

# MAIN STREET

Presents

The Conclave

# TATTLE R

Publisher: Tom Kay Editor: Benjamin Holsen  
Cartoons Suggested by Lenny Bronstein & Jay Philpott

**Jones Radio Networks'** – and this summer's 2008 Conclave Learning Conference Keynote – **Ed Schultz** is in hot water after he called Republican presidential candidate **John McCain** a "warmonger" while warming up a crowd for **Barack Obama** at the North Dakota Democratic Party's convention in Grand Forks. Obama campaign spokeswoman Jen Psaki quickly rebuffed the statement saying, "John McCain is not a warmonger and should not be described as such. He's a supporter of a war that Senator Obama believes should have never been authorized and never been waged." McCain seemed to be satisfied with the apology. Schultz, however, isn't shying away from his comments, telling CNN's John Roberts, "I'm sorry, John, the label sticks. John McCain is a warmonger." Remember, McCain immediately denounce WLW-AM/Cincinnati host **Bill Cunningham's** comments when he calling Obama by his middle name Hussein at an Ohio event. *Schultz takes the Conclave stage on Friday, June 27<sup>th</sup> at the Marriott City Center in Minneapolis. Details can be found at [www.theconclave.com](http://www.theconclave.com).*

Eight radio companies have formed a new joint venture, **The Broadcaster Traffic Consortium, LLC**, to build a nationwide network to distribute traffic data via radio technology. BTC is working with **NAVTEQ**, a digital maps and vehicle navigation company, and will use HD Radio technology to broadcast real-time NAVTEQ traffic and other location based info to portable navigation devices and automobile in-dash systems. Founding members of BTC are **Beasley Broadcast Group; Bonneville International Corporation; Cox Radio, INC.; Emmis Communications; Entercom Communications Corp.; Greater Media; NPR and Radio One.**

**Randi Rhodes** exits **Air America Radio**, but will be back Monday, syndicated 2-5p CT weekdays by **Nova M Radio Network**, where her former producer **John Manzo** serves as CEO. Manzo said, "I just can't stop smiling - Randi is simply the biggest and the best. Randi Rhodes and **Mike Malloy** under one roof – talk about Talent!" Rhodes added, "With Manzo at helm of Nova M, I am truly going to work for the best of the best. He is radio elite...and I am too (laughs). I'm home, I'm home, I'm home!" **News Breaks From San Francisco Affiliate** Late Wednesday, **Clear Channel** Talk KKGN-AM /San Francisco PD **John Scott** posted a note on the station's website that read, "We have been very frustrated the past few days in our efforts to rectify the Randi Rhodes situation (her suspension by her network, Air America Radio). It is our understanding that today (April 9th) she is no longer an employee of Air America. So we are bringing her back." "Monday, April 14th at 4pm ... it will be our pleasure to announce the return of Randi Rhodes to the Green 960 family." It was in an appearance for KKGN on March 22nd that Rhodes made comments about **Hillary Clinton** and **Geraldine Ferraro** that drew her suspension from AAR.

**Lester St. James** is returning to Omaha! After spending the past couple of years guiding **Three Eagles/Lincoln**, Lester returns to Omaha to work for **Clear Channel** as PD for oldies KGOR, among other duties! Lester is also a longtime **Conclave** Board member. Congrats!

Texas Court Says No. The lenders being sued in Texas by **Clear Channel** and its buyout backer's filed Wednesday to have the suit dismissed, but the county court handling the matter denied the dismissal. **Citigroup, Wachovia, Royal Bank Of Scotland, Deutsche Bank, Morgan Stanley, and Credit Suisse** told the court the temporary restraining order issued against them in Texas unfairly compels them to perform according to Clear Channel's will rather than preserving the status quo, which they argue was in the midst of negotiations and not a completed deal. A spokesman for the banks said, "We continue to believe the litigation brought by Clear Channel and the sponsors is without merit, and we look forward to arguing our case in court."

Former Talk KLIK/Jefferson City midday host **James Keown's** murder trial has been declared a mistrial. A key defense witness was taken ill in Indianapolis, preventing him to testify this week. Judge **Geraldine Hines** declared the mistrial and set a new trial for June 9th. Keown has been charged with murdering his wife, Julie, in the fall of 2004 by spiking her Gatorade with anti-freeze.



