

**MAIN STREET**

Presents

The Conclave

**TATTLE R**

**Publisher: Tom Kay Editor: Kate Kennedy  
Cartoons Pilfered by Lenny Bronstein & Jay Philpott**

The \$6 million lawsuit Mancow Muller brought against former employer **Emmis Communications** has become material for a heated opinion exchange between his current and past employers. Supporting Muller is **Talk Radio Network/TRN-FM CEO Mark Masters**; opposing, of course, is Emmis Radio Pres. **Rick Cummings**. Masters and TRN are steadfast with Muller, as Masters commented; "We will leave it to Mancow, his attorney, and the court to address the issues raised by Mancow's complaint. However, we believe it is important to reiterate that we fully support Mancow and we have seen firsthand just how successful and hardworking Mancow is as a radio talent. Mancow's growth for TRN-FM in the last year includes securing San Francisco, Miami, Indianapolis, Houston, and just this week, New Orleans on Hot Talker WIST. Mancow's program continues to grow and is the fastest growing male skewing morning drive radio show in national syndication today; he also continues to draw major advertisers." The former Mancow flagship WKQX/Chicago has seen a ratings slip since his departure, as Masters pointed that "presentations created and made by Emmis' own people portrayed Mancow as a safe buy environment right up to the day they parted, and indeed over 25 national brand advertisers bought in the show in Chicago after June of 2004, according to Emmis' own materials. Mancow continues to be such an environment and is also FCC safe...He is a giant in Chicago and no one fills his shoes. For anyone to say otherwise would be misleading." Cummings has refused to engage Masters on Mancow's popularity, instead opting to deal strictly with the merits of the lawsuit. "The suit and the allegations it contains aren't worth dignifying with a response," he stated. "Emmis doesn't have the ability to keep a good show off the air."

**NAB** has awarded two stations the **NAB HD Radio Multicast Award**. The winners are KBCO/Denver's "**The Studio C Channel**" and **Greater Media** WRIF/Detroit's "**Riff2**". Incidentally, Riff2 and its architect, **Mark Pennington**, have been highlighted as part of the **Conclave's** on-going HD presentations during the past few

**Learning Conferences.** NAB Pres./CEO David K Rehr is presenting the awards during the keynoted address on Thursday, September 27, at the **NAB Radio Show** in Charlotte. NAB EVP/ Radio **John David** commented, "NAB is proud to recognize two stations that have maximized their program offerings through HD Radio multicasting. The entries receive demonstrate a wide array of diverse program offering provided by radio station across America. We salute KBCO and WRIF for being at the forefront."

**Eastlan Ratings** will begin providing ratings service to Springfield, IL this fall, and it will be the first audience estimate report in the market since **Arbitron** exited in 2002. **Mid-West Family Broadcasting**/Springfield, IL Pres./GM **Kevan Kavanaugh** noted, "Because Springfield has not had metro radio ratings for the past five years, the market has seen a three-year decline in national and regional marketing revenues. I think there has been a tendency for buyers and planners to steer more advertising dollar toward television or nearby radio markets where there are ratings for them to look at. Consequently, I'm excited about Eastlan Ratings measuring the Springfield radio market."

75% of all adults log onto the Internet, and nearly 1 in 5 of online user visit radio sites in the span of a month's time. In a new profile of radio website visitors, it was found that well-educated, upper-income, white-collar workers, in addition to younger people, tend to be more likely to visit radio websites. These findings come from a newly released telephone study of 118,211 randomly selected adults conducted by **The Media Audit** between January 2006 and April 2007 in 88 markets across the nation. The top four cities based on population were San Francisco, Dallas, Chicago, and Philadelphia, and make it to the top 10 for radio website visitors. In rank order, the top three cities for website visitors are Minneapolis, Seattle, and Atlanta. **Pres. Robert Jordan** commented, "Three factors that show a very high correlation for visiting radio websites are heavy radio listeners, heavy internet users, and people at work. Adults in these categories are 70% more likely than the average adult to visit a radio website. This information can be helpful for radio stations wishing to build their websites." **Jim Higginbotham**, Chief of Research, noted, "You'd expect younger people got to radio websites; however, we also found that well-educated upper-income, white collar workers tend to have a high likelihood of going to a radio website. Not unexpectedly, heavy radio listeners tend to frequent radio websites as well. The use of the Internet and radio in the office environment appears to play a major role in people's use of radio websites." Former Conclave board member Mark Durenberger said, "What would be useful is the answer to another question: "How many of these folks are LISTENING to the station on those websites?"

