

35 YEARS OF THE CONCLAVE (1976-2010)

Volume XXXVI Number 5 February 5, 2010

The Conclave

Presents

The TATTLE R

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

On Wednesday, February 10th at 2P CST, you can learn how to “go independent” and enter the world of freelance voiceovers. It’s highly competitive and you’ll get reality-based advice from our highly accomplished panelists including national VO talents! Join us for: **From JOX to VOX - Building A Voiceover Business** and discover new opportunities and rewards. Attendance at this special webinar – presented by **RADIOMALL** - is free, but you must pre-register at <https://www1.gotomeeting.com/register/354181928>. This webinar promises a discussion on the realities of getting started in doing freelance voiceovers, whether it be in providing radio/TV stations with their signature voice or finding work doing narrations and other so-called “industrial” reads. Join Conclave Board member **Jay Philpott** of 106-5 The Arch/St. Louis with his guests: **DICK ERVASTI**, nationally recognized voiceover talent who was the voice of “The NFL on Fox” for eight years, and has done literally tens of thousands of commercials, narrations, sweepers, promos, introductions and more. **ANN DeWIG**, is one of the busiest and most in-demand female station voices working today. And **EMMETT ANDREWS** is a former air talent and production wizard from 105-7 The Point (KPNT/St. Louis) who now works for Sweetwater Sound, one of America’s premiere sources of pro audio gear.

A significant contributor to the **University of Central Missouri** is pulling his support due to comments made by the morning host and co-owner of the school’s radio sports partner **D&H Media Oldies KOKO-AM/Warrensburg, MO**. **Benoit Wesley**, a Holocaust survivor, has donated scholarships and funded the campus landmark Maastricht Friendship Tower. Wesley became upset when **KOKO’s Greg Hassler** discussed the absence of a Christmas tree at the school president’s campus home; Hassler complained that Pres. **Aaron Podelesky** removed the tree, saying, “For years there was a Christmas tree lit at Selmo Park. He (Podelesky) stopped that. Every religion should be able to celebrate in their own way, but we do live in Warrensburg, Missouri. This is America, you know? Let’s bring that back.” Wesley wrote to the school, insisting that Hassler’s

comments were anti-Semitic and when the board did not take disciplinary action, Wesley pulled his support. Hassler denies he meant anything anti-Semitic, saying, “The whole thing is just silly.”

Citadel’s prepackaged Chapter 11 reorganization has officially been filed with the **US Bankruptcy Court**, with the plan giving senior lenders 90% of the reorganized radio company’s common stock and a share of a new term loan, the stakes of existing shareholders will be wiped out. Citadel’s \$1.4 billion (with a B) debt will now be replaced by \$762.5 million of new debt; it will have over \$72 million in cash on hand by April 30th.

Internet radio provider **Pandora** is set to seek more business from local advertisers this year, with a new sales team focused on small and mid-sized businesses. Pandora is also partnering with **AdReady**, an ad platform that helps smaller advertisers place display ads with publishers. “We’ve been getting a lot of request from small to mid-size businesses,” said VP/Performance Ad Sales **Brian Mikalis**. “One of the differentiators for Pandora from other traditional sites is every single one of our users registers and gives us their zip code, so we can do that local marketing down to the DMA level very easily.” Mikalis will manage the new, local, sales staff...stationed in Pandora’s Oakland, CA, headquarters.

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 and have previously not been paid in either field. The combined amount of the scholarships is over \$70,000 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? Go to the Conclave website (<http://www.theconclave.com>) and download and air the Conclave Scholarship PSA’s! Says Conclave Scholarship Director **Karol Baumeister**, “We need your help this year! Remember what it was like starting out. The Conclave is committed to the education and growth of established broadcasters as well as up and coming. Help us give the gift of college to the upcoming broadcasters and future music executives!”

Citadel Talk WJR-AM/Detroit raised over \$22k Tuesday night for the S.A.Y Detroit (Super All Year) charity. The event included an appearance by WJR host, best-selling author and 2-time Conclave keynoter **Mitch Albom**. Albom formed the charity in 2006 to help the homeless.



