

35 YEARS OF THE CONCLAVE (1976-2010)

Volume XXXVI Number 8 February 26, 2010

The Conclave

Presents

The TATTLE R

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

Monday midnight (3/1/10) is the deadline for \$199 Earlybird Tuition to the 35th annual **Conclave Learning Conference – i35: FREEWAY TO YOUR FUTURE!** After March 1, tuition will rise to \$299 – STILL a great deal! The 2010 Learning Conference July 15-17, being held at the **Doubletree Park Place Hotel** in Minneapolis, will kick-off on Thursday July 15 with the **Jacobs Media Summer School** (see story elsewhere in this issue), followed by a gangbuster agenda that includes the exclusive four-hour Promotion Summit, Conclave College, and an all-star faculty of keynoters and presenters. The Conclave's unique GANG OF TEN tuition of \$149 remains in effect, but only until April 1, 2010. For details on how to take advantage of this extreme money-saving opportunity, visit www.theconclave.com. Speaking of saving money, all registrants are eligible for special discounted sleeping room rates at the host hotel, the Doubletree Park Place. Rooms that normally list for \$200 or more are available for just \$99 per night (single/double plus tax) until the inventory is gone. That means a Conclave attendee can save over \$300 in hotel costs over the three-day Conference weekend! But when the supply of these rooms are gone, they're gone! So, secure a room online now: <http://doubletree.hilton.com/en/dt/groups/personalized/MSPPHDT-CLV-20100714/index.jhtml>! OR call 1-800-245-9191. COMMENT: *As you know, the Conclave is the longest-running multi-formatic gathering in the industry. At 35 years, that means this will be an historic Learning Conference that no one will want to miss. We invite anyone who is planning to attend – including all Conclave veterans and rookies, alike - to take a minute now to keep \$100 in their pockets by registering NOW at the \$199 tuition rate. - 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.

Former Conclave keynoter and long-time syndicated talk show host, **Bruce Williams**, is calling it quits effective March 5th. Williams told affiliates, "After a great deal of thought, I have concluded, as has been said many times, 'all things come to an end,' and this is true for me of my radio career...There have been enormous changes in our industry in the past three-and-a-half decades. Those of you who have been in the business for a long period of time know full well many of the things to which I elude. Those of you running independent stations are more aware than anyone of the challenges you face...You may rest assured that this was not a decision made lightly. I truly appreciate all the difficulties it will impose on many of you. If it would be helpful, I will do my best to provide some older shows, which you may continue to use at no cost and without commercial obligations."



THE MOMENT OF TRUTH with Tripp Eldredge

Conclave
Webinar!

Wednesday
March 10
2 PM
CST

On Wednesday March 10th at 2P CST, the Conclave proudly presents its next webinar, MOMENTS OF TRUTH with Tripp Eldredge/DMR Interactive. What do your listeners think about you when they're NOT listening to the radio? Learn why that question is perhaps more critical than what they think about you when they ARE listening. See how the 31 times consumers turn on the radio each week are "Moments Of Truth" for your brand, and what you can do to strengthen their loyalty. The webinar is free, but preregistration is necessary.

Visit www.theconclave.com
for details!

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A junior hockey PBP announcer was thrown out of a playoff game Tuesday in Billings, MT. **Bill Callahan**, whose calls are heard via webcast, was ejected for complaining about the officiating; the officials heard the comments as they skated off the ice. After a brief dispute in which Billings Bulls assistant coach **Kyle McGlone** was also ejected, Callahan left and former player **Taylor Fritts** and PA announcer **Lee Webber** took over for the rest of the game.

