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## Spring Stats And Stories

The second installment of a comprehensive **"Inside The Numbers"** spring 2008 wrap-up is based on my hand-tracking of more than 900 stations from 40 Arbitron books.

Curiously enough once all the stats from the 900+ stations were tabulated, it basically proved to be a split decision as **47%** improved year-year; **47%** were down; and the remaining **6%** were flat. Excluded from this overview is data from Portable People Meter (PPM) metros Houston (#6) and Philadelphia (#7) as well as Puerto Rico (#13) and Providence (#39). Their slots are occupied by Norfolk (#41); Austin (#42); Raleigh (#43); and Nashville (#44).

*In order to be considered, stations had to register at least a 1.0-share (12+) this spring. Comparisons cited are spring 2007 to spring 2008. Below-the-line signals are denoted by twin asterisks (\*\*).*

### Market Snapshots

Stations making the biggest 12+ spring-spring **gains (top line)** and those experiencing the most significant erosion (second line) are highlighted in our first synopsis.

Also listed are each facility's format; spring 2007 – spring 2008 fluctuation; and spring 2008 12+ market rank. Markets are shown in descending order.

In the case of (Market #1) New York City, for example, Hurban **WCAA** (#7, 12+) recorded the largest positive fluctuation **(+1.6)**.

Approximately two months before the spring sweep commenced, **Emmis** flipped longtime Smooth Jazz **WQCD** to Rock (as **WRXP**) and it had the market's most pronounced spring-spring decline **(-1.9)**.

Positive and negative moves apply **only** to those stations which achieved at least a one-share (12+) this spring.

#### 1 New York

|             |      |     |
|-------------|------|-----|
| Hurban WCAA | +1.6 | #7  |
| Rock WRXP   | -1.9 | #24 |

#### 2 Los Angeles

|                       |      |    |
|-----------------------|------|----|
| Romantica KLVE        | +1.5 | #1 |
| Regional Mexican KSCA | -0.7 | #3 |

#### 3 Chicago

|                            |      |     |
|----------------------------|------|-----|
| Urban Contemporary WGCI-FM | +0.9 | #2  |
| Regional Mexican WLEY-FM   | +0.9 | #15 |
| Country WUSN               | -0.6 | #9  |
| Talk WLS-AM                | -0.6 | #10 |
| Adult Hits WJMK            | -0.6 | #24 |

#### 4 San Francisco

|                         |      |    |
|-------------------------|------|----|
| Urban AC KBLX           | +1.1 | #6 |
| Urban Contemporary KMEL | -0.6 | #8 |

|             |      |     |
|-------------|------|-----|
| Hot AC KLLC | -0.6 | #23 |
|-------------|------|-----|

### **5 Dallas**

|                         |      |     |
|-------------------------|------|-----|
| Spanish Adult Hits KLNO | +1.4 | #4  |
| Rock KEGE               | -0.9 | #18 |
| Adult Hits KJJK         | -0.9 | #23 |

### **8 Atlanta**

|                   |      |     |
|-------------------|------|-----|
| Urban AC WAMJ     | +1.3 | #5  |
| Urban Oldies WALR | -1.3 | #4  |
| Smooth Jazz WJZZ  | -1.3 | #14 |

### **9 Washington**

|                 |      |     |
|-----------------|------|-----|
| CHR-Top 40 WIHT | +1.1 | #7  |
| Oldies WJZW     | -2.2 | #16 |

### **10 Boston**

|                |      |     |
|----------------|------|-----|
| Talk WTKK      | +0.8 | #8  |
| Hot AC WBMX    | +0.8 | #11 |
| News-Talk WBZ  | -0.8 | #1  |
| Classical WCRB | -0.8 | #13 |

### **11 Detroit**

|                |      |     |
|----------------|------|-----|
| Sports WXYT-FM | +1.6 | #11 |
| Urban AC WMXD  | -1.2 | #7  |

### **12 Miami**

|                  |      |     |
|------------------|------|-----|
| Urban AC WHQT    | +1.3 | #1  |
| Smooth Jazz WLVE | -1.0 | #13 |

### **14 Seattle**

|                             |      |     |
|-----------------------------|------|-----|
| CHR-Top 40 KBKS             | +1.3 | #7  |
| Contemporary Christian KCMS | -1.1 | #11 |
| Country KKWF                | -1.1 | #14 |

### **15 Phoenix**

|                       |      |    |
|-----------------------|------|----|
| Talk KFYI             | +1.4 | #1 |
| Regional Mexican KHOT | -1.7 | #9 |

### **16 Minneapolis**

|                         |      |    |
|-------------------------|------|----|
| Classic Rock KQRS       | +1.1 | #1 |
| Adult Contemporary WLTE | -1.4 | #9 |

### **17 San Diego**

|                         |      |     |
|-------------------------|------|-----|
| CHR-Top 40 KHTS         | +1.3 | #2  |
| Regional Mexican XHTY** | -0.7 | #19 |
| CHR/Rhythmic KHMORE**   | -0.7 | #21 |
| Adult Alternative KPRI  | -0.7 | #22 |

### **18 Long Island**

|                         |      |    |
|-------------------------|------|----|
| Classic Hits WCBS-FM**  | +1.0 | #7 |
| Adult Contemporary WALK | -1.0 | #1 |

### **19 Tampa**

|                   |      |     |
|-------------------|------|-----|
| Classic Rock WHPT | +3.0 | #4  |
| Smooth Jazz WSJT  | -1.0 | #11 |

