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Something To Talk About

From escalating gas prices to a downward spiraling economy to wars in Iraq and Afghanistan and to a little thing called the presidential nominating process, there's hardly been a shortage of topics to keep Talk stations busy.

The following **"Inside The Numbers"** Top 40 Market overview details the progress of approximately 90 such outlets in Arbitron's Spring 2008 survey.

Portable People Meter metros Houston (#6) and Philadelphia (#7), as well as Puerto Rico (#13) and Providence (#39) are not included.

A 1.0 share (12+) in an applicable Spring 2008 book was required for inclusion in this summary.

Dual asterisks (**) denote non-metro stations.

Basic Overview

Each Talk station's Spring 2007 and Spring 2008 Arbitron shares are listed by descending market size.

Two New York City facilities – one up by three-tenths from a year ago and the other off by that margin – get us started.

Mk	Calls/City	2007	2008
1	WABC/New York	3.9	3.6
1	WOR/New York	2.0	2.3
2	KFI/Los Angeles	4.2	4.0
2	KABC/Los Angeles	2.3	1.7
2	KLSX/Los Angeles	1.6	1.6
3	WGN/Chicago	5.8	6.3
3	WLS/Chicago	3.6	3.0
4	KGO/San Francisco	5.4	5.2
4	KSFO/San Francisco	3.1	3.3
4	KNEW/San Francisco	1.3	1.3
5	WBAP/Dallas	4.1	3.9
5	KLLI/Dallas	1.4	1.9
5	KLIF/Dallas	1.1	1.1
8	WSB-AM/Atlanta	8.1	7.8
8	WGST/Atlanta	1.8	1.6
9	WMAL/Washington	2.8	3.6
9	WJFK-FM/Washington	1.7	2.0
10	WRKO/Boston	5.0	5.3
10	WTKK/Boston	3.2	4.0
11	WJR/Detroit	5.6	5.2
12	WIOD/Miami	2.7	2.4
12	WINZ/Miami	1.5	1.3
14	KIRO/Seattle	3.9	3.9
14	KTTH/Seattle	2.7	2.9
14	KVI/Seattle	2.3	2.5
14	KPTK/Seattle	1.5	2.3
15	KFYI/Phoenix	3.9	5.3

15	KKNT/Phoenix	1.0	1.4	
16	WCCO/Minneapolis	6.6	6.5	
16	KSTP-AM/Minneapolis	4.6	4.1	
16	KTLK-FM/Minneapolis	2.1	2.5	
16	WFMP/Minneapolis	1.3	1.6	
16	WWTC/Minneapolis	1.1	1.3	
17	KOGO/San Diego	4.3	4.3	
17	KFMB-AM/San Diego	3.6	3.0	
17	KFI/San Diego**	1.7	2.1	
18	WABC/Long Island**	4.0	3.3	
18	WOR/Long Island**	2.8	2.4	
19	WFLA/Tampa	6.2	5.6	
19	WWBA/Tampa	1.2	1.1	
20	KMOX/St. Louis	7.1	6.3	
20	KTRS/St. Louis	4.9	5.1	
20	KFTK/St. Louis	3.9	3.8	
21	WBAL/Baltimore	4.5	4.0	
21	WCBM/Baltimore	3.3	3.4	
21	WHFS/Baltimore	2.4	2.1	
22	KOA/Denver	5.7	6.2	
22	KHOW/Denver	3.0	3.8	
22	KNUS/Denver	1.4	1.8	
22	KKZN/Denver	1.4	1.4	
23	KEX/Portland	4.9	4.1	
23	KPOJ/Portland	2.8	3.5	
23	KXL/Portland	4.4	3.3	
23	KPAM/Portland	1.6	1.5	
24	KDKA/Pittsburgh	8.4	7.7	
24	WPGB/Pittsburgh	5.0	6.5	
25	WBT AM & FM/Charlotte	5.2	4.9	
25	WLNK/Charlotte	3.2	2.9	
26	KFI/Riverside**	5.8	5.7	
26	KLSX/Riverside**	1.5	1.2	
27	KFBK/Sacramento	7.4	6.3	
27	KSTE/Sacramento	3.1	5.0	
27	KTKZ/Sacramento		1.0	1.0
28	WTAM/Cleveland	8.9	8.6	
28	WHK/Cleveland	1.4	1.6	
29	WLW/Cincinnati	11.0	9.8	
29	WKRC/Cincinnati	3.7	5.4	
29	WDBZ/Cincinnati	0.8	1.0	
30	WOAI/San Antonio	5.0	5.2	
30	KTSA/San Antonio	2.8	2.2	
31	KNRS/Salt Lake City	5.5	4.8	
31	KLO/Salt Lake City	0.9	1.0	
32	KMBZ/Kansas City	5.8	4.7	
32	KCMO-AM/Kansas City	2.9	3.2	
33	KXNT/Las Vegas	3.9	4.5	
33	KDWN/Las Vegas	1.6	2.6	
34	WDBO/Orlando	4.5	5.1	
34	WTKS/Orlando	4.3	4.3	
34	WFLF/Orlando	2.1	2.2	
35	KGO/San Jose**	6.6	6.4	
35	KSFO/San Jose**	3.0	2.8	
36	WTMJ/Milwaukee	9.4	10.9	
36	WISN/Milwaukee	4.5	6.1	
37	WTVN/Columbus	6.6	8.7	
37	WTDA/Columbus	1.5	1.1	
38	WKXW/Middlesex**	5.2	4.6	
38	WABC/Middlesex**	3.9	4.0	

