

35 YEARS OF THE TATTLER (1975-2009)

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The Conclave

Presents

The TATTLER

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

Clear Channel/Toledo's Top 40 WVKS is removing a video from its own website (and from Youtube) that shows morning host **Andrew Zepeda** and sister NT WSPD-AM reporter **Nik Rajkovic** having a confrontation while Rajkovic was waiting to interview Democratic mayoral candidate **Ben Konop**. "I stopped him from chasing after him (Konop)," said Zepeda. "I stepped right in front of him." The station caught this all on tape. Zepeda said he uploaded the video to the station's website because he mentioned it on the air. WSPD-AM News Director **Brian Wilson** said it wasn't his decision to yank the video, but added, "It's a wise move on the part of the company in order to see to it that Andrew Z. doesn't embarrass himself anymore than he has with his ignorance and immaturity." Zepeda said he understood the company's stance.

In Madison, There Is No Beer (Advertising)! This week, the **University Of Wisconsin** banned beer advertising from radio broadcasts of its athletic events. Deals with major brewers like **Anheuser Busch** have not been renewed, a move that will reportedly cost the school about \$425,000 per year. The move supports the school's position against alcohol abuse, and is the latest action by colleges severing ties to alcohol companies in an effort to curb binge drinking on campus. Last spring, the **University of Minnesota** banned alcohol sales inside the new TCF Stadium.

Got Jazz? There's an App for that! **Jacobs Media's** new jacAPPS division has released a new iPhone app for the **Detroit International Jazz Festival**. The festival will take place over Labor Day weekend in Detroit, and the Jacobs app will give it a new hi-tech look. "iPhone apps are a perfect complement for events like this one," says **Fred Jacobs**. "No one walks around with a computer, and paper pamphlets are so 2008. Radio stations that sponsor music events and other festivals should be thinking about how to enhance the experience for its listeners. The iPhone is an elegant solution that can also be easily sponsored." The Detroit International Jazz Festival app is a free

download that provides a Google map to provide directions to and from the location, as well as a map of the entire festival making it easy to access the various stages, concessions, parking, and restrooms. The app also features a listing of the complete festival lineup, as well as indicating the time and place for all performers/performances.

Every radio station has a database. But how can a station mine that database to impact listening while building revenues? **Ruth Presslaff** of **Presslaff Interactive Revenue** will provide tips and case studies on database building - with a particular focus on how to use the data to create appointment listening and drive revenue - in the next Conclave webinar, "**You've Got A Database! Now What?**" The 90-minute webinar (including Q&A) will be presented on Wednesday, September 16th at 3P EDT/2P CDT, sponsored by **Envision Radio Networks** and **Presslaff Interactive Revenue**. As always, Conclave webinars are free, but preregistration is required by clicking on <https://www1.gotomeeting.com/register/950623024>. As participants will learn on the webinar, Ruth Presslaff is on a mission to show broadcasters that there's a goldmine of opportunity in their audience databases. Her company, **Presslaff Interactive Revenue** thrives at the crossroad of marketing and technology. Started in 1988, PIR (originally The Media Gallery, Inc.) combines proprietary state of the art technology with experienced marketing and sales practices. **Dat-e Basesm** Email & Text Marketing software, used by over 750 radio and television stations throughout the U.S. and Canada, exists to help broadcasters identify and learn about their loyal listeners and viewers in order to better serve their audience and advertising clients. Presslaff has an extensive radio background, ranging from on-air work in New Orleans to senior management experience at the United Stations Radio Network and Arbitron. She started PIR close to 20 years ago and is a sought-after speaker on the programming, marketing and sales benefits of interactive technology and database marketing. *Comment: The Conclave is thrilled to have Ruth Presslaff unlock the secrets of database building and utilization in this valuable webinar. With radio demanding increased audience share and revenue growth in a critical 4th quarter, this webinar could not come at a more opportune time. The Conclave is proud to present a webinar of importance for every programming, promotion and sales department of every radio station in America.* - TK

Midwest Family Talk WTDY-AM/Madison afternoon duo "The Wisconsin Guys" **Dan Deibert** and **Kurt Baron** are collecting discarded **Brett Favre** jerseys and clothing with his name or likeness to donate to the homeless in Minneapolis. Favre is now the QB for the MN Vikings, the hated rival of the GB Packers. Donors will be entered into a drawing for tickets to Favre's return to Lambeau Field November 1st.

the Conclave Webinars

You've Got A Database! Now What?