**David Rehr**  
President, NAB



**Ed Schultz**  
Jones Radio

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 Top 40 Symposium: Great Show Prep  
 Oldies Symposium: Marketing & Programming to Boomers  
 Triple A Symposium: The Proper Relationship  
 AC Symposium: Talk To Her NOW, or ...  
 Country Symposium: Secrets of My Success  
 News/Talk Symposium: Electing To Win  
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Need cash to go back to school? To learn a new trick of the trade? To simply expand your knowledge of the things that surround you? The Conclave is encouraging those in the radio industry to apply for the organization's new **Rockwell Scholarship**, with the May 1st deadline for application fast approaching. Anyone in the industry – from first-year rookies to 30-year-veterans - are eligible to receive \$1000 to enhance their skills through education. Candidates may come from the ranks of programming, sales, promotion/marketing, engineering, production, or any other department inside a radio organization. You must either be enrolled, or plan to be enrolled, in an accredited post-secondary educational course or courses. According to Conclave Scholarship Committee chairperson, **Siobhan Kierans**, "We want to make sure that the industry knows this money is available to pros who wish to continue to learn, not just to those who are considered "students". She goes on to say, "The characteristics of a Rockwell Scholarship recipient include having a strong belief in oneself while demonstrating selflessness, possessing a passion and optimism for the industry, and has gained the respect of their co-workers." This year, the Conclave Rockwell Scholarship has been donated by the 2007 Conclave Rockwell Award recipient, **Erica Farber** – publisher of the industry's newspaper, *Radio & Records!*

**Wisconsin** Attorney General **J.B. Van Hollen**, who previously unsuccessfully lobbied Assistant Attorney General for Antitrust **Thomas O. Barnett** to block the **XM-Sirius** merger, has now sent a letter to FCC Chairman **Kevin Martin** urging his Commission to turn the merger down as "bad for consumers and bad for competition" citing as reasons to reject, increased consumer costs and monopoly power in the satellite radio category. Another Midwestern governmental figure, Sen. **Sam Brownback** (R-KS) told the Commissioner in a letter that the Justice Department's approval of the deal was wrong and that the companies (who he added were "peddling obscene and indecent material") are prohibited from merging by law. *Commentary: Regulatory issues usually seem to line up along party lines, with Dems arguing for 'more regulation' while Republicans argue for less government intervention in commercial matters. Intriguingly, the XM-Sirius merger appears to have Republicans joining organizations like the NAB in asking for regulatory intervention in proposed satellite radio merger. We wonder what position Senator Brownback would take inside the question of allowing U.S. radio companies more opportunities to, say, own more newspaper or television properties? I'm just askin' - TK*

As of 5p Wednesday (4/9), **Peak Broadcasting** Top 40 KSAS/Boise PD/Afternoons **Steve Kicklighter** (aka **Keke Luv**) finished his 175-hour broadcasting marathon to raise awareness for child abuse. April is **National Child Abuse Prevention Month**. Luv left the station in an ambulance as a precaution but wasn't hospitalized. Although he was allowed to take 15-minute naps every eight hours, Luv was quoted in the paper as saying, "What sounds good is falling asleep and not getting up again." He's expected to be back on the air on Monday, April 21st. Luv had media coverage from local stations, **FOX News** and was recognized on the floor of the **Unites States House of Representatives** by Idaho State Rep. **Mike Simpson**.

The most recent study by **Arbitron** and **Edison Media Research** shows continued growth in usage and ownership of digital audio platforms, like online radio, IPOD/MP3 players and podcasting. 13% of people 12+ have listened to online radio in the past week up from 11%. Online radio reached 1 in 7 25-54 year olds a week. More than 1 in 5 consumers say radio has a big impact on their lives; ranking second only to mobile phones (33%) as the audio platform/device that has the biggest impact on people's lives. The Awareness of HD radio was down 26% to 24% over the past year despite much advertising. 40% of weekly online radio listeners have a profile on a social networking Web site. Those who regularly listen to online radio are more likely to participate in social networks; 41% of weekly online radio listeners report having an online social networking profile (compared to 24% of the total 12+ population); more than one-third (37%) visit social networking sites nearly once per day or more. The Internet is gaining on radio as the medium to learn about new music. In 2008, radio is mentioned as the medium "you turn to first to learn about new music" by about half of consumers (49%), with Internet at 25%. In 2002, radio was mentioned by nearly two-thirds of consumers (63%) for this perception, while only 9% mentioned Internet.

