

How important is avoiding an FCC fine for your company? Or at the extreme, the loss of a license? How are you set up with regard to EEO issues that could cost a station dearly, if handled improperly? This summer, the Learning Conference: Conclave 007 – RADIO UNDER CONSTRUCTION presents one of its most valuable seminars - LAW & ORDER, RADIO! - Friday, June 29th at the Marriott City Center, Minneapolis. In this litigious society, doing business by the (law) book is mandatory. But what ARE those laws? And what steps do any forwardthinking radio station need to take to make sure everything it does, and everything it says on the air, meets the requirements of the law - not to mention, FCC statute? LAW & ORDER, RADIO presents noted broadcasting legal expert, Brendan Holland, in a speed-reading of what you need to know to keep everything at your station - your morning show, your music selection process, your engineering department free from the worry of breaking the law, paying outrageous fines - or worse yet - losing your license! Expect a packed 60 minutes of information, including an invaluable Q&A session with one of our industry's top lawyers! The 2007 Learning Conference – June 28-July1 - offers 4 days of learning, problem solving, networking and fun! The tuition rate is only \$299 – still the lowest price of ANY industry conference - for a limited time, only! Log onto www.theconclave.com to download a registration form, or to register on-line!

Satter, Geslin Join Hall of Fame! Minnesota natives, Jack Satter and Ron Geslin, were inducted into the *Minnesota Rock & Country Hall of Fame* last weekend in Minneapolis. Satter began his career in the warehouse of famed Minneapolis distributor, Heilicher Brothers. He then jumped headlong into the record industry as regional rep for United Artists Records, He reached national prominence as Sr. VP/Promotion for EMI, Manhattan Records and Jive Records – labels that helped launch the careers of artists like David Bowie, Kenny Rogers, The Backstreet Boys, Richard Marx, and Britney Spears. Ron began his industry tour as a record shop owner and later, as MD for WCCO-FM (which later became WLTE). His label stops included EMI, Chaos, Tag and BigBeat. While Sr.VP/Promotion for RCA Records, he was responsible for bringing NSync, Christina Aguilera, and Dave Matthews to the American public. Jack and Ron join an elite group of

Minnesota-based music industry hall-of-famers like **Eddie Cochran**, **Bobby Vee**, **Dave Dudley**, and **Bob Dylan**! The Minnesota Rock & Country Hall of Fame is located in Albert Lea, Minnesota (home of Eddie Cochran!). Congrats to the newest HOF'ers!

**Don Imus** is planning to sue **CBS Radio** for the \$40 million left on his contract, citing the language in his contract that notes the company was aware of (and approved of) Imus' "irreverent, topical, and controversial" material. Specifically, the language states, "Company acknowledges that Artist's services to be rendered hereunder are of a unique, extraordinary, irreverent, intellectual, topical, controversial and personal character and that programs of the same general type and nature containing these components are desired by Company and are consistent with Company rules and policies." **Martin Garbus**, attorney for Mr. Imus, confirmed that he has indeed been retained by the radio personality to represent him in a breach of contract suit against CBS.

Rev. Al Sharpton will be attended the National Action Network's march protesting racism, sexism, and homophobia in rap music and the images the recording industry supports. The march on May 3 began at 5:30 at Sony Music and is being headed by NAN decency director Tamika Mallory and councilwoman Darlene Mealy of Brooklyn's 41st District. A rally will end the event at Columbus Circle. Last year's Learning Conference keynoter stated, "We need to deal with N-word and the misogyny of call our women b\*\*\*hes and hoes. No other community is disparaged by these record companies but us."

The GM of Clear Channel's Rochester, MN cluster has told the Rochester Post-Bulletin that the group is included in a larger sale to Dean Goodman's Goodradio.TV. Bob Fox says he met with Goodman last month and that negotiations are still going on, but the Rochester cluster's inclusion in the deal is a sure thing. Fox said, "We're excited about the sale. Goodman saw what we were doing and liked it when he visited Rochester." The stations in the cluster include Sports KWEB-AM, Country KMFX-AM/FM, Classic Rock KRCH, and Spanish Adult Hits KNFX-AM.

