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## You See (UC) Spring Numbers Here

Progress of approximately three-dozen Urban Contemporary outlets in Arbitron's Spring 2008 survey is recapped in the following **"Inside The Numbers"** Top 40 Market overview. Portable People Meter (PPM) metros Houston (#6) and Philadelphia (#7), as well as Puerto Rico (#13) and Providence (#39) are not included. Stepping in to take their places are Norfolk (#41), Austin (#42), Raleigh (#43) and Nashville (#44). A 1.0 share (12+) in an applicable spring 2008 book was required in order to appear in this summary. Dual asterisks (\*\*) denote non-metro stations.

### Basic Overview

Each qualifying Urban Contemporary facility's spring 2007 and spring 2008 Arbitron shares are listed by descending **market** size, beginning with **Clear Channel/New York's "Power" (WWPR)**.

Mk	Calls/City	2007	2008
1	WWPR/New York	3.5	3.3
3	WGCI-FM/Chicago	5.1	6.0
3	WPWX/Chicago	2.0	2.6
4	KMEL/San Francisco	3.7	3.1
5	KKDA-FM/Dallas	3.9	3.8
8	WVEE/Atlanta	9.4	9.2
8	WHTA/Atlanta	3.8	4.2
9	WKYS/Washington	3.9	4.5
11	WJLB/Detroit	5.3	5.0
11	WHTD/Detroit	2.3	2.2
12	WEDR/Miami	4.4	5.1
12	WMIB/Miami	3.0	2.7
18	WWPR/Long Island**	1.9	1.3
19	WBTP/Tampa	3.9	4.8
20	WHHL/St. Louis	3.0	2.8
20	KATZ-FM/St. Louis	3.3	2.6
21	WERQ/Baltimore	9.4	9.5
21	WKYS/Baltimore**	1.2	1.1
24	WAMO-FM/Pittsburgh	4.3	3.6
25	WPEG/Charlotte	6.0	6.4
26	KDAY & KWIE/Riverside	1.9	2.4
28	WENZ/Cleveland	5.2	6.0
29	WIZF/Cincinnati	5.1	4.1
30	KPWT/San Antonio	2.9	2.8
32	KPRS/Kansas City	6.5	5.9
35	KMEL/San Jose**	2.2	2.1
36	WKKV/Milwaukee	6.6	5.5
37	WCKX/Columbus	7.5	7.9
38	WWPR/Middlesex**	2.8	2.9
41	WOWI/Norfolk	6.1	6.0
43	WQOK/Raleigh	7.2	7.0
44	WUBT/Nashville	5.9	8.4

### Strongest Markets

**Atlanta** and **Baltimore** retain their #1 and runner-up titles respectively.

The format's big news however comes from **Nashville** – more specifically **WUBT** – which singularly vaults the market generally synonymous with Country from 13<sup>th</sup> among metros listed here (spring 2007) to #4. Thirty-five percent (35%) of markets we isolated failed to produce at least one Urban Contemporary outlet with a one-share or higher (12+) this spring. They include: Los Angeles (#2); Boston (#10); Seattle (#14); Phoenix (#15); Minneapolis (#16); San Diego (#17); Denver (#22); Portland (#23); Sacramento (#27); Salt Lake City (#31); Las Vegas (#33); Orlando (#34); Indianapolis (#40); and Austin (#42).

Remember, Houston, Philadelphia, Puerto Rico and Providence are excluded.

