

35 YEARS OF THE TATTLER (1975-2009)

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The Conclave

Presents

The TATTLER

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

Don't miss **The Conclave's** next webinar – **Conducting Your Own Programming Audit** with noted programmer and consultant **Mike O'Malley** on Wednesday, September 30th at 3P EDT/2P CDT! The webinar may be attended free of charge and is sponsored by **Albright & O'Malley Consultants** and the **Envision Radio Network**. To participate, preregistration is necessary by clicking on <https://www1.gotomeeting.com/register/168549280>. Getting your radio station ready for a ratings period a few times a year used to be so simple - a quick scan of a few points on a short checklist, and you were set. Yesterday's world of radio programming has evolved to a much more complicated universe of issues today, and the tasks that must be performed and constantly evaluated have multiplied considerably. **Conducting Your Own Programming Audit** with Albright & O'Malley's **Mike O'Malley** will help you form the right checklist to monitor and improve your station's programming operations on an ongoing basis. Says Mike about this special webinar: "Imagine evaluating your station as an auditor might, examining your product as a collection of assets and liabilities. Which ones are your most valued? What under-performers could you improve? What are liabilities? Become an expert *Programming Auditor* in just one hour!" **Mike O'Malley** is a conceptual problem solver, a creative and original thinker, and a seer of possibilities. He is particularly skilled at identifying and exploiting a station's unique identity and opportunities, then building a plan for success. Mike is credited with being one of the earliest developers of the "Classic Hits" format, and has been consulting country radio since 1992. His past and present clients include **Citadel, Clear Channel, Beasley, Journal, Triad, New South, SFX, Lotus, AGM** and others. Prior to consulting, he was a National Research Director and spent five years as Program Director of NBC's WYNY in New York City, launching it as a country station in 1987. He has also programmed stations in Baltimore, Washington, DC,

and a number of other large and medium markets. *Comment - Mike is one of the industry's premier mentors. Together with his consulting partner, Jaye Albright, they've built Albright & O'Malley into one of the industry's leading consultancies. We're excited to present a most poignant webinar that is guaranteed to assist any and all radio stations as we begin a critical fall ratings period.*
- TK

For a good time, call Minnesota Governor **Tim Pawlenty**. The Governor gave out the wrong number during his **CBS** Talk WCCO-AM/Minneapolis show last Friday, sending callers to a phone sex line. Apparently, Pawlenty told listeners to dial the wrong prefix – 800 instead of 866. Pawlenty's office has since issued a statement explaining, "It was a simple mistake, and he corrected himself later."

NRG Media's KOOO-FM/Lincoln, NE won't be hanging bras over Omaha's busiest street to raise money for the **Susan G. Komen Foundation's Race for the Cure**. The station would then collect the bras and donate them to a local mission. The principal of a Catholic school complained to city officials, claiming it is inappropriate to display undergarments where they could be seen by children. So, city officials stepped in and stopped the event. "I was crying all morning because I really wanted this to work," Race for the Cure organizer **Shari Stone** said after the cancellation.

Radio is still profitable, once the debt issues are resolved. So say financial experts at the opening event at the **NAB Radio Show** in Philadelphia. **Wall Street** is already predicting a recovery. "We're in the middle of an incredible rally for both media equity and debt securities," said **Drew Marcus**, Managing Partner, **Sugarloaf Rock Capital**. In Marcus view, radio will have to get to leverage of four times debt. Of public stocks, only **CBS** is there, with the industry average at nine times, so there will have to be a lot of work done on balance sheets. Some lenders have agreed to swap debt for equity to de-lever overleveraged broadcasting companies. "It's certainly not a strategy of preference," said **Jeff Ferry**, Director, **Goldman Sachs**, whose company has done some of those deals. According to **Michael Bogdan**, Partner, **Atalaya Capital Management**, it's important to be pro-active and work with your banker on a solution. But, some companies are standing firm against any reworking of their loan terms. Marcus put the asking price for many properties at 8-8.5 times cash flow, while the bid side is "anywhere from six time to 'what bid?'"

the Conclave Webinars

Conducting Your Own Programming Audit!

