



# Triple Play

Seems everyone is offering some sort of incentive special so – just in time for this year’s **World Series** - we decided to get in on the action as well with this exclusive three-for-one “**Inside The Numbers**” triple pay deal.

In a single all-inclusive view are Top 40 market spring 2008 scoreboards for Smooth Jazz, Gospel and Spanish Adult Hits.

- In each case (where applicable), data from Norfolk (#41), Austin (#42), Raleigh (#43) and Nashville (#44) is substituted for Portable People Meter metros Houston (#6) and Philadelphia (#7), as well as Puerto Rico (#13) and Providence (#39).
- A 1.0 share (12+) in a Spring 2008 Arbitron book was required for inclusion in this summary.
- Dual asterisks (\*\*) denote non-metro facilities while stations no longer in a particular format are designated by @@.

## Smooth Jazz - Basic Overview

Several familiar large market Smooth Jazz facilities - including **WQCD/New York**, **WJJZ/Philadelphia**, **WJZW/Washington**, **WSMJ/Baltimore** and **KJCD/Denver** – have recently disappeared. Beginning with a two-tenths, year—year upward move by **CBS Radio/Los Angeles’ “Wave” (KTWV)**, Spring 2007 and Spring 2008 (12+) shares for each remaining and qualifying Smooth Jazz station are listed by descending **market** size. *For reasons noted above (PPM market), numbers for Philadelphia’s WJJZ, for example, do not appear.*

Mk	Calls/City	2007	2008
2	KTWV/Los Angeles	3.3	3.5
3	WNUA/Chicago	3.8	3.5
4	KKSF/San Francisco	2.4	2.5
8	WJZZ/Atlanta	3.9	2.6
11	WVMV/Detroit	4.3	4.1
12	WLVE/Miami	3.7	2.7
14	KWJZ/Seattle	3.3	3.3
15	KYOT/Phoenix	3.6	3.9
17	KIFM/San Diego	5.4	5.2
19	WSJT/Tampa	4.5	3.5
21	WSMJ/Baltimore@@	3.3	1.9
26	KTWV/Riverside**	1.9	2.1
27	KSSJ/Sacramento	5.2	5.1
28	WNWV/Cleveland	4.6	4.3
31	KBZN/Salt Lake City	2.0	1.6
33	KOAS/Las Vegas	4.7	3.9
34	WLOQ/Orlando	4.2	4.4
35	KKSF/San Jose**	1.9	1.6
36	WJZX/Milwaukee	2.4	1.5
37	WJZA/Columbus	2.2	2.0
41	WJCD/Norfolk	2.1	2.1

## Gains/Losses

No Smooth Jazz station listed here enjoyed a spring-spring (12+) gain of one-share or better yet **19%** experienced losses of that magnitude.

<b>Mk</b>	<b>Calls/City</b>	<b>2007</b>	<b>2008</b>	<b>Fluctuation</b>
15	KYOT/Phoenix	3.6	3.9	+0.3
2	KTWV/Los Angeles	3.3	3.5	+0.2
26	KTWV/Riverside**	1.9	2.1	+0.2
34	WLOQ/Orlando	4.2	4.4	+0.2
4	KKSF/San Francisco	2.4	2.5	+0.1
14	KWJZ/Seattle	3.3	3.3	Flat
41	WJCD/Norfolk	2.1	2.1	Flat
27	KSSJ/Sacramento	5.2	5.1	-0.1
11	WVMV/Detroit	4.3	4.1	-0.2
17	KIFM/San Diego	5.4	5.2	-0.2
37	WJZA/Columbus	2.2	2.0	-0.2
3	WNUA/Chicago	3.8	3.5	-0.3
28	WNWV/Cleveland	4.6	4.3	-0.3
35	KKSF/San Jose**	1.9	1.6	-0.3
31	KBZN/Salt Lake City	2.0	1.6	-0.4
33	KOAS/Las Vegas	4.7	3.9	-0.8
36	WJZX/Milwaukee	2.4	1.5	-0.9
12	WLVE/Miami	3.7	2.7	-1.0
19	WSJT/Tampa	4.5	3.5	-1.0
8	WJZZ/Atlanta	3.9	2.6	-1.3
21	WSMJ/Baltimore@@	3.3	1.9	-1.4