Matt Hudson's *Music Test America* is now offering radio a new form of stealth viral local marketing. After more than six months of beta testing, the company has developed a proprietary system to build custom MySpace® web sites for local radio stations that gathers thousands of 'friends' for each station in a short time. Once each site is built, the station can communicate with all it's friends about promotions, sales, and other station activities, with one mouse click. Hudson, President/ CEO, says "There are now 57 million MySpace users in America. Over 50% are ages 35+. In the new world of radio it's difficult to keep top-ofmind. Now, you can be an integral part of thousands of people's daily lives through MySpace. Our system is designed to lure your friends back to the station's web site to increase traffic and add value for your web customers. We're generating about 200 new friends a day for each station." Ask Matt about it when you see him at the Conclave next month.



RADIO UNDER CONSTRUCTION



In honor of **Josh Hancock**, the **St. Louis Cardinals** pitcher who lost his life in a car crash last weekend, **CBS Talk** KMOX-AM/St. Louis host **Charlie Brennan** will plant a horticultural memorial in honor of Hancock and the late **Darryl Kile**, who died during the 2002 season. The memorial will be placed at the median on Market Street between Broadway and seventh in St. Louis. The number 32 and Kile's number 37 will be represented with iresine plants juxtaposed on a flowering Euphorbia Diamond Frost background. Donations are being collected from listeners, and those wishing to volunteer to plant the memorial can contact the stations as well. KMOX is planning the tribute with **Gateway Greening.** 

As part of the reconstituted **Conclave 007: RADIO UNDER CONSTRUCTION**, you're invited to grab your OWN work crew (coworker) and get into the industries' premier learning conference at VERY special group "construction" tuition rates: 1) Register two crew members for one low price: \$550. 2) Register three crewmembers for \$750. 3) Register five crewmembers for just of \$900 (a savings of nearly \$600)! Entrance for one is still only \$299 until May 31, 2007. Register by calling 952-927-4487 or via www.theconclave.com to get in at these very special rates. Put on your hard-hats, and join us this summer for **RADIO UNDER CONSTRUCTION** at the Marriott City Center in Minneapolis, right after your all-important spring book (6/28-7/1)! Log onto www.theconclave.com for details.

Changes. Regional President for Citadel Southeast John King joins up with Regent Communications as Regions VP. He'll be overseeing Buffalo, Grand Rapids, and Bloomington, IL...KMXV/Kansas City's Joel Roberts has accepted the newly created Wilks Broadcasting Imaging Director gig...The "105.9 Free FM" slogan is being dropped from CBS Talk WCKG/Chicago. The new slogan will be "105.9 WCKG, Chicago's FM Talk Station" and will have a new logo. The lineup remains the same...The purchase of Country KKYY and Adult Hits KZRS/Sioux City, IA has been closed between Powell Broadcasting and NRG Media. The stations will join up with Powell and its four original stations for \$4.2 million.

A new federal law created to protect journalists from revealing sources for their stories has backing from the NAB this week. The law, proposed by reps. Rick Boucher, John Conyers, Howard Coble, Mike Pence, and John Yarmuth, along with Sens. Richard Lugar, Christopher Dodd, is being called "The Free Flow of Information Act of 2007" and NAB Pres./CEO David K. Rehr and Newspaper Association of America Pres./CEO John Sturm will be among the supporters at the news briefing on Capitol Hill. Says Rehr, "Broadcast journalists have a rich history of keeping citizens informed with timely investigative reporting on issues of critical importance to the nation. The NAB looks forward to working with Congress to ensure that reporters retain access to confidential sources without fear of prosecutorial reprisal."

One of Indiana's "Best Places to Work," according to the **Indiana Chamber of Commerce**, is the **Emmis Communications Corporation**.



Emmis ranked high on the list at #4. Said **Chairman/CEO Jeff Smulyan**, "One of the things I'm most proud of is the culture we've created at Emmis and the tremendous spirit of our employees. This honor is a testament to the people-focused values our Indianapolis and Terre Haute staffs support every day." The honorees were chosen from employer reports and employee surveys, and the winners were selected in categories of small/medium companies and large companies. Emmis was listed on the "Best of" for large companies. Congrats!

WBEX/Chicago, one of the metro area's public stations, is home to a **Knight-Wallace Fellowships** winner at the University of Michigan! "Eight Forty-Eight" host **Steve Edwards** will study "How Latino Immigrants Reshape American Politics, Economics, and Culture," for his 2007-08 tenure at the school. The fellowships are in their 35<sup>th</sup> year, and a new crop of winners will be determined next year.

