



[www.INSIDERADIO.com](http://www.INSIDERADIO.com) Thursday, July 24, 2008

## Part Of Rhythm Nation

Inaccurate to categorize them as either traditional Top 40 or Urban Contemporary, rhythmic-leaning contemporary hit stations continue carving out their own sizeable position and audience share as illustrated by this Top 40 Market Winter 2008 **"Inside The Numbers"** overview.

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

Norfolk (#41), Austin (#42), Raleigh (#43) and Nashville (#44) have been used as substitutes.

Dual asterisks (\*\*) designate non-metro stations.

A 1.0 share (12+) in an applicable Winter 2008 book was required to appear in this summary.

### Basic Overview

Beginning with New York City's "Hot 97" and continuing in order of market size, each rhythmic station's Winter 2007 and Winter 2008 Arbitron shares are listed.

Mk	Calls/City	2007	2008
1	WQHT/New York	3.2	3.4
2	KPWR/Los Angeles	3.7	3.8
2	KXOL/Los Angeles	2.6	2.6
3	WBBM-FM/Chicago	3.2	2.9
4	KYLD/San Francisco	3.3	2.6
5	KBFB/Dallas	4.2	3.8
8	WBTS/Atlanta	3.4	3.1
9	WPGC-FM/Washington	5.5	5.1
10	WJMN/Boston	6.1	7.0
12	WPOW/Miami	4.5	4.5
14	KUBE/Seattle	4.0	5.2
15	KKFR/Phoenix	3.0	2.5
15	KZON/Phoenix	1.8	2.2
16	KTTB/Minneapolis	3.3	4.6
17	XHITZ/San Diego**	2.8	3.0
17	XHMORE/San Diego**	2.7	2.8
18	WQHT/Long Island**	1.8	2.0
19	WLLD/Tampa	4.3	4.1
21	WPGC-FM/Baltimore**	2.3	1.5
22	KQKS/Denver	5.5	5.5
23	KXJM/Portland	2.5	2.9
25	WIBT/Charlotte	4.3	3.4
26	KGGI/Riverside	6.0	6.8
26	KPWR/Riverside**	1.8	1.9
27	KSFM/Sacramento	4.3	4.7
27	KBMB/Sacramento	3.6	4.3
30	KBBT/San Antonio	6.8	6.1
31	KUUU/Salt Lake City	3.3	3.6
32	KCHZ/Kansas City	3.8	3.4
33	KLUC/Las Vegas	4.8	5.1

33 KVEG/Las Vegas	5.5	4.4
34 WPYO/Orlando	4.9	4.9
34 WJHM/Orlando	4.7	4.7
35 KYLD/San Jose**	3.3	3.2
35 KDON/San Jose**	1.3	1.5
38 WQHT/Middlesex**	2.2	3.7
40 WHHH/Indianapolis	6.0	5.5
41 WNVZ/Norfolk	5.7	6.1
42 KDHT/Austin	3.4	3.5
42 KXBT/Austin	2.1	2.4

### Strongest Markets

Perhaps neither of these markets would instantly jump to one's mind when thinking of rhythmic strongholds yet Orlando overtakes Las Vegas as the Top 44 market (minus Houston, Philadelphia, Puerto Rico and Providence) with the highest total of 12+ shares this winter.

