

35 YEARS OF THE TATTLER (1975-2009)

Volume XXXV Number 35 September 11, 2009

The Conclave

Presents

# The TATTLER

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



**Twin Cities Radio Personality, former Conclave Board Member Passes. Mesa Kincaid**, legendary Minneapolis air talent and former **Conclave** Board member, died last Sunday (9/6) in Pine City, MN of an apparent heart attack at the age of 52. A **Brown Institute** grad, Mesa got her start in Twin Cities radio at U100 in 1976 as "Cheetah". Eventually, she took the name Mesa Kincaid and became "The Fox That Rocks." After stops at KSTP-FM and WCCO-FM (now WLTE), she joined

KQRS and teamed with **Tom Barnard** (still at the station with a #1 morning show) as "The Cat & Kincaid." She was a member of the Conclave board (then called 'The Advisory Panel') from 1980 - 1982. Always an ardent advocate for women in radio, she was instrumental in bringing the likes of **Mary Quass**, **Sis Kaplan**, **Betty Breneman**, and FCC member **Molly Pauker** to the Conclave agenda in the early 80's. After she left radio, she became an environmental consultant and continued to work as a freelance journalist. She is survived by her husband (**Donald Hoeft**), a son & daughter (**Dustin & Courtney**), a sister (**Shelley**), and her mom (**Dorothy Coppess**). A Minneapolis funeral is pending. For a sampling of Mesa's work, [visit www.radiotapes.com](http://www.radiotapes.com). *Comment: While Mesa's broadcasting career lasted for less than a decade, her influence on the medium - especially the role of women on the dial - will be long felt. We shall miss her creativity, dedication, and her passion. Radio was made richer because of her presence. - TK*

Big news for radio from **Apple** and **Steve Jobs** this week. The brand new **iPhone Nano** will have a built-in FM tuner. 30 million iPhones have been sold in only two years. 30,000 ringtones from all four major labels will also be available for download at \$1.39 each, with free previews. **iTunes**, which has sold over 8.5 billion songs to 100 million accounts, will now be offered as iTunes 9. The updated Nano, with the FM tuner, is available today for \$149 (8GB) and \$179 (16GB). Jobs is 5 months removed from a liver transplant.

The **NAB** is ecstatic about the FM tuner in the new Nano. "Today's announcement validates a longstanding desire by NAB and broadcasters across America to ensure that our free and local content is available on every conceivable mobile device and technology," NAB EVP **Dennis Wharton** said in a statement. "On behalf of radio broadcasters across the country, NAB applauds Apple for recognizing the value of free, local radio. It gives America's 235 million weekly radio listeners yet another platform to enjoy our free service and brings a valuable feature to one of the world's preeminent entertainment products." *Comment: Pursuing Apple to place an FM tuner in its iProducts should have been a priority for the industry upon the launch of the iPod on October 23, 2001. For whatever reason, it apparently did not. Now, in 2009, Apple has finally included it on their breakthrough iPhone device. While we applaud the addition, no one at the NAB nor Apple should take any particular pride in recognizing - much less celebrating - a common sense technological add-on 8 years late. - TK*

The **Feds** busted up a major Internet music piracy group. The indictment claims that **Adil R. Cassim's** group, known as **Rabid Neurosis**, conspired to copy and release songs, even before the Labels released them to market. The stolen music was stored on computer servers and gained the group a reputation that allowed it to trade music with other pirates with massive libraries. Rabid Neurosis is being accused of getting access to this unreleased music by having insiders in the music industry, including radio station employees, who often get advanced copies of music releases.

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

**Conclave Webinar!**  
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**16**  
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The **MusicFirst** coalition is taking their fight to the **FCC**. The petition, says MusicFirst, "details how radio stations across the country refuse to air MusicFirst ads, threaten artists who support the effort to create a fair performance right on radio and continue to run misleading ads produced by the NAB – all in an effort to promote their own private, commercial interests at the expense of their public interest obligations." The coalition refuses to specify the call letters of the station's in question. This time, though, MusicFirst included an e-mail sent by college radio station WICB/Ithaca to **Aimee Mann's** online message board that read, "Since you support MusicFirst, WICB hereby drops Aimee Mann and **Til Tuesday** from our playlist like a bad habit." The e-mail also said, "I will encourage the college broadcasters to follow our lead, and the few commercial stations that play your music will be happy to join our cause." *Comment: Like their NAB counterparts in the radio royalties battle, musicFirst is covering as many lobbying bases as it can. The FCC petition provides musicFirst with another platform with which to make its claims. If it is unable to "detail" the abuses...as some in our industry contend they cannot...the petition will be dropped by the FCC. And that really matters little to musicFirst. They've gotten the press they were after with the filing, keeping their name and cause in front of the public and the industry. - TK*