Steffan Tubbs, Clear Channel Talk's KOA-AM/Denver host, has in his possession a piece of Colorado Rockies history this week, as he was tossed the ball by Rockies shortstop Todd Helton after an unassisted triple play last Sunday. The play was orchestrated by NL Rookie of the Year candidate Troy Tulowitzki, and Tubbs stated, "I was thrilled to have the ball, but the more I thought about it, the more I realized this was a piece of Rockies' history. Considering how rare a ball it is, it definitely belongs in the Baseball Hall of Fame." Tubbs added that he'd be happy to turn the ball over, and Tulowitzki expressed enthusiasm at meeting Tubbs to exchange the ball. Tulowitzki's cap and jersey are already making their way to Cooperstown.

Changes, Too. Fort Collins, CO's NRC Broadcasting Country KRKY is making the switch to AAA as "Radio Without Rules 102.1 FM" under market vet John Hayes...Former producer/late-nighter for Clear Channel Top 40 KSLZ/St. Louis Aaron "Cheddar" Tyler is moving to afternoons at Regent Top 40 Rhythmic WZPW/Peoria, starting next Monday...Steve Cherry, formerly at Clear Channel AC WLZT/Columbus as their PD, has joined up with Nextmedia Group as their new PD at Hot AC WZSR and OM of both WZSR and R& B Oldies WWYW/Suburban Chicago...Carol O'Keefe, ABC Talk WLS-AM/Chicago's Community Affairs Director and public-affairs show host, has decided to hang up her hat after nearly 30 years on the job....Cyndee Maxwell, Associate Publisher for Radio & Records is the publication's new Editorial Director (she'll retain her Ass. Pub position, as well). Conclave Board member, Paul Heine continues to serve as Executive Editor.

"Sweet 16" finalists at **Emmis** Rocker WLUP/Chicago will be showcased on Saturday before the panel of judges, in what marks the final event of the contest. It's being hosted by The Loop's **Zakk Tyler** and **Erin Carman**, and one Chicago lady will be crowned **The Loop Rock Girl**, which includes a schwaggy \$50,000 salary. Also part of the Rock Girl's duties will be hosting WLUP.com, attending events and concerts, and schmoozing with listeners!

## RADIO UNDER CONSTRUCTION

### Wednesday & Thursday at the Learning Conference: Conclave OO7 - Radio Under Construction!

WEDNESDAY, June 27

MUSICMASTER SUMMIT (separate tuition required/visit www.a-ware.com Thursday Only for details)

CONSULTANT/GROUP SUMMITS (to be announced)

11A NEWCOMER'S WELCOME ROOM

Tuition \$99! for a limited time only THURSDAY, June 28 **8A MCVAY MEDIA SUMMIT: PROGRAMMING FOR TOMORROW** 

NOON AUDIENCE DEVELOPMENT GROUP AIRCHECK CLINIC NOON THE PROMOSUITE/R&R PROMOTION SUMMIT

N BRANDING YOUR RADIO STATION 1P NO-BUDGET MARKETING AND PROMOTIONS 2P MARKETING TO WOMEN.

3P E-MAIL MARKETING THAT WORKS

4:30P THE BMI SONGWRITERS FORUM/THE MAKING OF A HIT **6P LINCOLN FINANCIAL MEDIA WELCOME RECEPTION/SHOWCASE** 

Specs Howard School for Communication Arts, Edison Media Research, Envision Radio, and Troy Research!!

Marriott City Center Hotel • Tuition \$299 • Group Rates NOW AVAILABLE • www.theconclave.com or 952-927-4487

The "Guest DJ Everyday in the Month of May" at Ingleside Alternative WWCD/Columbus, OH, returned this week! The promo has been going on for the past 10 years at the station, proving popular with listeners. The guest gets control for an hour and plays songs that listeners have submitted previously.

The first annual Wild Bride Bridal Show will be held this weekend in Ft. Wayne, IN, courtesy of Summit City Radio Top 40/Rhythmic WNHT. Brides and grooms can shop for photographers, caterers, florists, wedding gowns, cakes, jewelers, travel agents, banquet halls, hotels, massage therapy, disc jockeys, hair and makeup styles, and much more.

Former WPRO-AM/Providence host and veteran talker from Michigan Dave Barber will be filling in the 9-12 slot on Air America Radio this week. The former host of WWCK and WFDF in Flint, looks forward to his try-out with the progressive talk station.

