

35 YEARS OF THE TATTLER (1975-2009)

Volume XXXV Number 36 September 18, 2009

The Conclave

Presents

The TATTLER

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

The Conclave proudly announces its 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

Former U.S. Senator **Gordon Smith** was announced today as the **NAB's** new President/CEO. Currently a member of the firm **Covington & Burling LLP**, Smith – a Republican - served two Senate terms (1996-2008) and sat on the Senate committee that oversees the **Federal Communications Commission**. A native of Oregon, Smith practiced law in **New Mexico** and **Arizona**. He later returned to Oregon to run the family's **Smith Frozen Foods** business. He's a former Oregon state Senator and rose to become its president. He won a U.S. Senate seat in 1996, but lost his bid for re-election last year. At the NAB, Smith will succeed President/CEO **David Rehr**, who ended 3- Ω year tenure in June of this year. Smith will take over the job November 1.

"Is **Glenn Beck** Bad for America?" That's the cover story in this week's **Time** magazine. The **Premiere Radio Network** and **Fox News Channel** host has been in the news almost every day while sitting atop the ratings and best-seller lists. Beck – 2006 Conclave Keynote – sticks his tongue out on the newest cover of **Time** with a caption below that reads, "Mad Man: Glenn Beck and the Angry Style of American Politics." Writer **David Von Drehle** describes Beck as a "pudgy, buzz-cut, weeping phenomenon of radio, TV and books...tireless, funny, self-deprecating, a recovering alcoholic, a convert to Mormonism, a libertarian and living with ADHD. He is a gifted storyteller with a knack for stitching seemingly unrelated data points into possible conspiracies – if he believed in conspiracies, which he doesn't, necessarily; he's just asking questions. He's just sayin'."

Two Conclave Board members announced new gigs this week. Former Board chair **Tim Kelly** and current co-chair of the Conclave's Fundraising Committee exited **Envision Radio Networks** as VP/GM and became Vice President - Sales for **Sandusky Midwest** newspapers. In this role he will direct all sales development for the company in northern Ohio and Michigan. Meanwhile, **Paul Heine** – former Editor of *R&R* – is the new Senior Editor of *Inside Radio!* Says Paul, who serves as the chair of the Conclave Agenda Committee, "I'm thrilled to be working with **Frank Saxe, Gene McKay** and the *Inside Radio* team to continue delivering the most trusted news in radio."

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!
Wednesday
September
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CBS Talk WCCO-AM/Minneapolis has suspended longtime personality **Dark Star** for a week without pay. The suspension comes after an obscene word aired during last Thursday's pro-football picks, a bit that was pre-recorded. PD **Wendy Paulson** said Star would return to the air this Sunday. Star has been with the station since 1986 and focuses on sports during his evening shift. *Comment: Goodness! A sports story was pre-recorded and an obscenity reportedly still hit the airwaves? Usually the 'my jock said a naughty word and we're suspending him/her' bit reflects a tired but usually effective way of grabbing attention for a music radio station. But at a talk station? Our guess is it's a real suspension, leading some to quiz whether the veteran will return to the airwaves after his time in the corner expires. - TK*

Citadel Talk WLS-AM/Chicago afternoon host **Roe Conn** and singer/songwriter **Richard Marx** are back with **Newsapalooza II**, the second charity musical event that features local media personalities singing the hits. The event, set for October 3rd at Park West, will benefit the **Cystic Fibrosis Foundation**. Local celebs include but aren't limited to: **Chicago Sun-Times** columnist **Richard Roeper**, **CNN** **Headline News** anchor **Christi Paul** and **Walt Willey** of **ABC's** "All My Children."

President Obama was caught talking about **Kanye West's** **MTV** Video Award stunt this week. In what was supposed to be off the record, the President called West a "jackass." Some radio stations have banned Kanye's music from their airwaves. **Taylor Swift**, who was rudely interrupted by West after winning "Best Video," was making the rounds on TV the morning after and noted "Kanye did call me and he was very sincere in his apology." *Comment: Some argue the Kanye stormed the stage to enhance his visibility and get people talking about him (lately, called the "You Lie" Syndrome). Given all the press and the Leno appearance, it seemed to work that way. We think it was just West's cognac talking on Sunday night. - TK*

TRN-FM syndicated host **Erich "Mancow" Muller** is in LA this week filming a role for **FX's** "Sons of Anarchy." Mancow, who also hosts midday's on **Citadel** Talk WLS-AM/Chicago will appear in the season finale. "I am no actor and I hate having a mullet. But, I will do anything to get people to check out my real love...radio," said Muller.

