



THE
MAIN STREET
Presents
The Conclave
GOBBLER

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

In a move that may portend the future of radio talent everywhere, N/T WCCO/Minneapolis is asking its highest-priced talent to take a 10% pay cut to stave off potential lay-offs at the CBS outlet. Afternoon host **Don Shelby** – who doubles as 10PM anchor on WCCO-TV - confirms he was asked two weeks ago to accept a voluntary cut that would conserve CBS funds and limit layoffs in 2009. Said former Learning Conference faculty member Shelby, “I was given the option that I could take — or refuse to forgo — 10% of my salary for a year so the station could minimize the impact on staff and minimize potential layoffs. I agreed to it immediately.” Market Manager **Mary Niemeyer** said the offer was also presented to the station’s other top talents, but did not specify who or how many people had been asked or accepted. Niemeyer, who will become a VP/Sales December 1st when Mick **Anselmo** takes over, praised those who chose pay cuts to “minimize some of the shortfalls in the economy. It’s grateful to know work with a dedicated staff who not only have a passion for what they do, but have the desire for long-time careers with WCCO Radio.” (In a related story, it’s being reported that **Citadel/ABC/Disney** are cutting vacation time for employees to a maximum of 2 paid weeks as radio companies attempt to cut expenses, avoiding potential layoffs.)

On Monday, the **Conclave** gets Social! “The Social Hour: Joining the Online Conversation” will be presented on Monday, December 1st at 2p CST, led by broadcast vet and interactive media strategist **Phil Wilson**. Wilson will discuss the how to build your social media strategy. “Too many times our presence on the Internet is merely a stake in the ground, allowing us to proudly proclaim, ‘Yes, I am online!’” Wilson said. “It’s more than signing up for your own MySpace page or Twitter account. It’s about using them to reach and build stronger relationships with your

audience.” Learn about both benefits and the possible pitfalls of social media. Required pre-registration is available now at: <https://www1.gotomeeting.com/register/753956598>. Information on this, and previous Conclave Webinars are available at: www.theconclave.com.

Cumulus Pres./CEO Lew Dickey Jr. says this is the worst economic time broadcasters have faced in more than 20 years. With advertisers cutting back and the stock market’s performance, Dickey predicts a real change in radio’s landscape over the next several years. “I think that half the companies in business today will be gone within 36 months,” Dickey said. So many companies are reeling from debt because of consolidation in the late 1990’s and early 2000’s. The radio industry was down 11% in August and 8% in September. Car companies, car dealers, the housing market and the financial sector have put the squeeze on because they don’t have any money to spend. Stock values of radio broadcasting companies have plummeted in the past year as investors pulled money out of the stock market. Stock in Cumulus dropped below a buck November 11th and rested at 54 cents a share November 18th. Its 52-week high had been \$9.42. **Cox** has seen its stock slide from a 52-week high of \$13.09 to around \$4. **Citadel** and **Radio One** now sell for about a quarter a share. Some have fallen even lower. Many companies, including Cumulus have market capitalizations of around \$20 million or less. Cumulus, which has \$717 million in long-term indebtedness, is current on all its covenants and has flexible agreements with its creditors. Cumulus has nearly \$75 million in liquidity and a half-billion dollars it can borrow. Cumulus, which went on a station-buying spree through 2005, plans to be a buyer again, despite the current market conditions, says Dickey. Radio has an enormous audience - roughly 9.4 out of 10 people listen to local radio each week - but broadcasters have done a poor job capitalizing on the market. iPods, Internet radio and satellite radio haven’t killed broadcast radio and never will, Dickey said. “The radio industry has been its own worst enemy in terms of commoditizing its product.” The most serious affliction facing the industry is rooted in its sales culture, Dickey told analysts. “I believe the cure for this affliction is to revitalize our sales staffs and transform them into organized teams of demand creators, not demand responders.” The industry is placing its bets on technology such as HD radio to offer more to consumers. Despite what could be an ugly near future for radio, he said, “Fundamentally this is still a very sound business.” Dickey made his comments during an interview for *The Atlanta Business Chronicle*.



The Social Hour: Joining the Online Conversation!

Conclave Webinar!