"Flat in December" is a great way to enter 2010, says the **RAB**. Because "flat" – unchanged over December 2008 – is a steep climb from the 25% decline radio did in May. The trend shows steady improvements over that seven month period. The RAB disclosed the revenue picture for the last three months of 2009 with the average decline for the quarter at 10%. Local was down 10% and so was National. Network, which has been healthier than local or national, was down 5%. Off-Air: NTR drops 3%. Digital continues to do well, rising 15%. RAB Chief **Jeff Haley** says automotive "regained its long-standing place as radio's top local/national advertising category" in Q4 with Grocery (up 12%), Financial Services (up 5%) and Concerts/Theaters/Movies (up 4%) also doing well. The RAB singled out **Subway, Dunkin' Donuts, Target, Kohl's** and **JC Penney** for increasing their ad-spending in Q4.

ESPNRadio.com can thank **Tiger Woods'** apology for drawing the largest concurrent streaming audience for a single event, ever. **Ando Media** and **Omniture** data shows 85,000 listeners tuned in through the website to hear Woods' statement, 5,000 through the ESPN Radio app on **iPhone** and iPod Touch. ESPNRadio.com's coverage also generated over 750,000 page views and the site's new Super Stream media player generated over 350,000 listener sessions that day.

The Conclave proudly presented **Not Just For Engineers-HD Radio with Tom Ray** - HD Radio from a non technical point of view on Wednesday, February 24! The webinar was sponsored by **iBiquity Digital**, developers of HD Radio Technology and during this webinar a 16GB **Microsoft Zune HD Radio** was given away to **Herm Elenbaas**, General Manager of KURL/KMZK Radio/Billings, Montana! A recording of this webinar is available now for \$9.99 (just \$1.99 if you're registered for the 35th annual Learning Conference). To order, download an order form at <http://www.theconclave.com/upload/conclave2010webinarorder.pdf>.

Clear Channel launched its "Total Out of Home Network" in Chicago using Total Traffic Network data on digital billboards. "In an increasingly crowded advertising marketplace, companies need to stand out and target audiences in a direct, clear way.

The Total Out of Home Network is just another example of how Clear Channel's integrated platform across radio, outdoor, web and mobile offers advertisers more access to consumers on the go than any other company," said EVP/President of Global Media Sales **John Partilla**. "Our traffic content is available on radio, TV, navigation devices, the Internet and now on digital billboards. With the number of drivers on the radio today, it's critical to have access to accurate, updated traffic information to navigate complex roadways safely and more effectively," said Total Traffic Network Chicago Market Director **Barry Butler**.

CBS Radio EVP/Ops **Scott Herman** names **Dave Robbins** as SVP/Market Manager for CBS Radio/Orlando. "Dave is an outstanding broadcaster and Dan (CBS Radio Pres./CEO **Dan Mason**) and I have been eager to find the right senior leadership role for him within our company. We believe that Orlando is the right next step in his accomplished career." SVP/Market Mgr. **Rod Zimmerman** assumes Robbins' previous duties overseeing WUSN and WCFS.

Last Wednesday, **IBIQUITY Digital** sponsored a very special **HD Radio** webinar for the Conclave. Pres./CEO **Bob Struble** writes, "A month after the latest, greatest **Consumer Electronics Show** in Las Vegas, here are some observations on what I saw at the Show and what it may mean for AM/FM. I observed the continued development of new competition for AM/FM. I believe this trend will intensify in coming years. A few specific examples from the floor: **Mobile DTV** is here. Manufacturers launched the first devices supporting **Qualcomm's Flo TV** service and the first portable TV's incorporating the ATSC mobile DTV standard (including one with HD Radio Technology built in). The next wave of **Internet radio**, devices which look like and act like regular radios but use **WiFi** networks to tune in thousands of Internet stations were displayed. Automakers upped the ante on new infotainment services for cars with integrated in-vehicle mobile phone and internet, iPod/MP3 functionality, satellite radio and real time traffic and navigation."

Cumulus AC WRRM/Cincinnati drops "Smooth Jazz Saturday Nights". "We pulled the Smooth Jazz show because...ratings have fallen considerably since the conversion to **PPM**, which is why Smooth Jazz stations are vanishing," said PD/Host **Chris Lynn**.

