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Presents

The Conclave

TATTLER

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According to a new study by **Jacobs Media**, social networking sites like **Myspace** and **Facebook** are where listeners are spending a lot of their time. More than 21,000 members of Rock radio e-mail clubs found that two-thirds visit or have profiles on these sites, up from just over half, last year. 82% of women Rock fans have a profile on these sites. The new data this year shows the demo using these sites have gotten older. 54% of Classic Rock fans also spend time on these social networking sites. "This study has traditionally been a leading indicator of the change that is taking place in the social networking community," Jacobs Media Pres. **Fred Jacobs** said. "Our technology polls have frequently foreshadowed trends, such as the exodus to cell-phone only, and the popularity of video streaming. Facebook is poised to pass the traditional category-killer Myspace." 16% visit or have profiles on **Classmates.com**, and nearly 10% use **LinkedIn**, followed by **Twitter** with 5%. These sites are addicting, with 40% saying they use these sites everyday and 4% said they check them hourly. **Don't miss the special Jacobs presentation of the results of Tech Survey 5 at the Conclave Learning Conference, Friday July 17 at 10AM. For details, log onto <http://www.theconclave.com>.**

David K. Rehr, Pres./CEO of the **National Association of Broadcasters** - and 2008 Learning Conference Keynote - is stepping down. Rehr has led the NAB since 2005 and will stay on during the transition while Chief Operating and Financial Officer **Janet McGregor** takes over the day-to-day duties until a

replacement is found. "I have enjoyed leading America's broadcasters through this time of change and challenge," said Rehr. "Our efforts to educate America about the digital television transition have been enormously successful, and our effort to reinvigorate radio through the Radio Heard Here campaign is positioning radio broadcasters well for the future. I am looking forward to building on these experiences and working with the broader Washington community to further advocacy efforts through marketing, communications and education." NAB Joint Board Chairman **Jack Sander** praised Rehr, saying, "In large part due to David's efforts, we have a very solid infrastructure in place. Our senior staff members are experienced and extremely talented. Our board of directors and members are a powerful force comprised of the best minds in broadcasting. We are prepared and well positioned to represent radio and television's best interests as we progress into the digital future."

Civil Rights groups have joined forces to fight the performance royalty bills now in Congress. The **Leadership Conference on Civil Rights**, **Rainbow Push Coalition** and the **Lawyers' Committee for Civil Rights under Law** are urging the House Judiciary Committee to delay any legislation supported by the **RIAA** until the committee holds a hearing to weigh the impact on minority-owned stations. Rainbow Push and Lawyers' Committee explained "the chief remaining resource to ensure that African-Americans can participate fully in the democratic process will be the continued engagement of minority radio broadcasters to drive turnout. However, passage of H.R. 848 would eviscerate this remaining, powerful resource," said a letter signed by **Rev. Jesse Jackson, Sr.** and **Barbara Arnwine**. "Today's letters raise important questions regarding the negative impact of the performance tax on minority broadcasters, niche programming formats and media diversity," said NAB EVP **Dennis Wharton**. "Minority broadcasters often serve as the only voice for African-American and immigrant communities. NAB salutes these civil rights leaders for questioning how a multi-million dollar fee on minority broadcasters will benefit society."



Peeking Behind The PPM Curtain: Understanding and Using PPM Technology

There are many skeptics about whether the new PPM ratings technology is good for radio. The idea of a non-recall methodology has been hailed as a major step forward, but some doubters claim that when the PPM picks up stations that a listener may hear, but haven't personally selected, it nullifies consumer-product bonding. And that poses a BIG problem! On Wednesday, May 13th at 3P EDT/2P CDT, Barry Hill of RCS (Radio Computing Services) will show the way to get to the facts you need in this unique webinar, presented by RCS.



Barry Hill

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

Conclave Webinar!

Wednesday

May

13

2009

2 PM

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Guest Commentary/Dave Stevens-Lyndie Computer & Broadcast Service: "It seems to me, although I am not totally up on all formats in the broadcasting arena, but to me it seems like the recording artists that are pushing for the **Radio Royalty Bill**, are artists that don't seem to be heard much on Radio anyway, such as: **Suzanne Vega**; the **Sounds of Blackness**; **Phil Soussan**, the bass player for **Ozzy Osbourne**, **Billy Idol** and **Edgar Winter**, among others; **Dan Workman** of **Sugar Hill Records**, **Freddie Fender**, the **Big Bopper**, "Save the Best for Last" songwriter **Phil Galdston** and **Craig Krampf**, drummer, "Betty Davis Eyes" and '70s gold and platinum records, for example. Guess if I were not getting the exposure Radio offers, and what music I did make was not selling I would be screaming for the Radio Royalty Bill too, if I was retired and not making much on Social Security. So I guess we retirees should start our own campaign – Retirees Royalty Bill, We Deserve it! Look Out Congress, Here We Come!"