Getting your radio station ready for a ratings period a few times a year used to be so simple - a quick scan of a few points on a short checklist, and you were set. Yesterday's world of radio programming has evolved to a much more complicated universe of issues today, and the tasks that must be performed and constantly evaluated have multiplied considerably. Conducting Your Own Programming Audit with Albright & O'Malley's Mike O'Malley will help you form the right checklist to monitor and improve your station's programming operations on an ongoing basis. This webinar is sponsored by **Envision Radio Networks** and **Albright & O'Malley**!



Mike O'Malley

Conclave Webinar!
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The **MusicFirst Coalition** released new claims this week, saying, "two Washington DC area radio stations failed to comply with public disclosure rules for ads opposing the **Performance Rights Act.**" This news released in testimony to the **FCC.** "These stations, owned by **Clear Channel**, played spots furnished by the **NAB** opposing the Performance Rights Act. MusicFirst inspected the stations' public files and found no record of these broadcasts and nothing about the stations anti-Performance Rights Act activity." "We only checked these two stations," said MusicFirst Exec. Dir. **Jennifer Bendall**, "and found that they failed to meet their obligations under their broadcast licenses. We are two for two. How many other stations failed to file?" Clear Channel EVP/Chief Legal Officer **Andrew Levin** explained, "These were not advertisements. Clear Channel stations were not paid for airing them. As a result, there was no violation of the BCRA. As for the issue of the public files of two stations in Washington, DC, all of our stations were advised on the appropriate filing requirements regarding these unpaid announcements and, to the extent that the appropriate forms were not filed, this was an inadvertent administrative oversight on the part of those stations and is being corrected."

Arbitron released its annual radio industry study, "Radio Today 2009 Edition." This is the first annual report that includes data from **PPM.** The study showed 90% of all consumers 12+ listen to the radio each week – a higher penetration than TV, magazines, newspapers or the internet. Since the **iPod** was released in Spring 2001, radio has only declined modestly, from 94.9% to 91% in Fall 2008. **Highlights of Radio Today 2009 Edition** *News/Talk is America's No. 1 Format. Classic Hits continues to grow. Contemporary Christian reaches a new ratings high, with more than 14.5 million listeners each week (up from 14.3 million in Spring 2007). Active Rock is steady while Mexican Regional remains the Top Music format for TSL.

Nielsen's new radio measurement service released data showing 18-34 year-olds in the 51 markets covered, listen to the radio 21.5 hours each week – in line with all people age 12+. This is the first data released by Nielsen since it announced last year that it would measure radio in these markets. The survey was conducted in March/April among 119k consumers.

According to a new study by the **Opinion Research Corp.**, Americans are increasingly turning to online and radio sources for news and information, while relying less on newspapers and TV. In their second year of research, the study shows daily

newspapers usage down 4.1% while TV usage dropped 3.6%. During the same period, Radio is up 2.9% and online gained 1.9%. The study of 1k adults measured the percentage of news and information Americans receive from various media sources each month. Consumers reported getting 31% of their news from TV, 19.4% from both radio and newspapers.

The **Miller Kaplan** CPA firm crunched radio data, finding that Sports was the most effective format in converting ratings to revenue in 2008, followed by Hot AC then News/Talk.

Cook County, IL police have added child pornography charges to a 2008 charge of indecent solicitation of a child to former **Clear Channel** Top 40 WKSC/Chicago PT'r **Michael Wawrzyniak** (Baby Boy). 24-year old Wawrzyniak was charged Wednesday with six counts of possession of child porn. Arraignment on the new charges is scheduled for October 9th.