**HipCricket** has launched a Hispanic mobile marketing network composed of a family of Hispanic media properties that can be leveraged by brand marketers to deliver highly targeted and interactive mobile marketing campaigns directly to the handsets of opted-in, engaged mobile users who are part of the \$860 billion Hispanic consumer market. HipCricket announced major Hispanic media companies, representing 50 radio and television stations, one million listeners and viewers, **Bustos Media**, **Lotus Communications** and **Davidson Media Group** are among the first to join. Seek out HipCricket CEO **Ivan Braiker** about the breakthrough during the *2008 Conclave Learning Conference*.

**KEYNOTES**  
**DAVID REHR**  
 PRESIDENT/CEO  
 NAB  
**ED SCHULTZ**  
 JONES RADIO  
 NETWORK  
**RITA COSBY**  
 MSNBC

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There are plenty of headlines about how radio companies make and manage money, but what about the radio professionals who work for them? The **Conclave** today announced details of a session to address just that. **Financial Strategies for Radio Professionals** is set for this summer's Learning Conference, **CONCLAVE 08': AT THE CROSSROADS**, June 26<sup>th</sup>-29<sup>th</sup>. **Darla Kashian**, Financial Consultant with **RBC Wealth Management**, will present the session. She noted, "It's not only about how good you are at earning money, it's also about understanding and protecting your money. And for radio professionals, the constantly changing marketplace presents unique challenges." Scheduled for Saturday, June 28<sup>th</sup> at 2:30pm, attendees will learn how to better leverage the opportunities in professional radio for their financial future while at the same time managing the constantly changing marketplace. According to Conclave Agenda Chairperson, **Tim Kelly**, "During the course of the Learning Conference we hope to educate and help our attendees with many parts of their lives. Working toward a financially secure future is important to all of us, especially in these uncertain economic times. Ms. Kashian's session promises to provide not just answers, but a wealth management action plan for those who are at any income level inside our industry." The session is part of the new Life Skills track at this year's Learning Conference. Darla brings more than 15 years professional business development and community and charitable involvement to her wealth management practice. Her practice focuses on wealth accumulation, spending, multigenerational wealth transfer, and philanthropic giving. The complete agenda for the Conclave: At the Crossroads, slated from June 26<sup>th</sup>-28<sup>th</sup>, 2008 as well as details on registration can be found online at [www.theconclave.com](http://www.theconclave.com).

The **2008 NAB Marconi Radio Awards** nomination process is now open. GMs can nominate their station in the "Station of the Year by Market Size" and/or "Station of the Year by Format" categories, as well as one of their outstanding air personalities in the "Personality of the Year by Market Size" category. They can also submit nominations for "Network/Syndicated Personality of the Year" and "Legendary Station." Stations must submit their nominations online at [www.nab.org/awards/marconis](http://www.nab.org/awards/marconis) by MAY 2nd. Finalists will be announced in July.

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**Results Radio's** nine stations spread across Redding and Chico, CA combined to raise \$195,000 in cash donations for the North State chapter of **Make-A-Wish** during their recent two-day Radiothon. The resulting funds enabled Make-A-Wish to grant 32 wishes to deserving kids. Results Chief Programming Officer **Dave Shakes** commented, "We're proud to be local broadcasters giving back to our community and grateful for the trust and support of our listeners and advertising clients to help the worthy cause of Make-A-Wish and kids in our own North State." Dave plans to be at the 2008 Learning Conference. Ask him about his company's noble effort when you see him this summer!



**A-Ware Software** has unveiled the **MusicMaster Nexus Server!** The MusicMaster Nexus Server gives third-party software products instant, real-time access to MusicMaster's database and scheduling intelligence. Primarily designed as an automation interface, the Nexus Server can easily connect with other software systems, such as traffic and billing, research analysis, and web services. With MusicMaster's new Nexus Server, real-time access to your music scheduling data and scheduling rules becomes available directly through your automation system. Automation systems that are integrated with MusicMaster through the Nexus Server bring the power of MusicMaster from the PD or MD's desk into the studio with a dynamic connection. MusicMaster's Nexus Server is an HTTP service application that can process requests from third-party systems across a local area network or the Internet, giving them access to MusicMaster's music scheduling data and business intelligence. One Nexus Server can process requests for multiple MusicMaster databases. "Radio and our other music providers, have been asking for this functionality for some time. What is unique about the MusicMaster Nexus Server is that it has been designed to integrate with any systems wishing to do so," said **Joe Knapp** President A-Ware Software, Inc.