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Clear Channel Country KZSN/Wichita, KS PM driver **Rockin' Rick Regan** began his **Kansas Against Hunger Strike** last Friday (2-19). Regan is traveling across Kansas in an RV talking to media and residents about the plight of senior citizens going hungry because of a cut in state funding of over \$1 million for senior nutrition and attempting to persuade legislators to reinstate the lost funding in the 2011 budget. Regan is eating a meal a day with a senior food provider. Regan says, "The Seniors of Kansas have paid their dues...it's not right that we let seniors go hungry" because of state-level cutbacks. The strike ended in Topeka on Thursday (2-25) with state legislators invited to attend an educational luncheon provided by **Kansas Community Nutrition Services**.

Flood Communications Country KUSO-FM/Norfolk, NE held their **10th Annual Country Cares for St. Jude Children's Hospital** on February 18th and 19th, raising \$207,408.55! The station has raised over \$1 million for St. Jude since starting annual radiothons in 2000.

Sovereign Communications reaches a deal with **North Star Broadcasting** to purchase its 11 stations in Michigan's UP, which will give it a total of seven radio stations in the Eastern UP, plus five stations in Marquette and three in Iron Mountain.

Davidson Media is selling Gospel WCVG-AM/Covington, KY-Cincinnati to **Timothy F. Gallagher's Great Lakes Radio** for \$472,500 plus a time brokerage agreement before closing. The station has returned to the air after being silent since December.

In another deal filed with the **FCC**, **Horizon Christian Fellowship** is selling FM translators K227BL/Anamosa, IA, K292FR/Dyersville, IA, and K292FZ/Mount Vernon, IA to **Extreme Grace Media, Inc.** for \$40,000.

Today is the last day for the **Conclave** to accept 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

midnight tonight. Download a submission form by clicking on <http://www.theconclave.com/upload/2010conclavespeakersubmissionform.pdf>, and send the completed form to the Conclave office by tonight's deadline.

Artistic's Top 40 WBWB/Bloomington, IN APD/AM driver **Sam Alex** will join WMZQ/Washington, DC Monday (3/1) as morning producer for *The Boxer Show*. "Sam is an extremely creative and energetic talent, and we look forward to him joining The Boxer Show," says PD **Meg Stevens**. He will also handle a weekend airshift.

Kyle Kristofer, **John Tesh's** unlicensed meteorologist from 4-6p weekdays on **Wilks Broadcasting AC KCKC/Kansas City** will now be forecasting seven days a week, adding Saturdays from 2-7p and Sundays from noon-5p. Kristofer also weathercasts on sister Country KBEQ on Sundays from 8p-midnight.



**And then it occurred to Martha that maybe
her patient's last request was
to play unplugged.**

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The 35th Annual Learning Conference

the Conclave

Doubletree Park Place • Minneapolis, MN • July 15-17, 2010

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Chicago Public Radio ups noncommercial Variety WBEW/Chicago and Vocalo.org GM **Wendy Turner** to VP/Systems for the company, also inking **National Museum of Mexican Art** noncommercial Spanish Variety WRTE/Chicago GM **Silvia Rivera** as Managing Director of Vocalo.org and WBEW.

Artistic Media Partners/South Bend, IN GSM **Dick O'Day** is out.

Regent Country WBWN/Bloomington, IL morning man **Brent Lee** exits. PD/PM Driver **Dan Westhoff** moves to mornings until a permanent replacement is found.

Bill Leff no longer hosts **Tribune** Talk WGN-AM/Chicago's Saturday morning "ChicagoNow Radio" show. The show, based on the ChicagoNow website, will continue with rotating hosts.

Condolences to family and friends of Radio owner and former **NAB** Chair **Willard "Bill" Schroeder** who passed Tuesday (2-23) at 96. Schroeder owned WOOD-AM-FM/Grand Rapids and stations in Toledo before selling them in the 1990's.

