

MAIN STREET

Presents

The Conclave

TATTLE R

Publisher: Tom Kay

Cartoons Pilfered by Lenny Bronstein & Jay Philpott

The **HD Radio Alliance's** new advertising campaign, previously criticized by some for arguably denigrating traditional AM/FM in favor of the qualities of HD, is now under fire for its method in choosing the creative agency. According to **Kurt Hanson's** blog on the **RAIN** website, **Adweek** reported during the second week of January that the Alliance hired Austin based **Omnicon Group's GSD&M Idea City** to come up with an enticing new campaign to promote HD Radio. The campaign reportedly features the voice of actor **Tom Kenny** (Spongebob Squarepants) as an AM/FM radio acting like a jilted lover because its owner wants or has a HD Radio. The Adweek story includes quotes such as "You know, I could totally pick up those new extra HD stations if I hit the gym...is that what you're into now? Huh? Call me!" These ad spots, according to radio consultants **Fred Jacobs** and **Dave Martin**, essentially trash traditional radio to make HD radio look good. **Peter Ferrara**, HD Radio Alliance CEO, commented on Hanson's January 15th blog article in defense of the campaign, and stated that the Alliance has refused to pull the campaign. In addition, it came to light that there was no chance for various agencies to compete for the account. **Jim Murphy** posted a comment on Fred Jacobs' blog, noting that the same agency was chosen to design a campaign for the **Country Music Association** and took a similar tactic (which the CMA refused to run). Ferrara argued that this was false and there was an extensive agency review. For Ferrara, "the bottom line is selling more HD radios." He also responded to the critique of the campaign taking a shot at AM/FM programming in the interest of promoting HD. He encouraged dissenters to view the campaign through "consumer ears", not "radio ears". Ferrara was realistically optimistic about HD Radio's current standings, noting that while consumer awareness is 77%, intent-to-purchase is just 33% and 55% in cars. He also stated that this is just one of a variety of campaigns, and on April 1st a new campaign will begin.

Congrats to Conclave Board member **Gary Nolan**, newly named Program Director of AC KOSI 101 (KOSI-FM)/Denver. The appointment is effective January 29, 2008. He had been programming in Ft. Myers, FL for the past year.

In a statement on their website earlier this week, **Radio and Records** announced they are withdrawing the Lifetime Achievement Award previously announced would be given to **Bob Grant** at the **March R&R Talk Radio Seminar**: "Upon further review and consideration of Bob Grant's complete body of work, Radio and Records has withdrawn its decision to present the 2008 News/Talk/Sports Lifetime Industry Achievement Award to Mr. Grant. R&R is sensitive to the diversity of our community and does not want the presentation of an award to Mr. Grant to imply our endorsement of past comments by him that contradict our values and the respect we have for all members of our community." There was no indication as to what prompted further review. In an interview with **All Access**, Grant stated, "What R&R did is defamatory and cowardly. I have received support and encouragement from more friends than I knew I had." Grant, whose penchant for controversy is widely known and long-standing in the industry, is best known as a pioneer of political Talk radio from long tenures at WMCA-AM, WABC-AM, and WOR-AM; he presently hosts at WABC. **Sean Hannity** welcomed Grant as a guest on last Wednesday's show and ripped into R&R for its about-face. *Commentary: It doesn't take long to find Bob Grant on-air quotes, especially those involving a word he's used for people of color in our country, "savages" - "If they didn't observe Martin King Day, there would be trouble from the savages", "(Haitian refugees are) swine and sub-human infiltrators who multiply like maggots on a hot day", "(After the gay pride parade), it would have nice to have a few phalanxes or policemen with machine guns and mow them down." Or the comment that prompted his firing from WABC/NY after he announced then-Commerce Secretary Ron Brown was killed in a plane crash, ""I have a hunch [Brown might be] the lone survivor. But then I'm a pessimist at heart." There are more. Despite his venom, Grant has been honored in our industry by the likes of the National Association of Radio Talk Show Hosts and the National Radio Hall of Fame. Perhaps its not too surprising that R&R might think about following their lead and consider an award for Grant. Yes, Grant had every right to utter his hate speech, as despicable as it may be. Withdrawing their lifetime achievement award could not have been easy for R&R, knowing how the industry might respond. But even in an industry that rightly celebrates free speech in America, it takes immense courage - not cowardice, as some have alleged - to differentiate between that freedom and racism. If R&R erred at all in this matter, it's that Grant was ever considered for the recognition in the first place. - TK*