### **20 St. Louis**

|                 |      |    |
|-----------------|------|----|
| CHR-Top 40 KSLZ | +1.3 | #5 |
| Talk KMOX       | -0.8 | #1 |

|  |      |     |
|--|------|-----|
| Classic Hits KIHT                              | -0.8 | #15 |
| <b><u>21 Baltimore</u></b>                     |      |     |
| Urban AC WWIN-FM                               | +1.3 | #3  |
| Smooth Jazz WSMJ@@                             | -1.4 | #14 |
| @@Became Alternative WCHH May 23 <sup>rd</sup> |      |     |
| <b><u>22 Denver</u></b>                        |      |     |
| Regional Mexican KXPK                          | +2.1 | #2  |
| Sports KKFN-FM                                 | -2.0 | #20 |
| <b><u>23 Portland</u></b>                      |      |     |
| Regional Mexican KRYP                          | +3.7 | #1  |
| Adult Contemporary KKCW                        | -2.2 | #3  |
| <b><u>24 Pittsburgh</u></b>                    |      |     |
| CHR-Top 40 WBZW                                | +1.9 | #14 |
| Country WDSY                                   | -1.9 | #4  |
| <b><u>25 Charlotte</u></b>                     |      |     |
| Regional Mexican WGSP                          | +1.0 | #19 |
| Gospel WPZS                                    | -1.0 | #14 |
| <b><u>26 Riverside</u></b>                     |      |     |
| CHR/Rhythmic KGGI                              | +2.0 | #1  |
| Regional Mexican KSCA**                        | -1.8 | #8  |
| <b><u>27 Sacramento</u></b>                    |      |     |
| Talk KSTE                                      | +1.9 | #3  |
| CHR/Rhythmic KSFM                              | -1.7 | #9  |
| <b><u>28 Cleveland</u></b>                     |      |     |
| Rock WMMS                                      | +1.6 | #8  |
| Oldies WMJI                                    | -1.1 | #5  |
| Modern Rock WKRK                               | -1.1 | #16 |
| <b><u>29 Cincinnati</u></b>                    |      |     |
| Talk WKRC                                      | +1.7 | #6  |
| Talk WLW                                       | -1.2 | #1  |
| <b><u>30 San Antonio</u></b>                   |      |     |
| Rock KLTO                                      | +0.9 | #19 |
| Adult Contemporary KQXT                        | -1.1 | #15 |
| <b><u>31 Salt Lake City</u></b>                |      |     |
| News-Talk KSL AM & FM                          | +2.0 | #1  |
| Talk KNRS                                      | -0.7 | #4  |
| <b><u>32 Kansas City</u></b>                   |      |     |
| Rock KQRC                                      | +2.3 | #1  |
| Sports WHB                                     | -1.5 | #16 |
| <b><u>33 Las Vegas</u></b>                     |      |     |
| Country KWNR                                   | +1.2 | #2  |
| Spanish Adult Hits KRGT                        | +1.2 | #10 |
| Rock KOMP                                      | -1.0 | #17 |
| <b><u>34 Orlando</u></b>                       |      |     |
| Modern Rock WOCL                               | +2.4 | #11 |
| Adult Contemporary WMMO                        | -1.9 | #13 |

### **35 San Jose**

|                              |      |     |
|------------------------------|------|-----|
| Spanish Adult Hits KBRG      | +1.4 | #7  |
| Classical KDFC**             | -0.9 | #11 |
| Adult Contemporary KOIT-FM** | -0.9 | #11 |

### **36 Milwaukee**

|              |      |    |
|--------------|------|----|
| Talk WISN    | +1.6 | #3 |
| Country WMIL | -2.1 | #4 |

### **37 Columbus**

|              |      |    |
|--------------|------|----|
| Talk WTVN    | +2.1 | #1 |
| Country WCOL | -1.7 | #4 |

### **38 Middlesex**

|                         |      |     |
|-------------------------|------|-----|
| Adult Contemporary WMGQ | +2.1 | #2  |
| Rock WRXP**             | -2.7 | #25 |

### **40 Indianapolis**

|              |      |     |
|--------------|------|-----|
| Talk WIBC-FM | +1.9 | #2  |
| Sports WFNI  | -5.2 | #17 |

### **41 Norfolk**

|                   |      |    |
|-------------------|------|----|
| CHR/Rhythmic WNVZ | +2.3 | #2 |
| Country WGH-FM    | -2.3 | #3 |

### **42 Austin**

|                       |      |     |
|-----------------------|------|-----|
| Talk KLBJ-AM          | +1.4 | #1  |
| Regional Mexican KHHL | -2.1 | #12 |

### **43 Raleigh**

|                         |      |    |
|-------------------------|------|----|
| Urban AC WFXC           | +2.5 | #2 |
| Adult Contemporary WRAL | +2.5 | #2 |
| CHR-Top 40 WDCG         | -2.0 | #5 |

### **44 Nashville**

|                         |      |     |
|-------------------------|------|-----|
| Urban Contemporary WUBT | +2.5 | #2  |
| Gospel WMDB             | -1.3 | #17 |

### **Fluctuations By Market**

The following displays how each market performed versus last spring's 12+ info.

More than six of every ten **Pittsburgh** stations with at least a 1.0-share (12+) this spring (**63%**) were **up** compared to last year.

Conversely, slightly more than one in three St. Louis and Sacramento outlets (**35%**) improved.

Five Dallas stations remained even year-year.