Every radio station has a database, but what are you doing with it? Ruth Presslaff of Presslaff Interactive will provide tips and case studies on database building, with a particular focus on how to use the data to impact ratings and revenue. Presslaff has an extensive radio background, ranging from on-air work in New Orleans to senior management experience at United Stations and Arbitron. Ruth is a sought-after speaker, and has spoken at Word of Mouth Marketing Association, NAB, IMA Public Broadcasting Conference, RAB, Broadcast Promotion and Marketing Expo, and CRS. This webinar is sponsored by **Envision Radio Networks** and **Presslaff Interactive Revenue**!



Ruth Presslaff

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Promotion/Marketing god **Paige Neinaber** says the "Favre to Minnesota" story is huge in both Minnesota and Wisconsin. **Clear Channel** Top 40 KDWB/Minneapolis morning host **Dave Ryan** had a parody of the Katy Perry song called "Waking up a Viking" on the air the next day. And, at the beginning of the Packers/Bills game, he bought a banner to fly over Lambeau field that said, "Packers, we moved your Cheese."

This week, The **NAB** cited duplicitous statements by music industry figures over the promo value of radio. While **MusicFirst** and others have been accused of being dismissive about radio's role in artist exposure, two prominent record company execs have publicly praised radio's sales clout. **RCA SVP Peter Gray** told onmilwaukee.com, "The primary function of a record label's promotion department is to secure radio airplay for its artists...Our partnership with radio is paramount to breaking new acts, as well as keeping superstar artists in the eyes and ears of their fans and the music buying public." **RCA EVP Richard Palmese** stated, "I have yet to see the big reaction you want to see to a hit until it goes on the radio." **Sony Music's** Chief Creative Officer **Clive Davis** noted, "Radio is still the leading force of determining what songs and artists break through."

A former PT'r at **Clear Channel** Top 40 WKSC/Chicago, **Michael "Radio Boy" Wawrzyniak**, pleaded guilty to soliciting a 13-year old boy for sex and now faces five years in prison. "Radio Boy" was terminated immediately after his arrest in January 2008. According to court records, "Radio Boy", 24, began a relationship with the child in December 2007 and had intimate contact with him.

Northern Lights Top 40/Rhythmic KTTB/Minneapolis has dramatically improved their metro signal. KTTB changed its city of license from Glencoe, MN to Edina, MN with a tower move. Supposedly, KTTB's **Tone E. Fly** morning show was yanked off the air August 13th because they "kept talking about things they were told not to talk about," regarding the signal, said KTTB Dir./Programming and Ops **Sam Elliot**. The Fly show is back and word is, the station has better reception across the metro.

Nielsen Radio Ratings have been released and it's already hearing praise from major clients. **Cumulus** CEO **Lew Dickey** said, "We have been extremely please with the overall quality of the results. The sample far exceeded their targets and was a dramatic improvement over our previous ratings service (**Arbitron**). The Nielsen data is simply more reliable due to a much larger and more inclusive sample frame. The bottom line is that advertisers, programmers and management all make decisions based upon a discrete set of numbers provided by the ratings service. "Unlike the political polls quoted in the media which are invariably accompanied with the rejoinder of 'margin of error,' AQH share numbers never are," Dickey continued.

"If the consumer of this information - advertiser, programmer or seller - knew the magnitude of the margin of error, they would view it quite skeptically, if not disregard it all together." When can the rest of us see the numbers? Chief Press Officer **Gary Holmes** says, "We've been saying soon and I'm guessing it could be next week.