38 WOR/Middlesex**	3.1	3.3
40 WIBC-FM/Indianapolis	5.0	6.9

Strongest Markets

Fourth last spring among metros listed here, **Milwaukee** assumes the top spot as its two eligible Talk representatives – led by **Journal**-owned **WTMJ** – post significant year-to-year increases.

Last spring's leader - St. Louis - drops to fourth.

Each Top 40 market had at least one qualifying Talk station; Minneapolis produced a quintet. Remember, Houston, Philadelphia, Puerto Rico and Providence are excluded.

Market	2007	2008	Fluctuation
Milwaukee	13.9	17.0	+3.1
WTMJ	9.4	10.9	
WISN	4.5	6.1	
Cincinnati	15.5	16.2	+0.7
WLW	11.0	9.8	
WKRC	3.7	5.4	
WDBZ	0.8	1.0	
Minneapolis	15.7	16.0	+0.3
WCCO	6.6	6.5	
KSTP-AM	4.6	4.1	
KTLK-FM	2.1	2.5	
WFMP	1.3	1.6	
WWTC	1.1	1.3	
St. Louis	15.9	15.2	-0.7
KMOX	7.1	6.3	
KTRS	4.9	5.1	
KFTK	3.9	3.8	
Pittsburgh	13.4	14.2	+0.8
KDKA	8.4	7.7	
WPGB	5.0	6.5	
Denver	11.5	13.2	+1.7
KOA	5.7	6.2	
KHOW	3.0	3.8	
KNUS	1.4	1.8	
KKZN	1.4	1.4	
Portland	13.7	12.4	-1.3
KEX	4.9	4.1	
KPOJ	2.8	3.5	
KXL	4.4	3.3	
KPAM	1.6	1.5	
Sacramento	11.5	12.3	+0.8
KFBK	7.4	6.3	
KSTE	3.1	5.0	
KTKZ	1.0	1.0	
Middlesex	12.2	11.9	-0.3
WKXW**	5.2	4.6	
WABC**	3.9	4.0	
WOR**	3.1	3.3	
Seattle	10.4	11.6	+1.2

KIRO	3.9	3.9	
KTTH	2.7	2.9	
KVI	2.3	2.5	
KPTK	1.5	2.3	
Orlando	10.9	11.6	+0.7
WDBO	4.5	5.1	
WTKS	4.3	4.3	
WFLF	2.1	2.2	
Cleveland	10.3	10.2	-0.1
WTAM	8.9	8.6	
WHK	1.4	1.6	
San Francisco	9.8	9.8	Flat
KGO	5.4	5.2	
KSFO	3.1	3.3	
KNEW	1.3	1.3	
Columbus	8.1	9.8	+1.7
WTVN	6.6	8.7	
WTDA	1.5	1.1	
Baltimore	10.2	9.5	-0.7
WBAL	4.5	4.0	
WCBM	3.3	3.4	
WHFS	2.4	2.1	
Atlanta	9.9	9.4	-0.5
WSB-AM	8.1	7.8	
WGST	1.8	1.6	
San Diego	9.6	9.4	-0.2
KOGO	4.3	4.3	
KFMB-AM	3.6	3.0	
KFI**	1.7	2.1	
Chicago	9.4	9.3	-0.1
WGN	5.8	6.3	
WLS	3.6	3.0	
Boston	8.2	9.3	+1.1
WRKO	5.0	5.3	
WTKK	3.2	4.0	
San Jose	9.6	9.2	-0.4
KGO**	6.6	6.4	
KSFO**	3.0	2.8	
Kansas City	8.7	7.9	-0.8
KMBZ	5.8	4.7	
KCMO-AM	2.9	3.2	
Charlotte	8.4	7.8	-0.6
WBT AM & FM	5.2	4.9	
WLNK	3.2	2.9	
San Antonio	7.8	7.4	-0.4
WOAI	5.0	5.2	
KTSA	2.8	2.2	