From JOX to VOX: Building A Voiceover Business

Conclave Webinar!

Wednesday

February

10

2 PM

CST

This webinar promises a discussion on the realities of getting started in doing freelance voiceovers, whether it be in providing radio/TV stations with their signature voice or finding work doing narrations and other so-called “industrial” reads. Learn how to “go independent” and enter the world of freelance voiceovers. It’s highly competitive and you’ll get reality-based advice from our highly accomplished panelists including national VO talents! Faculty: **DICK ERVASTI, ANN DeWIG, and EMMETT ANDREWS!**

Visit www.theconclave.com for details!

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Clear Channel Talk KOA-AM/Denver joins forces with the **Haitian Timoun Foundation, Wal-Mart, Penske Trucks** and **Project Cure** to send first-aid supplies to Haiti. The station is accepting donations (2/6) at Denver area Wal-Mart's and Aurora Fire Department stations with Penske Trucks taking the donations to Project Cure. 100% of donations will go to the relief efforts.

Peak Broadcasting Country KAWO/Boise raised \$26,350 for **St. Jude** during their annual radiothon last Thursday and Friday. KAWO's three year total to St. Jude is pushing \$100k! This year, APD/PM Driver **Dan Matthews** said he would shave his head if listeners donated over \$22k, which was last years total. Matthews went bald on the air Monday!

Global Radio Networks partners with **Billboard** to launch **Billboard Radio** April 2010. The new radio show will be syndicated daily on the Music of your Life format, featuring a mixture of hits from the 1950s through today. Billboard Radio will debut next month on Music of your Life as a two-hour weekend special, prior to its official launch in April. The special will be hosted by a well-known celebrity and will feature **Donny Osmond's** "8-Track Playback."

Envision Radio Networks' syndicated **Todd-N-Tyler Radio Empire** had a special guest the morning of 1-29 – **David Johnson**, the Omaha man who was busted by local police for smoking pot with his 17- and 20-year old sons. Police made the arrest after finding videos of the incident on **YouTube**. Johnson, a loyal Todd-N-Tyler listener, called the show to clear up some misconceptions being reported by local and national media. Audio of the interview is available at tnradioempire.com.

Hubbard is tweaking the imaging and changing the calls on its female FM talk station WFMP/Minneapolis. The stations new calls are KTMV and its new slogan is "MyTalk107."

Alchemy II Broadcasting closes on the purchase of WCIN/Cincinnati from **American Broadcasting, LLC** for \$600k. The station is now using the calls WDJO-AM and the oldies format Alchemy previously programmed at crosstown WDJO-AM (now Talk WQRT-AM) before **Christian Broadcasting System** ended the LMA and began its own Talk format.

Thursday, February 11th marks KHQG-FM/Duluth's "The Northland's Classic Rock 102.5" second *Album Side Thursday*. On that day beginning at 9am and lasting until Midnight, entire rock LP album sides will be played on-air without interruption on real turntables. "The tremendous amount of positive feedback we received in the community when we did this on December 3rd was more than we could have ever imagined," said 102.5's Operations Manager **Corey**

Carter. "Listeners were excited that there was finally a Classic Rock radio station that respected the music this much." Said 102.5 Program Director **Brian Wheeler**, "Two turntables and a microphone. Some might say we're returning to a time when music mattered. We think it still matters, and that's why we're doing it,"

The 2010 Rockwell Award. Since 1989, the Conclave has presented *The Rockwell Award* - an annual lifetime achievement award – to an individual of unquestioned accomplishment inside the radio industry. This year, the Conclave is reaching out to the entire industry throughout the nation to help select nominees for this important recognition. What is the Conclave looking for in its 35th Anniversary Rockwell Award recipient? It seeks a person who is not just an inspirational leader, but a person of great accomplishment - one who teaches and guides others directly, by example, or both. The successful nominee has made lasting and significant contributions not just inside their industry, but to the public the industry serves. The Rockwell honoree is a pioneer who has paved trails for others to follow, now and in the future. They are resolute, strong, committed, and have their work respected by all. They may come from any walk of industry life: a syndicated or local talent, a single market or national programmer, a general manager or group owner, a production or promotion professional, V/O talent, etc. Do you know of such an industry contributor? If so, please nominate them for this special honor made more special by the Conclave's forthcoming 35th celebration. Visit <http://www.theconclave.com> for more information and a nomination form. The deadline for receipt of nominations is TODAY Friday, February 5th at 7P EST/6P CST!

