

# MAIN STREET

Presents

The Conclave

# TATTLE R

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

**Talk, Dammit, Talk!!** This week, the **Conclave** offered not only great advice, but details on the AC/Hot AC format symposium. *"Talk to Her Now or She'll Say Later"*, part of the Formatics Learning Track at the Summer Learning Conference: AT THE CROSSROADS, is scheduled for 10:00am Friday, June 27th at the Marriott City Center, Minneapolis.

**Beth Bacall of She Prep & Star 99.1**/New York, leads a fun, fast paced session identifying and addressing the coveted 25-54 year old female demographic. Ms. Bacall will discuss who "she" is, what's "she" is doing and how you can talk effectively to "her" within your station's format clock. According to Bacall, "She is detail oriented; she has to be, whether managing an office, family or career-or all three simultaneously. These are the tips that deal with those details, tips for her, but more importantly for you so you can relate to her life." The AC/Hot AC format hinges on the ability to attract a loyal adult female audience. Even if the music is right, what is said in between the tunes is vitally important to growing an audience. The Conclave is extremely fortunate to have Beth on hand to guide us on what to say – and how to say it!" Beth Bacall is a "SHE Specialist at She Prep, a prep sheet designed to deal exclusively with the 25-54 Female demographic. In addition to the Formatics track, this year's Learning Conference includes tracks addressing the areas of Management and Programming, Technology, Life Skills, and Promotions. Attendees are welcome to focus on a specific track or mix and match them to take full advantage of the four day event. The complete agenda for the Conclave: At the Crossroads as well as registration details can be found online at <http://www.theconclave.com>.

"Radio is not dead!" So say **CBS** radio execs to advertisers. CBS radio Pres./CEO and *1998 Conclave Learning Conference Keynoter* **Dan Mason** claimed that "\$1 billion in ad dollars were telling you that the IPOD and satellite radio will lead to the death of radio. That's a myth. Like when you were told the eight-track tapes, cassettes and the CD would sign radio's death warrant. To say that an IPOD or satellite radio, with little or no human connection will ever replace radio is absurd." CBS has introduced their new media player called "Play It" designed to create a personalized radio station. Play It features a large space for ads that displays marketers' slides and users can type in an artists'

name and build a playlist based on automated recommendations. Pres./ Digital Media Group **David Goodman** made the case that CBS Radio has been in the wireless business 80 years and therefore, has seen all kinds of challenges meant to bury radio. But he insisted that internet radio is more friend than foe and hopes CBS can tout the ad advantages over other platforms. "Internet radio is more popular than mobile audio streaming or satellite. Initially, we were nervous about cannibalization. What we found was it amplifies our listenership. People go from their car to their office and put on their media player. They're listening more and for longer periods."

**Manhattan Broadcasting Co.**/Salina-Manhattan, KS has filed another letter with the **FCC** complaining that the Commission should order **Arbitron** to withdraw the new metro definition agreement with **Morris Communications**. MBC says Arbitron and Morris "continue to duck, dodge and weave, doing everything possible to avoid addressing the question of just how their manipulation of the ratings process is consistent with the public interest. They continue to assert that it's none of the Commission's business if they engage in anticompetitive conduct, creating an artificial 'market' in order that Morris might earn advertising revenues for serving areas where they have little or no listening history in return for a long term contract with Arbitron." Arbitron is not regulated by the FCC, but MBC asserts that the FCC "is well within its authority in acting here to prevent abusive actions by Morris, a Commission licensee, even though they are taken in concert with Arbitron, a non-licensee," citing the FCC's charter under the Communications Act of 1934 and public interest requirements. The Commission normally defers to courts in matters of contractual disputes and the **Justice Department** for anti-trust allegations.