The **Country Music Association** announced final nominees in five categories for the 43<sup>rd</sup> annual CMA Awards. Congrats to several colleagues around the neighborhood. **Major Market:** "The All New Dr. Don Morning Show" with Don Carpenter, Steve Grunwald, Rachel Hunter and Jason "The 300lb Cowboy" Raithel (WYCD/Detroit). "The Cornbread Morning Show" with Cornbread, Pat James, Annie Henson, Harry Schroeder and Mac "Captain Mac" Douglas (WIL/St. Louis). **Large Market:** "Chris Carr and Company" with Chris Carr, Jeffrey "Maverick" Bolen and Jason Statt (WUBE/Cincinnati). "Jim Denny and Friends" with Jim Denny, Deborah Honeycutt and Kevin Freeman (WFMS/Indianapolis). "Karen, Scott and Radar – The Moo Crew" with Karen Dalessandro, Scott Dolphin and Tony "Radar" Hess (WMIL/Milwaukee). **Medium Market:** "Brian and Kellie Morning Show" with Brian Pierce and Kellie Michaels (KFDI/Wichita). "The Kat 103 Morning Show" with Steve Lundy, Gina Melton and Craig Allen (KXKT/Omaha). Nominees for **CMA Radio station of the Year, Major Market:** KYGO/Denver, WUSN/Chicago and WYCD/Detroit. **Large Market:** WUBE/Cincinnati. **Medium Market:** KXKT/

Omaha. **Small Market:** WAXX/Eau Claire, WI. Winners will be notified in mid-October and will be acknowledged at the CMA Awards November 11<sup>th</sup>. For a complete listing of all nominees, check out: [www.cmaworld.com](http://www.cmaworld.com).

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 16<sup>th</sup> 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 Base<sup>sm</sup>** 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.

Get Well wishes to **Minnesota Public Radio/American Public Media** "A Prairie Home Companion" host **Garrison Keillor**, who is resting at the Mayo Clinic in Rochester, MN after suffering a stroke last Sunday. According to a clinic spokesman, Keillor "is up and moving around, speaking sensibly, working at a laptop and is expected to be released today. He plans to resume a normal schedule next week."

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**Ando Media** entered the **Media Rating Council's** Accreditation process from Ando's Webcast Metrics real-time Internet audio measurement product. MRC accredits audience measurement services that are relied on by buyers and sellers in the ad industry. "We are very pleased that Ando has chosen to pursue MRC accreditation and has begun work on the pre-audit," MRC Exec. Dir./CEO **George Ivie** said. "We recognize the increasingly important role Ando plays in today's audio marketplace, and its participation in the audit and accreditation process demonstrates its leadership in bringing greater transparency and accountability to this emerging media space." "This is a critical step for us," Ando COO **Paul Krasinski** said. "MRC is the gold-standard for measurement. Accreditation will not only validate our metrics, but it will give the Internet audio industry a measurement standard that's been validated at the very highest level."

The **Mentoring and Inspiring Women in Radio** (MIW) names **CBS** Urban AC WBAV and Urban WPEG/Charlotte OM/PD **Terri Avery** as the recipient of the first annual MIW Radio Group "Achievement in Programming" award to be presented on Thursday, September 24th at 10:30a during the PD Supersession at the 2009 NAB Fall Radio Show in Philadelphia. This brand new award hopes to encourage the advancement of women in programming and to reward and recognize those who achieve success in the field.

Conclave partner **RCS** announced the release of **GSelector 3.12**, adding several new enhancements, including: multiple database access, hour and depth search, interactive history maps and user defined support in the web service. For more info on this exciting new development, visit [www.rcscommunity.com](http://www.rcscommunity.com).