Citadel Oldies WLS/Chicago brings in **Dave Fogel** for mornings, effective March 1st. **Maura Myles**, who crosses the hall from NT sister WLS-AM, joins Fogel in the morning. Fogel most recently did mornings at KCKC/Kansas City after hosting afternoons at Hot AC WTMX/Chicago for seven years.

NextMedia Alternative WKZQ/Myrtle Beach, SC afternooner **Jersey** exits to relocate to Chicago.

Midwest Communications Talk WTAQ-AM/Green Bay ups weekend news anchor/reporter **Trevor Kubiak** to evening news anchor/reporter. Kubiak replaces **Scott Patrick**, who exits for a new post as a Corrections Officer at the Brown County Jail.

After more than six years as PD at **Clear Channel** Top 40 WZEE and sister Country WMAD/Madison, **Jon Reilly** resigns, effective immediately.

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Katz Radio Group ups fours in its Chicago office. **Ted Rosen** was named VP/Manager and **Kristina Presern** was named VP/Sales. **Chris Shellgren** was appointed VP/Manager at **Eastman Radio** and **Sam Vangelovski**, also of Eastman Radio, was promoted to a Sr. AE.

American Media Investments Talk KQYX-AM/Joplin, MO flips to Oldies.

Gap West/Billings, MT hires former **Clear Channel** Country KNIX/Phoenix PD **Ray Massie** to program Country KCTR and Classic Rock KMHK.

Entercom Sports KCSP-AM/Kansas City grabs former NBA and University of Kansas player and NBA TV commentator **Scot Pollard** and veteran sportswriter **Jason King** as analysts and commentators.

Congrats to **Conclave** Board member and **Clear Channel/Omaha's Lester St. James**, proud papa of **Sean Matthew**, born yesterday evening and weighing in at 8 lb 11oz! Mom, Dad, & Sean are all doing fine, thank you!

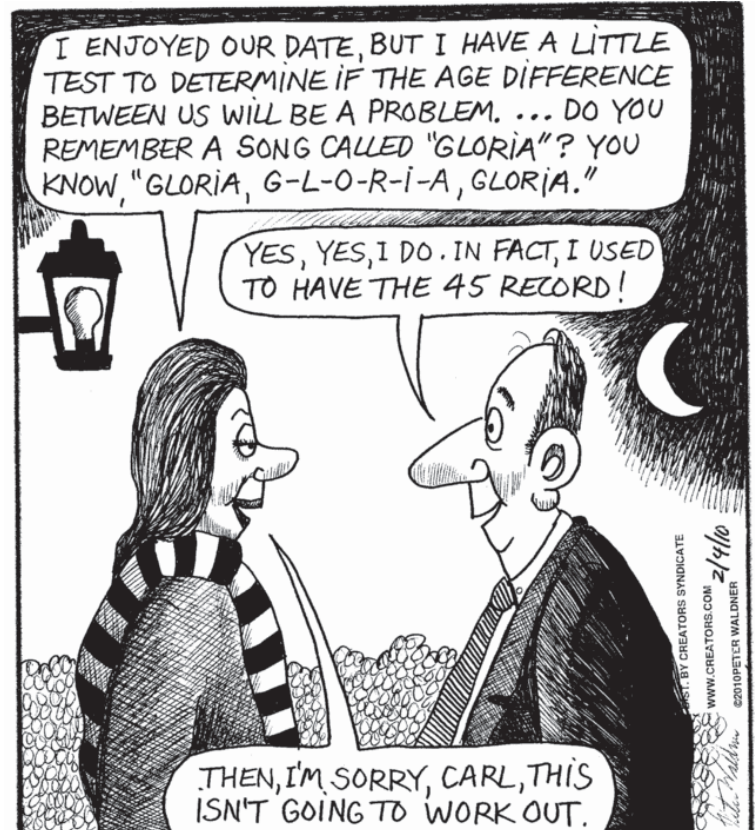
Minnesota Public Radio KCMP/Minneapolis MD **Melanie Walker** and her husband, **Warner Bros.** regional promotion rep. **Aaron Michelson** have welcomed their first child into the world! Murray Lionel Michelson arrived Monday night, Feb. 1 at a very healthy 9lbs. and 22 inches.