- Two of every three Smooth Jazz facilities in our sample were down year-to-year (**67%**); only **24%** improved; and the remaining **9%** were flat.
- Typical gains were **+0.2** while average losses were three times greater, **-0.6**

## AQH Share

<b>Mk</b>	<b>Calls/City</b>	<b>2007</b>	<b>2008</b>
17	KIFM/San Diego	5.4	5.2
27	KSSJ/Sacramento	5.2	5.1
34	WLOQ/Orlando	4.2	4.4
28	WNWV/Cleveland	4.6	4.3
11	WVMV/Detroit	4.3	4.1
15	KYOT/Phoenix	3.6	3.9
33	KOAS/Las Vegas	4.7	3.9
2	KTWV/Los Angeles	3.3	3.5
3	WNUA/Chicago	3.8	3.5
19	WSJT/Tampa	4.5	3.5
14	KWJZ/Seattle	3.3	3.3
12	WLVE/Miami	3.7	2.7
8	WJZZ/Atlanta	3.9	2.6
4	KKSF/San Francisco	2.4	2.5
26	KTWV/Riverside**	1.9	2.1
41	WJCD/Norfolk	2.1	2.1
37	WJZA/Columbus	2.2	2.0
21	WSMJ/Baltimore@@	3.3	1.9
31	KBZN/Salt Lake City	2.0	1.6
35	KKSF/San Jose**	1.9	1.6
36	WJZX/Milwaukee	2.4	1.5

- Top 44 market Smooth Jazz outlets (minus Houston, Philadelphia, Puerto Rico and Providence) meeting our criteria dipped from **3.46** (Spring 2007) to **3.10** (Spring 2008).
- **KIFM/San Diego** and **KSSJ/Sacramento** maintain their 1-2 12+ AQH format honors.

## Market Rankers

Mk	Calls/City	2007	2008	12+	Rank
17	KIFM/San Diego	5.4	5.2	#1	
27	KSSJ/Sacramento	5.2	5.1	#2	
15	KYOT/Phoenix	3.6	3.9	#5	
3	WNUA/Chicago	3.8	3.5	#6	
2	KTWV/Los Angeles	3.3	3.5	#7	
11	WVMV/Detroit	4.3	4.1	#8	
28	WNWV/Cleveland	4.6	4.3	#8	
33	KOAS/Las Vegas	4.7	3.9	#8	
14	KWJZ/Seattle	3.3	3.3	#9	
34	WLOQ/Orlando	4.2	4.4	#9	
19	WSJT/Tampa	4.5	3.5	#11	
4	KKSF/San Francisco	2.4	2.5	#12	
12	WLVE/Miami	3.7	2.7	#13	
8	WJZZ/Atlanta	3.9	2.6	#14	
21	WSMJ/Baltimore@@	3.3	1.9	#14	
26	KTWV/Riverside**	1.9	2.1	#15	
41	WJCD/Norfolk	2.1	2.1	#15	
37	WJZA/Columbus	2.2	2.0	#16	
36	WJZX/Milwaukee	2.4	1.5	#17	
31	KBZN/Salt Lake City	2.0	1.6	#18	
35	KKSF/San Jose**	1.9	1.6	#21	

- Smooth Jazz outlets in this particular sample generally placed 11<sup>th</sup> (**#10.9**) in their respective markets (12+) this spring.