In the latest study by the **Pew Research Center for the People and the Press**, Radio doesn't do very well, at least when it comes to the public's perception of the news media. Over the period

covering 1985-2009, radio finishes last as the national and international source of respondents' news and just ahead of the Internet for third place out of four for local news. TV leads both categories with the Internet 2nd for national/international and newspapers 3rd; newspapers do much better for local news. Radio was the top choice of only 21% for national/international and 18% for local news. The poll also found that radio ranked last for uncovering local stories. Radio trails for all age categories, with its strongest grip on the 30-49 age group. *Comment: That radio comes in 3rd out of 4 when it comes to local news coverage – and dead last when it comes to people's perception of discovering a local news item - is a very sad commentary on our beloved medium. Radio should never be beaten by television which only features local news, if any, a handful of times daily...or newspapers, which reports on all news a day after it happens. - TK*

TNS Media Intelligence released the first-half 2009 advertising expense numbers and it's more of the same. Ad spending on radio is off 24.6%. Local spending fell 25.5%, national dropped 29.2% and network radio fell 8.7%. Radio felt the biggest drop among media, ahead of newspapers (24.2%), magazines (20.9%), outdoor (15.7) and TV (10%). Only the Internet (6.5%) and freestanding inserts (4.6) showed growth.

Sirius XM is on the verge of being delisted by **NASDAQ**. Sirius XM is out of compliance with listing rules because its common stock has closed below \$1 per share for 30 consecutive business days. Sirius XM has until March 15th to get its price above \$1 for 10 consecutive business days to avoid the delisting. Sirius XM knew the warning was coming and intends to maintain the listing of its common stock on NASDAQ and will consider available options including a reverse stock split as authorized by stockholders in May.

Arbitron's Fall 2009 Station Name Preview has been mailed to radio stations in markets participating in the Fall survey. Stations should verify the info submitted to Arbitron, to ensure station names are being recorded properly and review info submitted by other stations in their market to identify those stations that may not be using their station identifier in accordance with Arbitron guidelines. Station name changes for the Fall 2009 survey will be accepted up until December 9th, 2009. The information IS NOT retroactive and becomes effective upon receipt by Arbitron.

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October Webinar Presenter Publishes Radio Tell-All! Scotty Brink, Ken Dowe, Mark Driscoll, Charlie Kendall, Ira Lipson, Charlie Van Dyke, Fred Winston and Jim Zippo - all nationally recognized voice actors or on-air talent, are the voices bringing selected chapters of **Bob Shannon's** new book, **Turn It Up! American Radio Tales 1946 - 1996** (\$19.95, **Austrianmonk Publishing**, ISBN 978-1-61584-545-3, <http://www.americanradiotales.com>) alive as free podcasts beginning September 25 – the date his book will be released, nationally. These podcasts represent a "sneak preview" of Shannon's book, a compilation of stories about American radio entertainers and those who managed them. "The people you've chosen to profile are awesome," writes former *Inside Radio* contributor **Mike Kinoshian**, "however, it's the writing that truly makes the work sizzle." Presented in an A to Z format, the book begins with album radio's **Lee Abrams** and ends with **Wolfman Jack**. "In between," says Shannon, "the chapters tell a total of 58 stories that paint a picture of time gone by, when radio was important, disc jockeys were stars, and their listeners cared about them." "Factual, warm, affectionate and respectful," wrote **Alan Freed's** son, **Lance**. "I know he would have been pleased. Bravo to you, and kudos from his son." Shannon will be presenting a Conclave webinar based on his *Radio Tales* book: **Lessons Learned From The Legends** on Wednesday, October 28th. Details will be announced shortly!

2009 **Conclave** partner **Triton Digital Media** has acquired online audio ratings service **Ando Media** for an unknown price. Ando offers the **Webcast Metrics** in-stream audience measurement service, utilized by over 6,800 stations and webcasters in the US and has announced the development of **Targeted Ad Injector**, a server-side ad servicing technology system. "We believe Ando fills a critically important need in our country's growing digital value chain. Connecting and expanding Ando's dynamic technology with Triton Digital's solutions will accelerate digital revenue growth for the industry," said Triton Media Group COO **Mike Agovino**.