The Conclave just completed its 18th webinar since instituting the new learning tool last fall. This webinar, *The Future of Radio with Kipper McGee* was one of the best with positive comments from, well, all over the world! Here's a sampling: "Thanks for conducting these webinars. Kipper's was awesome and I walked away with many new ideas, reinforced notions and positive innovation. Keep up the great work! **Jeff McCarthy**, VP Programming/Midwest Communications – Green Bay..." I can't begin to tell you how valuable this week's webinar was to me as a relative newcomer to the industry. About 18 months ago, I was offered an opportunity to host a home improvement show and now, at age 63, I finally know what I want to be when I grow up! These are exciting times at KXL, having just become part of **Larry Wilson's Alpha Broadcasting** "empire-to-be". Of greatest interest to me was Kipper's assertion that the weekend is the Third Drive Time." **Bob Strong** aka Handyman Bob from Around The House, KXL/Portland..."Kipper didn't disappoint and I thought the content, feature slides & tightness of the 90 minutes + Q&A's was spot on. I've been in the business for 38 years in November (both on & off air) and still feel like a kid at heart re Personality/Music radio & Talk radio done well. Sad, the way many radio operators have bastardized what was once a healthy blend of 'show' & 'business'! By the way, the 4.30am webinar start didn't faze me one bit! I think it's called 'passion'!"...**Ian**/South Australia. *Comment: Actually 2 comments... 1) If you've liked the webinars the Conclave has presented so far, wait til you see the line-up planned for this fall (beginning with **Ruth Presslaff's** exciting presentation detailed elsewhere in this TATTLER)!...2) It would appear the "Midwest" Conclave ain't so Midwest, anymore! – TK*

According to the **Associated Press**, the **National Association of Broadcasters** has spent almost \$3.3 million in Q2 to lobby Congress, the **FCC** and other government agencies on various issues, including media ownership rules to allow cross-ownership of broadcast properties and newspapers in the same market.

Schurz Communications Country WKOA/Lafayette, IN, the **Bison Financial Group** and the **Lafayette Urban Ministry** will host the **Hunger Hike 2009** on Sunday, September 20th. All proceeds will benefit the local food bank. OM/PM/Morning host **Mike Shamus** and MD/Morning co-host **Annie James** will both walk the 2-mile hike, and Mike will also be running the 5k. Listener can go to the stations website and guess Mike's running time. The closest guess will win tickets to see **Lorrie Morgan** in concert October 3rd.

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Jim Coursole's Northstar Properties LLC has bought controlling interest in 10 stations owned by **Heartland Communications** in Wisconsin and Michigan from **Granite Equity Partners**. The stations involved are: Country WCQM and Sports WNBI-AM/Park Falls, WI; Adult Standards WATW-AM, Country WBSZ, Classic Rock WJJH and Oldies WNXR-FM/Ashland, WI; Oldies WRJO and Adult Standards WERL-AM/Eagle River, WI; and Adult Standards WIKB-AM and AC WIKB-FM/Iron River, MI. Granite maintains minority interest in the stations and will retain 100% of three stations in Houghton, MI. The \$3.25 million deal has not been filed with the **FCC**, yet.

Envision Radio Networks syndicated "Looking Up to Number One" host and Contemporary Christian Star 99.1/New York PD **Johnny Stone** has been nominated for several awards by the **National Religious Broadcasters** (NRB). Congratulations for being nominated for Air Personality of the Year (Music format) and Radio Program of the Year (Long Form). Stone and the station are also nominated for Radio Station of the Year (Major Market).

Former NAB President and 2008 Conclave Keynote **David Rehr**, who resigned earlier this year, is joining **Leading Authorities**. According to the publication *Roll Call*, "Leading Authorities is best-known for linking advocacy associations with speakers, including former Members of Congress and political pundits." According to reports, Rehr joins the organization in a senior advisory capacity to help associations, chambers of commerce, and nonprofit organizations design and stage high-impact Washington Fly-Ins (Fly-in: lobby days that interest groups organize to bring in constituents from across the country to push the organizations' agendas.) Prior to his stint with the NAB, Rehr was CEO of the **National Beer Wholesalers Association** and lobbied for the **National Federation Of Independent Business**. He's a graduate of **St. John's University** (MN).

Regent Country WWJO/St. Cloud, MN has a new morning show co-host to join OM/PD **Mike Dylan**. **Chris Wolfe**, most recently at Hall Communications Country WPCV/Lakeland, FL starts September 8th.

Clear Channel AC WLIT/Chicago OM/PD Tony Coles announces the addition of "Valentine in the Morning" featuring 25-year radio vet **Valentine**, **Karen Williams** and **Irma Blanco**. The show debuts Wednesday (9/2).