**Bob Dylan** has been given a **Pulitzer Prize** for his "profound impact on popular music and American culture" at a ceremony in New York on Monday. Dylan is the first rock artist to win the award.

*Rumor: Is former Midwest programmer and Conclave Board member **Brian Burns** headed back to radio...kinda, sorta?*

Chicago TV anchor **Mark Suppelsa** – a former Minneapolis television personality – begins moonlighting as the new news guy for **Eric & Kathy's** morning show on **Bonneville** Hot AC

WTMX (101.9 The Mix)/Chicago. Suppelsa succeeds **Barry Keefe**, who's stepping down after 30-years as News Director. "We play without a net on our show, and now Mark is going to have to play without a TelePrompTer," says **Eric Ferguson**. "It'll be fun to see what happens."

**Radio Ohio** Hot AC WBNS/Columbus, OH morning show host **Alan Kabel** exits for personal reasons.

**Adam Michaels** is the new PD/MD at Crossroads Hot AC WBOW (B102.7)/Terre Haute, IN, replacing PD/MD/afternoon driver **Sketch Brumfield**. Adam had been Creative Director for the station.

**Paige Neinaber**, who "works" for the **Jerry Clifton-led CPR** organization and who moonlights as weed-inspector for Scandia, MN, emails: "I've added **Peak Broadcasting/Boise, Radio One/Richmond** and **CBS's** Hot 95.7 and KILT in Houston to the burgeoning CPR Worldwide Love Network based out of the 32nd floor of the fabulous Grange Building in downtown Scandia."

**Clear Channel** Sports WCWA-AM/Toledo adds market veteran **Denny Schaffer's "Denny Radio"** for 10a-Noon weekdays.

**Clear Channel** is selling silent KNFX-AM/Austin, MN to **Greg Jensen's Hometown Broadcasting** for an undisclosed price. The station went silent in January after two years with Clear Channel's Spanish Adult Hits La Preciosa format.

**Cumulus** Talk WTOD/Toledo PD and cluster Creative Director **Chuck Matthews** exits the station due to a budget cut.

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AC WCFS/Chicago has named **Rick Hall** as PM driver for the station.

**Larry and Susan Patrick's Legend Communications Of Missouri, LLC** is selling Oldies KDKD-AM and Country KDKD/Clinton, MO to **Clinton License Co., LLC (Dean Goodman's Goodradio TV)** for considering the Patricks' \$1.1 million obligation to Goodradio.tv under its Contribution Agreement paid in full, plus assumption of debt (total \$2.2 million). The buyer has been operating the stations under a time brokerage agreement dated August 7th, under which it had the option to buy the stations outright.

After 10-and-a-half months as Market Manager for **Artistic Media Partners/South Bend, Jack Swart** exits. Swart, a 35-year broadcast veteran has been a Market Manager for over 22 years and is being replaced by **John Friend**.

**The 2008 Conclave Learning Conference: At The Crossroads/Marriott City Center-Minneapolis. Keynotes: David Rehr (President, NAB), Ed Schultz (Progressive Talk Personality), Rita Cosby (Cable TV commentator & author), and the Learning Conference will also feature a special appearance by Rock & Roll Hall of Famer, Isaac Hayes. Over 30 sessions in 5 Learning Tracks. Tuition includes 9 meals/snacks & Twins-Brewers baseball. Just 20 days left to save on Tuition, \$299 until 5/1/08. After 5/1, Tuition will rise to \$399! Details at [www.theconclave.com](http://www.theconclave.com)!**

**Clare Sather sighting:** Clare, former Administrative Assistant for the **Conclave**, has fulfilled her 2-year commitment to *Teach For America* and will soon be moving to New Orleans to begin service to **NOLA 18**, NOLA 180 is a New Orleans-based non-profit charter management organization designed to turn around failing schools.

Condolences to family and friends of longtime **Cleveland Browns** radio voice **Gib Shanley**, who passed Sunday in Cleveland at 76.

