

# MAIN STREET

Presents

The Conclave

# TATTLE R

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

Maybe, if the Big 3 automakers advertised more on radio they wouldn't be in their current situation according to research released by **BigResearch** this week. The report said the car companies spend too much on TV, which isn't as effective or efficient as other media. There is a disconnect between how the Big 3 has divvied up ad budgets vs. what consumers say works best when it comes to making a decision to purchase a car. BigResearch recommends they allocate the highest split of their annual budgets to radio, or 21.5%. BigResearch Managing Director added, "If radio reaches 90% of the people in a week, why does it only get 7% of ad dollars" from the Motor City?"

**Media Monitors** released their annual list of advertisers that spent the most money running radio spots during the last year. The Top 10 list includes: The top advertiser on radio in 2008 was the **HD Digital Radio Alliance** with 1,697,082 spots. #2 was **Wal-Mart** with 1,648,819 spots, and **Geico** was #3 with 1,563,532 commercials. #4 was **Verizon** running 1,248,253 ads with **Home Depot** at #5 with their 1,221,153 announcements. **McDonald's** was steady at #6 with 1,000,720 spots, while **AT&T** was #7 running 692,014 spots. **AutoZone** was #8 with 643,747 spots and #10 position was held by **Ford Lincoln Mercury** who ran 475,354 spots. This list was compiled from monitors in 77 Radio markets, 35 TV and Cable markets and 40 Newspaper markets were surveyed in the USA from January 1 to December 14, 2008.

More and more Americans aren't getting their news from Radio, says the latest **Gallup** poll. 20% said they got their news from radio talk shows in 2006 compared to only 18% in 2008. National Public Radio also slipped from 19% to 18%. Public TV was flat at 28% while Cable News (34%-40%), the Internet (22%-31%), morning TV news and interview programs (28%-29%) and national newspapers (7%-9%) all showed increases.

Former **Clear Channel** Sports WCWA-AM/Toledo host **Troy Neff** believes his show was cancelled because GM **Andy Stuart** didn't approve of Toledo's Mayor **Carty Finkbeiner** as a reoccurring guest. "The major reason they canceled the show was because of my relationship to politicians that I had on, first and foremost the mayor...and various council members. I gave them an outlet," Neff said. Sister News/Talk WSPD-AM, is a harsh critic of Finkbeiner while banning the mayor as a guest over a dispute from 2006. Stuart declined to respond, saying only, "I don't care what Troy Neff thinks or says."

**Tornado Alley** Rock KACY/Arkansas City, KS Owner/GM **Marshall Ice** and his wife Meagan were thrown in the clinker and charged with possession of marijuana Tuesday. Police searched their home and found a, "large quantity of Marijuana and numerous items of drug paraphernalia." The Ice's were booked and given a \$7k bond.

**Fisher Communications** Pres./CEO **Colleen B. Brown** wrote a year-end letter to shareholders describing the management's serious attempts to cut costs. Brown wrote: "This year, we have centralized duplicative corporate and administrative programs, reduced our workforce by 10%, as well as instituted a wage freeze, suspended the 401(k) match program and reduced discretionary spending. In addition, no 2008 cash bonuses will be paid to the executive management team nor will general salary increases be given across the Company in 2009. In fact, to help Fisher navigate through these challenging times and to demonstrate that accountability and actions matter, I have decided to take a voluntary 10% reduction in my base salary for 2009, and have been joined in my offer by **Rob Dunlop**, our Senior Vice President of Operations. Many of our station leaders and other selected key employees have followed my lead by volunteering to take a 5% reduction in their base salaries for 2009. And in keeping with the task of resetting expenses to align with the country's current economic environment, the Company will continue to pursue additional cost-saving measures." Fisher is a Seattle-based company that owns and operates 13 full power TV stations, 7 low power TV stations and 8 radio stations.  
*Comment: This is a welcome move we've been encouraging radio execs to make over the past few months. Let's hope it catches on, allowing radio groups to retain employees as the result of the overall cost savings created by top level pay cuts. - TK*

## the Conclave Webinars

## Can't We All Just Get Along? with Lindsay Wood Davis & Holland Cooke

Conclave Webinar!