Jacobs Media iPhone application developer JACAPPS celebrates one million downloads! "In just 10 months of developing smartphone applications, we've seen our clients profit greatly from their investment in apps," Pres. Fred Jacobs said. "Hitting one million downloads is validation for our concept of 'stationalized' applications that brand individual radio stations on the iPhone and iPod/Touch, while providing easy access for listeners and fans."



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Salon.com published their three-part expose on **Premiere** syndicated host **Glenn Beck**. "Whether or not some of its details are reliable, the story of how Glenn Beck the teenage DJ became Glenn Beck the cultural phenomenon has both political and personal significance. But is Beck's journey conservatism's post-millennial crack-up writ small, complete with a preference for faith over fact? Is it simply a classic show biz success story?" Whether or not you agree with Glenn Beck, this is a very interesting story about a radio journey.

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 and download an order form. Or click on <http://www.theconclave.com/upload/2009mp3cdorderform.pdf>.

R&R vets **Kevin Carter**, **Steve Resnik** and **Keith Berman** have put out an online missive called **RAMP** (Radio and Music Pros), as part of former **CBS** exec's **Rob Barnett's** mydamchannel.com. If you want to see what "street talk" has turned into, contact Kevin at Kevin@mydamchannel.com and ask for the free daily publication.

\$ale\$-Fax News adds longtime radio operator, past **AWRT** Pres. and **MIW** Co-Founder **Joan E. Gerberding** to its Board of Advisors to help introduce its latest advances in ad sales intelligence to the radio and digital media industries.

Augustana College noncom **KAUR/Sioux Falls, SD** will now be programmed by **Minnesota Public Radio**. The college remains the owner and licensee of the station, but MPR will handle the day-to-day. Already in place is MPR's news and talk network with the Classical MPR network already available in the market on **KRSD**.

Former Iowa state legislator **Ed Fallon** and his wife **Lynn** are launching a daily, hour-long talk show on **Citadel** Talk **KWQW/Des Moines**. The "Fallon Forum" offers a liberal/progressive viewpoint. The Fallons are paying \$350/hour for the airtime.

Bonneville Sports **WXOS/St. Louis** adds former Rams defensive tackle **La'Roi Glover** as co-host for the Friday night "Rams Rush Hour" show.

Former **Billboard** editor and Nashville bureau chief **Phyllis Stark** joins **Radio-Info.com** as Exec. Editor of Country music, effective October 1st.

Veteran talk host **Austin Hill** joins **Peak Broadcasting** Talk **KIDO-AM/Boise** for afternoons.

Oasis Radio Group Top 40/Rhythmic **WJFX/Ft. Wayne APD/MD/PM** driver **Weasel** has left the building.

Our condolences to family and friends of **Tom Hoppe**, the longtime voice on **Clear Channel** Talk **WDUZ-AM/Green Bay**. Hoppe passed Sunday of cancer. He was 72.

Condolences to the family of **Howard J. Fuys**, who died this week in Port Washington, WI. Fuys worked in broadcasting most of his life in Beloit, WI, Atlanta, GA, Chattanooga, TN, Kenosha, WI and owned **WGLB** in Port Washington, WI from 1972 thru the mid-80's.

Conclave on-the-move! The Conclave office will be moving to a new location inside our current office building next week. Our phones and address will remain the same (we'll be driving delivery people crazy, since our new 'Suite 104' will now be located on the 3rd floor!). However, phone service could be disrupted for a short time during the changeover. If you happen to call when our phones are in flux (say THAT 5 times fast...but not on the air!), just leave a message (voice mail will still work) and we'll return the call as soon as the phones are able (952-927-4487).

