



Entercom Management Awards Finalists – Most Improved Station

Most Improved Station of 2007	Nomination Rationale:															
<p>WGR – Buffalo Sports Andy Roth, PD</p>	<p>WGR established new ratings' highs for our core demo (M 25-54) in 3 out of the 4 books in 2007, highlighted by a 10.1 in the Fall. Schopp and the Bulldog, our PM Drive show, rose from #3 in 2006 to #1 in the Fall while the Howard Simon Show, our AM Drive program, climbed from #4 in the Winter 2006 book to #2 in the Summer and Fall. WGR's Sabres coverage has made the station #1 at night during the season and a must tune-in for casual sports fans. Both AM and PM Drive shows now rank in the top 5 in Adults 25-54. The WGR brand has never been stronger as our local programming has been the destination for hockey fans to connect with their Sabres, and for Bills fans to vent about their frustrations. No matter what the breaking news was, WGR was the magnet drawing people to the conversation, and keeping people entertained.</p> <table border="1" data-bbox="358 856 1536 978"> <thead> <tr> <th></th> <th colspan="4"><u>M-F 6A-7P (Men 25-54)</u></th> </tr> <tr> <th></th> <th><u>WI 2007</u></th> <th><u>SP 2007</u></th> <th><u>SU 2007</u></th> <th><u>FA 2007</u></th> </tr> </thead> <tbody> <tr> <td>AQH Share</td> <td>8.1</td> <td>9.1</td> <td>9.3</td> <td>10.4</td> </tr> </tbody> </table>		<u>M-F 6A-7P (Men 25-54)</u>					<u>WI 2007</u>	<u>SP 2007</u>	<u>SU 2007</u>	<u>FA 2007</u>	AQH Share	8.1	9.1	9.3	10.4
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<p>WVKL – Norfolk Urban A.C. Don London, PD</p>	<p>WVKL has posted 4 straight #1 books with Adults 25-54 with a 19% advantage over number 2. WVKL is the first station to post four #1's in a row in over 15 years. WVKL is up 85% in prime and 56% Total Week.</p> <p>WVKL is firing on all 8 cylinders with Steve Harvey in the morning and masterful, lifestyle communicators Teresa Brown, Charles Black and Bob Thomas rounding out the line-up. "95.7, R & B" is entrenched in the community spearheading awareness on health issues, voter registration and literacy out reach. This is one big bad brand.</p> <p>The WVKL audience not only voted this station number one in the market, but absolutely loves the brand. It is more than a station. It is who they are. Every component on this radio station perfectly complements URBAN AC Radio. We are confident that this station could compete with great success in any market in America.</p>															
<p>KNRK – Portland Alternative Mark Hamilton, PD</p>	<p>With the release of the Summer Arbitron, 94/7 reached a new pinnacle, ranking number one with A18-49! This culminated a tremendous year of ratings growth for the station. This feat was accomplished through great on-air programming, on-line content and experiential participation with its listeners. No money was invested in "traditional" marketing such as TV, Outdoor or Direct Mail. 94/7 wrote a new script for success when it launched new viral initiatives like Bootleg Video (listener films a touring band and we send out the video to our database), a:casts (audio from our listener sessions sent to our database), AlternaSchool (bands participate with listeners at a demo for cooking, beer making, etc.) and innovatIVE, cutting-edge promotions like our Scion campaign. In addition, Mark Hamilton created and launched 94/7too, our new HD2 channel featuring all-local NW bands. This channel is the perfect compliment to our main HD1 channel.</p>															

<p>KDND – Sacramento CHR Dan Mason PD</p>	<p>KDND faced extraordinarily difficult challenges in early 2007. Through the tireless efforts of The End's programming personnel and its new PD, Dan Mason, The End generated the below numbers which speak for themselves.</p> <p>~ Full week 4 book averages from 2006 vs. 2007 (shares):</p> <p>W18-34....7.4 to 9.3 W18-49...5.9 to 6.6 A18-34...5.2 to 7.0 A18-49...4.1 to 5.0</p> <p>~ Morning show:</p> <p>W18-34...8.4 to 9.0 A18-34...5.4 to 6.1</p>
<p>KISW – Seattle Active Rock Dave Richards, PD</p>	<p>KISW, The Rock of Seattle, continued to mature into Seattle's Mega-Rock station in 2007 by expanding dominance beyond male demos to include overall adults:</p> <p>*A25-54 4-Book Trends (Fall/Win/Sp/Su):</p> <p>6a-Mid: #6 → #2 6a-10a: #3 → #2 10a-3p: #6 → #2 3p-7p: #7 → #1</p> <p>By all industry standards, KISW has become America's most improved rock station in the post-Howard Stern era. Dave Richards and his team have created an indelible brand on air, on-line, and experientially.</p>