Market	2007	2008	Fluctuation	
<b>Orlando</b>	<b>9.6</b>	<b>9.6</b>	<b>Flat</b>	
WPYO	4.9	4.9	Flat	#5
WJHM	4.7	4.7	Flat	#8
<b>Las Vegas</b>	<b>10.3</b>	<b>9.5</b>	<b>-0.8</b>	
KLUC	4.8	5.1	+0.3	#2
KVEG	5.5	4.4	-1.1	#7
<b>Sacramento</b>	<b>7.9</b>	<b>9.0</b>	<b>+1.1</b>	
KSFM	4.3	4.7	+0.4	#3
KBMB	3.6	4.3	+0.7	#4
<b>Riverside</b>	<b>7.8</b>	<b>8.7</b>	<b>+0.9</b>	
KGCI	6.0	6.8	+0.8	#1
KPWR**	1.8	1.9	+0.1	#17
<b>Boston</b>	<b>6.1</b>	<b>7.0</b>	<b>+0.9</b>	
WJMN	6.1	7.0	+0.9	#1
<b>Los Angeles</b>	<b>6.3</b>	<b>6.4</b>	<b>+0.1</b>	
KPWR	3.7	3.8	+0.1	#5
KXOL	2.6	2.6	Flat	#14
<b>San Antonio</b>	<b>6.8</b>	<b>6.1</b>	<b>-0.7</b>	
KBBT	6.8	6.1	-0.7	#1
<b>Norfolk</b>	<b>5.7</b>	<b>6.1</b>	<b>+0.4</b>	
WNVZ	5.7	6.1	+0.4	#3
<b>Austin</b>	<b>5.5</b>	<b>5.9</b>	<b>+0.4</b>	
KDHT	3.4	3.5	+0.1	#11
KXBT	2.1	2.4	+0.3	#14
<b>San Diego</b>	<b>5.5</b>	<b>5.8</b>	<b>+0.3</b>	
XHITZ**	2.8	3.0	+0.2	#12
XHMORE**	2.7	2.8	+0.1	#14
<b>Denver</b>	<b>5.5</b>	<b>5.5</b>	<b>Flat</b>	
KQKS	5.5	5.5	Flat	#2
<b>Indianapolis</b>	<b>6.0</b>	<b>5.5</b>	<b>-0.5</b>	
WHHH	6.0	5.5	-0.5	#4

<b>Seattle</b> KUBE	<b>4.0</b> 4.0	<b>5.2</b> 5.2	<b>+1.2</b> +1.2	 #1
<b>Washington</b> WPGC-FM	<b>5.5</b> 5.5	<b>5.1</b> 5.1	<b>-0.4</b> -0.4	 #3
<b>Phoenix</b> KKFR KZON	<b>4.8</b> 3.0 1.8	<b>4.7</b> 2.5 2.2	<b>-0.1</b> -0.5 +0.4	 #16 #18
<b>San Jose</b> KYLD** KDON**	<b>4.6</b> 3.3 1.3	<b>4.7</b> 3.2 1.5	<b>+0.1</b> -0.1 +0.2	 #7 #21
<b>Minneapolis</b> KTTB	<b>3.3</b> 3.3	<b>4.6</b> 4.6	<b>+1.3</b> +1.3	 #5
<b>Miami</b> WPOW	<b>4.5</b> 4.5	<b>4.5</b> 4.5	<b>Flat</b> Flat	 #6
<b>Tampa</b> WLLD	<b>4.3</b> 4.3	<b>4.1</b> 4.1	<b>-0.2</b> -0.2	 #8
<b>Dallas</b> KBFB	<b>4.2</b> 4.2	<b>3.8</b> 3.8	<b>-0.4</b> -0.4	 #7
<b>Middlesex</b> WQHT**	<b>2.2</b> 2.2	<b>3.7</b> 3.7	<b>+1.5</b> +1.5	 #5
<b>Salt Lake City</b> KUUU	<b>3.3</b> 3.3	<b>3.6</b> 3.6	<b>+0.3</b> +0.3	 #9
<b>New York</b> WQHT	<b>3.2</b> 3.2	<b>3.4</b> 3.4	<b>+0.2</b> +0.2	 #10
<b>Charlotte</b> WIBT	<b>4.3</b> 4.3	<b>3.4</b> 3.4	<b>-0.9</b> -0.9	 #10
<b>Kansas City</b> KCHZ	<b>3.8</b> 3.8	<b>3.4</b> 3.4	<b>-0.4</b> -0.4	 #14
<b>Atlanta</b> WBTS	<b>3.4</b> 3.4	<b>3.1</b> 3.1	<b>-0.3</b> -0.3	 #10
<b>Chicago</b> WBBM-FM	<b>3.2</b> 3.2	<b>2.9</b> 2.9	<b>-0.3</b> -0.3	 #12
<b>Portland</b> KXJM	<b>2.5</b> 2.5	<b>2.9</b> 2.9	<b>+0.4</b> +0.4	 #14
<b>San Francisco</b> KYLD	<b>3.3</b> 3.3	<b>2.6</b> 2.6	<b>-0.7</b> -0.7	 #11
<b>Long Island</b> WQHT**	<b>1.8</b> 1.8	<b>2.0</b> 2.0	<b>+0.2</b> +0.2	 #17
<b>Baltimore</b> WPGC-FM**	<b>2.3</b> 2.3	<b>1.5</b> 1.5	<b>-0.8</b> -0.8	 #17