Markets are arranged in descending order of 12+-improvement.

| <b>Up</b> | <b>Down</b> | <b>Flat</b> | <b>Market</b> |
|-----------|-------------|-------------|---------------|
| 63%       | 37%         | 0%          | Pittsburgh    |
| 60%       | 35%         | 5%          | Tampa         |
| 60%       | 30%         | 10%         | Orlando       |
| 59%       | 41%         | 0%          | Minneapolis   |
| 58%       | 42%         | 0%          | Washington    |
| 58%       | 38%         | 4%          | Riverside     |
| 58%       | 37%         | 5%          | Cincinnati    |

|       |     |      |                |
|-------|-----|------|----------------|
| 57%   | 32% | 11%  | Los Angeles    |
| 55.5% | 39% | 5.5% | Indianapolis   |
| 55%   | 40% | 5%   | Austin         |
| 54%   | 46% | 0%   | Middlesex      |
| 53%   | 47% | 0%   | Kansas City    |
| 50%   | 50% | 0%   | Las Vegas      |
| 50%   | 50% | 0%   | Raleigh        |
|       |     |      |                |
| 48%   | 52% | 0%   | Baltimore      |
| 48%   | 48% | 4%   | Salt Lake City |
| 47%   | 53% | 0%   | Charlotte      |
| 47%   | 42% | 11%  | Milwaukee      |
| 46%   | 46% | 8%   | San Francisco  |
| 46%   | 50% | 4%   | San Jose       |
| 45%   | 45% | 10%  | Boston         |
| 45%   | 50% | 5%   | Detroit        |
| 45%   | 41% | 14%  | Denver         |
| 44%   | 48% | 8%   | San Antonio    |
| 42%   | 42% | 16%  | Seattle        |
| 42%   | 46% | 12%  | Phoenix        |
| 42%   | 50% | 8%   | San Diego      |
| 42%   | 58% | 0%   | Columbus       |
| 42%   | 47% | 11%  | Nashville      |
| 41%   | 44% | 15%  | Dallas         |
| 41%   | 48% | 11%  | Long Island    |
| 41%   | 53% | 6%   | Cleveland      |
| 40%   | 48% | 12%  | New York       |
| 40%   | 55% | 5%   | Norfolk        |
|       |     |      |                |
| 38%   | 59% | 3%   | Chicago        |
| 38%   | 54% | 8%   | Atlanta        |
| 38%   | 58% | 4%   | Miami          |
| 38%   | 58% | 4%   | Portland       |
| 35%   | 60% | 5%   | St. Louis      |
| 35%   | 61% | 4%   | Sacramento     |

The same profiles were evident in:

- Las Vegas-Raleigh
- Miami-Portland

### Major Movers

Not only does Portland Regional Mexican **KRYP** have the distinction of notching the most substantial (12+) spring-spring increase **(+3.7)** of markets cited, the **Salem**-owned facility rockets into first-place in the 23<sup>rd</sup>-largest metro.

Here's a complete list of stations moving **up or down** by at **least a full share** (spring 2007 – spring 2008, 12+).

A station's overall 12+-rank is included in the far-right column.

| <b>Calls/City</b> | <b>Format</b>      | <b>2007</b> | <b>2008</b> | <b>Fluct</b> | <b>12+ Rank</b> |
|-------------------|--------------------|-------------|-------------|--------------|-----------------|
| KRYP/Portland     | Regional Mexican   | 2.7         | 6.4         | +3.7         | #1              |
| WHPT/Tampa        | Classic Rock       | 2.1         | 5.1         | +3.0         | #4              |
| WFXC/Raleigh      | Urban AC           | 4.4         | 6.9         | +2.5         | #2              |
| WRAL/Raleigh      | Adult Contemporary | 4.4         | 6.9         | +2.5         | #2              |
| WUBT/Nashville    | Urban              | 5.9         | 8.4         | +2.5         | #1              |
| WOCL/Orlando      | Modern Rock        | 1.5         | 3.9         | +2.4         | #11             |
| WJXA/Nashville    | Adult Contemporary | 6.4         | 8.8         | +2.4         | #1              |
| KQRC/Kansas City  | Rock               | 5.1         | 7.4         | +2.3         | #1              |