**Milwaukee Public Schools** AAA/Young Urban hybrid WYMS/Milwaukee began an eight-week series it calls "Making a Difference" to focus on volunteerism at eight local non-profits. "Make a Difference" includes short-form audio pieces focusing on volunteers and mentors, organizations and residents who benefit from important community involvement.

**WGN America** announces **Rick Dees** as host of "Outta Sight Retro Night" The show features classic sitcoms, like: **The Cosby Show**, **Alf**, **Cheers** and so on. It airs Sunday at 5p CT and was previously hosted by **Casey Kasem**.

Former **Saga** Hot AC KSTZ/Des Moines PM driver **Bobby Knight** is now PD at **Three Eagles** Country KIAQ and Rock KUEL/Ft. Dodge, IA. Knight will also do mornings at KIAQ, "track" mornings for KUEL and do afternoons for 'sister' Hot AC KKEZ.

Miss the Learning Conference? Fear not! For the first time ever, the **Conclave** is now making key sessions from the just-completed 2009 Learning Conference available in MP3 form along with the more traditional CD format. These recordings are available for \$9.99 each as an MP3, or \$19.99 each in CD form. Sessions available for ordering include the following keynotes and special sessions: The **Jeff Haley** Keynote, The Awards Luncheon, The **Brian Jennings** Keynote, The **Chris Barron** (Spin Doctors!) Keynote Session, Is That Your Funnybone Or Are You Just Happy to Hear Me with **Pat Proft**, Humorist & Screenwriter with **Brian Kelly**. All Conclave College sessions are available, too - **Valorie Geller**: Never Lose A Listener! **Kipper McGee**: How Not To Self-Destruct Your Radio Station, Content Delivery: It's Not Just Radio Anymore. And every Promotion Summit session can be ordered, as well - You Call That An Event? Beyond The Card Table, NTR Ideas To Boost Station Revenues & Your Value To Your Station, It's Not In The Budget! How To Create Promotions That Drive Ratings When You Have No Marketing Dollars, and Turning The Bullhorn In - Help Craft Successful Promotions By Listening To Your Audience To Find Out What They Really Want. To order, visit [www.theconclave.com](http://www.theconclave.com) and download an order form. Or click on <http://www.theconclave.com/upload/2009mp3cdorderform.pdf>.



**THE CONCLAVE/MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416**

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# The ONLY Multi-Formatic Radio Programming Conference in America...

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## ...says "See You Next Year"!

**Greater Media** Classic Rock WCSX/Detroit morning sports anchor **Jason Carr** has left the building.

**Radio One**/Cleveland grabs **Colby Colb** to replace **Kim Johnson** as OM.

**Radio One** Top 40 WNOU/Indianapolis welcomes the return of local Indy talent **Mel McMahon** for weekends.

**Journal Talk** WTMJ-AM/Milwaukee says goodbye to afternoon "Green House" sidekick **Phil Cianciola**.

**Clear Channel**/St. Louis promotes **Beth Davis** to Pres./Market Mgr. for the cluster. Davis succeeds **Dennis Lamme**.

**Jobs. Entercom**/Madison, WI needs a PT afternoon traffic reporter with production duties. You will handle traffic on two radio stations and NBC 15. Demo and resume to: [demoore@entercom.com](mailto:demoore@entercom.com)...**Leighton**/Grand Forks, ND is looking for an AC morning show co-host. Send your most recent and best work to: [mac@knoxradio.com](mailto:mac@knoxradio.com)...**RP Broadcasting**/Bemidji,

