

# MAIN STREET

Presents

The Conclave

# TATTLE R

Publisher: Tom Kay Editor: Kate Kennedy  
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**TalenTrak 2007 To "Len" An Ear; Kasper to Keynote!** Chicago Cubs broadcaster **Len Kasper** has been tapped to keynote the 2007 edition of the **Conclave's TalenTrak** on Saturday, November 10<sup>th</sup> at **Columbia College/Chicago!** Kasper, a Milwaukee native, is finishing his third season with the Cubs after doing **Florida Marlins** play-by-play for three years for **Fox Sports Net**. Prior to joining the Marlins, he did play-by-play for select **Milwaukee Brewers** games from 1999-2001.

Kasper's broadcast career also included a stint as the morning sports anchor at WTMJ/Milwaukee. He hosted pregame and halftime shows for the **Green Bay Packers** radio network and co-hosted a hot stove league show on the Brewers radio network. He spent nearly eight years working for WTMJ. Kasper graduated summa cum laude from **Marquette University** in 1993 with a degree in public relations! Len will address **TalenTrak**ers on the subject of identifying and seizing industry opportunities, while providing tips on honing and improving one's individual skills in order to take hold of and maximize those opportunities! He might even drop in a few fun, behind-the-scenes stories of the Cubs magical 2007 season (at this writing, the Cubbies are in first place the NL Central!) **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** will be held November 10, 2007 at Columbia College in the heart of downtown Chicago. 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. 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).

Former **Conclave** Keynote and legendary radio programmer **Steve Rivers** comes back to the programming game, after being named PD of **CBS Radio** Top 40/Mainstream KBKS/Seattle, starting immediately. Rivers was most recently served as EVP and Pres./Programming for **Pyramid Radio Inc.**, but has also been seen as SVP/Programming for CBS Radio, radio editor and founding partner at **Musicbiz**, SVP/founding partner of Radio Central, Chief Programming Officer at AM/FM, **Chancellor Media**, **Evergreen Media**, and **Pyramid Broadcasting**. Rivers has had much success at stations such as WXKS/Boston, KIIS/Los Angeles, and KMEL/San Francisco. CBS/Seattle SVP/Market Manager **Dave McDonald** noted, "Steve is a tremendous addition to CBS Radio and to 106.1 KISS FM. It is our great fortune that he has missed radio programming and living in Seattle, and has chosen to return to those two great loves by joining us. He's been a terrific leader in the radio industry and brings a wealth of experience and knowledge to the position." **Marcus D.** will also be segueing from KBKS PD to APD/afternoon drive at the station.

Another politician has joined the growing ranks of those opposed to the **XM/Sirius** merger. Wisconsin Attorney General **J.B. Van Hollen** sent a letter last Tuesday to Assistant Attorney General for Antitrust **Thomas O. Barnett**, calling the merger a monopoly. He wrote, "The proposed merger would eliminate competition in the satellite radio industry and the combined Sirius companies would be free to raise prices, stifle innovation, and reduce program diversity." He then asked the Justice Department to "block the merger, as it presents a real threat to competition and is a clear violation of the Clayton Act's prohibition on merger-to-monopoly."

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

**KMQQ 25x** **WABB** **WJIM**  
**KZFM 23x** **KJYO** **CKEY**  
**KKWD 17x** **KHTT** **WWAX**  
**Z104 16x** **KZMG** more

**ALSO HEARD ON**  
**SIRIUS • YAHOO**  
**AOL • MUSIC CHOICE**  
**IPARTYRADIO**

CHIME ENTERTAINMENT

**RED JUMPSUIT APPARATUS** Your Guardian Angel

**ADDED WZKL!**

**TOP 5 PHONES: KMXV!**

**WEZB 27x**  
**WYKS 26x**  
**KRQQ 24x**  
**KMXV 21x**  
**WNOK 20x**

Virgin



# TalenTrak 2007

SATURDAY  
NOVEMBER 10, 2007  
COLUMBIA COLLEGE  
CHICAGO

\$49 until  
November 2nd.  
Details at  
[www.theconclave.com](http://www.theconclave.com)  
or call 952-927-4487

