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Talk Hot This Summer?

Perhaps the easiest, yet also most compelling, way to properly put the following scoreboard into perspective is with a reminder that survey dates for this year's summer book were **June 26 - September 17**.

Remember that Democrats convened in Denver **August 25-28** and made the official historic nomination of now President-Elect Barack Obama; Minneapolis-St. Paul was the scene of the GOP confab **one week later**. Attention however was diverted from that gathering to the Gulf where Ike would become the third most destructive hurricane ever to hit the United States.

The stock market hadn't collapsed during the summer book but the economy was anything but robust. As is presently the case American soldiers were (are) actively involved in wars raging in Iraq and Afghanistan. In short, Talk stations had a complete plate.

Summer 2008 ratings results of an approximately six-dozen cross section of Talk facilities in the top 40 markets are summarized in this **"Inside The Numbers"** overview.

- Arbitron Portable People Meter (PPM) metros (as well as #13 Puerto Rico and #39 Providence) are **not** included.
- A 1.0 share (12+) in an applicable Summer 2008 book was required for inclusion in this summary.
- Dual asterisks (**) denote non-metro facilities; @@ represents stations no longer in the Talk format.

Basic Overview

Our initial breakout - listed by descending **market** size - shows each qualifying Talk station's Summer 2007 and Summer 2008 (12+) Arbitron shares.

Owing to the fact the top four markets use PPM-based results, we begin in the fifth-largest metro (Dallas) where all three format players are down year-year by the same (one-tenth) margin.

Mk	Calls/City	2007	2008	Mk	Calls/City	2007	2008
5	WBAP/Dallas	3.8	3.7	10	WTKK/Boston	2.6	3.5
5	KLLI/Dallas	1.8	1.7	11	WJR/Detroit	5.0	5.6
5	KLIF/Dallas	1.3	1.2	12	WIOD/Miami	3.1	2.6
8	WSB-AM/Atlanta	7.8	7.6	12	WINZ/Miami	1.7	1.5
8	WGST/Atlanta	1.6	2.0	14	KIRO-AM/Seattle	3.5	3.9
9	WMAL/Washington	4.3	3.3	14	KIRO-FM/Seattle	3.0	3.1
9	WJFK-FM/Washington	1.8	1.7	14	KTTH/Seattle	2.5	2.9
10	WRKO/Boston	4.9	4.7	14	KVI/Seattle	2.1	2.5

14 KPTK/Seattle	1.8	2.3	24 KDKA/Pittsburgh	8.0	8.3
15 KFYI/Phoenix	6.0	5.3	24 WPGB/Pittsburgh	5.2	6.5
15 KTAR-FM/Phoenix	3.8	3.6	25 WBT AM & FM/Charlotte	4.9	4.5
15 KKNT/Phoenix	0.8	1.1	25 WLNK/Charlotte	3.3	2.6
16 WCCO/Minneapolis	6.8	6.4	27 KFBK/Sacramento	7.8	8.1
16 KSTP-AM/Minneapolis	4.4	4.1	27 KSTE/Sacramento	3.4	4.3
16 KTLK-FM/Minneapolis	2.1	3.4	27 KTKZ AM & FM/Sacramento	0.0	1.3
16 WFMP/Minneapolis	1.1	1.5	28 WTAM/Cleveland	8.0	7.4
16 WWTC/Minneapolis	1.3	1.4	28 WHK/Cleveland	1.2	1.7
17 KOGO/San Diego	4.3	5.6	29 WLW/Cincinnati	10.6	9.6
17 KFMB-AM/San Diego	3.1	3.8	29 WKRC/Cincinnati	4.4	5.0
17 KFI/San Diego**	1.7	1.7	30 WOAI/San Antonio	4.6	5.0
17 KCBQ-AM/San Diego	0.9	1.2	30 KTSA/San Antonio	2.3	2.5
19 WFLA/Tampa	5.9	6.2	31 KNRS/Salt Lake City	4.9	5.6
20 KMOX/St. Louis	7.0	7.7	31 KLO/Salt Lake City	1.2	1.6
20 KTRS/St. Louis	5.0	4.5	32 KMBZ/Kansas City	5.0	5.5
20 KFTK/St. Louis	3.7	3.2	32 KCMO-AM/Kansas City	2.9	2.8
21 WBAL/Baltimore	4.4	4.0	33 KXNT/Las Vegas	4.3	4.2
21 WCBM/Baltimore	4.1	4.0	33 KDWN/Las Vegas	2.3	2.2
21 WHFS/Baltimore@@	2.6	2.3	34 WDBO/Orlando	5.7	6.0
22 KOA/Denver	6.2	6.9	34 WTKS/Orlando	3.6	4.5
22 KHOW/Denver	3.3	3.4	34 WFLF/Orlando	2.4	2.1
22 KNUS/Denver	1.6	1.7	36 WTMJ/Milwaukee	10.6	11.4
22 KKZN/Denver	1.5	1.3	36 WISN/Milwaukee	4.3	6.1
23 KEX/Portland	5.0	4.3	37 WTVN/Columbus	7.0	7.6
23 KPOJ/Portland	3.5	3.1	37 WTDA/Columbus	1.0	1.2
23 KXL/Portland	2.9	2.7	40 WIBC-FM/Indianapolis	6.1	6.5
23 KPAM/Portland	1.6	1.6			

