Susquehanna	4	3.8	
WMOJ-FM	Urb Oldies	Susquehanna	3.7	3.7	
WKRQ-FM	Hot AC	CBS Radio	4.2	3.3	
WAQZ-FM	ModRock	CBS Radio	2.4	2.2	
WSAI-AM	Sports	Clear Channel	2.4	2	
WDBZ-AM	N/T	Blue Chip	1.8	1.4	
WPFB-FM	Ctry	WPAY/WPFB	1.1	1.1	
WTUE-FM	ClassRock	Clear Channel	0.9	1.1	
WCKY-AM	Talk	Clear Channel	1.3	0.9	
WHKO-FM	Ctry	Cox	1	0.9	
WIOK-FM	Gospel	Hammond	0.9	0.8	
WAOL-FM/					
WOXY-FM	Jack-type	First Co.	0.5	0.7	
WGTZ-FM	T40/Pop	Radio One	0.9	0.7	
WLQT-FM	AC	Clear Channel	0.5	0.6	
WBOB-AM	N/T	Salem	0.4	0.5	
WNKR-FM	Class Ctry	Grant County ers	0.6	0.5	
WMMX-FM	Hot AC	Clear Channel	0	0.4	
WSCH-FM	Ctry	Pieratt	0.5	0.4	

### Detroit, MI (#9)

Nice phase for WNIC, nipping WJR.

Station	Format	Group	Owner	Fa'05	WinP1
WNIC-FM	AC	Clear Channel	5.1	5.7	
WJR-AM	Talk	ABC Radio	5.4	5.3	
WVMV-FM	SmJazz	CBS Radio	5.2	5.3	
WMXD-FM	Urb AC	Clear Channel	5.4	5.2	
WOMC-FM	Oldies	CBS Radio	4.9	4.9	
WJLB-FM	Urb	Clear Channel	4.5	4.8	
WKQI-FM	T40/Pop	Clear Channel	5.1	4.7	
WWJ-AM	News	CBS Radio	4.4	4.6	
WYCD-FM	Ctry	CBS Radio	4.1	4.6	
WRIF-FM	ActRock	Greater Media	4.6	4.1	
WMGC-FM	AC	Greater Media	3.3	3.6	
WDMK-FM	Urb Oldies	Radio One	3.6	3.3	
WHTD-FM	Urb	Radio One	2.9	3.2	
WCSX-FM	ClassRock	Greater Media	3.1	3.1	
WDRQ-FM	Jack-type	ABC Radio	3.2	3.1	
CIMX-FM	ModRock	CHUM Group	2.7	2.8	
WDVD-FM	Hot AC	ABC Radio	2.4	2.4	
WDTW-FM	ClassRock	Clear Channel	2.6	2.2	
WKRK-FM	N/T	CBS Radio	2.3	2.2	
WXYT-AM	Sports	CBS Radio	1.7	1.5	
WMUZ-FM	Chstn AC	Crawford	1.2	1.4	
CKWW-AM	Standards	CHUM Group	1.1	1.1	
WGPR-FM	Urb	WGPR	1.2	1.1	
WCHB-AM	Gospel	Radio One	0.9	1	
WDFN-AM	Sports	Clear Channel	1	1	

### Minneapolis-St. Paul, MN (#16)

KXXR, KZJK fall off.

Station	Format	Group	Owner	Fa'05	WinP1
WCCO-AM	N/T	CBS Radio	8.8	9	
KQRS-FM	ClassRock	ABC Radio	8.1	8.2	
KEEY-FM	Ctry	Clear Channel	7.2	7.3	
WLTE-FM	AC	CBS Radio	4.7	5.1	
KDWB-FM	T40/Pop	Clear Channel	4.2	4.6	
KQQL-FM	Oldies	Clear Channel	4	4.4	
KSTP-AM	N/T	Hubbard	4.6	4.2	
KFAN-AM	Sports	Clear Channel	3.9	4	
KSTP-FM	Hot AC	Hubbard	4	4	
KTCZ-FM	Triple A	Clear Channel	3.9	4	
KXXR-FM	ActRock	ABC Radio	4.4	3.9	
KZJK-FM	Jack-type	CBS Radio	4.1	3.5	
KTTB-FM	Urb T40	Radio One	3.3	3.1	
KTLK-FM	Talk	Clear Channel	2.8	2.4	
WFMP-FM	Talk	Hubbard	1.6	1.5	
WGVX-FM/WGVZ-FM/					
WGVY-FM	Triple A	ABC Radio	1.2	1.2	
WWTC-AM	Talk	Salem	1.4	1.2	
KTNF-AM	Talk	JR	1.1	1.1	
WDGY-AM	Hisp	Borgen	0.9	0.8	
KLCI-FM	Ctry	Starcom	0.5	0.5	
WWJO-FM	Ctry	Regent	0.5	0.5	
WLOL-AM	Rel	Starboard	0	0.4	

### St. Louis, MO (#20)

KEZK tightens the race with KMOX.

Station	Format	Group	Owner	Fa'05	WinP1
KMOX-AM	N/T	CBS Radio	9.4	8.9	
KEZK-FM	AC	CBS Radio	8.4	8.5	
WARH-FM	Jack-type	Bonneville	5.5	5.6	
KSLZ-FM	T40/Pop	Clear Channel	4.8	4.8	
WIL-FM	Ctry	Bonneville	4.6	4.8	
KSHE-FM	ClassRock	Emmis	4.1	4.6	
KLOU-FM	Oldies	Clear Channel	4.6	4.2	
KPNT-FM	ModRock	Emmis	4.3	4	
KMJM-FM	Urb AC	Clear Channel	4.2	3.9	
KIHT-FM	Class Hits	Emmis	2.9	3.6	
KSD-FM	Ctry	Clear Channel	3.4	3.2	
KATZ-FM	Urb	Clear Channel	3.3	3	
KFUO-FM	Classical	Luth. Church	2.7	3	
WHHL-FM	Urb T40	Emmis	2.9	3	
WVVR-FM	Hot AC	Bonneville	2.9	2.9	
KYKY-FM	Hot AC	CBS Radio	2.4	2.8	
WFUN-FM	Urb AC	Radio One	2.8	2.8	
KFTK-FM	Talk	Emmis	2.8	2.7	
KTRS-AM	N/T	CH Holdings	3	2.6	
KATZ-AM	Gospel	Clear Channel	2.2	2	
WIL-AM	Class Ctry	Bonneville	1	1	
KFNS-AM/					
KFNS-FM	Sports	Big League	1.1	0.9	
KNSX-FM	ModRock	21 Sound	0.6	0.7	
WESL-AM	Urb Oldies	Simmons	0.9	0.7	
WEW-AM	Ethnic	Birach	0.5	0.6	
KFAV-FM	Ctry	Kaspar	0.5	0.4	

**12+ M-Su, 6AM-12AM Fall 2005 -  
Winter 2006, Phase 1 comparisons.  
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