The **Academy Of Country Music** announced the off-camera winners for the **43rd Annual ACM Awards**. The awards will be presented prior to the live broadcast of the ACM Awards on MAY 18th at 7p (CT) from **Las Vegas' MGM Grand Garden Arena**. The radio winners are...National On-Air Personality Of The Year **The Big D & Bubba Show, The Lia Show** (*Check this issue of The TATTLE R for more on Lia's connection to the Conclave Learning Conference*). On-Air Personality Of The Year (Major Market) : **Gerry House & The House Foundation: Gerry House, Mike Bohan, Al Voecks, Duncan Stewart and Richard Falken** - WSIX/Nashville. On-Air Personality Of The Year (Medium Market): **Valleri St. John** - WWGR/Ft. Myers, FL. On-Air Personality Of The Year (Small Market): **Gator & The Styckman** - WGSQ/Cookeville, TN. Radio Station Of The Year (Major Market): WMIL/ Milwaukee, WI. Radio Station Of The Year (Medium Market): WUSY-FM/Chattanooga. Radio Station Of The Year (Small Market) WGSQ/ Cookeville, TN. Also announced today was broadcasting legend **Dick Clark** as the recipient of the **Jim Reeves International Award**. This honor is given to an individual for outstanding contributions in Country music throughout the world.

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AT THE  
CROSSROADS

JUNE 25-29, 2008  
MARRIOTT CITY CENTER-MINNEAPOLIS



**David Rehr**  
President, NAB



**Ed Schultz**  
Jones Radio



**Rita Cosby**  
Author/Commentator



**Isaac Hayes**  
Artist/Songwriter

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**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](mailto:tomk@main-st.net) Web: [www.main-st.net](http://www.main-st.net)

THERE ARE GOOD DAYS.

THERE ARE BAD DAYS.

GET THE SKILLS TO  
HANDLE THEM BOTH  
AT THIS YEAR'S  
CONCLAVE LEARNING  
CONFERENCE.



**The 2008 Conclave Learning Conference • June 25-29 • \$399 until 6/1/08  
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**There IS an After-Life!!** A majority of broadcasters look to advance in the industry. For those that may don't or may not want to, the "Life After Radio" session will address ways to assure success beyond the dial. Part of the Life Skills track of learning the session is scheduled for 9:00am Friday, June 27th during this year's Learning Conference: AT THE CROSSROADS. You may have noticed in a recent poll conducted by the Conclave, many professionals inside our industry feel their future may involve other opportunities. At some point, you've asked what it is you learned in the industry that could help you enter and succeed in a related or different field. And the truth is, you might be surprised at the skill set you've built. This unique session has been specially designed to help attendees gain the confidence necessary to grow beyond self-proscribed boundaries, recognizing and welcoming change as a necessary part of life! Business coach **Michael Stoughton** will share tips and teach on the subjects of how to position yourself for a new venture, how a mindset will play an important role in success, how to go from employee to entrepreneur as well as how to use the formula for change to help you be successful. Mr. Stoughton is affiliated with **ActionCoach**, specializing in sales, marketing and team building strategies and is based in Champlin, MN. In addition to the Life Skills track, this year's Learning Conference includes tracks addressing the areas of Management and Programming, Technology, Formatics and Promotions. Attendees are welcome to focus on a specific track or mix and match them to take full advantage of the four day event. This year's learning conference also includes keynotes from the NAB's **David Rehr**, author **Rita Cosby** and talker **Ed Shultz** as well as legendary guests like **Isaac Hayes** and luncheons honoring radio's "30 Under 30", the Conclave Scholarship winners, and **Envision's Danno Wolkoff**, the 2008 Rockwell Award recipient. The complete agenda for the Conclave: AT THE CROSSROADS as well as registration details can be found online at <http://www.theconclave.com>.

**Chicago's Museum of Broadcast Communications** faces a foreclosure lawsuit from the general contractor building its new facility. The suit by **Pepper Construction Co.** seeks \$4.5 million to cover unpaid bills, which museum Founder/CEO **Bruce Dumont** says he "has every intention of paying." Pepper halted work on the partially-built structure about two years ago after payments halted when state funding fell through. Dumont says a tenant for the retail space in the building is close to a deal, and that the building is not for sale.

**Tribune Company** promoted **Randy Michaels** from EVP/CEO of its interactive and broadcasts divisions to COO, responsible for all aspects of the company's publishing, broadcasting and interactive divisions. The appointment is effective immediately.