Condolences to family and friends of **Larko Communications** President and longtime Indiana broadcaster **Chris Larko** who passed after a valiant battle with cancer at 51. Larko owned AC WMYQ/Warsaw, IN and Oldies WBZQ-AM/Huntington, IN.

North Dakota broadcaster **Robert Empey** passed away from an asthma attack earlier this week. He was a **Meyer School of Broadcasting** grad and had a bachelors from **NDSU**. He worked at the following stations: KHRT-Minot,ND, Power 92- Fargo,ND, Froggy 99.9-Fargo,ND, KDSU-Fargo,ND. He was also an instructor at **Brown College**. He and his wife **Jessica** have a 2 year old daughter **Madison** and just had a boy **Jack** one month ago.

Jobs. Zimmer Radio of Mid-Missouri is a family owned cluster who recently obtained the sports rights for the **University of Missouri**. We're looking for a leader/sports guru, with play by play/show hosting possibilities. If you have a great attitude, a passion for sports, with online content knowledge helpfull - please send your package via e-mail to <mailto:nicci@zrgmail.com>...Imagine working for a company whose focus is Main Street, not Wall Street; where employees are committed to meeting big challenges and making a real difference. That's **Three Eagles Communications**, a broadcasting leader where people come to do great work. Right now we are looking for talented individuals to join our winning

team where you will have a chance to innovate, grow and do what really matters. **JOB DESCRIPTION:** Prospect and develop new business, Grow revenues from an existing client list, Provide marketing ideas to grow client business using radio and internet, Manage all aspects of the client relationship – contracts, billing, & collections, Operate within TEC sales guidelines, **QUALIFICATIONS:** Minimum Broadcasting Diploma and/or equivalent direct sales experience. Strong prospecting, selling and presentation skills. Excellent communication, organization and interpersonal skills. Self-starter with energy, ideas, discipline and enthusiasm. Able to work independently; yet a strong team player. Computer competency, particularly Word, Excel and PowerPoint. To apply, please send resume to: <mailto:dsturgeon@mankato.threeeagles.com>...Two highly rated radio stations in beautiful Bloomington Indiana looking for both full and part-time on air personalities. Bloomington is a vibrant community known for it's exceptional quality-of-life and the home of **Indiana University**. We're looking for someone who can tap into the heart of the community and deliver a truly local show. Imaging and promotions experience give you the edge! Familiarity with AudioVault helpful. Send resume and air check today to: **Rick Evans**, Operations Manager, WBWB/WHCC, <mailto:rick@whcc105.com>...Sales Manager needed at KDLS/KKRF/KGRA in Perry, Iowa, 25 miles NW of Des Moines Metro. Requirements include a good track record in sales, ability to focus on growing revenue while effectively helping our clients grow their business plus carrying a list while building, training and mentoring a sales staff. Stations are long-established, well-listened to in the communities we serve and privately owned with no corporate mandates or interference. Above-average income potential in a great area to live and raise a family with a stable economy and reasonable cost of living. Please send resume to <mailto:radiotekpd@aol.com>...General Manager needed for **Three Eagles** of Salida Colorado. This position requires a strong radio sales background working direct with local clients. As in all small markets you will need to carry a full list and work with all departments from the front door to the back door. Strong community involvement is necessary as these stations lead the way in information and support. We are a driven goal oriented broadcast company. If you would like to be considered for this position, send your resume to coloradogm21@gmail.com...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

#186 Kalamazoo, MI

T40 WKFR continues ownership of the market.