MN seeks an AE to sell radio, mobile marketing and event marketing to local businesses. Send your resume to: [dvoss@kbbj.com](mailto:dvoss@kbbj.com)...**Way-FM**/Denver has an opening for a "behind the scenes hero" to help keep watch over production and operations of their morning show. You will assist the programming department. If you care for details and have on-air skills, send your package to: [jconnell@wayfm.com](mailto:jconnell@wayfm.com)...**Withers** NT KAPE-AM/Cape Girardeau, MO wants a unique talent to deliver the news. Send writing samples, resume and demo to: [kcasey@withersradio.net](mailto:kcasey@withersradio.net)...**Three Eagles**/Watertown, SD has an opening for a Morning Show. If you are a team-player and take an active interest in the community, send your best to: [ccrawford@watertown.threeeagles.com](mailto:ccrawford@watertown.threeeagles.com)...**Three Eagles**/Watertown, SD is also looking for a News Reporter responsible for gathering, writing and announcing the news. You will attend events and prepare reports for air. T&R's to: [ccrawford@watertown.threeeagles.com](mailto:ccrawford@watertown.threeeagles.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](mailto:tomk@theconclave.com) no later than Thursday evening for Friday publication. No calls unless otherwise specified.

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## Spring Book 2009

### #249 LaSalle-Peru, IL

Country WALS loses 1+ but still wins.

Station	Format	Owner	Fa08Sp09	
WALS-FM	Ctry	Mendota	10.1	8.9
WGN-AM	N/T	Tribune	7.4	7.8
WIVQ-FM	Top 40/M	Mendota	7.4	7.3
WYYS-FM	Oldies	Mendota	4.8	5.6
WLS-AM	Talk	Citadel	4.2	5
WAJK-FM	AC	La SalleCo.	4.2	4.5
WCMY-AM	Talk	NRG	3.7	3.9
WIXO-FM	ActRock	Regent	4.2	3.9
WLPO-AM	N/T	La SalleCo.	4.8	3.9
WBZG-FM	ClsscRock	Mendota	4.2	3.4
WGLC-FM	Ctry	Mendota	2.6	3.4
WKOT-FM	ClsscHits	La SalleCo.	4.2	3.4
WBBM-AM	News	CBS Radio	2.1	2.2
WRKX-FM	AdultHits	NRG	2.1	1.7
WSCR-AM	Sports	CBS Radio	2.1	1.7
WSPL-AM	Talk	Mendota	1.1	1.7
WZOE-AM	N/T	WZOE Inc	1.6	1.7
WLLR-FM	Ctry	Clr Chnml	0.5	1.1
WMKB-FM	ClsscRock	KM	1.1	1.1
WXLP-FM	ClsscHits	Cumul.	1.1	1.1
KCQQ-FM	ClsscHits	Clr Chnml	—	0.6
WBNQ-FM	Top 40/M	Regent	—	0.6
WCCQ-FM	Ctry	NextMedia	1.6	0.6
WCPY-FM	Talk	Newsweb	0.5	0.6
WCSJ-FM	Stnrds	Nelson	—	0.6
WERV-FM	ClsscHits	NextMedia	0.5	0.6
WFYR-FM	Ctry	Regent	—	0.6
WJDK-FM	AC	Nelson	0.5	0.6
WJRE-FM	Ctry	Miller	—	0.6
WKSC-FM	Top 40/M	Clr Chnml	0.5	0.6
WLEY-FM	Reg.Mex.	SBS	0.5	0.6
WMVP-AM	Sports	ABC Radio	0.5	0.6
WPBG-FM	ClsscHits	Triad	0.5	0.6
WRXQ-FM	ClsscRock	NextMedia	1.1	0.6
WSPY-FM	AC	Nelson	0.5	0.6
WZOE-FM	Oldies	WZOE Inc	1.1	0.6

### #254 Lima, OH

Nice spring for last fall's top 4.

Station	Format	Owner	Fa08Sp09	
WIMT-FM	Ctry	Clr Chnml	13.8	15.4
WIMA-AM	News	Clr Chnml	8.2	9.6
WFGF-FM	Ctry	Maverick	5.7	7.1
WLWD-FM	Top 40/R	Clr Chnml	6.9	7.1
WMLX-FM	AC	Clr Chnml	8.2	6.4
WZRZ-FM	ActRock	Clr Chnml	6.3	5.8
WEXE-FM	ClsscRock	Maverick	6.3	5.1
WDOH-FM	AC	Maverick	3.8	3.8
WBYP-FM	ActRock	Federated	3.1	3.2
WLW-AM	Talk	Clr Chnml	2.5	2.6
WHIO-AM	Talk	Cox Radio	1.3	1.9
WZOQ-AM	Sports	Maverick	1.3	1.3
WBUK-FM	ClsscRock	Findlay	1.9	0.6
WCKY-FM	Ctry	Clr Chnml	0.6	0.6
WCSM-FM	AC	Hayco	0.6	0.6
WDSJ-FM	Ctry	Clr Chnml	1.3	0.6
WERT-AM	Stnrds	First Family	0.6	0.6
WHKO-FM	Ctry	Cox Radio	0.6	0.6
WKKI-FM	ClsscHits	Sonshine	0.6	0.6
WKRC-AM	N/T	Clr Chnml	—	0.6
WKSD-FM	Oldies	First Family	0.6	0.6
WKXA-FM	ClsscRock	Findlay	0.6	0.6
WMVR-FM	AC	Dean Miller	0.6	0.6
WTVN-AM	Talk	Clr Chnml	0.6	0.6