Educational Media Foundation acquires Oldies WKLU/Indianapolis from **Russ Oasis** for \$4.75 million plus \$1.55 million for the studio facility and building. EMF has already flipped the station to the **K-LOVE** Contemporary Christian format.

Ride Records/Nashville artist – and 2009 Conclave Awards Luncheon performer – **Steve Azar** unveiled his brand new website, www.steveazarlive.com. The new site offers fans more features including news, tour dates and merchandise. Steve has also included a new blog to keep his fans posted on his adventures. The site also features "AzarTV," an online video player loaded with Steve's videos, TV appearances and personal interviews.

American Women in Radio and TV will hold a donation ceremony that celebrates a national educational program from public middle schools across the country, called **AWRT Empowering America**. The program was made possible by the support of the **Ford Motor Company Fund**. AWRT Empowering America initiative is a PSA campaign that profiles inspiring women who have blazed trails in a range of areas, including science, literature, social reform, public service, sports, broadcasting, music and aviation. The initiative also puts supplemental materials in the hands of teachers to stimulate and enhance classroom conversations about these female icons.



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2009 **Conclave** Partners!



Clear Channel/Chicago ups **Derrick Brown** and **Rick Vaughn** to Directors of Social Media. Derrick Brown is currently OM of Urban AC WVAZ. Vaughn is OM of Top 40 WKSC. Both will continue with their current duties. Brown will be responsible for social networking for UAC WVAZ, AC WLIT and Black Gospel WGRB-AM. Vaughn will oversee social networking for Top 40 WKSC, Urban WGCI and Hispanic WNUA. Both men will assume responsibility for utilizing new media and social networking to extend station brands including **Facebook**, **Youtube** and **Twitter**.

Bonneville Pres./CEO Bruce Reese has been elected to serve as Board Chairman of the **NAB Education Foundation**. A former chairman of the NAB Joint Board of Directors, Reese has held several leadership posts in national media organizations including the **AP** and **RAB**.

Journal/Tucson ups LSM **Jason Wituk** to GSM. Wituk will now oversee sales at Country KFDI-FM, Classic Country KFTI-FM, Rock KICT, Classic Rock KFXJ and Regional Mexican KYQQ.

Curb Records/Nashville Midwest Regional Mark Westcott exits. His position was eliminated. VP/Promotion **Adrian Michaels** said, "We're simply expanding the responsibilities of everyone on our promo team, and consolidating our staff." Westcott, a 20-year music industry vet, joined **Curb/Asylum** over 6 years ago. Reach out to Mark at: mark.westcott@comcast.net or 847.397.6860.

Our condolences to family and friends of legendary record and trade exec **Bob Greenberg** who passed last week after suffering a stroke. He had recently had heart surgery. Greenberg's long career included executive posts at **Atlantic Records/Los Angeles**, **Mirage Records** and **United Artists Records**. He also spent 20 years as President of **Hitmakers Magazine**.

Jets will be headed westward from **Scandia International** airport in the future. Says promo wiz **Paige Neinaber**: "Let your TATTLER readers know that I just signed **CC/Salt Lake City** through a barter arrangement with **Mann Radio Group!**" With Paige's expected visits to Salt Lake City, can we anticipate the architect of the Chinese folk music format to launch an 'All Mormon Tabernacle Choir, All The Time' presentation anytime soon??

AVAILZ. Kelly Stone. Midday/Music Director/Asst. PD, Classic Hits Mojo 104/Fargo. Selector/Adobe Audition wiz! Reach out for her at (701) 306-9490 or <mailto:tundraotter@yahoo.com>.