**Jobs. Radio-One** Top 40 WNOU/Indianapolis is looking for their next FT personality with MD stripes for the right individual. Send your best to: [wnou.onair@gmail.com](mailto:wnou.onair@gmail.com) or snail it to: **Tim Rainey**, PD, WNOU FT Opportunities, 21 East St. Joseph Street, Indianapolis, IN 46204...**Clear Channel** Country KSWF/Springfield, MO needs Mid Days. Send T&R to: [adamburnes@clearchannel.com](mailto:adamburnes@clearchannel.com) or snail it to: 1856 S. Glenstone Ave. Springfield, MO 65804...**Pritchard Broadcasting** Country KDMG/Burlington, IA has a Country Morning Show Opening. Send audio, resume and photo to [lush777@yahoo.com](mailto:lush777@yahoo.com)...**Citadel**/Grand Rapids, MI needs an IT Manager/Assistant Engineer. Send resume to: **Carole Vanderhyde**, Business Manager Midwest Region, Citadel Broadcasting, 60 Monroe Center, Grand Rapids, MI 49503...**Cumulus**/Kalamazoo, MI needs a Promotions Director for their 3 station cluster. Send resume to **Mike McKelly** at [mike.mckelly@cumulus.com](mailto:mike.mckelly@cumulus.com)...**New Rushmore Radio** Top 40 KRCS/Rapid City, SD needs a PD who's ready to battle a brand new competitor in the market. Send your best to: [dlarkin@rushmoreradio.com](mailto:dlarkin@rushmoreradio.com)...**Morris Communications**/Topeka, KS is looking for a Creative Director. Must be a great copywriter. Send your resume to: [kala.livingston@morris.com](mailto:kala.livingston@morris.com) or snail it to: PO Box 1818, Topeka, KS 66601-1818...**CBS** Talk WXYT/Detroit is searching for a Promotion Director who is passionate about sports. Website HTML experience a plus. Send Cover Letter and Resume to: [sdagastino@cbs.com](mailto:sdagastino@cbs.com) or snail to: **Sherri Dagastino**, CBS Radio, 31555 Fourteen Mile, Suite 102, Farmington Hills, MI 48334...**Denver Radio Company**/Denver is seeking AE's. Send resume to **Blake Mendenhall** at: [blake@denverradiocompany.com](mailto:blake@denverradiocompany.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](mailto:tomk@main-st.net) no later than Thursday evening for Friday publication. No calls unless otherwise specified.

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| <p>Company ***as it will appear on your badge</p> <input type="text"/>   |  | <p>Address Where YOU have an office/a home; NOT a parent company's home/main office</p> <input type="text"/>   |  | <p><input type="checkbox"/> \$299 until 5/1/2008</p>   |  |
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**Winter Book 2008, Phase 2 Trends**

**Des Moines, IA (#91)**

*N/T WHO back to double digits.*

| Station | Format    | Owner    | Wi/P1 | Wi/P2 |
|---------|-----------|----------|-------|-------|
| WHO-AM  | N/T       | ClrChnnl | 9.4   | 10.3  |
| KKDM-FM | T40       | ClrChnnl | 6.9   | 8.3   |
| KJJY-FM | Ctry      | Citadel  | 6.8   | 6.7   |
| KLTI-FM | AC        | Saga     | 6.6   | 6.7   |
| KIOA-FM | Oldies    | Saga     | 6.9   | 6.4   |
| KSTZ-FM | HotAC     | Saga     | 4.9   | 4.8   |
| KDRB-FM | AdultHits | ClrChnnl | 4.2   | 4.7   |
| KGGO-FM | ClsscRock | Citadel  | 5.5   | 4.5   |
| KHKI-FM | Ctry      | Citadel  | 5     | 4.4   |
| KAZR-FM | ActRock   | Saga     | 4.2   | 3.7   |
| KWQW-FM | N/T       | Citadel  | 4.1   | 3.7   |
| KXNO-AM | Sports    | ClrChnnl | 3.3   | 3.7   |
| KPTL-FM | AAA       | ClrChnnl | 2.5   | 2.8   |
| KRNT-AM | Strnds    | Saga     | 2.7   | 2.3   |
| KCCQ-FM | Alt       | ClrChnnl | 1.7   | 1.6   |
| KPUL-FM | T40       | PIM      | 1.3   | 1.1   |
| KWMT-AM | ClsscCtry | 3Eagles  | 1.3   | 1.1   |
| KASI-AM | N/T       | ClrChnnl | 0.8   | 0.8   |
| KXIA-FM | Ctry      | M'lltown | 0.6   | 0.8   |