**Bonneville International** has settled on the new executive team for AAA KRBV/Los Angeles. **Lincoln Financial**/San Diego Dir./Sales **Peter Burton** comes on board to be VP/GM and long-time **Jacobs Media Sr.** Consultant **Dave Beasing** will be the new PD.

**Jones Radio Networks** Talk host **Ed Schultz** and Country personality **Lia** will be featured speakers during the *2008 Conclave Learning Conference In Minneapolis, June 26-29*. This year's theme, "At the Crossroads," will focus on the changing face of radio with multiple learning tracks. "We are honored to have Ed recognized by The Conclave. It's appropriate and a perfect fit as Ed has been a pioneer in the Progressive format, and The Conclave has been a pioneer in presenting ideas that really keeps those in the radio industry educated and informed," says JRN VP/Talk Programming **Amy Bolton**. JRN VP-GM/Seattle **Susan Stephens** says, "Lia has the wit and wisdom to keep this panel of successful women sharing their stories and knowledge of radio, programming and country music."

**Champaign Partners AC** WXET/Champaign-Urbana ended its simulcast with **Premier Broadcasting AC** WXEF/Champaign-Urbana and flipped WXET to Top 40/Rhythmic as 107.9 Jamz, Hits and Hip Hop. WXET had been run by Premier Broadcasting under LMA but the agreement ended and Champaign Partners took over operation on May 1st.

Congrats to **Kurt Hanson** and the multi-channel Internet radio station **ACCURADIO** and its new "ACCUTUNES" interface, which won the People's Voice award for "Best Radio" in the 12th Annual **Webby Awards**. Over 500,000 votes were cast in the "People's Voice" voting, which elicited hundreds of positive comments regarding ACCUTUNES.



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**KEYNOTES****David Rehr!****Ed Schultz!****Rita Cosby!****SPECIAL GUEST****Isaac Hayes!****Formatics - presented by R&R**

Urban Symposium: The Urban Conundrum  
 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  
 Rock Symposium: The Four P's

**Management & Programming**

Flipping the Switch? (Syndication)  
 What PPM Can Teach Small Markets  
 Aircheck Critiques That Work!  
 PPM - A report from the front lines!  
 Building Your Personal Brand  
 Radio vs. Royalties: The Debate!  
 Non-Traditional Success (NTR)  
 Ms. Understood (Communicating effectively)  
 The One-Minute Talent Developer

**Conclave College - presented by All Access****Technology**

Embracing Technology  
 Texting Texting 1, 2 - Richard Rene  
 The Bedroom Project, Summer Update  
 What a Wicked Web We Weave  
 Social Media Workshop  
 Hear, Here! (Production/Imaging)  
 New Tools for Fun & Profit (Production tools)

**Life Skills**

The Time Management Seminar  
 Life After Radio (Career Options)  
 The Change Management Seminar  
 Handling Clash With Class (Conflict Resolution)  
 I's All About Me! (Mentoring, Self-promotion)  
 Financial Management For Dummies...Radio!

**Promotion - presented by R&R-PromoSuite**

Social Responsibilities: Working with Charities  
 Understanding Agencies  
 Reaching Young Demos with Radio  
 Marketing in a PPM World  
 Being PC: Promotionally Correct!

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**Entercom** Talk KMBZ-AM/Kansas City has launched KMBZ iNEWS, a program where listeners can provide images and videos from breaking news and other local events directly to the radio station to be posted on the KMBZ website. "This gives our listeners a whole new way to be connected to KMBZ Radio, by making them, in effect, part of the KMBZ News Team," said PD **Neil Larrimore**.

**Clear Channel** Top 40 WSNX/Grand Rapids generated a ton of press from their Cinco De Mayo stunt at a local bar. The **Puddin's Playhouse** morning show tried to break the Guinness record for most tequila shots downed at one time on the holiday. The record was 1,300 but the show had only 679 people slamming a shot of tequila on Monday night. The show plans on trying again next year.