## AQH Share At A Glance

1.0 - 2.0	24%
2.1 - 3.0	24%
3.1 - 4.0	<b>29%</b>
4.1 - 5.0	14%
5.1+	9%

## Market Rank At A Glance

#1 - #5	14%
#6 - #10	<b>33%</b>
#11 - #15	<b>33%</b>
#16 - #20	14%
#21+	6%

## By Group Owner

Off eight-tenths from last spring, **CBS Radio** nevertheless gains ground on frontrunner **Clear Channel**. **Gross Communications (WLOQ)** was the lone Smooth Jazz operator to post positive year-year numbers (**+0.2**). *As is the case throughout this report, Houston, Philadelphia, Puerto Rico and Providence are not included.*

	20.8	18.2	-2.6	
3 WNUA/Chicago	3.8	3.5	-0.3	#6
4 KKSF/San Francisco	2.4	2.5	+0.1	#12
12 WLVE/Miami	3.7	2.7	-1.0	#13
15 KYOT/Phoenix	3.6	3.9	+0.3	#5
21 WSMJ/Baltimore@@	3.3	1.9	-1.4	#14
35 KKSF/San Jose**	1.9	1.6	-0.3	#21
41 WJCD/Norfolk	2.1	2.1	Flat	#15

<b>CBS Radio</b>	<b>14.0</b>	<b>13.2</b>	<b>-0.8</b>	
2 KTWV/Los Angeles	3.3	3.5	+0.2	#7
11 WVMV/Detroit	4.3	4.1	-0.2	#8
19 WSJT/Tampa	4.5	3.5	-1.0	#11
26 KTWV/Riverside**	1.9	2.1	+0.2	#15
<b>Lincoln Financial</b>	<b>5.4</b>	<b>5.2</b>	<b>-0.2</b>	
17 KIFM/San Diego	5.4	5.2	-0.2	#1
<b>Entercom</b>	<b>5.2</b>	<b>5.1</b>	<b>-0.1</b>	
27 KSSJ/Sacramento	5.2	5.1	-0.1	#2
<b>Gross</b>	<b>4.2</b>	<b>4.4</b>	<b>+0.2</b>	
34 WLOQ/Orlando	4.2	4.4	+0.2	#9
<b>Elyria-Lorain</b>	<b>4.6</b>	<b>4.3</b>	<b>-0.3</b>	
28 WNWV/Cleveland	4.6	4.3	-0.3	#8
<b>Riviera</b>	<b>4.7</b>	<b>3.9</b>	<b>-0.8</b>	
33 KOAS/Las Vegas	4.7	3.9	-0.8	#8
<b>Saga</b>	<b>4.6</b>	<b>3.5</b>	<b>-1.1</b>	
36 WJZX/Milwaukee	2.4	1.5	-0.9	#17
37 WJZA/Columbus	2.2	2.0	-0.2	#16
<b>Sandusky</b>	<b>3.3</b>	<b>3.3</b>	<b>Flat</b>	
14 KWJZ/Seattle	3.3	3.3	Flat	#9
<b>Radio One</b>	<b>3.9</b>	<b>2.6</b>	<b>-1.3</b>	
8 WJZZ/Atlanta	3.9	2.6	-1.3	#14
<b>KLO</b>	<b>2.0</b>	<b>1.6</b>	<b>-0.4</b>	
31 KBZN/Salt Lake City	2.0	1.6	-0.4	#18

## Gospel - Basic Overview

A Chicago station whose heritage can be traced to the early-1920s – **"Inspiration 1390" (WGRB)** – kicks off our first-ever Gospel quarterly recap. Spring 2007 and Spring 2008 (12+) *Arbitron shares for each qualifying station are listed by descending **market** size.*

<b>Mk</b>	<b>Calls/City</b>	<b>2007</b>	<b>2008</b>
3	WGRB/Chicago	1.8	1.3
5	KHVN/Dallas	1.2	1.1
8	WPZE/Atlanta	4.1	3.8
9	WPRS/Washington	2.0	1.9
11	WCHB/Detroit	0.9	1.4
20	KATZ-AM/St. Louis	2.0	1.9
21	WCAO/Baltimore	2.4	2.5
25	WPZS/Charlotte	3.8	2.8
34	WRMQ/Orlando	0.6	1.1
37	WJYD/Columbus	1.3	1.5
40	WTLC-AM/Indianapolis	2.3	2.1
41	WPCE/Norfolk	1.0	1.3
43	WNNL/Raleigh	6.7	4.9
44	WMDB/Nashville	2.9	1.6

## Gains/Losses

By notching half-share increases, **WCHB/Detroit** and **WRMQ/Orlando** break the one-share barrier.