**Grand Rapids, MI (#67)**

*Top 5 remain from Phase 1.*

| Station  | Format    | Owner     | Wi/P1 | Wi/P2 |
|----------|-----------|-----------|-------|-------|
| WOOD-AM  | N/T       | ClrChnnl  | 8.6   | 7.9   |
| WBCT-FM  | Ctry      | ClrChnnl  | 7.3   | 7.8   |
| WOOD-FM  | AC        | ClrChnnl  | 7     | 7.5   |
| WSNX-FM  | T40       | ClrChnnl  | 5.1   | 5.5   |
| WLAV-FM  | ClsscRock | Citadel   | 5.1   | 5.3   |
| WGRD-FM  | Alt       | Regent    | 5     | 4.4   |
| WHTS-FM  | T40       | Citadel   | 2.9   | 3.5   |
| WTRV-FM  | AC        | Regent    | 3.4   | 3.5   |
| WLHT-FM  | AC        | Regent    | 3.2   | 3.2   |
| WFGR-FM  | Oldies    | Regent    | 3.4   | 2.7   |
| WJQK-FM  | ChrstnAC  | Lanser    | 2.8   | 2.6   |
| WKLQ-FM  | ActRock   | Citadel   | 2.3   | 2.6   |
| WBFX-FM  | ClsscRock | ClrChnnl  | 3     | 2.5   |
| WTNR-FM  | Ctry      | Citadel   | 2.3   | 2.4   |
| WBBL-AM  | Sports    | Citadel   | 1.9   | 2     |
| WNWZ-AM  | LatinPop  | Regent    | 1.7   | 1.8   |
| WMAX-FM  | AdultHits | ClrChnnl  | 1.2   | 1.6   |
| WJNZ-AM  | Urb       | WJNZ      | 1.2   | 1.3   |
| WLAW-FM  | Ctry      | Citadel   | 1.2   | 1.2   |
| WFUR-FM  | ChrstnAC  | Kuiper    | 1.3   | 0.9   |
| WGHN-FM/ |           |           |       |       |
| WGHN-AM  | AC        | WGHN      | 1     | 0.8   |
| WHTC-AM  | N/T       | MidwComm. | 0.7   | 0.8   |
| WMUS-FM  | Ctry      | ClrChnnl  | 1.2   | 0.8   |
| WMRR-FM  | ClsscRock | ClrChnnl  | 0.7   | 0.6   |
| WMJH-AM  | RegMex    | Birach    | 0     | 0.5   |
| WYGR-AM  | SpanMisc. | WYGR      | 0     | 0.5   |

**Omaha-Council Bluffs, NE (#72)**

*Country KXKT & N/T KFAB flip flop again.*

| Station | Format     | Owner    | Wi/P1 | Wi/P2 |
|---------|------------|----------|-------|-------|
| KXKT-FM | Ctry       | ClrChnnl | 8.7   | 8.9   |
| KFAB-AM | N/T        | ClrChnnl | 9.7   | 8.8   |
| KGOR-FM | Oldies     | ClrChnnl | 7.3   | 7.8   |
| KQCH-FM | T40        | Journal  | 5.4   | 6.7   |
| KEZO-FM | Rock       | Journal  | 4.2   | 5.6   |
| KQBW-FM | Rock       | ClrChnnl | 4.5   | 5.6   |
| KQKQ-FM | HotAC      | NRGMedia | 6.1   | 5.6   |
| KOPW-FM | Urb        | NRGMedia | 4.7   | 4.1   |
| KSRZ-FM | HotAC      | Journal  | 4.1   | 4     |
| KKCD-FM | ClsscRock  | Journal  | 3.1   | 3.7   |
| KOOO-FM | AdultHits  | NRGMedia | 3.4   | 3.6   |
| KKAR-AM | N/T        | NRGMedia | 3.8   | 3     |
| KGBI-FM | ChrstnAC   | Salem    | 2.7   | 2.5   |
| KXSP-AM | Sports     | Journal  | 2.6   | 2.5   |
| KOZN-AM | Sports     | NRGMedia | 2.8   | 2.3   |
| KHUS-FM | Ctry       | ClrChnnl | 1.7   | 1.4   |
| KBBX-FM | RegMex     | Journal  | 1.1   | 1.3   |
| KOMJ-AM | Strnds     | Journal  | 1.3   | 1.3   |
| KCRO-AM | ChrstnTalk | Salem    | 0.6   | 0.5   |
| KYDZ-AM | SpanAdHits | NRGMedia | 0     | 0.5   |
| KZKX-FM | Ctry       | 3Eagles  | 0.6   | 0.5   |