Charlie Morgan, longtime leader at **Susquehanna-Cumulus**/Indianapolis has been hired by Emmis to head their four stations in Indy!

Clear Channel Country KZSN/Wichita long-time morning host **Don Hall** is out. PD **Anthony Allen** takes over with co-hosts **Cathy Carrier** and **Laura McCrae** (already in place).

Clear Channel Country KSD/St. Louis MD/middayer **Jill Devine** moves to mornings, taking over for longtime morning host **Craig Cornett**. PD/PM driver **Billy Greenwood** takes over middays.

Denver Educational Broadcasting noncomm Jazz KUVU/Denver CEO **Gene Craven** announced his retirement Tuesday.

Record promo Exec. **Ken Lane** joins **Atlantic Records**, working with EVP/Nat'l Promotion **Andrea Ganis** and **Roadrunner** SVP/Promotion **Mike Easterlin** effective September 1st.

Current **Clear Channel**/Macon manager **Bill Clark** has been appointed to run the Akron/Canton cluster.

CVCO, Inc. Christian AC WCVO/Columbus welcomes **Olivia Lomeli** as its new Listener Impressions Agent. Olivia will assist in organizing and implementing station appearances and events. She will also be responsible for listener communication via **Facebook** and **Twitter**.

Bonneville Hot AC WKRQ/Cincinnati longtime night-timer **Holly Morgan** replaces newly named sister Country WUBE PD **Grover Collins** in middays.



Clear Channel Radio is moving Cleveland Pres./Market Manager **Mike Kenney** to an identical post at its Charlotte (NC) cluster succeeding longtime Clear Channel/Charlotte RVP/Market Mgr. **Morgan Bohannon**. Assuming Kenney's duties in Cleveland will be **Gary Mincer**, who is being elevated from his Dir./Sales position for the stations. **George Allen** moves in as Dir./Sales for the Cleveland radio group.

Condolences to family and friends of radio "Golden Age" actor and later sales executive **Jack Bivans** who passed August 14th of a stroke in Elkhorn, WI at 83. Bivans career began as a commercial announcer in 1939 and acted on shows like "The Guiding Light," "Captain Midnight" and "The Shadow" before joining the syndicated religious drama "Unshackled" in 1950, on which he performed until 2007. Bivans also sold for WBBM-AM/Chicago before crossing the street to WFLD-TV and Century Broadcasting where he was NSM.

Condolences to family and friends of former **Lincoln Financial Sports** KFFN/Denver host **Thierry Smith**, who died Monday night after a long battle with MS.

Jobs. KSUM-AM and KFMC-FM, Fairmont, MN are in need of part-time on-air help. Weekends, weekday fill-ins, and board-opping for sports on our AM Country and FM Classic Rock stations. Send an MP3 and resume to Dan Brookens, Program Director, <mailto:dan@kfmc.com>. **Artistic Radio** Classic Rock WZOW/South Bend, IN has a Sales Manager opening. If you have a success story of managing local and national sales, hiring, training and creating promotional gold with PD's, send your cover letter and resume to: arthur@artisticradio.com. **Midwest Communications** needs an Ops Manager for a multi station cluster. They can't tell you where, just yet. Interested? Contact **Jeff McCarthy** at: jeff.mccarthy@mwcradio.com. Subject: Ops Mgr... **Federated Media**/South Bend, IN is looking for a GSM to lead the sales effort at Country WBYT. Do you still get a rush out of helping people grow? Send resume and accolades to **Brad Williams** at: bwilliams@federatedmedia.com. **Zimmer Radio**/Joplin, MO seeks a highly motivated, performance focused Sales Manager.

Send your things to: boyd@zrgmail.com... **Journal**/Omaha is on the hunt for PT help at their high profile stations during overnights/weekends and swing. T&R to **Jim Spector** at: jspector@journalbroadcastgroup.com... **NextMedia**/Aurora and Joliet, IL have commissioned sales positions open. Can you sell radio, internet and print? Resumes to **Roger Piper** at: rpiper@nextmediachicago.com... **NextMedia**/Waukegan, IL is looking for outgoing, hard-working people to join their promo staff. If you thrive in a lively, fast paced environment, get your stuff to **Janelle Rominski** at: jrominski@nextmediachicago.com... **Connoisseur Media** AC WVMG/Bloomington, IL needs a Morning Show sidekick and Promotion Coordinator of three stations. Voice-Tracking, too. Send CD&R to **Jack Swart** at: jswart@connoisseurmedia.com... **Entercom** Top 40 KKSJ/Kansas City wants a high energy middayer. Possible