Strongest Markets

Had this list with these stations been presented a year ago, **Milwaukee** would have finished fourth. This summer it zooms to the #1 slot. Metros with **two top five** (12+) Talk outlets include Milwaukee, St. Louis, Pittsburgh, Orlando and Baltimore.

Market	2007	2008	Flux	Market	2007	2008	Flux
Milwaukee	14.9	17.5	+2.6	KVI	2.1	2.5	#16
WTMJ	10.6	11.4	#1	KPTK	1.8	2.3	#18
WISN	4.3	6.1	#4				
Minneapolis	15.7	16.8	+1.1	Cincinnati	15.0	14.6	-0.4
WCCO	6.8	6.4	#3	WLW	10.6	9.6	#1
KSTP-AM	4.4	4.1	#8	WKRC	4.4	5.0	#6
KTLK-FM	2.1	3.4	#10	Sacramento	11.2	13.7	+2.5
WFMP	1.1	1.5	#16	KFBK	7.8	8.1	#1
WWTC	1.3	1.4	#17	KSTE	3.4	4.3	#6
St. Louis	15.7	15.4	-0.3	KTKZ AM & FM	0.0	1.3	#19
KMOX	7.0	7.7	#1	Denver	12.6	13.3	+0.7
KTRS	5.0	4.5	#5	KOA	6.2	6.9	#1
KFTK	3.7	3.2	#16	KHOW	3.3	3.4	#8
Pittsburgh	13.2	14.8	+1.6	KNUS	1.6	1.7	#17
KDKA	8.0	8.3	#2	KKZN	1.5	1.3	#21
WPGB	5.2	6.5	#3	Orlando	11.7	12.6	+0.9
Seattle	12.9	14.7	+1.8	WDBO	5.7	6.0	#3
KIRO-AM	3.5	3.9	#5	WTKS	3.6	4.5	#5
KIRO-FM	3.0	3.1	#11	WFLF	2.4	2.1	#17
KTTH	2.5	2.9	#15	San Diego	10.0	12.3	+2.3