2008 KEYNOTES



DAVID REHR

PRESIDENT/CEO NAB



ED SCHULTZ

JONES RADIO NETWORK



AT THE CROSSROADS

THE 33RD CONCLAVE

LEARNING CONFERENCE

JUNE 26-29, 2008

MARRIOTT CITY CENTER

MINNEAPOLIS

EARLYBIRD TUITION

\$199 UNTIL 2/29/08!

DETAILS AT WWW.THECONCLAVE.COM

Jupiter Rising... ELECTROPOP

“‘Electropop’ is the quintessential ‘pop’ record that stands out on the air with its infectious hook and fun sound. We are getting immediate reaction and top 5 requests.” - Tommy Frank, Director of Programming/Clear Channel/Bangor, ME

Jupiter Rising will pass One Million Profile Views this week on MySpace!!!!
Jupiter Rising will be March “Artist on the Rise” on MSN Windows Media Guide !!!!
Airplay Activity at: WNCI WIBT KHOP WZEE KZFM WXYK WVYB
KZPL KLAZ WKSI www.myspace.com/jupiterrising

2008 Summer Learning Conference Agenda NOW AVAILABLE!

Be the first on your block to see the agenda for the The Conclave's 2008 Summer Learning Conference: AT THE CROSSROADS!. The program will be uniquely presented in a “track” format this year, allowing registrants to either stay within a specific area of learning – or to pick and choose sessions of interest within any of these available tracks: **Tech, Formatics, Management & Programming, Life Skills, or The Promotion track**. You'll find it attached to this week's TATTler, or you can check it out on www.theconclave.com!

Denver Radio Company, LLC, owner of suburban Denver AC KSYY (SASSY 107)/Bennett, CO and Adult Standards KTNI (101.5 Martini on the Rockies)/Strasburg, CO, filed for bankruptcy, claiming debts amounting to \$25 million to creditors, with assets of \$48.3 million. **The Denver Post** reported that the company filed for Chapter 11 on December 26th with additional papers filed on January 11th listing assets and debts. One of its lenders, **Guggenheim Corporate Funding, LLC**, has asked the judge to deny a bid for an additional \$5 million in financing.

Cumulus Media Rock WFTK (96 Rocks)/Cincinnati, OH recently named **Michael Walter** PD. Walter has multitudes of Queen City experience during his 13-year tenure with **Clear Channel** crosstown rock rival WEBN.

Wichita State University noncommercial KMUW (Wichita Public Radio)/Wichita, KS, named former **Cowley County Community College** Creative Director **Denise M. Irwin** as Director of Development.

Northwestern College Christian AC KNWS (LIFE 101.9)/Waterloo-Cedar Falls, IA introduced its new morning show. After a 10-month search, KNWS welcomed **Julia Taylor** as co-host. Taylor joins current morning host **Brent Manion**. Taylor is assuming **Brittney Switala's** position, who now works for HIS RADIO/Raleigh, NC. Previously, Taylor was co-host for **Friendship Communications** Christian CHR KWOE/Waterloo-Cedar Falls, IA.

Yes, that was **Jones Radio Networks** and KFGO-AM/Fargo, ND host **Ed Schulz** sparring on **Fox News Channel's** “**The O'Reilly Factor**” Tuesday, January 15th! Ed is one of the keynote speakers at the **Conclave Learning Conference 2008** in June!

Bonneville Alternative WSWD (94.9 The Sound)/Cincinnati, OH's PD **Tommy Bodean** moves on after one year in the position.

CBS AAA WXRT (93XRT)/Chicago, IL's Marketing Director **Brad Auerbach** leaves for an AE position at **Microsoft's** online division.

The 2008 Conclave Learning Conference: At The Crossroads/ Marriott City Center-Minneapolis. Keynotes: David Rehr (President, NAB), Ed Schultz (Progressive Talk Personality). Over 30 sessions. 9 meals/snacks. Twins-Brewers baseball. Earlybird tuition, just \$199 until 2/29/08. Details at www.theconclave.com!