**Monday
December
1
2008
2 PM
CST**

This sixty-minute session hosted by broadcast veteran and interactive media strategist Phil Wilson will discuss the building blocks of a personal, station, or even company social media strategy. Facebook, YouTube, and Twitter represent just some of the social media tools that offer ways to engage in a conversation with your audience and the best part is that nearly all of those tools are FREE! Join him **Monday, 12/1 at 2 PM CST.**



Phil Wilson

FREE, but you must Pre-register! Visit www.theconclave.com for details!

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Looking for more dire news about radio's revenue problems? The **RAB** 3rd quarter figures were just released and **CL King & Associates** analyst **Jim Boyle** writes, "the last time radio saw such a deep and discouraging falloff in revenue, the Lone Ranger was wrapping up its radio run and Eisenhower was president." October was the 18th straight month of down revenues and 2008 is the 8th straight struggling year. With October revenue down 10% and off 7% year to date, radio is headed for the worst year since 1954, says Boyle. "If the recession lasts for all of 2009 and the weakness persists in many of the major radio ad categories, such as auto, to a point where spending severely plunges, then it may be 2010 or beyond before radio revives." You'd think this would be harder on small markets but the opposite is true. The average small radio market has grown revenue by 0.6% a month, while the average large market has seen revs dip by 4% per month. In the good news department, **Arbitron** reports radio listening is on the march, reaching 235 million listeners a week as opposed to 232 million a year ago.

The man accused of rape by a contestant in a "win a date" contest on **NextMedia** AC WXLG/Waukegan, IL has pleaded guilty and now the victim has filed suit against the man and the station for setting up the date. The woman's suit claims that the station failed to do a simple background check that would have raised red flags about **Travis Harvey Jr.** who had a record including felony and misdemeanor violations of domestic violence protective orders. Harvey will spend 24 months on felony probation and will register as a sex offender for 10 years under the plea bargain.

The **FCC** is not cooperating with the investigation of Chairman **Kevin Martin** says Rep. **Bart Stupak** (D-MI), Chairman of the Subcommittee on Oversight and Investigations of the House Commerce and Energy Committee. Stupak says the FCC was given a deadline and the report on Martin will be released without the Commission's cooperation if needed. Stupak criticized Martin's management of the FCC as "not the way it is supposed to be run...The FCC has always been one of those agencies where people think they can get a fair, impartial hearing based on the facts. Unfortunately, I don't think that has happened in the last few years." FCC Spokesman **Rob Kenny** disagrees, saying, "We have been very cooperative with Congress, and we have provided them with all the documents they requested. FCC procedures under Chairman Martin have been the same as those under Republican and Democratic chairmen for the past decade."

The **Radio-Television News Directors Association** filed a complaint with the **FCC** opposing stricter sponsorship, identification urging that existing rules are sufficient to inform viewers about broadcast content that has been paid for, including embedded advertising and that the proposals of harsher rules would be an unconstitutional intrusion into newsrooms. RTNDA Chairman **Ed Esposito** said, "The FCC's sponsorship identification rules are clear and have been working appropriately to inform viewers and listeners for many years. Yet there are some who insist that the FCC should engage in heavy-handed regulation, even in the absence of a problem. Broadcast journalists have a keen interest in protecting their credibility with viewers. The FCC should flatly reject any suggestion that it has an appropriate role in overseeing program content to the extent some advocacy groups propose, particularly content over which broadcasters have exercised independent editorial control."

Last week, we told you of a dust-up involving accusations of one Minneapolis' radio group -**Northern Lights Broadcasting** (KTTB-FM) – suggesting that rival **Clear Channel** was behind a Twin Cities suburb's reluctance to grant permission for the building of a tall (392') radio tower within that city (**St. Louis Park**). In the story, Northern Lights cast aspersions upon the spokesperson for the tower's opposition – **Claire Christison** – stating her day-job as AE for Clear Channel's KEEY was chiefly responsible for her militance in the matter. Christison responded to Northern Light's allegations: "I did disclose my Clear Channel affiliation. However the mayor **Jeff Jacobs**, and my City Councilperson **Sue Sanger** were fully aware, as well as other members of the council that I spoke as a citizen. No one has paid me a dime to take my position on the proposed tower location. I am acting as a citizen who has control of her own brain, and simply does not want a huge radio tower in my back yard. I can't speak for Clear Channel and whether they've communicated with St. Louis Park officials or not. They don't tell me what they do, nor do I consult with them...I will not be the sacrificial lamb for two radio companies and their battles." The city is expected to rule on the tower by early 2009.