*Jupiter Rising*  
**ELECTROPOP**  
**AIRPLAY!**

<b>KMQQ 24x</b>	<b>KZMG</b>	<b>WABB</b>
<b>KKWD 16x</b>	<b>KZZA</b>	<b>WJIM</b>
<b>KKPN 10x</b>	<b>KHOP</b>	<b>more!</b>
<b>Z104 18x</b>	<b>KJYO</b>	

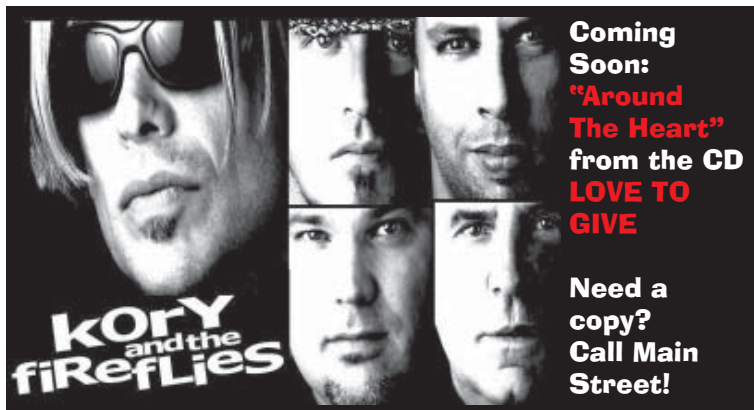
CHIME ENTERTAINMENT

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<b>ADDED</b>	<b>ON KMXV</b>	<b>KQKQ</b>	<b>WFLY</b>	<b>KRQQ</b>
<b>WPST!!</b>	<b>WPST</b>	<b>WHBQ</b>	<b>WPXY</b>	<b>KKPN</b>
	<b>WDCG</b>	<b>WRVQ</b>	<b>WSSX</b>	<b>KDND</b>
	<b>WERO</b>	<b>WNCI</b>		



Coming Soon:  
**"Around The Heart"**  
 from the CD  
**LOVE TO GIVE**

Need a copy?  
 Call Main Street!

2007 Conclave Learning Conference faculty member **Bob DiPiero**, along with **Hank Williams Jr.** and bluegrass duo **Flatt & Scruggs**, will be among this year's five new inductees into the Nashville Songwriters Hall of Fame, the hall announced Monday. DiPiero – who was part of the Conclave's first songwriter's forum in June – will also be joined by **Mac McAnally** and gospel singer **Dottie Rambo** at the induction on Oct. 14. DiPiero has penned hits for **Reba McEntire** ("Little Rock"), **George Strait** ("Blue Clear Sky"), **Faith Hill** ("Take Me As I Am"), **Vince Gill** ("Worlds Apart") and many others. Past inductees into the Nashville Songwriters Hall of Fame include **Chuck Berry**, **Hoagy Carmichael**, **Johnny Cash**, **Bob Dylan**, the **Everly Brothers**, **Woody Guthrie**, **Merle Haggard**, **Kris Kristofferson**, **Loretta Lynn**, **Willie Nelson** and **Dolly Parton**. Nelson, incidentally, was the Conclave's BMI Legend in 2002!