<b>Market</b>	<b>2007</b>	<b>2008</b>	<b>Fluctuation</b>
<b>Atlanta</b>	<b>13.2</b>	<b>13.4</b>	<b>+0.2</b>
WVEE	9.4	9.2	
WHTA	3.8	4.2	
<b>Baltimore</b>	<b>10.6</b>	<b>10.6</b>	<b>Flat</b>
WERQ	9.4	9.5	
WKYS**	1.2	1.1	
<b>Chicago</b>	<b>7.1</b>	<b>8.6</b>	<b>+1.5</b>
WGCI-FM	5.1	6.0	
WPWX	2.0	2.6	
<b>Nashville</b>	<b>5.9</b>	<b>8.4</b>	<b>+2.5</b>
WUBT	5.9	8.4	
<b>Columbus</b>	<b>7.5</b>	<b>7.9</b>	<b>+0.4</b>
WCKX	7.5	7.9	
<b>Miami</b>	<b>7.4</b>	<b>7.8</b>	<b>+0.4</b>
WEDR	4.4	5.1	
WMIB	3.0	2.7	
<b>Detroit</b>	<b>7.6</b>	<b>7.2</b>	<b>-0.4</b>
WJLB	5.3	5.0	
WHTD	2.3	2.2	
<b>Raleigh</b>	<b>7.2</b>	<b>7.0</b>	<b>-0.2</b>
WQOK	7.2	7.0	
<b>Charlotte</b>	<b>6.0</b>	<b>6.4</b>	<b>+0.4</b>
WPEG	6.0	6.4	
<b>Cleveland</b>	<b>5.2</b>	<b>6.0</b>	<b>+0.8</b>
WENZ	5.2	6.0	
<b>Norfolk</b>	<b>6.1</b>	<b>6.0</b>	<b>-0.1</b>
WOWI	6.1	6.0	
<b>Kansas City</b>	<b>6.5</b>	<b>5.9</b>	<b>-0.6</b>
KPRS	6.5	5.9	
<b>Milwaukee</b>	<b>6.6</b>	<b>5.5</b>	<b>-1.1</b>
WKKV	6.6	5.5	
<b>St. Louis</b>	<b>6.3</b>	<b>5.4</b>	<b>-0.9</b>
WHHL	3.0	2.8	
KATZ-FM	3.3	2.6	
<b>Tampa</b>	<b>3.9</b>	<b>4.8</b>	<b>+0.9</b>

WBTP	3.9	4.8	
<b>Washington</b>	<b>3.9</b>	<b>4.5</b>	<b>+0.6</b>
WKYS	3.9	4.5	
<b>Cincinnati</b>	<b>5.1</b>	<b>4.1</b>	<b>-1.0</b>
WIZF	5.1	4.1	
<b>Dallas</b>	<b>3.9</b>	<b>3.8</b>	<b>-0.1</b>
KKDA-FM	3.9	3.8	
<b>Pittsburgh</b>	<b>4.3</b>	<b>3.6</b>	<b>-0.7</b>
WAMO-FM	4.3	3.6	
<b>New York</b>	<b>3.5</b>	<b>3.3</b>	<b>-0.2</b>
WWPR	3.5	3.3	
<b>San Francisco</b>	<b>3.7</b>	<b>3.1</b>	<b>-0.6</b>
KMEL	3.7	3.1	
<b>Middlesex</b>	<b>2.8</b>	<b>2.9</b>	<b>+0.1</b>
WWPR**	2.8	2.9	
<b>San Antonio</b>	<b>2.9</b>	<b>2.8</b>	<b>-0.1</b>
KPWT	2.9	2.8	
<b>Riverside</b>	<b>1.9</b>	<b>2.4</b>	<b>+0.5</b>
KDAY & KWIE	1.9	2.4	
<b>San Jose</b>	<b>2.2</b>	<b>2.1</b>	<b>-0.1</b>
KMEL**	2.2	2.1	
<b>Long Island</b>	<b>1.9</b>	<b>1.3</b>	<b>-0.6</b>
WWPR**	1.9	1.3	

### Gains/Losses

It is no contest in this category regarding the most ample spring-spring improvement (12+), as **Clear Channel/Nashville's WUBT** climbs a whopping two and a half shares (5.9 - 8.4).

<b>Mk</b>	<b>Calls/City</b>	<b>2007</b>	<b>2008</b>	<b>Fluctuation</b>
44	WUBT/Nashville	5.9	8.4	+2.5
3	WGCI-FM/Chicago	5.1	6.0	+0.9
19	WBTP/Tampa	3.9	4.8	+0.9
28	WENZ/Cleveland	5.2	6.0	+0.8
12	WEDR/Miami	4.4	5.1	+0.7
3	WPWX/Chicago	2.0	2.6	+0.6
9	WKYS/Washington	3.9	4.5	+0.6
26	KDAY & KWIE/Riverside	1.9	2.4	+0.5
8	WHTA/Atlanta	3.8	4.2	+0.4
25	WPEG/Charlotte	6.0	6.4	+0.4
37	WCKX/Columbus	7.5	7.9	+0.4
21	WERQ/Baltimore	9.4	9.5	+0.1
38	WWPR/Middlesex**	2.8	2.9	+0.1
5	KKDA-FM/Dallas	3.9	3.8	-0.1
11	WHTD/Detroit	2.3	2.2	-0.1
21	WKYS/Baltimore**	1.2	1.1	-0.1
30	KPWT/San Antonio	2.9	2.8	-0.1
35	KMEL/San Jose**	2.2	2.1	-0.1
41	WOWI/Norfolk	6.1	6.0	-0.1
1	WWPR/New York	3.5	3.3	-0.2