In 2008, the **Conclave** launched its trailblazing webinar series and now in 2010, the Conclave will be making its webinar recordings available for downloading. The process for ordering a webinar recording is simple. Go the Conclave website (<http://www.theconclave.com>), click on "webinars", and look for the link for a Webinar Recording Order form (<http://www.theconclave.com/upload/conclave2010webinarorderform.pdf>). Download the link, and follow the instructions. After processing your order, and exclusive link will be sent allowing a webinar recording to be downloaded as a .wmv file. Webinar recordings are priced at only \$9.99 each. Or, if you're ordering a webinar and you're attending the 35th Anniversary Learning Conference, your webinar recording is just \$1.99! 2010's first two webinars are now available: **RE-IMAGINING IMAGING FOR 2010** - a look and listen to the changes in imaging created by PPM ratings methodology & a discussion of updates in thinking on station positioning and brand identification - presented on Wed January 13th, 2010. And **WOMEN UNDER GLASS- SMASHING THE CEILING** - featuring **Dr. Eric Shoars**, author of the book *WOMEN UNDER GLASS*, a study uncovered the actual causes that keep women out of corner offices - presented this past Wed January 27th.

Congrats to **CBS Country** WUSN/Chicago PM driver **Drew Walker** and his wife Jill, who welcomed new daughter **Vivian** on January 21.

Condolences to family and friends of former Indiana radio station owner **Joseph P. Sweeney**, who passed Sunday in Franklin, IN at 84. Sweeney founded WROI/Rochester, IN in 1971 and owned it until 1983.

Jobs. Today's Soft Rock, 102.5 KEZK-FM is seeking a full time Afternoon Drive Time Talent. Required Skills/Experience: The successful candidate should have at least five years of on-air experience, either morning or afternoon drive experience, be able to relate to KEZK's adult-female audience, and have a working knowledge of Adult Contemporary music and artists. Familiarity with digital studio and audio production equipment, including Pro Tools, and the ability to do commercial production are also required. Must be available for personal appearances and weekend work. Must be able to do compelling content and exceptional live spots. Preferred Skills/Experience Knowledge of the St. Louis market is strongly preferred. To apply for this position, please visit <http://bit.ly/9NYwaA>.