Friendship Communications Christian T40 KWOF/Cedar Rapids, IA is remembering Moms this week for their big day by teaming up with local salon Exclusive Looks Salon to honor one local mom by giving her a "Day of Beauty." The station is asking listeners to write a poem about their mothers that will be posted on the website, and the winner will be announced on the "Jack & Julia In The Morning" show on May 11.

Moms get love from **American Biker Minute** this year, featuring a week of daily 60-second vignettes on favorite memories and stories about moms from motorcycle fans all over America. The event will be hosted by motorcycle reporter **Jeff Ryan.** If you're interested in running the special on your station, contact Rebecca Pixley rebecap@envisionradio.com.

As the 32<sup>nd</sup> annual Learning Conference creeps nearer and nearer (6/ 28-7/1), it should be remembered that the event would not be happening if it were not for the support of major sponsors of the Conclave, like Platinum Partner - Radio & Records. Partners Arbitron, AudioXChange/BitXChange, Brown College, Edison Media Research, Envision Radio, Jones Radio Networks, Lincoln Financial Media, McNally-Smith College of Music, MediaSpan, Megatrax, MusicMaster, Nielsen Entertainment/BDS Radio, Premiere Radio Networks, PromoSuite, RCS, Specs Howard School for Communication Arts, and Troy Research.

More Changes. Midwesterner Chris Chase is moving to Poughkeepsie, NY as Clear Channel's Hot AC WBWZ's new MD. Chase was previously at WMDH/Newcastle, IN and WLBC/Muncie, IN. He begins his eastern stint on Monday...Assistant Chief Engineer of Clear Channel/Mason City, IA, Scott Solko, is transferring to Clear Channel/ Milwaukee in the same position, and will working under Regional VP/ Engineering Steve George. George is new to Milwaukee himself, moving from CC/Omaha...Jesse Garcia will be leaving Entercom Country WDAF/Kansas City as their MD and taking the PD position at Clear Channel Country KCCY/Colorado Springs....Steve Rosenbloom and Sean Salisbury, co-hosts of ABC Sports WMVP/Chicago have left their midday posts, allowing for Tom Waddle and Marc Silverman to move in to their time slot.

Congrats to Nexmedia R&B Oldies WWYW/Chicago PD Shawn Powers and his wife Patti, on the new arrival of their son, Colin Charles. Colin came six weeks early, but thankfully both mom and baby are recovering well!

Dan Westhoff. PD/afternoon jock at Country WBWN/Bloomington. II. celebrates 20 years with the station this week. Congrats, Dan!

Carl Humbert, longtime vet of Polka WTKM/Hartford, WI, will hang up the headphones after 45 years in the Milwaukee area.

Our thoughts are with Journal WTMJ-AM/Milwaukee morning host Charlie Sykes this week. Charlie's mom passed away in a condo fire in her home in Wisconsin at the age of 87.

Jobs. Entercom Country WDAF/Kansas City is on the search for a new Promotion Director. If interested, contact PD Michael Cruise at mcruise@entercom.com...Andy Elliot, PD at Citadel Country KHKI/ Des Moines, is on the hunt for a morning co-host. Send your work to him at Andy.Elliot@citcomm.com...McVay Media is looking to add a Spanish Programming Consultant to their Hispanic Division. Must have a successful track record and be able to speak Spanish and English fluently. Resumes to Mike McVay and Luis Villarreal at mike@mcvaymedia.com...Withers Broadcasting Co. in Cape Girardeau Mo is currently looking to hire a qualified applicant for News/ Sports Play by Play/Announcing. If interested please contact Chris Cook with short air check and resume @ 901 S. Kingshighway Cape Girardeau Mo 63703 or email <a href="mailto:ccook@withersradio.net">ccook@withersradio.net</a>...Talk radio network is seeking a talented & energetic professional to join our station operations team in Eau Claire, WI. As an Operations Manager you would be responsible for the operating integrity of the local radio station. Cover

# RADIO UNDER CONSTRUCTION

## Friday June 29th at the Learning Conference: Conclave OO7 - Radio Under Construction!

FRIDAY, June 29

**8A SMALL MARKET SECRETS** 

9A WHAT THE 21ST CENTURY LEADER NEEDS TO KNOW

9A ARBITRON PRESENTS PROGRAMMING THRU THE PPM LENSE 10A THE R&R CONCURRENT FORMAT SYMPOSIUMS: AC, CHRISTIAN,

11:30A KEYNOTE

12:30P THE ARBITRON AWARDS LUNCHEON

2:30P THE R&R CONCURRENT FORMAT SYMPOSIUMS: TOP 40, TRIPLE A , NEWS/TALK/SPORTS

4P CAN'T GET NO RESPECT: GETTING WHAT YOU WANT!