8 WVEE/Atlanta	9.4	9.2	-0.2
20 WHHL/St. Louis	3.0	2.8	-0.2
43 WQOK/Raleigh	7.2	7.0	-0.2
11 WJLB/Detroit	5.3	5.0	-0.3
12 WMIB/Miami	3.0	2.7	-0.3
4 KMEL/San Francisco	3.7	3.1	-0.6
18 WWPR/Long Island**	1.9	1.3	-0.6
32 KPRS/Kansas City	6.5	5.9	-0.6
20 KATZ-FM/St. Louis	3.3	2.6	-0.7
24 WAMO-FM/Pittsburgh	4.3	3.6	-0.7
29 WIZF/Cincinnati	5.1	4.1	-1.0
36 WKKV/Milwaukee	6.6	5.5	-1.1

- Approximately six of ten (**59%**) Urban Contemporary stations in our sample were down year-to-year and the other **41%** improved.
- Typical gains were **+.68** while average losses were usually half as much **-.38**
- More than half the declines (**53%**) were either by one-tenth or two-tenths.

### AQH Share

Mk Calls/City	2007	2008
21 WERQ/Baltimore	9.4	9.5
8 WVEE/Atlanta	9.4	9.2
44 WUBT/Nashville	5.9	8.4
37 WCKX/Columbus	7.5	7.9
43 WQOK/Raleigh	7.2	7.0
25 WPEG/Charlotte	6.0	6.4
3 WGCI-FM/Chicago	5.1	6.0
28 WENZ/Cleveland	5.2	6.0
41 WOWI/Norfolk	6.1	6.0
12 WEDR/Miami	4.4	5.1
32 KPRS/Kansas City	6.5	5.9
36 WKKV/Milwaukee	6.6	5.5
11 WJLB/Detroit	5.3	5.0
19 WBTP/Tampa	3.9	4.8
9 WKYS/Washington	3.9	4.5
8 WHTA/Atlanta	3.8	4.2
29 WIZF/Cincinnati	5.1	4.1
5 KKDA-FM/Dallas	3.9	3.8
24 WAMO-FM/Pittsburgh	4.3	3.6
1 WWPR/New York	3.5	3.3
4 KMEL/San Francisco	3.7	3.1
38 WWPR/Middlesex**	2.8	2.9
20 WHHL/St. Louis	3.0	2.8
30 KPWT/San Antonio	2.9	2.8
12 WMIB/Miami	3.0	2.7
3 WPWX/Chicago	2.0	2.6
20 KATZ-FM/St. Louis	3.3	2.6
26 KDAY & KWIE/Riverside	1.9	2.4
11 WHTD/Detroit	2.3	2.2
35 KMEL/San Jose**	2.2	2.1
18 WWPR/Long Island**	1.9	1.3
21 WKYS/Baltimore**	1.2	1.1

- Even though there were more declines than gains, the average 12+ share for a Top 44 Market Urban Contemporary outlet (minus Houston, Philadelphia, Puerto Rico and Providence) meeting our criteria actually **improves** (slightly) from **4.475** (Spring 2007) to **4.525** (Spring 2008).

- Deadlocked last spring with Atlanta's "V103," **WERQ/Baltimore** assumes sole possession of first-place among Urban Contemporary stations in the markets specified.

## Market Rankers

Mk	Calls/City	2007	2008	12+	Rank
8	WVEE/Atlanta	9.4	9.2	#1	
21	WERQ/Baltimore	9.4	9.5	#1	
43	WQOK/Raleigh	7.2	7.0	#1	
3	WGCI-FM/Chicago	5.1	6.0	#2	
25	WPEG/Charlotte	6.0	6.4	#2	
32	KPRS/Kansas City	6.5	5.9	#2	
44	WUBT/Nashville	5.9	8.4	#2	
37	WCKX/Columbus	7.5	7.9	#3	
11	WJLB/Detroit	5.3	5.0	#4	
12	WEDR/Miami	4.4	5.1	#4	
41	WOWI/Norfolk	6.1	6.0	#4	
8	WHTA/Atlanta	3.8	4.2	#5	
5	KKDA-FM/Dallas	3.9	3.8	#6	
9	WKYS/Washington	3.9	4.5	#6	
28	WENZ/Cleveland	5.2	6.0	#6	
36	WKKV/Milwaukee	6.6	5.5	#6	
19	WBTP/Tampa	3.9	4.8	#7	
4	KMEL/San Francisco	3.7	3.1	#8	
29	WIZF/Cincinnati	5.1	4.1	#8	
24	WAMO-FM/Pittsburgh	4.3	3.6	#11	
1	WWPR/New York	3.5	3.3	#12	
12	WMIB/Miami	3.0	2.7	#13	
26	KDAY & KWIE/Riverside	1.9	2.4	#13	
30	KPWT/San Antonio	2.9	2.8	#13	
38	WWPR/Middlesex**	2.8	2.9	#14	
3	WPWX/Chicago	2.0	2.6	#15	
20	WHLH/St. Louis	3.0	2.8	#16	
20	KATZ-FM/St. Louis	3.3	2.6	#17	
35	KMEL/San Jose**	2.2	2.1	#17	
11	WHTD/Detroit	2.3	2.2	#18	
21	WKYS/Baltimore**	1.2	1.1	#20	
18	WWPR/Long Island**	1.9	1.3	#24	