**Clear Channel** Oldies WOKY-AM/Milwaukee is doing the "Mighty Moms" contest, with photos of the "Mightiest Moms" lined up at <http://mighty92.com/>. Also, the "Sizzlin' 7 at 7" with **Scott Tyler** has launched. It's the Top 7 songs from this day in 19xx, based on the actual published (and photocopied in music stores) WOKY charts on this day from when they were Top 40.

**Emmis** Rocker WLUP/Chicago has chosen their 2008 Loop Rock Girl. Celebrity judges included **Motley Crue** singer **Vince Neil** and local **NBC 5** Morning News man **Rob Elgas**, who chose **Kelly Campbell** from Lombard to represent The Loop for the next year as **The Loop Rock Girl**.

**On Track for 2008!** Don't you dare miss the Promotion Track for this summer's 33<sup>rd</sup> annual Learning Conference. The sessions, sponsored by **PromoSuite** and **Radio & Records** will be presented at The Learning Conference: **AT THE CROSSROADS** on Thursday, June 26<sup>th</sup> at the Marriott City Center Hotel. The Promotion Track sessions include: **Social Responsibility** - From going green to helping kids, non-profits and charities know that Radio can be a powerful partner. **Jim Littrell** and **Bill Barr** of *The Children's Miracle Network* will share their knowledge on how to pick the best partner, assess the mutual needs, and developing a win-win partnership for the charity and all departments at the radio station. **Understanding Agencies** - **J. Marie Fieger**, **Tom Whelan** and **Juli Heath** of the **Nemer-Fieger** agency will address questions about how and why they buy radio, as well as how to compete with and complement buys in other mediums, and build effective agency partnerships. **Reaching the Younger Demos with Radio** - To a person under the age of 30, the word 'radio' doesn't mean something exclusively on the AM/FM band. **Anna D'Agrosa** is Editor of *The Youth Market Hot Sheet* and Research Director at **Zandl Group**, one of the foremost consumer experts and trend forecasting agencies. She will provide fresh insights on the youth market and how terrestrial radio can be relevant and capture their attention and loyalty. **Marketing in a PPM World** - **Tripp Eldridge**, President & COO of **DMR** shares their research and analysis on how marketing will need to change in a PPM world. **Being PC - Promotionally Correct** - With "the PC police" listening (your Program Director, your lawyers and your sponsors), how can you keep your

promotions fresh and cutting edge for your listeners? **Paige Nienaber**, **Clifton Radio & C.P.R.**, **Leon Clark**, WRKS-FM/New York; **Peter M. Gould**, Esq., **Leventhal Senter & Lerman**, and **Steve Jones**, **Newcap Radio** will discuss how you can keep your promotions fresh and cutting edge for your listeners while "the PC police," your Program Director, your lawyers and your sponsors are listening. This special Track - one of 5 unique Tracks offered this year by the Conclave - happens Thursday afternoon June 26<sup>th</sup> at the Learning Conference. For more details, log onto <http://www.theconclave.com>.

Minor league hockey's **Peoria Rivermen** ink a new deal to air all games on **Independence Media** Oldies WHPI/Peoria for the next three seasons. The **American Hockey League** team's games are moving from WHPI's sister Sports WZPN.

The new **Central Hockey League Rapid City Rush** will air its games on **Schurz Communications** Classic Rock KFXX/Rapid City, SD for its debut season this fall.

**Community Radio For Northern Colorado** noncommercial KUNC/Greeley, CO News Director **Jim Beers** exits after 21 years to join **Colorado State University** as Public and Community Relations Director,

Congrats to **Regent Broadcasting** Country WBWN/Bloomington, IL APD/MD/midday personality **Buck Stevens** for 10 years the station!

**Clear Channel** Rhythmic AC KPTT/Denver inks Clear Channel Hot AC KVUU/Colorado Springs afternoon host **George Mcfly** for similar duties replacing **Issa**, who moved to mornings with the departure of **Whoopi Goldberg**.

