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THE  
**MAIN STREET**

Communicator Network

**TATTTLER**

**Publisher: Tom Kay Editor: Kate Kennedy**

**Cartoons Pilfered by Lenny Bronstein & Jay Philpott**

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

With this **TATTTLER**, we conclude publishing for the year. (Okay, so there's only 8 days left; it's the thought that counts). We'll be back in January with all the news we can report, steal, and/or make up. On behalf of the Main Street and Conclave staff headquartered here and embedded with our troops abroad, we wish you a very Merry/Happy Christmas/Hanukah/Kwanza/Solstice/Festivus. The Main Street/Conclave offices will be open through the holidays (albeit with staggered hours - REALLY staggered - we like to PARTY 'round here). Expect your next **TATTTLER** on or near January 5th, 2007. Yeah we might publish - and then again, we might not. Who d'ya think we are, the freaking New York Times??? Ho! Ho! Ho!

**Air America Radio** has a letter of intent from a potential buyer! **The New York Times** names former network CEO **Doug Kreeger** and former Chairman **Terence F. Kelly**. Neither Kreeger nor Kelly would tell the Times when the deal might be done ("any number of things can happen," Kreeger told the paper) and Kelly said another strategic media partner is involved, although he would not name that party. The article also details the network's troubled history, including **Product First President Stu Kran's** contention that the network "really put this together without broadcasters" and original investor **Sheldon Drobny's** claim that "what (the net did for \$45 million they could have done for \$10 million." Kelly, however, counters that the network "clearly had an impact on the 2006 election...I think with a relatively small amount of money, we have succeeded wildly," and touts "the absolute untapped potential for 24/7 online streaming that has never been absolutely monetized." He also notes that "I have come to understand very clearly that the radio component of this requires a radio professional."

**Mancow** back on the air in Chicago? WLS/Chicago will be the two-day home for **Erich "Mancow" Mueller** during middays, December 27th & 28th. As you know, Mueller has hosted his syndicated radio morning show from WKQX/Chicago for years and is a contributor to the *Fox & Friends* cable news program. Will the Mancow appearance turn out to be permanent in the new year? The answer for now is 'no', but stay tuned...

Just in: **Clear Channel** says it will keep liberal talk affiliate WXXP /Madison will keep the format on the air rather than switch to a planned sports format on January 1. Listeners had protested the proposed move in a rally last week.

**Jay Clark**, EVP of **Sirius Satellite Radio** and frequent **Conclave** faculty member is retiring from the company. Clark joined Sirius in April 2002 after a long programming career, including stints at WABC-AM/New York, KLSX and KBZT/LA, STKS/Orlando, WLLZ/Detroit, WRKO/Boston, and STIC/Hartford, as well as **Comedy World Radio Network** and **Sports Fan Radio Network**.

After two decades at WDVE/Pittsburgh, **Scott Paulsen** is crossing the street to work for CBS Radio's WRKZ! Paulsen's contract with **Clear Channel** ended in September, and his last broadcast there was Friday (12/15). However, with a non-compete clause in his contract, he won't be able to launch his **K-Rock** show until April.

**Jason "Big J" Harris** has wrapped up (literally!) his second annual "**Big J Show's Santa Clause For a Cause**" give drive on Tuesday. **The New Northwest Broadcasters** KRSQ/Billings morning man and his co-workers began wrapping roomfuls of gifts donated for needy families in the Billings area. "Last year we were able to help 4 or 5 families (but) I modified the way I did things this year and we were able to reach our lofty goal of 32 families!...32 families is an entire city block here in Billings- I counted! I really hoped we would come close but I didn't think we would actually reach our goal, between you and me." The show received 50 nomination letters proposing families in need, culling it down to 32.

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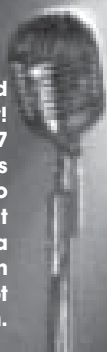
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## Conclave Scholarships now available - with your help!