Clear Channel country KZSN/Wichita, KS announced its 2nd Annual *Toys For Tots Toy-A-Thon Tour* that begins December 1st. KZSN on-air personalities **Don Hall**, **Cathy Carrier**, **Rick Regan**, **Laura Kurtz** and **Cody Carlson** will travel to 6 nearby cities (Hutchinson, Newton, El Dorado, Wellington, Derby and Wichita) to collect toy donations at local Wal-Mart stores for 13 hours. All proceeds will benefit the children in each city.

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Congrats to **Saga** Hot AC KSTZ/Des Moines for raising over 190,000 lbs of food during the "18th Annual Combat Hunger" food drive. "We just didn't know what to expect this year because of all the economic turmoil," said PD **Scott Allen**. The annual food drive is a benefit for the Food Bank Of Iowa, which supplies food and other materials to hundreds of agencies in 42 Iowa counties.

Lincoln Financial Country KYGO/Denver wants to get in on the "Giving Season." KYGO sponsored a special premiere of the **Columbia Pictures** drama "Seven Pounds" to support the Food Bank of the Rockies. The film's star, **Will Smith**, was on hand and donated 300 turkeys. Listeners got a special pass to see the film by bringing non-perishable food items.

New Northwest Broadcasters Top 40 KRSQ/Billings, MT morning dude **Big J** is bringing back "Santa Claus for a Cause." Listeners will suggest families in need this holiday season and other listeners are asked to "adopt" them. The Big J Show will begin pairing needy families with volunteer families.

Way to go **Entercom** Hot AC WZPL/Indianapolis for raising over \$324k and granting 54 wishes for the **Make-A-Wish Foundation** in their 12th annual "Make-A-Wish Request-A-Thon"

Journal AC KMXZ/Tucson, AZ PD/Morning guy and frequent Conclaver **Bobby Rich** adds Director of Community Partnership to his title. Every month, Rich and his clusterfolk will pick a local non-profit organization to lavish media attention on, raising awareness for the charity via Journal's four radio and two TV stations in town.

2003 Conclave Learning Conference keynoter **Alan Colmes'** departure from **FOX News'** "Hannity and Colmes" TV show after 12 years will not end his FOX Radio syndicated radio show. Colmes will also continue to offer commentary on various FOX News Channel shows and will develop a weekend program for the cable network. "I approached (FNC SVP of Programming) **Bill Shine** earlier this year about wanting to move on after 12 years to develop new and challenging ways to contribute to the growth of the network. Although it's bittersweet to leave one of the longest marriages on cable news, I'm proud that both **Sean (Hannity)** and I remained unharmed after sitting side by side, night after night for so many years."

After exiting **Dial Global**, programming vets **Ken Moultrie** and **Mike Bettelli** join to form **Broadcast Partners**, offering market exclusive consulting, custom music logs, promotion, marketing and new media support for radio.

Mt. Wilson Broadcasting/Los Angeles Sr. Dir./Programming **Charlie Cook** adds host duties for **United Stations Radio Network's** syndicated show, "The Road." "The Road" is "a two-hour weekly live music series featuring original concert material recorded coast to coast by a team of talent acquisition executives and recording engineers working for **United Stations**." For more info, contact USRN EVP/Programming **Andy Denmark** at andyd@unitedstations.com.

Minnesota Public Radio AAA KCMP/Minneapolis names **Jim McGuinn** PD. McGuinn joins from **University of Pennsylvania** AAA WXPB/Philadelphia where he was doing afternoons as well as performing as PD for WXPB's HD channels.

Tribune Talk WGN-AM/Chicago grabs 1-4p CT weekday host **John Williams** for Mornings when **Spike O'Dell** retires next month. Williams' has been with WGN since Sept. '97 and has had previous stints with WCCO-AM/Minneapolis and WMBD-AM/Peoria. His 1st day should be December 15th.

Interep SVP/Urban Marketing **Sherman Kizart's** last day at the firm was Friday, 11/21.

