

THE MAIN STREET Communicator Network TATTLE R

Publisher/Editor: Tom Kay
Cartoons Pilfered by Lenny Bronstein & Jay Philpott
1986 Main Street's 20th Anniversary 2006

Minneapolis-based national **Air America** talk-show host (and Conclave 2005 keynoter) **Al Franken** confirmed yesterday that his network is "one paycheck" late to him. That fact didn't help allay rumors that the liberal radio network may file for bankruptcy today. "How late are they on the paycheck? Not very," Franken told the *Minneapolis Star-Tribune*. Earlier, he had joked with an online reporter that he knew the network was having cash-flow problems because "there's no cash flowing to me." Franken referred questions about the bankruptcy rumors to Air America officials, saying, "I'm not involved on a management level." To that end (bankruptcy), Air America has made "no decision to make any filing of any kind," a New York spokeswoman said yesterday. "We continue to operate, we just announced our fall schedule and are doing everything we can to move forward." She would not comment on Franken's missing paycheck.

Michael L. Carter, president of **Carter Broadcasting**, has given a grant to the **Mentoring and Inspiring Women in Radio Group's** 2007 Mentoring Program. The program will be named after the deceased KPRS/Kansas City co-founder **Mildred Carter** (Michael Carter's grandmother) who died in 2003 at the age of 89. The Mentoring Committee Chair **Heidi Raphael** of **Greater Media** (also a 2006 Conclave faculty member), stated in a press release that "We are confident that her name and her amazing story will further serve to inspire our 2007 mentees." Three mentees will be selected for this year's Carter program. Instructions on how to apply are available at www.radiomiw.com. Recommendations can be e-mailed to Heidi Raphael at hraphael@greatermediadetroit.com before October 6th, 2006.

Jane Fonda and **Gloria Steinem** hit NBC's "Today Show," Comedy Central's "The Colbert Report," CNN's "Paula Zahn Now," and several other media outlets as they stump for the official launch of **Greenstone Media**. Steinem (a 2006 Conclave keynote speaker)

and Fonda are among the founders of the women's Talk Syndicator. The corporate launch party will be held tonight at the Museum of Television and Radio in New York.

Lawsuit alert! **Radio One** is suing **John Mason** and his **Drum Major Consulting, Inc.** Mason is a former Urban AC WDMK/Detroit host, know also as the PA voice of the Detroit Pistons. He left WDMK ("KISS-FM") on July 28th and tried to launch his own syndicated morning show. Radio One argues that he has a noncompete in effect through January 29th, 2007, and thus is in breach of contract. Before joining KISS-FM in 2001, Mason spent 18 years hosting a morning show at Urban WJLB.

There is a report that the **Pittsburgh Pirates** will be leaving behind **CBS Talk** KDKA-AM/Pittsburgh in favor of cross-town **Clear Channel** Talk WPGM-FM for 2007. If the proposed move goes through, the Pirates will join the **St. Louis Cardinals** and the **Minnesota Twins** on a list of long-term baseball relationships that CBS heritage AMs have let lapse. KDKA was the first station to air a major league game, in 1921. It has been the Bucs' flagship since 1955.

According to **Newsweb's** VP and Group Station Manager **Harvey Wells**, not since the birth of FM radio has a station played as few commercials an hour as **Newsweb Radio Nine-FM** is proposing. Radio Nine-FM is the collective name for three Chicago-area radio stations. Effective September 18th, they plan to air only 6 minutes of commercials an hour. Wells suggests that this plan is a way for the locally-owned, independent stations to remain competitive with listeners and advertisers. There will be only sixty seconds of advertising per commercial break, so that each advertiser can stand out.

No vote was taken today after the **Senate Commerce Committee** moved to recommend **Kevin Martin's** re-nomination as FCC Chairman to the full Senate. After serving a full five-year term as Commissioner and Chairman, Martin was re-nominated on April 25th. Martin made prepared remarks to the Committee that failed to address controversial issues such as indecency or ownership limits. However, in response to questioning by Senator **Byron Dorgan** (D-ND), Martin did admit that the loosening of crossownership rules gave him "pause" though Dorgan pointed out that Martin had voted for the changes. In response to Martin maintaining that he and the commission would hold a final hearing on the localism issue, Sen. **Barbara Boxer** (D-CA) made the point that this had been set into motion three years ago.