IM Lorenzen and Tom Klein's BAS Broadcasting Co. added to its holdings in Sandusky, OH and enters the Tiffin-Findlay, OH market, purchasing five stations from **Clear Channel**. BAS is buying Classic Rock WMJK (100.9 The Coast), Hot AC WCPZ (MIX 102.7), and Sports WLEC-AM/Sandusky, OH and AC WPFX (MY 107.7) and AC WTTF-AM/Tiffin, OH in the deal brokered by **Kalil and Co.** for the seller and **Patrick Communications' Greg Guy** for the buyer.

Educational Media Foundation is selling Contemporary Christian KFDN (K-Love)/Denver, CO to **Colorado Public Radio** for \$8.2 million. CPR will move its noncommercial format Talk KCFR-AM to the 90.1 FM frequency, currently occupied by its Classical KVOD, and will move KVOD and calls to KFDN's 88.1 FM location. KCFR's old 1340 AM frequency will then be sold.

Clear Channel took Adult Standards WMHG-AM (MAGIC 1600)/Muskegon, MI silent at the end of 2007 with the expiration of an LMA, the **Grand Rapids Press** reported. WMHG was one of the stations picked up from **Cumulus** in a station swap announced after **Clear Channel** applied for FCC approval of its buyout by **Bain Capital** and **Thomas H. Lee Partners**. WMHG was subsequently put into the **Aloha Station Trust** for eventual resale.

Gapwest Country KWYY/Casper, WY has dropped ABC's Country-Coast-To-Coast 24//7 format and realigned as MY COUNTRY 95.5. OM/PD **Donovan Short** launched on Friday with a local lineup including market vet **Trisha Berry** as AM drive/Promo Dir., KRVK Afternoon **Brian Scott** in middays, KLEN/CHEYENNE, WY's “**Rodeo**” **Rick Darcy** in PM drive, and “**Cowboy**” **Troy Howe** at night.

Northwestern College Christian AC KTIS/Minneapolis, MN's new PD **Morgan Wood** started this past Monday.

OMIGOD Dept! JR Broadcasting Talk KTNF-AM (Air America Minnesota)/Minneapolis, MN added “**Atheists Talk**” on Sunday mornings 9-10am CT. The show is produced by **Minnesota Atheists**, hosted by **August Berkshire**, and debuted January 13th with guest author **Richard Dawkins**.

Chris Stills

Fool For Love



ADDED & ON

WEHM! KNBA! KOHO!
WFIV! KCRW! KOZT!
WCLC! KPTL! WNKU!
WUIN! WJCU! THE LOFT/XM!
WUTC! KMMS! DMX!

The early-bird tuition rate of \$199 for the 33rd Annual **Conclave Learning Conference: At the Crossroads** is set to expire next month. Broadcast professionals are encouraged to register now for the 3 days of learning scheduled for June 26-28, 2007 in Minneapolis at the Marriott City Center. As you know, 2008 will be all about looking for ways to better maximize budgets. It makes sense to for anyone in our industry to save money, either for ourselves or our company...or BOTH! That's why every TATTLER reader is encouraged to take advantage of the Conclave's Earlybird rate for attending this summer's Learning Conference. Just \$199 for 3 days, addressing the topics that are vital to the growth of the broadcast industry AND each registrant's place in it! With sessions already in place for the Promo Summit, Conclave College, and our new multi-track format, as well as keynotes like the NAB's David Rehr and talker Ed Shultz, there's really no reason to put off signing up now...unless, of course, you'd like to spend more money on the Conclave after the first of the year. And frankly, we're okay with that! But do take a look at what your \$199 will buy: over 30 sessions, keynotes, important networking. What's more, your tuition includes up to 10 different meals, snack, and liquid refreshments. It gives you a chance to reserve a \$134 Marriott City Center sleeping room (a room that usually goes for \$200/night or more...in a fabulously remodeled hotel, the freshest in Minneapolis). But if you'd like a less expensive room, you can find one costing \$90 or less within walking distance of the Marriott. If you can drive, suburban hotels can be had for \$65 or less (tip: use your AAA card to knock off at least \$10 nightly!). Weekend parking near the Marriott is just \$5/day! Register now at www.theconclave.com.