**Our Kind of Town, Chicago Is: 2007 TalenTrak Info!** The industry has a lot of meetings, but none are as unique as TalenTrak. TalenTrak is the only meeting in the industry that devotes a full day toward one purpose: Making better air talent. In an intensive and fun daylong seminar, you'll hear from seasoned radio professionals about important aspects of career advancement, employment strategies and how to deal with everything from irate listeners to office politics. There's even time set aside for you to meet one-on-one with radio professionals who will listen to your air checks and offer constructive advice on how to improve your on-air work. TalenTrak returns to the Windy City on Saturday November 10, 2007 at Columbia College in the heart of downtown Chicago. The official TalenTrak hotel is the **Travelodge Hotel**, just one-half block from Columbia College. To secure a specially priced TalenTrak room at the Travelodge, contact TalenTrak room coordinator **Darren Andrews** at 312-376-1481 or at his email address: [travelodgechicago@yahoo.com](mailto:travelodgechicago@yahoo.com). Tuition for the day is just \$49 (\$39 student/educator/free agent), and it includes lunch! To register, visit [www.theconclave.com](http://www.theconclave.com). Look for the TalenTrak story, and click on the link featured to download a registration pdf document.

**Changes. Detroit Public Radio/Wayne State University** noncommercial WDET/Detroit names former WJR-AM/Detroit Dir. of Regional Sales and WJIM/Lansing and **Michigan Talk Radio Network** GM **Tim Hygh** as Station Manager...**Regent Communication** Oldies WJLT/Evansville PD **Cindy Patrick** is resigning effective today. She's been with the station since it went on the air in 2005...**Clear Channel** Top 40 Mainstream hires on **Billy Hammond** on to do late-nights from 11p-2a. He was previously doing PT weekends and fill for the station...Starting September 24<sup>th</sup>, **Rob and AJ** from WWXM/Myrtle Beach join **Artistic Media** Top 40 WNDV/South Bend and will take the place of **Scotty & Lindsey**, who went to KHTT/Tulsa for wakeups.

# Chris Stills

## *Fool For Love*

**Airplay**  
**WXPN**  
**KHTX**  
**WRVX!!**

**ON TOUR**

9/23/07-Cleveland  
 9/25/07-Detroit  
 9/26/07-Chicago  
 9/27/07-Minneapolis  
 9/29/07-Milwaukee  
 9/30/07-Madison  
 10/2/07-Omaha  
 10/3/07-Denver



Morning man **Rich Anderson** and afternoon **Mike Couchman**, two of West Michigan WAY-FM's big personalities, were held hostage this week until listeners in Kalamazoo/Battle Creek and Grand Rapids make 250 pledges in each area to keep WAYK/Kalamazoo and WAYG/Grand Rapids commercial-free! Both guys are being held in two very high cherry pickers raised as high as possible, and neither can return to earth until 250 first-time pledges have been made in each city. The "situation" began Thursday, and the only events letting the two down besides personal pledges are inclement weather and personal -needs breaks!

In an effort to promote **Clear Channel** Top 40 KDWB/Minneapolis' new social network, morning man **Dave Ryan** and his crew are did the show live from his basement all week! Listeners were urged to listen during his show, then to log on and "watch" the morning show during the noon and 5p hours to answer a question about what they saw for \$500, and the prize doubled \$1000 on Thursday!

A three part series on **Tribune Talk** WGN-AM/Chicago aired Wednesday through Friday this week, entitled "**Voices of War.**" Reporter **Jim Gudas** hosted the segments, which examined the impact of the Iraq war on Chicago-based service members and their families. The series repeats this Sunday at 7,8, and 9a CT.

The voice of the **Mississippi Riverkings**, **Jim Erickson**, is joining up with the **American Hockey League's Iowa Stars** as Director of Broadcasting. He replaces **Jason Shaver**, who exited to join the AHL's Houston **Aeros** for this season.

Rumor has it there's a format change in the air at **Regent** Top 40 KKSR to Alternative. Look for the latest next week!

As **Milehigh Sports Radio** returns to the air with Sports programming on KCKK-AM/Littleton-Denver, the paperwork for the sale of the station to **Mile High** by **Kevin Medina** and **Nathan W. Drage's People's Wireless, LLC**, has officially be filed with the FCC. Mile High will shell out \$4.4 million for the station.

**Cumulus** Rock WXLQ/Quad Cities hires on market vet **Chuck O'Brien** as PD/afternoons. O'Brien previously worked mornings at **Pritchard** Country WAAG/Galesburg, IL, and also boasts Quad Cities' stations KUUL, WHTS, and WLLR on his resume.