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WKSZ 69x	WZPL 35x

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MICHAEL VINCENT "WONT LOOK BACK"

ACQB: 24 (+42)

MEAN ALIEN



Changes. Former **Summit City Radio**/Ft. Wayne OM **Bill Stewart** becomes VP/GM at **Meredith Communications/Atlantic, IA**. In his new role, Bill will oversee Country KSOM and AC KSWI...**Entercom** has named **David Moore** OM of its three-station cluster in Madison, WI (AAA WMMM, Oldies WOLX, and Adult Hits WCHY). He checks in from Classic Rock WFYV/Jacksonville...**Macdonald Broadcasting/Lansing/Saginaw, MI** names KCDU/Monterey, CA PD **Mike Scot** for OM duties covering Country WKCQ, Adult Variety WMJO, and AC WSAM...**Brian Sieman** has been selected to replace **Chad Hartman** as the Minnesota Timberwolves' radio announcer on flagship KLCL/Princeton this season. Sieman is a radio veteran who's spent time in Des Moines and Denver.

Andy Price, the director of game presentation and broadcasting for the Twins, will serve as the executive producer for the team and its radio network when the games shift to KSTP/Minneapolis next season. The Twins will produce the broadcasts...and its rumored that **Rita Maloney**, who recently left WCCO/Minneapolis, will be considered for a role in the Twins new broadcast operation. Maloney was a finalist in the team's search for a PA announcer to replace the legendary **Bob Casey** last winter.

Minnesota's two radio personalities vying for elected positions this fall were 50% successful in last Tuesday's primaries. **Wendy Wilde**, a former WCCO/Minneapolis radio personality, was elected to represent the Democratic party in the 3rd Minnesota Congressional district race in November while **Ember Reichgott Junge**, talk show host on Minneapolis' **Air America** outlet KTNF, was defeated in her attempt to become the Democratic candidate in Minnesota's 5th Congressional district.

KCVM/Cedar Falls radio personality and Conclave board member **Jamie Philips**, along with his morning show partner **Jim Coloff**, made big press in Iowa this week. We'll let the story in the *Des Moines Register* speak for itself: "(The seventh *Jamie and Jim's Kids* trip to **Disney World** left last Sunday morning. 16 chronically ill children and their families, plus a doctor, a nurse, the travel agent and three people from the radio station joined the morning crew. That's 80 people in all, at a total cost of \$80,000.((It's a bus ride from Cedar Falls to the Minneapolis airport, then a flight to Orlando and four days at a place that not long ago seemed unreachable for the families, most of whom don't have the money for vacations or the luxury of taking the time to have fun.((There will be kids with muscular diseases and kids with cancer, kids with mental disabilities and kids with lupus. Many have never been on a plane or taken a

vacation.(..A nonprofit organization run by Philips and Coloff pays for the travel, lodging and Disney World tickets. They also give \$125 to the families to spend at the resort." Well done, and another example of how important LOCAL radio is to our region and nation!

After performing wake-up duties at **Entercom** Classic Rock KYYS/Kansas City, **Larry Moffitt** will be donning a Stetson, replacing **Rick Miller** and **Sammy E. Phelps** in the afternoons at Country WDAF/Kansas City. Moffitt has been part of the morning show- Max, Tanna, and Moffitt - at KYYS for 16 years. KYYS is WDAF's sister station.

Scott Sands will retain his duties as Program Director of **Entercom** Hot AC WZPL/Indianapolis, but he has been promoted to Operations Director of the Entercom/Indy cluster. This includes WZPL, Adult Hits WNTR, and News/Talk WXNT-AM. WNTR retains its PD **Andrew Lee**, and WXNT keeps PD **Tom Watson**.