Wednesday  
January  
21  
2009  
2 PM  
CST



Holland Cooke

Did you know that sales and programming are naturally in conflict? So the question isn't how to avoid that conflict, but, instead, how to put it to use. Programming consultant **Holland Cooke** and Management and Sales consultant **Lindsay Wood Davis** will explore and explain the reasons behind the conflict and how to use it to your advantage. Nobody can afford to be at less than 100% efficiency during tough times. Start 2009 out with solid information you can be used right away. Join them **Wednesday, 1/21/09 at 2 PM CST.**



Lindsay Wood Davis

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**Getting' Jiggy at KOOL108/Minneapolis!** Academy Award nominee **Will Smith** is part of a homegrown version of **Dicken's 'A Christmas Carol (The Tale of Ebenezer Scrooge!)**' at **Clear Channel** oldies KQQL/Minneapolis. In addition to Smith, the voices in the original radio-play will also include **Minnesota Vikings** head coach **Brad Childress**, former **Minnesota North Star** all-star (and former coach/GM) **Lou Nanne**, Vikings Adrian Peterson & **Chad Greenway**, Minnesota Twins manager **Ron Gardenhire**, **Minnesota Timberwolves' Kevin Love**, and a half-dozen Twin Cities newspaper and television personalities. "We're very excited to bring our own version of the classic *A Christmas Carol* to the airwaves of KOOL 108. The cast is phenomenal and we're hoping to turn this into a fun holiday tradition" said Program Director, **Derek Moran**. Smith was tapped to participate when he visited the station recently promoting his new movie, "Seven Pounds." The special will air six times this coming week. Find out more about the ambitious project at <http://www.kool108.com>.

**CBS Radio/Detroit** is now running an on-air campaign called "Stand Up and Be Proud." Talk WXYT-AM began the program in support of the industrial backbone of Michigan – the auto industry. Messages will air in support from community leaders on all CBS/Detroit stations, including: WWJ-AM, WVMV, WYCD, WOMC and WXYT-FM.

Want something to look forward to in January? The **Conclave's** first Webinar of 2009- "Can't We All Just Get Along? Why Sales and Programming Fight and What You Can Do About It." with **Lindsay Wood Davis** and **Holland Cooke** - is an important hour that will explore and explain the reasons behind the age-old conflict between the most important departments in your radio station and the ways to use it to your advantage. The webinar, sponsored by **RCS**, is set for January 21st, 2009 at 3:00pm EST/ 2:00pm CST. Required pre-registration is available for free at <https://www1.gotomeeting.com/register/180737230>. The topic was first addressed by the pair at the 2007 Conclave Learning Conference and proved to be the highest rated session of the event. According to Davis, "None of us in programming OR sales can afford to be at less than 100% efficiency during tough times; this program starts 2009 out with solid information that can be used right away." The session is slated to last 50 minutes with additional time set aside for questions. Lindsay Wood Davis operates **Broadcast Management Strategies** in Monona, Wisconsin, a management consulting practice. **Radio Ink Magazine** referred to him as "our industry's acknowledged expert

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on cluster sales and management." He's been an owner, a group exec, a well-known sales trainer and Executive Vice President of the **Radio Advertising Bureau**. An author, lecturer and consultant, Lindsay's management practices and systems are currently in active use in hundreds of Radio stations across the U.S., Canada and around the world. Holland Cooke runs **Holland Cooke Media** as well as consults for **McVay Media**. He has advised radio and TV stations in the USA, Canada, and New Zealand. Previously, Holland spent 7 years as Operations Manager of WTOP/Washington DC, then became a founding partner in the new media start-up company that merged into **Gannett** as **USA Today Sky Radio**, the live-via-satellite News/Talk/Sports audio channels heard on **Delta, United, and Northwest Airlines**. Information for this and past Conclave Webinars is available at the organization's recently redesigned website at <http://www.theconclave.com>. *Comment: As we move into a new year that includes more economic challenges than the industry may have EVER experienced, it is absolutely mandatory for every member of a radio station to be on the same page. Lindsay and Holland are absolutely the two best professionals inside the industry who can successfully reveal the steps necessary to bring programming and sales together in the common cause for success – a success defined by achieving a maximum audience while bringing in maximized sales. It can be done. And this can't-miss webinar will explain how! – TK*

**Midwest Top 40 WMGI/Terre Haute, IN** joined forces with **Best Western** and raised nearly \$1k for the "Cold Feet, Giving Hearts" event. The purpose was to raise money for the growing need of shoes and socks for kids whose families were victims by the economy and/or the floods of spring '08.