**Entercom** AC KOSI/Denver has named **Jackie Selby** as the station's new midday goddess.

**Kovas Communications** Talk WMCW-AM/Harvard, IL went silent Saturday.

**Clear Channel** Top 40 KZCH/Wichita PD **Sammy Suarez** grabs the vocal talents of sister Top 40/Rhythmic WKTU/New York night dude **Jagger** for middays.

**Citadel** Country KATC/Colorado Springs PD **Jim West** hires veteran **Wingnut** as MD/evening personality.

**Haugo Broadcasting** Country KIQK/Rapid City, SD morning co-host **Erin Wilde** exits and walks across the street to **New Rushmore Radio** Top 40 KRCS/Rapid City, SD to co-host "The Morning Fix" with PD/morning guy **Spanky**. Her first day was Monday(5/5).

Deepest sympathies to **New World Communication/C.P.R.** VP/Fun N' Games **Paige Nienaber** and his family on the sudden loss of his mother, **Irene Nienaber** (5/5).



## Winter Book 2008

### Chicago, IL (#3)

**Urban WGCI tightens the race.**

Station	Format	Owner	Fa'07	Wi'08
WGN-AM	N/T	Tribune	5.5	5.7
WGCI-FM	Urb	ClrChnnl	5	5.5
WBBM-AM	News	CBS	4.9	4.7
WVAZ-FM	UrbAC	ClrChnnl	3.5	4.2
WPPN-FM	SpanOldies	Univision	3	3.9
WNUA-FM	SmJazz	ClrChnnl	4	3.6
WLEY-FM	RegMex	SBS	2.9	3.4
WOJO-FM	RegMex	Univision	4.2	3.4
WKSC-FM	T40	ClrChnnl	3.4	3.2
WLS-AM	N/T	Citadel	3.5	3.1
WZZN-FM	Oldies	Citadel	2.3	3
WBBM-FM	Rhythm.	CBS	3.1	2.9
WTMX-FM	HotAC	Bnnville	2.6	2.7
WUSN-FM	Ctry	CBS	2.8	2.6
WDRV-FM				
WWDV-FM	ClsscRock	Bnnville	2.6	2.5
WLIT-FM	AC	ClrChnnl	4.2	2.5
WXRT-FM	AAA	CBS	1.8	2.3
WFMT-FM	Clsscl	WTTW	1.9	2.2
WPWX-FM	Urb	Crawford	2.1	2.2
WCFS-FM	AC	CBS	1.4	1.8
WLUP-FM	ClsscRock	Emmis	2.1	1.8
WJMK-FM	AdultHits	CBS	2.2	1.7
WILV-FM	AC	Bnnville	1.9	1.6
WKQX-FM	Alt	Emmis	1.6	1.6
WSCR-AM	Sports	CBS	1.5	1.5
WVIV-FM				
WVIX-FM	LatinRhy	Univision	1.5	1.5
WMVP-AM	Sports	ESPN	1.7	1.4
WGRB-AM	Gospel	ClrChnnl	1.6	1.3

### Detroit, MI (#11)

**Talk WJR moves 1st to 4th.**

Station	Format	Owner	Fa'07	Wi'08
WMXD-FM	UrbAC	ClrChnnl	5.7	5.9
WWJ-AM	News	CBS	5.2	5.8
WJLB-FM	Urb	ClrChnnl	5.3	5.6
WJR-AM	Talk	Citadel	6	5.5
WKQI-FM	T40	ClrChnnl	4.5	5.3
WOMC-FM	Oldies	CBS	4.8	4.7
WVMV-FM	SmJazz	CBS	4.1	4.5
WRIF-FM	ActRock	GrtrMedia	3.7	3.8
WCSX-FM	ClsscRock	GrtrMedia	2.7	3.7
WMGC-FM	AC	GrtrMedia	3.3	3.7
WYCD-FM	Ctry	CBS	3.4	3.5
WDMK-FM	UrbAC	Radio1	2.8	3.1
WDVD-FM	HotAC	Citadel	3.1	3.1
WNIC-FM	AC	ClrChnnl	5.5	3.1
WDRQ-FM	AdultHits	Citadel	2.8	2.8
WHTD-FM	Urb	Radio1	2.4	2.5
CIMX-FM	Alt	CTV	2.5	2.2
WDTW-FM	Ctry	ClrChnnl	2.2	2.1
WXYT-FM	Sports	CBS	1.8	1.9
WGPR-FM	UrbAC	IIF&AMM	1.6	1.2
WDFN-AM	Sports	ClrChnnl	1	1.1
WMUZ-FM	ChrstnAC	Crawford	1.2	1.1
WCHB-AM	Gospel	Radio1	0.8	0.9
CKWW-AM	Stnrds	CTV	0.7	0.7
CIDR-FM	AAA	CTV	0.8	0.6
WXYT-AM	Sports	CBS	0.8	0.6
WEXL-AM	Gospel	Crawford	0.5	0.5
WSAQ-FM	Ctry	Liggett	0.4	0.5
CHKS-FM	Alt	Blackburn	0	0.4