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

"Too often consolidation has meant that media outlets are forced to respond to Wall Street rather than their audiences, resulting in "homogenized and dumbed-down news that doesn't reflect who we are," So said FCC commissioner **Michael Copps** to a packed audience yesterday afternoon (Sept. 20) in Chicago. The gathering's purpose was to tell the FCC's five commissioners their feelings about how they are served by the media as well as their views on media ownership. Copps continued to insist, as he has consistently done at these forums, that media consolidation is an evil from which all bad media comes, and urged those at the meeting to "get involved big-time, like your future depends on it, because it does." Chairman **Kevin Martin** explained that the goals of the FCC's review of media-ownership rules include "taking into consideration the competitiveness of the market as well as the preservation of diversity and localism." He said the commission must play a role in "expanding new opportunities for media ownership and media programming." Illinois state representative **Connie Howard** said she is concerned about the "lack of diversity of media ownership" since the 1996 Telecom Act was signed, and she lashed out against big media companies for their lack of localism claiming "the last thing they want is market-wide competition." State assistant attorney general **Susan Satter** told the commissioners that "over the past 10 years we've seen a striking consolidation of media," resulting in higher advertising rates, "(cutting) small business off from their communities." She concluded by calling on the FCC to promote diversity and localism and access to the media. *Comment: Yesterday while driving on our Minneapolis streets in the middle of a torrential rainstorm attempting to dodge marble-sized hail, I heard sirens in the distance while listening to a syndicated talk show on a group-owned station ranting about some sort of political wrongdoing. I punched out, and heard (on two other stations) word about a tornado warning just issued for the community. I returned to the syndicated show to hear...more ranting. Not one word about the treacherous weather occurring in the station's city of license, urging listeners to take cover! Bottom line? I'm not sure that the consolidation's symptomatic loss of localism is, to use Commissioner Copps' word, evil. But for the listeners of one radio station in Minneapolis yesterday, it could have proven to be dangerous. - TK*

**Jeff Shrinksy**, GM of **SBS** Spanish WLEY/Chicago is being replaced by SBS EVP/COO **Marko Radlovic**, as the station tries to recover from tow separate contesting problems. PD **Marylú Ramos** has exited the station as well. The station

## Chris Stills

*Fool For Love*

**ADDED  
KMMS!  
AIRPLAY  
KPTL  
WJCU**

**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



experienced its first controversy in January, when a contestant wasn't awarded a Corvette she'd won because of questions about her legal status. The car was once owned by Mexican artist **Juan Rivera**, and she won it on July 4<sup>th</sup>, 2005. The station, however, said it couldn't give her the prize because she's not a legal U.S. resident. Radlovic now has her in the driver's seat. The other contestant problem came from the winner of the "Idolo de La Ley" talent contest. Radlovic commented, "Our radio waves will continue to be used for the benefit of the entire Hispanic community, including all Hispanic immigrants regardless of their status."

Former sales rep for **Cherry Creek Radio** in Missoula, MT **Kevin Plasmier**, has changed his plea to 'guilty' on charges he stole thousands of dollars worth of merchandise from a client. According to court documents, Plasmier used his position at Cherry Creek to steal "\$10,000 worth of camping, fishing, and sporting goods from **Bob Ward & Sons, Diamondback Golf**, and the **University of Montana Golf Course** and then sold them on the internet. He was fired in May by Cherry Creek after the company learned of the allegations. His sentencing is scheduled for an October 30<sup>th</sup> hearing.

## Cindy Barton Sees The Lite!



Cindy Barton from The 70's syndicated radio show made an appearance with Lite 104.9 at the Clay County Fair last weekend in Spencer, Iowa! Cindy is pictured with Operations Manager Kevin Tlam and Midday personality Joy Freed.

## 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.

Central Iowans and 93.3 KIOA will pay tribute to **Dic Youngs** and his Hall of Fame radio career this Saturday. In honor of Youngs' retirement, KIOA is hosting the "Thanks for Turning Me On" Dance at the Val Air Ballroom this Saturday. "He's truly an Iowa Broadcast icon," says **Tim Fox**, KIOA Program Director. "In a world of constant change Youngs has been consistent in listeners' lives during his four decades on KIOA." Youngs' last show on KIOA will be on Saturday, September 29, 2007 from 5pm to 9pm. Past and current KIOA personalities, local dignitaries and celebrities will make appearances to honor the Ole' Youngster. Dic Youngs is a (nearly) life-long resident of Des Moines. He entered an amateur DJ contest at the age of 16, and became an instant star on 1460 KSO/Des Moines. Youngs was honored in 1997 by being inducted into the Iowa Rock N' Roll Hall of Fame. Youngs has hosted afternoons on KIOA and the Original Saturday Night Oldies Show. Central Iowans won't be without the Ole' Youngster as he will move to KIOA's sister station, AM 1350 KRNT, in late October 2007.