Chuck Matthews Voiceovers Owner and former **Cumulus** Talk WTOD-AM/Toledo PD Chuck Matthews joins **Elyria-Lorain** Sports WLKR-AM and Country WKFM/Sandusky for PT swing work.

Former **Radio Cleveland** Country WMJW/Cleveland, MS **Jim Gregory** pops up on new sign-on WKXY playing all-Christmas until Christmas Day.

Bonneville Sports KMVN/St. Louis lands **FOX Sports Midwest** host **Pat Parris** as co-host with **Bryan Burwell** when the station signs on Jan. 1st. Parris will continue as primary host of Cardinals Live and Blues Live pre- and post-game shows on FOX Sports Midwest.

Illinois Bible Institute Christian WBGL/Champaign, IL Station Manager/Morning host **Jeff Scott** leaves mornings to focus on other station responsibilities.

"Music Scheduling Tips and Tricks" with Keith Hill, considered one of the leading authorities in music scheduling, will offer helpful advice about music scheduling no matter what type of software is used. Keith Hill, The UnConsultant, has been successfully helping radio stations raise their ratings since 1992 when he teamed up with Moon Mullins of Pollack/Mullins Nashville as a consultant specializing in country. He now consults from his base in the Outer Banks of North Carolina and serves numerous formats, including 70s and adult contemporary as well as country, his specialty. Join him **Monday, 12/15 at 2 PM CST.**



Keith Hill

FREE, but you must Pre-register! Visit www.theconclave.com for details!

Condolences to family and friends of Radio Dubuque Hot AC KATF/Dubuque, IA APD/MD/PM driver **Patrick Mormann** who died in a single vehicle accident. After graduating from **Brown Institute of Broadcasting**, Mormann began his career at Country KDST/Dyersville, IA. He then joined NT KDTH in 1998 as a Talk Show Producer/Programming Asst. He later joined KATF for middays and was promoted to MD in 2002, adding APD/MD duties for both KATF and sister Country WVRE in 2004. Mormann was 31.

A Thanksgiving Commentary: A look at the headlines in our industry and elsewhere would not seem to immediately evoke cheerful thoughts of thanksgiving. This week alone, we learn of another bad revenue report card, more station layoffs, and the shuttering of an institution like Interep. It gets harder and harder to be thankful in 2008. So...let's fast forward to 10 things that we'd like to be thankful for – next year. In 2009, we'd like to be thankful for:

- *The new Congress and FCC, who recognized the potential public disconnect in the face of the medium's diminishing locally originated programming, creating a realistic yet meaningful new localism initiative for radio to follow.*
- *The same lawmakers who wisely chose not to restore the fairness doctrine, allowing talk radio to continue to flourish.*
- *The retirement of a handful of radio executives who ultimately grew to understand they had no answers for the medium's overall malaise of 2008 and were, in fact, contributing to the problem. They did the right thing - and quit.*
- *The influx of new execs who stopped thinking of growing the industry by increasing radio's "share" within existing media, and instead concentrated on finding new revenue possibilities for radio - including an expansion of radio's Internet presence inside social networks, as well as creating new radio products expressly for the automobile's newly-found Internet access.*
- *The welcome sense of compromise that overwhelmed both the radio and recorded music industries as they struck new legislation allowing artists to be paid more which allowed radio more revenue possibilities through the increased presence of those artists' music in front of America's public.*
- *The influx of new independent record labels who now provide radio and the public with exciting, dynamic new music, thanks to the above-mentioned legislation that helped to maximize earnings for both artists and radio.*
- *The presence of multiple raters of radio's audience, who together showed not only America – but America's advertisers – how faithful, active, AND plentiful radio listeners could*

be...and not just for mainstream formats, but for minority formats, as well.