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Conclave Webinar Schedule: September 30 - Conducting your own Programming Audit with **Mike O'Malley**. See details elsewhere in this TATTLER. October 14 - A Small, Good Thing with **Tom Webster**. October 28 - Lessons Learned From The Legends with **Bob Shannon**. November 12 - The **Kurt Hanson** Webinar! December 2 - The **Douglas Zanger** Webinar! More will be announced. All Conclave Webinars are co-sponsored by **Envision Radio Network!**

Jobs. KUOO/KUQQ in Spirit Lake, Iowa is searching for their next Sports Director. Daily sportscasts, extensive play by play and a passion for providing great local sports coverage is a must. 2 years experience is preferred. Send your package to: **Chad Taylor**, Program Director, PO Box 528, Spirit Lake, Iowa 51360 or email <mailto:czimmerman@nrgmedia.com>...**Midwest Communications** News-Talk KDAL/WDSM/WGEE-AM/Duluth is looking for a Brand Manager for the AM talk stations. If you have a passion for the format and know how to make it sizzle, apply to: corey.carter@mwcradio.com...A Midwest Classic Rock station needs its next PD. Strong knowledge of the format along with success is a must. T&R's to: billjacobs@jacobsmedia.com...KTIC AM-FM/West Point, NE has an opening for a talented, motivated

Production/Continuity Director. Send your resume, writing and production samples to: diane@kticradio.com...Smooth Jazz WNWV/Cleveland needs weekend help. If you have a passion for radio and music send your best to: angie@wnwv.com...**Saga** Oldies WQQL/Springfield, MO is searching for their next Morning Show star. They want highly motivated, fun personality to keep the forward momentum going. Experience with Adobe Audition, Maestro and Vox Pro needed. Your best stuff goes to: bob@cool1019.com...**Steckline Communications**/Wichita, KS is looking to fill an engineer/IT position. Some travel required. Interested? Get in touch with **Greg Steckline** at: gsteckline@maanradio.com...**Federated Media** News-Talk WOWO-AM/Ft. Wayne needs a Morning News Anchor yesterday. Gather, write, edit and broadcast the news with a local flare. Rush your two-minute demo to: dmandis@wowo.com...**Saga**/Champaign, IL is looking for a talented Production Director/On-Air Talent ASAP. Must have great organizational, production and people skills. Rush your best to: jdrake@mix945.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

#280 Sheboygan, WI

N/T kings WHBL & nearby WTMJ continue the battle.

Station	Format	Owner	Fa08	Sp09
WHBL-AM	N/T	Midwest	8.5	9
WTMJ-AM	N/T	Journal	8.5	9
WBFM-FM	Ctry	Midwest	9.9	8.3
WHBZ-FM	Rock	Midwest	7	7.6
WXER-FM	Top 40/M	Midwest	6.3	4.9
WKLH-FM	ClsscRock	Saga	4.2	4.2
WAPL-FM	Rock	Woodward	3.5	3.5
WLKN-FM	AC	Radio K-T	3.5	3.5
WXSS-FM	Top 40/M	Entercom	3.5	3.5
WJUB-AM	Strnds	Jubilation	2.8	2.8
WMIL-FM	Ctry	Clr Chnml	2.8	2.8
WQBW-FM	ClsscRock	Clr Chnml	2.8	2.8
WHQG-FM	Rock	Saga	1.4	2.1
WIXX-FM	Talk	Clr Chnml	2.1	2.1
WIXX-FM	Top 40/M	Midwest	2.1	2.1
WRIT-FM	AdultHits	Clr Chnml	1.4	2.1
WLDB-FM	AC	Mil.Radio	0.7	1.4
WLWK-FM	AdultHits	Journal	1.4	1.4
WOGB-FM	Oldies	Cumul.	0.7	1.4
WAUK-AM	Sports	Good Karma	0.7	0.7
WBKV-AM	ClsscCtry	Bliss	—	0.7
WBWI-FM	Ctry	Bliss	0.7	0.7
WCLB-AM	Sports	RBH	2.1	0.7
WDUZ-FM	Sports	Clr Chnml	—	0.7
WGN-AM	N/T	Tribune	0.7	0.7
WLTU-FM	Oldies	Cub Radio	1.4	0.7
WLUM-FM	Alt	Mil.Radio	1.4	0.7
WNCY-FM	Ctry	Midwest	0.7	0.7
WOKY-AM	ClsscCtry	Clr Chnml	0.7	0.7
WOLX-FM	Oldies	Entercom	—	0.7
WPKR-FM	Ctry	Cumul.	0.7	0.7
WQTC-FM	ClsscHits	Seehafer	1.4	0.7

#278 Sioux City, IA

T40 KSFT continues its growth.

