



Matt Wittmeyer  
Model Lisa Canarvis, 25,  
of Rochester steps up  
to our mic.

# RADIO MADNESS II

## VOTING

### ROUND 1:

Monday, March 23,  
to Friday, March 27

### ROUND 2:

Monday, March 30,  
to Friday, April 3

### SEMIFINALS:

Monday, April 6,  
to Friday, April 10

### FINALS:

Monday, April 13,  
to Wednesday, April 15

### CHAMPIONSHIP:

Thursday, April 16,  
to Friday, April 17

**VOTE AT:** rochester  
.metromix.com

Will Wease win again, or is '09 going to be the year of the FM Cinderella story? You decide

STORY BY TROY L SMITH  
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It is a true testament to the swagga of Brother Wease that he was able to reign supreme in our Radio Madness tournament last year. After all, he didn't even have a show on the air at the time.

But that's the power of the airwaves. Wease may not have been broadcasting live, but he's spent nearly 25 years building cred with local radio listeners who voted, and voted for him, on our Web site last year. Now, can he repeat?

Once again, Wease will take on 31

other local, professional FM shows to see which has the most loyal fans. The tournament will run in a way that's similar to the NCAA Tournament. There are four regions with eight teams. Each week shows will go head to head, and your votes will determine who will move on to the next round.

In the end, there can only be one winner. Will it be a powerhouse like 98PXY's *Spezzano & Sandy* or WDKX's *Wake Up Club*? Will a Cinderella like WBER's *Friday Morning Show* pull the upset? Or can last year's runner-up,

*The Morning Drive with Gately & Julie*, go all the way and keep Wease from winning back-to-back?

In this tournament, no baskets are scored. There are no buzzer beaters. The results are in your hands. Voting (see info box to the left) for the first round of match-ups begins at 9 a.m. Monday, March 23, and will continue until 6 p.m. Friday, March 27, at rochester .metromix.com

(Unless otherwise noted, the shows air weekdays.)

continued >>

## SEEDING

Seeding is heavily based on the 2008 radio Arbitron Ratings for the ages 18-to-34 demographic. The numbers for cume (the cumulative number of unique listeners over a period) and AQH (average quarter share — the average number of people listening during each 15-minute segment) both were taken into account. For example, shows like 98PXY's *Megan Carter* and the *WBEE Morning Coffee Club* were seeded high because they rank near the top in both categories. And although Brother Wease was absent from the airwaves for most of 2008, he was given the No.1 overall seed because he won last year's Radio Madness competition.

# REGION 1

**1. 'THE WEASE SHOW'**

("The Fox" 95.1), 6 to 11 a.m.

**8. 'FRIDAY MORNING SHOW'**

(WBER 90.5), 6 to 9 a.m. Fridays

**4. 'KASPER'**

(98PXY 97.9), 7 p.m. to midnight

**5. 'WESLEA'S WORLD'**

(WBEE 92.5), 10 a.m. to 3 p.m.

**3. 'PAULY G.'**

("KISS" 106.7), 3 to 7 p.m.

**6. 'WAKE UP WITH TONY'**

("Warm" 101.3), 5:30 to 10 a.m.

**2. 'THE BREAKFAST BUZZ'**

("THE BUZZ" 98.9), 5 TO 10 A.M.

**7. 'DAVE KANE'**

(WCMF 96.5), 10 A.M. TO 3 P.M.

# REGION 4

**1. 'THE WAKE UP CLUB'**

(WDKX 103.9), 5:30 to 10 a.m.

**8. 'DINO'**

("Fickle" 93.3), 1 to 6 p.m.

**4. 'E-MAN IN THE MORNING'**

("KISS" 106.7), 6 to 9 a.m.

**5. 'DEM JONES'**

("The Buzz" 98.9), 3 to 7 p.m.

**3. 'BILLY KIDD'**

(WBEE 92.5), 3 to 7 p.m.

**6. 'BRODY'**

("The Zone" 94.1), 11 a.m. to 3 P.M.

**2. 'MIKE DANGER'**

(98PXY 97.9), 3 to 7 p.m.

**7. '70S AT 7 WITH TOM KELLER'**

("The Fox" 95.1), 7 p.m. to midnight

**VOTE FOR YOUR FAVORITE:  
ROCHESTER.  
METROMIX.COM**

# RADIO MADNESS

# CHAMPION

# MADNESS RADIO

# CHAMPION

VOTE FOR YOUR FAVORITE:  
**ROCHESTER.  
METROMIX.COM**

## REGION 2

**1. 'MORNING COFFEE CLUB'**  
(WBEE 92.5), 5 to 10 a.m.

**8. 'NEW WAVE WEDNESDAYS'**  
(WBER 90.5), 7 to 9 a.m. Wednesdays

**4. 'NIK RIVERS'**  
("The Zone" 94.1), 3 to 7 p.m.

**5. 'THE BREAKROOM'**  
(WCFM 92.5), 5 to 10 a.m.

**3. 'JAMMIN ON THE JOB'**  
(WDXK 103.9), 10 a.m. to 3 p.m.

**6. 'TERESE TAYLOR'**  
("Warm" 101.3), 10 a.m. to 3 p.m.

**2. 'SPEZZANO & SANDY  
IN THE MORNING'**  
(98PXY 97.9), 5 to 10 a.m.

**7. 'JP'**  
("The Fox" 95.1), 11 a.m. to 3 p.m.

## REGION 3

**1. 'MEGAN CARTER'**  
(98PXY 97.9), 10 a.m. to 3 p.m.

**8. 'MARTI IN THE MORNING'**  
("Fickle" 93.3), 6 to 10 a.m.

**4. 'GROOVES'**  
("KISS" 106.7), 7 p.m. to midnight

**5. '“THE MAYOR” PETE KENNEDY'**  
("The Buzz" 98.9), 10 a.m. to 3 p.m.

**3. 'THE MORNING DRIVE  
with GATELY & JULIE'**  
("The Drive" 100.5), 5:30 to 10 a.m.

**6. 'KEVIN GILLAN'**  
("Warm" 101.3), 3 to 7 p.m.

**2. 'ROCHESTER'S BEST RIDE'  
HOME'** (WDXK 103.9), 3 to 7 p.m.

**7. 'AFTERNOONS with  
ROBINSON'**  
(WCMF 96.5) 3 to 7 p.m.