**JUST IN:** The new PD of **Jerry Lee's** mainstream AC WBEB/Philadelphia is...drumroll, please...**CHUCK KNIGHT!!** Chuck returns to program in Philly (he PD'd at WYXR in the 90s) after a nice run as WSN/Columbus! Congrats!



# TalenTrak 2007

**SATURDAY  
NOVEMBER 10, 2007  
COLUMBIA COLLEGE  
CHICAGO**

*\$49 until  
November 2nd.  
Details at  
www.theconclave.com  
or call 952-927-4487*

**Need to  
update your  
on-air skills?**

Country KYGO/Denver, a **Lincoln Financial Media** station, is asking listeners to create the next KYGO commercial. The KYGO Casting Call is open at [www.KYGO.Com](http://www.KYGO.Com), and they're looking for 25-second **YouTube** videos that creatively depict why KYGO is their favorite Country station. The entries will be posted online and listeners can vote on the one they like best. The creator of the commercial with the most votes will win a trip for two to the **CMA Awards** in Nashville on November 7<sup>th</sup>, \$1000 cash, and their commercial will run on the local ABC affiliate during the CMA Awards broadcast.

**Changes, Too.** **Barry Schmidt**, of **Clear Channel** Alternative KCCQ/Ames-Des Moines, has left the building. Reach out to him at 920-728-1343 or [bscmidt\\_radio@yahoo.com](mailto:bscmidt_radio@yahoo.com)...**B.J. Murphy** has resigned his post at Clear Channel Urban AC WVAZ/Chicago...**Cumulus**/Indianapolis hires on former **Entercom**/Norfolk VP/Market Mgr. **Chris Wheat** as GM. He replaces **Charlie Morgan**, who had been with the station for 20 years. The Cumulus cluster includes Country WFMS, Classic Hits WJJK, and News/Talk WWFT...VP/GM **Don Griffin** is leaving as **Main Line Broadcasting** takes over the former **Radio-One**/Dayton cluster.

**Wanna be more involved with the Conclave?** Make plans now to attend the fall quarterly Conclave board meeting at the Marriott City Center on Saturday, October 13<sup>th</sup> in Minneapolis. Contact the Conclave office through [tomk@theconclave.com](mailto:tomk@theconclave.com) for hotel details (a limited number of specially priced rooms have been set aside for attendees of the Board meeting).

**CBS** Talk WCCO-AM/Minneapolis vet **Dark Star** has inked a multi-year deal to remain with the station. Dark does the evening sports talk with WCCO, and will switch to a Monday-Thursday schedule once the Vikings season ends.

**The Great Plains Christian** radio staff recently received **Kansas Association of Broadcasters** awards GPCR stations represented in the awards include Christian AC KJIL/Wichita and KJRL/Herington, KS and Contemporary Christian KHYM/Meade, KS

**Radio Under Construction Highlights Now Available!** Did you miss the 32nd annual Learning Conference – Conclave 007: RADIO UNDER CONSTRUCTION? 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! 2007 CD's of this summer's most exciting sessions are now available for purchase at \$19.99 each – with free domestic shipping! (Please allow up to 4 weeks for delivery)! Download an order form now at [theconclave.com](http://theconclave.com) to order your CD's. Then complete the form and send it to The Conclave via fax (952-927-6427) – email

## Conclave 007: RADIO UNDER CONSTRUCTION Greatest Hits!



**Relive Conclave 007! The Learning Conference's most exciting moments are now available for purchase! Every session are available on CD at \$19.99 each. FREE domestic shipping and please allow up to 4 weeks for delivery. Visit [www.theconclave.com](http://www.theconclave.com) to place your order.**

([info@theconclave.com](mailto:info@theconclave.com)) - or snail mail (4517 Minnetonka Blvd, #104,m Minneapolis, MN 55416). Don't let the learning stop. Order your Conclave 007 CD's today!

Good friend of the **Conclave** and former **Blame It On Us** consultant **Margaret Locicero** is returning to radio as a Media Consultant for **Clear Channel** KSNE/Las Vegas. She was previously with **TVT Records, Toucan Cove, Red Ant**, and several radio stations, including WMMR/Philadelphia, WNEW/New York, WLIR/Long Island, WRNW/Briar Cliff Manor, NY, and KLOL/Houston, TX. You can reach out to Margaret at (702)- 238-7459.