Last week, the **Supreme Court** granted the government's appeal of the Court of Appeals ruling in the **Janet Jackson Super Bowl** "wardrobe malfunction" case, sending it back to the Third Circuit Court for further review. In July 2008, the Third Circuit Court in Philadelphia rejected the FCC's \$550k fine for Jackson's split second "malfunction" on CBS. The three judge panel ruled the fine illegal because the agency had changed policy about fleeting indecent images without proper notice to broadcast licensees. The FCC and Department of Justice appealed that ruling.

The **Conclave** is proud to present the latest in its series of exclusive webinars, "*Peeking Behind The PPM Curtain: Understanding and Using PPM Technology!*" at 3P EDT/2P CDT this coming Wednesday, May 13. In this novel webinar, **Barry Hill**, Director of Technical Sales for RCS will be presenting information guaranteed to help you understand your audience better! The free webinar is sponsored by **RCS**; Pre-registration is required at <https://www1.gotomeeting.com/register/551804145>. About the webinar: There are many skeptics who argue whether PPM technology is good for radio. The idea of a non-recall methodology has been hailed as a major step forward, but some doubters claim that when the PPM picks up stations that a listener may hear - but haven't personally selected - it nullifies consumer-product bonding. Viewing PPM data through **RCS' Selector** when combined with **Media Monitor's Audience Reaction Tool**, allows programmers to see how the audience reacts to specific programming features. With the click of a button, a PD is able to hear what was on the air at any given moment and correlate that

element to actual tune-in or tune-out, creating never-before available opportunities for radio. How does this impact the listener, the advertising client, and/or the station as a whole? Barry's presentation of PPM audience measurement will help all broadcasters increase their awareness of this new methodology, offering ideas and suggesting specific actions that can be taken to provide an audience with better programming. **Barry Hill** has a long career in radio, with his roots firmly planted in programming!

Tech.Yahoo.com released data showing for the 1st time that, "the number of U.S. households opting for only cell phones outnumber those that just have traditional landlines in a high-tech shift accelerated by the recession. What a change from 2003, when "just 3% of households were wireless only, while 43% stuck to landlines." **Stephen Blumberg**, senior scientist at the **CDC** and an author of the report added, "The changes are important for pollsters, like **Arbitron**, who for years relied on reaching people on their landline telephones. Growing numbers of surveys now include calls to people on their cells, which is more expensive partly because federal laws forbid pollsters from using computers to place calls to wireless phones." Arbitron announced plans to increase its sample target for cell-phone only Households in PPM markets from 10% to 15% by the end of 2009 leaving them 5% behind this survey's 20% finding. "About a third of people age 18 to 24 live in households with only cell phones, making them far likelier than older people to rely exclusively on cells. The same is true of four in 10 people age 25 to 29. "Those likeliest to live in wireless-only households also include the poor, renters, Hispanics, Southerners, Midwesterners and those living with unrelated adults, such as roommates or unmarried couples."

Arbitron inks a new 3-year deal with **Clear Channel** for diary-based ratings in 105 markets. This deal also allows **Premiere Radio Networks** to receive **RADAR** National Radio Network ratings services and data. The deal is worth almost \$69 million. Clear Channel has a separate 5-year PPM agreement for their other 46 PPM markets, commenced on January 1st, 2007.

The **Museum of Broadcast Communications** project in Chicago may be safe from foreclosure after reaching a deal with **Pepper Construction**. The company will take a mortgage on the property at State and Kinzie Streets, allowing the museum to begin raising money again for the project. Pepper's \$4.5 million lien is now a mortgage, but the Museum must pay \$4.79 million by March 1, 2011. "This buys us time, so we can hopefully get beyond this bleak economic time," museum CEO **Bruce Dumont** said.

In 67 Days...