**Zimmer Top 40 KTXY/Columbia, MO** morning team **Cosmo & JC** held their 7<sup>th</sup> annual Toy Parade last Sunday and raised over 500 toys for **Toys for Tots** and their local Children's Hospital. Over the last three years, the duo has raised over \$12k.

**Good Karma Broadcasting Sports WAUK-AM/Milwaukee** PM driver **Steve "Homer" True** will decide the winner of this year's "Oh Say Can You Sing" contest today. 540 ESPN Radio searched through a mountain of tapes and mp3s from talented listeners who offered their renditions of the National Anthem to open Homer's show. The winning rendition will open the show for one month, and the winner will sing the National Anthem live at the **Marquette vs. Cincinnati** game on January 3rd, at the Bradley Center.

**THE CONCLAVE/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)

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**Wilks** AC KCKC/Kansas City PD/PM Driver **Ed Walker** will be ringing the **Salvation Army** bell in front of a Wal-Mart from Friday until Saturday. "I hope that I can draw some attention to the important work the Salvation Army does day in and day out, all year long, to help families and individuals who are struggling to make it in these tough economic times." Said Walker.

**Salem** Talk WIND-AM/Chicago will launch a live overnight show, "Chicago Overnight," hosted by current "Living Large" weekend show host **Geoff Pinkus**, on January 6.

Shocker! Detroit's two newspapers, the **Detroit Free Press** and **Detroit News** announced it will only deliver papers to home subscribers on Thursdays, Fridays and Sundays starting this spring. You will only be able to get the weekly editions at newsstands. *COMMENT: We suspect Detroit is only the first major market where a newspaper cuts back on delivery. What does this mean for us? Incredible opportunity for news radio! Let's see who first cashes in on newspaper's misfortune, and how they do it! Could a specially marketed 'home delivery' email of news generated by a radio station be far away? Stay tuned! - TK*

**Citadel**/Colorado Springs is giving away free ads for local businesses. The offer drew significant response from locals and is aimed at showing new advertisers the power of radio advertising.

**Emmis** Talk KFTK/St. Louis and the **Dave Glover** show proved, yet again, that the spirit of giving remains high during his 7<sup>th</sup> annual Dave Glover Christmas Show and toy drive to benefit **Toys for Tots**. More than 20k toys were collected and \$7k raised. "Once again, I am blown away by the generosity of my listeners..." said Glover. "To more than triple last year's numbers in a bad economy like this one is truly impressive."

**Emmis** moved around some things at corporate with EVP/CFO **Patrick Walsh** adding COO duties. Walsh will now oversee all domestic radio for the company. President of Radio (*and Conclave Advisory Board member*) **Rick Cummings** will now serve as President of Programming for Emmis Radio.

Wow! **Tribune** Talk WGN-AM/Chicago PD **Bob Shomper** exits to cross the street and join **Citadel** Talk WLS-AM as PD. Veteran PD **Kevin Metheny** (CC/Cleveland) gets the nod at Tribune and will replace Shomper while PD **Kipper McGee**, former Conclave Board Member, leaves WLS-AM.

**Northwestern Media**/Des Moines, IA Station Manager **Dick Whitworth** is named Assistant Vice President for Media and will oversee 14 of the 16 radio stations in the company plus its emerging media ventures. Whitworth plans to move to the Northwestern HQ in Minneapolis next year.

*Former Conclave Board member* **Brian Burns** resigned after a short tenure at **Cumulus** Hot AC WJLQ/Pensacola to spend the holidays with his children. Reach out to Brian at: <mailto:brianradioburns@aol.com>.

**Tribune** President **Ed Wilson** adds the Chief Revenue Officer title while overseeing 23 TV stations, cable's WGN American and Talk WGN-AM/Chicago.

**Bonneville** Adult Hits WARH/St. Louis names **Kevin Robinson** as PD. Robinson joins from the **Audience Development Group** where he was Strategic Partner since 2006.

Rumors are swirling that **Pollack Media Group** VP/New Media **Jim Kerr** will exit at the end of the year, due to budget cuts.