- *The addition of FM and HD Radio to the new breed of cell phones that are well on their way to displacing the iPod as the device-of-choice for Americans, young and old.*
- *The thousands of new jobs created by the effects of new legislation, radio's new thinking and the medium's newly discovered revenue streams.*
- *The Conclave's continual presence in the industry, providing not just essential training and a strong nurturing environment for radio's product professionals and students - but hope for its future, as well.*

Happy Thanksgiving: Yesterday, Today, and Tomorrow! - TK

Jobs. Radio for Milwaukee Variety WYMS/Milwaukee is searching for a GM. Interested parties should send the absolute best to: tom@livingstonassociates.net...**Journal** Top 40 KQCH/Omaha is looking for a FT night slammer with killer production and phone skills. T&R to: <mailto:mtodd@journalbroadcastgroup.com>...**Saga** AC WSNY/Columbus, OH wants to develop future talent and has many PT hours available. All your best to: <mailto:wsnyweekends@gmail.com>...**FFD Radio**/Joplin, MO needs PT weekend warriors for their 6-station cluster. Send audio and resume to: <mailto:cstevens@crjoplin.com>...**American General Media** Modern AC needs PT help, also. Must be flexible. Rush your stuff to: <mailto:kpte@997thepoint.com>...**Sheridan Media**/Sheridan, WY is on the hunt for a reliable news reporter for PT, possible FT help. Send your package, yesterday, to: <mailto:kurt@sheridanmedia.com>...**Clear Channel** Talk KOA/Denver is looking for their next inventive, creative, aggressive reporter. Are you the best in the biz or do you want to be? Forward you're A+ stuff to: <mailto:denverjobs@clearchannel.com> and/or <mailto:kathywalker@850koa.com>...All listings in *The TATTLER* represent equal opportunities and are provided free of charge. To place an ad, send particulars to: <mailto:tomk@main-st.net> no later than Thursday evening for Friday publication. No calls unless otherwise specified.



Fall Book 2008, Phase 1 Trends

Milwaukee-Racine, WI (#36)

N/T WISN jumps to 3rd.

Station	Format	Owner	Su'08	Fa'P1
WTMJ-AM	N/T	Journal	11.4	11.4
WXSS-FM	T40	Entercom	7.6	8
WISN-AM	N/T	ClrChnnl	6.1	7.6
WKKV-FM	Urb	ClrChnnl	7.4	7.3
WMIL-FM	Ctry	ClrChnnl	5.4	6
WJMR-FM	UrbAC	Saga	4	4.5
WHQG-FM	Rock	Saga	4	4.2
WKLH-FM	ClsscRock	Saga	4.9	4.2
WRIT-FM	AdltHits	ClrChnnl	4.1	4.1
WLUM-FM	Alt	MilwRadAll	3.4	3.8
WMYX-FM	HotAC	Entercom	3.1	3.1
WLDB-FM	AC	MilwRadAll	2.5	2.8
WLWK-FM	AdltHits	Journal	2.5	2.4
WQBW-FM	ClsscRock	ClrChnnl	2.5	2.2
WDDW-FM	RegMex	Bustos	2.7	1.9
WJZX-FM	SmJazz	Saga	1.9	1.9
WOKY-AM	Oldies	ClrChnnl	2.1	1.9
WTKM-FM/				
WTKM-AM	ClsscCtry	KettleM	1.1	1
WMCS-AM	Talk	MilwRadAll	0.9	0.9
WAUK-AM	Sports	GdKarma	0.7	0.8
WBWI-FM	Ctry	Bliss	0.7	0.8
WEZY-FM	AC	Bliss	0.7	0.8
WGN-AM	N/T	Tribune	0.8	0.8
WNOV-AM	UrbAC	RadioMM	0.7	0.8
WSSP-AM	Sports	Entercom	0.8	0.7
WDRV-FM/				
WWDV-FM	ClsscRock	Bonneville	0.6	0.6
WGLB-AM	Gospel	Kinlow	0.5	0.6
WBBM-AM	News	CBS	0.5	0.5
WIIL-FM	Rock	NextMedia	0.4	0.5
WRJN-AM	N/T	Bliss	0.6	0.5

Minneapolis-St. Paul, MN (#16)

Rock KQRS widens the lead.