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**Keynote #1
Jeff Haley
President/CEO
R.A.B.**

Pennsylvania's **Kutztown University** is now making their campus Radio station available on cell phones through a new partnership with **AudioNow**. KUR broadcasts on part 15 AM and FM micropower transmitters, cable TV, online and can now be accessed through any cell phone by dialing 610.465.7860. "We're very excited about providing listening to Kutztown University Radio (KUR) through this amazing service. AudioNow lets us reach loyal listeners anywhere in the country, even after they have left the area," said **Michael Regensburger**, Chair of the Media Advisory Board of Kutztown University Radio. "Listening to radio on mobile phones needs to be as simple and reliable as turning on a radio and that is what distinguishes our technology from the rest of the industry," said AudioNow Managing **Director Elan Blutinger**.

CBS Radio/Detroit is holding "Detroit's Largest Used Car Sale" this weekend to help their listeners with their automotive needs. 500+ used cars will on-hand May 8th and 9th at Compuware Arena.

Journal Talk WTMJ-AM/Milwaukee host **Jonathan Green's** 17th annual Teddy Bear Patrol raised over 10k bears for Police and Fire officials from 14 departments in southeastern Wisconsin. The bears, donated by WTMJ listeners and collected by drives at 43 area schools, will be used to comfort children in crisis situations.

Radio for Milwaukee Non-Comm Variety WYMS/Milwaukee won the 2009 Wisconsin Area Music Industry best "Radio Station of the Year" award for the 2nd year in a row!

Today, the **Conclave** announced an industry-wide search for relevant webinars to present as part of its on-going series, *The Conclave Webinars*. To facilitate the search, it has instituted a new process – *The Conclave Webinar Proposal*. For anyone wishing to contribute to the Conclave by providing an informative webinar, the procedure is simple: 1) Fill out a form, 2) Get ready to present! To propose a webinar, a presenter should visit the Conclave website (<http://www.theconclave.com>) and download a *Webinar Proposal* form (<http://www.theconclave.com/upload/webinarproposalinfoform.pdf>). Webinar hopefuls are required to have a webinar topic (including title and description), knowledge of the topic being proposed, and a PowerPoint presentation to use as the webinar's visual focal point. Proposals are now being accepted for Webinars that would begin as early as next month (June) and the remainder of 2009. Instructions for completing a

proposal are found on the form. Since its inception, the Conclave Webinar Series has drawn hundreds to this unique, bi-weekly educational feature. Many industry luminaries like **Fred Jacobs, Valerie Geller, Daniel Anstandig, Paige Neinaber, Lindsay Wood Davis, Keith Hill, Tommy Kramer, and Holland Cooke** have presented a wide-range of topics of importance to the industry. *Comment: Since our webinar series launched last fall, we've gotten innumerable inquiries about how an individual or company can get involved with the presentation of a topic-specific webinar. Now, we have a process in place for those who wish to give back to the industry by way of these important webinars. If you can share, we have the venue! - TK*

Dial Global adds **Tim Maranville** as Sr. Dir./Programming. Tim may be best remembered as former VP/Programming for **CBS's** National Oldies formats where he orchestrated the rebound of **KFRC/San Francisco** and led **KOOL/Phoenix**. Maranville will work out of Dial Global's Seattle office effective May 18th. Maranville replaces the vacancy left by Conclave Learning Conference friend, **Steve Young**, who passed last December.





Conclave has been an integral part of my career growth for over 20 years. If you want to get the latest developments on our ever changing business environment this convention never disappoints. The agenda is always on target with a laser beam focus on sharing, education and improving our industry. While many conventions have come and gone, the Conclave is still strong. That speaks volumes! -

Tom Land, Dir. of Radio Programming/Journal Broadcast Group

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The 34th Annual Conclave Learning Conference. RAB's Jeff Haley, Keynote! July 16-18, 2009. Sheraton South/Minneapolis. Tuition, just \$249 (hundreds of dollars less than any other major conference in the industry!) – Student/Free Agents, \$199. Register Now. Save Now!! Visit <http://www.theconclave.com>.

Local news report outsourcing provider **VirtualNewsCenter** adds former **Sovereign City** VP of Programming and Format Development **Joel Dearing** as VP of Affiliate Relations. "Joel understands from both sides of the table the challenges and opportunities faced by stations considering an outsourced product," said VirtualNewsCenter parent company **Radio2DoTo** President **Scott Roberts**. "VirtualNewsCenter is a very unique and compelling product for the broadcaster in this or any economic environment," added Dearing. "Being able to join Scott Roberts and his team of news professionals is a great opportunity." VirtualNewsCenter delivers outsourced local news to 48 stations in 22 markets nationwide. Reach Dearing at (888) 6-Get News or www.virtualnewscenter.com.