Best wishes to **Decca Records/Universal Classics** SVP/Promotion **David Leach** for a speedy recovery! David, a Conclave regular through the years, suffered a stroke Wednesday.

Congratulations are in order to **CBS News** WBBM-AM/Chicago **Marketing Director Cher Ames** and Sr. AE **Chadd Wickert**, who are tying the know today!

**Jay J. McCrae**, **Citadel** Country WITL/Lansing PD/midday host, passed away last weekend in Phoenix. The visitation and funeral will be private but there will be an open house event, which will be held at the WITL offices on Saturday, September 15<sup>th</sup>.

**More Changes.** **Clear Channel** Urban AC WVAZ/Chicago OM **Derrick Brown** has accepted the resignation of veteran air personality **BJ Murphy**, who was doing overnights and fill. Murphy joined the station a year ago from Service Broadcasting Urban AC KRNH/Dallas, where he was doing mornings...**Blount Communications** Religious WVNE-AM/ & WNEB-AM/Worcester, MA Station Manager **Steve Tuzeneu** will join **Great Plains** Christian Radio Network Christian AC KJRL/Salina, KS, in the same position starting in December.



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# The Conclave needs a Fundraiser!

**Are you an account representative who wants more out of your career - and life - than selling a weekend remote for Joe's Used Cars?**

The Conclave, the industry's only 501(c) 3 non-profit multi-formatic education organization, is searching for a Fundraising Director who will be responsible for generating sponsorships for the Learning Conference & TalenTrak as well as identifying and securing grants and endowments. If you're a competitive, big-picture communicator who possesses the ability to negotiate and sell conceptually, the Conclave wants to hear from you. You'll need to be computer and Internet savvy and possess a minimum of 3 years of successful radio sales experience. If you know the Conclave and its work, even better! Interested? Submit a resume with your salary history & requirements to [fundraiser@theconclave.com](mailto:fundraiser@theconclave.com) and know the Conclave encourages diversity in the workplace. For more information, visit [theconclave.com](http://theconclave.com).

## 2007 Conclave Learning Conference Begins Construction of New Industry.

The building blocks for a dynamic rebuilding of the radio industry were laid during the weekend of June 28-July 1 at the 32nd annual Conclave Learning Conference, as hundreds of industry professionals, teachers and students descended upon the Minneapolis Marriott City Center for RADIO UNDER CONSTRUCTION. Over 40 sessions covering every major radio format, technology and resource were presented to packed meeting rooms throughout the conference weekend. *THE TATTLER* has been presenting stories about the event originally found on the pages and websites of the Conclave's Publicity Partners. Here's the next installment from *RadioInfo.com*. "Some Quotes & Ideas by **Tom Taylor** - "**Punchout lines**" may be poison in the PPM world. Lines like going into a spot break with the jock saying "well, gotta pay some bills." Same with other radio clichés like "we'll be right back." For the People Meter-wearer, those may be strong signals to punch out. That same behavior probably happens in the diary measurement universe now, but it isn't apparent because the diary leans so heavily on recall. Arbitron's Gary Marince advises Conclave-goers to think hard about all the usual jock-talk, even though there's not necessarily hard-and-fast research data on it yet. Overall, he PPM will encourage more integrated packaging of all programming elements. That may be a successful strategy for PPM, and but it doesn't mean the FCC has quit enforcing its sponsor identification requirements. There was strong attendance at the PPM-related Conclave sessions, even from PDs in markets that will probably never see a meter. One PD told me "I want to move up to a bigger market, and this can give me an edge." **For the morning show**, put together a list of maybe 50 to 90 topics that are either "hot buttons" or "turnoffs." Review the list every year or so. Consultant Bob Glasco contributed that idea to Saturday's "Great Morning Show" panel - where moderator Sheri Lynch of Bob & Sheri says it's all about "content, content, content." She opened up the session with a quick video from the "Project 100" guys, whose goal is to visit 100 morning shows (they're up to 50) in search of the best practices. They're at [www.project100.com](http://www.project100.com). **Looking to hire that next great talkhost?** Try looking online at Internet-only radio sites and at podcasters. Consultant Valerie Geller packs a world of solid advice into her Friday session, and has similar advice for aspiring talk talent: try podcasting (the tools are free) and/or webcasting, if you're trying to break into the biz. Valerie says a recent hire at KIRO, Seattle got discovered just that way. Geller's new book is "Creating Powerful Radio: Getting, keeping and growing Audiences for news, talk, information and personality." **"Watch what you put in the podcast - it preserves the evidence."** DWT attorney Brendan Holland warns that "the Internet magnifies the issues" of copyright and other intellectual property questions, from use of audio clips to ownership rights for events. Radio's new online possibilities carry a raft of obligations and potential liabilities, from