A few formats are being shuffled around at **Chapin Enterprises** at their Lincoln, NE properties. Longtime Top 40 KFRX will move their format to 106.3 FM. Also, AC KLMY will move to 102.7 FM. Chapin anticipates more changes in the Lincoln radio market, and they should take effect in early October, 2007. KRKR will change their calls and format. The Classic Rock format currently heard on 95 Rock will move to KTGL.

On Tuesday, CEO of CBS Corporation **Les Moonves** told the Merrill Lynch Media and Entertainment Conference in New York that CBS has no plans to sell its radio and outdoor units, even though he indicated that CBS might "trim radio a little more" by selling stations. He added that the company "likes the cash" that radio delivers and then said, "We like the outdoor business a great deal. I don't foresee us in the near term or the long term spinning it out." Moonves also told conference attendees that the company would consider other acquisitions at the right price, saying that CBS is "very cautious, very conservative about what we do" but that "we have a lot of dry powder." He also said that the company has no plans to join **NBC** in fighting **Apple** over TV show download prices through **iTunes**, saying it was "as much as a promotional vehicle for our shows as a financial vehicle." Moonves suggested that the company may increase the amount and buy back more stock as well.

## Chris Stills *Fool For Love*

**ADDED**  
**KMMS!**  
**AIRPLAY**  
**KPTL**  
**WJCU**



**ON TOUR**  
9/23/07-Cleveland  
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9/29/07-Milwaukee  
9/30/07-Madison  
10/2/07-Omaha  
10/3/07-Denver

Changes are afoot at **Cumulus** at its newly-acquired Battle Creek cluster, with AC WBXX moving its format and calls to the former Classic Rock WRCC's frequency. On its former signal, Talk WBCK now simulcasts in preparation for the spinoff and sale of the AM facility, which has been placed in a trust; the simulcast is scheduled to run through December. Sports WBFN-AM has been darkened pending donation to **Family Life Radio**. **Steve Stoimenoff** has been named the cluster's market manager for Cumulus.

**Changes. Universal Records** South VP/Promotion and former Midwest radio programmer **Michael Powers** has exited. No details were announced...VP/GM **Don Griffin** is out as Main Line Broadcasting takes over the former Radio-One/Dayton cluster...**Clear Channel** Alternative KCCQ/Ames-Des Moines MD **Barry Schmidt** has left the building.

**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).

**Steve Versnick**, PD at **Clear Channel** Talk WREC/Memphis will take over as PD at sister Talk KTLK/Minneapolis-St.Paul in October, replacing **Doug Westerman** who exits the building. Versnick's history includes programming at **Clear Channel's** Talk WERC-AM/Birmingham and WCKY-AM/Cincy, as well as producing for the **Atlanta Braves** network.

**Erin Rasmussen** has left the PD position at **Hubbard's** female-oriented FM Talk Station WFMP/St. Paul-Minneapolis. No replacement was named.

**Magnum** AC WNNO/Wisconsin Dells is airing Portage High School sports this season beginning today, with the school's radio voice **Fred Reckling** moving over to the Mix to handle play-by-play. His former home, **Zoe Communications** Oldies WPDR-AM/Portage, WI, will continue to broadcast the school's athletics events as well. Reckling has been the team's voice for over 29 years, and said that he left WPDR after being told that the station did not have sufficient advertising revenue to cover the school's sports events this season, although it is also reported that the dropping of Portage sports was not intended to be permanent. WPDR did not carry the first game of the football season.



**ADDED** KFBZ  
**KXMB** WHBC  
**KKPL** WHYN

**ON**  
**WFBC 60x**  
**WKSS 42x**  
**WSTW 41x**  
**KSTZ 37x**  
**WIXX 36x**  
**Z104 36x**  
**KLCA 34x**

A new Alternative station will debut in St. Cloud this week, as **Regent** Top 40 KKSr/St. Cloud has made the flip, while keeping the same calls but acquiring a new slogan, The New Rev 96.7, under newly-named PD **Joey Hoops**, who shifts from mornings to afternoons. A new morning show will be announced soon. **Voss**, who also does afternoons on Classic Rocker sister KLZZ, will do middays at 96.7 The Rev. Hoops reports to OM **Mike Dylan**, who commented, "We are all extremely excited that Joey will be leading the New Rev 96.7 in St. Cloud. We know that if we're calling it a 'revolution,' it had better be unlike anything this city has seen, and with Joey and his staff, we'll deliver."