MD! Contact **Dan Persigehl** at: dspersigehl@entercom.com... **Clear Channel** Country KSD/St. Louis really wants an afternoon star that works hard and knows how to work it. This is a big gig. Can you fill the boots? Rush your resume to: stresumes@clearchannel.com. Subject: PM Personality... **CBS** Sports WXYT/Detroit is without a Program Director, and that's a problem. If you have the chops, apply online at: www.cbsradio.com... **Next Media**/Pleasant Prairie, WI has a FT, entry level promotions assistant opening. If you are personable and love all aspects of radio and promotions, send your resume to **John Perry** at: jp@95wiilrock.com... **Three Eagles**/Madison, SD is hunting for a News Director for their duopoly. Resume and audio to: llarsen@madison.threeeagles.com... **Leighton** Top 40 KCLD/St. Cloud, MN needs someone to jump right in and fill some pretty important hours. Open weekends a must. Get the goods to **JJ Holiday** at: jjholiday@1047kcl.com... **Q-Media**/Red Wing, MN needs a News Reporter/Anchor. You will get out into the community for meetings and interviews while maintaining and developing relationships with newsmakers. Airshift and Voice-Tracking also. Audio and picture to Tom Hughes at: at@thughes@kwng.com... All job listings in *The Tattler* represent equal opportunities and are provided free of charge. To place an ad, send particulars to tomk@theconclave.com no later than Thursday evening for Friday publication. No calls unless otherwise specified.

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Spring Book 2009

#244 Eau Claire, WI

Country WAXX remains #1

| Station | Format | Owner | Fa08 | Sp09 |
|---------|--------------|--------------|------|------|
| WAXX-FM | Ctry | Maverick | 13.5 | 12 |
| WBIZ-FM | Top 40/M | Clr Chnntl | 9.3 | 9.3 |
| WIAL-FM | Hot AC | Maverick | 8.3 | 9.3 |
| WQRB-FM | Ctry | Clr Chnntl | 10.4 | 9.3 |
| WATQ-FM | Clssc Ctry | Clr Chnntl | 6.7 | 6.6 |
| WMEQ-FM | Clssc Rock | Clr Chnntl | 5.7 | 6.6 |
| WECL-FM | Clssc Rock | Maverick | 5.2 | 5.5 |
| WCFW-FM | AC | Bushland | 4.7 | 4.9 |
| WDRK-FM | AdultHits | Maverick | 4.7 | 4.9 |
| WISM-FM | AC | Clr Chnntl | 4.1 | 4.9 |
| WAYY-AM | N/T | Maverick | 3.1 | 3.3 |
| WMEQ-AM | N/T | Clr Chnntl | 2.1 | 2.2 |
| WWIB-FM | Chrstn Cont. | SOS | 1.6 | 1.6 |
| 1.6 | | | | |
| WCCN-FM | Clssc Rock | Central WI | 1 | 1.1 |
| WEAQ-AM | Sports | Maverick | 1.6 | 1.1 |
| WOGO-AM | Talk | SOS | 0.5 | 1.1 |
| KNXR-FM | Stnrds | United Audio | 0.5 | 0.5 |
| KQRS-FM | Clssc Rock | Citadel | 0.5 | 0.5 |
| WBIZ-AM | Sports | Clr Chnntl | 1 | 0.5 |
| WDVM-AM | Rel | Starboard | 0.5 | 0.5 |

#163 Evansville, IN

A two-horse race.