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

**Country WIL drops a spot.**

Station	Format	Owner	Fa'07	Wi'08
KMOX-AM	N/T	CBS	7.6	7.7
KEZK-FM	AC	CBS	7.2	7.2
KSHE-FM	Rock	Emmis	4.7	5.1
WIL-FM	Ctry	Bnnville	6	4.6
KSLZ-FM	T40	ClrChnnl	4.3	4.5
WARH-FM	AdultHits	Bnnville	4.4	4.4
KMJM-FM	UrbAC	ClrChnnl	4.6	4.3
KYKY-FM	HotAC	CBS	3.2	3.9
WFUN-FM	UrbAC	Radio1	3.3	3.9
KFTK-FM	Talk	Emmis	3.2	3.7
KLOU-FM	ClsscHits	ClrChnnl	3.9	3.7
KATZ-FM	Urb	ClrChnnl	2.9	3.6
KSD-FM	Ctry	ClrChnnl	3.6	3.5
KIHT-FM	ClsscHits	Emmis	3.4	3.3
KTRS-AM	N/T	CHHoldings	3.3	3.3
WHHL-FM	Urb	Radio1	2.8	3.3
KPNT-FM	Alt	Emmis	3	2.9
KFUO-FM	Clsscl	Lutheran	2.2	2.5
WMVN-FM	RhythmAC	Bnnville	1.8	2.2
KATZ-AM	Gospel	ClrChnnl	2.4	1.8
KFNS-AM				
KFNS-FM	Sports	BigLeague	1.4	1.4
KSLG-AM	Sports	Simmons	0.8	0.7
WIL-AM	ClsscCtry	EntMT	1	0.7
KFAV-FM	Ctry	Kaspar	0	0.5
KQQX-FM	Alt	21Sound	0.5	0.4

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

**Best book ever for rhythmic KTTB.**

Station	Format	Owner	Fa'07	Wi'08
KQRS-FM	ClsscRock	Citadel	9.1	8.6
WCCO-AM	N/T	CBS	6.6	6.8
KEEY-FM	Ctry	ClrChnnl	6.4	6.2
KDWB-FM	T40	ClrChnnl	5.3	5.1
KTTB-FM	Rhythm.	NrthnLights	3.6	4.6
WLTE-FM	AC	CBS	6.3	4.4
KSTP-FM	HotAC	Hubbard	5.3	4.3
KXXR-FM	ActRock	Citadel	4.4	4.3
KTCZ-FM	AAA	ClrChnnl	4.3	4.2
KQQL-FM	Oldies	ClrChnnl	3.7	4
KSTP-AM	N/T	Hubbard	3.3	3.4
KZJK-FM	AdultHits	CBS	2.6	3.2
KFAN-AM	Sports	ClrChnnl	3.3	2.8
KTLK-FM	Talk	ClrChnnl	2.6	2.6
WGVX-FM				
WGVY-FM				
WGVZ-FM	ClsscHits	Citadel	1.9	2
WWTC-AM	Talk	Salem	1.5	1.4
WFMP-FM	Talk	Hubbard	1.3	1.3
KMNV-AM	RegMex	Davidson	0	1
KTNF-AM	Talk	JR	0.6	1
KLCI-FM	Ctry	Starcom	0.8	0.7
KLBB-AM	Stnrds	Davidson	0.6	0.6
WDGY-AM	RegMex	Borgen	0.6	0.4