The Conclave is proud to announce the addition of noted screenwriter and humorist **Pat Proft** to the 2009 Learning Conference agenda, July 16-18 in Minneapolis! Pat will hold forth during his Saturday morning (7/18) session, "**Is That Your Funny Bone Or Are You Just Happy To Hear Me?**" Pat has a long and storied career, with not-so-humble beginnings as a stand up comic and member of the famed Minneapolis-based **Dudley Riggs Brave New Workshop**. Early in his career, he was an acting staple on a variety of TV situation comedies and feature-length films. But when his name appeared on the credits of the cult-classic *Airplane*, his comedy-writing career took off! Since that time, he has been an integral part of the creative teams behind such feature film franchises as *Police Academy*, *The Naked Gun* series, and *Hot Shots!* His reputation as a master of pun-based, sight-gag, adult-skewed humor continued with his writing and production of movies like *Wrongfully Accused*, *Moving Violations*, *Scary Movie*, and *High School High*. Pat's versatility is underscored as the sole writer of the **Disney** box-office smash *Mr. Magoo*, starring **Leslie Nielsen**. In his Saturday morning "Funny Bone" Conclave session, Pat will reveal the serious secrets behind successful comedy writing – aiming his presentation at helping radio reach an audience with humor. Jokes don't just happen; they're created with discipline and a sharp

eye on the real world. At the end of this presentation, a registrant will understand exactly how they can bring laughter to a listener! Pat's session is this year's Top 40 Format Symposium, sponsored by *Radio & Records!*

Jobs. Denver Sports Radio is looking for an off-air board-op. Cool Edit experience a plus. Send your resume to: dino@denversportsradio.com... **NRG Media/Kearney, NE** is looking for someone that can do it all or can learn to do it all. If you have a passion for the radio business, this would be a great gig to immerse yourself in. The best of your best goes to: bwolf@nrgmedia.com... **Lincoln Financial Country KYGO/ Denver** has a rare PM drive opening. If you are fun and relevant, can sell the brand with constant listener involvement and have excellent prod skills, send T&R's to: jburke@kygo.com... **Three Eagles NT KFOR-AM/Lincoln, NE** is looking for a leader for their 5-person news team in a Midwest capitol city. Send your best yesterday to: mtaylor@threeeagles.com... **Forum Communications NT WDAY-AM/Fargo, ND** needs an experienced talk show host to make phones blow up relating to the Midwest lifestyle without being crude or dirty. No beginners. T&R's to: amradioadd@gmail.com... **MacDonald Broadcasting/ Lansing, MI** is on the hunt for a true radio news journalist. If you have the goods, send them to: lansingnewsjob@gmail.com... The **Ohio/Illinois Centers for Broadcasting** is searching for a broadcasting vet to work as Placement Coordinator at their Columbus, OH campus. The ideal candidate will be well organized, able to handle multi-tasking, 7-10 years experience in radio or television and will be able to motivate graduates. Send your resume, cover letter and a letter detailing the new opportunities you see developing in the industry to: gary@beonair.com... **Metro Networks/Chicago** needs a FT airborne reporter. Send audio and resume to: Kevin_scott@westwoodone.com... **Entercom Hot AC WMYX/ Milwaukee** has weekend and fill-in opportunities open. If you can "talk M'waukeen" send your best to: TonyL@991WMYX.com... **Bonneville Adult Hits WARH/St. Louis** needs PT help. If you are driven to succeed, responsible and entertaining, send your best to: akoepe@bicstl.com... All listings in TATTLER Jobs represent equal opportunities and are provided free of charge. To place an ad, send particulars to: mailto:tomk@theconclave.com no later than Thursday evening for Friday publication. No calls unless otherwise specified.

Winter Book 2009

Cincinnati, OH (#28)

Nice winter for classic hits WGRR.