Dave Conrad, afternoon host of Country WBCT/Grand Rapids, was seriously injured by a vehicle that struck his motorcycle sidecar. He was in the motorcycle ride for his station's "Roofsit for Kids" charity. The extent of his injuries is undisclosed, but he was listed in fair condition on Sunday after surgery. While he is convalescing, station staffer "**John the Canuck**" will fill in.

According to a survey commissioned by **American Media Services** (a survey not broken down by age or other demographics), 27% of respondents listen to the radio less than they did five years ago. However, 51% of respondents say their listening hasn't changed in the past five years and 21% say they listen more. Still 11% said they expect to be listening less in another five years. 74% say they'll be listening about the same, and 13% expect to be listening more. The survey also attempted to get at how Americans find out about new music. 63% said they found out about new music from the radio, while 43% heard about new music through friends. 41% got their information from TV, 24% from print and 16% from the Internet.

Changes, Too. **Ingleside** Alternative WWCD/Columbus, OH has assembled a Music Director team consisting of **Eric Holmes**, **Rachael Gordon**, **Rudy Gerdeman**, and **Tom Butler**. They replace longtime CD101 MD JACK DeVOSS, who exited two months ago... **Connoisseur Media** Top 40 WRTS/Erie welcomes **Dylan** for APD/Imaging Director and afternoon drive duties...**Clear Channel** Alternative KCCQ/Des Moines hires **Barry Schmidt** for evenings. He was previously on-air at CLEAR CHANNE Top 40/Mainstream Z104/Madison.



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 or call 952-927-4487*

The 11th edition of the Conclave's exclusive one-day air talent seminar, **TalenTrak 2006**, will be held on Saturday, October 21, 2006, at the Holiday Inn-Charlotte Center City in Charlotte, North Carolina. In typical Conclave fashion, the day will be filled with learning, laughter, and food and beverage. **Sheri Lynch**, the better half of The Bob & Sheri Show fame, will be the keynote presenter during lunch. The price for all this learning is just \$49 per person or \$39 each if you're part of a group of two or more from the same station/cluster who register at the same time! But hurry, the special tuition rates expire on October 1, 2006.

More Changes. **Clear Channel** Urban AC WVAZ (V103)/Chicago has inked BJ Murphy for overnights... **M And H Broadcasting** Full Service/AC KCII and KCII-AM/Cedar Rapids, IA names Chicago transplant **Vince Lavallo** for evenings... **Clear Channel** Urban WGCI/Chicago has hired comedian **Leon Rogers** to join morning maven "**Crazy**" **Howard McGee**.

Faculty for TalenTrak 2006/Charlotte is starting to firm up, with nationally syndicated wildmen **Ace & TJ** confirmed for a "teaching" assignment on Saturday, October 21st! Legendary consultant and Conclave Advisory Board member **Dan Vallie** has also agreed to share the stage during the TalenTrak's morning general sessions. They'll join veteran programmers like **Clear Channel's Rob Wagman**, **CBS' John Reynolds**, **Lincoln's Neal Sharpe** (and more PD's TBA) on what's shaping up to be an all-star faculty for the 11th annual seminar, beginning at 9 AM. At lunch **Sheri Lynch** of **Bob & Sheri** fame will keynote with stories of syndication success! Then, the all-important *Aircheck Clinic* will happen – while the first TalenTrak Job Fair occurs elsewhere in the host Holiday Inn Center City hotel. The day concludes with "Great War Stories of Radio" and The TalenTrak Happy Hour! Register now for just \$49 (or less) & learn about our great sponsorship opportunities by going to www.theconclave.com or call the Conclave office at 952-927-4487. To reserve a room at the Holiday Inn (230 N. College Street in Uptown Charlotte, NC 28202), call 704-335-5400 or 1-800-HOLIDAY(4329)!

Conclave Partner **Promosuite** has promoted **Craig Zimmerman** to the newly-created position of VP/GM. He had been VP of Operations, a position he has held for 3 years. Congrats!

Jones Media Group is buying **TM Century** in a merger deal that will leave TM Century as a wholly-owned subsidiary of Conclave Partner, Jones. Jones will pay \$4.80/share to TM stockholders and the deal is expected to close at the end of the month.