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All applications will be taken online...**Entercom's** 103.7 KISS FM Milwaukee is looking for part-time air talent. Do you have a passion for radio and want to learn and grow with a great company. Then you may be just who we're looking for! Job Requirements: -Be dependable, reliable, -Available to work holidays and weekends, - Computer literate, -Radio producing/production experience. So, if you live in or near the Milwaukee area send me your stuff! Please e-mail mp3, resume and references to <mailto:jojo@entercom.com> or send to: 11800 West Grange, Hales Corners, WI 53130, Attention: Jojo... WAAG Galesburg, IL is looking for an afternoon host who will love to communicate with our listeners and community on our heritage country station. We are a locally owned community based group of eight radio stations. We have no corporate office, but we do have high expectations of doing great local radio and being highly visible in our community. Previous on-air, production or promotion experience is a must. If this sounds like a place you'd like to be, then tell us why. Send your resume/mp3 demo to: **Roger Lundeen**, General Manager, Galesburg Broadcasting Company, 154 East Simmons St., Galesburg, IL 61401. Or email: jobs@galesburgradio.com...Last Call!!! Looking for a midday host in Central Illinois that is all about country music and lives the country lifestyle. Selector knowledge, Adobe Audition, Imaging experience, and Scott Studios experience a plus! Can you relate to the 25-54 Female and work the phones during the workday? Then this may be your job. Two years of full time on air experience preferred. Females encouraged to apply. This is not a voice track gig so please no voice tracking submissions. Please email your resume, aircheck, and imaging demo to <mailto:radiojobcentralil@yahoo.com>!...Lake City Rock 107.3 WRSW in Warsaw, Indiana is looking for our next Assistant Program Director and Afternoon Drive Personality! We are looking for person who wants to be very active in the community and understands community service! We are a 50,000 watt Classic Rock/Classic Hits Station in a city surrounded by lakes which is great in the summertime! We are in a small market but we sound much BIGGER! If you want to be a part of an exciting opportunity with a company who knows how to treat their people and how to do radio the right way then send resume & aircheck to: **Clint Marsh**, General Manager, WRSW, 216 W Market Street, Warsaw, In 46580. or by email at cmarsh@lakecityradio.com...KQRA - Q102.1 FM needs a FULL TIME ON-AIR PERSONALITY. This is not overnights. Q 102.1 FM in Springfield Missouri seeks new voice to entertain our large active rock audience. Candidate should have some knowledge of Microsoft Word, Excel, digital editing software (Protools, Maestro & Mediatouch), and have the ability to meet deadlines and handle multiple projects. Minimum of two years of experience as an On Air Personality is preferred. E-mail Resume and Demo: kbergman@mwfmktg.com...PROGRAM DIRECTOR WANTED. Work in one of America's best cities, leading programming for legendary stations for the industry's best company! **Clear Channel Radio-Madison** has an immediate opening for a Program Director(s) for two of its six-station cluster in Madison, Wisconsin; Z104 (WZEE FM) and 96.3 STAR COUNTRY (WMAD FM). You will oversee programming, music, air talent including top live morning shows and design promotions for the stations and our industry-leading online products with the resources of Clear Channel Radio at your disposal. Qualified applicants will have a minimum of 3 years of programming experience, mastery of music scheduling and audio editing, great people skills and a focus on winning, along with a contemporary business perspective. Base plus incentive bonus plan, great benefits and in a successful environment. Email resumes to: <mailto:madisonjobs@clearchannel.com> or mail resumes to Human Resources/Sales Assistant, PO Box 99, Madison, WI 53701 or fax to 608-277-7230...On-air personality / web guru opportunity-WGER Mix 106.3 **NextMedia's** Hot AC station in Saginaw, MI is looking for