Los Angeles	8.1	7.3	-0.8
KFI	4.2	4.0	
KABC	2.3	1.7	
KLSX	1.6	1.6	
Las Vegas	5.5	7.1	+1.6
KXNT	3.9	4.5	
KDWN	1.6	2.6	
Dallas	6.6	6.9	+0.3
WBAP	4.1	3.9	
KLLI	1.4	1.9	
KLIF	1.1	1.1	
Riverside	7.3	6.9	-0.4
KFI**	5.8	5.7	
KLSX**	1.5	1.2	
Indianapolis	5.0	6.9	+1.9
WIBC-FM	5.0	6.9	
Phoenix	4.9	6.7	+1.8
KFYI	3.9	5.3	
KKNT	1.0	1.4	
Tampa	7.4	6.7	-0.7
WFLA	6.2	5.6	
WWBA	1.2	1.1	
New York	5.9	5.9	Flat
WABC	3.9	3.6	
WOR	2.0	2.3	
Salt Lake City	6.4	5.8	-0.6
KNRS	5.5	4.8	
KLO	0.9	1.0	
Long Island	6.8	5.7	-1.1
WABC**	4.0	3.3	
WOR**	2.8	2.4	
Washington	4.5	5.6	+1.1
WMAL	2.8	3.6	
WJFK-FM	1.7	2.0	
Detroit	5.6	5.2	-0.4
WJR	5.6	5.2	
Miami	4.2	3.7	-0.5
WIOD	2.7	2.4	
WINZ	1.5	1.3	

Gains/Losses

Nine Talk facilities improved spring-spring 12+ numbers by at least one full share with no gain more impressive than that of **Clear Channel's WTVN/Columbus (+2.1)**.

Mk Calls/City	2007	2008	Fluctuation
37 WTVN/Columbus	6.6	8.7	+2.1
27 KSTE/Sacramento	3.1	5.0	+1.9

40 WIBC-FM/Indianapolis	5.0	6.9	+1.9	
29 WKRC/Cincinnati	3.7	5.4	+1.7	
36 WISN/Milwaukee	4.5	6.1	+1.6	
24 WPGB/Pittsburgh	5.0	6.5	+1.5	
36 WTMJ/Milwaukee	9.4	10.9	+1.5	
15 KFYI/Phoenix	3.9	5.3	+1.4	
33 KDWN/Las Vegas	1.6	2.6	+1.0	
9 WMAL/Washington	2.8	3.6	+0.8	
10 WTKK/Boston	3.2	4.0	+0.8	
14 KPTK/Seattle	1.5	2.3	+0.8	
22 KHOW/Denver	3.0	3.8	+0.8	
23 KPOJ/Portland	2.8	3.5	+0.7	
33 KXNT/Las Vegas	3.9	4.5	+0.6	
34 WDBO/Orlando	4.5	5.1	+0.6	
3 WGN/Chicago	5.8	6.3	+0.5	
5 KLLI/Dallas	1.4	1.9	+0.5	
22 KOA/Denver	5.7	6.2	+0.5	
15 KKNT/Phoenix	1.0	1.4	+0.4	
16 KTLK-FM/Minneapolis	2.1	2.5	+0.4	
17 KFI/San Diego**	1.7	2.1	+0.4	
22 KNUS/Denver	1.4	1.8	+0.4	
1 WOR/New York	2.0	2.3	+0.3	
9 WJFK-FM/Washington	1.7	2.0	+0.3	
10 WRKO/Boston	5.0	5.3	+0.3	
16 WFMP/Minneapolis	1.3	1.6	+0.3	
32 KCMO-AM/Kansas City	2.9	3.2	+0.3	
4 KSFO/San Francisco	3.1	3.3	+0.2	
14 KTTH/Seattle	2.7	2.9	+0.2	
14 KVI/Seattle	2.3	2.5	+0.2	
16 WWTC/Minneapolis	1.1	1.3	+0.2	
20 KTRS/St. Louis	4.9	5.1	+0.2	
28 WHK/Cleveland	1.4	1.6	+0.2	
29 WDBZ/Cincinnati	0.8	1.0	+0.2	
30 WOAI/San Antonio	5.0	5.2	+0.2	
38 WOR/Middlesex**	3.1	3.3	+0.2	
21 WCBM/Baltimore	3.3	3.4	+0.1	
31 KLO/Salt Lake City	0.9	1.0	+0.1	
34 WFLF/Orlando	2.1	2.2	+0.1	
38 WABC/Middlesex**	3.9	4.0	+0.1	
2 KLSX/Los Angeles	1.6	1.6	Flat	
4 KNEW/San Francisco	1.3	1.3	Flat	
5 KLIF/Dallas	1.1	1.1	Flat	
14 KIRO/Seattle	3.9	3.9	Flat	
17 KOGO/San Diego	4.3	4.3	Flat	
22 KKZN/Denver	1.4	1.4	Flat	
27 KTKZ/Sacramento		1.0	1.0	Flat
34 WTKS/Orlando	4.3	4.3	Flat	
16 WCCO/Minneapolis	6.6	6.5	-0.1	
19 WWBA/Tampa	1.2	1.1	-0.1	
20 KFTK/St. Louis	3.9	3.8	-0.1	
23 KPAM/Portland	1.6	1.5	-0.1	
26 KFI/Riverside**	5.8	5.7	-0.1	
2 KFI/Los Angeles	4.2	4.0	-0.2	
4 KGO/San Francisco	5.4	5.2	-0.2	
5 WBAP/Dallas	4.1	3.9	-0.2	
8 WGST/Atlanta	1.8	1.6	-0.2	
12 WINZ/Miami	1.5	1.3	-0.2	
35 KGO/San Jose**	6.6	6.4	-0.2	
35 KSFO/San Jose**	3.0	2.8	-0.2	
1 WABC/New York	3.9	3.6	-0.3	