putting unlicensed music on podcasts to the uncertainties of that sexy "user generated content." Even garden-variety emails can be trouble (my favorite recent quip about that is that "e stands for evidence"). **Hmmm...Did Arbitron quietly pull its PPM Cost Per Point Conversion Chart off the website?** Consultant Tony Gray mentioned that tidbit at Friday's urban panel - where programmers and managers targeting African-American audiences posit various theories about why urbans aren't doing as well as they're used to doing with the diary. And (according to one audience member) Philly's in-tab sample for 18-34s African-American females in a recent month was very, very thin. Tony Gray says "go into any barber shop, any beauty shop, and they've got the radio on, and in the corner they've a TV on with BET. But there have to be enough people [carrying a meter] to represent a lifegroup." NABOB and other groups are still pressing Arbitron on African-American sample. But do we know enough, after seeing just Philly and Houston? **Winners and losers at the Conclave.** Winners were anybody who invests their time and even their own money into improving their skills and their professional network (both very easy to do at the Conclave). As the old saying goes, if you won't invest in yourself, who would you invest in? Losers at the Conclave: Northwest Airlines. It's the carrier that holds a near-monopoly in serving Minneapolis, and dozens (maybe 100?) of attendees never made it to the Conclave because of delayed and canceled flights, a rumored pilots' sick-out, and service cutbacks. *(The Conclave thanks [RadioAndRecords.com](http://RadioAndRecords.com), [radio-info.com](http://radio-info.com), [insideradio.com](http://insideradio.com), [fmqb.com](http://fmqb.com), [radioink.com](http://radioink.com), and [allaboutcountry.com](http://allaboutcountry.com) for communicating the magic of a very special June weekend in Minneapolis.)*

## REO Speed-BOAT?



REO Speedwagon performs a morning concert while on a tour boat on the Chicago River, in front of the Merchandise Mart, hosted by The Loop's Jonathan Brandmeier!



**Spring Book 2007**

**Appleton-Oshkosh, WI (#134)**

*HAC WKSZ drops a share.*

Station	Format	Owner	Fa'06	Sp'07
WNCY-FM	Ctry	MWComm	14.3	13.4
WIXX-FM	T40	MWComm	8.7	8.9
WVBO-FM	Oldies	Cumulus	6.7	6.3
WAPL-FM	ClsscRock	Woodward	6.9	6.1
WHBY-AM	N/T	Woodward	5.4	5.7
WNAM-AM	Stnrds	Cumulus	4	5.5
WROE-FM	AC	MWComm	4.3	4.9
WPKR-FM	Ctry	Cumulus	4	4.7
WKSZ-FM	HotAC	Woodward	4.7	3.5
WOZZ-FM	ClsscRock	MWComm	2.7	3.5
WOGB-FM	Oldies	Cumulus	2	2.4
WQLH-FM	AC	Cumulus	2.2	2.4
WDUZ-FM/				
WDUZ-AM	Sports	Cumulus	2	2.2
WECB-FM	AC	Woodward	2.2	2
WTMJ-AM	N/T	Journal	2.7	2
WWWX-FM	ActRock	Cumulus	1.6	2
WTAQ-AM	N/T	MWComm	2	1.8
WZOR-FM	ActRock	Woodward	1.3	1.8
WOSH-AM	N/T	Cumulus	2.2	1.4
WSCO-AM	Sports	Woodward	1.1	1.2
WPCF-FM	Ctry	Cumulus	0.7	0.8
WZNN-FM	Alt	Cumulus	0.9	0.8
WFDL-FM	AC	RadioPlus	0	0.4
WISN-AM	N/T	ClrChnnl	0	0.4

