

35 YEARS OF THE CONCLAVE (1976-2010)

Volume XXXVI Number 7 February 19, 2010

The Conclave

Presents

The TATTLE R

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

The Conclave proudly presents its next webinar, Wednesday February 24th (at 3P EST/ 2P CST): **Not Just For Engineers-HD Radio with Tom Ray!** This webinar is sponsored by **iBiquity Digital** - developers of **HD Radio™ Technology**. Attendance at this special webinar is free, but preregistration is necessary at <https://www1.gotomeeting.com/register/931270977>. **Tom Ray's** webinar will discuss HD Radio from a non technical standpoint so that you have a better understanding of what exactly HD Radio is and what it can mean to contemporary radio. Says Arch 105/ St. Louis' **Jay Philpott**, the webinar's moderator, "Tom plans to utilize wonderfully simple charts and graphs that will take the technical aspects of the subject down to a simpler visualization. After this webinar, we can pretty much guarantee you'll march to the head of the class when it comes to knowledge of basic HD!" **Thomas R. Ray, III** CPBE, AMD, DRS, is VP/Corporate Director of Engineering for **Buckley Broadcasting**/WOR Radio in New York City. WOR is New York City's first AM HD Radio station. Buckley presently has two FM HD stations operating, K WAV in Monterey, CA, and WDR C-FM in Hartford, CT. Tom installed the transmitter for K WAV, and directed the installation with WDR C-FM, and is about to take DRC-FM to the -14dB power level. He is one of the pioneering Engineers in practical application of HD Radio technology, and is considered the "expert" in this area. He is author of the book "*HD Radio Implementation: The Field Guide for Facility Conversion*", published by **Focal Press** and the **SBE**. *Comment: After all these years of HD's existence, it is truly amazing that so much confusion and misunderstanding about it exists. In this timely webinar, Tom Ray has been able to wonderfully synthesize its important elements into an easy to understand, compact webinar. The Q&A alone will be worth the price of admission...which is free!* - TK

The nation's premiere rock radio consulting firm and America's longest running radio programming conference announce an important, new learning partnership. **The Conclave** will partner with **Jacobs Media** in presenting the **JACOBS MEDIA SUMMER SCHOOL**, an essential educational event opening the 35th annual Learning Conference on Thursday, July 15th at the Doubletree Park Place Hotel/Minneapolis. Jacobs Media President **Fred Jacobs** comments, "We're excited about presenting our version of Summer School at this year's Conclave. Consulting at its roots is about teaching, and we'll be focusing on the fundamentals of great radio programming, presented in an entertaining way by the Jacobs staff, along with some special guests." Jacobs adds, "We're looking at several short and substantive sessions, covering everything from how to get the most out of your music scheduling system to tactically using social networking tools. **SUMMER SCHOOL** is aimed at programmers and personalities who want to take their skill set to the next level." Jacobs Media is the largest radio consulting firm in the United States specializing in Rock formats. The company, formed in 1983 by Fred Jacobs, created the Classic Rock format, and has been a leading force in Alternative and Mainstream Rock. Currently, Jacobs Media services are used by nearly every major broadcasting company, including **CBS, Entercom, Cox, Greater Media, Citadel, Journal**, and others. Jacobs Media has also provided research and consulting services to **The Corporation for Public Broadcasting, National Public Radio, Public Radio International**, and public radio stations around the country. Learn more at <http://www.jacobsmedia.com>. The company's smartphone application division, **jacAPPS**, has designed and launched more than 130 apps in the past 16 months. For a limited time, attendees can qualify for a special \$149 Conclave tuition by using JACOBS MEDIA as the "Gang of Ten" code on their Conclave registration form. Attendance at the JACOBS MEDIA SUMMER SCHOOL is guaranteed with a Learning Conference registration. *Comment: The Conclave has long held the greatest respect for Fred Jacobs and the Jacobs Media organization. They've been with us nearly from the start of our 35 year journey. But never have we put our collective minds together on a project this unique and this important. If you want to get a true bead on Jacobs Media, its relationship to the Conclave, and the importance of education, I invite you to catch up with Fred's most recent JacoBlog entry: <http://jacobsmedia.typepad.com/jacobs/2010/02/school-daze.html>. Then, register for this significant event. You owe it to yourself.* - TK