8 WSB-AM/Atlanta	8.1	7.8	-0.3
12 WIOD/Miami	2.7	2.4	-0.3
21 WHFS/Baltimore	2.4	2.1	-0.3
25 WBT AM & FM/Charlotte	5.2	4.9	-0.3
25 WLNK/Charlotte	3.2	2.9	-0.3
26 KLSX/Riverside**	1.5	1.2	-0.3
28 WTAM/Cleveland	8.9	8.6	-0.3
11 WJR/Detroit	5.6	5.2	-0.4
18 WOR/Long Island**	2.8	2.4	-0.4
37 WTDA/Columbus	1.5	1.1	-0.4
16 KSTP-AM/Minneapolis	4.6	4.1	-0.5
21 WBAL/Baltimore	4.5	4.0	-0.5
2 KABC/Los Angeles	2.3	1.7	-0.6
3 WLS/Chicago	3.6	3.0	-0.6
17 KFMB-AM/San Diego	3.6	3.0	-0.6
19 WFLA/Tampa	6.2	5.6	-0.6
30 KTSA/San Antonio	2.8	2.2	-0.6
38 WKXW/Middlesex**	5.2	4.6	-0.6
18 WABC/Long Island**	4.0	3.3	-0.7
24 KDKA/Pittsburgh	8.4	7.7	-0.7
31 KNRS/Salt Lake City	5.5	4.8	-0.7
20 KMOX/St. Louis	7.1	6.3	-0.8
23 KEX/Portland	4.9	4.1	-0.8
23 KXL/Portland	4.4	3.3	-1.1
27 KFBK/Sacramento	7.4	6.3	-1.1
32 KMBZ/Kansas City	5.8	4.7	-1.1
29 WLW/Cincinnati	11.0	9.8	-1.2

- Year-to-year ups and downs were virtually identical as **46%** improved; **45%** fell; and **9%** were flat.
- Typical gains were **+.64** while the average loss was **-.45** (30% of declines were either by one-tenth or two-tenths).

AQH Share

National League Central Division flagship stations **WLW** (Reds) and **WTMJ** (Brewers) swap spots at #1 and #2 for highest 12+ Average Quarter Hour share this spring (among markets listed).

Mk	Calls/City	2007	2008
36	WTMJ/Milwaukee	9.4	10.9
29	WLW/Cincinnati	11.0	9.8
37	WTVN/Columbus	6.6	8.7
28	WTAM/Cleveland	8.9	8.6
8	WSB-AM/Atlanta	8.1	7.8
24	KDKA/Pittsburgh	8.4	7.7
40	WIBC-FM/Indianapolis	5.0	6.9
16	WCCO/Minneapolis	6.6	6.5
24	WPGB/Pittsburgh	5.0	6.5
35	KGO/San Jose**	6.6	6.4
3	WGN/Chicago	5.8	6.3
20	KMOX/St. Louis	7.1	6.3
27	KFBK/Sacramento	7.4	6.3
22	KOA/Denver	5.7	6.2
36	WISN/Milwaukee	4.5	6.1
26	KFI/Riverside**	5.8	5.7
19	WFLA/Tampa	6.2	5.6
29	WKRC/Cincinnati	3.7	5.4
10	WRKO/Boston	5.0	5.3
15	KFYI/Phoenix	3.9	5.3
4	KGO/San Francisco	5.4	5.2