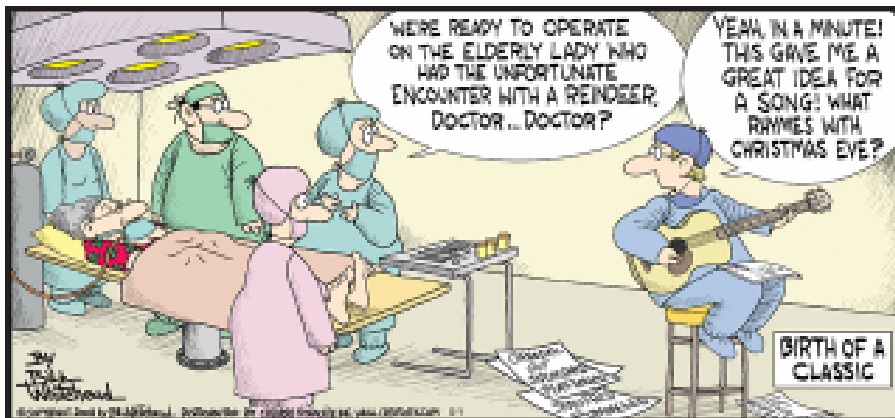
**Wilks** Top 40 KMXV/Kansas City PD morning co-host **Ponch** announces the hiring of **Cox** Top 40 WAPE/Jacksonville AMD/Night star **Dave-O** for afternoons. Dave replaces KMXV legend **Kelly Urich** who will announce future plans soon.

**CBS** Sports WSCR-AM and AAA WXRT/Chicago GSM **Dan Richman** is no longer with the station while GM **Paul Agase** segues to GSM for WSCR and VP/Market Manager **Rod Zimmerman** grabs GM duties for both stations.

**Chicago White Sox** TV voice **Darrin Jackson** moves to radio this year alongside PBP **Ed Farmer**. Jackson, a former major league outfielder, has been doing the games on TV for the last nine seasons.

**Epic Records** Midwest Regional **Mark Potter** feels the slice of the budget axe.

Former **Clear Channel** Top 40 KZCH/Wichita and current Clear Channel Top 40 WLDI/West Palm Beach PD, **PJ**, leaves to join **The Tribune Corp.**/Chicago.



# Happy Holidays

from your friends at

## The Conclave

&

## Main Street

**Journal Classic Rock KKCD/Omaha PD Kurt Owens** is leaving the station to rejoin Hot AC clustermate KSRZ, a station he originally launched. **Jim Spector**, PD of Rocker KEZO adds KKCD to his programming duties.

**Regent Alternative WGRD/Grand Rapids** welcomes **Jeffery Dahmer** (no...this is a different Jeffrey Dahmer) for nights. *Comment: What...Adolph Hitler wasn't available? :o) - TK*

**Clear Channel Country WDTW/Detroit APD/MD/afternoon** **Scott Gaines** exits.

Yesterday, morning-driver **Willie Clark** and producer **Jeremy Kienitz** have exited **Hubbard KSTP-AM/Minneapolis**, the same day news reporters **John Wanamaker** and **Cory Kampschroer** were shown the door at rival **CBS news-talk WCCO-AM**.

**United Stations Radio Networks, Inc.** announced its nationally syndicated program, "SONRISE," has landed its 100th affiliate. With the addition of **Cumulus AC WRRM/Cincinnati**, the show scores a major market affiliate and hits that milestone at the same time. Sunrise was started in 1994 by then-KDWB/Minneapolis MD **Kevin Peterson** when he recognized that the popularity of certain Christian or "Positive Music" artists and tracks was creating an appetite for that music on Sunday mornings at secular mainstream Contemporary Hit Radio (CHR) stations. After a brief period of self-syndication, Peterson struck a deal with United Stations and the show went into national distribution in 1996. Congrats Kevin (and United Stations)!

**Loyal Ears** inks a deal with **YourNews.com** for radio distribution in North America. Loyal Ears COO, **Jimmy Risk** commented, "We are watching the steady demise of Newspaper dailies. Your News helps a radio station grab money and mindshare in this changing landscape. Say hello to the new paper boy." Loyal Ears and YourNews.com will provide radio clusters in the US and Canada, 24/7 News/Sports/Entertainment/Classified designed to move dollars from failing print to the web. Loyal Ears will provide ongoing "swat team" sales training and web marketing seminars for its market exclusive clients.

Pastor **Toby Horst** is retiring after 29 years of Sunday morning "Word and Music" program on **Regent Talk WJON-AM/St. Cloud, MN** due to health issues.

Condolences to family and friends of longtime Omaha radio talent **Steve Brown** who died suddenly at 68. Brown was a Top 40 whiz at KOIL-AM and KKAR-AM/Omaha and recently hosted a weekend show on Clear Channel Talk KFAB-AM/Omaha.