Entercom Talk KMBZ-AM/Kansas City, MO's annual "Coats for Kids" drive delivered nearly 11,000 coats to needy children this season, and also collected \$16,005 in cash donations, which went to the purchase of new coats for children. The station has collected and distributed 38,577 coats to children in the Kansas City, MO, Kansas City, KS, Independence, and Hickman Mills school districts over the five years of the program.

On January 11th, WITI-TV (FOX 6)/Milwaukee, WI's Sports Director **Tom Pipines** lived up to his end of a bet with local **Entercom** Hot AC WMYX's **Jane & Kidd** morning show, and WSSP-AM (1250) morning man **Doug Russell** by dying his hair green and gold for the Green Bay Packers' first playoff game.

Envision Radio Networks The Rockin' '80s adds **Clear Channel** Classic Rock KKRQ/Cedar Rapids, IA and **PEC** Classic Rock KMGI/Idaho Falls, ID to the two-hour version of the program. Contact **Rebecca Pixley** at rebeccap@envisionradio.com for more information.

Hipcricket Inc. added four broadcasters to its mobile marketing platform, which delivers important and personalized information to their listeners and viewers. Among the broadcast stations using these alerts are KNBC-TV/Los Angeles, CA and Journal/Milwaukee, WI's News/Talk WTMJ-AM, WTMJ-TV and Hot AC WKTJ.

The Tattler expresses condolences to family and friends of **Mid-America Radio Group** Contemporary Christian WVNI (Spirit 95)/Bloomington, IN's "The Afternoon Ride" host **Kenny Ray**, who died January 10th in Bloomington at age 41. Ray (real name Kenneth Ray Howard) had handled afternoons on the station.

Presidential Hopeful Meets Radio Hopefuls



Specs Howard students **Melika Robinson, David Porter, Brian Mack, Brittani Clore, Racquel McGee** and **Lora Christensen** accompanied **Specs Howard** President/CEO **Jonathan Liebman** and Vice President of Academic Affairs **Tracey Hebert** to the **Detroit Economic Club's** luncheon with presidential hopeful **Governor Mitt Romney** on Monday, Jan. 14, 2008.

**THE 33RD CONCLAVE LEARNING CONFERENCE
JUNE 26-29, 2008 • MARRIOTT CITY CENTER/MINNEAPOLIS**

KEYNOTES
DAVID REHR
PRESIDENT/CEO
NAB
ED SCHULTZ
JONES RADIO
NETWORK

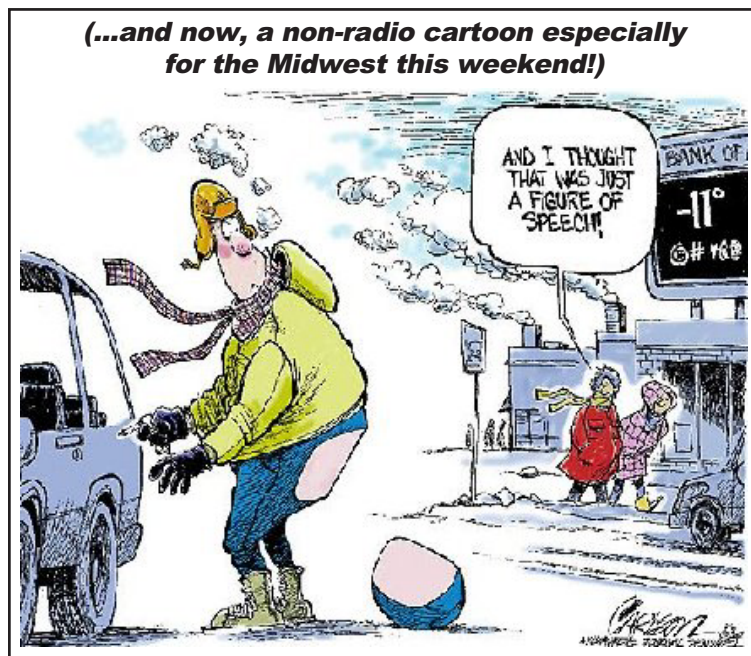


EARLYBIRD TUITION
\$199 UNTIL 2/29/08!
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WWW.THECONCLAVE.COM

Availz. Cumulus Country KPLX (The Wolf)/Dallas, TX PD John Sebastian announced his resignation, citing a mutual agreement not to renew his contract between he and Cumulus. Contact him at johnseb23@tx.rr.com or (214) 789-508...24 year A/C, Country vet **Kim Kreiss (Kim Fischer)**, formerly of WMGN-Madison with stops in LaCrosse and Faribault) is looking for her next gig in the Midwest after taking a hit for budget reasons at KSWW, Aberdeen, WA. Contact Kim at madrad@hotmail.com.