KOGO	4.3	5.6	#1	WRKO	4.9	4.7	#5
KFMB-AM	3.1	3.8	#7	WTKK	2.6	3.5	#9
KFI**	1.7	1.7	#21				
KCBQ-AM	0.9	1.2	#26				
Portland	13.0	11.7	-1.3	San Antonio	6.9	7.5	+0.6
KEX	5.0	4.3	#3	WOAI	4.6	5.0	#3
KPOJ	3.5	3.1	#11	KTSA	2.3	2.5	#15
KXL	2.9	2.7	#15	Salt Lake City	6.1	7.2	+1.1
KPAM	1.6	1.6	#20	KNRS	4.9	5.6	#3
				KLO	1.2	1.6	#18
Baltimore	11.1	10.3	-0.8	Charlotte	8.2	7.1	-1.1
WBAL	4.4	4.0	#5	WBT AM & FM	4.9	4.5	#6
WCBM	4.1	4.0	#5	WLNK	3.3	2.6	#15
WHFS@@	2.6	2.3	#12				
@@ - Now Sports WJZ-FM				Dallas	6.9	6.6	-0.3
Phoenix	10.6	10.0	-0.6	WBAP	3.8	3.7	#6
KFYI	6.0	5.3	#1	KLLI	1.8	1.7	#20
KTAR-FM	3.8	3.6	#8	KLIF	1.3	1.2	#27
KKNT	0.8	1.1	#24				
Atlanta	9.4	9.6	+0.2	Indianapolis	6.1	6.5	+0.4
WSB-AM	7.8	7.6	#2	WIBC-FM	6.1	6.5	#3
WGST	1.6	2.0	#17				
Cleveland	9.2	9.1	-0.1	Las Vegas	6.6	6.4	-0.2
WTAM	8.0	7.4	#1	KXNT	4.3	4.2	#7
WHK	1.2	1.7	#16	KDWN	2.3	2.2	#17
Columbus	8.0	8.8	+0.8	Tampa	5.9	6.2	+0.3
WTVN	7.0	7.6	#1	WFLA	5.9	6.2	#2
WTDA	1.0	1.2	#20				
Kansas City	7.9	8.3	+0.4	Detroit	5.0	5.6	+0.6
KMBZ	5.0	5.5	#3	WJR	5.0	5.6	#2
KCMO-AM	2.9	2.8	#15				
Boston	7.5	8.2	+0.7	Washinton	6.1	5.0	-1.1
WINZ	1.7	1.5	#21	WMAL	4.3	3.3	#8
				WJFK-FM	1.8	1.7	#16
				Miami	4.8	4.1	-0.7
				WIOD	3.1	2.6	#12

Gains/Losses

A quartet of Talk stations registers **1.3** summer-summer improvements but **WISN/Milwaukee's 1.8** positive variation sets the pace among listed markets.

Mk	Calls/City	2007	2008	Flux	Mk	Calls/City	2007	2008	Flux
36	WISN/Milwaukee	4.3	6.1	+1.8	34	WTKS/Orlando	3.6	4.5	+0.9
16	KTLK-FM/Minneapolis	2.1	3.4	+1.3					
17	KOGO/San Diego	4.3	5.6	+1.3	36	WTMJ/Milwaukee	10.6	11.4	+0.8
24	WPGB/Pittsburgh	5.2	6.5	+1.3	17	KFMB-AM/San Diego	3.1	3.8	+0.7
27	KTKZ AM & FM/Sacramento	0.0	1.3	+1.3	20	KMOX/St. Louis	7.0	7.7	+0.7
10	WTKK/Boston	2.6	3.5	+0.9	22	KOA/Denver	6.2	6.9	+0.7
27	KSTE/Sacramento	3.4	4.3	+0.9	31	KNRS/Salt Lake City	4.9	5.6	+0.7
					11	WJR/Detroit	5.0	5.6	+0.6