4P LAW & ORDER: THE LEGAL SESSION

5P AUDIENCE DEVELOPMENT GROUP AIRCHECK CLINIC

5P THE R&R CONCURRENT FORMAT SYMPOSIUMS: URBAN/URBAN AC, ROCK, COUNTRY

6:30P THE MEGATRAX EXHIBIT HALL HAPPY HOUR

\*This agenda subject to change without notice

THANK YOU Platinum Partner – Radio & Record and Partners Arbitron, AudioXChange/BitXChange, BMI, Brown College, Jones Radio Networks, Lincoln Financial Media, McNally-Smith College of Music, MediaSpan, MusicMaster, Nielsen Entertainment/BDS Radio, PromoSuite, RCS, Specs Howard School for Communication Arts, Edison Media Research, Envision Radio, and Troy Research!!

June 28-July 1, 2007 • Marriott City Center Hotel • Tuition \$299/Group Rates NOW AVAILABLE • www.theconclave.com

letter and resumes can be sent to jobsvoice@yahoo...Top 50 Midwestern A/C looking to fill key dayparts. If you have an outstanding work ethic, understand what it takes to win, and, most importantly, you have the desire to win in an extremely competitive battle, please send aircheck, resume and photo <u>radiojobopening@yahoo.com</u>...Imagine having the best local talent plus the Packers, Brewers, Badgers, Rush, Harvey, Hannity, Savage and every tool under the sun at your disposal. Stop daydreaming; the job exists at 550 WSAU Wausau. Rush (sense of urgency, not the talk show host) your package to Jerry Bader, National Director of Talk Radio, Midwest Communications, jerry@wtaq.com. Or mail; Jerry Bader c/o Midwest Communication, Inc. P.O. Box 23333, Green Bay, WI 54305....News briefs in the afternoon and creating compelling content for the AM drive. Newsradio WJPF, Tom Miller, 1431 County Aire Drive, Carterville IL 62918...Underwriting Grant Representative: Your day would be spent visiting businesses and churches to talk to them about becoming a supporter of Great Plains Christian Radio. Businesses do receive on-air acknowledgement announcements for their gifts. For more information about Great Plains Christian Radio visit their web site at www.kjil.com and www.khym.org. Resumes can me mailed to Great Plains Christian Radio, P.O. Box 991, Meade, KS 67864. attn: Don **Hughes...Three Eagles Communications** is searching for a General Manager for KZEN-FM, KKOT-FM, KLIR-FM, KJSK-AM and KTTT-AM all based in Columbus, Nebraska. E-mail your resume to: Gary Buchanan, President/COO at <a href="mailto:gbuchanan@threeeagles.com">gbuchanan@threeeagles.com</a>...KWMT AM has a rare opening for Morning Host. The ideal candidate will have at least two years experience and will be able to relate to our well educated, mature audience. KWMT is in the heart of Rural Midwest America, so an agricultural background is helpful. As Morning Host, you will entertain and inform listeners all across lowa and four other states! RUSH your mp3 and resume to recruiting@kwmt.com...Looking for country talent in Fort Wayne, Indiana! Please send us your short country demo. ScottRoddy@gmail.com...Lake 98.1 WLKN needs a PM drive talent who can relate to Adults 18-49.. Ideal candidate may be working part time in another WI market (Green Bay or Milwaukee). Send your stuff via email to jacktaddeo@earthlink.net or mail to: Jack Taddeo, Radio K-T, Inc., 300 S. Northwest Highway, Suite 206 Park Ridge, IL 60068...FM News/Talk 100.3 KTLK Minneapolis has a rare opening for a Hip and energetic news anchor/reporter. Successful candidates must have credible on-air experience and a demo to prove it. You must be proficient in computer and electronic newsgathering; editing and writing; and production. If you are ready to change the way radio news is delivered, rush your resume and demo to: Hiring Manager, KTLK-FM, 1600 Utica Avenue South, #400, Minneapolis, MN 55416. Email: employment@clearchannel.com...Star 105.5 in Toledo, Ohio is searching for a host of Saturday Night Eighties program. Must be available Saturday nights 7-Midnight. Email Ryan Young at ryan.young@cumulus.com...103.1 WOGB, is looking for the perfect