Station	Format	Owner	Fa08	Sp09
KSUX-FM	Ctry	Powell	12.5	12.4
KSFT-FM	Top 40/M	Clr Chnml	10.2	11.6
KSEZ-FM	Rock	Clr Chnml	10.9	10.1
KSCJ-AM	News	Powell	9.4	8.5
KGLI-FM	Hot AC	Clr Chnml	7.8	7.8
KKMA-FM	ClsscHits	Powell	10.9	7.8
KKYY-FM	Ctry	Powell	7	7.8
KWSL-AM	Oldies	Clr Chnml	4.7	3.9
KZSR-FM	AdultHits	Powell	3.9	3.1
WNAX-FM	Ctry	Saga	1.6	2.3
KMNS-AM	Sports	Clr Chnml	1.6	1.6
KTFC-FM	Religious	Bott	0.8	1.6
KFAB-AM	N/T	Clr Chnml	0.8	0.8
KWMT-AM	Ctry	3 Eagles	0.8	0.8
WNAX-AM	Talk	Saga	0.8	0.8

#178 South Bend, IN

T40 WNDV moves into a tie with AC WNSN.

Station	Format	Owner	Fa08	Sp09
WNDV-FM	Top 40/M	ArtisticPart.	9.7	10.4
WNSN-FM	AC	Schurz	10.4	10.4
WBYT-FM	Ctry	Federated	8.5	9.7
WSBT-AM	N/T	Schurz	10	6.7
WUBU-FM	Urb AC	Partnership	6.2	6.7
WRBR-FM	ActRock	Talking Stick	6.9	5.6
WYPW-FM	Top 40/R	Talking Stick	4.2	5.6
WAOR-FM	ClsscRock	Federated	4.6	4.8
WZOC-FM	Oldies	Plym.Rock	4.2	4.8
WZOW-FM	ClsscRock	ArtisticPart.	1.5	3.7
WFRN-FM	Religious	Progressive	2.3	2.2
WHFB-FM	Ctry	WHFB	1.9	2.2
WSMK-FM	Top 40/R	M.Williams	1.2	1.9
WGN-AM	N/T	Tribune	—	1.1
WHPZ-FM	ChrstnCon.	Le Sea	0.8	1.1
WDND-AM	Sports	ArtisticPart.	1.5	0.7
WSMM-FM	AC	ArtisticPart.	0.8	0.7

#136 Springfield, MO

Country KTTS still king.

Station	Format	Owner	Fa08	Sp09
KTTS-FM	Ctry	Journal	13.8	11.6
KSPW-FM	Top 40/R	Journal	6.7	8.1
KQRA-FM	Alt	MidWFam.	4.7	6.8
KGBX-FM	AC	Clr Chnml	12.1	6.3
KSWF-FM	Ctry	Clr Chnml	3	5.5
KKLH-FM	ClsscRock	MidWFam.	4.4	4.8
KXUS-FM	ClsscRock	Clr Chnml	3.7	4.8
KOSP-FM	Oldies	MidWFam.	2.2	4.6
KTOZ-FM	Hot AC	Clr Chnml	3.9	4.1
KOMG-FM	ClsscCtry	MidWFam.	3	3.7
KSGF-FM	N/T	Journal	6.7	3.3
KTXR-FM	AC	Meyer	3	3.3
KWTO-AM	N/T	Meyer	3.2	2.8
KZRQ-FM	ActRock	Journal	2	2.2
KWTO-FM	Sports	Meyer	2.5	1.5
KHOZ-FM	Ctry	Earls	—	1.3
KADI-AM	Talk	Vision	—	0.4
KADI-FM	ChrstnCon.	Vision	1.2	0.4
KGMV-AM	Sports	Clr Chnml	1.2	0.4

#216 St. Cloud, MN

Rock KLZZ unseats country KZPK.