11 WJR/Detroit	5.6	5.2
30 WOAI/San Antonio	5.0	5.2
20 KTRS/St. Louis	4.9	5.1
34 WDBO/Orlando	4.5	5.1
27 KSTE/Sacramento	3.1	5.0
25 WBT AM & FM/Charlotte	5.2	4.9
31 KNRS/Salt Lake City	5.5	4.8
32 KMBZ/Kansas City	5.8	4.7
38 WKXW/Middlesex**	5.2	4.6
33 KXNT/Las Vegas	3.9	4.5
17 KOGO/San Diego	4.3	4.3
34 WTKS/Orlando	4.3	4.3
16 KSTP-AM/Minneapolis	4.6	4.1
23 KEX/Portland	4.9	4.1
2 KFI/Los Angeles	4.2	4.0
10 WTKK/Boston	3.2	4.0
21 WBAL/Baltimore	4.5	4.0
38 WABC/Middlesex**	3.9	4.0
5 WBAP/Dallas	4.1	3.9
14 KIRO/Seattle	3.9	3.9
20 KFTK/St. Louis	3.9	3.8
22 KHOW/Denver	3.0	3.8
1 WABC/New York	3.9	3.6
9 WMAL/Washington	2.8	3.6
23 KPOJ/Portland	2.8	3.5
21 WCBM/Baltimore	3.3	3.4
4 KSFO/San Francisco	3.1	3.3
18 WABC/Long Island**	4.0	3.3
23 KXL/Portland	4.4	3.3
38 WOR/Middlesex**	3.1	3.3
32 KCMO-AM/Kansas City	2.9	3.2
3 WLS/Chicago	3.6	3.0
17 KFMB-AM/San Diego	3.6	3.0
14 KTTH/Seattle	2.7	2.9
25 WLNK/Charlotte	3.2	2.9
35 KSFO/San Jose**	3.0	2.8
33 KDWN/Las Vegas	1.6	2.6
14 KVI/Seattle	2.3	2.5
16 KTLK-FM/Minneapolis	2.1	2.5
12 WIOD/Miami	2.7	2.4
18 WOR/Long Island**	2.8	2.4
1 WOR/New York	2.0	2.3
14 KPTK/Seattle	1.5	2.3
30 KTSA/San Antonio	2.8	2.2
34 WFLF/Orlando	2.1	2.2
17 KFI/San Diego**	1.7	2.1
21 WHFS/Baltimore	2.4	2.1
9 WJFK-FM/Washington	1.7	2.0
5 KLLI/Dallas	1.4	1.9
22 KNUS/Denver	1.4	1.8
2 KABC/Los Angeles	2.3	1.7
2 KLSX/Los Angeles	1.6	1.6
8 WGST/Atlanta	1.8	1.6
16 WFMP/Minneapolis	1.3	1.6
28 WHK/Cleveland	1.4	1.6
23 KPAM/Portland	1.6	1.5
15 KKNT/Phoenix	1.0	1.4
22 KKZN/Denver	1.4	1.4
4 KNEW/San Francisco	1.3	1.3
12 WINZ/Miami	1.5	1.3

16 WWTC/Minneapolis	1.1	1.3
26 KLSX/Riverside**	1.5	1.2
5 KLIF/Dallas	1.1	1.1
19 WWBA/Tampa	1.2	1.1
37 WTDA/Columbus	1.5	1.1
27 KTKZ/Sacramento	1.0	1.0
29 WDBZ/Cincinnati	0.8	1.0
31 KLO/Salt Lake City	0.9	1.0

- The average 12+ share for a Top 40 Market Talk outlet (minus Houston, Philadelphia, Puerto Rico and Providence) improves from **3.73** (Spring 2007) to **3.83** (Spring 2008).

Market Rankers

Noteworthy is that more than one of every three Talk stations in our qualifying sample placed somewhere in the top five this spring (12+), including **12%** at **#1**.