Help a listener win a place in the exciting, fast-paced world of radio broadcasting or the music industry! Encourage entrance in the competition for three 2007 scholarship opportunities to Brown College, Specs Howard or McNally-Smith. Visit [www.theconclave.com](http://www.theconclave.com) to download a 30-second radio spot advertising this great opportunity for someone in your audience to win a scholarship worth as much as \$40,000! The competition ends April 2, 2007. Download and schedule your spot TODAY! Call 952-927-4487 for more information.



Tuition to the 32nd Annual **Conclave Learning Conference** (FOR YOUR EARS ONLY - June 28, 2007, through June 30, 2007) at the **Marriott City Centre Hotel** in Downtown Minneapolis is a great stocking stuffer for radio and music industry professionals looking to give themselves the ultimate gift – career success. And for the next 9 days, tuition is only \$179 for over three days of education, entertainment, networking, food and libations. The 2007 Conference will once kick-off on Thursday, June 28, 2007, with the third edition of the Conclave Promotion Summit and will conclude with the tuition-included Sunday morning Conclave Getaway Brunch. With the first Conclave Learning Conference being held in June in more than 15 years, expect announcements soon on an exciting faculty lineup, top-rate keynoters and a couple of industry event surprises! The 2007 Radio Learning Conference: Conclave 007 – For Your Ears Only will be held the first weekend after the all-important Spring Book. Again, tuition is only \$179 now through December 31, 2006, the lowest price for any seminar in our industry. Details and registration information can be found at [www.theconclave.com](http://www.theconclave.com). The Conference is proudly presented by these fine Conclave Partners: **Arbitron**, **Billboard** (Platinum Partner), **MusicMaster**, **PromoSuite**, **RCS**...with more to be named in the new year!

Astute listeners to ABC talker WLS/Chicago did a radio double-take on Wednesday as new midday host **Jerry Agar** did two shows on the station. On the day of his inaugural midday show on WLS, Jerry Agar decided to pull some long hours. In addition to his new midday slot from 9am to 11am, Agar subbed for the nationally syndicated **Mark Levin**. There's more. Agar is also part of the line-up at New York's WABC from 8pm to 10pm. Agar has been the recipient of numerous industry awards and accolades including 2004 *Radio & Records* Rising Talk Star of the Year AND the "Heavy Hundred" list from Talkers Magazine (along with WLS' Don & Roma and Roe Conn). He is also a featured columnist for *Kansas City Business* magazine.

Morning guy for **Clear Channel** Talk WKRC-AM (55KRC)/Cincinnati **Jerry Thomas** is retiring. His replacement? His son! **Brian Thomas** will co-host the new morning show

## Conclave 2006: **FUTURE TENSE** Greatest Hits!

Relive Conclave 2006! Conclave 2006's most exciting moments are now available for purchase! Over 20 sessions are available on CD at \$19.99 each. All orders receive **FREE** domestic shipping and please allow up to 4 weeks for delivery. A Conclave CD makes a **GREAT** holiday gift!! Visit [www.theconclave.com](http://www.theconclave.com) to place your order.

with local veteran traffic reporter and host **John Phillips**. Brian is an attorney and has served as a fill-in host on his dad's show over the years; Phillips began his Cincinnati radio career at 55KRC in April 1975. Brian and John take over the show on January 2.

Air talents at **Clear Channel** Urban WGCI and Gospel WGRB-AM/Chicago have okayed the collective bargaining agreement negotiated by **AFTRA** with the stations. The **Chicago Sun-Times's Roger Feder** reports that the deal, the first for the stations, followed two years of bargaining.