| Station | Format | Owner | Fa08 | Sp09 |
|---------|--------------|--------------|------|------|
| WIKY-FM | AC | S. Central | 15.1 | 16.1 |
| WKDQ-FM | Ctry | Regent | 10.6 | 12.4 |
| WSTO-FM | Top 40/M | S. Central | 5.8 | 7 |
| WBAX-FM | Clssc Rock | S. Central | 4.5 | 6.1 |
| WDKS-FM | Top 40/M | Regent | 3.9 | 5.5 |
| WJLT-FM | Oldies | Regent | 4.2 | 5.2 |
| WGBF-AM | N/T | Regent | 6.8 | 4.5 |
| WGBF-FM | ActRock | Regent | 7.7 | 4.5 |
| WLFW-FM | Ctry | S. Central | 5.5 | 4.5 |
| WEOA-AM | Urb AC | S. Central | 2.6 | 3 |
| WKVN-FM | Chrstn Cont. | EMF | 2.6 | 3 |
| WEJK-FM | AdultHits | Boonville | 2.6 | 2.7 |
| WSON-AM | Stnrds | Henry Lackey | 2.6 | 2.4 |
| WBKR-FM | Ctry | Regent | 2.3 | 1.2 |
| WRAY-FM | Ctry | Princeton | 1 | 1.2 |
| WRUL-FM | Ctry | Withers | — | 0.9 |
| WKTG-FM | Rock | Sound | 0.6 | 0.6 |
| WVVR-FM | Ctry | Saga | — | 0.6 |
| WYFX-FM | Sports | Original | 2.3 | 0.6 |

#218 Fargo-Moorhead, ND

Country KVOX nips at Talk KFGO

| Station | Format | Owner | Fa08 | Sp09 |
|---------|------------|---------------|------|------|
| KFGO-AM | Talk | J. Ingstad | 15.3 | 13.8 |
| KVOX-FM | Ctry | Triad | 8.9 | 10 |
| WDAY-FM | Top 40/M | J. Ingstad | 7.6 | 9.6 |
| KBVB-FM | Ctry | J. Ingstad | 7.2 | 8.3 |
| KQWB-FM | Rock | Triad | 5.9 | 7.1 |
| KMJO-FM | Clssc Hits | J. Ingstad | 5.1 | 5 |
| KEGK-FM | Clssc Hits | SMAHH | 3.4 | 4.6 |
| KRWK-FM | Clssc Rock | J. Ingstad | 5.5 | 4.6 |
| WZFG-AM | Talk | SMAHH | 5.5 | 4.2 |
| KPFX-FM | Clssc Rock | Triad | 4.7 | 3.8 |
| WDAY-AM | N/T | Forum | 3 | 3.3 |
| KLTA-FM | AC | Triad | 3.8 | 2.5 |
| KVOX-AM | Sports | J. Ingstad | 3 | 2.5 |
| KRCQ-FM | Ctry | Detroit Lakes | 1.3 | 1.3 |
| KSJB-AM | Clssc Ctry | Chesterman | 0.4 | 1.3 |
| KQWB-AM | Sports | Triad | 0.8 | 0.8 |
| KZCR-FM | Clssc Rock | Results Radio | 0.4 | 0.8 |
| KBOT-FM | Ctry | Leighton | — | 0.4 |
| KQDJ-FM | Hot AC | Ingstad | — | 0.4 |
| KVMI-FM | Ctry | Vision | 0.4 | 0.4 |