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

**Saga's LAZER 103.3 and Mediacom** are conducting a reality radio contest to find the next spokesperson for LAZER 103.3 KAZR/Des Moines. One winner will receive over \$40,000 in cash and prizes. The winner will also become the face of LAZER over the next year, representing the station at concerts, events and starring in station promotional campaigns. To find the 2007 LAZER 103.3 \$40,000 Rock Girl, three casting calls for interested participants will be held over the next 3 Saturdays. Videos from these casting calls will be posted on Mediacom OnDemand Channel 1. Central Iowans will be able to vote for their favorite at [www.lazer1033.com](http://www.lazer1033.com), with the winner announced by mid-October.

**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 *Allaboutcountry.com*. "In PPM World of Programming, KILT moves the meter" - **Gary Marince**, VP of programming services and development for **Arbitron**, during a Conclave session titled "Programming Through The PPM Lens" at the 32nd annual Conclave, told the audience how data from the Houston market showed how programming drive spikes in listening. Marine use a specific example. KILT was doing a George Strait ticket giveaway. Every time the contest was run during the day, listening levels soared. He also gave an overview of PPM hardware, how panels are structured, and their stability. The hardware includes a signal encoder at the radio station. Docking station for the home: The actual meter, PPM panelists participate for two years, There is very strong panel stability, In the current diary system, Houston has 4,120 in tab diaries per survey, about 343 per week. The PPM has 1800 meters on the panel each day. Also, PPM panelists must; keep the meter with them at all times, keep the green light on, and recharge the meter during bed time. While the meter is in the docking station at night, listening habits recorded during the day are downloaded. The PPM also records all radio listening while in the docking station. If Arbitron detects a meter that has been docked for more than normal, they will contact panelists if this continues to happen. *(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.)*



# 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).

**The National Steinbeck Center** and **San Jose State University** will present the **2007 John Steinbeck Award** to "**A Prairie Home Companion**" host **Garrison Keillor**, before his appearance and the Marin Veterans Memorial Auditorium on September 25 in San Rafael, CA. The award was created by the **Martha Heasley Cox Center For Steinbeck Studies** at SJSU in 1996, to honor writers and artists whose work exemplifies Steinbeck's spirit and humanity.

**Independence Media** AC WXMP/Peoria has made the flip to the syndicated Classic Hit/Baby boomer "Hippie Radio" format as "Hippie Radio 101.1." The new call letters are expected to be WHPI-FM.

Fresh from the **Conclave** production panel, Voice Guy **Rich Van Slyke** is signing new clients, including Active Rock KQWB Fargo, Classic Hits KCLH La Crosse, Oldies WJLT Evansville, and News Talk WWNC Asheville!

Condolences to family and friends of Spanish Hits WDLR-AM and non-commercial '80's Oldies WHKC/Columbus, OH owner and longtime former NBC affiliate WCMH-TV helicopter pilot/reporter **Robb Case**, who died last Thursday at the age of 50 from cancer. Case owned WAKS and WAHC/Columbus in the '90's and signed on WHKC last December.

**Jobs. New Rushmore Radio** located in the Black Hills of South Dakota is currently accepting applications for employment as a full time Web Developer. Send your complete package to: [opportunities@newrushmoreradio.com](mailto:opportunities@newrushmoreradio.com)...**New Rushmore Radio** in the Black Hills of South Dakota is now accepting applications for Program Director, on-air, and part time positions on CHR Hot 93.1, KRCS. Email cover letter, mp3 and resume to: [opportunities@newrushmoreradio.com](mailto:opportunities@newrushmoreradio.com)...**Clear Channel** Radio is hiring an Account Executive for its Total Traffic Network (TTN) division. Forward resume, cover letter, position you're seeking and salary requirements to: **Hiring Manager**, Clear Channel, 1600 Utica Avenue South, Suite 400, Minneapolis MN 55416 E-mail: [Employment@ClearChannel.com](mailto:Employment@ClearChannel.com)...**Clear Channel Radio** is seeking an Administrative Assistant to work in fast paced sales department. E-mail, fax or mail resume and cover letter to: Clear Channel Radio Attn: Hiring Manager 1600 Utica Ave. South Suite