Station	Format	Owner	Fall W'09	
WLW-AM	N/T	Clr Chnntl	11.6	8.1
WKRC-AM	Talk	Clr Chnntl	6.5	6.6
WUBE-FM	Ctry	Bonneville	7.1	6.5
WGRR-FM	ClsscHits	Cumul.	5	6.1
WRRM-FM	AC	Cumul.	6.1	6.1
WMOJ-FM	Urb AC	Radio One	4.5	5.3
WKFS-FM	T40	Clr Chnntl	4.4	4.9
WIZF-FM	Urb	Radio One	3.8	4.8
WEBN-FM	Rock	Clr Chnntl	4.1	4.5
WKRQ-FM	Hot AC	Bonneville	3.6	3.7
WOFX-FM	ClsscRock	Cumul.	3.3	3.5
WAKW-FM	Chrstn AC	Pillar of Fire	2	2.6
WNNF-FM	Hot AC	Cumul.	2.3	2.4
WFTK-FM	ActRock	Cumul.	2.2	2
WSWD-FM	Alt	Bonneville	2.7	1.9
WYGY-FM	Ctry	Bonneville	1.2	1.3
WCKY-AM	Sports	Clr Chnntl	1.3	1.1
WDJO-AM	Oldies	ChrstnSys	1	1.1
WCIN-AM	SmJazz	FLMN	0.8	0.7
WDBZ-AM	N/T	Radio One	0.8	0.7
WFCJ-FM	Insp	MVCA	0.6	0.6
WLQT-FM	AC	Clr Chnntl	0.7	0.6
WNKR-FM	ClsscCtry	GrantCo	0.6	0.6
WPFB-FM	Ctry	WPAY/WPFB0.6	0.6	
WHKO-FM	Ctry	Cox	0.6	0.5
WTUE-FM	ClsscRock	Clr Chnntl	0.4	0.4
WXEG-FM	Alt	Clr Chnntl	0.5	0.4

Kansas City, MO (#32)

Not much separates top 3.

Station	Format	Owner	Fall W'09	
KQRC-FM	ActRock	Entercom	5.6	6.1
KMBZ-AM	N/T	Entercom	7	5.9
KPRS-FM	Urb	Carter Grp	5.9	5.9
KFKF-FM	Ctry	Wilks	4.1	5.2
KMJK-FM	Urb AC	Cumul.	3.7	5.1
KMXV-FM	T40	Wilks	5.2	4.7
WHB-AM	Sports	Union	3.8	4.3
KCFX-FM	ClsscRock	Cumul.	4.4	4.1
KCMO-AM	Talk	Cumul.	4.1	4.1
KCMO-FM	Oldies	Cumul.	5.2	4.1
KUDL-FM	AC	Entercom	3.5	3.8
KBEQ-FM	Ctry	Wilks	4.3	3.7
WDAF-FM	Ctry	Entercom	3.3	3.7
KCJK-FM	AdultHits	Cumul.	2.8	3.5
KCHZ-FM	Rhythm.	Cumul.	2.7	3.1
KRBZ-FM	Alt	Entercom	2.1	3
KCKC-FM	AC	Wilks	2.9	2.9
KCSP-AM	Sports	Entercom	1.6	1.6
KKSN-FM	Hot AC	Entercom	1.6	1.1
KPRT-AM	Gospel	Carter Grp	0.6	1
KXTR-AM	Clsscl	Entercom	0.8	0.8
KCCV-FM	Chrstn Talk	Bott	0.5	0.7
KTPK-FM	ClsscCtry	JMJ	0.4	0.4
KYYS-AM	RegMex	Entercom	1	0

St. Louis, MO (#20)

The Arch, WIL finish strong.

Station	Format	Owner	Fall W'09	
KMOX-AM	N/T	CBS Radio	7	7.1
WARH-FM	AdultHits	Bonneville	5	6
WIL-FM	Ctry	Bonneville	5.2	5.8
KEZK-FM	AC	CBS Radio	6	5.5
KSLZ-FM	T40	Clr Chnntl	5.3	5
KSHE-FM	Rock	Emmis	4.8	4.7
KMJM-FM	Urb AC	Clr Chnntl	4.3	4.5
KLOU-FM	ClsscHits	Clr Chnntl	3.5	4.2
KYKY-FM	Hot AC	CBS Radio	3.9	4.2
WFUN-FM	Urb AC	Radio One	4.1	4.1
KIHT-FM	ClsscHits	Emmis	3.4	3.6
KATZ-FM	Urb	Clr Chnntl	3.4	3.4
KFTK-FM	Talk	Emmis	3.3	3.4
KSD-FM	Ctry	Clr Chnntl	3.7	3.2
KPNT-FM	Alt	Emmis	3.3	3
WHHL-FM	Urb	Radio One	3.1	2.9
KTRS-AM	N/T	CH Holdings	3	2.7
KFUO-FM	Clsscl	LuthChurch	1.8	2.2
KATZ-AM	Gospel	Clr Chnntl	1.5	2
KFNS-AM/				
KFNS-FM	Sports	Big League	0.8	0.9
WXOS-FM	Sports	Bonneville	2.4	0.9
KSLG-AM	Sports	Simmons	0.6	0.7
KZQZ-AM	Oldies	EntertnmtMT	0.7	0.7
KWRE-AM	ClsscCtry	Kaspar	0.5	0.5
KSLQ-FM	Hot AC	Hildebrand	0.6	