Jobs. Federated Media Hot AC WMEE/Ft. Wayne, IN is still looking for its next Morning Show. Can you provide an entertaining "Letterman meets The View" type perspective on entertainment, music, family and issues that are relatable to a thirty-something female audience? Send CD&R to: **Rob Kelley** – FM Operations Manager, 2915 Maples Rd., Fort Wayne, IN 46816 or email to rkelly@federatedmedia.com...**Citadel** Hot AC KKPK/Colorado Springs, CO also needs a Morning Show. Send T&R to COS.opportunities@citcomm.com or snail mail at: Citadel On-Air Opportunity, c/o **Bobby Irwin**, 6805 Corporate Drive – Suite 130, Colorado Springs, CO 80919...**Cumulus** NT WWCK/Flint, MI is looking for their next PD/Talk Show Host. Must be familiar with Scott Studios, Cool Edit and be extremely web savvy. Send your stuff to **Scott Meier**, Market Manager at scott.meier@cumulus.com.
..**Midwest Communications** group in Wausau, WI is in need of an OM for it's 6 station cluster. Format experience with Country, Top 40, Talk and other formats are necessary as well as on air ability. Send your package to VP of Programming, **Jeff McCarthy** at mccarthy@mwcradio.com or mail your application to MWC, Ops Mgr. P.O. Box 23333, Green Bay, WI 54305. ..**Haugo Broadcasting** Country KIQK/Rapid City, SD is searching for it's next Afternoon star. Do you have an upbeat sound and know country music? Send CD&R, along with a cover letter to: KIQK-FM, Attn: **Eric Paul**, 306 1/2 E. Saint Joseph St., Rapid City, SD 57701...**Clear Channel** Oldies KQQL/Minneapolis is seeking a part-time afternoon Show Producer. This is an off-air radio position and a great learning opportunity for the right candidate. Send resume and cover letter to: Clear Channel Radio Attn: Hiring Manager 1600 Utica Ave S Ste 400, Minneapolis MN 55416 or E-mail: employment@clearchannel.com...**Good Karma Broadcasting**/Beaver Dam, WI is looking to fill a full-time traffic position. Candidates will produce daily commercial logs and input orders. This position requires a high degree of flexibility and the ability to work with constantly changing environments. Send resume and cover letter to: dlanders@gkbradio.com...**NRG Media**/Fort Atkinson, WI has an opening for full time announcer/traffic clerk. Duties include covering news casts, voice tracking and production plus working in the traffic department entering orders and building logs. Send your package to: **Gary Douglas Lundberg**, Operations Manager, NRG Media, PO Box 94, Fort Atkinson, WI 53538 or e-mail to:

gdouglas@nrgmedia.com...**Leighton Broadcasting**/Grand Forks, ND wants an Operations Manager to over see a cluster of five stations: KNOX-AM, KNOX-FM, KZLT, KYCK and KCNN. Send air check, resume, and salary requirements to **Jeff Hoberg** at jeff@leightonbroadcasting.com...**Cumulus** Country WPCK/Green Bay, WI is searching for it's next Morning co-host. Do you have country music knowledge with a CHR attitude? Send resume, picture and audio (no more than 4MB please) to: Dylan.fletcher@cumulus.com or mail it to: Cumulus Broadcasting, Attn: KICKS 104.9 PD - **Dylan Fletcher**, 810 Victoria St., Green Bay, WI 54302...**Cherry Creek Radio**/La Junta, CO needs a Sales Manager for KBLJ/KTHN. You will be working with an established list but 80% of your time will be spent calling on local direct clients and developing marketing plans with the client. The other 20% of your time you will be overseeing and managing the sales effort in La Junta. Interested? Send resume to pgittings@cherrycreekradio.com...**Entercom**/Kansas City, MO has a new radio station and is looking for FT talent. 99.7 The Boulevard needs applicants with an extensive knowledge of classic rock music and artists. Send T&R to jobskc@entercom.com with "99.7 The Boulevard" in the subject line...**Regent Broadcasting** Country WWJO/St. Cloud, MN needs a Morning Show co-host. This position hasn't been open in a decade. The chair is open February 1st and they're going to move fast! Send your stuff to: 98country@gmail.com or mail to: WWJO, 640 Lincoln Ave. SE, St. Cloud, MN 56304...**Saga Communications**/Des Moines has a rare opening for its next Marketing Director. As the Senior Marketing Manager you'll lay out complex marketing plans; juggle tasks on tight deadlines; lead promotions meetings; make client and sales presentations; write in-depth proposals and develop long-term strategic marketing goals for the entire property. Experience working with Non-Traditional Revenue is helpful. Send your package to Scott Allen, Senior Marketing Manager, Des Moines Radio Group, 1416 Locust St., Des Moines, IA, 50309 or e-mail scottie@star1025.com...Wanna be a part of a start-up FM's first sales staff? Wanna live in one of America's BEST neighborhoods? Send your stuff to doorcountryradio@aol.com...All listings in Jobs represent equal opportunities and are provided free of charge. To place an ad, send particulars to tomk@main-st.net no later than Thursday evening for Friday publication. No calls unless otherwise specified.



MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416
PHONE/FAX: 952.927.HITS (4487)/927-6427 Publisher: Tom Kay at tomk@main-st.net Web: www.main-st.net

Fall Book 2007

Columbus, OH (#37)

Was T40 WNCI playing Xmas music??

Station	Format	Owner	Su'07	Fa'07
WNCI-FM	T40	ClrChnnl	6.8	8.2
WCKX-FM	Urb	Radio1	7	7
WCOL-FM	Ctry	ClrChnnl	8	7
WTVN-AM	N/T	ClrChnnl	7	6.7
WLVQ-FM	Rock	Wilks	4.6	5.3
WSNY-FM	AC	Saga	4.6	5.3
WLZT-FM	AC	ClrChnnl	2.9	4.2
WXMG-FM	UrbAC	Radio1	4.8	4.1
WHOK-FM	ClsscCtry	Wilks	4.2	3.9
WBNS-FM	HotAC	RadiOhio	4	3.7
WBZX-FM	ActRock	N.American	3.6	3.4
WCVO-FM	ChrstnAC	CVO	2.6	3.4
WBNS-AM	Sports	RadiOhio	3.3	2.4
WBWR-FM	80s	ClrChnnl	2.4	2.1
WJZA-FM/				
WJZK-FM	SmJazz	Saga	2.8	2.1
WCLT-FM	Ctry	WCLT	1.6	1.8
WMNI-AM	Stnrds	N.American	1.3	1.8
WODB-FM	Oldies	Saga	1.1	1.6
WWCD-FM	Alt	Ingleside	1.3	1.4
WNKK-FM	Ctry	Wilks	0.9	1.2
WTDA-FM	Talk	N.American	1	1.2
WJYD-FM	Gospel	Radio1	1.6	1.1
WNKO-FM	Oldies	Runnymede	0.9	1
WVKO-FM	RegMex	Stop26-Rb	1.6	0.9
WLW-AM	N/T	ClrChnnl	1	0.6

Colorado Springs, CO (#95)