Mk	Calls/City	2008	2008 12+	Rank
3	WGN/Chicago	5.8	6.3	#1
4	KGO/San Francisco	5.4	5.2	#1
15	KFYI/Phoenix	3.9	5.3	#1
20	KMOX/St. Louis	7.1	6.3	#1
22	KOA/Denver	5.7	6.2	#1
27	KFBK/Sacramento	7.4	6.3	#1
28	WTAM/Cleveland	8.9	8.6	#1
29	WLW/Cincinnati	11.0	9.8	#1
35	KGO/San Jose**	6.6	6.4	#1
36	WTMJ/Milwaukee	9.4	10.9	#1
37	WTVN/Columbus	6.6	8.7	#1
8	WSB-AM/Atlanta	8.1	7.8	#2
16	WCCO/Minneapolis	6.6	6.5	#2
19	WFLA/Tampa	6.2	5.6	#2
24	KDKA/Pittsburgh	8.4	7.7	#2
26	KFI/Riverside**	5.8	5.7	#2
40	WIBC-FM/Indianapolis	5.0	6.9	#2
11	WJR/Detroit	5.6	5.2	#3
24	WPGB/Pittsburgh	5.0	6.5	#3
27	KSTE/Sacramento	3.1	5.0	#3
34	WDBO/Orlando	4.5	5.1	#3
36	WISN/Milwaukee	4.5	6.1	#3
38	WKXW/Middlesex**	5.2	4.6	#3
2	KFI/Los Angeles	4.2	4.0	#4
10	WRKO/Boston	5.0	5.3	#4
30	WOAI/San Antonio	5.0	5.2	#4
31	KNRS/Salt Lake City	5.5	4.8	#4
5	WBAP/Dallas	4.1	3.9	#5
14	KIRO/Seattle	3.9	3.9	#5
20	KTRS/St. Louis	4.9	5.1	#5
25	WBT AM & FM/Charlotte	5.2	4.9	#5
32	KMBZ/Kansas City	5.8	4.7	#5
4	KSFO/San Francisco	3.1	3.3	#6
17	KOGO/San Diego	4.3	4.3	#6
21	WBAL/Baltimore	4.5	4.0	#6
23	KEX/Portland	4.9	4.1	#6
29	WKRC/Cincinnati	3.7	5.4	#6
33	KXNT/Las Vegas	3.9	4.5	#6
38	WABC/Middlesex**	3.9	4.0	#6
10	WTKK/Boston	3.2	4.0	#8
16	KSTP-AM/Minneapolis	4.6	4.1	#8
21	WCBM/Baltimore	3.3	3.4	#8

1 WABC/New York	3.9	3.6	#9
9 WMAL/Washington	2.8	3.6	#9
18 WABC/Long Island**	4.0	3.3	#9
20 KFTK/St. Louis	3.9	3.8	#9
22 KHOW/Denver	3.0	3.8	#9
23 KPOJ/Portland	2.8	3.5	#9
3 WLS/Chicago	3.6	3.0	#10
34 WTKS/Orlando	4.3	4.3	#10
38 WOR/Middlesex**	3.1	3.3	#10
23 KXL/Portland	4.4	3.3	#11
35 KSFO/San Jose**	3.0	2.8	#11
17 KFMB-AM/San Diego	3.6	3.0	#12
21 WHFS/Baltimore	2.4	2.1	#12
25 WLNK/Charlotte	3.2	2.9	#13
32 KCMO-AM/Kansas City	2.9	3.2	#13
9 WJFK-FM/Washington	1.7	2.0	#14
16 KTLK-FM/Minneapolis	2.1	2.5	#14
14 KTTH/Seattle	2.7	2.9	#15
33 KDWN/Las Vegas	1.6	2.6	#15
14 KVI/Seattle	2.3	2.5	#16
16 WFMP/Minneapolis	1.3	1.6	#16
30 KTSA/San Antonio	2.8	2.2	#16
12 WIOD/Miami	2.7	2.4	#17
16 WWTC/Minneapolis	1.1	1.3	#17
17 KFI/San Diego**	1.7	2.1	#17
18 WOR/Long Island**	2.8	2.4	#17
28 WHK/Cleveland	1.4	1.6	#17
34 WFLF/Orlando	2.1	2.2	#17
1 WOR/New York	2.0	2.3	#18
5 KLLI/Dallas	1.4	1.9	#18
14 KPTK/Seattle	1.5	2.3	#18
22 KNUS/Denver	1.4	1.8	#18
22 KKZN/Denver	1.4	1.4	#19
23 KPAM/Portland	1.6	1.5	#19
29 WDBZ/Cincinnati	0.8	1.0	#19
2 KABC/Los Angeles	2.3	1.7	#20
19 WWBA/Tampa	1.2	1.1	#20
4 KNEW/San Francisco	1.3	1.3	#21
8 WGST/Atlanta	1.8	1.6	#21
37 WTDA/Columbus	1.5	1.1	#21
2 KLSX/Los Angeles	1.6	1.6	#22
15 KKNT/Phoenix	1.0	1.4	#22
27 KTKZ/Sacramento	1.0	1.0	#22
26 KLSX/Riverside**	1.5	1.2	#23
31 KLO/Salt Lake City	0.9	1.0	#23
12 WINZ/Miami	1.5	1.3	#24
5 KLIF/Dallas	1.1	1.1	#29

- Talk outlets in this particular sample generally placed **10th (#10.21)** in their respective markets (12+) this spring.