29 WKRC/Cincinnati	4.4	5.0	+0.6	9 WJFK-FM/Washington	1.8	1.7	-0.1
37 WTVN/Columbus	7.0	7.6	+0.6	21 WCBM/Baltimore	4.1	4.0	-0.1
14 KPTK/Seattle	1.8	2.3	+0.5	32 KCMO-AM/Kansas City	2.9	2.8	-0.1
28 WHK/Cleveland	1.2	1.7	+0.5	33 KXNT/Las Vegas	4.3	4.2	-0.1
32 KMBZ/Kansas City	5.0	5.5	+0.5	33 KDWN/Las Vegas	2.3	2.2	-0.1
8 WGST/Atlanta	1.6	2.0	+0.4	8 WSB-AM/Atlanta	7.8	7.6	-0.2
14 KIRO-AM/Seattle	3.5	3.9	+0.4	10 WRKO/Boston	4.9	4.7	-0.2
14 KTHH/Seattle	2.5	2.9	+0.4	12 WINZ/Miami	1.7	1.5	-0.2
14 KVI/Seattle	2.1	2.5	+0.4	15 KTAR-FM/Phoenix	3.8	3.6	-0.2
16 WFMP/Minneapolis	1.1	1.5	+0.4	22 KKZN/Denver	1.5	1.3	-0.2
30 WOAI/San Antonio	4.6	5.0	+0.4	23 KXL/Portland	2.9	2.7	-0.2
31 KLO/Salt Lake City	1.2	1.6	+0.4	16 KSTP-AM/Minneapolis	4.4	4.1	-0.3
40 WIBC-FM/Indianapolis	6.1	6.5	+0.4	21 WHFS/Baltimore@@	2.6	2.3	-0.3
15 KKNT/Phoenix	0.8	1.1	+0.3	34 WFLF/Orlando	2.4	2.1	-0.3
17 KCBQ-AM/San Diego	0.9	1.2	+0.3	16 WCCO/Minneapolis	6.8	6.4	-0.4
19 WFLA/Tampa	5.9	6.2	+0.3	21 WBAL/Baltimore	4.4	4.0	-0.4
24 KDKA/Pittsburgh	8.0	8.3	+0.3	23 KPOJ/Portland	3.5	3.1	-0.4
27 KFBK/Sacramento	7.8	8.1	+0.3	25 WBT AM & FM/Charlotte	4.9	4.5	-0.4
34 WDBO/Orlando	5.7	6.0	+0.3	12 WIOD/Miami	3.1	2.6	-0.5
30 KTSA/San Antonio	2.3	2.5	+0.2	20 KTRS/St. Louis	5.0	4.5	-0.5
37 WTDA/Columbus	1.0	1.2	+0.2	20 KFTK/St. Louis	3.7	3.2	-0.5
14 KIRO-FM/Seattle	3.0	3.1	+0.1	28 WTAM/Cleveland	8.0	7.4	-0.6
16 WWTC/Minneapolis	1.3	1.4	+0.1	15 KFYI/Phoenix	6.0	5.3	-0.7
22 KHOW/Denver	3.3	3.4	+0.1	23 KEX/Portland	5.0	4.3	-0.7
22 KNUS/Denver	1.6	1.7	+0.1	25 WLNK/Charlotte	3.3	2.6	-0.7
17 KFI/San Diego**	1.7	1.7	Flat	9 WMAL/Washington	4.3	3.3	-1.0
23 KPAM/Portland	1.6	1.6	Flat	29 WLW/Cincinnati	10.6	9.6	-1.0
5 WBAP/Dallas	3.8	3.7	-0.1				
5 KLLI/Dallas	1.8	1.7	-0.1				
5 KLIF/Dallas	1.3	1.2	-0.1				

- More than half (**55%**) the top 40 market Talk facilities in our sample were up year-to-year; **42%** dipped; and the remaining **3%** were flat.
- Typical gains were **+.57** while average losses were about one-third of a share (**-.35**)
- Nearly one of every two declines (**47%**) was either by one-tenth or two-tenths.