**Art Regner**, host of the "**Big Show**" has been fired during the latest retooling at CBS Sports/Talk WXTY/Detroit.

**Hubbard Broadcasting** Talk KSTP-AM/St. Paul/Minneapolis has tapped **Matt Thomas** to host afternoons and soon-to-be-Hubbard property, **Minnesota Twins**-related programming. Thomas checks in from Sports KALL-AM/Salt Lake City, where he called **University of Utah** football. He'll be the permanent replacement for **T.D. Mischke** (who has moved to middays) and fills the station's need for a sports-oriented host who'll provide a nice compliment to Twins game broadcasts next season.

Midday host for **Radio One** Top 40 WGTZ/Dayton **Kim Faris** is moving off-air to become a sales Account Executive for the station.

**McConnell "Man @ Large" Adams** takes the chilly PD/afternoon post at **New Northwest Broadcasters** Top 40-Rhythm KFAT/Anchorage, starting in the new year. Before his most recent post at **Radio Group's** Top 40-Rhythm WNHT/Fort Wayne in the afternoons, Man @ Large held down mornings at WYLT/Fort Wayne, WKPK/Traverse City, WIOG/Bay City-Saginaw, and WDRQ/Detroit.

Veteran promoter **Victor Lentini** has joined **Hollywood Records** as Regional Director, based in Chicago. Lentini spent a decade at **Universal/Motown** before leaving in October. He replaces Donna Passatino, who's moving to Nashville (see last week's TATTLER for details).



Omaha's **Child Saving Institute** has been helped this Christmas by **NRG Media** Talk KKAR-AM/Omaha, to the tune of \$76,506! The one-day radiothon took place on Friday to benefit the organization, which has been helping children in need for 104 years. The event, hosted by "Omaha Morning News" anchors **Brian Barks** and **Terry Leahy**, with several hosts from sister NRG stations, joined it. Mayor **Mike Fahey**, Sen. **Chuck Hagel**, University of Nebraska at Omaha hockey coach **Mike Kemp**, and other local leaders also participated in the event.

Everything from under the tree must go this year at **Regent** Alternative WGRD/Grand Rapids! They're auctioning off everything ON the tree, too: some prizes include autographed ornaments from **Hawthorne Heights**, **The Fray**, **Nickelback**, and **Kid Rock**, snowboards autographed by **Fall Out Boy**, autographed guitars from **Panic! At the Disco** and **Shinedown**, a **Nine Inch Nails** autographed poster, and more.

Dial changes are happening in Denver, as the Classic Country format currently on **Lincoln Financial's** extended-band station KCKK-AM begins simulcasts on NRC Broadcasting's KYOL-AM, flipping from Oldies to Classic Country. The "old" KCKK picks up the ESPN Radio affiliation that is exiting crosstown Crawford Sports KLZ-AM.

Guest opinion: From *Inside Radio* **Tom Taylor** – It was another important theme of last week's **Arbitron** Fly-in – and when **Edison's Larry Rosin** brought it up during a panel he wasn't (for once) talking about radio's audience. He was looking out from the stage and observing the average age of radio's consultants and researchers. Sure it takes years in the trenches to gain the experience necessary to become a top independent programming consultant group PD or researcher. But Rosin points to **McVay Media's** 20-something whiz **Daniel Anstandig** and observes that Larry himself might be the next youngest guy in the room after Daniel. And there were at least 75-80 souls in the auditorium). This comes back to what *INSIDE RADIO* told you in our Friday morning Fly-in issue – radio's not capturing the 12-17 and young adult generations. And perhaps one reason it's not (other than advertiser fiats) is

that it's not looking hard enough to include younger minds in the decision-making. There's been a generational change in America. Has radio kept up? (*As you know from reading last week's TATTLER, the Conclave is partnering with Edison Research to present the industry with "30 Under 30" reasons radio can meet the generational question Tom Taylor astutely asks above. When details of the 2007 Learning Conference are revealed in the first quarter of the new year, expect to see the industry's first focus on this important challenge.*)

**Changes.** **Michael Lacrosse** has been hired as PD of WZZN/Chicago. He had been APD/MD of **Clear Channel** Smooth Jazz WNUA...**Artistic Media Partners** Top 40 WAZY/Lafayette, IN and Country WLFF/WLAS Program Director **Dan Baisden** has left the building...**Cumulus// Youngstown**, OH and Top 40 WHOT Promotions Director **Kerry Jackson-Woloszynek** joins the **Rock & Roll Hall Of Fame** in Cleveland.