- Urban Contemporary outlets in this particular sample generally placed **8<sup>th</sup> or 9<sup>th</sup> (#8.78)** in their respective markets (12+) this spring.

## Positioning Identifier

One of every four stations shown in this Urban Contemporary synopsis uses dial position followed by calls as the principal way of identifying itself on-air. "**Power**" is the most popular pure handle. Some combinations include use of two popular buzzwords or a buzzword with a letter/frequency.

Approximately two months after the book ended (8-14-2008), Southern California outlets **KDAY** and **KWIE** ended its simulcast; KDAY is now known as "The Beat" (a moniker familiar in the market through recent utilization by the former **KKBT**) and KWIE adopts "The Flow."

3	WGCI-FM/Chicago	5.1	6.0	+0.9	#2	"107.5 WGCI"
4	KMEL/San Francisco	3.7	3.1	-0.6	#8	"106 KMEL"
9	WKYS/Washington	3.9	4.5	+0.6	#6	"93.9 WKYS"
11	WJLB/Detroit	5.3	5.0	-0.3	#4	"FM 98 WJLB"
21	WKYS/Baltimore**	1.2	1.1	-0.1	#20	"93.9 WKYS"
24	WAMO-FM/Pittsburgh	4.3	3.6	-0.7	#11	"106.7 WAMO"
29	WIZF/Cincinnati	5.1	4.1	-1.0	#8	"101.1 WIZF"
35	KMEL/San Jose**	2.2	2.1	-0.1	#17	"106 KMEL"

1 WWPR/New York	3.5	3.3	-0.2	#12	"Power"
3 WPWX/Chicago	2.0	2.6	+0.6	#15	"Power"
18 WWPR/Long Island**	1.9	1.3	-0.6	#24	"Power"
25 WPEG/Charlotte	6.0	6.4	+0.4	#2	"Power"
30 KPWT/San Antonio	2.9	2.8	-0.1	#13	"Power"
38 WWPR/Middlesex**	2.8	2.9	+0.1	#14	"Power"
5 KKDA-FM/Dallas	3.9	3.8	-0.1	#6	"K104"
8 WVEE/Atlanta	9.4	9.2	-0.2	#1	"V103"
28 WENZ/Cleveland	5.2	6.0	+0.8	#6	"Z107.9"
36 WKKV/Milwaukee	6.6	5.5	-1.1	#6	"V100.7"
43 WQOK/Raleigh	7.2	7.0	-0.2	#1	"K97.5"
12 WMIB/Miami	3.0	2.7	-0.3	#13	"The Beat"
19 WBTP/Tampa	3.9	4.8	+0.9	#7	"The Beat"
20 KATZ-FM/St. Louis	3.3	2.6	-0.7	#17	"The Beat"
8 WHTA/Atlanta	3.8	4.2	+0.4	#5	"Hot"
11 WHTD/Detroit	2.3	2.2	-0.1	#18	"Hot"
20 WHHL/St. Louis	3.0	2.8	-0.2	#16	"Hot"
12 WEDR/Miami	4.4	5.1	+0.7	#4	"Jamz"
37 WCKX/Columbus	7.5	7.9	+0.4	#3	"Magic"
21 WERQ/Baltimore	9.4	9.5	+0.1	#1	"92Q Jams"
32 KPRS/Kansas City	6.5	5.9	-0.6	#2	"Hot 103 Jamz"
41 WOWI/Norfolk	6.1	6.0	-0.1	#4	"103 Jamz"
44 WUBT/Nashville	5.9	8.4	+2.5	#2	"The Beat Jamz"
26 KDAY & KWIE/Riverside	1.9	2.4	+0.5	#13	"The Beat"/"Flo"