- Markets without representation (stations not meeting the aforementioned criteria) include #11 Detroit, #20 St. Louis, #24 Pittsburgh, #28 Cleveland, #29 Cincinnati, #36 Milwaukee, #37 Columbus, #43 Raleigh and #44 Nashville.

### Gains/Losses

Three such formatted facilities had year-to-year improvements of at least one full share, including "Hot 97" – up a point and a half in the Middlesex-Somerset-Union (NJ) book.

Mk	Calls/City	2007	2008	Fluctuation
38	WQHT/Middlesex**	2.2	3.7	+1.5
16	KTTB/Minneapolis	3.3	4.6	+1.3
14	KUBE/Seattle	4.0	5.2	+1.2
10	WJMN/Boston	6.1	7.0	+0.9
26	KGGI/Riverside	6.0	6.8	+0.8
27	KBMB/Sacramento	3.6	4.3	+0.7
15	KZON/Phoenix	1.8	2.2	+0.4
23	KXJM/Portland	2.5	2.9	+0.4
27	KSFM/Sacramento	4.3	4.7	+0.4
41	WNVZ/Norfolk	5.7	6.1	+0.4
31	KUUU/Salt Lake City	3.3	3.6	+0.3
33	KLUC/Las Vegas	4.8	5.1	+0.3
42	KXBT/Austin	2.1	2.4	+0.3
1	WQHT/New York	3.2	3.4	+0.2
17	XHITZ/San Diego**	2.8	3.0	+0.2
18	WQHT/Long Island**	1.8	2.0	+0.2
35	KDON/San Jose**	1.3	1.5	+0.2
2	KPWR/Los Angeles	3.7	3.8	+0.1
17	XHMORE/San Diego**	2.7	2.8	+0.1
26	KPWR/Riverside**	1.8	1.9	+0.1
42	KDHT/Austin	3.4	3.5	+0.1
2	KXOL/Los Angeles	2.6	2.6	Flat
12	WPOW/Miami	4.5	4.5	Flat
22	KQKS/Denver	5.5	5.5	Flat
34	WPYO/Orlando	4.9	4.9	Flat
34	WJHM/Orlando	4.7	4.7	Flat
35	KYLD/San Jose**	3.3	3.2	-0.1
19	WLLD/Tampa	4.3	4.1	-0.2
3	WBBM-FM/Chicago	3.2	2.9	-0.3
8	WBTS/Atlanta	3.4	3.1	-0.3
5	KBFB/Dallas	4.2	3.8	-0.4
9	WPGC-FM/Washington	5.5	5.1	-0.4
32	KCHZ/Kansas City	3.8	3.4	-0.4
15	KKFR/Phoenix	3.0	2.5	-0.5
40	WHHH/Indianapolis	6.0	5.5	-0.5
4	KYLD/San Francisco	3.3	2.6	-0.7
30	KBBT/San Antonio	6.8	6.1	-0.7
21	WPGC-FM/Baltimore**	2.3	1.5	-0.8
25	WIBT/Charlotte	4.3	3.4	-0.9
33	KVEG/Las Vegas	5.5	4.4	-1.1

- Slightly more than half the rhythmic stations listed here were up **(52.5%)** year-to-year; **35%** went down; and **12.5%** were flat.
- Typical gains were **+.48** and losses were a touch greater **-.52**.