**Clear Channel** Country KIAI /Mason City PD/Morning host **Gary Murdock** is leaving to return to his Northern Alabama home.

Congrats to Country WNCY/Green Bay APD/MD **Stix Franklin** and his wife **Denise** on the birth of their son **Tanner James Coppock** last Sunday.

*Rumor: will there be some changes inside the Twin Cities radio dial, starting next week?*

Condolences to the friends and family of **Clear Channel** Urban WJLB/Detroit Creative Services Dir. **Jason Alexander** who died last Tuesday.



A droll smile crosses Carl's lips as he reflects on the laxatives disguised as a Viagra he sent Rush for Christmas.

Former KISS/Chicago PD **Rod Phillips** has landed at **Clear Channel/Miami** as its new OM/Contemporary Brands. He'll oversee WHYI (Y100) and WMGE (MEGA 94.9).

Former Iowa/Wisconsin radio legend **Bob Lewis** exits KDHT-KBPA/Austin to program **Trumper** "movin' AC KMVA/Phoenix.

Our condolences to family and friends of veteran station owner **Richard (Dick) Plessinger**, who died early Tuesday morning. Plessinger helmed several stations in Ohio.

Condolences to family and friends of longtime WCJC/Marion, IN personality **Walt Riddle**, who died Friday after a long illness at 74. Riddle hosted the "**Classic Country Jamboree**" for the station until last year.

Our thoughts are with family and friends of former **Des Moines** radio and TV personality and Iowa's "**Mr. State Fair**," **Bill Riley**, who died Friday night from complications of leukemia in Scottsdale, AZ at 86.

Personal from **Steve Bakken**: "I currently have a wonderful boss, in a wonderful company, working with incredible talent...but I'm homesick! And you may be the one to get me home! I'm looking for my next great challenge in the Midwest." Steve has CHR, Country and Rock(classic and modern) experience, so feel free to call or email him for a package. Steve Bakken. 503-367-3736 - [stevenmbakken@yahoo.com](mailto:stevenmbakken@yahoo.com)/[sbprod\\_dj@hotmail.com](mailto:sbprod_dj@hotmail.com).

**Jobs.** CBS AC WLTE/Minneapolis is on the prowl for a parttimer. CD&R's to OM John Lassman, 625 2nd Av S #200, Minneapolis, 55402 or MP3 to [john.lassman@cbsradio.com](mailto:john.lassman@cbsradio.com) ...**Badlands Broadcasting's** B102 is currently looking for their next midday personality, along with future fulltime positions. If you've got the passion for radio and want to be a part of something new and fresh with a company that is growing in the Black Hills of South Dakota then get your stuff to us. Send your MP3 & Resume to OM **Bobby Rock**, Badlands Broadcasting, 1711 W. Main St, Rapid City, SD 57702. Or email: [production@badlandradio.com](mailto:production@badlandradio.com) ...**Final Score Ohio** is a live trivia game played in restaurants and sports bars that will be coming to Cleveland, OH in early 2007. MC's are needed to host and run these games. Must have DJ or public speaking experience, and several free evenings per week. Please send an email with your experience, age, where in Ohio you live and a head shot pic if possible to [finalscoreohio@yahoo.com](mailto:finalscoreohio@yahoo.com) ...**Journal Broadcast Group**, is looking for a Sales Manager for their Springfield, Missouri operations Send resume and cover letter to: **Rex Hansen**, **Journal Broadcast Group**, 2330 W. Grand, Springfield, MO 65802, Fax: 417-865-9643...MIX 94.1 WHBC-FM, is looking for a morning show host. Please send your package to: **Hunter Scott**, MIX 94.1 WHBC-FM 550 Market Street South, Canton, OH 44702, email: [hunter@whbc.com](mailto:hunter@whbc.com)...Looking for a Co-Host that can relate to a 25 to 54 country audience, specifically a 35 to 45 female. Please send your latest, greatest mp3 format