Cleveland radio legend **Bill "Smoochie" Gordon** was found dead in his suburban apartment yesterday. He was 83.

**This will be the last TATTLER of the year. Look for the next TATTLER shortly after the beginning of 2009. Note: The Conclave office WILL be open through the holidays (except, of course, for Christmas and New Year's Day). Happy holidays from the Conclave Board Of Directors and the Conclave staff: Tom, Jessica, and Ben!**

**Jobs. Leighton** Talk KNSI/St. Cloud, MN is eagerly looking for a FT "Super Producer" with a desire to have fun and take chances. All your best goes to: [Hottalk@1450knsi.com](mailto:Hottalk@1450knsi.com)...**Win/Win Radio/Minneapolis** is a promotions group looking for an Affiliate Relations Associate. You will handle station recruitment, maintain relationships and contribute to company expansion. Send resume and cover letter to: [info@WinWinRadio.com](mailto:info@WinWinRadio.com)...**Cumulus/Sioux Falls, SD** is accepting apps for FT AE's. Resume and cover letter to: **Rick Fink**, Sales Manager, Cumulus Media, 5100 S. Tennis Lane, Sioux Falls, SD 57108...**Artistic Media** Rock WZOW/South Bend, IN is looking for an On-Air/PD that is ready to make a local impact in a competitive market. Resumes to: [Arthur@artisticradio.com](mailto:Arthur@artisticradio.com)...**Journal** Top 40 KSPW/Springfield, MO needs a FT On-Air/APD with amazing prod skills. All your best to: [valorieknight@yahoo.com](mailto:valorieknight@yahoo.com)...**Backyard Broadcasting AC** KELO-FM/Sioux Falls, SD has an opening for Morning Co-Host that can take direction and has a winning attitude. T&R to: [SiouxFallsCareers@bybradio.com](mailto:SiouxFallsCareers@bybradio.com)...**Regent** AC WTRV/Grand Rapids, MI needs a highly organized, motivated person for On-Air/Promotions. Send cover letter and resume ONLY to: [len@wfr.com](mailto:len@wfr.com)...**Good RadioTV/Lebanon, MO** wants an OM to operate two heritage stations. Send your best to: [medwards@regionalradio.com](mailto:medwards@regionalradio.com)...If you live in or near Minneapolis-St. Paul, The **Conclave** is looking for an intern to assist with everything from the **Learning Conference**, webinars, **TalenTrak** and *The Tattler*. Flexible hours. The position is unpaid, but the education earned in the position will be priceless. Resumes to **Tom Kay** at [tomk@theconclave.com](mailto:tomk@theconclave.com)... All listings in Jobs represent equal opportunities and are provided free of charge. To place an ad, send particulars to: [mailto:tomk@main-st.net](mailto:mailto:tomk@main-st.net) no later than Thursday evening for Friday publication. No calls unless otherwise specified.

## Fall Book 2008, Phase 2 Trends

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

*Big Trend for rock KQRS, not for Talk KSTP-AM*

Station	Format	Grp	Owner	P1	P2
KQRS-FM	ClsscRock		Citadel	9.3	
9.9					
WCCO-AM	N/T	CBS		6.8	7
KEEY-FM	Ctry	ClrChnnl		6.9	6.7
KDWB-FM	T40	ClrChnnl		5.1	5.5
KXXR-FM	ActRock	Citadel		5.1	5.1
KSTP-FM	HotAC	Hubbard		4.4	4.1
KQQL-FM	Oldies	ClrChnnl		3.6	3.7
KTCZ-FM	AAA	ClrChnnl		4	3.6
KSTP-AM	N/T	Hubbard		4.1	3.5
KTLK-FM	Talk	ClrChnnl		3.6	3.5
WLTE-FM	AC	CBS		4	3.1
KTTB-FM	Rhythm.	NLights		2.7	3
KFAN-AM	Sports	ClrChnnl		2.1	2.6
KZJK-FM	AdultHits	CBS		2.5	2.5
WGVX-FM/ WGVY-FM/ WGVZ-FM	ClsscHits	Citadel		2.1	2.2
WFMP-FM	Talk	Hubbard		1.8	1.9
KTNF-AM	Talk	JR		1	1.2
WWTC-AM	Talk	Salem		1.2	1.2
KLCI-FM	Ctry	Starcom		0.9	0.8
KLBB-AM	Stnrds	Davidson		0.8	0.5
WREY-AM	RegMex	Borgen		0	0.4
WWJO-FM	Ctry	Regent		0.4	0.4