<b>Mk Calls/City</b>	<b>2007</b>	<b>2008</b>	<b>Fluctuation</b>
11 WCHB/Detroit	0.9	1.4	+0.5
34 WRMQ/Orlando	0.6	1.1	+0.5
41 WPCE/Norfolk	1.0	1.3	+0.3
37 WJYD/Columbus	1.3	1.5	+0.2
21 WCAO/Baltimore	2.4	2.5	+0.1
5 KHVN/Dallas	1.2	1.1	-0.1
9 WPRS/Washington	2.0	1.9	-0.1
20 KATZ-AM/St. Louis	2.0	1.9	-0.1
40 WTLC-AM/Indianapolis	2.3	2.1	-0.2
8 WPZE/Atlanta	4.1	3.8	-0.3
3 WGRB/Chicago	1.8	1.3	-0.5
25 WPZS/Charlotte	3.8	2.8	-1.0
44 WMDB/Nashville	2.9	1.6	-1.3
43 WNNL/Raleigh	6.7	4.9	-1.8

- Nearly two of three Gospel facilities in our sample were down year-to-year (**64%**) and **36%** improved.
- Typical gains were **+.32** while average losses were about twice as high, **-.60**

## AQH Share

<b>Mk Calls/City</b>	<b>2007</b>	<b>2008</b>
43 WNNL/Raleigh	6.7	4.9
8 WPZE/Atlanta	4.1	3.8
25 WPZS/Charlotte	3.8	2.8
21 WCAO/Baltimore	2.4	2.5
40 WTLC-AM/Indianapolis	2.3	2.1
9 WPRS/Washington	2.0	1.9
20 KATZ-AM/St. Louis	2.0	1.9
44 WMDB/Nashville	2.9	1.6
37 WJYD/Columbus	1.3	1.5
11 WCHB/Detroit	0.9	1.4
3 WGRB/Chicago	1.8	1.3
41 WPCE/Norfolk	1.0	1.3
5 KHVN/Dallas	1.2	1.1
34 WRMQ/Orlando	0.6	1.1

- Top 44 market Gospel stations (minus Houston, Philadelphia, Puerto Rico and Providence) meeting our criteria typically dipped from **2.35** (Spring 2007) to **2.08** (Spring 2008).
- Retaining their 1-2-3 positions among their fellow formatted facilities are **WNNL/Raleigh**, **WPZE/Atlanta** and **WPZS/Charlotte** – although all are down year-year.

## Market Rankers

<b>Mk Calls/City</b>	<b>2008</b>	<b>2008</b>	<b>12+ Rank</b>
43 WNNL/Raleigh	6.7	4.9	#7
8 WPZE/Atlanta	4.1	3.8	#8
21 WCAO/Baltimore	2.4	2.5	#11
25 WPZS/Charlotte	3.8	2.8	#14
40 WTLC-AM/Indianapolis	2.3	2.1	#14
9 WPRS/Washington	2.0	1.9	#15
44 WMDB/Nashville	2.9	1.6	#17
37 WJYD/Columbus	1.3	1.5	#19
41 WPCE/Norfolk	1.0	1.3	#19
20 KATZ-AM/St. Louis	2.0	1.9	#20
34 WRMQ/Orlando	0.6	1.1	#20
11 WCHB/Detroit	0.9	1.4	#21
3 WGRB/Chicago	1.8	1.3	#28

5 KHVN/Dallas 1.2 1.1 #29

- Gospel stations listed above generally ranked 17<sup>th</sup> (**#17.28**) in their respective markets (12+) this spring.