|                            |                    |     |      |      |     |
|----------------------------|--------------------|-----|------|------|-----|
| WNVZ/Norfolk               | CHR/Rhythmic       | 4.9 | 7.2  | +2.3 | #2  |
| KXPK/Denver                | Regional Mexican   | 3.9 | 6.0  | +2.1 | #2  |
| WTVN/Columbus              | Talk               | 6.6 | 8.7  | +2.1 | #1  |
| WMGQ/Middlesex             | Adult Contemporary | 2.8 | 4.9  | +2.1 | #2  |
| KGGI/Riverside             | CHR/Rhythmic       | 5.1 | 7.1  | +2.0 | #1  |
| KSL AM & FM/Salt Lake City | News-Talk          | 7.1 | 9.1  | +2.0 | #1  |
| WBZW/Pittsburgh            | CHR/Pop            | 1.0 | 2.9  | +1.9 | #14 |
| KSTE/Sacramento            | Talk               | 3.1 | 5.0  | +1.9 | #3  |
| WIBC-FM/Indianapolis       | Talk               | 5.0 | 6.9  | +1.9 | #2  |
| KNTY/Sacramento            | Country            | 1.8 | 3.6  | +1.8 | #9  |
| WRXS/Columbus              | Modern Rock        | 0.0 | 1.8  | +1.8 | #17 |
| KRQB/Riverside             | Regional Mexican   | 2.2 | 3.9  | +1.7 | #6  |
| WKRC/Cincinnati            | Talk               | 3.7 | 5.4  | +1.7 | #6  |
| WCAA/New York              | Hurban             | 2.2 | 3.8  | +1.6 | #7  |
| WXYT-FM/Detroit            | Sports             | 1.9 | 3.5  | +1.6 | #11 |
| WMMS/Cleveland             | Rock               | 2.7 | 4.3  | +1.6 | #8  |
| WISN/Milwaukee             | Talk               | 4.5 | 6.1  | +1.6 | #3  |
| WBLS/Middlesex**           | Urban AC           | 2.8 | 4.4  | +1.6 | #4  |
| WCBS-FM/New York           | Classic Hits       | 2.0 | 3.5  | +1.5 | #10 |
| KLVE/Los Angeles           | Romantica          | 4.1 | 5.6  | +1.5 | #1  |
| WPGB/Pittsburgh            | Talk               | 5.0 | 6.5  | +1.5 | #3  |
| WKFS/Cincinnati            | CHR/Pop            | 4.0 | 5.5  | +1.5 | #5  |
| WTMJ/Milwaukee             | Talk               | 9.4 | 10.9 | +1.5 | #1  |
| WRZX/Indianapolis          | Modern Rock        | 3.7 | 5.2  | +1.5 | #6  |
| KLNO/Dallas                | Spanish Adult Hits | 2.6 | 4.0  | +1.4 | #4  |
| KFYI/Phoenix               | Talk               | 3.9 | 5.3  | +1.4 | #1  |
| KCFX/Kansas City           | Classic Rock       | 2.8 | 4.2  | +1.4 | #7  |
| KBRG/San Jose              | Spanish Adult Hits | 2.1 | 3.5  | +1.4 | #7  |
| WKLH/Milwaukee             | Classic Rock       | 4.1 | 5.5  | +1.4 | #6  |
| WCBS-FM/Middlesex**        | Classic Hits       | 1.6 | 3.0  | +1.4 | #13 |
| WTLC-FM/Indianapolis       | Urban AC           | 4.4 | 5.8  | +1.4 | #5  |
| KLBJ-AM/Austin             | Talk               | 4.7 | 6.1  | +1.4 | #1  |
| WAMJ/Atlanta               | Urban AC           | 2.9 | 4.2  | +1.3 | #5  |
| WHQT/Miami                 | Urban AC           | 4.8 | 6.1  | +1.3 | #1  |
| KBKS/Seattle               | CHR/Pop            | 2.3 | 3.6  | +1.3 | #7  |
| KHTS/San Diego             | CHR/Pop            | 3.8 | 5.1  | +1.3 | #2  |
| KSLZ/St. Louis             | CHR/Pop            | 3.8 | 5.1  | +1.3 | #5  |
| WWIN-FM/Baltimore          | Urban AC           | 5.6 | 6.9  | +1.3 | #3  |
| WNCI/Columbus              | CHR/Pop            | 6.9 | 8.2  | +1.3 | #2  |
| KKMJ/Austin                | Adult Contemporary | 4.8 | 6.1  | +1.3 | #1  |
| WRKS/New York              | Urban AC           | 3.7 | 4.9  | +1.2 | #1  |
| KKMO/Seattle               | Regional Mexican   | 0.0 | 1.2  | +1.2 | #25 |
| KUPD/Phoenix               | Rock               | 3.0 | 4.2  | +1.2 | #4  |
| KLOU/St. Louis             | Classic Hits       | 3.5 | 4.7  | +1.2 | #7  |
| KODJ/Salt Lake City        | Oldies             | 3.4 | 4.6  | +1.2 | #5  |
| KWNR/Las Vegas             | Country            | 4.1 | 5.3  | +1.2 | #2  |
| KRGT/Las Vegas             | Spanish Adult Hits | 2.4 | 3.6  | +1.2 | #10 |
| WXSS/Milwaukee             | CHR/Pop            | 5.7 | 6.9  | +1.2 | #2  |
| WSKQ/Middlesex**           | Spanish CHR        | 2.6 | 3.8  | +1.2 | #7  |
| WUSH/Norfolk               | Country            | 1.4 | 2.6  | +1.2 | #14 |
| KBLX/San Francisco         | Urban AC           | 2.2 | 3.3  | +1.1 | #6  |
| WIHT/Washington            | CHR/Pop            | 3.1 | 4.2  | +1.1 | #7  |
| KESZ/Phoenix               | Adult Contemporary | 3.4 | 4.5  | +1.1 | #2  |
| KQRS/Minneapolis           | Classic Rock       | 9.1 | 10.2 | +1.1 | #1  |
| WPYA/Norfolk               | Adult Hits         | 2.8 | 3.9  | +1.1 | #9  |
| WCBS-FM/Long Island**      | Classic Hits       | 2.4 | 3.4  | +1.0 | #7  |
| WDUV/Tampa                 | Adult Contemporary | 9.3 | 10.3 | +1.0 | #1  |
| WGSP/Charlotte             | Regional Mexican   | 0.0 | 1.0  | +1.0 | #19 |
| KRXQ/Sacramento            | Rock               | 4.0 | 5.0  | +1.0 | #3  |
| KWID/Las Vegas             | Spanish Adult Hits | 3.3 | 4.3  | +1.0 | #7  |