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

*T40 KSLZ joins top 3*

Station	Format	Grp	Owner	P1	P2
KMOX-AM	N/T	CBS		7.9	7.6
KEZK-FM	AC	CBS		5.7	5.8
KSLZ-FM	T40	ClrChnnl		4.7	5.3
WARH-FM	AdultHits	Bnnville		5.2	4.9
KSHE-FM	Rock	Emmis		3.7	4.7
KMJM-FM	UrbAC	ClrChnnl		4.2	4.6
WIL-FM	Ctry	Bnnville		4.7	4.5
KYKY-FM	HotAC	CBS		3.5	3.9
WFUN-FM	UrbAC	Radio1		4.2	3.9
KSD-FM	Ctry	ClrChnnl		3.4	3.7
KTRS-AM	N/T	CHHoldings		4.4	3.7
KATZ-FM	Urb	ClrChnnl		3.3	3.6
KPNT-FM	Alt	Emmis		3.4	3.6
KLOU-FM	ClsscHits	ClrChnnl		3.8	3.5
KFTK-FM	Talk	Emmis		3.2	3.3
WHHL-FM	Urb	Radio1		3.4	3.3
KIHT-FM	ClsscHits	Emmis		2.9	3
WMVN-FM	HotAC	Bnnville		2.8	2.3
KFUO-FM	Clsscl	Luth.		1.5	1.7
KATZ-AM	Gospel	ClrChnnl		1.4	1.5
KFNS-AM/ KFNS-FM	Sports	BigLeague		0.9	0.8
KSLG-AM	Sports	Simmons		0.9	0.7
KFAV-FM	Ctry	Kaspar		0.5	0.6
KQQX-FM	Alt	21Sound		0.5	0.5
KZQZ-AM	Oldies	EntMediaT		0.6	0.5
KWRE-AM	ClsscCtry	Kaspar		0.5	0.4

### Cincinnati, OH (#29)

*Big month for N/T WLW*

Station	Format	Grp	Owner	P1	P2
WLW-AM	N/T	ClrChnnl		10	11.6
WUBE-FM	Ctry	Bnnville		5.7	6.5
WKRC-AM	Talk	ClrChnnl		5.1	6.2
WRRM-FM	AC	Cumul.		5.7	5.3
WGRR-FM	ClsscHits	Cumul.		5.8	5.2
WEBN-FM	Rock	ClrChnnl		5.5	5.1
WKFS-FM	T40	ClrChnnl		4.5	4.6
WMOJ-FM	UrbAC	Radio1		4.5	4.4
WIZF-FM	Urb	Radio1		4.6	3.8
WKRQ-FM	HotAC	Bnnville		3.4	3.4
WSWD-FM	Alt	Bnnville		3.7	3.4
WOFX-FM	ClsscRock	ClrChnnl		3.5	3.1
WFTK-FM	ActRock	Cumul.		2.7	2.5
WNNF-FM	HotAC	ClrChnnl		2.2	2.2
WAKW-FM	ChrstnAC	PillarofFire		2.1	1.8
WCKY-AM	Sports	ClrChnnl		1.2	1.6
WYGY-FM	Ctry	Bnnville		1.2	1.2

### Cleveland, OH (#28)

*Top 3 all gain this trend*

Station	Format	Grp	Owner	P1	P2
WTAM-AM	N/T	ClrChnnl		8.3	9.6
WMJI-FM	Oldies	ClrChnnl		6.7	7.4
WGAR-FM	Ctry	ClrChnnl		6.3	6.6
WENZ-FM	Urb	Radio1		5.6	6.2
WDOK-FM	AC	CBS		5.6	5.8
WZAK-FM	UrbAC	Radio1		5.9	5.5
WNWV-FM	SmJazz	Elyria-Lorain		5.4	4.8
WNCX-FM	ClsscRock	CBS		4.7	4.5
WAKS-FM	T40	ClrChnnl		5	4.1
WMMS-FM	Rock	ClrChnnl		3.8	4.1
WQAL-FM	HotAC	CBS		3.5	3.6
WMVX-FM	HotAC	ClrChnnl		3.7	3.2
WKNR-AM	Sports	GoodKarma		2.3	2.9
WFHM-FM	ChrstnAC	Salem		1.9	2.1
WCLV-FM	Clsscl	WCLV		1.7	1.9
WHK-AM	N/T	Salem		2	1.7
WKRK-FM	Alt	CBS		2.1	1.6
WJMO-AM	Insp	Radio1		0.8	0.8
WKKY-FM	Ctry	Jones		0.8	0.8
WQMX-FM	Ctry	RubberCity		0.8	0.8
WEOL-AM	N/T	Elyria-Lorain		0.8	0.7
WHLO-AM	N/T	ClrChnnl		0.5	0.6
WONE-FM	ClsscRock	RubberCity		0.7	0.6
0.6					
WKFM-FM	Ctry	Elyria-Lorain		0	0.4

