



# The Country War in Birmingham is OVER !



With the addition of Rick and Bubba on WZZK, the country war in Birmingham is over. In the Spring Ratings Period, WZZK completely dominates the country lifestyle and WDXB ratings continue to plunge.

	<i>Adults 25-54</i>	
	<i>WZZK</i>	<i>WDXB</i>
M-F 6a-10a	4.1	.9
10a – 3p	1.6	.9
3p-7p	1.3	.8 (tied with WNCB)
M-Su, 6a-12m	1.3	.6
A 25-54 Cume	104,900	71,600

The new battle in the Country arena is for second place between WNCB and WDXB. **The Rick and Bubba replay on WNCB tied WDXB in the ratings.** Below is a comparison of WNCB and WDXB in the Spring 2007 Arbitron Ratings Period in afternoon drive.

	<i>WNCB</i>	<i>WDXB</i>
M-F, 3p-7p	.8	.8

\* Source – 2007 Arbitron SpringRatings Period, Adults 25-54, 3p-7p, AQHR