|                  |              |     |     |      |     |
|------------------|--------------|-----|-----|------|-----|
| KCYE/Las Vegas   | Country      | 2.6 | 3.6 | +1.0 | #10 |
| KDWN/Las Vegas   | Talk         | 1.6 | 2.6 | +1.0 | #15 |
| WPCV/Orlando     | Country      | 1.1 | 2.1 | +1.0 | #18 |
| WXRK/Middlesex** | Rock         | 1.5 | 2.5 | +1.0 | #17 |
| WNIS/Norfolk     | Talk         | 3.9 | 4.9 | +1.0 | #6  |
| KDHT/Austin      | CHR/Rhythmic | 3.5 | 4.5 | +1.0 | #8  |
| KAMX/Austin      | Hot AC       | 2.8 | 3.8 | +1.0 | #10 |

| <b>Calls/City</b> | <b>Format</b>      | <b>2007</b> | <b>2008</b> | <b>Fluct</b> | <b>12+ Rank</b> |
|-------------------|--------------------|-------------|-------------|--------------|-----------------|
| WLTW/New York     | Adult Contemporary | 5.4         | 4.4         | -1.0         | #3              |
| WLVE/Miami        | Smooth Jazz        | 3.7         | 2.7         | -1.0         | #13             |
| WALK/Long Island  | Adult Contemporary | 6.3         | 5.3         | -1.0         | #1              |
| WSJT/Tampa        | Smooth Jazz        | 4.5         | 3.5         | -1.0         | #11             |
| WIYY/Baltimore    | Rock               | 4.7         | 3.7         | -1.0         | #7              |
| KRFX/Denver       | Classic Rock       | 4.2         | 3.2         | -1.0         | #10             |
| WPZS/Charlotte    | Gospel             | 3.8         | 2.8         | -1.0         | #14             |
| WIZF/Cincinnati   | Urban Contemporary | 5.1         | 4.1         | -1.0         | #8              |
| WKSL/Raleigh      | Rhythmic Hot AC    | 2.6         | 1.6         | -1.0         | #13             |
| WSIX/Nashville    | Country            | 5.8         | 4.8         | -1.0         | #7              |
| KCMS/Seattle      | Contem Christian   | 4.2         | 3.1         | -1.1         | #11             |
| KKWF/Seattle      | Country            | 4.1         | 3.0         | -1.1         | #14             |
| KKFR/Phoenix      | CHR/Rhythmic       | 3.6         | 2.5         | -1.1         | #18             |
| KXL/Portland      | Talk               | 4.4         | 3.3         | -1.1         | #11             |
| WWSW/Pittsburgh   | Oldies             | 5.5         | 4.4         | -1.1         | #7              |
| KFBK/Sacramento   | Talk               | 7.4         | 6.3         | -1.1         | #1              |
| WMJI/Cleveland    | Oldies             | 7.8         | 6.7         | -1.1         | #5              |
| WKRK/Cleveland    | Modern Rock        | 2.8         | 1.7         | -1.1         | #16             |
| KQXT/San Antonio  | Adult Contemporary | 3.6         | 2.5         | -1.1         | #15             |
| KMBZ/Kansas City  | Talk               | 5.8         | 4.7         | -1.1         | #5              |
| WRUM/Orlando      | Tropical           | 4.5         | 3.4         | -1.1         | #12             |
| WQBW/Milwaukee    | Classic Rock       | 4.0         | 2.9         | -1.1         | #13             |
| WKKV/Milwaukee    | Urban              | 6.6         | 5.5         | -1.1         | #6              |
| WBNS-FM/Columbus  | Hot AC             | 4.3         | 3.2         | -1.1         | #10             |
| WAFX/Norfolk      | Classic Rock       | 4.2         | 3.1         | -1.1         | #12             |
| WSM-FM/Nashville  | Country            | 5.6         | 4.5         | -1.1         | #8              |
| WMXD/Detroit      | Urban AC           | 5.5         | 4.3         | -1.2         | #7              |
| WLW/Cincinnati    | Talk               | 11.0        | 9.8         | -1.2         | #1              |
| WDAF/Kansas City  | Country            | 5.3         | 4.1         | -1.2         | #9              |
| WALR/Atlanta      | Urban Oldies       | 6.1         | 4.8         | -1.3         | #4              |
| WJZZ/Atlanta      | Smooth Jazz        | 3.9         | 2.6         | -1.3         | #14             |
| KLTH/Portland     | Classic Hits       | 4.0         | 2.7         | -1.3         | #13             |
| WHTQ/Orlando      | Classic Rock       | 3.8         | 2.5         | -1.3         | #15             |
| WAXQ/Middlesex**  | Classic Rock       | 4.6         | 3.3         | -1.3         | #10             |
| WXMM/Norfolk      | Rock               | 2.7         | 1.4         | -1.3         | #17             |
| KASE/Austin       | Country            | 6.7         | 5.4         | -1.3         | #4              |
| WMDB/Nashville    | Gospel             | 2.9         | 1.6         | -1.3         | #17             |
| KOOL/Phoenix      | Oldies             | 5.7         | 4.3         | -1.4         | #3              |
| KNIX/Phoenix      | Country            | 4.4         | 3.0         | -1.4         | #11             |
| WLTE/Minneapolis  | Adult Contemporary | 5.0         | 3.6         | -1.4         | #9              |
| WSMJ/Baltimore@@  | Smooth Jazz        | 3.3         | 1.9         | -1.4         | #14             |
| WWKA/Orlando      | Country            | 6.1         | 4.7         | -1.4         | #6              |
| WHB/Kansas City   | Sports             | 4.0         | 2.5         | -1.5         | #16             |
| WHHH/Indianapolis | CHR/Rhythmic       | 7.4         | 5.9         | -1.5         | #4              |
| WQDR/Raleigh      | Country            | 7.4         | 5.9         | -1.5         | #4              |
| WLTW/Middlesex**  | Adult Contemporary | 5.8         | 4.2         | -1.6         | #5              |
| KHOT/Phoenix      | Regional Mexican   | 4.9         | 3.2         | -1.7         | #9              |
| KSFM/Sacramento   | CHR/Rhythmic       | 5.3         | 3.6         | -1.7         | #9              |
| WCOL/Columbus     | Country            | 7.2         | 5.5         | -1.7         | #4              |
| KSCA/Riverside**  | Regional Mexican   | 5.2         | 3.4         | -1.8         | #8              |
| WNNL/Raleigh      | Gospel             | 6.7         | 4.9         | -1.8         | #7              |