Not Just For Engineers-HD Radio with Tom Ray

You've heard the term "HD Radio". You've probably heard the horror stories. You've probably heard that you need to replace everything in your facility down to the very last #6-32 screw. You've probably heard about the FM HD Radio power increase: what's -20, -14, -10 mean? This webinar will discuss from a non technical standpoint, the system, so that you have a better understanding of HD Radio and the technology. **Thomas R. Ray, III** CPBE, AMD, DRS, is VP/Corporate Director of Engineering for **Buckley Broadcasting/WOR Radio** in New York City!

Wednesday, February 24 at 2 PM CST
Visit www.theconclave.com
for details!

This webinar is sponsored by
iBiquity Digital, developers of
HDRadio™ Technology.



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Five **Midwest Communications** stations in Central Wisconsin dropped regular programming from 8a-9a CT Thursday to raise awareness about the music performance tax being considered by Congress. "Operation: Save Our Stations," aired on Top 40 WIFC, Classic Hits WOFM, Country WDEZ, NT WSAU-AM and Sports WRIG-AM. The broadcast featured WIFC morning hosts **Dave Kalloway** and **Stacey Cole**, along with other Midwest Communications personalities. Listeners were urged to call Congressman **David Obey** and Senator **Russ Feingold**.

In support of **Autism Awareness Month** in April, an impressive collection of singer-songwriters joined together to make an album of original songs about autism. "Songs of the Spectrum" will be released Tuesday, April 6th with all proceeds to benefit **SingSOS**, a new nonprofit organization formed to enlist the power of music to spread the word about autism. Artists involved, include: **Jackson Browne, Dar Williams, Marshall Crenshaw, Jonatha Brooke, Ari Hest, Dan Bern, Richard Julian, Ollabelle, Valerie Carter, Don Dixon, Marti Jones** and many others. "Songs of a Spectrum" is generating excitement in the autism community through an innovative online marketing and distribution system involving dozen of autism awareness organizations and schools in a grassroots outreach effort. A concert to help jumpstart this project is in the works at **The Bitter End** in New York on April 7th. For more info, [Click Here](#).

Congrats to **Three Eagles** Country KZKX/Lincoln, NE for raising over \$55k for the **Children's Miracle Network!** Nebraska kids can now receive treatments at Children's Hospital and Research Center in Omaha.

Clear Channel Country KCCY/Colorado Springs raised a total of \$98,005 during their **4th Annual Country Cares for St. Jude** Radiothon!

In all of the post-**Valentines**, post-**Superbowl** hubbub, the **Conclave** wants to recognize **Julian** and **J-Niice** from B-96 in Chicago where, on just five days notice and with a promotional budget of ZIP, they put together a swanky wedding for a listener...at **White Castle**. Check out http://www.b96hits.com/~j-niice-and-julian_wedding-in-a-week.

Industry vet **Ed Salamon**, most recently the Exec. Dir. Of the **CRB** (Country Radio Broadcasters), has authored a new book about the glory days of Pittsburgh radio, starting with the great **KDKA-AM**, where Ed began in 1970. The book, available March 8th, includes over 200 vintage photos of Pittsburgh's treasured radio history. "I appreciate the opportunity to document and

preserve the significant accomplishments of my fellow Pittsburgh broadcasters, while providing radio listeners with a souvenir of their days growing up with radio," said Salamon.

Play Ball! **Entercom Sports KCSP-AM/Kansas City** sends its crew to Surprise, AZ to begin covering Spring Training for the **KC Royals**. The station, the flagship of the Royals radio network, will air 20 exhibition games this Spring.