**Bloomington, IL (#242)**

*Country WBWN commands the market.*

Station	Format	Owner	Fa'06	Sp'07
WBWN-FM	Ctry	Regent	15.1	16.8
WBNQ-FM	HotAC	Regent	10.7	10.7
WJBC-AM	N/T	Regent	11.3	10.1
WBBE-FM	AdultHits	Connssr	8.2	6
WIHN-FM	ActRock	Connssr	4.4	4
WVMG-FM	AC	Connssr	5.7	4
WGN-AM	N/T	Tribune	1.9	3.4
WLS-AM	N/T	Citadel	3.1	3.4
WPBG-FM	Oldies	Triad	1.9	3.4
WDQZ-FM	ClsscHits	GPMedia	1.9	2.7
WRPW-FM	Rhythm.	GPMedia	3.8	2
WTRX-FM	ClsscRock	Regent	0.6	2
WYST-FM	AC	GPMedia	1.9	2
WGCY-FM	B/EZ	F&G	1.3	1.3
WGLO-FM	ClsscRock	Regent	1.3	1.3
WIXO-FM	ActRock	Regent	0.6	1.3
WDQX-FM	ClsscRock	Triad	0	0.7
WIRL-AM	ClsscCtry	Triad	0	0.7
WLRW-FM	HotAC	Saga	0	0.7
WMBD-AM	N/T	Triad	0	0.7
WMVP-AM	Sports	ESPN	0.6	0.7
WPEO-AM	Rel.	Pinebrook	0.6	0.7
WSCR-AM	Sports	CBS	1.3	0.7
WSOY-FM	T40	NextMedia	0	0.7
WSWT-FM	AC	Triad	1.3	0.7
WWHP-FM	AAA	WMS-1	0.6	0.7

**Cedar Rapids, IA (#213)**

*T40 KZIA narrows the gap...somewhat*

Station	Format	Owner	Fa'06	Sp'07
KHAK-FM	Ctry	Cumulus	17.7	16.6
KZIA-FM	T40	KZIA	7.9	9.8
WMT-AM	N/T	ClrChnnl	7.4	8.3
KKRQ-FM	ClsscRock	ClrChnnl	7	7.8
KMRY-AM	Stnrds	Sellers	5.1	6.8
KDAT-FM	AC	Cumulus	7.4	6.3
KOKZ-FM	Oldies	Bahakel	2.3	4.9
WMT-FM	HotAC	ClrChnnl	5.1	4.4
KFMW-FM	ActRock	Bahakel	3.7	3.4
KRNA-FM	Rock	Cumulus	3.7	3.4
KGym-AM	Sports	CedRapTV	2.8	2.4
KXEL-AM	N/T	Bahakel	2.3	2.4
KRQN-FM	Oldies	Flinn	3.3	2
KBEA-FM	T40	Cumulus	1.4	1.5
KKHQ-FM	T40	Cumulus	0.9	1.5
KMJM-AM	Sports	ClrChnnl	0.5	0.5
KWMT-AM	ClsscCtry	3Eagles	0.9	0.5
KXIC-AM	N/T	ClrChnnl	0	0.5
WHO-AM	N/T	ClrChnnl	0.5	0.5