Market Rank At A Glance

#1 - #5	36%
#6 - #10	22%
#11 - #15	11%
#16 - #20	20%
#21+	11%

AQH Share At A Glance

1.0 – 2.0	24%
2.1 – 3.0	18%
3.1 – 4.0	19%
4.1 – 5.0	11%
5.1 – 7.5	21%
7.6+	7%

By Group Owner

Positions one through five are the same as a year ago as **Clear Channel** (up more than eight shares from last spring) easily outscores the combined totals of the next five group owners.

Nearly six of every ten owners shown here have (only) one Top 40 Market Talk station that registered at least a 1.0-share (12+) this spring.

As is the case throughout this report, Houston, Philadelphia, Puerto Rico and Providence are not included.

Clear Channel	120.4	128.0	+8.4	
2 KFI/Los Angeles	4.2	4.0	-0.2	#4
4 KNEW/San Francisco	1.3	1.3	Flat	#21
8 WGST/Atlanta	1.8	1.6	-0.2	#21
12 WIOD/Miami	2.7	2.4	-0.3	#17
12 WINZ/Miami	1.5	1.3	-0.2	#24
15 KFYI/Phoenix	3.9	5.3	+1.4	#1
16 KTLK-FM/Minneapolis	2.1	2.5	+0.4	#14
17 KOGO/San Diego	4.3	4.3	Flat	#6
17 KFI/San Diego**	1.7	2.1	+0.4	#17
19 WFLA/Tampa	6.2	5.6	-0.6	#2
22 KOA/Denver	5.7	6.2	+0.5	#1
22 KHOW/Denver	3.0	3.8	+0.8	#9
22 KKZN/Denver	1.4	1.4	Flat	#19
23 KEX/Portland	4.9	4.1	-0.8	#6
23 KPOJ/Portland	2.8	3.5	+0.7	#9
24 WPGB/Pittsburgh	5.0	6.5	+1.5	#3
26 KFI/Riverside**	5.8	5.7	-0.1	#2
27 KFBK/Sacramento	7.4	6.3	-1.1	#1
27 KSTE/Sacramento	3.1	5.0	+1.9	#3
28 WTAM/Cleveland	8.9	8.6	-0.3	#1
29 WLW/Cincinnati	11.0	9.8	-1.2	#1
29 WKRC/Cincinnati	3.7	5.4	+1.7	#6
30 WOAI/San Antonio	5.0	5.2	+0.2	#4
31 KNRS/Salt Lake City	5.5	4.8	-0.7	#4
34 WTKS/Orlando	4.3	4.3	Flat	#10
34 WFLF/Orlando	2.1	2.2	+0.1	#17
36 WISN/Milwaukee	4.5	6.1	+1.6	#3
37 WTVN/Columbus	6.6	8.7	+2.1	#1

Citadel	48.3	46.0	-2.3	
1 WABC/New York	3.9	3.6	-0.3	#9
2 KABC/Los Angeles	2.3	1.7	-0.6	#20
3 WLS/Chicago	3.6	3.0	-0.6	#10
4 KGO/San Francisco	5.4	5.2	-0.2	#1
4 KSFO/San Francisco	3.1	3.3	+0.2	#6
5 WBAP/Dallas	4.1	3.9	-0.2	#5
9 WMAL/Washington	2.8	3.6	+0.8	#9
11 WJR/Detroit	5.6	5.2	-0.4	#3
18 WABC/Long Island**	4.0	3.3	-0.7	#9
35 KGO/San Jose**	6.6	6.4	-0.2	#1
35 KSFO/San Jose**	3.0	2.8	-0.2	#11
38 WABC/Middlesex**	3.9	4.0	+0.1	#6