Metro Radio, INC. is selling Brokered Spanish **WKCW-AM** and Brokered **WKDL-AM/Warrenton, VA** to **Dr. Johnson A. Edosowoman's Radio Companion LLC** for \$2.7 million.

Backyard Broadcasting/Sioux Falls, SD is selling **KSQB-AM** to **John E. Small's Cup O'Dirt, LLC** for \$250k. They daytimer currently simulcasts sister Oldies **KXQL-FM**.

Working on your March schedule of must-attend events? Here's what's up next inside the **Conclave** Webinars: March 10/3P EST-2P CST "Moments of Truth" with **Trip Eldridge (DMR)** and March 24/3P EST-2P CST "Creating Powerful Communicators!" with **Valerie Geller!** Details coming soon.

Bahakel Communications Alternative **KRXP/Colorado Springs, CO** PM Driver **Tim Anderson** moves to Mornings replacing **Greg**, who moves off air as Assistant Production and Imaging Director. **APD/Promo Dir. Aaron Zytte** gets afternoons.

Cumulus Classic Rocker **WRSR/Flint, MI** taps **Steve Black** as PD. Black, most recently with **Greater Media** Active Rocker **WRIF/Detroit**.

Bustos Media/Boise, ID adds **Terry Tario** as GM. Tario is a longtime Idaho radio vet with stops as Market Manager for **Clear Channel/Twin Falls** and **Clear Channel/Boise**.

Illinois Public Media eliminates nine jobs at noncommercial **WILL-AM-FM** and **PBS** affiliate **WILL-TV/Urbana, IL**. The cuts are part of a larger reorganization that will see more **NPR** talk programs added to the Classical FM (previously aired on the AM only) and the elimination of the weather department in favor of the **National Weather Service**. Three positions are being added to the web department.

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For over 30 years the Conclave has given away scholarships to future broadcasters and people interested in working with the music industry. This year the Conclave has graciously received scholarship donations from longtime partners, **Specs Howard School of Media Arts, Brown College, and McNally-Smith College of Music**. The scholarships are given to potential candidates who have an interest in broadcasting or the music industry but have never been paid in either field. The combined value of these scholarships is over \$7 0,000 and the deadline is fast approaching: March 1st, 2010. Please assist us in getting the word out to potential broadcasters and music industry folks. How? Download and air the Conclave Scholarship PSA's! There are two available. Visit <http://www.theconclave.com> to download them.

Congrats to **Radio One** Top 40 WNOU/Indianapolis morning co-host **McKinzie Roth** on the arrival of a baby girl! Lucy Roth was born Wednesday, Feb 17th, weighing 7lbs. 13oz. and measuring 20 inches. Both mom and baby are doing great.

Kansas City radio legend **Richard W. Fatherley** suffered a severe heart attack on Sunday and is in critical condition at the Cardiac ICU at **KU Med Center**. Fatherley was Production Dir. at **Storz's** KXOK/St. Louis in the mid-60's and PD at heritage WHB/Kansas City from 1967 to '69. Well known for his voiceover work, he can be heard on numerous local and national ad campaigns and is also the narrator for "The Voice of Kansas University" ads.

Condolences to family and friends of radio station owner and former Top 40 talent **Larry Aiken**, who passed Saturday night after a long illness at 69.

The Conclave is now accepting session/speaker submissions for the 35th Annual Learning Conference to be held at the Doubletree Park Place Hotel/Minneapolis on July 15-17th. The conference will address the educational needs of radio station management and the individuals who perform inside programming, promotion, and air talent. The ultimate goal of the conference is to present ideas and solutions designed to build and serve an audience, develop deeper relationships with listeners, better manage talent, increase revenues, while providing individual opportunities for growth. If you have an idea, issue, or problem you'd like to see addressed at the Learning Conference, including suggested speakers, faculty, or topics, the Conclave's Agenda Committee would like to hear from you by February 26, 2010. Download a submission form by clicking on <http://www.theconclave.com/upload/2010conclavespeakersubmissionform.pdf>, and send the completed form to the Conclave office by the February 26th deadline.