AQH Share

Mk	Calls/City	2007	2008	12+ Rank	Mk	Calls/City	2007	2008	12+ Rank
36	WTMJ/Milwaukee	10.6	11.4	#1	15	KTAR-FM/Phoenix	3.8	3.6	#8
29	WLW/Cincinnati	10.6	9.6	#1	10	WTKK/Boston	2.6	3.5	#9
24	KDKA/Pittsburgh	8.0	8.3	#2	16	KTLK-FM/Minneapolis	2.1	3.4	#10
27	KFBK/Sacramento	7.8	8.1	#1	22	KHOW/Denver	3.3	3.4	#8
20	KMOX/St. Louis	7.0	7.7	#1	9	WMAL/Washington	4.3	3.3	#8
8	WSB-AM/Atlanta	7.8	7.6	#2	20	KFTK/St. Louis	3.7	3.2	#16
37	WTVN/Columbus	7.0	7.6	#1	14	KIRO-FM/Seattle	3.0	3.1	#11
28	WTAM/Cleveland	8.0	7.4	#1	23	KPOJ/Portland	3.5	3.1	#11
22	KOA/Denver	6.2	6.9	#1	14	KTTH/Seattle	2.5	2.9	#15
24	WPGB/Pittsburgh	5.2	6.5	#3	32	KCMO-AM/Kansas City	2.9	2.8	#15
40	WIBC-FM/Indianapolis	6.1	6.5	#3	23	KXL/Portland	2.9	2.7	#15
16	WCCO/Minneapolis	6.8	6.4	#3	12	WIOD/Miami	3.1	2.6	#12
19	WFLA/Tampa	5.9	6.2	#2	25	WLNK/Charlotte	3.3	2.6	#15
36	WISN/Milwaukee	4.3	6.1	#4	14	KVI/Seattle	2.1	2.5	#16
34	WDBO/Orlando	5.7	6.0	#3	30	KTSA/San Antonio	2.3	2.5	#15
11	WJR/Detroit	5.0	5.6	#2	14	KPTK/Seattle	1.8	2.3	#18
17	KOGO/San Diego	4.3	5.6	#1	21	WHFS/Baltimore@@	2.6	2.3	#12
31	KNRS/Salt Lake City	4.9	5.6	#3	33	KDWN/Las Vegas	2.3	2.2	#17
32	KMBZ/Kansas City	5.0	5.5	#3	34	WFLF/Orlando	2.4	2.1	#17
15	KFYI/Phoenix	6.0	5.3	#1	8	WGST/Atlanta	1.6	2.0	#17
29	WKRC/Cincinnati	4.4	5.0	#6	5	KLLI/Dallas	1.8	1.7	#20
30	WOAI/San Antonio	4.6	5.0	#3	9	WJFK-FM/Washington	1.8	1.7	#16
10	WRKO/Boston	4.9	4.7	#5	17	KFI/San Diego**	1.7	1.7	#21
20	KTRS/St. Louis	5.0	4.5	#5	22	KNUS/Denver	1.6	1.7	#17
25	WBT AM & FM/Charlotte	4.9	4.5	#6	28	WHK/Cleveland	1.2	1.7	#16
34	WTKS/Orlando	3.6	4.5	#5	23	KPAM/Portland	1.6	1.6	#20
23	KEX/Portland	5.0	4.3	#3	31	KLO/Salt Lake City	1.2	1.6	#18
27	KSTE/Sacramento	3.4	4.3	#6	12	WINZ/Miami	1.7	1.5	#21
33	KXNT/Las Vegas	4.3	4.2	#7	16	WFMP/Minneapolis	1.1	1.5	#16
16	KSTP-AM/Minneapolis	4.4	4.1	#8	16	WWTC/Minneapolis	1.3	1.4	#17
21	WBAL/Baltimore	4.4	4.0	#5	22	KKZN/Denver	1.5	1.3	#21
21	WCBM/Baltimore	4.1	4.0	#5	27	KTZK AM & FM/Sacramento	0.0	1.3	#19
14	KIRO-AM/Seattle	3.5	3.9	#5	5	KLIF/Dallas	1.3	1.2	#27
17	KFMB-AM/San Diego	3.1	3.8	#7	17	KCBQ-AM/San Diego	0.9	1.2	#26
5	WBAP/Dallas	3.8	3.7	#6	37	WTDA/Columbus	1.0	1.2	#20
					15	KKNT/Phoenix	0.8	1.1	#24

- The average 12+ share for top 40 market Talk stations meeting our criteria inches up from **3.83** (Summer 2007) to **3.99** (Summer 2008).
- The 36th-largest market is once again atop the leader board as, in a battle of National League flagships, **Journal's WTMJ/Milwaukee** (Brewers) breaks last year's #1 (12+) tie with **Clear Channel's WLW/Cincinnati** (Reds).