**Columbia, MO (#256)**

*Nice book for AC KPLA.*

Station	Format	Owner	Fa'06	Sp'07
KCLR-FM	Ctry	Zimmer	12.4	12.1
KFRU-AM	N/T	Cumulus	8.3	8.1
KOQL-FM	Rhythm.	Cumulus	6.9	6.7
KPLA-FM	AC	Cumulus	5.5	6.7
KTXY-FM	T40	Zimmer	6.9	6.7
KCMQ-FM	Rock	Zimmer	4.8	5.4
KSSZ-FM	Talk	Zimmer	4.1	5.4
KBXR-FM	AAA	Cumulus	5.5	4.7
KWJK-FM	AdultHits	BigCtryMiss	4.1	4
KBBM-FM	Rock	Cumulus	2.8	3.4
KWWR-FM	Ctry	KXEO	2.8	3.4
KPOW-FM	ClsscRock	SedInvGrp	2.1	2.7
KTGR-AM	Sports	Zimmer	2.8	2
KZZT-FM	Oldies	Best	2.1	2
KRES-FM	Ctry	GoodRadio	0.7	1.3
KATI-FM	Ctry	Zimmer	0.7	0.7
KFAL-AM	Ctry	Zimmer	0.7	0.7
KJMO-FM	ClsscHits	Cumulus	0.7	0.7
KKCA-FM	Oldies	Zimmer	0.7	0.7
KMFC-FM	ChrstnAC	ClairGrp	0.7	0.7
KWOS-AM	N/T	Zimmer	0	0.7

**Duluth-Superior, MN-WI (#204)**

*N/T KDAL returns to first.*

Station	Format	Owner	Fa'06	Sp'07
KDAL-AM	N/T	MWComm	9.6	9
KKCB-FM	Ctry	ClrChnnl	10	7.8
KBMX-FM	HotAC	ClrChnnl	5.8	7.3
KLDJ-FM	Oldies	ClrChnnl	7.9	6.9
KQDS-FM/				
KBAJ-FM	ClsscHits	RedRkRadio	6.7	6.5
KTCO-FM	Ctry	MWComm	5	6.5
KDAL-FM	N/T	MWComm	4.2	5.3
WWAX-FM	T40	RedRkRadio	2.9	5.3
WDSM-AM	N/T	MWComm	4.6	4.5
KRBR-FM	ActRock	MWComm	3.8	4.1
KZIO-FM	ActRock	RedRkRadio	2.5	2.4
WEBC-AM	Talk	ClrChnnl	2.5	2
WKLK-AM	Oldies	Quarnstrom	2.5	1.6
KQDS-AM	News	RedRkRadio	2.1	0.8
WEVE-FM	AC	LattoGrp	0	0.8
WGEE-AM	Talk	MWComm	0.8	0.8
WKLK-FM	ClsscRock	Quarnstrom	0.8	0.8
WNXR-FM	Oldies	Heartland	0.8	0.8
KGPZ-FM	Ctry	LattoGrp	0	0.4
WEGZ-FM	Ctry	VCYAmerica	0.4	0.4
WMOZ-FM	Oldies	Quarnstrom	0.4	0.4
WUSZ-FM	Ctry	MWComm	0	0.4
WWJC-AM	ChrstnTalk	WWJC	0.8	0.4

**Fargo-Moorhead, ND-MN (#224)**

*Wow! 5 ties among the top 12 stations!!*

Station	Format	Owner	Fa'06	Sp'07
KFGO-AM	N/T	ClrChnnl	12.2	13
KVOX-FM	Ctry	Triad	17.7	13
WDAY-AM	N/T	Forum	6.8	8.3
WDAY-FM	T40	ClrChnnl	7.6	8.3
KQWB-FM	ActRock	Triad	7.2	6.5
KBVB-FM	Ctry	Ingstads	3	6.1
KEGK-FM	Oldies	W-B	5.1	6.1
KPFX-FM	ClsscRock	Triad	6.3	5.7
KLTA-FM	AC	Triad	3.4	3.9
KRWK-FM	ClsscRock	Ingstads	2.5	3.9
KMXW-FM	AC	Ingstads	0.8	2.6
KVOX-AM	Sports	ClrChnnl	3.8	2.6
KRCQ-FM	Ctry	DetLakes	1.3	1.3
KBOT-FM	Ctry	Leighton	0	0.4
KBRF-AM	N/T	ResRadGrp	0	0.4
KQWB-AM	Talk	Triad	1.7	0.4
KVMI-FM	Ctry	Vision	0	0.4
KZCR-FM	ClsscRock	ResRadGrp	1.7	0.4

**12+ M-Su, 6AM-12AM. Spring 2007.**  
**Fall 06 - Spring 07 comparisons,**  
**unless otherwise noted.**


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