Radio One has agreed to acquire the "intellectual property" of radio station Rhythmic Oldies WMOJ/Cincinnati from **Susquehanna** for \$5 million in cash. Radio One expects to transfer this intellectual property to WIFE, which it agreed to buy in March. Radio One expects to close on WIFE next week, changing its call-letters to WMOJ.

Even More Changes. **Apex** Urban WXST/Charleston, SC APD **Vicky James** has been named OM/PD of **Stop 26 Riverbend** Urban WRBP/Youngstown, OH... **Clear Channel** Talk WISN-AM & Standards WOKY-AM/Milwaukee Promotions Dir. **Joe Strubl** is stepping down to take a job at **Clear Channel Outdoor/Milwaukee** managing the execution and inventory in their new digital outdoor network... **Jacobs Media** ups consultant **Keith Cunningham** to Morning Show and Talent Development Specialist.

Did you miss the 31st annual Conclave Learning Conference – FUTURE TENSE? Did you attend, but missed a special session or two? Want to share what you learned with others in your company? Relive the best of The Conclave Learning Conference! 2006 CD's of many of this summer's most exciting sessions are now available for purchase at \$19.99 each! Available from this summer's Learning Conference – **Keynotes:** Al Sharpton, Gloria Steinem, Glen Beck, Terry Brown Clemons. **Conclave College, presented by All Access & MediaSpan:** Top 10 Biggest Programming Mistakes (Steve Warren), Arbitron's Better Measurement Initiative (Bill Rose), Inside vs Outside Thinking (Warren Kurtzman), Supersession (Cummings, Cook, Goldstein, etc). **General Sessions:** Country Radio Broadcasters present The Extreme Makeover, Country Radio Broadcasters present Charts Dollars & Sense, The Long & Winding Road, Sink or Swim-Managing Conflict. **The Promotion Summit, presented by PromoSuite & Billboard Radio Monitor:** Sales & Promotion-A Happy Marriage, Turning Lemons Into Lemonade, Branding in the Streets, BrainBlitz 2006. **The Format Symposiums, presented by Billboard Radio Monitor:** Top 40 w/ Chuck Taylor, Country w/ Phyllis Stark, Rock w/ Mike Boyle, Urban with Sam Weaver & Jerry Boulding. **Luncheons:** Arbitron presents the Rob Sisco/Rockwell Awards Luncheon, BMI presents The Legends Luncheon w/Barrett Strong. Each session is just \$19.99 with free, domestic shipping (Please allow up to 4 weeks for delivery)! Download an order form now at theconclave.com to order your CD's. Then complete the form and send it to The Conclave via fax (952-927-6427) – email at info@theconclave.com - or snail mail (4517 Minnetonka Blvd, #104,m Minneapolis, MN 55416). Don't let the learning stop. Order a Conclave 2006 CD today!



KFRR!! WNNX!!
WRZX 40x WIIL 29x
WXEG 40x WWWX 27x
CIMX 34x KXXR 26x



Kansas City Catholic Network is buying Religion KFEL-AM/Pueblo, CO from **Allen Bickle's Wellsprings Harvest Ministries** for \$475,000. KCCN also owns Religion daytimer KEXS-AM/Excelsior Springs, MO and KAHS-AM/EI Dorado, KS.

Four staffers at **CBS Radio Sports WSCR-AM** (670 The Score)/Chicago have exited due to budget cuts. Leaving the station are former **Bears DB Gary Fencik, Tom Thayer, Joe McCardle** and **Bob Dayton**.

Changes V. **Vallie Richards Consulting** has changed its name to **Vallie Richards Donovan**, in recognition of partner **Mike Donovan's** contributions to the company... **Clear Channel** Adult Standards WLEC-AM/Sandusky, OH has flipped to Sports... **Federated Media** Active Rock WBYR/Ft. Wayne, IN PD **Cindy Miller** exits... **Brian "Fig" Figula** exits the PD post of **Cumulus** Top 40 WWCK/Flint.