Top 4 separated by .4

Station	Format	Owner	Su'07	Fa'07
KKPK-FM	AC	Citadel	6.9	6.9
KKLI-FM	AC	ClrChnnl	7.6	6.8
KATC-FM	Ctry	Citadel	5.1	6.5
KILO-FM	ActRock	Bahakel	7.2	6.5
KKMG-FM	T40	Citadel	5.1	5.5
KVOR-AM	N/T	Citadel	5.1	5.5
KCCY-FM	Ctry	ClrChnnl	8.2	5.2
KIBT-FM	Rhythm.	ClrChnnl	3.7	5
KKFM-FM	ClsscRock	Citadel	4.2	4.7
KVUU-FM	HotAC	ClrChnnl	4	4.5
KBIQ-FM	ChrstnAC	Salem	5.9	4.2
KOA-AM	N/T	ClrChnnl	2.7	3.9
KYZX-FM	ClsscRock	Bahakel	3.1	3.4
KRDO-FM/				
KRDO-AM	N/T	NP&G	1.6	2.4
KGDQ-FM	RegMex	BustosMed.	0.8	1.8
KCMN-AM	Stnrds	DJR	1.4	1.3
KHOW-AM	N/T	ClrChnnl	1	1.3
KZNT-AM	N/T	Salem	1.3	1.3
KGFT-FM	ChrstnTalk	Salem	1.1	1
KDZA-FM	Oldies	ClrChnnl	0.6	0.8
KKML-AM	Sports	Citadel	0.5	0.6
KBCO-FM	AAA	ClrChnnl	0	0.5
KPHT-FM	Oldies	ClrChnnl	0	0.5
KYGO-FM	Ctry	LincolnFin	0	0.5

Minneapolis-St. Paul, MN (#16)

Santa delivers for AC WLTE

Station	Format	Owner	Su'07	Fa'07
KQRS-FM	ClsscRock	Citadel	8.2	9.1
WCCO-AM	N/T	CBS	6.8	6.6
KEEY-FM	Ctry	ClrChnnl	6.6	6.4
WLTE-FM	AC	CBS	4.8	6.3
KDWB-FM	T40	ClrChnnl	5.3	5.3
KSTP-FM	HotAC	Hubbard	5.5	5.3
KXXR-FM	ActRock	Citadel	4.9	4.4
KTCZ-FM	AAA	ClrChnnl	4.1	4.3
KQQL-FM	Oldies	ClrChnnl	3.2	3.7
KTTB-FM	Rhythm.	N.ernLights	2.7	3.6
KFAN-AM	Sports	ClrChnnl	2.5	3.3
KSTP-AM	N/T	Hubbard	4.4	3.3
KTLK-FM	Talk	ClrChnnl	2.1	2.6
KZJK-FM	AdultHits	CBS	3.8	2.6
WGVX-FM/				
WGVY-FM/				
WGVZ-FM	ClsscHits	Citadel	1.5	1.9
WWTC-AM	Talk	Salem	1.3	1.5
WFMP-FM	Talk	Hubbard	1.1	1.3
KLCI-FM	Ctry	Starcom	1.3	0.8
KLBB-AM	Stnrds	Davidson	0.9	0.6
KTNF-FM	Talk	JR	1	0.6
WDGY-AM	RegMex	Borgen	0.9	0.6
WWJO-FM	Ctry	Regent	0.4	0.4

St. Louis, MO (#20)

Holiday tunes do it for AC KEZK

Station	Format	Owner	Su'07	Fa'07
KMOX-AM	N/T	CBS	7	7.6
KEZK-FM	AC	CBS	5.5	7.2
WIL-FM	Ctry	Bonneville	5.2	6
KSHE-FM	Rock	Emmis	4.3	4.7
KMJM-FM	UrbAC	ClrChnnl	4.4	4.6
WARH-FM	AdultHits	Bonneville	4.4	4.4
KSLZ-FM	T40	ClrChnnl	3.9	4.3
KLOU-FM	ClsscHits	ClrChnnl	4.5	3.9
KSD-FM	Ctry	ClrChnnl	3.7	3.6
KIHT-FM	ClsscHits	Emmis	3.3	3.4
KTRS-AM	N/T	CHHoldings	5	3.3
WFUN-FM	UrbAC	Radio1	3.5	3.3
KFTK-FM	Talk	Emmis	3.7	3.2
KYKY-FM	HotAC	CBS	3.7	3.2
KPNT-FM	Alt	Emmis	3.3	3
KATZ-FM	Urb	ClrChnnl	3.5	2.9
WHHL-FM	Urb	Radio1	3.3	2.8
KATZ-AM	Gospel	ClrChnnl	2.5	2.4
KFUO-FM	Clsscl	LuthChurch	2	2.2
WMVN-FM	RhyAC	Bonneville	2.2	1.8
KFNS-AM/				
KFNS-FM	Sports	BigLeague	1.3	1.4
WIL-AM	ClsscCtry	Bonneville	0.9	1
KSLG-AM	Sports	Simmons	0.6	0.8
KNSX-FM	Alt	21Sound	0.6	0.5
KWRE-AM	ClsscCtry	Kaspar	0	0.4