Jobs. Salem/Minneapolis has a Traffic Manager Position to fill. Responsibilities include managing the traffic department in all traffic/continuity functions. Assist the GSM with controlling inventory and maximizing revenue. Generate daily program logs, sales order processing, handle make goods, bumped spots and network scheduling. Oversee Continuity and work with Production to make sure all elements of the department run effectively and without revenue loss. Traffic Manager experience with above average Marketron /CBSI skills required. Excellent computer skills required. Must be "on call" to handle problems after hours when necessary, must have excellent organizational skills with attention to detail and the ability to work effectively through others. Required Qualifications: Education: High School or greater. Work Experience: Must have 5+ yrs Traffic /Radio experience. Technical Skills: Must have excellent working knowledge of all aspects of Marketron and CBSI, proficient computer and computer software skills including Microsoft Office. Non-technical Skills: Must be highly organized, willing to be on-call after hours if necessary, have the ability to create and execute work flow systems, and be able to effectively work with and through others. The hiring company is an equal opportunity employer with benefits including 401k, medical, dental, vision and other benefits added from time to time. Salary is dependent on experience. Please email a resume and a well written cover letter explaining your experience and showing your



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communication skills to: ronstone@salemte.com...Main Line Dayton has an immediate opening for an experienced broadcast Promotions Director. Responsible for all on-air, on-line, and on-site promotional activity for our group of radio stations. Work closely with our sales department on developing and implementing effective client merchandising and promotional campaigns, and with our programming department on listener driven contests and events. Oversee all website activity. Recruit and manage staff of promotion assistants and interns. The requirements of the position are: - Minimum 2 years experience in a broadcast promotions department in a supervisory role, - Proficient in Photoshop, Dreamweaver, Movie Maker, Power Point, and other essential software, - Ability to multitask with strong organizational skills, - Ability to track and meet multiple deadlines, - Creative talents for graphic design, - Good oral and written presentation skills, Send your resume and creative samples to: daytonpromo@gmail.com...Manage the Sales for the Coolest Radio Station in Cincinnati: 89.7 FM, WNKU, the premier non-commercial Adult Album Alternative station in the Northern Kentucky/Cincinnati market, seeks a razor sharp media sales professional who desires a highly creative challenge. We are looking for an Underwriting Sales Manager to service the market and grow with us. The position is responsible for the management, development, and execution of sales activities for the market's most creative music based radio station. This is a base, plus university benefits and competitive commission position. A complete application will be considered when supported by a cover letter, resume with references, a recent "generic" sales presentation or package, and your recent sales track record. No phone calls or e-mail, please. Search closes March 5, 2010. For more information and to apply please go to the Northern Kentucky University Human Resources site at: <http://hr.nku.edu/> and click on job opportunities – Underwriting Sales Manager ...EXECUTIVE PRODUCER/TALENT 1033 KISS FM BOISE IDAHO - Work hard, play hard, win big. If you love doing everything from producing shows, on air promotions, club nights, to production, to air work and can show you are a team player in a highly charged, family atmosphere, this may be the rare chance to make a place for yourself in a beautiful city that is full of opportunity. If you have a track record of winning, and can prove it, contact **Steve Kicklighter** PD at iamtheone@1033kissfm.com...We are not a Sports Station, But Sports play a very important role in who we are! Looking for An Experienced Sports Director to jump in and take over an Ailing Sports Programming Department in West Central Missouri. Responsibilities include, but not limited to: Daily 5 minute sports reports for two stations, Some Play by Play, Scheduling High School Football, Basketball, Baseball and Softball games for