a dynamic on-air talent who can bring afternoon drive to life (3p-7p), hooking listeners and drawing the Saginaw, Bay City & Midland area to interact with the station through on-air and web efforts. Executing the strategic plan set forth by the Program Director/General Manager with precision and passion. If you fit this description and would like to apply please send your resume and an air check to Program Director, **Brian Figula** at fig@mix1063fm.com...WGAR Cleveland is seeking an experienced Program Director. Pre-requisites include, but are not limited to, a strong work ethic and previous Program Director experience in which candidate demonstrated: effective talent coaching, strong leadership and communication skills, strategic and tactical strengths, ability to grow digital assets, musical skills and PPM knowledge. Please submit your resume to: Operations Manager - WGAR, 6200 Oak Tree Blvd, 4th floor, Independence, OH 44131 or email: OperationsManager@ClearChannel.com...Today's Great Country 101.9 WDEZ is looking for a Country music pro, one who can communicate with the adult Country audience, be relevant with compelling content which creates market buzz and have fun too! Log onto our web site, stream us and give us a look - <http://www.wdez.com>. You must be familiar with Google Radio Automation, Cool Edit Pro, Vox Pro and Music Master. This position includes radio station imaging and commercial production, so we will need your samples. Daily duties, other than your "better than best" afternoon show, will include participation in our station's promotions and events. We require outstanding creativity and enthusiasm! We are a **Midwest Communications** owned radio station with top shelf equipment in an outstanding broadcast facility. WDEZ-FM Radio and Midwest Communications is an Equal Opportunity Employer by choice. Email your audio, history, references and cover letter to <mailto:joe.cassady@mwcradio.com> If you would prefer to mail me your stuff, here is my address: **Joe Cassady**, Brand Manager, 557 Scott St., P.O. Box 2048, Wausau, WI 54402-2048...KQRA - Q102.1fm - Active Rock is looking for a Full Time Morning Show Board Operator and Production Assistant. Duties include: managing the Lex & Terry show with creative imaging ideas, contests and providing morning traffic & weather announcements daily while assisting our four station group with morning traffic reports. The other half of this candidate's position will be spent as **Midwest Family Radio's** Production Assistant. Duties include production time daily, meeting with salespersons and clients writing and producing effective and relevant marketing campaigns to help our advertisers succeed. Knowledge and experience in creative writing required. Production software knowledge and experience preferred but not required. We will train the right creative & qualified person. **Midwest Family Radio** uses ProTools &, iMediatouch. Position includes benefits and 401K. This is a full-time position; salary commensurate with experience. E-mail Resume and Demo: <mailto:kbergman@mwfmktg.com>. Or apply in house with Resume and Demo to: c/o **Kristen Bergman** 319 E Battlefield Suite B Springfield, MO 65803...AM Drive Personality - St. Louis. Essential Duties: Conceptualize, write, prepare, and perform creative content within a daily female-targeted program plus weekend/holiday shifts as scheduled. E-mail your resume to file://localhost/Jeff_McHugh/stlresumes@clearchannel.com, with "AM Personality" in the subject line. Or mail to: Clear Channel Communications, Att: HR - Re: AM Personality, 1001 Highlands Plaza Drive West, Suite 100, St. Louis, MO 63110...The New 96.3 NOW is still looking for full and part-time air talent for all dayparts. Get yourself in the running by sending your stuff NOW! Tony Fly is standing by to listen to your aircheck. Send it to <mailto:fly@norlites.com> and/or <mailto:selliot@norlites.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

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

Top 4 all improve 12+ in the fall.

Station	Format	Owner	Spr	Fall
KATO-FM	Ctry	Linder	9.2	10.8
KEEZ-FM	Hot AC	3 Eagles	9.2	9.5
KYSM-FM	Ctry	3 Eagles	8.5	8.8
KXLP-FM	ClsscRock	Radioactive	5.6	6.8
KTOE-AM	N/T	Linder	7.7	6.1
KQYK-FM	Rock	3 Eagles	5.6	4.7
KXAC-FM	Oldies	Linder	4.2	4.7
KDOG-FM	Top 40/M	Linder	2.8	4.1
KNUJ-AM	Ctry	Ingstad	4.2	3.4
WCCO-AM	Talk	CBS	3.5	3.4
KNUJ-FM	AdultHits	Ingstad	2.1	2
KRBI-FM	ClsscHits	3 Eagles	2.1	2
KYSM-AM	Sports	Linder	1.4	2
KOWZ-FM	AdultHits	Linder	1.4	1.4
KRRW-FM	Ctry	Linder	1.4	1.4
KTTB-FM	Top 40/R	NLights	2.1	1.4
KXXR-FM	ActRock	Citadel	2.1	1.4
KBWE-FM	Ctry	Result	—	0.7
KDWB-FM	Top 40/M	CC	0.7	0.7
KEEY-FM	Ctry	CC	—	0.7
KFAN-AM	Sports	CC	0.7	0.7
KFMC-FM	ClsscRock	Woodward	0.7	0.7
KKCK-FM	Top 40/M	Linder	0.7	0.7
KOWZ-AM	Talk	Linder	0.7	0.7
KQRS-FM	ClsscRock	Citadel	0.7	0.7
KTCZ-FM	AAA	CC	—	0.7
KTLK-FM	Talk	CC	0.7	0.7

#255 Lima, OH

Nice fall for country WIMT.