### Akron, OH (#74)

*N/T WNIR stays at the top*


Station	Format	Grp	Owner	P1	P2
WNIR-FM	Talk	Media-Com		7.3	8.1
WQMX-FM	Ctry	RubberCity		6	6.9
WMJI-FM	Oldies	ClrChnnl		5.2	5.3
WZAK-FM	UrbAC	Radio1		4.4	4.8
WONE-FM	ClsscRock	RubberCity		4.9	4.5
WMMS-FM	Rock	ClrChnnl		4.3	4.1
WAKS-FM	T40	ClrChnnl		3.7	3.8
WDOK-FM	AC	CBS		4	3.6
WKDD-FM	HotAC	ClrChnnl		3.3	3.6
WTAM-AM	N/T	ClrChnnl		4	3.6
WENZ-FM	Urb	Radio1		4	3.5
WAKR-AM	N/T	RubberCity		2.5	3.1
WGAR-FM	Ctry	ClrChnnl		3.2	3.1
WHLO-AM	N/T	ClrChnnl		2.1	2.7
WNCX-FM	ClsscRock	CBS		3	2.4
WMVX-FM	HotAC	ClrChnnl		2.3	2.2
WNWV-FM	SmJazz	Elyria-Lorain		2.1	2.1
WFHM-FM	ChrstnAC	Salem		2.2	1.8
WKNR-AM	Sports	GoodKarma		2.2	1.8
WQXK-FM	Ctry	Cumul.		1.6	1.7
WHBC-FM	AC	NextMedia		1.4	1.5
WQAL-FM	HotAC	CBS		2.1	1.3
WYFM-FM	ClsscRock	Cumul.		1.1	1.3

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

*N/T WISN moves into 2<sup>nd</sup>*

Station	Format	Grp	Owner	P1	P2
WTMJ-AM	N/T	Journal		11.4	11
WISN-AM	N/T	ClrChnnl		7.6	8.5
WXSS-FM	T40	Enterc.		8	7.8
WKKV-FM	Urb	ClrChnnl		7.3	6.3
WMIL-FM	Ctry	ClrChnnl		6	6.2
WKLH-FM	ClsscRock	Saga		4.2	4.6
WJMR-FM	UrbAC	Saga		4.5	4.5
WHQG-FM	Rock	Saga		4.2	4.2
WLUM-FM	Alt	MilwRadAll		3.8	3.4
WRIT-FM	AdultHits	ClrChnnl		4.1	3.4
WMYX-FM	HotAC	Enterc.		3.1	3.1
WLWK-FM	AdultHits	Journal		2.4	2.4
WLDB-FM	AC	MilwRadAll		2.8	2.3
WJZX-FM	SmJazz	Saga		1.9	1.9
WDDW-FM	RegMex	BustosMed.		1.9	1.8
WOKY-AM	Oldies	ClrChnnl		1.9	1.7
WQBW-FM	ClsscRock	ClrChnnl		2.2	1.7
WMCS-AM	Talk	MilwRadAll		0.9	1.5
WTKM-FM/ WTKM-AM	ClsscCtry	KettleMor		1	1.3
WBWI-FM	Ctry	Bliss		0.8	0.9
WDRV-FM/ WWDV-FM	ClsscRock	Bnnville		0.6	0.9
WAUK-AM	Sports	GoodKarma		0.8	0.8
WNOV-AM	UrbAC	RadioMM		0.8	0.8
WEZY-FM	AC	Bliss		0.8	0.7
WGN-AM	N/T	Tribune		0.8	0.7
WSSP-AM	Sports	Enterc.		0.7	0.7
WBBM-AM	News	CBS		0.5	0.6
WIIL-FM	Rock	NextMedia		0.5	0.4

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



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