Broadcast. Maintaining a staff of Play by Play announcers, Interviewers and board ops. Producing Promos for Sports Programming. Host a Live Coaches Call-in Show during High School Football and Basketball Seasons. Live Remote Broadcast. Organize and host Annual Sports recognition Banquets honoring outstanding area athletes. Develop and maintain an ongoing report with High School Athletic Directors & Coaches. Great organizational skills Required. Knowledge of Missouri High School Sports.....A Must! If this is you, the sooner we here from you the better. Email resume and demo to moradiojobs@gmail.com...94.5 Lake FM is seeking a new full-time afternoon host. The right candidate will perform a tight, conversational show while constantly engaging our audience online. Station imaging or Web/Interactive experience preferred. Stream our station at 945lakefm.com and tell us how you would present our audience focused, music driven station. To apply, send cover letter, resume and audio to: **J. Pat Miller**, Program Director, 94.5 Lake FM, 720 E. Capitol Dr., Milwaukee, WI 53212. Or via email: jpat@945lakefm.com (.mp3s preferred)...Producer/Doer/Achiever/Winner - **Peak Broadcasting** Boise Idaho. You really are someone, who lives radio to perfection. We will vet you and check you, before our selection. You practice the art of killer production, yet have a gift for listener seduction. You like to create, almost non-stop, using Audition, and Vegas and yes Photoshop. You think but not over think, dream not daydream, are well read without seeing red. You care but are not careless, smart but not a smartass. You work hard, you write right... during the day, and into the night. Whether commercials or blogs Twitter, Facebook, or text, or whatever is needed or whatever is next. You do it all, weekdays to weekends, remotes in the morning, or clubs till the day's end. You are out of the box, and 10 steps ahead, but organized big time from sunrise to the bed. This gig is rare, but then so are you, so bring it, and nail it, and make it come true. Send your best, don't annoy, or call, but use this e-mail to impress us all. <http://www.iamtheone@1033kissfm.com>...WFYR, (97.3 River Country) in Peoria, Illinois is looking for a dynamic morning show sidekick with a background in country music. Ability to write and report local news a plus. Must have a minimum of three years professional radio experience. Resumes and airchecks of no more than 5MB to Ric.Morgan@regentcomm.com. Contact Information: Attn: **Ric Morgan, Regent Broadcasting** of Peoria, 120 Eaton St., Peoria, IL 61603...All 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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Fall Book 2009

#241 Bloomington, IL

Country WBWN overtaes sister T40 WBNQ.

| Station | Format | Owner | Spr | Fall |
|---------|-----------|-----------|------|------|
| WBWN-FM | Ctry | Regent | 9.7 | 9.9 |
| WBNQ-FM | Top 40/M | Regent | 10.4 | 8.6 |
| WJBC-AM | N/T | Regent | 8.4 | 8.6 |
| WRPW-FM | Talk | GrtPlains | 5.2 | 6.6 |
| WBBE-FM | AdultHits | Conn. | 5.8 | 5.3 |
| WVMG-FM | AC | Conn. | 4.5 | 5.3 |
| WYST-FM | Ctry | GrtPlains | 4.5 | 5.3 |
| WIHN-FM | ActRock | Conn. | 6.5 | 4.6 |
| WPBG-FM | ClsscHits | Triad | 1.3 | 2.6 |
| WDQZ-FM | ClsscRock | GrtPlains | 1.9 | 2 |
| WGN-AM | N/T | Tribune | 2.6 | 2 |
| WLS-AM | Talk | Citadel | 3.2 | 2 |
| WCZQ-FM | Urb | Neuhoff | 0.6 | 1.3 |
| WGCY-FM | B/EZ | F & G | 1.3 | 1.3 |
| WGLO-FM | ClsscRock | Regent | 1.9 | 1.3 |
| WIXO-FM | ActRock | Regent | 0.6 | 1.3 |
| WSCR-AM | Sports | CBS | 1.9 | 1.3 |
| WWHP-FM | AAA | WMS1 Inc | 2.6 | 1.3 |
| WBBM-AM | News | CBS | — | 0.7 |
| WFMB-FM | Ctry | CC | — | 0.7 |
| WIRL-AM | ClsscCtry | Triad | 0.6 | 0.7 |
| WPEO-AM | ChrstnTik | Pinebrook | 0.6 | 0.7 |
| WSOY-FM | Top 40/M | Neuhoff | 0.6 | 0.7 |
| WSWT-FM | AC | Triad | 1.3 | 0.7 |
| WTRX-FM | Oldies | Regent | 1.3 | 0.7 |
| WZPW-FM | Top 40/R | Regent | 1.3 | 0.7 |