400, Minneapolis MN 55416 E-mail: [employment@clearchannel.com](mailto:employment@clearchannel.com)...LITE 104.1 (KLTI) and 93.3 KIOA/Des Moines need a dedicated marketer to lead their promotional efforts on air, on the web and in the community. Rush your information to: **Scott Allen**-Senior Marketing Manager, Des Moines Radio Group, 1416 Locust Street, Des Moines, IA 50309 or email [scootie@star1025.com](mailto:scootie@star1025.com)...WGIL Galesburg, IL is seeking a news reporter. Responsibilities include news gathering, writing, reporting and on-air anchoring. Adobe Audition, Newsboss and AudioVault experience is a plus, but not required. We believe in local radio and serving our community. If you do too and want to be considered to become the next member of our four person news/farm staff, send your resume and CD or mp3 demo to: **Galesburg Broadcasting Co.**, Attn: **Julie Root**, News Director, 154 East Simmons St, Galesburg, IL 61401 or email [jobs@galesburgradio.com](mailto:jobs@galesburgradio.com) ...Someone "front and center" of the Ann Arbor and surrounding community to represent Ann Arbor's premiere radio stations Seriously qualified applicants, please forward your resume, salary history and resume to: [emily.webster@cumulus.com](mailto:emily.webster@cumulus.com)...LITE 104.1 (KLTI) and 93.3 KIOA need a dedicated marketer to lead their promotional efforts on air, on the web and in the community. Rush your information to: Scott Allen, Senior Marketing Manager Des Moines Radio Group, 1416 Locust Street, Des Moines, IA 50309 [scootie@star1025.com](mailto:scootie@star1025.com)...WGIL is seeking a news reporter. Send your resume and CD or mp3 demo to: **Galesburg Broadcasting Co.**, Attn: **Julie Root**, News Director, 154 East Simmons St, Galesburg, IL 61401 or email [jobs@galesburgradio.com](mailto:jobs@galesburgradio.com)...103.7 KISS/Milwaukee needs great personalities to fill in on weekends, holidays and fill-shifts. Send your mp3, resume and reference to [Jojo@entercom.com](mailto:Jojo@entercom.com) or send by snail mail to **Jojo Martinez**, 11800 W. Grange Avenue, Hales Corners, WI 53130...**Midwest Communications** has an immediate opportunity for a Program Director at their legendary 100,000 watt 101.9 FM WDEZ in Wausau, Wisconsin! get your tape and resume snail mail to **Brett Lucht**, P.O. Box 2048, Wausau, WI 54403 or e-mail [brett@mwcrradio.com](mailto:brett@mwcrradio.com)....If you have a job posting you'd like to see in the Tattler, please send it to [tomk@theconclave.com](mailto:tomk@theconclave.com) before noon of *The Tattler* issue date. All jobs represent equal opportunities and phone calls are discouraged unless otherwise noted.

## Spring Book 2007

### Grand Forks, ND (#289)

14 stations involved in 4 ties in share points. Does that mean there may have been too few diaries retrieved for a market this size??

| Station | Format    | Owner      | FallSp'07 |
|---------|-----------|------------|-----------|
| KKXL-FM | T40       | ClrChnnl   | 11.1 14.6 |
| KJKJ-FM | Rock      | ClrChnnl   | 12 10.6   |
| KSNR-FM | Oldies    | ClrChnnl   | 10.3 8.9  |
| KQHT-FM | AC        | ClrChnnl   | 6 8.1     |
| KYCK-FM | Ctry      | Leighton   | 9.4 8.1   |
| KNOX-AM | Ctry      | Leighton   | 5.1 6.5   |
| KNOX-FM | Ctry      | Leighton   | 6.8 5.7   |
| KROX-AM | N/T       | Gopher     | 3.4 3.3   |
| KZLT-FM | AC        | Leighton   | 2.6 3.3   |
| KCNN-AM | N/T       | Leighton   | 3.4 2.4   |
| KFGO-AM | N/T       | ClrChnnl   | 2.6 1.6   |
| KKCQ-FM | Ctry      | PinToPra   | 0.9 1.6   |
| KKEQ-FM | ChrstnAC  | PinToPra   | 0.9 1.6   |
| KKXL-AM | Stnrds    | ClrChnnl   | 0.9 1.6   |
| KDVL-FM | Oldies    | DoubleZ    | 0 0.8     |
| KQWB-FM | ActRock   | Triad      | 0 0.8     |
| KRWK-FM | ClsscRock | Ingstads   | 0.9 0.8   |
| KSJB-AM | ClsscCtry | Chesterman | 0 0.8     |
| WDAY-AM | N/T       | Forum      | 1.7 0.8   |
| WDAY-FM | T40       | ClrChnnl   | 0.9 0.8   |