CBS Radio	36.1	36.1	Flat	
2 KLSX/Los Angeles	1.6	1.6	Flat	#22
5 KLLI/Dallas	1.4	1.9	+0.5	#18
9 WJFK-FM/Washington	1.7	2.0	+0.3	#14
14 KPTK/Seattle	1.5	2.3	+0.8	#18
16 WCCO/Minneapolis	6.6	6.5	-0.1	#2
20 KMOX/St. Louis	7.1	6.3	-0.8	#1
21 WHFS/Baltimore	2.4	2.1	-0.3	#12
24 KDKA/Pittsburgh	8.4	7.7	-0.7	#2
26 KLSX/Riverside**	1.5	1.2	-0.3	#23
33 KXNT/Las Vegas	3.9	4.5	+0.6	#6
Cox Radio	12.6	12.9	+0.3	
8 WSB-AM/Atlanta	8.1	7.8	-0.3	#2
34 WDBO/Orlando	4.5	5.1	+0.6	#3
Greater Media	11.6	11.8	+0.2	
10 WTKK/Boston	3.2	4.0	+0.8	#8
25 WBT AM & FM/Charlotte	5.2	4.9	-0.3	#5
25 WLNK/Charlotte	3.2	2.9	-0.3	#13
Journal	9.4	10.9	+1.5	
36 WTMJ/Milwaukee	9.4	10.9	+1.5	#1
Emmis	8.9	10.7	+1.8	
20 KFTK/St. Louis	3.9	3.8	-0.1	#9
40 WIBC-FM/Indianapolis	5.0	6.9	+1.9	#2
Entercom	10.8	10.0	-0.8	
10 WRKO/Boston	5.0	5.3	+0.3	#4
32 KMBZ/Kansas City	5.8	4.7	-1.1	#5
Buckley	7.9	8.0	+0.1	
1 WOR/New York	2.0	2.3	+0.3	#18
18 WOR/Long Island**	2.8	2.4	-0.4	#17
38 WOR/Middlesex**	3.1	3.3	+0.2	#10
Salem	5.9	7.1	+1.2	
15 KKNT/Phoenix	1.0	1.4	+0.4	#22
16 WWTC/Minneapolis	1.1	1.3	+0.2	#17
22 KNUS/Denver	1.4	1.8	+0.4	#18
27 KTKZ/Sacramento	1.0	1.0	Flat	#22
28 WHK/Cleveland	1.4	1.6	+0.2	#17
Bonneville	6.6	6.8	+0.2	
14 KIRO/Seattle	3.9	3.9	Flat	#5
14 KTTH/Seattle	2.7	2.9	+0.2	#15
Tribune	5.8	6.3	+0.5	
3 WGN/Chicago	5.8	6.3	+0.5	#1
Hubbard	5.9	5.7	-0.2	
16 KSTP-AM/Minneapolis	4.6	4.1	-0.5	#8
16 WFMP/Minneapolis	1.3	1.6	+0.3	#16
STL Sports Radio	4.9	5.1	+0.2	
20 KTRS/St. Louis	4.9	5.1	+0.2	#5
Millennium	5.2	4.6	-0.6	
38 WKXW/Middlesex**	5.2	4.6	-0.6	#3

Cumulus	4.0	4.3	+0.3	
5 KLIF/Dallas	1.1	1.1	Flat	#29
32 KCMO-AM/Kansas City	2.9	3.2	+0.3	#13
Hearst Argyle	4.5	4.0	-0.5	
21 WBAL/Baltimore	4.5	4.0	-0.5	#6
Nick Mangione	3.3	3.4	+0.1	
21 WCBM/Baltimore	3.3	3.4	+0.1	#8
Rose City	4.4	3.3	-1.1	
23 KXL/Portland	4.4	3.3	-1.1	#11
Midwest TV	3.6	3.0	-0.6	
17 KFMB-AM/San Diego	3.6	3.0	-0.6	#12
Beasley	1.6	2.6	+1.0	
33 KDWN/Las Vegas	1.6	2.6	+1.0	#15
Fisher	2.3	2.5	+0.2	
14 KVI/Seattle	2.3	2.5	+0.2	#16
Border Media	2.8	2.2	-0.6	
30 KTSA/San Antonio	2.8	2.2	-0.6	#16
Pamplin	1.6	1.5	-0.1	
23 KPAM/Portland	1.6	1.5	-0.1	#19
Genesis	1.2	1.1	-0.1	
19 WWBA/Tampa	1.2	1.1	-0.1	#20
North American	1.5	1.1	-0.4	
37 WTDA/Columbus	1.5	1.1	-0.4	#21
KLO Broadcasting	0.9	1.0	+0.1	
31 KLO/Salt Lake City	0.9	1.0	+0.1	#23
Radio One	0.8	1.0	+0.2	
29 WDBZ/Cincinnati	0.8	1.0	+0.2	#19

by Mike Kinosian

"Mike Kinosian Interview" of Whitney Radio President **Bill O'Shaughnessy** archived [Here](#).
"Inside The Numbers" archived [Here](#).

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