Market Rankers

Mk	Calls/City	2007	2008	12+ Rank	Mk	Calls/City	2007	2008	12+ Rank
15	KFYI/Phoenix	6.0	5.3	#1	8	WSB-AM/Atlanta	7.8	7.6	#2
17	KOGO/San Diego	4.3	5.6	#1	11	WJR/Detroit	5.0	5.6	#2
20	KMOX/St. Louis	7.0	7.7	#1	19	WFLA/Tampa	5.9	6.2	#2
22	KOA/Denver	6.2	6.9	#1	24	KDKA/Pittsburgh	8.0	8.3	#2
27	KFBK/Sacramento	7.8	8.1	#1	16	WCCO/Minneapolis	6.8	6.4	#3
28	WTAM/Cleveland	8.0	7.4	#1	23	KEX/Portland	5.0	4.3	#3
29	WLW/Cincinnati	10.6	9.6	#1	24	WPGB/Pittsburgh	5.2	6.5	#3
36	WTMJ/Milwaukee	10.6	11.4	#1	30	WOAI/San Antonio	4.6	5.0	#3
37	WTVN/Columbus	7.0	7.6	#1	31	KNRS/Salt Lake City	4.9	5.6	#3

32 KMBZ/Kansas City	5.0	5.5	#3	14 KTTH/Seattle	2.5	2.9	#15
34 WBO/Orlando	5.7	6.0	#3	23 KXL/Portland	2.9	2.7	#15
40 WIBC-FM/Indianapolis	6.1	6.5	#3	25 WLNK/Charlotte	3.3	2.6	#15
36 WISN/Milwaukee	4.3	6.1	#4	30 KTSA/San Antonio	2.3	2.5	#15
10 WRKO/Boston	4.9	4.7	#5	32 KCMO-AM/Kansas City	2.9	2.8	#15
14 KIRO-AM/Seattle	3.5	3.9	#5	9 WJFK-FM/Washington	1.8	1.7	#16
20 KTRS/St. Louis	5.0	4.5	#5	14 KVI/Seattle	2.1	2.5	#16
21 WBAL/Baltimore	4.4	4.0	#5	16 WFMP/Minneapolis	1.1	1.5	#16
				20 KFTK/St. Louis	3.7	3.2	#16
21 WCBM/Baltimore	4.1	4.0	#5	28 WHK/Cleveland	1.2	1.7	#16
34 WTKS/Orlando	3.6	4.5	#5	8 WGST/Atlanta	1.6	2.0	#17
5 WBAP/Dallas	3.8	3.7	#6	16 WWTC/Minneapolis	1.3	1.4	#17
25 WBT AM & FM/Charlotte	4.9	4.5	#6	22 KNUS/Denver	1.6	1.7	#17
27 KSTE/Sacramento	3.4	4.3	#6	33 KDWN/Las Vegas	2.3	2.2	#17
29 WKRC/Cincinnati	4.4	5.0	#6	34 WFLF/Orlando	2.4	2.1	#17
17 KFMB-AM/San Diego	3.1	3.8	#7	14 KPTK/Seattle	1.8	2.3	#18
33 KXNT/Las Vegas	4.3	4.2	#7	31 KLO/Salt Lake City	1.2	1.6	#18
9 WMAL/Washington	4.3	3.3	#8	27 KTKZ AM & FM/Sacramento	0.0	1.3	#19
15 KTAR-FM/Phoenix	3.8	3.6	#8	5 KLLI/Dallas	1.8	1.7	#20
16 KSTP-AM/Minneapolis	4.4	4.1	#8	23 KPAM/Portland	1.6	1.6	#20
22 KHOW/Denver	3.3	3.4	#8	37 WTDA/Columbus	1.0	1.2	#20
10 WTKK/Boston	2.6	3.5	#9	12 WINZ/Miami	1.7	1.5	#21
16 KTLK-FM/Minneapolis	2.1	3.4	#10	17 KFI/San Diego**	1.7	1.7	#21
14 KIRO-FM/Seattle	3.0	3.1	#11	22 KKZN/Denver	1.5	1.3	#21
23 KPOJ/Portland	3.5	3.1	#11	15 KKNT/Phoenix	0.8	1.1	#24
12 WIOD/Miami	3.1	2.6	#12	17 KCBQ-AM/San Diego	0.9	1.2	#26
21 WHFS/Baltimore@@	2.6	2.3	#12	5 KLIF/Dallas	1.3	1.2	#27