### AQH Share

San Antonio's **"Beat"** yields its 12+ bragging rights (among markets listed) to **Clear Channel/Boston's "Jam'n."**

Mk	Calls/City	2007	2008	12+	Rank
10	WJMN/Boston	6.1	7.0	#1	
26	KGGI/Riverside	6.0	6.8	#1	
30	KBBT/San Antonio	6.8	6.1	#1	
41	WNVZ/Norfolk	5.7	6.1	#3	
22	KQKS/Denver	5.5	5.5	#2	
40	WHHH/Indianapolis	6.0	5.5	#4	
14	KUBE/Seattle	4.0	5.2	#1	
9	WPGC-FM/Washington	5.5	5.1	#3	
33	KLUC/Las Vegas	4.8	5.1	#2	
34	WPYO/Orlando	4.9	4.9	#5	
27	KSFM/Sacramento	4.3	4.7	#3	
34	WJHM/Orlando	4.7	4.7	#8	
16	KTTB/Minneapolis	3.3	4.6	#5	
12	WPOW/Miami	4.5	4.5	#6	
33	KVEG/Las Vegas	5.5	4.4	#7	
27	KBMB/Sacramento	3.6	4.3	#4	
19	WLLD/Tampa	4.3	4.1	#8	
2	KPWR/Los Angeles	3.7	3.8	#5	
5	KBFB/Dallas	4.2	3.8	#7	
38	WQHT/Middlesex**	2.2	3.7	#5	
31	KUUU/Salt Lake City	3.3	3.6	#9	
42	KDHT/Austin	3.4	3.5	#11	
1	WQHT/New York	3.2	3.4	#10	
25	WIBT/Charlotte	4.3	3.4	#10	
32	KCHZ/Kansas City	3.8	3.4	#14	
35	KYLD/San Jose**	3.3	3.2	#7	
8	WBTS/Atlanta	3.4	3.1	#10	
17	XHITZ/San Diego**	2.8	3.0	#12	
3	WBBM-FM/Chicago	3.2	2.9	#12	
23	KXJM/Portland	2.5	2.9	#14	
17	XHMORE/San Diego**	2.7	2.8	#14	
2	KXOL/Los Angeles	2.6	2.6	#14	
4	KYLD/San Francisco	3.3	2.6	#11	
15	KKFR/Phoenix	3.0	2.5	#16	
42	KXBT/Austin	2.1	2.4	#14	
15	KZON/Phoenix	1.8	2.2	#18	
18	WQHT/Long Island**	1.8	2.0	#17	
26	KPWR/Riverside**	1.8	1.9	#17	
21	WPGC-FM/Baltimore**	2.3	1.5	#17	
35	KDON/San Jose**	1.3	1.5	#20	

- The average 12+ share for rhythmic contemporary hit outlets budges from **3.78** (Winter 2007) to **3.85** (Winter 2008).

### Market Rankers

Four of this musical genre's stations from Boston to Seattle registered #1 (12+) rankings this winter.

Mk	Calls/City	2008	2008	12+	Rank
10	WJMN/Boston	6.1	7.0	#1	
14	KUBE/Seattle	4.0	5.2	#1	
26	KGGI/Riverside	6.0	6.8	#1	
30	KBBT/San Antonio	6.8	6.1	#1	
22	KQKS/Denver	5.5	5.5	#2	
33	KLUC/Las Vegas	4.8	5.1	#2	
9	WPGC-FM/Washington	5.5	5.1	#3	
27	KSFM/Sacramento	4.3	4.7	#3	
41	WNVZ/Norfolk	5.7	6.1	#3	
27	KBMB/Sacramento	3.6	4.3	#4	