### #172 Lincoln, NE

Wow! Country KZKX gains 6 & 1st place!

Station	Format	Owner	Fa08Sp09	
KZKX-FM	Ctry	3 Eagles	4.1	10.2
KTGL-FM	ClsscHits	3 Eagles	9	7
KFGE-FM	Ctry	NRG	5.2	6.7
KFRX-FM	Top 40/M	3 Eagles	6.6	6.7
KLIN-AM	N/T	NRG	10	6.7
KFOR-AM	Talk	3 Eagles	7.9	6.3
KIBZ-FM	Rock	3 Eagles	4.1	5.6
KBBK-FM	Hot AC	NRG	6.6	4.9
KLNC-FM	ClsscHits	NRG	3.1	3.5
KFAB-AM	N/T	Clr Chnml	3.8	2.8
KLMS-AM	Sports	3 Eagles	4.1	2.8
KOOO-FM	AdultHits	NRG	1.7	2.8
KGBI-FM	ChrstrnCon.	Salem	2.1	2.1
KQCH-FM	Top 40/M	Journal	1.7	2.1
KGOR-FM	ClsscHits	Clr Chnml	2.4	1.8
KEZO-FM	Rock	Journal	1	1.4
KQKQ-FM	Hot AC	NRG	2.1	1.4
KVSS-FM	Religious	VSSCath	—	1.4
KQBW-FM	ClsscRock	Clr Chnml	—	1.1
KKAR-AM	Talk	NRG	—	0.7
KOZN-AM	Sports	NRG	0.7	0.7

### #98 Madison, WI

Adult WMGN bounces back.

Station	Format	Owner	Win 09Sp09	
WMGN-FM	AC	Mid-W Fam.	5.7	7.5
WIBA-AM	N/T	Clr Chnml	6.8	6.2
WZEE-FM	Top 40/M	Clr Chnml	8.3	6.2
WWQM-FM	Ctry	Mid-W Fam.	3.5	5.9
WOX-FM	Oldies	Entercom	4.6	5
WJJO-FM	ActRock	Mid-W Fam.	4.6	4.7
WIBA-FM	ClsscRock	Clr Chnml	3.7	4.5
WMAD-FM	Ctry	Clr Chnml	4.8	4.5
WJQM-FM	Top 40/R	Mid-W Fam.	2.9	4
WMMM-FM	AAA	Entercom	3.9	3.8
WXXM-FM	Talk	Clr Chnml	3.9	3.1
WCHY-FM	AdultHits	Entercom	3.3	2.6
WJVL-FM	Ctry	Bliss	0.9	2.1
WTSO-AM	Sports	Clr Chnml	2.2	1.9
WTLX-FM	Sports	Good Karma	1.3	1.7
WDMP-FM	Ctry	Dodge-Point	1.7	1.6
WLMV-AM	SpanVar'ty	Mid-W Fam.	0.7	1.6
WGN-AM	N/T	Tribune	—	1
WHIT-AM	Oldies	Mid-W Fam.	1.5	1
WTDY-AM	N/T	Mid-W Fam.	0.6	1
WNNO-FM	AC	Magnum	—	0.9
WSJY-FM	AC	NRG	1.3	0.9
WDDC-FM	Ctry	Zoe	0.7	0.7
WTMJ-AM	N/T	Journal	—	0.7
WWHG-FM	Rock	Good Karma	—	0.7
WBEV-AM	Talk	Good Karma	—	0.5

### #274 Mankato-New Ulm-St. Peter, MN

Just 1.5 shares separate the top 4.