Jobs. Mix 108 (KBMX-FM) in Duluth Minnesota seeks its next morning host and program director! Says **David Drew**: "Our previous PD did so well he was promoted and now we're ready for the next level, are you ready to work hard and play hard on the shores of Lake Superior? We have an exceptional co-host in place and you'll get to work for **Gap West Broadcasting**, a company that 'gets it.'" Are you a positive leader, with success in mornings, who loves the format and brings tremendous pop culture savvy? Do you have experience with Prophet, NexGen and Selector? Submit your best stuff to: David Drew, Gap West Broadcasting, 14 E. Central Entrance, Duluth, MN 55811 or email daviddrew@gapbroadcasting.com... Door County's new fm 106.9 the Lodge seeks sales/marketing person to help cultivate and grow client relationships and live in beautiful Door County! Correspondence to **Carrie Mesic**, VP/Sales Manager: carrie@fm1069thelodge.com... CBS/Minneapolis Radio stations, N/T WCCO AM, AC 102.9 Lite FM, and Jack 104.1 FM have the following sales positions open: **NTR Sales Executive** - Expected to generate non-traditional revenue through signature event sponsorship sales. Work with Director of Sales to create income and participation projections for events. Assist in coaching local sellers in business development efforts. Required experience includes 3-5 years in event management and planning, along with demonstrated sales execution. Radio industry and/or media background preferred. **Account Executive** - Expected to translate approved ad sales strategies and goals into sales. Leads sales presentations to clients and prospective clients. Minimum 2 years sales experience. **Sales Associate** - Full-time entry-level position in a program designed to help selected individuals develop the skills and abilities necessary to become a successful Account Executive. The position is a maximum one-year assignment, during which time you will learn the radio business by mentoring under a Senior Account Executive and providing support to the Senior Account Executive. Successful candidate will have a college degree or equivalent experience in the industry. Apply to <http://www.cbsradio.com>. Applications will only be accepted through this site...Midwest Communications, Inc. has an immediate opening for a full time Brand Manager/Announcer for 104.5 The Point WXER-FM in Sheboygan, Wisconsin. Are you a strategic thinker, someone who can share their passion with their listeners and can help build promotions that will get people talking while handling an on-air shift? If you have an outstanding work ethic, great people skills and a proven track record as a Brand Manager (Program Director) and on-air experience, send tape and resume TODAY to **Steve Schouten**, Market Manager, <mailto:steve.schouten@mwcradio.com> or mail to Steve's

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If you are a positive part of the community and have amazing production skills, apply to: 977production@gmail.com...**Good Karma**/Milwaukee and Madison, WI are looking for Sports AE's. If your passion is sports, here is a great way to get your foot in the door. The right candidate will generate new sales opportunities by developing marketing and advertising campaigns for businesses through radio, web, mobile and event marketing. For both positions, apply to: jobs@gkbradio.com...**Journal Country** KTTS/Springfield, MO is on the hunt for their next night star. Great phones and having fun are key. Apply to: skelly@kts.com...**Mid-West Family Broadcasting** AC WNNS/Springfield, IL needed a FT Air-Talent with possible management duties yesterday. Join a small staff running a station with big history. Audio, resume and why you should be the one they hire, to: sgroves@wqlz.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

#236 Muskegon, MI

Rock WMRR gains on leader, country WMUS.

Station	Format	Owner	Fa08	Sp09
WMUS-FM	Ctry	Clr Chnntl	12.9	12.8
WMRR-FM	ClsscRock	Clr Chnntl	6.4	9.1
WLCS-FM	Oldies	Citadel	5.8	5.5
WSHZ-FM	AC	Clr Chnntl	6.4	5.5
WSNX-FM	Top 40/M	Clr Chnntl	6.4	5.5
WVIB-FM	Urb AC	Citadel	4.1	4.9
WHTS-FM	Top 40/M	Citadel	5.3	4.3
WLAW-FM	Ctry	Citadel	4.1	3.7
WGRD-FM	Alt	Regent	2.3	3
WTNR-FM	Ctry	Citadel	2.3	3
WBCT-FM	Ctry	Clr Chnntl	2.3	2.4
WKBZ-AM	Talk	Clr Chnntl	2.9	2.4
WLAV-FM	ClsscRock	Citadel	2.9	2.4
WEFG-FM	Sports	Citadel	1.8	1.8
WBFX-FM	ClsscRock	Clr Chnntl	1.2	1.2
WJQK-FM	ChrstnCon.	Lanser	1.8	1.2
WOOD-FM	AC	Clr Chnntl	1.2	1.2
WWKR-FM	ClsscRock	Synergy	0.6	1.2
WBBL-FM	Sports	Citadel	1.2	0.6
WFGR-FM	ClsscHits	Regent	0.6	0.6
WGHN-FM	AC	WGHN Inc	0.6	0.6
WGN-AM	N/T	Tribune	0.6	0.6
WLHT-FM	AC	Regent	0.6	0.6
WMAX-FM	Sports	Clr Chnntl	0.6	0.6
WOOD-AM	News	Clr Chnntl	1.2	0.6
WTRV-FM	AC	Regent	0.6	0.6

#152 Peoria, IL

4th to 1st for adult WSWT.