aircheck & resume package to [radio\\_talent@hotmail.com](mailto:radio_talent@hotmail.com)..."Positive Hits 101QFL" WQFL-FM Rockford, IL (Christian AC-HR) is seeking an out of market voice tracker, [rickh@101qfl.com](mailto:rickh@101qfl.com)...Need a talented personality for Hot/AC. E-Mail your demo and resume to: [kwyrsports@gwtc.net](mailto:kwyrsports@gwtc.net), KWYR Program Director, **Tanner Donovan**, Winner, SD 57580...**Cumulus** Green Bay has a rare opening for a Production Director. Candidates should send resume and sample of production including production with multiple voices to: **Jimmy Clark**, 810 Victoria St. Green Bay, WI 54302...**Entercom** Milwaukee, 103.7 KISS FM is currently looking for part-time on-air talent to work holidays and weekends. This position could lead to more opportunities for the right person. Must have at least 1 year of on-air experience. Please send your Resume and MP3 to [jojo@entercom.com](mailto:jojo@entercom.com)...Lite 104.1, Des Moines' heritage AC leader has a rare opening. Looking for a communicator to host afternoon drive. In addition, this person will assist in scheduling music and organizing day-to-day operations. Please send your material to: **Jim Schaefer**, c/o KLTI, 1416 Locust Street, Des Moines, IA 50309...**Sky High Broadcasting Corporation** is seeking applicants for KNEO Radio in Neosho, Missouri. You may find out more at [www.kneo.org](http://www.kneo.org). You may send resume by mail to: KNEO Radio, Attn: **Mark Taylor**, 10827 Highway 86 East, Neosho, MO 64850-7052, or email: [MTaylor@kneo.org](mailto:MTaylor@kneo.org)...**Mid-Michigan Broadcaster** is looking for a SBE Certified Radio Engineer. Candidate must have significant background in AM/FM Broadcast signals, transmission and repairs, as well as excellent skills in IT and digital studio systems. Please send resume and cover letter to **Ginger Cooper** at [ginger.cooper@citcomm.com](mailto:ginger.cooper@citcomm.com)...Midwestern CHR market leader WAZY has a Program Director opening. Send resume and cover letter to [jobs@artisticradio.com](mailto:jobs@artisticradio.com)...Sports Talk Radio Station in a Top 25 Market (Midwest based) is looking for a Producer. For immediate consideration, please send your resume and a letter outlining your producer philosophy to **David Heath** at the following email address - [midwestsportsradio@yahoo.com](mailto:midwestsportsradio@yahoo.com)...**White River Broadcasting's** Indiana Country 101.5 WKKG is looking for someone for their morning show. Send your resume and demo