Station	Format	Owner	Fa08Sp09	
KATO-FM	Ctry	Linder	10.9	9.2
KEEZ-FM	Hot AC	3 Eagles	8	9.2
KYSM-FM	Ctry	3 Eagles	8	8.5
KTOE-AM	N/T	Linder	6.5	7.7
KQYK-FM	Rock	3 Eagles	5.8	5.6
KXLP-FM	ClsscRock	Radioactive	5.8	5.6
KNUJ-AM	Ctry	Ingstad	3.6	4.2
KXAC-FM	Oldies	Linder	4.3	4.2
WCCO-AM	Talk	CBS Radio	—	3.5
KDOG-FM	AdultHits	Linder	4.3	2.8
KNUJ-FM	AdultHits	Ingstad	2.2	2.1
KRBI-FM	ClsscRock	3 Eagles	3.6	2.1
KTTB-FM	Top 40/R	N.Lights	2.2	2.1
KXXR-FM	ActRock	Citadel	1.4	2.1
KOWZ-FM	AdultHits	Linder	0.7	1.4
KRRW-FM	Ctry	Linder	1.4	1.4
KYSM-AM	Sports	Linder	1.4	1.4
KDWB-FM	Top 40/M	Clr Chnml	0.7	0.7
KFAN-AM	Sports	Clr Chnml	0.7	0.7
KFMC-FM	ClsscRock	Woodward	0.7	0.7
KKCK-FM	Top 40/M	Linder	—	0.7
KOWZ-AM	Talk	Linder	—	0.7
KQRS-FM	ClsscRock	Citadel	1.4	0.7
KTLK-FM	Talk	Clr Chnml	—	0.7
WHO-AM	N/T	Clr Chnml	—	0.7

### #215 Muncie-Marion, IN

Adult WLBC stays in double digits & #1.

Station	Format	Owner	Fa08Sp09	
WLBC-FM	Hot AC	Backyard	16.7	13.2
WMDH-FM	Ctry	Citadel	8.9	9.3
WFBQ-FM	ClsscRock	Clr Chnml	7.9	7.4
WXXC-FM	ClsscHits	Vox	5.9	6.9
WCJC-FM	Ctry	Vox	5.9	6.4
WERK-FM	Oldies	Backyard	3.9	6.4
WBYP-FM	ActRock	Federated	3	2.9
WHY-FM	ClsscRock	Backyard	3.4	2.9
WOWO-AM	N/T	Federated	2.5	2.5
WWKI-FM	Ctry	Citadel	2.5	2.5
WFMS-FM	Ctry	Cumul.Part.	1.5	2
WRZX-FM	Alt	Clr Chnml	2	2
WBAT-AM	Oldies	Vox	1.5	1.5
WIBC-FM	Talk	Emmis	1.5	1.5
WMRI-AM	Gospel	Vox	1.5	1.5
WZPL-FM	Hot AC	Entercom	2	1.5
WHTI-FM	ClsscRock	Backyard	1	1
WJJK-FM	ClsscHits	Cumul.Part.	1	1
WLW-AM	Talk	Clr Chnml	1.5	1
WTFN-AM	Sports	Backyard	1	1
WAJI-FM	AC	Sarkes Tarz.	0.5	0.5
WDSJ-FM	Ctry	Clr Chnml	0.5	0.5
WFRN-FM	Religious	Progressive	0.5	0.5
WFRR-FM	ChrstrnCon.	Progressive	—	0.5
WHBU-AM	Talk	Backyard	0.5	0.5
WKUZ-FM	AC	Up. Wabash	—	0.5
WLHK-FM	Ctry	Emmis	0.5	0.5
WMEE-FM	Hot AC	Federated	0.5	0.5
WNHT-FM	Top 40/R	Summit	0.5	0.5
WNTR-FM	ClsscHits	Entercom	1	0.5
WPGW-FM	Ctry	AdamsCo.	0.5	0.5
WQLK-FM	Ctry	Brewer	0.5	0.5
WYXB-FM	AC	Emmis	0.5	0.5

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



**ARBITRON**  
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