Opinion: About That Maraschino Cherry. The timing couldn't have been better – or worse, depending on whether you're a consumer of radio/TV or a proprietor of signals on either medium. We're talking about today's *New York Times* article – "Changing Your Tune" - and yesterday's consumer organization demand for an independent probe of the alleged quashing of a localism report by the **FCC**. *The Times* article essentially highlighted the downturns affecting radio – from audience (14% drop in audience, as reported by Arbitron) and financial (radio company stocks are down between 30 & 60%) perspectives. The suggested probe wants to get to the bottom of why localism researchers in 2004 were told to knock off their study and destroy the results. Hey gang - it doesn't take a radio consultant to connect the two events. Our public may be many things, but it ain't dumb. When the public doesn't hear what it wants to hear on the radio, it tunes out. When listeners tune out, Arbitron measures it. When Arbitron measures it, Wall Street hears about it. Fewer listeners mean fewer dollars for radio. Less dollars for radio means corporate revenue losses. Corporate revenue losses mean reduced stock value. You get the picture. This week, when radio's honcho's show up at the **NAB Radio Show** in Dallas, they're gonna have a whole lot of answering to do...to themselves. How did they let this all get away on them, and what the hell will they do about it? Localism has been an issue for the past handful of years, even if the corporately inspired FCC has apparently tried to bury it (is YOUR station doing live/local programming overnights and on the weekends?). Toss in increasing spot loads and shrinking playlists, and you've got a perfect storm for our radio leaders to sort out next week in Dallas. The time for easing into solutions has passed. Only drastic measures will turn this thing around. Examining history, we find that localism began disappearing when consolidated

properties sought to cut financial corners. More commercials appeared because the bottom line needed a boost. Centralized/consulted programming helped homogenize music formats, eliminating truly competitive radio in many markets. In the meantime, the Internet helped ease the public need for localized information, not to mention begetting a bountiful source for music. Toss in iPods and XM, and you start to understand why the public lost interest in the medium which first introduced most of them to unique sense of community, varieties of music and the often incredible audio imaginations of air talent brought by terrestrial radio for 8 decades. The drastic measures NAB-ers should consider? Demand more creativity, ingenuity, and resourcefulness from everyone in the industry, mostly - themselves. Stop pressing for relaxed rules which will only quicken listener and financial defections. Do radical stuff, like hiring a weekender – and putting them on the air. Or hasten public awareness of HD. But most importantly - come to grips with this reality: If the current captains of the industry can't figure out a way to keep listeners while making money, get out of damn way and let a new generation of broadcasters tackle the problem. Think that's gonna happen in Dallas? Only when Lake Michigan gets drained and filled with hot chocolate. Now, how about cueing that maraschino cherry? – TK

College Of Dupage noncommercial WDCB/Chicago "Those Were The Days" old-time radio host **Chuck Schaden** will be replacing the legendary (and 1995 & 1983 Conclave keynoter) **Stan Freberg** as host of the syndicated "When Radio Was." He'll start his hosting duties next month.

Congrats to **Krystal Broadcasting** AAA KYSL/Vail, CO PD/morning man **Tom Fricke** on being named "Best Radio Personality" in the *Summit Daily's* "Best Of" edition, this week!



Changes VI. **Eric Chase** exits **Cumulus** Top 40 WTWR/Toledo, where he held the positions of APD/MD/Imaging Director...**Leighton** Top 40 KCLD/St. Cloud has tapped **MJ** from **Clear Channel** Top 40 WDAY (Y94)/Fargo, ND to do mornings, where she'll be known as **Kat**...**RCA Music Group** names **Ted Hoekstra** as its Midwest Regional Promotion, based in Chicago. Hoekstra joins from similar duties at **V2-Artemis Records**.