#130 Canton, OH

N/T WHBC still on top, tied with country WQXK.

| Station | Format | Owner | Spr | Fall |
|---------|-----------|-------------|-----|------|
| WHBC-AM | News | NextMedia | 7.8 | 8.1 |
| WQXK-FM | Ctry | Cumulus | 6.8 | 8.1 |
| WHOF-FM | AC | CC | 5.5 | 7 |
| WDJQ-FM | Top 40/M | DA Peterson | 6.1 | 5.6 |
| WHBC-FM | Hot AC | NextMedia | 6.8 | 5.2 |
| WQMX-FM | Ctry | RubCity | 4.6 | 4.9 |
| WHLO-AM | N/T | CC | 3.6 | 4.7 |
| WRQK-FM | Rock | Cumulus | 5.5 | 4.5 |
| WKDD-FM | Hot AC | CC | 3.6 | 4.3 |
| WMJI-FM | ClsscHits | CC | 2.7 | 3.6 |
| WONE-FM | Rock | RubCity | 3.2 | 3.6 |
| WNIR-FM | Talk | Media-Com | 3.2 | 3.4 |
| WAKS-FM | Top 40/M | CC | 2.1 | 2.2 |
| WTAM-AM | N/T | CC | 1.9 | 2 |
| WZAK-FM | Urb AC | Radio One | 1.1 | 2 |
| WDPN-AM | AC | DA Peterson | 1.5 | 1.6 |
| WMMS-FM | Rock | CC | 2.5 | 1.6 |
| WFHM-FM | ContChstn | Salem | 1.7 | 1.3 |
| WKNR-AM | Sports | GoodKarma | 1.3 | 1.3 |
| WNCX-FM | ClsscRock | CBS | 1.9 | 1.1 |
| WTUZ-FM | Ctry | WTUZ Inc | 0.8 | 1.1 |
| WYFM-FM | ClsscRock | Cumulus | 0.8 | 1.1 |
| WENZ-FM | Urb | Radio One | 1.1 | 0.9 |
| WNPQ-FM | ContChstn | Tuscarawas | 0.4 | 0.7 |
| WQKT-FM | Ctry | Dix | 1.1 | 0.7 |
| WTIG-AM | Sports | WTIG Inc | — | 0.7 |

#217 Champaign, IL

N/T WDWS regains a double digit finish.

| Station | Format | Owner | Spr | Fall |
|---------|-----------|-------------|-----|------|
| WDWS-AM | N/T | DWS Inc | 9.2 | 10.3 |
| WIXY-FM | Ctry | Saga | 7.7 | 9.2 |
| WUIL-FM | Top 40/R | Champ.Ptnrs | 8.2 | 8.1 |
| WHMS-FM | AC | DWS Inc | 8.2 | 7 |
| WLRW-FM | Hot AC | Saga | 6.6 | 5.9 |
| WCZQ-FM | Urb | Neuhoff | 4.1 | 4.9 |
| WLS-AM | Talk | Citadel | 4.1 | 4.3 |
| WXTT-FM | Rock | Saga | 2.6 | 3.8 |
| WCFF-FM | AdultHits | Saga | 5.1 | 3.2 |
| WQQB-FM | Top 40/M | Radiostar | 2 | 2.7 |
| WGKC-FM | ClsscRock | Radiostar | 3.1 | 2.2 |
| WLFH-FM | Ctry | Radiostar | 2 | 1.6 |
| WPGU-FM | Alt | Ilini Media | 2.6 | 1.6 |
| WBCP-AM | Urb AC | WBCP Inc | 2 | 1.1 |
| WSOY-FM | Top 40/M | Neuhoff | 0.5 | 1.1 |
| WBBM-AM | News | CBS | 0.5 | 0.5 |
| WEBX-FM | Alt | Radiostar | 1 | 0.5 |
| WGCY-FM | B/EZ | F & G | 1 | 0.5 |
| WGN-AM | N/T | Tribune | 1 | 0.5 |
| WIBQ-FM | Talk | Midwest | 0.5 | 0.5 |
| WMVP-AM | Sports | ABC Radio | 0.5 | 0.5 |
| WSCR-AM | Sports | CBS | 0.5 | 0.5 |