40 WHHH/Indianapolis	6.0	5.5	#4
2 KPWR/Los Angeles	3.7	3.8	#5
16 KTTB/Minneapolis	3.3	4.6	#5
34 WPYO/Orlando	4.9	4.9	#5
38 WQHT/Middlesex**	2.2	3.7	#5
12 WPOW/Miami	4.5	4.5	#6
5 KBFB/Dallas	4.2	3.8	#7
33 KVEG/Las Vegas	5.5	4.4	#7
35 KYLD/San Jose**	3.3	3.2	#7
19 WLLD/Tampa	4.3	4.1	#8
34 WJHM/Orlando	4.7	4.7	#8
31 KUUU/Salt Lake City	3.3	3.6	#9
1 WQHT/New York	3.2	3.4	#10
8 WBTS/Atlanta	3.4	3.1	#10
25 WIBT/Charlotte	4.3	3.4	#10
4 KYLD/San Francisco	3.3	2.6	#11
42 KDHT/Austin	3.4	3.5	#11
3 WBBM-FM/Chicago	3.2	2.9	#12
17 XHITZ/San Diego**	2.8	3.0	#12
2 KXOL/Los Angeles	2.6	2.6	#14
17 XHMORE/San Diego**	2.7	2.8	#14
23 KXJM/Portland	2.5	2.9	#14
32 KCHZ/Kansas City	3.8	3.4	#14
42 KXBT/Austin	2.1	2.4	#14
15 KKFR/Phoenix	3.0	2.5	#16
18 WQHT/Long Island**	1.8	2.0	#17
21 WPGC-FM/Baltimore**	2.3	1.5	#17
26 KPWR/Riverside**	1.8	1.9	#17
15 KZON/Phoenix	1.8	2.2	#18
35 KDON/San Jose**	1.3	1.5	#21

- It was typical for a rhythmic outlet to place **8<sup>th</sup> or 9<sup>th</sup> (#8.7)** in their respective markets (12+) this winter.

### AQH Share At A Glance

1.0 – 2.0	10%
2.1 – 3.0	22.5%
3.1 – 4.0	<b>25%</b>
4.1 – 5.0	20%
5.1+	22.5%

### Market Rank At A Glance

#1 - #5	<b>37.5%</b>
#6 - #10	25%
#11 - #15	22.5%
#16 - #21	15%

### By Group Owner

It's the same top five as last winter however **CBS Radio's** 2.6-share advantage over **Clear Channel** has been trimmed to six-tenths.

All six **Emmis** entries are up year-to-year.

<b>CBS Radio</b>	<b>30.9</b>	<b>30.3</b>	<b>-0.6</b>	
3 WBBM-FM/Chicago	3.2	2.9	-0.3	#12
9 WPGC-FM/Washington	5.5	5.1	-0.4	#3
15 KZON/Phoenix	1.8	2.2	+0.4	#18
19 WLLD/Tampa	4.3	4.1	-0.2	#8
21 WPGC-FM/Baltimore**	2.3	1.5	-0.8	#17