Cincinnati, OH (#29)


Nearly a 2 share hit for N/T WLW

Station	Format	Owner	Su'07	Fa'07
WLW-AM	N/T	ClrChnnl	10.6	8.8
WUBE-FM	Ctry	Bonneville	6.7	7.6
WRRM-FM	AC	Cumul.	5.8	7
WGRR-FM	ClsscHits	Cumul.	6.8	6.2
WEBN-FM	Rock	ClrChnnl	5.4	5.8
WKFS-FM	T40	ClrChnnl	4.4	4.6
WMOJ-FM	RhyOld	Radio1	3.7	4.6
WOFX-FM	ClsscRock	ClrChnnl	3.7	4.4
WSWD-FM	Alt	Bonneville	3.5	4.1
WKRQ-FM	HotAC	Bonneville	4.4	3.9
WIZF-FM	Urb	Radio1	3.9	3.8
WKRC-AM	Talk	ClrChnnl	4.4	3.7
WGY-FM	Ctry	Bonneville	1.1	2
WNNF-FM	HotAC	ClrChnnl	2.4	1.7
WAKW-FM	ChrstnAC	PillarofFire	1.5	1.5
WFTK-FM	Talk	Cumul.	0.7	1.4
WDBZ-AM	N/T	Radio1	1.1	1.1
WLQT-FM	AC	ClrChnnl	0.6	1.1
WCKY-AM	Sports	ClrChnnl	1	1
WHKO-FM	Ctry	Cox	1	1
WPFB-FM	Ctry	WPAY/WPFB	1.4	1
WDJO-AM	Oldies	ChrstnSys	0.8	0.9
WCIN-AM	SmJazz	J4	0.7	0.8
WTUE-FM	ClsscRock	ClrChnnl	1	0.7
WFCJ-FM	Insp	MVCA	0.5	0.6
WOXY-FM/				
WAOL-FM	AdultHits	FirstCo.	1	0.6
WSAI-AM	Sports	ClrChnnl	0	0.6
WMMX-FM	HotAC	ClrChnnl	0.6	0.5
WSCH-FM	Ctry	Pieratt	0	0.5
WGTZ-FM	T40	MainLine	0.6	0.4

Cleveland, OH (#28)
Christmas carries AC WDOK

Station	Format	Owner	Su'07	Fa'07
WTAM-AM	N/T	ClrChnnl	8	8.1
WDOK-FM	AC	CBS	6.4	7.9
WMJI-FM	Oldies	ClrChnnl	7.1	6.7
WGAR-FM	Ctry	ClrChnnl	6.8	6.5
WZAK-FM	UrbAC	Radio1	7.4	6.1
WENZ-FM	Urb	Radio1	6.9	5.2
WNWV-FM	SmJazz	Elyria-Lorain	5.3	5.1
WAKS-FM	T40	ClrChnnl	4.5	4.3
WNCX-FM	ClsscRock	CBS	4.7	4.2
WKRK-FM	Alt	CBS	2.8	3.7
WQAL-FM	HotAC	CBS	3.5	3.7
WMMS-FM	Rock	ClrChnnl	3.3	3.4
WFHM-FM	ChrstnAC	Salem	1.8	2.6
WKNR-AM	Sports	Salem	1.7	2.5
WMVX-FM	HotAC	ClrChnnl	3.4	2.2
WCLV-FM	Clsscl	WCLV	1.5	1.6
WHK-AM	N/T	Salem	1.2	1.4
WJMO-AM	Gospel	Radio1	0.9	1.4
WQMX-FM	Ctry	RubberCity	0.8	0.8
WKKY-FM	Ctry	Jones	0.4	0.7
WONE-FM	ClsscRock	RubberCity	0.7	0.7
WEOL-AM	N/T	Elyria-Lorain	0.4	0.6
WJR-AM	Talk	Citadel	0	0.5
WERE-AM	N/T	Radio1	0.5	0.4
WREO-FM	AC	ClrChnnl	0	0.4
WZOO-FM	Oldies	ClrChnnl	0	0.4

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



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