### AQH Share At A Glance

1.0 - 2.0	6%
2.1 - 3.0	<b>28%</b>
3.1 - 4.0	12.5%
4.1 - 5.0	22%
5.1 - 7.5	19%
7.6+	12.5%

### Market Rank At A Glance

#1 - #5	<b>37%</b>
#6 - #10	22%
#11 - #15	22%
#16 - #20	16%
#21+	3%

### By Group Owner

Nine operators control the Urban Contemporary facilities listed here and the only year-year change in rank among them is a **Service** and **Sheridan** flip-flop (at six/seven). In addition to holding their top four positions, **Clear Channel**, **Radio One**, **CBS Radio** and **Cox Radio** are also up spring-spring. As is the case throughout this report, Houston, Philadelphia, Puerto Rico and Providence are not included.

<b>Clear Channel</b>	<b>53.3</b>	<b>53.7</b>	<b>+0.4</b>		
1 WWPR/New York	3.5	3.3	-0.2	#12	

3 WICI-FM/Chicago	5.1	6.0	+0.9	#2
4 KMEL/San Francisco	3.7	3.1	-0.6	#8
11 WJLB/Detroit	5.3	5.0	-0.3	#4
12 WMIB/Miami	3.0	2.7	-0.3	#13
18 WWPR/Long Island**	1.9	1.3	-0.6	#24
19 WBTP/Tampa	3.9	4.8	+0.9	#7
20 KATZ-FM/St. Louis	3.3	2.6	-0.7	#17
35 KMEL/San Jose**	2.2	2.1	-0.1	#17
36 WKKV/Milwaukee	6.6	5.5	-1.1	#6
38 WWPR/Middlesex**	2.8	2.9	+0.1	#14
41 WOWI/Norfolk	6.1	6.0	-0.1	#4
44 WUBT/Nashville	5.9	8.4	+2.5	#2

<b>Radio One</b>	<b>48.6</b>	<b>49.3</b>	<b>+0.7</b>	
8 WHTA/Atlanta	3.8	4.2	+0.4	#5
9 WKYS/Washington	3.9	4.5	+0.6	#6
11 WHTD/Detroit	2.3	2.2	-0.1	#18
20 WHHL/St. Louis	3.0	2.8	-0.2	#16
21 WERQ/Baltimore	9.4	9.5	+0.1	#1
21 WKYS/Baltimore**	1.2	1.1	-0.1	#20
28 WENZ/Cleveland	5.2	6.0	+0.8	#6
29 WIZF/Cincinnati	5.1	4.1	-1.0	#8
37 WCKX/Columbus	7.5	7.9	+0.4	#3
43 WQOK/Raleigh	7.2	7.0	-0.2	#1

<b>CBS Radio</b>	<b>15.4</b>	<b>15.6</b>	<b>+0.2</b>	
8 WVEE/Atlanta	9.4	9.2	-0.2	#1
25 WPEG/Charlotte	6.0	6.4	+0.4	#2

<b>Cox Radio</b>	<b>7.3</b>	<b>7.9</b>	<b>+0.6</b>	
12 WEDR/Miami	4.4	5.1	+0.7	#4
30 KPWT/San Antonio	2.9	2.8	-0.1	#13

<b>Carter Broadcasting</b>	<b>6.5</b>	<b>5.9</b>	<b>-0.6</b>	
32 KPRS/Kansas City	6.5	5.9	-0.6	#2

<b>Service Broadcasting</b>	<b>3.9</b>	<b>3.8</b>	<b>-0.1</b>	
5 KKDA-FM/Dallas	3.9	3.8	-0.1	#6

<b>Sheridan Broadcasting</b>	<b>4.3</b>	<b>3.6</b>	<b>-0.7</b>	
24 WAMO-FM/Pittsburgh	4.3	3.6	-0.7	#11

<b>Crawford Broadcasting</b>	<b>2.0</b>	<b>2.6</b>	<b>+0.6</b>	
3 WPWX/Chicago	2.0	2.6	+0.6	#15

<b>Magic Broadcasting</b>	<b>1.9</b>	<b>2.4</b>	<b>+0.5</b>	
26 KDAY & KWIE/Riverside	1.9	2.4	+0.5	#13

--Mike Kinosian  
[mike@insideradio.com](mailto:mike@insideradio.com)

Archived [here](#) are Monday's (9-8-2008) "**Mike Kinosian Interview**" of NextMedia Group Radio Division President/COO **Jeff Dinetz** and last week's (9-4-2008) "**Inside The Numbers with Mike Kinosian,**" which highlighted 12+ Top 40 market Country ratings performance Archived [Here](#) .