|                   |                    |     |     |      |     |
|-------------------|--------------------|-----|-----|------|-----|
| WRXP/New York     | Rock               | 2.9 | 1.0 | -1.9 | #24 |
| WDSY/Pittsburgh   | Country            | 7.1 | 5.2 | -1.9 | #4  |
| WMMO/Orlando      | Adult Contemporary | 4.8 | 2.9 | -1.9 | #13 |
| WRIT/Milwaukee    | Oldies             | 5.7 | 3.8 | -1.9 | #9  |
| KKFN-FM/Denver    | Sports             | 3.2 | 1.2 | -2.0 | #20 |
| WPAT/Middlesex**  | Romantica          | 4.2 | 2.2 | -2.0 | #19 |
| WDCG/Raleigh      | CHR/Pop            | 7.7 | 5.7 | -2.0 | #5  |
| WMIL/Milwaukee    | Country            | 8.1 | 6.0 | -2.1 | #4  |
| KHHL/Austin       | Regional Mexican   | 4.9 | 2.8 | -2.1 | #12 |
| WJZW/Washington   | Oldies             | 3.9 | 1.7 | -2.2 | #16 |
| KKCW/Portland     | Adult Contemporary | 7.2 | 5.0 | -2.2 | #3  |
| WGH-FM/Norfolk    | Country            | 9.1 | 6.8 | -2.3 | #3  |
| WRXP/Middlesex**  | Rock               | 3.7 | 1.0 | -2.7 | #25 |
| WFNI/Indianapolis | Sports             | 6.5 | 1.3 | -5.2 | #17 |

Eight percent (**8%**) of the **total sample** not only improved year-year, stations in that group did so by one share or greater (12+); **18%** of all stations notching positive (12+) fluctuation had increases of at least one full share.

In addition to slipping spring-spring, **7%** of the **total sample** did so by one share or greater (12+); **15%** of qualifying stations registering negative (12+) moves in the specified markets had decreases of at least one full share.

### Number Ones By Format

**Talk** stations comprised better than one in every four Top 44 market #1s this spring (data excludes Houston, Philadelphia, Puerto Rico and Providence) outdistancing #2 **Adult Contemporary** by exactly two-to-one.

|                      |             |             |
|----------------------|-------------|-------------|
| <b>Talk</b>          | <b>28%</b>  |             |
| <b>Rk Calls/City</b> | <b>2007</b> | <b>2008</b> |
| 3 WGN/Chicago        | 5.8         | 6.3         |
| 4 KGO/San Francisco  | 5.4         | 5.2         |
| 15 KFYI/Phoenix      | 3.9         | 5.3         |
| 20 KMOX/St. Louis    | 7.1         | 6.3         |
| 22 KOA/Denver        | 5.7         | 6.2         |
| 27 KFBK/Sacramento   | 7.4         | 6.3         |
| 28 WTAM/Cleveland    | 8.9         | 8.6         |
| 29 WLW/Cincinnati    | 11.0        | 9.8         |
| 35 KGO/San Jose**    | 6.6         | 6.4         |
| 36 WTMJ/Milwaukee    | 9.4         | 10.9        |
| 37 WTVN/Columbus     | 6.6         | 8.7         |
| 42 KLBj-AM/Austin    | 4.7         | 6.1         |

|                           |            |      |
|---------------------------|------------|------|
| <b>Adult Contemporary</b> | <b>14%</b> |      |
| 18 WALK-FM/Long Island    | 6.3        | 5.3  |
| 19 WDUV/Tampa             | 9.3        | 10.3 |
| 20 KEZK/St. Louis         | 6.1        | 6.3  |
| 33 KSNE/Las Vegas         | 6.0        | 5.9  |
| 42 KKMJ/Austin            | 4.8        | 6.1  |
| 44 WJXA/Nashville         | 6.4        | 8.8  |

|                   |            |     |
|-------------------|------------|-----|
| <b>Urban AC</b>   | <b>11%</b> |     |
| 1 WRKS/New York   | 3.7        | 4.9 |
| 9 WHUR/Washington | 6.6        | 7.3 |
| 12 WHQT/Miami     | 4.8        | 6.1 |
| 34 WCFB/Orlando   | 5.9        | 6.4 |
| 41 WVKL/Norfolk   | 8.2        | 7.4 |

|                   |           |     |
|-------------------|-----------|-----|
| <b>CHR-Top 40</b> | <b>7%</b> |     |
| 10 WXKS-FM/Boston | 5.9       | 6.3 |
| 11 WKQI/Detroit   | 4.8       | 5.4 |