- Talk outlets in this particular sample generally placed **10th** (**#9.92**) in their respective markets (12+) this summer.

AQH Share At A Glance

1.0 – 2.0	23%
2.1 – 3.0	17%
3.1 – 4.0	18%
4.1 – 5.0	14%
5.1 – 7.5	18%
7.6+	10%

Market Rank At A Glance

#1 - #5	39%
#6 - #10	17%
#11 - #15	13%
#16 - #20	23%
#21+	8%

By Group Owner

There's no contest for the top spot with **Clear Channel** in firm control; **CBS Radio** is a solid (albeit a distant) #2. After that though, things get interesting. All six **Salem**-owned Talk stations on this list had summer-summer gains.

Clear Channel	112.1	119.1	+7.0	
8 WGST/Atlanta	1.6	2.0	+0.4	#17
12 WIOD/Miami	3.1	2.6	-0.5	#12
12 WINZ/Miami	1.7	1.5	-0.2	#21
15 KFYI/Phoenix	6.0	5.3	-0.7	#1
16 KTLK-FM/Minne	2.1	3.4	+1.3	#10
17 KOGO/San Diego	4.3	5.6	+1.3	#1
17 KFI/San Diego**	1.7	1.7	Flat	#21
19 WFLA/Tampa	5.9	6.2	+0.3	#2
22 KOA/Denver	6.2	6.9	+0.7	#1
22 KHOW/Denver	3.3	3.4	+0.1	#8
22 KKZN/Denver	1.5	1.3	-0.2	#21
23 KEX/Portland	5.0	4.3	-0.7	#3
23 KPOJ/Portland	3.5	3.1	-0.4	#11
24 WPGB/Pittsburgh	5.2	6.5	+1.3	#3
27 KFBK/Sacramento	7.8	8.1	+0.3	#1

27 KSTE/Sacramento	3.4	4.3	+0.9	#6
28 WTAM/Cleveland	8.0	7.4	-0.6	#1
29 WLW/Cincinnati	10.6	9.6	-1.0	#1
29 WKRC/Cincinnati	4.4	5.0	+0.6	#6
30 WOAI/San Antonio	4.6	5.0	+0.4	#3
31 KNRS/Salt Lake City	4.9	5.6	+0.7	#3
34 WTKS/Orlando	3.6	4.5	+0.9	#5
34 WFLF/Orlando	2.4	2.1	-0.3	#17
36 WISN/Milwaukee	4.3	6.1	+1.8	#4
37 WTVN/Columbus	7.0	7.6	+0.6	#1

CBS Radio	34.1	34.6	+0.5	
5 KLLI/Dallas	1.8	1.7	-0.1	#20
9 WJFK-FM/Wash	1.8	1.7	-0.1	#16
14 KPTK/Seattle	1.8	2.3	+0.5	#18
16 WCCO/Minneapolis	6.8	6.4	-0.4	#3