Jobs. **Clear Channel** classic rock KXLP/Mankato is seeking a P/T talent. Email or mail your Audio/Resume To: TerryCooley@ClearChannel.com or c/o P/T 93 KXLP, 1807 Lee Boulevard, North Mankato, MN 56003...**Clear Channel/Twin Cities** is looking for an Internet Content Coordinator. Hands-on experience in web site development and maintenance with a working knowledge of HTML, Photoshop, and familiarity with interactive programming (Java, JavaScript, Flash, Dreamweaver). Clear Channel is also seeking a full-time Traffic Manager, responsible for traffic management of active stations and daily broadcast log. Forward your cover letter, resume and salary requirements or email: Employment@ClearChannel.com...**White River Broadcasting** seeks a Morning Rocker for South Central Indiana's Rock Station Y106. Send stuff to **Scott Michaels**, 3212 Washington St., Columbus, IN 47201 or email scottmichaels@y106.com...**Ennis Communications** is looking for a Promotions Director. Rush a resume to **Chris Edge**, Director of Programming, WNOU-FM, 40 Monument Circle, Suite 600, Indianapolis, IN 46204...Interested in being the next star for **Next Media/ Chicago**? Send audio and resume to **Doug Daniels**, Operations Manager, WZSR Radio, Next Media/Chicago, 8800 Route 14, Crystal Lake, IL 60012...Southern Illinois News/Talk station looking for staffers for a 24-hour news room. Send info to **News Radio WJPF**, River Radio, **Tom Miller**, PD, 1431 Country Aire Drive, Carterville, IL 62918...**Brian Wilson** at **Cumulus** still looking for a News Talk Host in Missouri's Capital City. Email resume and mp3s to brian.wilson@cumulus.com...A Midwest rocker, small market, near metro, kicks off November 1st, is taking applications for air talent. Air check and resume to tejasav8r@yahoo.com...**Sioux Valley Broadcasting** needs a news/sports voice in heritage KOVC AM in Valley City, ND. Job opens up December 1st. T&R to Sioux Valley Broadcasting, attn. **Ryan Cunningham**, 136 Central Ave. N, Valley City, ND 58072. Questions answered at ryanc@amfmradio.biz, but no email resumes accepted...Chicago-area Black news/talk Internet radio station seeking a Sales Manager and Account Executives for launch in October. Send resumes to info@psiradio.com...Rocker KCVI/Idaho Falls is looking to fill a staple afternoon position for Idaho Falls/Blackfoot/Pocatello market. Email stuff to job@kbear.fm...**Southeast Kansas Broadcasting** is looking for a full-time Promotions Director to execute promotions for six stations and serve as backup for traffic director, as well help with writing commercials, production, design, and more. Send resume to **Lance Sayler**, C/O SEK Broadcasting, P.O. Box 383, Pittsburg, KS 66762 or email lance@sekbroadcasting.com...**Artistic Media** needs new night talent for WNDV South Bend, Indiana, Cool-Edit Pro experience a plus. Send info to **Karen Rite**, Program Director, 3371 Cleveland Road, Suite 300, South Bend, IN 46628 or email Karen@u93.com, no Mp3's over 3MB...**WASK Radio Group and Schurz Communications** looking for a Morning Co-Host. Send resume, aircheck, and references to OM **Mark Allen**, Box 7880, Lafayette, IN 47903...Account Executive/Outside Sales Position available, training included, for **Clear Channel/Twin Falls, ID**. Please contact **Connie Lively**, Clear Channel Worldwide-TwinFalls, 415 Park Avenue, Twin Falls, ID 83301, email connielively@clearchannel.com...**Traffic.com, Inc.** seeking part-time Traffic Editors for Detroit Traffic Operations Center and St. Louis Traffic Operations Center. Not on-air positions. Forward work history via email to careers@traffic.com...**CBS Radio** Country WUSN/Chicago, IL, seeks morning show host. Mail best work to WUSN Radio, c/o **Mike Peterson**, 2 Prudential Plaza, Suite 1000, Chicago, IL 60601, no emails...**Gary Berkowitz of Berkowitz Broadcast Consulting**, Detroit, MI, looking for air talent for Talk Radio Mornings, a slot formally held by Howard Stern. Make sure files sent have a name on them, gary@garyberk.com...**Quicksilver Broadcasting** has an immediate opening for a small town Morning Show Host, strong writing, interviewing, phone, and production skills needed, sports play-by-play is a plus. Rush resume and aircheck to **Ajack at WJMT**, 120 S. Mill Street, Merrill, WS, 54452, or email ajack@blazerocks.com...**WLS 890 AM** looking for full-time Technical Producer, responsible for operating studio equipment that controls the on-air product. Mail resume to WLS 890 Am, Attn: **Kipper McGee** – Dept. A, 190 N. State Street, Chicago, IL 60601...All positions listed in the **TATTLE** represent equal opportunities, and are provided free of charge by emailing tomk@main-st.net. No calls unless otherwise specified.