### Columbus, OH (#37)

**T40 WNCI tumbles to #4.**


Station	Format	Owner	Fa'07	Wi'08
WCKX-FM	Urb	Radio1	7	7.8
WTVN-AM	N/T	ClrChnnl	6.7	7.8
WCOL-FM	Ctry	ClrChnnl	7	7.5
WNCI-FM	T40	ClrChnnl	8.2	6.5
WXMG-FM	UrbAC	Radio1	4.1	4.9
WSNY-FM	AC	Saga	5.3	4.8
WLWQ-FM	Rock	Wilks	5.3	4.6
WLZT-FM	AC	ClrChnnl	4.2	4.1
WBZX-FM	ActRock	N.American	3.4	3.8
WBNS-FM	HotAC	RadiOhio	3.7	3.1
WBWR-FM	80s	ClrChnnl	2.1	3.1
WCVO-FM	ChrstnAC	CVO	3.4	2.9
WHOK-FM	ClsscCtry	Wilks	3.9	2.9
WRXS-FM	Alt	ClrChnnl	0	2.5
WBNS-AM	Sports	RadiOhio	2.4	2.1
WCLT-FM	Ctry	WCLT	1.8	2.1
WJZA-FM				
WJZK-FM	SmJazz	Saga	2.1	1.9
WODB-FM	Oldies	Saga	1.6	1.8
WWCD-FM	Alt	Ingleside	1.4	1.8
WMNI-AM	Stnrds	N.American	1.8	1.4
WTDA-FM	Talk	N.American	1.2	1.4
WJYD-FM	Gospel	Radio1	1.1	1.3

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

**Only N/T WTMJ could drop 2 shares, and still command.**

Station	Format	Owner	Fa'07	Wi'08
WTMJ-AM	N/T	Journal	11.3	9.3
WMIL-FM	Ctry	ClrChnnl	5.8	7.4
WXSS-FM	T40	Enterc.	6.3	6.5
WHQG-FM	Rock	Saga	4.8	5.3
WKKV-FM	Urb	ClrChnnl	5	5
WKLH-FM	ClsscHits	Saga	4.6	4.7
WISN-AM	N/T	ClrChnnl	5	4.6
WJMR-FM	UrbAC	Saga	5.5	4.5
WRIT-FM	AdultHits	ClrChnnl	4	4.4
WLDB-FM	AC	MilwRadioAll	2.3	3.8
WDDW-FM	RegMex	BustosMed.	2	3.5
WKTI-FM	HotAC	Journal	2.7	3.2
WMYX-FM	HotAC	Enterc.	6.5	3.1
WQBW-FM	ClsscRock	ClrChnnl	3	3
WOKY-AM	Oldies	ClrChnnl	2.6	2.8
WLUM-FM	Alt	MilwRadioAll	3.1	2.5
WJZX-FM	SmJazz	Saga	1.7	2.4
WMCS-AM	Talk	MilwRadioAll	0.9	1.4
WFZH-FM	ChrstnAC	Salem	1.8	1.1
WTKM-FM				
WTKM-AM	ClsscCtry	KettleM	1.1	0.9
WDRV-FM				
WWDV-FM	ClsscRock	Bnnville	0.9	0.8
WEZY-FM	AC	Bliss	0.7	0.7
WGLB-AM	Gospel	Kinlow,Joel	0.7	0.7
WAUK-AM	Sports	GoodKarma	0.7	0.6
WBWI-FM	Ctry	Bliss	0.6	0.6
WSSP-AM	Sports	Enterc.	0.9	0.6
WGN-AM	N/T	Tribune	0.7	0.5
WNOV-AM	UrbAC	Courier	0.7	0.5

**12+ M-Su, 6AM-12AM.**  
**Fall '07 - Winter '08 comparisons,**  
**unless otherwise noted.**



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