20 KMOX/St. Louis	7.0	7.7	+0.7	#1	28 WHK/Cleveland	1.2	1.7	+0.5	#16
21 WHFS/Baltimore@@	2.6	2.3	-0.3	#12	Hubbard	5.5	5.6	+0.1	
24 KDKA/Pittsburgh	8.0	8.3	+0.3	#2	16 KSTP-AM/Minne	4.4	4.1	-0.3	#8
33 KXNT/Las Vegas	4.3	4.2	-0.1	#7	16 WFMP/Minneapolis	1.1	1.5	+0.4	#16
Cox Radio	13.5	13.6	+0.1		St. Louis Sports	5.0	4.5	-0.5	
8 WSB-AM/Atlanta	7.8	7.6	-0.2	#2	20 KTRS/St. Louis	5.0	4.5	-0.5	#5
34 WDBO/Orlando	5.7	6.0	+0.3	#3	Cumulus	4.2	4.0	-0.2	
Bonneville	12.8	13.5	+0.7		5 KLIF/Dallas	1.3	1.2	-0.1	#27
14 KIRO-AM/Seattle	3.5	3.9	+0.4	#5	32 KCMO-AM/KC	2.9	2.8	-0.1	#15
14 KIRO-FM/Seattle	3.0	3.1	+0.1	#11	Hearst Argyle	4.4	4.0	-0.4	
14 KTTH/Seattle	2.5	2.9	+0.4	#15	21 WBAL/Baltimore	4.4	4.0	-0.4	#5
15 KTAR-FM/Phoenix	3.8	3.6	-0.2	#8	Nick Mangione	4.1	4.0	-0.1	
Citadel	13.1	12.6	-0.5		21 WCBM/Baltimore	4.1	4.0	-0.1	#5
5 WBAP/Dallas	3.8	3.7	-0.1	#6	Midwest Television	3.1	3.8	+0.7	
9 WMAL/Washington	4.3	3.3	-1.0	#8	17 KFMB-AM/San Diego	3.1	3.8	+0.7	#7
11 WJR/Detroit	5.0	5.6	+0.6	#2	Rose City	2.9	2.7	-0.2	
Journal	10.6	11.4	+0.8		23 KXL/Portland	2.9	2.7	-0.2	#15
36 WTMJ/Milwaukee	10.6	11.4	+0.8	#1	Border Media Partners	2.3	2.5	+0.2	
Greater Media	10.8	10.6	-0.2		30 KTSA/San Antonio	2.3	2.5	+0.2	#15
10 WTKK/Boston	2.6	3.5	+0.9	#9	Fisher	2.1	2.5	+0.4	
25 WBT AM/FM/Charlotte	4.9	4.5	-0.4	#6	14 KVI/Seattle	2.1	2.5	+0.4	#16
25 WLNK/Charlotte	3.3	2.6	-0.7	#15	Beasley	2.3	2.2	-0.1	
Entercom	9.9	10.2	+0.3		33 KDWN/Las Vegas	2.3	2.2	-0.1	#17
10 WRKO/Boston	4.9	4.7	-0.2	#5	Capital	1.2	1.6	+0.4	
32 KMBZ/Kansas City	5.0	5.5	+0.5	#3	31 KLO/Salt Lake City	1.2	1.6	+0.4	#18
Emmis	9.8	9.7	-0.1		Pamplin	1.6	1.6	Flat	
20 KFTK/St. Louis	3.7	3.2	-0.5	#16	23 KPAM/Portland	1.6	1.6	Flat	#20
40 WIBC-FM/Indi	6.1	6.5	+0.4	#3	North American	1.0	1.2	+0.2	
Salem	5.8	8.4	+2.6		37 WTDA/Columbus	1.0	1.2	+0.2	#20
15 KKNT/Phoenix	0.8	1.1	+0.3	#24					
16 WWTC/Minneapolis	1.3	1.4	+0.1	#17					
17 KCBQ-AM/SanDiego	0.9	1.2	+0.3	#26					
22 KNUS/Denver	1.6	1.7	+0.1	#17					
27 KTKZ AM & FM/Sacr	0.0	1.3	+1.3	#19					

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Archived **HERE** is last week's (11-24-2008) **"Inside The Numbers with Mike Kinosian" Summer 2008 CHR/Pop (Top 40) overview.**

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