to: **Scott Michaels**, Program Director, 3212 Washington St., Columbus Indiana 47203 or email it to [scottmichaels@wkkq.com](mailto:scottmichaels@wkkq.com) for the country station or [scottmichaels@y106.com](mailto:scottmichaels@y106.com) for rock...Director of Engineering for KRVN, Lexington, NE. Send resume to [ebrown@krvn.com](mailto:ebrown@krvn.com)...**Saga's** KUQL/Kool 98, in Mitchell, South Dakota is currently looking for Part-Time On-Air Talent. Send your mp3 and resume ASAP to [cj@kool98.com](mailto:cj@kool98.com)... **Crossroads Communications** needs a Production Director who will work directly with sales and programming to create the best advertising and imaging around. Send your resume, cover letter, copy writing samples and aircheck in complete confidence to **Chris Carter**. We will also accept demos for part time on air/board ops but must live in the area of Terre Haute, Indiana. The e-mail is [prodjock@yahoo.com](mailto:prodjock@yahoo.com)... KKHQ in Waterloo/Cedar Falls Iowa needs a night jock. [aaron.santini@cumulus.com](mailto:aaron.santini@cumulus.com). No links to your Myspace page, or links to audio. If you do not send an MP3 aircheck, resume, and references you will not be considered...**White River Broadcasting** Indiana's Rock Station Y106 is looking for someone who knows and loves the last four decades of rock and knows how to do a fun, adult, topical morning show minus the frat humor and still let the music shine. We already have Bob & Tom in the market so we don't need a talk show...Y106 mornings are about the music. Send your resume & demo to: **Scott Michaels**, Program Director, 3212 Washington St., Columbus Indiana 47203 or email it to

[scottmichaels@y106.com](mailto:scottmichaels@y106.com)...Wichita's KFDI is looking for part time and vacation fill air talent. If you know and love country music and know how to be real on the air, we'd love to talk to you. Please email your resume and demos to: [bbrannigan@journalbroadcastgroup.com](mailto:bbrannigan@journalbroadcastgroup.com). Or mail: **Beverlee Brannigan**, PD c/o KFDI, 4200 N. Old Lawrence Rd., Wichita, KS 67219. Phone: 316-821-2002...**Cumulus/Quad Cities** is seeking a new morning show co-host to join Quad City radio veteran "Red Hot" **Brian Scott**. Send materials to: [morningcohost@b100.net](mailto:morningcohost@b100.net)...If you want to work for a privately owned company (**Zimmer Radio Group** of Mid Missouri,) and you're passionate about being on the air, e-mail or snail mail your resume and demo to: **Nicci Garmon**, Operations Manager, 3215 Lemone Industrial Blvd. Suite 200, Columbia, MO 65201, [nicci@zrgmail.com](mailto:nicci@zrgmail.com)...**The Des Moines Radio Group** is searching for the next great leader in the online world. You might just be the next Internet Development Manager for **Saga Communications'** Des Moines Radio Group...Interested candidates should rush their package and portfolio to: **Scott Allen**, DMRG Marketing Manager 1416 Locust Street, Des Moines, IA 50309...If you would like a job opening posted in the Tattler, please email **Kate Kennedy** by Friday noon of the Tattler issue date, at [kate@main-st.net](mailto:kate@main-st.net). All job postings are posted free of charge and represent equal opportunities. On behalf of Kate, the Conclave Board, and the 'ol TATTLER his bad self, have a great holiday season!