Cleveland, OH (#29)

How tight can a 12+ race be?


Station	Format	Owner	Fall W'09	
WTAM-AM	N/T	Clr Chnntl	9.5	7.6
WMJI-FM	Oldies	Clr Chnntl	6.7	7
WZAK-FM	Urb AC	Radio One	6.3	7
WENZ-FM	Urb	Radio One	5.7	6.9
WGAR-FM	Ctry	Clr Chnntl	6.7	6.4
WDOK-FM	AC	CBS Radio	6.4	5.9
WMMS-FM	Rock	Clr Chnntl	4.5	4.7
WAKS-FM	T40	Clr Chnntl	3.8	4.4
WNCX-FM	ClsscRock	CBS Radio	4.2	4.3
WNWV-FM	SmJazz	Elyria-Lorain	4.7	4.2
WQAL-FM	Hot AC	CBS Radio	3.3	3.5
WKNR-AM	Sports	Good Karma	2.7	2.9
WMVX-FM	Hot AC	Clr Chnntl	3.2	2.9
WKRK-FM	Alt	CBS Radio	1.6	2.6
WCLV-FM	Clsscl	WCLV	2.3	1.7
WFHM-FM	Chrstn AC	Salem	2.7	1.6
WHK-AM	N/T	Salem	1.6	1.2
WJMO-AM	Insp	Radio One	0.7	1.1
WQMX-FM	Ctry	Rubber City	0.6	1.1
WKKY-FM	Ctry	Jones	0.4	0.7
WONE-FM	ClsscRock	Rubber City	0.8	0.6
WEOL-AM	N/T	Elyria-Lorain	0.4	0.4
WJR-AM	Talk	Citadel	0	0.4
WNIR-FM	Talk	Media-Com	0	0.4

Akron, OH (#75)

Oldies WMJI, N/T WMJI post nice books.

Station	Format	Owner	Fall W'09	
WNIR-FM	Talk	Media-Com	8.4	7.6
WQMX-FM	Ctry	Rubber City	7.1	6.7
WMJI-FM	Oldies	Clr Chnntl	5.1	5.9
WTAM-AM	N/T	Clr Chnntl	4	4.9
WZAK-FM	Urb AC	Radio One	3.6	4.6
WONE-FM	ClsscRock	Rubber City	5.1	4.5
WMMS-FM	Rock	Clr Chnntl	4.1	4.3
WDOK-FM	AC	CBS Radio	4	3.9
WAKS-FM	T40	Clr Chnntl	4.3	3.7
WAKR-AM	N/T	Rubber City	2.8	3.6
WENZ-FM	Urb	Radio One	3.3	3.5
WHLO-AM	N/T	Clr Chnntl	2.8	3.1
WKDD-FM	Hot AC	Clr Chnntl	3.2	2.8
WGAR-FM	Ctry	Clr Chnntl	2.9	2.6
WFHM-FM	Chrstn AC	Salem	2.3	2.2
WNWV-FM	SmJazz	Elyria-Lorain	2.1	2.2
WQAL-FM	Hot AC	CBS Radio	1.2	2.2
WKNR-AM	Sports	Good Karma	1.7	1.7
WQXK-FM	Ctry	Cumul.	1.2	1.7
WMVX-FM	Hot AC	Clr Chnntl	2.3	1.5
WKRK-FM	Alt	CBS Radio	0.4	1.4
WNCX-FM	ClsscRock	CBS Radio	2.3	1.4
WRQK-FM	Rock	Clr Chnntl	0.8	1.2
WHBC-FM	AC	NextMedia	1.5	0.5
WYFM-FM	ClsscRock	Cumul.	0.8	0.5
WHK-AM	N/T	Salem	0.5	0.4
WMXY-FM	Hot AC	Clr Chnntl	0.4	0.4

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


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