**Kansas City, MO (#32)**

*Rock KQRC drops a few notches.*

| Station | Format     | Owner    | Wi/P1 | Wi/P2 |
|---------|------------|----------|-------|-------|
| KPRS-FM | Urb        | Carter   | 6.6   | 6.2   |
| KMBZ-AM | N/T        | Entercom | 5.5   | 5.6   |
| KFKF-FM | Ctry       | Wilks    | 5.6   | 5.1   |
| KQRC-FM | ActRock    | Entercom | 6.2   | 4.8   |
| KUDL-FM | AC         | Entercom | 4.3   | 4.5   |
| KCFX-FM | ClsscRock  | Cumul.   | 3.4   | 4.2   |
| KMXV-FM | T40        | Wilks    | 4.8   | 4.2   |
| KCKC-FM | AC         | Wilks    | 4.2   | 4     |
| KCMO-FM | Oldies     | Cumul.   | 4.6   | 4     |
| KMJK-FM | UrbAC      | Cumul.   | 3.9   | 4     |
| WDAF-FM | Ctry       | Entercom | 3.6   | 4     |
| KBEQ-FM | Ctry       | Wilks    | 3.6   | 3.7   |
| KCMO-AM | Talk       | Cumul.   | 2.7   | 3.4   |
| KCJK-FM | AdultHits  | Cumul.   | 2.9   | 3.3   |
| KCHZ-FM | Rhythm.    | Cumul.   | 3.2   | 3     |
| KYYS-AM | RegMex     | Entercom | 3.1   | 2.9   |
| WHB-AM  | Sports     | Union    | 3.2   | 2.8   |
| KBLV-FM | AAA        | Entercom | 2     | 2.3   |
| KRBZ-FM | Alt        | Entercom | 2.1   | 2.1   |
| KDTD-AM | RegMex     | Davidson | 1.6   | 1.5   |
| KCSP-AM | Sports     | Entercom | 1.3   | 1.2   |
| KPRT-AM | Gospel     | Carter   | 1     | 1.1   |
| KCCV-FM | ChrstnTalk | Bott     | 0.6   | 0.7   |
| KCCV-AM | ChrstnTalk | Bott     | 0.8   | 0.6   |
| KMZU-FM | Ctry       | KANZA    | 0.4   | 0.6   |
| KXTR-AM | Clsscl     | Entercom | 0.5   | 0.6   |
| KLZR-FM | HotAC      | Zimmer   | 0.4   | 0.5   |
| KTPK-FM | ClsscCtry  | JMJ      | 0.4   | 0.5   |