## 2006 Fall Book, P2

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

*Biggest trend for WCCO in a spell.*

| Station | Format      | Owner         | Fa  | P1  | Fa | P2 |
|---------|-------------|---------------|-----|-----|----|----|
| WCCO-AM | News/Talk   | CBS Radio     | 9.3 | 9.6 |    |    |
| KEEY-FM | Ctry        | Clear Channel | 7.5 | 7.5 |    |    |
| KQRS-FM | Classic Rk  | ABC Radio     | 7.1 | 7.1 |    |    |
| KDWB-FM | T40         | Clear Channel | 4.4 | 5   |    |    |
| KXXR-FM | Active Rk   | ABC Radio     | 5.2 | 5   |    |    |
| WLTE-FM | AC          | CBS Radio     | 4.8 | 4.8 |    |    |
| KSTP-FM | Hot AC      | Hubbard       | 4.2 | 4.3 |    |    |
| KQQL-FM | Old.        | Clear Channel | 3.7 | 4   |    |    |
| KTCZ-FM | Triple A    | Clear Channel | 3.9 | 3.5 |    |    |
| KTTB-FM | CHR/Rhy     | Radio One     | 4.4 | 3.5 |    |    |
| KSTP-AM | News/Talk   | Hubbard       | 2.9 | 3.1 |    |    |
| KFAN-AM | Sports      | Clear Channel | 2.9 | 2.9 |    |    |
| KZJK-FM | Adult Hits  | CBS Radio     | 3.1 | 2.9 |    |    |
| KTLK-FM | Talk        | Clear Channel | 2.2 | 2.3 |    |    |
| KLCI-FM | Ctry        | Starcom       | 1.5 | 1.4 |    |    |
| KTNF-AM | Talk        | JR            | 1.2 | 1.4 |    |    |
| WWTC-AM | Talk        | Salem         | 1.3 | 1.2 |    |    |
| WFMP-FM | Talk        | Hubbard       | 1.2 | 1.1 |    |    |
| WGVX-FM |             |               |     |     |    |    |
| WGVY-FM |             |               |     |     |    |    |
| WGVZ-FM | Alternative | ABC Radio     | 1.1 | 0.9 |    |    |
| KLBB-AM | Standards   | Davidson      | 0.6 | 0.6 |    |    |
| WWJO-FM | Ctry        | Regent        | 0.7 | 0.6 |    |    |
| KKMS-AM | Chrstn Talk | Salem         | 0.4 | 0.5 |    |    |
| WDGY-AM | Regl Mex    | Borgen        | 0.9 | 0.5 |    |    |

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

*Fall elections helped NIT around the country.*

| Station | Format       | Owner         | Fa  | P1  | Fa | P2 |
|---------|--------------|---------------|-----|-----|----|----|
| KMOX-AM | News/Talk    | CBS Radio     | 8   | 8.5 |    |    |
| KEZK-FM | AC           | CBS Radio     | 5.7 | 6.3 |    |    |
| WARH-FM | Adult Hits   | Bonneville    | 5.1 | 6   |    |    |
| KLOU-FM | Old.         | Clear Channel | 5   | 5.1 |    |    |
| KTRS-AM | News/Talk    | CH Holdings   | 5.5 | 4.8 |    |    |
| KSHE-FM | Classic Rk   | Emmis         | 4.2 | 4.7 |    |    |
| WIL-FM  | Ctry         | Bonneville    | 4.9 | 4.7 |    |    |
| KSLZ-FM | T40          | Clear Channel | 4.4 | 4.5 |    |    |
| KMJM-FM | Urban AC     | Clear Channel | 4.3 | 3.8 |    |    |
| KSD-FM  | Ctry         | Clear Channel | 4.1 | 3.8 |    |    |
| KATZ-FM | Urban        | Clear Channel | 3.6 | 3.4 |    |    |
| KIHT-FM | Classic Hits | Emmis         | 3.3 | 3.4 |    |    |
| WFUN-FM | Urban AC     | Radio One     | 3.3 | 3.3 |    |    |
| KYKY-FM | Hot AC       | CBS Radio     | 3.4 | 3.2 |    |    |
| WHHL-FM | Urban        | Radio One     | 2.6 | 2.9 |    |    |
| KFTK-FM | Talk         | Emmis         | 3.1 | 2.8 |    |    |
| KPNT-FM | Alternative  | Emmis         | 2.7 | 2.6 |    |    |
| WMVN-FM | Rhy AC       | Bonneville    | 2.8 | 2.3 |    |    |
| KFUO-FM | Classical    | Luth Church   | 1.6 | 1.9 |    |    |
| KATZ-AM | Gospel       | Clear Channel | 2.3 | 1.8 |    |    |
| KFNS-AM |              |               |     |     |    |    |
| KFNS-FM | Sports       | Big League    | 1.5 | 1.7 |    |    |
| WIL-AM  | Classic Ctry | Bonneville    | 0.9 | 0.9 |    |    |
| KNSX-FM | Alternative  | 21 Sound      | 0.5 | 0.6 |    |    |
| WESL-AM | Urban Old.   | Simmons       | 0.7 | 0.6 |    |    |
| KSLG-AM | Sports       | Simmons       | 0.6 | 0.5 |    |    |
| KLPW-FM | Ctry         | Marathon      | 0   | 0.4 |    |    |
| KSLQ-FM | Hot AC       | Hildebrand    | 0.6 | 0.4 |    |    |
| KWRE-AM | Classic Ctry | Kaspar        | 0   | 0.4 |    |    |
| WEW-AM  | Ethnic       | Birach        | 0   | 0.4 |    |    |