#242 Dubuque, IA

T40 KLYV unseats adult KATF.

| Station | Format | Owner | Spr | Fall |
|---------|-----------|----------------|-----|------|
| KLYV-FM | Top 40/M | Cumulus | 8.7 | 10.2 |
| WGLR-FM | Ctry | QueenB | 6.7 | 8.7 |
| KATF-FM | AC | Rad.Dub'que | 9.1 | 8.3 |
| WJOD-FM | Ctry | Cumulus | 7.7 | 8.3 |
| KDTH-AM | Stnrds | Rad.Dub'que | 5.3 | 6.8 |
| KXGE-FM | ClsscRock | Cumulus | 5.8 | 5.8 |
| WVRE-FM | Ctry | Rad.Dub'que | 6.3 | 4.9 |
| WDBQ-FM | ClsscHits | Cumulus | 4.3 | 3.9 |
| KDST-FM | Ctry | Design Homes | 2.9 | 2.9 |
| KGRR-FM | ClsscHits | Rad.Dub'que | 3.4 | 2.9 |
| WDBQ-AM | Talk | Cumulus | 2.9 | 2.9 |
| KFMW-FM | ActRock | Bahakel | 2.4 | 1.9 |
| KIYX-FM | AC | QueenB | 2.4 | 1.9 |
| WMT-AM | Talk | CC | 1.9 | 1.9 |
| WPVL-FM | Top 40/M | QueenB | 1.9 | 1.9 |
| WQPC-FM | Ctry | Robinson | 1.4 | 1.5 |
| KKHQ-FM | Top 40/M | Cumulus | 0.5 | 1 |
| WGN-AM | N/T | Tribune | 1 | 1 |
| WSCR-AM | Sports | CBS | 1 | 1 |
| KCTN-FM | Ctry | Design Homes | — | 0.5 |
| KHAK-FM | Ctry | Cumulus | 0.5 | 0.5 |
| KNEI-FM | Ctry | Wennes | — | 0.5 |
| KOKZ-FM | ClsscHits | Bahakel | 0.5 | 0.5 |
| KZIA-FM | Top 40/M | KZIA Inc | — | 0.5 |
| WCCI-FM | Ctry | Carroll County | 0.5 | 0.5 |
| WDMP-FM | Ctry | Dodge-Point | 0.5 | 0.5 |
| WEKZ-FM | AC | Green County | 0.5 | 0.5 |
| WIZM-FM | Top 40/M | M-WFamily | 0.5 | 0.5 |
| WLLR-FM | Ctry | CC | 0.5 | 0.5 |
| WOLX-FM | Oldies | Entercom | 0.5 | 0.5 |
| WPVL-AM | Sports | QueenB | 0.5 | 0.5 |
| WQLF-FM | ClsscRock | Green County | 0.5 | 0.5 |
| WRCO-FM | Ctry | Fruit | 1 | 0.5 |
| WXXQ-FM | Ctry | Cumulus | 0.5 | 0.5 |

#128 Flint, MI

Urban WDZZ closely followed by adult WCRZ.