**Milwaukee-Racine, WI (#36)**

*Urban WKKV slips to 9<sup>th</sup>.*


| Station  | Format    | Owner         | Wi/P1 | Wi/P2 |
|----------|-----------|---------------|-------|-------|
| WTMJ-AM  | N/T       | Journal       | 10.8  | 9.9   |
| WXSS-FM  | T40       | Entercom      | 6.6   | 6.5   |
| WMIL-FM  | Ctry      | ClrChnnl      | 6     | 6.2   |
| WMYX-FM  | HotAC     | Entercom      | 6.2   | 5.8   |
| WHQG-FM  | Rock      | Saga          | 5.3   | 4.9   |
| WKLH-FM  | ClsscHits | Saga          | 4.6   | 4.9   |
| WISN-AM  | N/T       | ClrChnnl      | 4.9   | 4.6   |
| WJMR-FM  | UrbAC     | Saga          | 5.3   | 4.5   |
| WKKV-FM  | Urb       | ClrChnnl      | 5     | 4.5   |
| WRIT-FM  | AdultHits | ClrChnnl      | 4.3   | 4.2   |
| WLDB-FM  | AC        | MilwRadioAll  | 2.6   | 3.3   |
| WDDW-FM  | RegMex    | BustosMed.    | 2.8   | 3.1   |
| WKTJ-FM  | HotAC     | Journal       | 2.6   | 3.1   |
| WQBW-FM  | ClsscRock | ClrChnnl      | 2.6   | 2.9   |
| WLUM-FM  | Alt       | MilwRadioAll  | 2.7   | 2.7   |
| WOKY-AM  | Oldies    | ClrChnnl      | 2.4   | 2.5   |
| WJZX-FM  | SmJazz    | Saga          | 1.5   | 2.1   |
| WFZH-FM  | ChrstnAC  | Salem         | 1.7   | 1.4   |
| WMCS-AM  | Talk      | MilwRadioAll  | 1     | 1.2   |
| WTKM-FM/ |           |               |       |       |
| WTKM-AM  | ClsscCtry | KettleMor.    | 0.9   | 1     |
| WEZY-FM  | AC        | Bliss         | 0.8   | 0.9   |
| WDRV-FM/ |           |               |       |       |
| WWDV-FM  | ClsscRock | Bonneville    | 0.5   | 0.8   |
| WGLB-AM  | Gospel    | Kinlow,JoelJ. | 0     | 0.8   |
| WRRD-AM  | Sports    | GoodKarma     | 0.9   | 0.7   |
| WSSP-AM  | Sports    | Entercom      | 0.8   | 0.7   |
| WGN-AM   | N/T       | Tribune       | 0.5   | 0.6   |
| WBBM-AM  | News      | CBS           | 0.4   | 0.5   |
| WBWI-FM  | Ctry      | Bliss         | 0.6   | 0.5   |
| WJJO-FM  | ActRock   | MidWstFamily  | 0.5   | 0.5   |
| WNOV-AM  | UrbAC     | Courier       | 0.6   | 0.5   |

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

*AC KEZK stays on top with a gain.*

| Station  | Format    | Owner         | Wi/P1 | Wi/P2 |
|----------|-----------|---------------|-------|-------|
| KEZK-FM  | AC        | CBS           | 8.1   | 8.8   |
| KMOX-AM  | N/T       | CBS           | 7.4   | 7.7   |
| WIL-FM   | Ctry      | Bonneville    | 5.7   | 4.9   |
| KSHE-FM  | Rock      | Emmis         | 4.9   | 4.6   |
| KSLZ-FM  | T40       | ClrChnnl      | 4.7   | 4.5   |
| WARH-FM  | AdultHits | Bonneville    | 4.5   | 4.2   |
| KYKY-FM  | HotAC     | CBS           | 3.5   | 4.1   |
| KMJM-FM  | UrbAC     | ClrChnnl      | 4.5   | 4     |
| WFUN-FM  | UrbAC     | Radio1        | 3.6   | 4     |
| KFTK-FM  | Talk      | Emmis         | 3.2   | 3.5   |
| KLOU-FM  | ClsscHits | ClrChnnl      | 3.1   | 3.5   |
| KSD-FM   | Ctry      | ClrChnnl      | 3.6   | 3.5   |
| KATZ-FM  | Urb       | ClrChnnl      | 3.3   | 3.4   |
| KIHT-FM  | ClsscHits | Emmis         | 3.4   | 3.3   |
| KTRS-AM  | N/T       | CHHoldings    | 3     | 3.1   |
| WHHL-FM  | Urb       | Radio1        | 2.7   | 3     |
| KPNT-FM  | Alt       | Emmis         | 2.8   | 2.8   |
| KATZ-AM  | Gospel    | ClrChnnl      | 2.3   | 2.4   |
| KFUO-FM  | Clsscl    | Luth.Church   | 2.5   | 2.4   |
| WMVN-FM  | RhythmAC  | Bonneville    | 2.1   | 2.1   |
| KFNS-AM/ |           |               |       |       |
| KFNS-FM  | Sports    | BigLeague     | 1.4   | 1.4   |
| WIL-AM   | ClsscCtry | EntMediaTrust | 0.9   | 0.9   |
| KSLG-AM  | Sports    | Simmons       | 0.8   | 0.6   |
| KQXX-FM  | Alt       | 21Sound       | 0.4   | 0.4   |

**12+ M-Su, 6AM-12AM.**  
**Winter, Phase 1 '08 -Winter, Phase 2 '08**  
**comparisons, unless otherwise noted.**



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