Station	Format	Owner	Spr	Fall
WIMT-FM	Ctry	CC	15.4	17.2
WIMA-AM	News	CC	9.6	8.6
WMLX-FM	AC	CC	6.4	7.3
WLWD-FM	Top 40/R	CC	7.1	6.6
WFGF-FM	Ctry	Maverick	7.1	6
WZRZ-FM	ActRock	CC	5.8	5.3
WEGE-FM	ClsscRock	Maverick	5.1	4.6
WDOH-FM	AC	Maverick	3.8	3.3
WBYS-FM	ActRock	Federated	3.2	2.6
WHIO-AM	Talk	Cox Radio	1.9	2
WLW-AM	Talk	CC	2.6	2
WCIT-AM	Oldies	Maverick	1.3	1.3
WKXA-FM	ClsscRock	Findlay	0.6	1.3
WWSR-FM	Top 40/M	Maverick	—	1.3
WBTU-FM	Ctry	Oasis	—	0.7
WBUK-FM	ClsscRock	Findlay	0.6	0.7
WCSM-FM	AC	Hayco	0.6	0.7
WDFM-FM	Hot AC	CC	—	0.7
WDHT-FM	Top 40/R	Radio One	—	0.7
WDSJ-FM	Ctry	CC	0.6	0.7
WERT-AM	Stnrds	First Family	0.6	0.7
WGTZ-FM	AdultHits	Main Line	—	0.7
WKKI-FM	ClsscHits	Sonshine	0.6	0.7
WOWO-AM	N/T	Federated	—	0.7
WVKS-FM	Top 40/M	CC	—	0.7

#282 Bismarck, ND

Top 3 remain entrenched.

Station	Format	Owner	Spr	Fall
KQDY-FM	Ctry	CC	12.5	11.7
KBMR-AM	Ctry	CC	12.5	10.9
KFYR-AM	Talk	CC	11.7	10.9
KKCT-FM	Top 40/M	Cumulus	6.3	7.8
KACL-FM	Oldies	Cumulus	8.6	7
KUSB-FM	Ctry	Cumulus	6.3	7
KKBO-FM	AdultHits	Conn.	3.1	6.3
KSSS-FM	ClsscRock	CC	7.8	6.3
KBYZ-FM	ClsscRock	Cumulus	5.5	5.5
KYYY-AM	AC	CC	5.5	4.7
KXMR-AM	Sports	CC	1.6	3.9
KNDR-FM	Con.Chrstn	CenDak'ta	2.3	1.6
KLXX-AM	Talk	Cumulus	0.8	0.8
KVOX-AM	Sports	James Ingstad	0.80.8	
KXRV-FM	AC	RadioAsst	—	0.8

#152 Ann Arbor, MI

Detroit radio controls market again.

Station	Format	Owner	Spr	Fall
WJR-AM	Talk	Citadel	9.5	7
WWWW-FM	Ctry	CC	5.8	5.4
WRIF-FM	ActRock	Grtr Media	2.1	4.5
WKQI-FM	Top 40/M	CC	4.6	4.1
WQKL-FM	AAA	CC	4.9	4.1
CIMX-FM	Alt	Globe	2.4	3.8
WXYT-FM	Sports	CBS	2.4	3.8
WDVD-FM	Hot AC	Citadel	2.8	2.9
WMXD-FM	Urb AC	CC	1.5	2.5
WVMV-FM	Sm Jazz	CBS	1.8	2.5
WDMK-FM	Urb AC	Radio One	3.1	2.2
WDRQ-FM	AdultHits	Citadel	1.5	2.2
WOMC-FM	Oldies	CBS	2.8	2.2
WAAM-AM	Talk	First	2.4	1.9
WCSX-FM	ClsscRock	Grtr Media	1.5	1.9
WNIC-FM	AC	CC	1.8	1.9
WTKA-AM	Sports	CC	0.9	1.9
WWJ-AM	News	CBS	2.8	1.6
WJLB-FM	Urb	CC	3.4	1.3
WYCD-FM	Ctry	CBS	1.2	1.3
WIOT-FM	Rock	CC	0.6	1
WMUZ-FM	Con.Chrstn	Crawford	1.8	1
CIDR-FM	AAA	Globe	0.6	0.6
WDFN-AM	Sports	CC	—	0.6
WDTW-AM	Talk	CC	0.6	0.6
WGPR-FM	Urb AC	WGPR Inc	—	0.6
WMGC-FM	AC	Grtr Media	1.5	0.6
WRVF-FM	AC	CC	0.6	0.6