### Green Bay, WI (#185)

5th to 2nd for AC WQLH!!

| Station  | Format    | Owner       | FallSp'07 |
|----------|-----------|-------------|-----------|
| WNCY-FM  | Ctry      | MWComm      | 14.1 12.5 |
| WQLH-FM  | AC        | Cumulus     | 5.3 9.6   |
| WIXX-FM  | T40       | MWComm      | 9.5 8.5   |
| WOGB-FM  | Oldies    | Cumulus     | 6.1 7.5   |
| WAPL-FM  | ClsscRock | Woodward    | 3 5.3     |
| WKSZ-FM  | HotAC     | Woodward    | 4.9 4.6   |
| WPCF-FM  | Ctry      | Cumulus     | 6.5 4.6   |
| WTAQ-AM  | N/T       | MWComm      | 4.6 4.6   |
| WZOR-FM  | ActRock   | Woodward    | 4.2 4.3   |
| WECB-FM  | AC        | Woodward    | 7.6 3.9   |
| WZNN-FM  | Alt       | Cumulus     | 1.5 3.6   |
| WDUZ-FM/ |           |             |           |
| WDUZ-AM  | Sports    | Cumulus     | 4.1 3.5   |
| WNAM-AM  | Stnrds    | Cumulus     | 2.3 2.8   |
| WOZZ-FM  | ClsscRock | MWComm      | 3.8 2.8   |
| WZBY-FM  | AC        | MWComm      | 3.4 2.5   |
| WAUN-FM  | SmJazz    | MagnumRadio | 1.5 1.1   |
| WBDB-FM  | Stnrds    | Nicolet     | 0 1.1     |
| WROE-FM  | AC        | MWComm      | 0 1.1     |
| WHBY-AM  | N/T       | Woodward    | 1.5 0.7   |
| WNFL-AM  | Talk      | MWComm      | 1.9 0.7   |
| WTMJ-AM  | N/T       | Journal     | 0.8 0.7   |
| WVBO-FM  | Oldies    | Cumulus     | 0 0.7     |

### Kalamazoo, MI (#184)

T40 WKFR steps out.

| Station | Format    | Owner      | FallSp'07 |
|---------|-----------|------------|-----------|
| WKFR-FM | T40       | Cumulus    | 11.8 12.6 |
| WRKR-FM | ClsscRock | Cumulus    | 9 8.8     |
| WBCT-FM | Ctry      | ClrChnnl   | 6.3 8.4   |
| WVFM-FM | AC        | MWComm     | 5.5 7.1   |
| WKZO-AM | N/T       | MWComm     | 6.3 5.5   |
| WNWN-FM | Ctry      | MWComm     | 4.3 4.2   |
| WFAT-FM | ClsscHits | MWComm     | 4.7 3.8   |
| WNWN-AM | UrbAC     | MWComm     | 3.9 3.4   |
| WQXC-FM | Oldies    | Forum      | 2.4 3.4   |
| WKMI-AM | N/T       | Cumulus    | 3.1 2.9   |
| WQLR-AM | Sports    | MWComm     | 2 2.1     |
| WZUU-FM | ClsscRock | Forum      | 1.2 1.7   |
| WBCK-AM | N/T       | ClrChnnl   | 0 1.3     |
| WGRD-FM | Alt       | Regent     | 1.2 1.3   |
| WFRN-FM | ChrstnAC  | ProgSystem | 0 0.8     |
| WJXQ-FM | ActRock   | RubberCity | 2 0.8     |
| WOOD-FM | AC        | ClrChnnl   | 2.7 0.8   |
| WSNX-FM | T40       | ClrChnnl   | 1.2 0.8   |