Station	Format	Owner	Spr	Fall
WKFR-FM	Top 40/M	Cumulus	12.6	13.9
WBCT-FM	Ctry	CC	6.1	7.1
WRKR-FM	ClsscRock	Cumulus	8.1	7.1
WVFM-FM	AC	Midwest	7.7	6.7
WNWN-AM	Urb AC	Midwest	5.7	6
WKZO-AM	N/T	Midwest	4.9	5.6
WZUU-FM	Rock	Forum	3.2	4
WOOD-FM	AC	CC	2.8	3.6
WKMI-AM	Talk	Cumulus	3.6	3.2
WQXC-FM	Oldies	Forum	2.4	3.2
WYZO-FM	Ctry	Midwest	3.2	2.8
WNWN-FM	Ctry	Midwest	2.4	2
WGRD-FM	Alt	Regent	1.6	1.6
WQLR-AM	Sports	Midwest	1.6	1.2
WFRN-FM	Religious	Progressive	—	0.8

#237 Muskegon, MI

Country WMUS stays steady

Station	Format	Owner	Spr	Fall
WMUS-FM	Ctry	CC	12.8	12.1
WMRR-FM	ClsscRock	CC	9.1	9.2
WSHZ-FM	AC	CC	5.5	7.5
WSNX-FM	Top 40/M	CC	5.5	7.5
WVIB-FM	Urb AC	Citadel	4.9	5.2
WHTS-FM	Top 40/M	Citadel	4.3	4.6
WLCS-FM	Oldies	Citadel	5.5	4.6
WGRD-FM	Alt	Regent	3	3.4
WLAW-FM	Ctry	Citadel	3.7	3.4
WTNR-FM	Ctry	Citadel	3	2.9
WBCT-FM	Ctry	CC	2.4	1.7
WEFG-FM	Sports	Citadel	1.8	1.7
WJQK-FM	Con.Chrstn	Lanser	1.2	1.7
WKBZ-AM	Talk	CC	2.4	1.7
WLAV-FM	ClsscRock	Citadel	2.4	1.7
WBFX-FM	ClsscRock	CC	1.2	1.1
WLHT-FM	AC	Regent	0.6	1.1
WOOD-FM	AC	CC	1.2	1.1
WWKR-FM	ClsscRock	Synergy	1.2	1.1
WBBL-FM	Sports	Citadel	0.6	0.6
WFGR-FM	ClsscHits	Regent	0.6	0.6
WFUR-FM	Con.Chrstn	Kuiper	—	0.6
WGHN-FM	AC	WGHN Inc	0.6	0.6
WGN-AM	N/T	Tribune	0.6	0.6
WMAX-FM	Sports	CC	0.6	0.6
WOOD-AM	News	CC	0.6	0.6
WTRV-FM	AC	Regent	0.6	0.6

#150 Peoria, IL

Talker WMBD unseats Adult WSWT for the lead.

Station	Format	Owner	Spr	Fall
WMBD-AM	Talk	Triad	7.5	9.3
WSWT-FM	AC	Triad	9.7	7.5
WZPW-FM	Top 40/R	Regent	6.7	7.5
WPBG-FM	ClsscHits	Triad	7.5	7.2
WGLO-FM	ClsscRock	Regent	3.9	6.4
WIXO-FM	ActRock	Regent	5	5.5
WXCL-FM	Ctry	Triad	7.8	5.2
WFYR-FM	Ctry	Regent	6.1	3.8
WHPI-FM	Oldies	Ind.	3.3	3.2
WPIA-FM	Top 40/M	Ind.	1.9	2.9
WBNQ-FM	Top 40/M	Regent	1.4	2.6
WDQX-FM	ClsscRock	Triad	2.8	2.6
WOAM-AM	Stnrds	Kelly	—	2.3
WIRL-AM	ClsscCtry	Triad	3.1	1.7
WLS-AM	Talk	Citadel	1.7	1.4
WWCT-FM	Alt	Ind.	1.7	1.4
WBWN-FM	Ctry	Regent	0.6	1.2
WGN-AM	N/T	Tribune	1.4	1.2
WPEO-AM	Chrstn TALK	Pinebrook	0.6	1.2
WZPN-FM	Sports	Ind.	1.1	1.2
WAAG-FM	Ctry	Pritchard	0.8	0.9
WCDD-FM	ClsscHits	Prairie	1.1	0.6
WSCR-AM	Sports	CBS	—	0.6

#147 QuadCities, IA

Nobody even close to country WLLR.