27 KSFM/Sacramento	4.3	4.7	+0.4	#3
33 KLUC/Las Vegas	4.8	5.1	+0.3	#2
34 WJHM/Orlando	4.7	4.7	Flat	#8
<b>Clear Channel</b>	<b>28.3</b>	<b>29.7</b>	<b>+1.4</b>	
4 KYLD/San Francisco	3.3	2.6	-0.7	#11
10 WJMN/Boston	6.1	7.0	+0.9	#1
14 KUBE/Seattle	4.0	5.2	+1.2	#1
25 WIBT/Charlotte	4.3	3.4	-0.9	#10
26 KGGI/Riverside	6.0	6.8	+0.8	#1
35 KYLD/San Jose**	3.3	3.2	-0.1	#7
35 KDON/San Jose**	1.3	1.5	+0.2	#21
<b>Emmis</b>	<b>16.1</b>	<b>18.3</b>	<b>+2.2</b>	
1 WQHT/New York	3.2	3.4	+0.2	#10
2 KPWR/Los Angeles	3.7	3.8	+0.1	#5
18 WQHT/Long Island**	1.8	2.0	+0.2	#17
26 KPWR/Riverside**	1.8	1.9	+0.1	#17
38 WQHT/Middlesex**	2.2	3.7	+1.5	#5
42 KDHT/Austin	3.4	3.5	+0.1	#11
<b>Radio One</b>	<b>13.5</b>	<b>13.9</b>	<b>+0.4</b>	
5 KBFB/Dallas	4.2	3.8	-0.4	#7
16 KTTB/Minneapolis	3.3	4.6	+1.3	#5
40 WHHH/Indianapolis	6.0	5.5	-0.5	#4
<b>Cox Radio</b>	<b>8.3</b>	<b>8.0</b>	<b>-0.3</b>	
8 WBTS/Atlanta	3.4	3.1	-0.3	#10
34 WPYO/Orlando	4.9	4.9	Flat	#5
<b>Entercom</b>	<b>5.7</b>	<b>6.1</b>	<b>+0.4</b>	
41 WNVZ/Norfolk	5.7	6.1	+0.4	#3
<b>Univision</b>	<b>6.8</b>	<b>6.1</b>	<b>-0.7</b>	
30 KBBT/San Antonio	6.8	6.1	-0.7	#1
<b>Lincoln Financial</b>	<b>5.5</b>	<b>5.5</b>	<b>Flat</b>	
22 KQKS/Denver	5.5	5.5	Flat	#2
<b>Beasley</b>	<b>4.5</b>	<b>4.5</b>	<b>Flat</b>	
12 WPOW/Miami	4.5	4.5	Flat	#6
<b>Kemp</b>	<b>5.5</b>	<b>4.4</b>	<b>-1.1</b>	
33 KVEG/Las Vegas	5.5	4.4	-1.1	#7
<b>Entravision</b>	<b>3.6</b>	<b>4.3</b>	<b>+0.7</b>	
27 KBMB/Sacramento	3.6	4.3	+0.7	#4
<b>Marathon</b>	<b>3.3</b>	<b>3.6</b>	<b>+0.3</b>	
31 KUUU/Salt Lake City	3.3	3.6	+0.3	#9
<b>Cumulus</b>	<b>3.8</b>	<b>3.4</b>	<b>-0.4</b>	
32 KCHZ/Kansas City	3.8	3.4	-0.4	#14
<b>Finest City</b>	<b>2.8</b>	<b>3.0</b>	<b>+0.2</b>	
17 XHITZ/San Diego**	2.8	3.0	+0.2	#12
<b>Rose City</b>	<b>2.5</b>	<b>2.9</b>	<b>+0.4</b>	
23 KXJM/Portland	2.5	2.9	+0.4	#14

<b>Mayans</b>	<b>2.7</b>	<b>2.8</b>	<b>+0.1</b>	
17 XHMORE/San Diego**	2.7	2.8	+0.1	#14
<b>SBS</b>	<b>2.6</b>	<b>2.6</b>	<b>Flat</b>	
2 KXOL/Los Angeles	2.6	2.6	Flat	#14
<b>Riviera</b>	<b>3.0</b>	<b>2.5</b>	<b>-0.5</b>	
15 KKFR/Phoenix	3.0	2.5	-0.5	#16
<b>Border Media</b>	<b>2.1</b>	<b>2.4</b>	<b>+0.3</b>	
42 KXBT/Austin	2.1	2.4	+0.3	#14

by **Mike Kinosian**  
[Mike@InsideRadio.com](mailto:Mike@InsideRadio.com)

Similar Winter 2008 "**Inside The Numbers With Mike Kinosian**" recaps for **Hot AC** (5-23-2008); **Talk** (6-26-2008); **Alternative** (7-3-2008) and **Sports** (7-10-2008) are archived [Here](#).

**THREE PART Series** of this **Winter 2008 Ratings Recap** - [Click HERE](#).

[www.INSIDERADIO.com](http://www.INSIDERADIO.com) Thursday, July 24, 2008