2006 Summer Book, Phase 1 Trends

Omaha-Council Bluffs, NE (#72) **KGOR** overtakes **KXKT & KFAB**

Station	Owner	Format	Sp	SuP1
KGOR-FM	ClrChnnl	Oldies	7.2	8.6
KXKT-FM	ClrChnnl	Country	8.5	8.5
KFAB-AM	ClrChnnl	N/T	8.1	7.8
KQCH-FM	Journal	T40	6.6	6.8
KQBW-FM	ClrChnnl	Rock	5.4	5.7
KQKQ-FM	NRG	HotAC	5.8	5.7
KEZO-FM	Journal	Rock	7.1	5.6
KBLR-FM	NRG	Urban	3	4.1
KKCD-FM	Journal	ClsscRck	4.8	3.7
KSRZ-FM	Journal	HotAC	4.5	3.7
KBBX-FM	Journal	RegMex	3.3	3.5
KKAR-AM	NRG	N/T	3	3.5
KLTQ-FM	NRG	AC	2.3	2.7
KHUS-FM	ClrChnnl	Country	2.4	2.2
KOZN-AM	NRG	Sports	2	2.2
KGBI-FM	Salem	ChrstnAC	1.8	2
KOMJ-AM	Journal	Stndrds	2.3	1.9
KCTY-FM	NRG	AdltHits	1.3	1.7
KXSP-AM	Journal	Sports	0.8	1.1
KCRO-AM	Salem	ChrstnTalk	0	0.5
KOTK-AM	Salem	N/T	0.5	0.5
KZKX-FM	ClrChnnl	Country	0	0.5

St. Louis, MO (#20)

KMOX: Who needs the Cards?

Station	Owner	Format	Sp	SuP1
KMOX-AM	CBS	N/T	7.7	8.1
WARH-FM	Bonneville	AdltHits	6.9	6.5
KEZK-FM	CBS	AC	5.9	5.6
KSHE-FM	Emmis	ClsscRck	5.1	5.4
KTRS-AM	CHHoldings	N/T	4.9	4.9
WIL-FM	Bonneville	Country	4.8	4.7
KSLZ-FM	ClrChnnl	T40	4.7	4.6
KLOU-FM	ClrChnnl	Oldies	4.2	4.2
KMJM-FM	ClrChnnl	UrbAC	4.1	3.8
KSD-FM	ClrChnnl	Country	3.7	3.6
KIHT-FM	Emmis	ClsscHits	2.9	3.4
KATZ-FM	ClrChnnl	Urban	3.8	3.3
WFUN-FM	RadioOne	UrbAC	3.2	3.3
WHHL-FM	RadioOne	Urban	3.2	3.2
KFTK-FM	Emmis	Talk	2.7	2.9
KYKY-FM	CBS	HotAC	2.8	2.9
WVRV-FM	Bonneville	HotAC	3	2.9
KATZ-AM	ClrChnnl	Gospel	2.7	2.8
KPNT-FM	Emmis	Alt	2.5	2.7
KFUO-FM	LuthCh	Classcl	1.8	2.1
WIL-AM	Bonneville	ClsscCtry	1.1	1.2
KFNS-AM/				
KFNS-FM	BigL	Sports	1	1
WESL-AM	Simmons	UrbanOldies	0.8	0.7
KWRE-AM	Kaspar	ClsscCtry	0.6	0.6
KNSX-FM	21Sound	Alt	0.5	0.5
WEW-AM	Birach	Ethnic	0.4	0.4

**12+ M-Su, 6AM-12AM Spring 2006 to
Summer Phase 1 comparisons.
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