Station	Format	Owner	Su'08	Fa'P1
KQRS-FM	ClsscRock	Citadel	8.9	9.3
KEEY-FM	Ctry	ClrChnnl	7.4	6.9
WCCO-AM	N/T	CBS	6.4	6.8
KDWB-FM	T40	ClrChnnl	5.1	5.1
KXXR-FM	ActRock	Citadel	4.6	5.1
KSTP-FM	HotAC	Hubbard	4.3	4.4
KSTP-AM	N/T	Hubbard	4.1	4.1
KTCZ-FM	AAA	ClrChnnl	4.1	4
WLTE-FM	AC	CBS	4.4	4
KQQL-FM	Oldies	ClrChnnl	3.1	3.6
KTLK-FM	Talk	ClrChnnl	3.4	3.6
KTTB-FM	Rhythm.	N.Lights	2.7	2.7
KZJK-FM	AdltHits	CBS	3	2.5
KFAN-AM	Sports	ClrChnnl	2.7	2.1
WGVX-FM/				
WGVY-FM/				
WGVZ-FM	ClsscHits	Citadel	1.8	2.1
WFMP-FM	Talk	Hubbard	1.5	1.8
WWTC-AM	Talk	Salem	1.4	1.2
KTNF-AM	Talk	JR	0.6	1
KLCI-FM	Ctry	Starcom	0.7	0.9
KLBB-AM	Strnds	Davidson	0.9	0.8
WWJO-FM	Ctry	Regent	0	0.4

Kansas City, MO (#32)

Urban KPRS stays #1.

Station	Format	Owner	Su'08	Fa'P1
KPRS-FM	Urb	Carter	7.6	7.3
KQRC-FM	ActRock	Entercom	7	6.9
KMBZ-AM	N/T	Entercom	5.5	6.7
KCMO-FM	Oldies	Cumul.	5.2	5
KFKF-FM	Ctry	Wilks	4.6	4.6
KMXV-FM	T40	Wilks	4.7	4.6
KCFX-FM	ClsscRock	Cumul.	3.5	4.2
KBEQ-FM	Ctry	Wilks	3.7	3.8
KCMO-AM	Talk	Cumul.	2.8	3.7
KMJK-FM	UrbAC	Cumul.	4.5	3.4
KUDL-FM	AC	Entercom	3.6	3.4
KCHZ-FM	Rhythm.	Cumul.	3.7	3.3
WDAF-FM	Ctry	Entercom	3.4	3.1
WHB-AM	Sports	Union	3	3.1
KCJK-FM	AdltHits	Cumul.	3.1	2.9
KCKC-FM	AC	Wilks	2.8	2.8
KRBZ-FM	Alt	Entercom	2.3	2
KCSP-AM	Sports	Entercom	1.7	1.5
KBLV-FM	AAA	Entercom	1.5	1.4
KYYS-AM	RegMex	Entercom	1.2	1.3
KDTD-AM	RegMex	Davidson	0.8	1
KXTR-FM	Clsscl	Entercom	0.7	0.9
KPRT-AM	Gospel	Carter	1	0.7
KMZU-FM	Ctry	KANZA	0.6	0.5
KTPK-FM	ClsscCtry	JMJ	0.5	0.5
KCCV-FM	ChrstnTalk	Bott	0	0.4

Indianapolis, IN (#40)

Urban AC WTLC nudges closer to country WFMS.

Station	Format	Owner	Su'08	Fa'P1
WFMS-FM	Ctry	Cumul.	9.3	8.4
WTLC-FM	UrbAC	Radio1	8.4	8
WIBC-FM	N/T	Emmis	6.5	7.4
WFBQ-FM	ClsscRock	ClrChnnl	6.2	7
WHHH-FM	Urb	Radio1	6.1	5.9
WJJK-FM	AdltHits	Cumul.	5.6	5.8
WYXB-FM	AC	Emmis	4.7	4.6
WNOU-FM	T40	Radio1	3.6	3.7
WZPL-FM	HotAC	Entercom	3.4	3.7
WLHK-FM	Ctry	Emmis	3.5	3.5
WRZX-FM	Alt	ClrChnnl	3.8	3.5
WNTR-FM	AdltHits	Entercom	3.1	3.4
WKLU-FM	ClsscRock	IndyRad	3.6	3.1
WTLC-AM	Gospel	Radio1	2.2	2.7
WTTS-FM	AAA	SarkesTarz.	1.9	1.9
WFNI-AM	Sports	Emmis	1.1	1.4
WEDJ-FM	RegMex	Cont.	1.4	1.2
WRDZ-FM	Kids	Disney	1.1	1
WFDM-FM	N/T	Pilgrim	0.8	0.9
WNDE-AM	Sports	ClrChnnl	1	0.9
WXNT-AM	N/T	Entercom	0.9	0.9
WNTS-AM	RegMex	Davidson	0.7	0.8
WRWM-FM	AC	Cumul.	0.9	0.8
WBRI-AM	ChrstnTalk	Wilkins	0.5	0.6
WKKG-FM	Ctry	Findlay	0.5	0.3

St. Louis, MO (#20)

N/T KMOX remains strong.