Morning Show Co-host. Please forward your materials to Cumulus Broadcasting Attn: Dan Markus, 810 Victoria Street Green Bay, WI 54302 or email Dan at dan.markus@cumulus.com...Are you the cohost of a show? Are you ready to step up and host? Are you working in a large market part-time and want a full time gig? Please send a short audio sample, resume, and 3 references ScottRoddy@gmail.com...WLS 890 AM has an opening for a Traffic Manager. Please mail resumes to: WLS 890 AM, Attn: Randi Landes -Dept. A, 190 N. State Street, Chicago, IL 60601...Midwest Combo is looking for a GM who can bring an efficient core of sales and programmers to this new opportunity. Send resume to regionalradio@gmail.com....Sports Talk 1050 WTKA is offering a tryout for a full-time on-air co-host position. RUSH your demo (less than 2MB) Brian Program resume to Cowan, brian.cowan@cumulus.com...Contemporary Christian KTIS/ Minneapolis/St. Paul is searching for a PD/Morning Host. The successful candidate must be passionate about the ministry of Christian music. College graduate preferred. Minimum 5 years major market experience as PD. For more information, go to http://nwc.nwc.edu/display/807. Send cover letter and resume to jobs@nwc.edu or fax to 651-628-3339...lf you have a job opening you'd like to see in the TATTLER, please send it to Kate Kennedy at kate@main-st.net before noon on the Friday of the TATTLER issue date. All posting represent equal opportunities and phone calls are discouraged unless otherwise noted.