| Station | Format | Owner | Spr | Fall |
|---------|------------|-------------|-----|------|
| WDZZ-FM | Urb AC | Cumulus | 8.5 | 9.6 |
| WCRZ-FM | AC | Regent | 8.7 | 9.4 |
| WHNN-FM | ClsscHits | Citadel | 4.8 | 6.6 |
| WFBE-FM | Ctry | Citadel | 4.4 | 6.4 |
| WWCK-FM | Top 40/M | Cumulus | 4.6 | 5.5 |
| WRCL-FM | Top 40/R | Regent | 5.7 | 5.3 |
| WRSR-FM | ClsscRock | Cumulus | 7.6 | 5 |
| WWBN-FM | ActRock | Regent | 5.2 | 4.3 |
| WJR-AM | Talk | Citadel | 2.2 | 3.7 |
| WKCQ-FM | Ctry | MacDnld | 3.3 | 3.4 |
| WOWE-FM | Urb Oldies | Praestantia | 3.3 | 2.7 |
| WIOG-FM | Top 40/M | Citadel | 4.1 | 2.5 |
| WXYT-FM | Sports | CBS | 2 | 1.8 |
| WFLT-AM | Gospel | Chrstn | 1.3 | 1.6 |
| WKQI-FM | Top 40/M | CC | 0.7 | 1.4 |
| WRIF-FM | ActRock | Grtr Media | 1.1 | 1.4 |
| WTRX-AM | Sports | Citadel | 0.7 | 1.1 |
| WWCK-AM | Talk | Cumulus | 0.4 | 1.1 |
| WFNT-AM | Stnrds | Regent | 1.5 | 0.9 |
| WILZ-FM | ClsscRock | Citadel | 0.9 | 0.9 |
| WWJ-AM | News | CBS | 1.3 | 0.9 |
| WCEN-FM | Ctry | NextMedia | 0.4 | 0.7 |
| WCXI-AM | Ctry | Birach | 0.4 | 0.7 |
| WTLZ-FM | Urb | NextMedia | 0.4 | 0.7 |
| WCSX-FM | ClsscRock | Grtr Media | 0.4 | 0.5 |
| WMGC-FM | AC | Grtr Media | — | 0.5 |
| WMJO-FM | AdultHits | MacDnld | 0.7 | 0.5 |
| WQUS-FM | ClsscHits | Regent | 0.7 | 0.5 |
| WYCD-FM | Ctry | CBS | — | 0.5 |

#187 Green Bay, WI

T40 WIXX is nudged by rock WAPL.

| Station | Format | Owner | Fall 08 | Fall |
|---------|-----------|----------|---------|------|
| WIXX-FM | Top 40/M | Midwest | 11.6 | 10.4 |
| WAPL-FM | Rock | Woodward | 6.9 | 9.7 |
| WKSZ-FM | Top 40/M | Woodward | 6.9 | 8.2 |
| WNCY-FM | Ctry | Midwest | 9.2 | 8.2 |
| WOGB-FM | Oldies | CC | 5.3 | 6.8 |
| WTAQ-AM | N/T | Midwest | 7.9 | 6.1 |
| WPCK-FM | Ctry | CC | 6.3 | 4.7 |
| WQLH-FM | Hot AC | CC | 4.3 | 4.3 |
| WECB-FM | AC | Woodward | 4.3 | 3.9 |
| WDUZ-FM | Sports | CC | 3 | 3.6 |
| WOZZ-FM | ClsscRock | Midwest | 1.7 | 2.9 |
| WZOR-FM | ActRock | Woodward | 3.6 | 2.9 |
| WROE-FM | AC | Midwest | 1 | 2.5 |
| WZNN-FM | Alt | Cumulus | 1.3 | 2.5 |
| WDUZ-AM | Sports | CC | 1 | 1.8 |
| WNFL-AM | Sports | Midwest | 1.7 | 1.8 |
| WAUN-FM | SmJazz | Magnum | — | 1.1 |
| WHBY-AM | N/T | Woodward | 1 | 0.7 |
| WNAM-AM | Stnrds | Cumulus | 2 | 0.7 |
| WTMJ-AM | N/T | Journal | 1.3 | 0.7 |

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

 **ARBITRON**
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