Station	Format	Owner	Spr	Fall
WLLR-FM	Ctry	CC	18.7	17.5
WXLP-FM	ClsscHits	Cumul.	9.2	7.9
WOC-AM	Talk	CC	7.9	7.4
KMXG-FM	AC	CC	4.5	6.3
KBEA-FM	Top 40/M	Cumul.	5.3	6.1
KBOB-FM	Rock	Cumul.	7.9	5.8
KUUL-FM	Oldies	CC	5.8	5.6
KCQQ-FM	ClsscHits	CC	5.5	5
KQCS-FM	Hot AC	Cumul.	2.6	2.4
WKBF-AM	Reg.Mex	Lat	—	1.9
WYEC-FM	B/EZ	Miller	1.3	1.6
WGN-AM	N/T	Tribune	1.8	1.3
WMT-AM	Talk	CC	1.3	1.1
KJOC-AM	Oldies	Cumul.	1.1	0.8
WFXN-AM	Sports	CC	0.5	0.8
WRMJ-FM	Ctry	Western IL	—	0.8
WJRE-FM	Ctry	Miller	—	0.5
WKEI-AM	N/T	Miller	0.5	0.5
WLS-AM	Talk	Citadel	0.5	0.5
WMT-FM	Hot AC	CC	—	0.5

#149 Rockford, IL

T40 WZOK stays top dog.

Station	Format	Owner	Spr	Fall
WZOK-FM	Top 40/M	Cumul.	12.5	14.3
WXXQ-FM	Ctry	Cumulus	11.5	12.6
WRTB-FM	AdultHits	Maverick	6.5	6.7
WKGL-FM	ClsscRock	Cumul.	6.8	5.3
WGFB-FM	AC	Maverick	7	5
WXRX-FM	ActRock	Maverick	5.7	5
WGN-AM	N/T	Tribune	4.7	4.2
WYRB-FM	Urb AC	Crawford	2.9	3.9
WROK-AM	N/T	Cumul.	2.9	3.1
WNTA-AM	Talk	Maverick	2.3	2.5
WSJY-FM	AC	NRG Media	1.8	2.2
WBBM-AM	News	CBS	1.8	2
WJVL-FM	Ctry	Bliss	0.8	2
WLEY-FM	Reg.Mex	SBS	—	2
WLS-AM	Talk	Citadel	1.8	2
WSCR-AM	Sports	CBS	1.3	2
WQFL-FM	Con.Chrstn	EMF	2.9	1.4
WZEE-FM	Top 40/M	CC	1	1.4
WCPY-FM	Talk	Newsweb	—	0.6
WGCI-FM	Urb	CC	—	0.6
WJJO-FM	ActRock	M-WFamily	0.8	0.6
WMGN-FM	AC	M-WFamily	—	0.6
WSEY-FM	Oldies	NRG Media	0.5	0.6

#134 Saginaw-BayCity-Midland, MI

Classic hits WHNN hits double digits.

Station	Format	Owner	Spr	Fall
WHNN-FM	ClsscHits	Citadel	9.8	11.7
WKCQ-FM	Ctry	MacDnld	7.2	8.8
WIOG-FM	Top 40/M	Citadel	9.1	7.3
WKQZ-FM	ActRock	Citadel	5.7	7.3
WILZ-FM	ClsscRock	Citadel	3.4	3.5
WRCL-FM	Top 40/R	Regent	3.6	3.3
WMJO-FM	AdultHits	MacDnld	3.6	2.4
WSAG-FM	AC	MacDnld	1.5	1.8
WWBN-FM	ActRock	Regent	0.8	1.1
WJR-AM	Talk	Citadel	1.1	0.9
WCRZ-FM	AC	Regent	0.4	0.7
WLUN-FM	Sports	Michigan Radio	0.6	0.7
WSAM-AM	AC	MacDnld	1.1	0.4

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

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