						Winter E	ook 20	07						
Minneapolis-St. Paul, MN (#16)					Cincinnati, OH (#28)					Cleveland, OH (#26)				
ABC rocker KQRS regains the crown. Station Format Owner Fa 06 Wi 07					Juggernaut continues for talker WLW. Station Format Owner Fa 06 Wi 07					Talker WTAM scores bigtime. Station Format Owner Fa 06 Wi 07				
Station	Format		7.2	8	<u>Station</u> WLW-AM	Format	Owner ClrChnnl	9.8		Station	Format	Owner ClrChapl	7.3	
KQRS-FM WCCO-AM	ClsscRock N/T	CBS	8.2	o 7.4	WUBE-FM	N/T Ctry	CBS	5.3	9.7 6.2	WTAM-AM WMJI-FM	N/T Oldies	ClrChnnl ClrChnnl	7.3	9.1 8
KEEY-FM	Ctry	ClrChnnl	6.9	6.2	WGRR-FM	Oldies	CBS	4.9	6.1	WZAK-FM	Urban AC	One	6.5	6.7
KDWB-FM	T40	CirChnnl	4.6	4.6	WEBN-FM	Rock	ClrChnnl	6	5.7	WDOK-FM	AC	CBS	7.2	6.5
KXXR-FM	ActRock	ABC	4.1	4.6	WRRM-FM		Cumulus	6.2	5.2	WGAR-FM	Ctry	ClrChnnl	7.5	6.1
WLTE-FM	AC	CBS	6.1	4.5	WKFS-FM	T40	ClrChnnl	4.6	5.1	WNWV-FM	•	Elyria-Lora		5.5
KTCZ-FM	AAA	ClrChnnl	3.9	4.4	WOFX-FM	ClsscRock		4.5	4.7	WENZ-FM	Urban	One	5.4	5.3
KSTP-FM	Hot AC	Hubbard	4.5	4	WKRC-AM	Talk	ClrChnnl	4.3	4.5	WAKS-FM	T40	ClrChnnl	4.9	4.3
KSTP-AM	N/T	Hubbard	3.2	3.7	WIZF-FM	Urban	One	4.3	4.4	WNCX-FM	ClsscRock	CBS	4.1	3.6
KQQL-FM	Oldies	ClrChnnl	4.5	3.5	WKRQ-FM	Hot AC	CBS	4.7	4.3	WMVX-FM	Hot AC	ClrChnnl	4.2	2.9
KTTB-FM	Rhym	One	3.1	3.3	WMOJ-FM	RhymOld	One	4.4	4.2	WQAL-FM	Hot AC	CBS	3.5	2.9
KZJK-FM	AdltHts	CBS	3.2	3.3	WSWD-FM	•	CBS	2.4	3.9	WXRK-FM	Alt	CBS	3	2.8
KFAN-AM	Sports	ClrChnnl	3.2	3.2	WVMX-FM		ClrChnnl	4.2	1.9	WFHM-FM	ChrstnAC	Salem	2.2	2.6
KTLK-FM	Talk	ClrChnnl	1.9	3.1	WAKW-FM	ChrstnAC	Pillar of Fi		1.7	WKNR-AM	Sports	Salem	2.3	2.6
WWTC-AM	Talk	Salem	1	1.4	WYGY-FM	Ctry	Cumulus	1.6	1.5	WMMS-FM		ClrChnnl	3.5	2.5
KTNF-AM	Talk	JR Bdcstg	1.7	1.1	WHKO-FM	Ctry	Cox	1.1	1.3	WJMO-AM	Gospel	One	1.2	1.7
WFMP-FM	Talk	Hubbard	1.3	1.1	WCKY-AM	Sports	ClrChnnl	1.6	1.2	WCLV-FM	Classical	WCLV	1.6	1.6
KLCI-FM	Ctry	Starcom	1	1	WPFB-FM	Ctry	WPAY/WF		1.2	WHK-AM	N/T	Salem	1.3	1.5
WDGY-AM	RegMex	Borgen	0.8	0.9	WDBZ-AM	N/T	Blue Chip		1.1		, .	•		
WGVX-FM/	. togox	20.90	0.0	0.0	WFTK-FM	Talk	Cumulus	0.5	1.1	Chicago, IL	(#3)			
WGVY-FM/					• • • • • • • • • • • • • • • • • • • •	0.0		•	in in Winter					
WGVZ-FM	Alt	ABC	0.8	8.0	St. Louis, N	/IO (#20)				Station	Format	Owner	Fa 06	Wi 07
KLBB-AM	AdltStndrds		0.5	0.6		KEZK improv	ves Xmas s	howing	a!	WGCI-FM	Urban	ClrChnnl	5.8	5.4
					Station	Format	Owner	•	Wi 07	WGN-AM	N/T	Tribune	5.4	5.1
Denver-Boulder, CO (#22)					KEZK-FM	AC	CBS	7.2	7.6	WBBM-AM	News	CBS	4.6	4.9
	for Enterco	,			KMOX-AM	N/T	CBS	8.4	7.6	WVAZ-FM	Urban AC	ClrChnnl	3.5	4.4
Station	Format			Wi 07	WARH-FM	AdltHts	Bonneville		6	WOJO-FM	RegMex	Univision	3.9	4.1
KOA-AM	N/T	ClrChnnl	5.4	5.6	WIL-FM	Ctry	Bonneville		5.8	WNUA-FM	SmJazz	ClrChnnl	3.8	4
KQKS-FM	Rhym	LinFinGrp	5.8	5.5	KSHE-FM	ClsscRock	Emmis	5	5	WKSC-FM	T40	ClrChnnl	3.2	3.3
KYGO-FM	Ctry	LinFinGrp	5	5.2	KMJM-FM	Urban AC	ClrChnnl	4.6	4.4	WLS-AM	N/T	ABC	3.8	3.3
KXPK-FM	RegMex	Entravision	5.5	4.6	KSLZ-FM	T40	ClrChnnl	4.7	4.3	WBBM-FM	Rhym	CBS	3.5	3.2
KOSI-FM	AC	Entercom	6.2	4.2	KLOU-FM	Oldies	ClrChnnl	4.9	3.8	WLEY-FM	RegMex	SBS	2.4	3.1
KRFX-FM	ClsscRock	ClrChnnl	2.9	4.2	KIHT-FM	ClsscHts	Emmis	3.2	3.7	WPPN-FM	SpanOldies	Univision	3	3.1
KBCO-FM	AAA	ClrChnnl	4.4	3.7	KSD-FM	Ctry	ClrChnnl	4.1	3.5	WUSN-FM	Ctry	CBS	3.3	3.1
KBPI-FM	ActRock	ClrChnnl	3.9	3.4	KTRS-AM	N/T	CH Holdin	gs 4.1	3.4	WZZN-FM	Oldies	ABC	2.6	3
KWLI-FM	Ctry	CBS	1.9	3.4	KATZ-FM	Urban	ClrChnnl	3.5	3.2	WTMX-FM	Hot AC	Bonneville	2.8	2.6
KXKL-FM	Oldies	CBS	4.2	3.4	KYKY-FM	Hot AC	CBS	2.9	3.2	WDRV-FM/				
KHOW-AM	N/T	ClrChnnl	2.6	3.1	WFUN-FM	Urban AC	One	3.2	3.1	WWDV-FM	ClsscRock	Bonneville	2.7	2.5
KIMN-FM	Hot AC	CBS	2	3.1	KFTK-FM	Talk	Emmis	3	3	WLIT-FM	AC	ClrChnnl	4.2	2.5
KALC-FM	Hot AC	Entercom	3	2.9	WHHL-FM	Urban	One	2.9	2.9	WPWX-FM	Urban	Crawford	2.3	2.5
KTCL-FM	Alt	ClrChnnl	2.6	2.9	KPNT-FM	Alt	Emmis	2.4	2.6	WILV-FM	AC	Bonneville	1.7	2.4
KJCD-FM	SmJazz	LinFinGrp	3.5	2.8	WMVN-FM		Bonneville		2.5	WFMT-FM	Classical	WindWrld	1.4	2
KQMT-FM	ClsscRock	Entercom	1.9	2.8	KFUO-FM	Classical	LuthChrch	2.2	1.8	WVIV-FM/				
KPTT-FM	Rhym AC	ClrChnnl	1.6	2.3	KATZ-AM	Gospel	ClrChnnl	1.4	1.7	WVIX-FM	LatRhym	Univision	1.8	2
KEZW-AM	AdltStndrds	Entercom	2	1.9	KFNS-AM/					WLUP-FM	ClsscRock	Emmis	2	1.9
KKFN-AM	Sports	LinFinGrp	1.4	1.7	KFNS-FM	Sports	BigLg	1.6	1	WXRT-FM	AAA	CBS	2	1.9
KNUS-AM	N/T	Salem	1.8	1.4	Detroit MI	(#40)	-			WJMK-FM	AdltHts	CBS	1.9	1.7
KKZN-AM	Talk	ClrChnnl	1.9	1.3	Detroit, MI	` '	4ab/			WGRB-AM	Inspir	ClrChnnl	1.5	1.6
KJAC-FM	AdltHts	NRC	1.7	1.2		IIC take big		F- 00	\A/: 07	WMVP-AM	Sports	ABC	1.5	1.5
KJMN-FM	LatPop	Entravision	1.4	1.2	Station	Format	<u>Owner</u>		<u>Wi 07</u>	WSCR-AM	Sports	CBS	2	1.5
KCUV-FM	AAA .	NRC	1.1	1	WJR-AM	Talk	ABC	5.3	5.5	WKQX-FM		Emmis	1.2	1.3

MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416 PHONE/FAX: 952.927.HITS (4487)/927-6427 Publisher: Tom Kay at tomk@main-st.net Web: www.main-st.net

12+ M-Su, 6AM-12AM. Winter 2007

Fall 06-Winter 07 comparisons,

unless otherwise noted.

ARBITRON

2007

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WWJ-AM

WJLB-FM

WKQI-FM

WMXD-FM

WOMC-FM

WVMV-FM

WNIC-FM

WCSX-FM

WYCD-FM

WMGC-FM

WDMK-FM

WDTW-FM

WDRQ-FM

CIMX-FM

WDVD-FM

WHTD-FM

WKRK-FM

WGPR-FM

WDFN-AM

WXYT-AM

WRIF-FM

News

Urban

Urban AC

ActRock

SmJazz

ClsscRock

Oldies

AC

Ctry

Ctry

Alt

UrbOld

AdltHts

Hot AC

Urban

Urban

**Sports** 

Sports

N/T

AC

T40

**CBS** 

CBS

**CBS** 

CBS

One

ABC

CHUM

ABC

One

**CBS** 

CBS

**WGPR** 

CIrChnnl

ClrChnnl

CIrChnnl

ClrChnnl

CIrChnnl

GrtrMedia

GrtrMedia

ClrChnnl

GrtrMedia

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1.2

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3

4