Station	Format	Owner	Fa08	Sp09
WSWT-FM	AC	Triad	8.5	9.7
WXCL-FM	Ctry	Triad	9.4	7.8
WMBD-AM	Talk	Triad	8.8	7.5
WPBG-FM	ClsscHits	Triad	8.8	7.5
WZPW-FM	Top 40/R	Regent	6.1	6.7
WFYR-FM	Ctry	Regent	6.1	6.1
WIXO-FM	ActRock	Regent	3.6	5
WGLO-FM	ClsscRock	Regent	6.1	3.9
WHPI-FM	Oldies	Independ.	2.5	3.3
WIRL-AM	ClsscCtry	Triad	2.2	3.1
WDQX-FM	ClsscRock	Triad	2.8	2.8
WPIA-FM	Top 40/M	Independ.	2.5	1.9
WLS-AM	Talk	Citadel	1.4	1.7
WWCT-FM	Alt	Independ.	0.8	1.7
WBNQ-FM	Top 40/M	Regent	2.2	1.4
WGN-AM	N/T	Tribune	0.8	1.4
WCDD-FM	ClsscHits	Prairie	—	1.1
WZPN-FM	Sports	Independ.	0.6	1.1
WAAG-FM	Ctry	Pritchard	—	0.8
WBWN-FM	Ctry	Regent	1.1	0.6
WPEO-AM	ChrsTalk	Pinebrook	1.1	0.6

#245 Pittsburg, KS

Country KKOW runs away again.

Station	Format	Owner	Fa08	Sp09
KKOW-FM	Ctry	American	22.6	22
KSYN-FM	Top 40/M	Zimmer	7.3	7.9
KKOW-AM	ClsscCtry	American	4.5	5.6
KIXQ-FM	Ctry	Zimmer	4	4.5
KIKS-FM	Ctry	Iola	2.8	3.4
KMXL-FM	AdultHits	Carthage	4.5	3.4
KJMK-FM	AC	Zimmer	2.3	2.8
KNMO-FM	Ctry	Harbit	4	2.8
KBZI-FM	AC	American	2.8	2.3
KOMB-FM	Oldies	Ft Scott	2.3	2.3
KXDG-FM	ClsscRock	Zimmer	1.7	2.3
KHST-FM	ClsscHits	Mytown	1.1	1.7
KINZ-FM	ClsscHits	Mytown	1.1	1.7
KKOY-FM	Top 40/M	Mytown	1.1	1.7
KSEK-FM	ClsscRock	SE Kansas	2.3	1.7
KWXD-FM	ClsscRock	Mytown	1.7	1.7
KRWP-FM	ClsscCtry	Cumul.	1.1	1.1
KSEK-AM	Sports	SE Kansas	0.6	1.1
KZRG-AM	N/T	Zimmer	0.6	1.1
KBTN-FM	ClsscCtry	American	0.6	0.6
KCAR-FM	Oldies	American	0.6	0.6
KGGF-FM	Oldies	Mahaffey	0.6	0.6
KIND-FM	AC	Tallgrass	0.6	0.6
KIOL-AM	Oldies	Iola	0.6	0.6
KITO-FM	Ctry	Stephens	0.6	0.6
KLKC-FM	AdultHits	SE Kansas	1.1	0.6
KMDO-AM	Oldies	Ft Scott	0.6	0.6
KMOQ-FM	Top 40/M	American	1.1	0.6
KQRC-FM	ActRock	Entercom	—	0.6
KUSN-FM	Ctry	Mahaffey	1.1	0.6
WHB-AM	Sports	Union	—	0.6
WIBW-AM	N/T	Morris	—	0.6

#146 Quad Cities, IA

Country WLLR doubles 12+ audience of #2 WXLp.

Station	Format	Owner	Fa09	Sp09
WLLR-FM	Ctry	Clr Chnntl	15.9	18.7
WXLp-FM	ClsscHits	Cumul.	8.4	9.2
KBOB-FM	Rock	Cumul.	6.6	7.9
WOC-AM	Talk	Clr Chnntl	9.5	7.9
KUUL-FM	Oldies	Clr Chnntl	4	5.8
KCQQ-FM	ClsscHits	Clr Chnntl	4.9	5.5
KBFA-FM	Top 40/M	Cumul.	7.5	5.3
KMXG-FM	AC	Clr Chnntl	7.8	4.5
KQCS-FM	Hot AC	Cumul.	2.6	2.6
WGN-AM	N/T	Tribune	1.7	1.8
WMT-AM	Talk	Clr Chnntl	1.2	1.3
WYEC-FM	B/EZ	Miller	1.4	1.3
KJOC-AM	Oldies	Cumul.	0.6	1.1
KRNA-FM	Rock	Cumul.	—	0.5
WAAG-FM	Ctry	Pritchard	—	0.5
WFXN-AM	Sports	Clr Chnntl	1.2	0.5
WKEI-AM	N/T	Miller	0.9	0.5
WLS-AM	Talk	Citadel	—	0.5
WSCR-AM	Sports	CBS Radio	—	0.5