#127 Flint, MI

Adult WCRZ unseats Urban WDZZ

| Station | Format | Owner | Fa08 | Sp09 |
|---------|-------------|-------------|------|------|
| WCRZ-FM | AC | Regent | 8.5 | 8.7 |
| WDZZ-FM | Urb AC | Cumulus | 9.1 | 8.5 |
| WRSR-FM | Clssc Rock | Cumulus | 6.3 | 7.6 |
| WRCL-FM | Top 40/R | Regent | 4.3 | 5.7 |
| WWBN-FM | ActRock | Regent | 5.5 | 5.2 |
| WHNN-FM | Clssc Hits | Citadel | 6.5 | 4.8 |
| WWCK-FM | Top 40/M | Cumulus | 6.1 | 4.6 |
| WFBE-FM | Ctry | Citadel | 4.3 | 4.4 |
| WIOG-FM | Top 40/M | Citadel | 2.2 | 4.1 |
| WKQC-FM | Ctry | MacDonald | 3.7 | 3.3 |
| WOWE-FM | Urb Oldies | Praestantia | 2.2 | 3.3 |
| WJR-AM | Talk | Citadel | 3.5 | 2.2 |
| WXYT-FM | Sports | CBS Radio | 1.2 | 2 |
| WFNT-AM | Stnrds | Regent | 1.4 | 1.5 |
| WFLT-AM | Gospel | Chrstn | 1 | 1.3 |
| WWJ-AM | News | CBS Radio | 0.6 | 1.3 |
| WRIF-FM | ActRock | Grtr Media | 1 | 1.1 |
| WILZ-FM | Clssc Rock | Citadel | 0.6 | 0.9 |
| WVMV-FM | SmJazz | CBS Radio | 0.4 | 0.9 |
| WHMI-FM | Clssc Hits | Livingston | 0.4 | 0.7 |
| WKQI-FM | Top 40/M | Clr Chnntl | 1.8 | 0.7 |
| WKQZ-FM | ActRock | Citadel | 0.4 | 0.7 |
| WMJO-FM | AdultHits | MacDonald | 0.4 | 0.7 |
| WQUS-FM | Clssc Hits | Regent | 0.6 | 0.7 |
| WTRX-AM | Sports | Citadel | 1.8 | 0.7 |
| WCEN-FM | Ctry | NextMedia | — | 0.4 |
| WCSX-FM | Clssc Rock | Grtr Media | 0.8 | 0.4 |
| WCXI-AM | Ctry | Birach | — | 0.4 |
| WDVD-FM | Hot AC | Citadel | 0.4 | 0.4 |
| WMUZ-FM | ChrisCont. | Crawford | — | 0.4 |
| WSNL-AM | ChristCont. | Chrstn | 1 | 0.4 |
| WTLZ-FM | Urb | NextMedia | 0.4 | 0.4 |
| WWCK-AM | Talk | Cumulus | 1.2 | 0.4 |

#120 Ft. Collins-Greeley, CO

Country KUAD continues to lead

| Station | Format | Owner | Fa08 | Sp09 |
|---------|------------|-------------|------|------|
| KUAD-FM | Ctry | Regent | 7.6 | 7.5 |
| KBPI-FM | ActRock | Clr Chnntl | 3.7 | 5.4 |
| KCOL-AM | Talk | Clr Chnntl | 3.3 | 4.6 |
| KOA-AM | Talk | Clr Chnntl | 5.3 | 4.6 |
| KTRR-FM | AC | Regent | 4.3 | 4.6 |
| KQKS-FM | Top 40/R | Lincoln | 4.1 | 3.8 |
| KPAW-FM | Clssc Rock | Clr Chnntl | 2.3 | 3.6 |
| KSME-FM | Top 40/M | Clr Chnntl | 3.7 | 3.4 |
| KBCO-FM | AAA | Clr Chnntl | 2.5 | 2.7 |
| KJAC-FM | AdultHits | NRC | 3.1 | 2.3 |
| KRFX-FM | Clssc Rock | Clr Chnntl | 2.2 | 2.3 |
| KKPL-FM | Hot AC | Regent | 2.3 | 2.1 |
| KTCL-FM | Alt | Clr Chnntl | 2.5 | 2.1 |
| KOLT-FM | RegMex | Tracy | 1.2 | 1.9 |
| KOSI-FM | AC | Entercom | 2 | 1.7 |
| KWOF-FM | Ctry | Wilks | 1.6 | 1.5 |
| KXKL-FM | Oldies | Wilks | 2 | 1.5 |
| KARS-FM | Clssc Rock | Regent | 1 | 1.3 |
| KHOW-AM | Talk | Clr Chnntl | 1 | 1.3 |
| KIIX-AM | Stnrds | Clr Chnntl | 1.2 | 1.3 |
| KXPK-FM | RegMex | Entravision | 1.6 | 1.3 |
| KALC-FM | Modern AC | Entercom | 1.2 | 1.1 |
| KXBG-FM | Ctry | Clr Chnntl | 1.4 | 1.1 |
| KYGO-FM | Ctry | Lincoln | 1.8 | 1.1 |
| KFAA-AM | Talk | Music Vent. | 0.8 | 1 |
| KKFN-FM | Sports | Lincoln | 0.8 | 1 |
| KKZN-AM | Talk | Clr Chnntl | 1.4 | 1 |
| KMAX-FM | Clssc Rock | Regent | 1.2 | 1 |
| KONN-FM | Top 40/M | Max Media | — | 1 |
| KPTT-FM | RhythmAC | Clr Chnntl | 0.8 | 1 |
| KHNC-AM | Talk | Wiedeman | 0.6 | 0.8 |
| KOLZ-FM | Ctry | Clr Chnntl | 0.8 | 0.8 |
| KRWZ-AM | Oldies | Lincoln | — | 0.8 |