Station	Format	Owner	Su'08	Fa'P1
KMOX-AM	N/T	CBS	7.7	7.9
KEZK-FM	AC	CBS	6.1	5.7
WARH-FM	AdltHits	Bonneville	4.4	5.2
KSLZ-FM	T40	ClrChnnl	4.8	4.7
WIL-FM	Ctry	Bonneville	4.9	4.7
KTRS-AM	N/T	CHHoldings	4.5	4.4
KMJM-FM	UrbAC	ClrChnnl	4.4	4.2
WFUN-FM	UrbAC	Radio1	4.1	4.2
KLOU-FM	ClsscHits	ClrChnnl	3.8	3.8
KSHE-FM	Rock	Emmis	4.1	3.7
KYKY-FM	HotAC	CBS	3.6	3.5
KPNT-FM	Alt	Emmis	3.3	3.4
KSD-FM	Ctry	ClrChnnl	4	3.4
WHHL-FM	Urb	Radio1	3.4	3.4
KATZ-FM	Urb	ClrChnnl	3.4	3.3
KFTK-FM	Talk	Emmis	3.2	3.2
KIHT-FM	ClsscHits	Emmis	2.9	2.9
WMVN-FM	HotAC	Bonneville	2.8	2.8
KFUO-FM	Clsscl	LuthChrch	1.8	1.5
KATZ-AM	Gospel	ClrChnnl	1.4	1.4
KFNS-AM/				
KFNS-FM	Sports	BigLeague	0.8	0.9
KSLG-AM	Sports	Simmons	0.8	0.9
KZQZ-AM	Oldies	EntMediaTr	0.8	0.6
KFAV-FM	Ctry	Kaspar	0	0.5
KQXQ-FM	Alt	21Sound	0.5	0.5
KWRE-AM	ClsscCtry	Kaspar	0.4	0.5

Cleveland, OH (#28)

N/T WTAM gains nearly a share.

Station	Format	Owner	Su'08	Fa'P1
WTAM-AM	N/T	ClrChnnl	7.4	8.3
WMJI-FM	Oldies	ClrChnnl	6.9	6.7
WGAR-FM	Ctry	ClrChnnl	6.2	6.3
WZAK-FM	UrbAC	Radio1	6.7	5.9
WDOK-FM	AC	CBS	6.8	5.6
WENZ-FM	Urb	Radio1	5.7	5.6
WNWV-FM	SmJazz	Elyria-Lorain	6.3	5.4
WAKS-FM	T40	ClrChnnl	4.9	5
WNCX-FM	ClsscRock	CBS	4.5	4.7
WMMS-FM	Rock	ClrChnnl	3.6	3.8
WMVX-FM	HotAC	ClrChnnl	3.8	3.7
WQAL-FM	HotAC	CBS	3.3	3.5
WKNR-AM	Sports	GdKarma	2.1	2.3
WKRR-FM	Alt	CBS	1.9	2.1
WHK-AM	N/T	Salem	1.7	2
WFHM-FM	ChrstnAC	Salem	1.9	1.9
WCLV-FM	Clsscl	WCLV	1.7	1.7
WEOL-AM	N/T	Elyria-Lorain	0.7	0.8
WJMO-AM	Insp.	Radio1	0.8	0.8
WKKY-FM	Ctry	Jones	1	0.8
WQMX-FM	Ctry	RubberCity	0.6	0.8
WONE-FM	ClsscRock	RubberCity	0.6	0.7
WHLO-AM	N/T	ClrChnnl	0.6	0.5
WERE-AM	N/T	Radio1	0.4	0.4



12+ M-Su, 6AM-12AM.
Summer '08 - Fall '08, Phase 1
comparisons, unless otherwise noted.

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