Station	Format	Owner	Fa08	Sp09
KLZZ-FM	ClsscRock	Regent	7.8	8.8
KZPK-FM	Ctry	Leighton	9.4	8
WWJO-FM	Ctry	Regent	7.8	7.2
KASM-AM	N/T	Starcom	7	5.2
KCLD-FM	Top 40/M	Leighton	4.7	4.8
KCML-FM	AC	Leighton	4.3	4.8
KMXX-FM	Hot AC	Regent	4.3	4.8
WJON-AM	N/T	Regent	3.9	4.4
KZRV-FM	Alt	Regent	3.1	3.6
WHMH-FM	Rock	Hoppe	3.1	3.6
KKJM-FM	ChrstnCon.	Gabreil	2.7	3.2
KQQL-FM	ClsscHits	Clr Chnml	3.5	3.2
KQRS-FM	ClsscRock	Citadel	3.1	2.8
WVAL-AM	ClsscCtry	Tri-County	2.7	2.4
KDDG-FM	Oldies	StarCom	1.6	2
WCCO-AM	Talk	CBS Radio	2.3	2
KNSI-AM	Talk	Leighton	1.6	1.6
KTLK-FM	Talk	Clr Chnml	0.8	1.6
KIKV-FM	Ctry	Omni	1.2	1.2
KSTP-FM	Hot AC	Hubbard	1.2	1.2
KTTB-FM	Top 40/R	N.Lights	1.2	1.2
KXXR-FM	ActRock	Citadel	1.6	1.2
KDWB-FM	Top 40/M	Clr Chnml	0.8	0.8
KFAN-AM	Sports	Clr Chnml	0.8	0.8
KTCZ-FM	AAA	Clr Chnml	0.8	0.8
KXSS-AM	Sports	Regent	0.8	0.8
KZJK-FM	AdultHits	CBS Radio	0.4	0.8
KEEY-FM	Ctry	Clr Chnml	0.4	0.4
KLCI-FM	ClsscCtry	StarCom	—	0.4
KSTP-AM	Talk	Hubbard	0.4	0.4
WBHR-AM	Sports	Hoppe	0.4	0.4
WLTE-FM	AC	CBS Radio	0.4	0.4

#209 Terre Haute, IN

Country WTHI continues its 10+share lead.

Station	Format	Owner	Fa08	Sp09
WTHI-FM	Ctry	Emmis	24.2	21.7
WMGI-FM	Top 40/M	Midwest	12.6	9.1
WBOW-FM	AC	Crossroads	2.4	6.1
WWSY-FM	AdultHits	Midwest	3.4	5.6
WWVR-FM	ClsscRock	Emmis	6.3	5.6
WIBQ-FM	Talk	Midwest	4.3	4
WAXI-FM	Oldies	Crossroads	4.3	3.5
WCBH-FM	Top 40/M	Cromwell	1.9	2.5
WQTY-FM	Oldies	Original	1	2
WSDM-FM	Ctry	Crossroads	1.9	2
WBOW-AM	Sports	Crossroads	1	1.5
WDNL-FM	AC	Neuhoff	—	1
WIXY-FM	Ctry	Saga	—	1
WMMC-FM	AC	JDL	2.9	1
WXTT-FM	Rock	Saga	—	1
WFMS-FM	Ctry	Cumul.Part.	0.5	0.5
WGN-AM	N/T	Tribune	—	0.5
WNDI-FM	Ctry	JTM	0.5	0.5
WWBL-FM	Ctry	Original	—	0.5

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



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