#107 Ft. Wayne, IN

N/T WOWO slips, but stays at the top


| Station | Format | Owner | Fa08 | Sp09 |
|------------|------------|---------------|------|------|
| WOWO-AMN/T | | Federated | 11.9 | 10.7 |
| WQHK-FM | Ctry | Federated | 8 | 7 |
| WBYS-FM | ActRock | Federated | 5.9 | 6.8 |
| WJFX-FM | Top 40/M | Russ Oasis | 4.8 | 6.3 |
| WAJI-FM | AC | Sarkes Tarz. | 4.6 | 6.1 |
| WMEE-FM | Hot AC | Federated | 6.2 | 5.6 |
| WLDE-FM | Clssc Hits | Sarkes Tarz. | 7.7 | 5.3 |
| WNHT-FM | Top 40/R | Summit | 3.4 | 4.7 |
| WBTU-FM | Ctry | Russ Oasis | 5.9 | 4.6 |
| WXKE-FM | Clssc Rock | Summit | 4.3 | 4.6 |
| WFWI-FM | Clssc Rock | Federated | 5.5 | 4.2 |
| WGL-FM | Stnrds | Summit | 2.9 | 4.2 |
| WVBB-FM | AdultHits | Russ Oasis | 1.1 | 2.5 |
| WGBJ-FM | RegMex | 3 Amigos | 1.1 | 1.8 |
| WKJG-AM | Sports | Federated | 1.4 | 1.2 |
| WFCV-AM | Religious | Bott | 0.5 | 1.1 |
| WFGA-FM | AdultHits | Fallen Timber | — | 1.1 |
| WCJC-FM | Ctry | Vox | — | 0.5 |
| WLKI-FM | AC | Swick | — | 0.5 |

#291 Grand Forks, ND

Nice spring for rock KJKJ

| Station | Format | Owner | Fa08 | Sp09 |
|---------|--------------|-----------------|------|------|
| KJKJ-FM | Rock | Clr Chnntl | 12.5 | 14 |
| KKXL-FM | Top 40/M | Clr Chnntl | 11.6 | 12.1 |
| KYCK-FM | Ctry | Leighton | 7.1 | 8.4 |
| KSNR-FM | Ctry | Clr Chnntl | 6.3 | 7.5 |
| KNOX-AM | N/T | Leighton | 7.1 | 6.5 |
| KQHT-FM | Clssc Hits | Clr Chnntl | 7.1 | 5.6 |
| KZLT-FM | AC | Leighton | 4.5 | 5.6 |
| KROX-AM | AC | Gopher | 4.5 | 3.7 |
| KFGO-AM | Talk | J. Ingstad | 2.7 | 2.8 |
| KCNN-AM | Sports | Leighton | 1.8 | 1.9 |
| KKEQ-FM | Chrstn Cont. | Pine To Prairie | 1.8 | 1.9 |
| 1.9 | | | | |
| KKXL-AM | Sports | Clr Chnntl | 1.8 | 1.9 |
| KNOX-FM | Clssc Rock | Leighton | 2.7 | 1.9 |
| WDAY-FM | Top 40/M | J. Ingstad | 0.9 | 1.9 |
| WZFG-AM | Talk | SMAHH | 0.9 | 1.9 |
| KKCQ-AM | Talk | Pine To Prairie | 0.9 | 0.9 |
| KKCQ-FM | Ctry | Pine To Prairie | 0.9 | 0.9 |
| KQWB-FM | Rock | Triad | — | 0.9 |
| KRJM-FM | Oldies | R&J | 0.9 | 0.9 |
| KRWK-FM | Clssc Rock | J. Ingstad | 0.9 | 0.9 |
| KTRF-AM | Talk | T. Ingstad | 0.9 | 0.9 |
| WBJI-FM | Ctry | RP | 0.9 | 0.9 |
| WDAY-AM | N/T | Forum | 1.8 | 0.9 |

12+ M-Su, 6AM-12AM
Fall '08 - Spring '09
comparisons, unless otherwise noted



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