### AQH Share At A Glance

1.0 – 2.0	<b>65%</b>
2.1 – 3.0	21%
3.1 – 4.0	7%
4.1 – 5.0	7%

### Market Rank At A Glance

#1 - #5	0%
#6 - #10	14%
#11 - #15	29%
#16 - #20	<b>36%</b>
#21+	21%

### By Group Owner

Owning half the Gospel stations in our sample, **Radio One (-2.7)** remains a comfortable #1. *As is the case throughout this synopsis, stations in Houston, Philadelphia, Puerto Rico and Providence are not included.*

<b>Radio One</b>	<b>21.1</b>	<b>18.4</b>	<b>-2.7</b>	
8 WPZE/Atlanta	4.1	3.8	-0.3	#8
9 WPRS/Washington	2.0	1.9	-0.1	#15
11 WCHB/Detroit	0.9	1.4	+0.5	#21
25 WPZS/Charlotte	3.8	2.8	-1.0	#14
37 WJYD/Columbus	1.3	1.5	+0.2	#19
40 WTLC-AM/Indianapolis	2.3	2.1	-0.2	#14
43 WNNL/Raleigh	6.7	4.9	-1.8	#7

<b>Clear Channel</b>	<b>6.2</b>	<b>5.7</b>	<b>-0.5</b>	
3 WGRB/Chicago	1.8	1.3	-0.5	#28
20 KATZ-AM/St. Louis	2.0	1.9	-0.1	#20
21 WCAO/Baltimore	2.4	2.5	+0.1	#11

<b>Davidson</b>	<b>2.9</b>	<b>1.6</b>	<b>-1.3</b>	
44 WMDB/Nashville	2.9	1.6	-1.3	#17

<b>Willis</b>	<b>1.0</b>	<b>1.3</b>	<b>+0.3</b>	
41 WPCE/Norfolk	1.0	1.3	+0.3	#19

<b>Florida Broadcasting</b>	<b>0.6</b>	<b>1.1</b>	<b>+0.5</b>	
34 WRMQ/Orlando	0.6	1.1	+0.5	#20

<b>Mortenson</b>	<b>1.2</b>	<b>1.1</b>	<b>-0.1</b>	
5 KHVN/Dallas	1.2	1.1	-0.1	#29

### Spanish Adult Hits - Basic Overview

Many longtime Angelinos will remember 103.9 as the frequency belonging to **KACE**. Now home to "Recuerdo" (**KRCD**), it starts off our inaugural Spanish Adult Hits recap. Other stations in the format appear by descending **market** size.

<b>Mk</b>	<b>Calls/City</b>	<b>2007</b>	<b>2008</b>
2	KRCD/Los Angeles	2.9	3.0
3	WPPN/Chicago	3.3	2.8

4 KBRG/San Francisco**	1.8	2.2
4 KSJO/San Francisco**	1.4	1.3
5 KLNO/Dallas	2.6	4.0
15 KQMR/Phoenix	3.1	3.1
17 KLQV/San Diego	2.7	3.4
33 KWID/Las Vegas	3.3	4.3
33 KRGT/Las Vegas	2.4	3.6
35 KBRG/San Jose	2.1	3.5
35 KSJO/San Jose	2.8	2.7
42 KINV/Austin	1.5	2.3

## Gains/Losses

Two other **Univision** "Recuerdo" Spanish Adult Hits outlets, **KLNO/Dallas** and **KBRG/San Jose**, register healthy **(+1.4)** year-year gains.

Mk Calls/City	2007	2008	Fluctuation
5 KLNO/Dallas	2.6	4.0	+1.4
35 KBRG/San Jose	2.1	3.5	+1.4
33 KRGT/Las Vegas	2.4	3.6	+1.2
33 KWID/Las Vegas	3.3	4.3	+1.0
42 KINV/Austin	1.5	2.3	+0.8
17 KLQV/San Diego	2.7	3.4	+0.7
4 KBRG/San Francisco	1.8	2.2	+0.4
2 KRCD/Los Angeles	2.9	3.0	+0.1
15 KQMR/Phoenix	3.1	3.1	Flat
3 WPPN/Chicago	3.3	2.8	-0.5
4 KSJO/San Francisco**	1.4	1.3	-0.1
35 KSJO/San Jose	2.8	2.7	-0.1

- Two of every three Spanish Adult Hits outlets in our sample **(67%)** had year-year growth; one in four **(25%)** declined; and one **(8%)** was flat.
- Typical gains were **+0.87** while average losses were just **-0.23**.