#234 Rochester, MN

Country KWWW overtakes T40 KROC.


Station	Format	Owner	Fa08	Sp09
KWWW-FM	Ctry	Cumul.	9.7	10
KROC-FM	Top 40/M	Cumul.	10.2	8.3
KNXR-FM	Stnrds	United Audio	6.3	6.7
KMFX-FM	Ctry	Clr Chnntl	6.8	5.6
KRCH-FM	ClsscRock	Clr Chnntl	6.8	5
KROC-AM	N/T	Cumul.	5.7	5
KYBA-FM	AC	Cumul.	5.7	5
KDZZ-FM	Rock	Cumul.	2.8	3.9
KWEB-AM	Sports	Clr Chnntl	1.7	2.8
KDWB-FM	Top 40/M	Clr Chnntl	1.1	1.7
KLCX-FM	ClsscHits	Cumul.	1.7	1.7
KTLK-FM	Talk	Clr Chnntl	1.1	1.7
KVGO-FM	Oldies	Cumul.	1.7	1.7
WCCO-AM	Talk	CBS Radio	2.3	1.7
KQAQ-AM	ClsscCtry	Hometown	0.6	1.1
KQRS-FM	ClsscRock	Citadel	1.7	1.1
KXXR-FM	ActRock	Citadel	0.6	1.1
KAUS-FM	Ctry	3 Eagles	0.6	0.6
KBGY-FM	Reg.Mex.	Lakes	0.6	0.6
KDHL-AM	Ctry	Cumul.	0.6	0.6
KEEY-FM	Ctry	Clr Chnntl	—	0.6
KFAN-AM	Sports	Clr Chnntl	—	0.6
KFIL-FM	Ctry	Cumul.	0.6	0.6
KLCH-FM	Oldies	Quarnstrom	0.6	0.6
KOLM-AM	Sports	Cumul.	—	0.6
KOWZ-AM	Talk	Linder	—	0.6
KOWZ-FM	AdultHits	Linder	—	0.6
KQYB-FM	Ctry	Mid-W Fam.	0.6	0.6
KSTP-FM	Hot AC	Hubbard	0.6	0.6
KZJK-FM	AdultHits	CBS Radio	—	0.6
WBIZ-FM	Top 40/M	Clr Chnntl	—	0.6
WMEQ-AM	N/T	Clr Chnntl	—	0.6

#149 Rockford, IL

In a tight race, T40 WZOK narrowly in #1.

Station	Format	Owner	Fa08	Sp09
WZOK-FM	Top 40/M	Cumul.	11.9	12.5
WXXQ-FM	Ctry	Cumul.	11.7	11.5
WGFB-FM	AC	Maverick	7.6	7
WKGL-FM	ClsscRock	Cumul.	2.7	6.8
WRTB-FM	AdultHits	Maverick	5.7	6.5
WXRX-FM	ActRock	Maverick	6.5	5.7
WGN-AM	N/T	Tribune	6.5	4.7
WQFL-FM	ChrstnCon.	1stAssem.	1.9	2.9
WROK-AM	N/T	Cumul.	3	2.9
WYRB-FM	Urb AC	Crawford	5.1	2.9
WNTA-AM	Talk	Maverick	3.5	2.3
WBBM-AM	News	CBS Radio	1.9	1.8
WLS-AM	Talk	Citadel	1.6	1.8
WSJY-FM	AC	NRG	1.4	1.8
WSCR-AM	Sports	CBS Radio	1.9	1.3
WZEE-FM	Top 40/M	Clr Chnntl	1.4	1
WJJO-FM	ActRock	Mid-W Fam.	0.5	0.8
WJVL-FM	Ctry	Bliss	1.1	0.8
WSEY-FM	Oldies	NRG	0.5	0.5

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



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