### Springfield, MO (#142)

Country KTTS in command.

| Station  | Format    | Owner    | FallSp'07 |
|----------|-----------|----------|-----------|
| KTTS-FM  | Ctry      | Journal  | 13.6 15   |
| KSPW-FM  | T40       | Journal  | 6.7 7.5   |
| KTOZ-FM  | HotAC     | ClrChnnl | 4.7 7.2   |
| KGBX-FM  | AC        | ClrChnnl | 8.2 7     |
| KOMG-FM  | ClsscCtry | MWFamGrp | 4.7 6.1   |
| KXUS-FM  | Rock      | ClrChnnl | 3.2 5.1   |
| KSWF-FM  | Ctry      | ClrChnnl | 5 4.9     |
| KOSP-FM  | Oldies    | MWFamGrp | 4 4.7     |
| KQRA-FM  | Alt       | MWFamGrp | 5.7 4.7   |
| KSGF-FM/ |           |          |           |
| KSGF-AM  | N/T       | Journal  | 6 4.4     |
| KKLH-FM  | ClsscRock | MWFamGrp | 3 3.5     |
| KZRQ-FM  | ActRock   | Journal  | 4.2 2.6   |
| KTXR-FM  | AC        | Meyer    | 3 2.1     |
| KWTO-AM  | N/T       | Meyer    | 3 1.9     |
| KWTO-FM  | Sports    | Meyer    | 2.7 1.6   |
| KADI-FM  | ChrstnT40 | Vision   | 1.2 1.2   |
| KGMY-AM  | Sports    | ClrChnnl | 0.5 0.7   |
| KADI-AM  | N/T       | Vision   | 1 0.5     |
| KHOZ-FM  | Ctry      | Harrison | 0.7 0.5   |

### Traverse City-Petoskey, MI (#192)

Country WTCM Wins in this competitive market.

| Station  | Format    | Owner      | Sp'05 | Sp'07 |
|----------|-----------|------------|-------|-------|
| WTCM-FM/ |           |            |       |       |
| WBCM-FM  | Ctry      | MWCo.      | 14.2  | 10.7  |
| WCCW-FM/ |           |            |       |       |
| WCZW-FM  | Oldies    | MWCo.      | 10.6  | 8.5   |
| WKHQ-FM  | T40       | MacDonGarb | 8     | 7.4   |
| WKLT-FM/ |           |            |       |       |
| WKLZ-FM  | Rock      | N.ern      | 5.1   | 7.4   |
| WTCM-AM  | N/T       | MWCo.      | 7.7   | 7.1   |
| WFCX-FM/ |           |            |       |       |
| WFDX-FM  | ClsscHits | N.ern      | 2.2   | 5     |
| WLDR-FM  | AC        | Henderson  | 3.6   | 4.6   |
| WJZJ-FM  | ActRock   | N.ernStar  | 1.8   | 4.3   |
| WSRT-FM/ |           |            |       |       |
| WKVK-FM  | HotAC     | N.ern      | 2.2   | 3.9   |
| WGFN-FM  | ClsscRock | N.ernStar  | 7.3   | 3.5   |
| WLXT-FM  | AC        | MacDonGarb | 4.4   | 3.2   |
| WMKC-FM/ |           |            |       |       |
| WAVC-FM  | Ctry      | N.ernStar  | 5.1   | 3.2   |
| WJZQ-FM  | SmJazz    | MWCo.      | 2.2   | 2.5   |
| WGFM-FM  | ClsscRock | N.ernStar  | 1.1   | 2.1   |
| WCCW-AM  | Sports    | MWCo.      | 1.5   | 1.8   |
| WMKT-AM  | N/T       | MacDonGarb | 0.4   | 0.7   |
| WUPS-FM  | ClsscHits | Coltrace   | 0.4   | 0.7   |
| WBNZ-FM  | HotAC     | Henderson  | 0.7   | 0.4   |
| WJML-AM  | N/T       | Stone      | 0.7   | 0.4   |
| WLJZ-FM  | ActRock   | N.ernStar  | 1.1   | 0.4   |
| WLXV-FM  | HotAC     | MacDonGarb | 0.7   | 0.4   |
| WMBN-AM  | Stnrds    | MacDonGarb | 1.1   | 0.4   |

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



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