### Cincinnati, OH (#28)

*WLW still a double-digit leader.*

| Station | Format       | Owner            | Fa   | P1   | Fa | P2 |
|---------|--------------|------------------|------|------|----|----|
| WLW-AM  | News/Talk    | Clear Channel    | 10.7 | 10.2 |    |    |
| WEBN-FM | Rk           | Clear Channel    | 6.1  | 6.6  |    |    |
| WRRM-FM | AC           | Cumulus          | 6    | 6.2  |    |    |
| WUBE-FM | Ctry         | CBS Radio        | 5.8  | 5.6  |    |    |
| WIZF-FM | Urban        | Radio One        | 5    | 4.7  |    |    |
| WKFS-FM | T40          | Clear Channel    | 4.9  | 4.7  |    |    |
| WGRR-FM | Old.         | CBS Radio        | 4.9  | 4.4  |    |    |
| WKRC-AM | Talk         | Clear Channel    | 4.3  | 4.3  |    |    |
| WKRQ-FM | Hot AC       | CBS Radio        | 4.2  | 4.3  |    |    |
| WMOJ-FM | Rhy Old.     | Radio One        | 3.9  | 4.2  |    |    |
| WOFX-FM | Classic Rk   | Clear Channel    | 4    | 4.2  |    |    |
| WYGY-FM | Ctry         | CBS Radio        | 3    | 2.8  |    |    |
| WVMX-FM | Hot AC       | Clear Channel    | 2.8  | 2.7  |    |    |
| WCKY-AM | Talk         | Clear Channel    | 1.8  | 2.1  |    |    |
| WAKW-FM | Chrstn AC    | Pillar of Fire   | 1.6  | 1.6  |    |    |
| WAQZ-FM | Alternative  | Cumulus          | 1.6  | 1.6  |    |    |
| WSAI-AM | Talk         | Clear Channel    | 1.1  | 1.1  |    |    |
| WDBZ-AM | News/Talk    | Blue Chip        | 0.8  | 1    |    |    |
| WHKO-FM | Ctry         | Cox              | 0.9  | 1    |    |    |
| WDJO-AM | Old.         | Christian System | 1    | 0.9  |    |    |
| WNKR-FM | Classic Ctry | Grant Co         | 0.7  | 0.8  |    |    |
| WPFB-FM | Ctry         | WPAY/WPFB        | 1.2  | 0.8  |    |    |
| WSCH-FM | Ctry         | Pieratt          | 0.6  | 0.8  |    |    |
| WTUE-FM | Classic Rk   | Clear Channel    | 0.9  | 0.8  |    |    |
| WFCJ-FM | Inspir.      | Miami Valley     | 0.7  | 0.7  |    |    |
| WLQT-FM | AC           | Clear Channel    | 0.6  | 0.7  |    |    |
| WOXY-FM |              |                  |      |      |    |    |
| WAOL-FM | Adult Hits   | First Co.        | 0.7  | 0.7  |    |    |
| WCIN-AM | Urban Old.   | J4               | 0.5  | 0.5  |    |    |
| WGTV-FM | T40          | Radio One        | 0.6  | 0.4  |    |    |
| WHIO-AM | News/Talk    | Cox              | 0.5  | 0.4  |    |    |

**12+ M-Su, 6AM-12AM.**  
**Fall Phase 1 - Fall Phase 2**  
**comparisons.**



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