#135 Appleton-Oshkosh, WI

No change inside the top 4 stations.

Station	Format	Owner	Spr	Fall
WNCY-FM	Ctry	Midwest	11.6	11.4
WAPL-FM	Rock	Woodward	9	10.3
WIXX-FM	Top 40/M	Midwest	7.5	8.7
WVBO-FM	Oldies	Cumulus	6.4	5.9
WHBY-AM	N/T	Woodward	4.9	5.5
WOZZ-FM	ClsscRock	Midwest	4.1	5.3
WKSZ-FM	Top 40/M	Woodward	5.2	4.6
WROE-FM	AC	Midwest	2.4	4.6
WNAM-AM	Stnrds	Cumulus	4.3	3.9
WPKR-FM	Ctry	Cumulus	3.9	2.7
WBZJ-FM	Top 40/M	Caxambas	0.6	2.3
WTMJ-AM	N/T	Journal	1.9	2.3
WOGB-FM	Oldies	CC	2.8	2.1
WDUZ-FM	Sports	CC	2.1	1.8
WQLH-FM	Hot AC	CC	2.8	1.8
WWWX-FM	Alt	Cumulus	1.9	1.8
WECB-FM	AC	Woodward	1.1	1.4
WTAQ-AM	N/T	Midwest	2.6	1.4
WZOR-FM	ActRock	Woodward	1.7	1.4
WOSH-AM	N/T	Cumulus	1.7	1.1
WSCO-AM	Sports	Woodward	—	0.7
WGN-AM	N/T	Tribune	—	0.5
WISN-AM	Talk	CC	—	0.5
WMBE-AM	Sports	Pacer	—	0.5
WZNN-FM	Alt	Cumulus	0.4	0.5

#265 BattleCreek, MI

A dead heat between T40 WKFR, Country WNNW.

Station	Format	Owner	Spr	Fall
WKFR-FM	Top 40/M	Cumulus	16.5	14.9
WNNW-FM	Ctry	Midwest	15.8	14.9
WBCK-FM	Talk	CC	9.4	11.2
WRKR-FM	ClsscRock	Cumulus	9.4	7.5
WJXQ-FM	Rock	RubCity	5.8	6
WVFM-FM	AC	Midwest	5	5.2
WBCT-FM	Ctry	CC	1.4	2.2
WBXX-FM	AC	CC	2.9	2.2
WOOD-FM	AC	CC	0.7	2.2
WVIC-FM	Alt	RubCity	2.2	2.2
WJIM-FM	Top 40/M	Citadel	1.4	1.5
WBBL-FM	Sports	Citadel	0.7	0.7
WBCK-AM	Ctry	CC	0.7	0.7
WBFN-AM	Con.Chrstn	CC	0.7	0.7
WFMK-FM	AC	Citadel	0.7	0.7
WGRD-FM	Alt	Regent	—	0.7
WITL-FM	Ctry	Citadel	0.7	0.7
WJR-AM	Talk	Citadel	0.7	0.7
WJZL-FM	Sm Jazz	RubCity	—	0.7
WKHM-FM	Top 40/M	Jackson	—	0.7
WMMQ-FM	ClsscRock	Citadel	0.7	0.7

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



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