## AQH Share

Mk Calls/City	2007	2008
33 KWID/Las Vegas	3.3	4.3
5 KLNO/Dallas	2.6	4.0
33 KRGT/Las Vegas	2.4	3.6
35 KBRG/San Jose	2.1	3.5
17 KLQV/San Diego	2.7	3.4
15 KQMR/Phoenix	3.1	3.1
2 KRCD/Los Angeles	2.9	3.0
3 WPPN/Chicago	3.3	2.8
35 KSJO/San Jose	2.8	2.7
42 KINV/Austin	1.5	2.3
4 KBRG/San Francisco	1.8	2.2
4 KSJO/San Francisco**	1.4	1.3

- Spanish Adult Hits facilities listed here generally saw 12+ shares increase from **2.49** (Spring 2007) to **3.01** (Spring 2008).

## Market Rankers

Mk Calls/City	2008	2008 12+	Rank
5 KLNO/Dallas	2.6	4.0	#4
33 KWID/Las Vegas	3.3	4.3	#7
35 KBRG/San Jose	2.1	3.5	#7

17 KLQV/San Diego	2.7	3.4	#9
15 KQMR/Phoenix	3.1	3.1	#10
33 KRGT/Las Vegas	2.4	3.6	#10
2 KRCD/Los Angeles	2.9	3.0	#12
3 WPPN/Chicago	3.3	2.8	#13
35 KSJO/San Jose	2.8	2.7	#14
4 KBRG/San Francisco	1.8	2.2	#15
42 KINV/Austin	1.5	2.3	#15
4 KSJO/San Francisco**	1.4	1.3	#21

- The Spanish Adult Hits shown in this recap typically ranked 11<sup>th</sup> (**#11.4**) in their respective markets (12+) this spring.

### AQH Share At A Glance

1.0 - 2.0	8%
2.1 - 3.0	<b>42%</b>
3.1 - 4.0	<b>42%</b>
4.1 - 5.0	8%

### Market Rank At A Glance

#1 - #5	8%
#6 - #10	<b>42%</b>
#11 - #15	<b>42%</b>
#16 - #20	0%
#21+	8%

### By Group Owner

With just two operators represented, it is our most straightforward **"Inside The Numbers"** group owner scoreboard to date. Each is up year-year with **Univision** maintaining a better than three to one advantage over **Clear Channel**. *As is the case throughout this report, Houston, Philadelphia, Puerto Rico and Providence are not included.*

<b>Univision</b>	<b>22.4</b>	<b>27.9</b>	<b>+5.5</b>	
2 KRCD/Los Angeles	2.9	3.0	+0.1	#12
3 WPPN/Chicago	3.3	2.8	-0.5	#13
4 KBRG/San Francisco**	1.8	2.2	+0.4	#15
5 KLNO/Dallas	2.6	4.0	+1.4	#4
15 KQMR/Phoenix	3.1	3.1	Flat	#10
17 KLQV/San Diego	2.7	3.4	+0.7	#9
33 KRGT/Las Vegas	2.4	3.6	+1.2	#10
35 KBRG/San Jose	2.1	3.5	+1.4	#7
42 KINV/Austin	1.5	2.3	+0.8	#15

<b>Clear Channel</b>	<b>7.5</b>	<b>8.3</b>	<b>+0.8</b>	
4 KSJO/San Francisco**	1.4	1.3	-0.1	#21
33 KWID/Las Vegas	3.3	4.3	+1.0	#7
35 KSJO/San Jose	2.8	2.7	-0.1	#14

-- Reported by Mike Kinoshian [mike@insideradio.com](mailto:mike@insideradio.com)

Spring 2008 **"Inside The Numbers with Mike Kinoshian"** come overviews (10-9 and 10-16) are archived [Here](#). And, this past week's (10-20-2008) **"Mike Kinoshian Interview"** profile of Syndication One personality **Mo'Nique** archived [Here](#).