|                               |           |      |
|-------------------------------|-----------|------|
| 38 WHTZ/Middlesex**           | 5.9       | 5.3  |
| <b>Country</b>                | <b>7%</b> |      |
| 14 KMPS/Seattle               | 4.6       | 5.5  |
| 25 WSOC/Charlotte             | 6.3       | 7.0  |
| 40 WFMS/Indianapolis          | 9.4       | 10.2 |
| <b>Urban Contemporary</b>     | <b>7%</b> |      |
| 8 WVEE/Atlanta                | 9.4       | 9.2  |
| 21 WERQ/Baltimore             | 9.4       | 9.5  |
| 43 WQOK/Raleigh               | 7.2       | 7.0  |
| <b>News - Talk</b>            | <b>5%</b> |      |
| 10 WBZ/Boston                 | 7.1       | 6.3  |
| 31 KSL AM & FM/Salt Lake City | 7.1       | 9.1  |
| <b>Regional Mexican</b>       | <b>5%</b> |      |
| 5 KESS/Dallas                 | 4.1       | 4.9  |
| 5 KRYP/Dallas                 | 2.7       | 6.4  |
| <b>Rhythmic CHR</b>           | <b>5%</b> |      |
| 26 KGGI/Riverside             | 5.1       | 7.1  |
| 30 KBBT/San Antonio           | 7.0       | 6.5  |
| <b>Rock</b>                   | <b>5%</b> |      |
| 24 WDVE/Pittsburgh            | 9.3       | 9.5  |
| 32 KQRC/Kansas City           | 5.1       | 7.4  |
| <b>Classic Rock</b>           | <b>2%</b> |      |
| 16 KQRS/Minneapolis           | 9.1       | 10.2 |
| <b>Romantica</b>              | <b>2%</b> |      |
| 2 KLVE/Los Angeles            | 4.1       | 5.6  |
| <b>Smooth Jazz</b>            | <b>2%</b> |      |
| 17 KIFM/San Diego             | 5.4       | 5.2  |

### Incumbents

Call letters, format and (12+) share of **this spring's** #1 12+ stations are shown on the **top line** following each market header.

Corresponding data for stations holding the top spot **last spring** appears on the **second line**.

For instance in the country's largest market, Urban AC "Kiss" (**WRKS**) displaces last spring's 12+ leader "Lite-FM" (**WLTW**) in the top spot.

#### 1 New York

|      |                    |     |
|------|--------------------|-----|
| WRKS | Urban AC           | 4.9 |
| WLTW | Adult Contemporary | 5.4 |

#### 2 Los Angeles

|      |                  |     |
|------|------------------|-----|
| KLVE | Romantica        | 5.6 |
| KSCA | Regional Mexican | 5.1 |

#### 3 Chicago

|     |      |     |
|-----|------|-----|
| WGN | Talk | 6.3 |
| WGN | Talk | 5.8 |

#### 4 San Francisco

|     |      |     |
|-----|------|-----|
| KGO | Talk | 5.2 |
|-----|------|-----|

|     |      |     |
|-----|------|-----|
| KGO | Talk | 5.4 |
|-----|------|-----|

### 5 Dallas

|      |                  |     |
|------|------------------|-----|
| KESS | Regional Mexican | 4.9 |
|------|------------------|-----|

|      |         |     |
|------|---------|-----|
| KHKS | CHR/Pop | 5.0 |
|------|---------|-----|

### 8 Atlanta

|      |                    |     |
|------|--------------------|-----|
| WVEE | Urban Contemporary | 9.2 |
|------|--------------------|-----|

|      |                    |     |
|------|--------------------|-----|
| WVEE | Urban Contemporary | 9.4 |
|------|--------------------|-----|

### 9 Washington

|      |          |     |
|------|----------|-----|
| WHUR | Urban AC | 7.3 |
|------|----------|-----|

|      |          |     |
|------|----------|-----|
| WHUR | Urban AC | 6.6 |
|------|----------|-----|

### 10 Boston

|         |            |     |
|---------|------------|-----|
| WXKS-FM | CHR-Top 40 | 6.3 |
|---------|------------|-----|

|     |           |     |
|-----|-----------|-----|
| WBZ | News-Talk | 6.3 |
|-----|-----------|-----|

|     |           |     |
|-----|-----------|-----|
| WBZ | News-Talk | 7.1 |
|-----|-----------|-----|

### 11 Detroit

|      |            |     |
|------|------------|-----|
| WKQI | CHR-Top 40 | 5.4 |
|------|------------|-----|

|     |      |     |
|-----|------|-----|
| WJR | Talk | 5.6 |
|-----|------|-----|

### 12 Miami

|      |          |     |
|------|----------|-----|
| WHQT | Urban AC | 6.1 |
|------|----------|-----|

|      |           |     |
|------|-----------|-----|
| WAMR | Romantica | 5.9 |
|------|-----------|-----|

### 14 Seattle

|      |         |     |
|------|---------|-----|
| KMPS | Country | 5.5 |
|------|---------|-----|

|      |         |     |
|------|---------|-----|
| KMPS | Country | 4.6 |
|------|---------|-----|

|      |      |     |
|------|------|-----|
| KOMO | News | 4.6 |
|------|------|-----|

### 15 Phoenix

|      |      |     |
|------|------|-----|
| KFYI | Talk | 5.3 |
|------|------|-----|

|      |        |     |
|------|--------|-----|
| KOOL | Oldies | 5.7 |
|------|--------|-----|

