



Entercom Management Awards Finalists

Best New or Improved Show of 2007	Nomination Rationale:
Planet Mikey WEEI Boston	<p>One year ago (fall to fall) in our core demo M25-54 Mikey was a 5.2 share ranked #5 and a cume of 48,400. Today he delivers an 8.3 share #2 (.1 from #1) and a cume of 74,000. That's a 60% increase in share and a 53% increase in cume going against the Red Sox throughout the season. In the Spring and the Summer, direct against the games, Mikey was #2 with an 8.9 share in the spring and a 9.4 share in the summer. He's done an unbelievable job holding and growing the audience.</p>
The Wicker Morning Show WSMW Simon Greensboro	<p>WSMW-FM - 98.7 SIMON's morning show had an incredible year. The SIMON morning show called "The Wicker Show" jumped 34% with A 25-54 and went from 8th ranked to 2nd, 31% with W 25-54 and from 7th ranked to 2nd, 47% M 25-54, 29% A 18-49, 14% W 18-49 & 56% M 18-49 (M-F 6a-7p Su "06" to Su "07"). In addition, Jeff Wicker was voted "Favorite Radio Personality" of the year by the local paper and The Wicker Show was 2nd with "Favorite Morning Show". These increases had a lot to do with SIMON finishing in the top 1 or 2 quintiles the last 2 quarters of the year and SIMON hitting its BCF in 4th qtr.</p>
Rise Guys 93.3 The Planet Greenville	<p>In just five short years, The Rise Guys Morning Show has grown to dominate early morning Upstate Male listenership. Their loyal legion of Rise Guys/Planet "<u>P1</u>'s" has grown into "cult" status and continues to escalate. The ratings prove it:</p> <p>13.2 2006 #1 M 18-34 6-10am M-F 16.0 2007 #1 M 18-34 6-10am M-F (18% increase year to year.)</p> <p>8.7 2006 #2 M 18-49 6-10am M-F 10.7 2007 #1 M 18-49 6-10am M-F (19% increase year to year.)</p> <p>6.4 2006 #4 M 25-54 6-10am M-F 8.0 2007 #3 M 25-54 6-10am M-F (20% increase year to year.)</p> <p>TRG's unique brand of cutting-edge humor and constant listener interaction has built "unparalleled" audience passion, highlighted by War of the Roses, Rise Guys 'World Famous' Candid Phone Scams and viral audience internet activity. The Rise Guys also spent time giving back to the Upstate, spearheaded by TRG's 28 Hour Marathon Broadcast which raised \$80,000 in toys for Toys for Tots, and \$20,000 in cash for SCCADVASA to help fight domestic violence in South Carolina.</p> <p>The Rise Guys continue to redefine the word <u>Outrageous</u> Morning Radio!</p>

<p>The Men's Room KISW Seattle</p>	<p>This show has shown consistent forward momentum from its debut on KISW in January 2006. In 2007, the Men's Room came of age by being #1 Men 25-54 4 of the past 5 books and top 3 in the past 5 books. In a little over 2 years, the Men's Room has firmly established itself as a mainstay in Seattle rock/talk radio.</p>
<p>Corbett WILK AM/FM Wilkes Barre</p>	<p>In May Entercom and WILK took the brave step to replace the syndicated Hannity Show with a local talker. Corbett debuted from 3-7pm, and Northeastern Pennsylvania hasn't been the same since. Steve Corbett spent almost 2 decades in the area, writing a controversial and widely read column for Wilkes Barre's Times Leader newspaper. He left in 2003 for California, but returned last year with renewed passion for our community. Corbett led the charge to get investigations into a number of scandals in the region. His newsmaker interviews and investigative work left the rest of the news media eating his dust. His daily on-line column is a must read for Northeastern Pennsylvanians and our website's most visited page. Wherever Corbett goes, fans can be heard yelling out his catch-phrase "You better listen!" Recent ratings show a huge increase along a number demos. In the fall of 2007, Corbett was the number 1 radio show with Men 18-34, 18-49, and 25-54. Rating highlights: M-F 3p-7p, 1st half Spring-Winter 07 compared to 2nd half Summer-Fall 07 A12+: Share +31%, Cume +22% A35-64: Share +19%, Cume +17% A25-54: Share +76%, Cume +41%. Last book Fall 2007 Highlights: #1 M18-34, M18-49, M25-54, M35-64.</p>