### 16 Minneapolis

|      |              |      |
|------|--------------|------|
| KQRS | Classic Rock | 10.2 |
|------|--------------|------|

|      |              |     |
|------|--------------|-----|
| KQRS | Classic Rock | 9.1 |
|------|--------------|-----|

### 17 San Diego

|      |             |     |
|------|-------------|-----|
| KIFM | Smooth Jazz | 5.2 |
|------|-------------|-----|

|      |             |     |
|------|-------------|-----|
| KIFM | Smooth Jazz | 5.4 |
|------|-------------|-----|

### 18 Long Island

|         |                    |     |
|---------|--------------------|-----|
| WALK-FM | Adult Contemporary | 5.3 |
|---------|--------------------|-----|

|         |                    |     |
|---------|--------------------|-----|
| WALK-FM | Adult Contemporary | 6.3 |
|---------|--------------------|-----|

### 19 Tampa

|      |                    |      |
|------|--------------------|------|
| WDUV | Adult Contemporary | 10.3 |
|------|--------------------|------|

|      |                    |     |
|------|--------------------|-----|
| WDUV | Adult Contemporary | 9.3 |
|------|--------------------|-----|

### 20 St. Louis

|      |      |     |
|------|------|-----|
| KMOX | Talk | 6.3 |
|------|------|-----|

|      |                    |     |
|------|--------------------|-----|
| KEZK | Adult Contemporary | 6.3 |
|------|--------------------|-----|

|      |      |     |
|------|------|-----|
| KMOX | Talk | 7.1 |
|------|------|-----|

### 21 Baltimore

|      |       |     |
|------|-------|-----|
| WERQ | Urban | 9.5 |
| WERQ | Urban | 9.4 |

### 22 Denver

|      |              |     |
|------|--------------|-----|
| KOA  | Talk         | 6.2 |
| KQKS | Rhythmic CHR | 5.9 |

### 23 Portland

|      |                    |     |
|------|--------------------|-----|
| KRYP | Regional Mexican   | 6.4 |
| KKCW | Adult Contemporary | 7.2 |

### 24 Pittsburgh

|      |      |     |
|------|------|-----|
| WDVE | Rock | 9.5 |
| WDVE | Rock | 9.3 |

### 25 Charlotte

|      |          |     |
|------|----------|-----|
| WSOC | Country  | 7.0 |
| WBAV | Urban AC | 6.5 |

### 26 Riverside

|       |              |     |
|-------|--------------|-----|
| KGGI  | Rhythmic CHR | 7.1 |
| KFI** | Talk         | 5.8 |

### 27 Sacramento

|      |      |     |
|------|------|-----|
| KFBK | Talk | 6.3 |
| KFBK | Talk | 7.4 |

### 28 Cleveland

|      |      |     |
|------|------|-----|
| WTAM | Talk | 8.6 |
| WTAM | Talk | 8.9 |

### 29 Cincinnati

|     |      |      |
|-----|------|------|
| WLW | Talk | 9.8  |
| WLW | Talk | 11.0 |

### 30 San Antonio

|      |              |     |
|------|--------------|-----|
| KBBT | Rhythmic CHR | 6.5 |
| KBBT | Rhythmic CHR | 7.0 |

### 31 Salt Lake City

|             |             |     |
|-------------|-------------|-----|
| KSL AM & FM | News - Talk | 9.1 |
| KSL AM & FM | News - Talk | 7.1 |

### 32 Kansas City

|      |       |     |
|------|-------|-----|
| KQRC | Rock  | 7.4 |
| KPRS | Urban | 6.5 |

### 33 Las Vegas

|      |                    |     |
|------|--------------------|-----|
| KSNE | Adult Contemporary | 5.9 |
| KSNE | Adult Contemporary | 6.0 |

### 34 Orlando

|      |          |     |
|------|----------|-----|
| WCFB | Urban AC | 6.4 |
| WWKA | Country  | 6.1 |

### 35 San Jose

|       |      |     |
|-------|------|-----|
| KGO** | Talk | 6.4 |
| KGO** | Talk | 6.6 |

### 36 Milwaukee

|      |      |      |
|------|------|------|
| WTMJ | Talk | 10.9 |
| WTMJ | Talk | 9.4  |

### 37 Columbus

|      |       |     |
|------|-------|-----|
| WTVN | Talk  | 8.7 |
| WCKX | Urban | 7.5 |

### 38 Middlesex

|        |            |     |
|--------|------------|-----|
| WHTZ** | CHR-Top 40 | 5.3 |
| WHTZ** | CHR-Top 40 | 5.9 |

### 40 Indianapolis

|      |         |      |
|------|---------|------|
| WFMS | Country | 10.2 |
| WFMS | Country | 9.4  |

### 41 Norfolk

|        |          |     |
|--------|----------|-----|
| WVKL   | Urban AC | 7.4 |
| WGH-FM | Country  | 9.1 |

### 42 Austin

|         |                    |     |
|---------|--------------------|-----|
| KKMJ    | Adult Contemporary | 6.1 |
| KLBJ-AM | Talk               | 6.1 |

|      |         |     |
|------|---------|-----|
| KASE | Country | 6.7 |
|------|---------|-----|

### 43 Raleigh

|      |                    |     |
|------|--------------------|-----|
| WQOK | Urban Contemporary | 7.0 |
| WDCG | CHR-Top 40         | 7.7 |

### 44 Nashville

|      |                    |     |
|------|--------------------|-----|
| WJXA | Adult Contemporary | 8.8 |
| WRVW | CHR-Top 40         | 6.8 |

Number ones were maintained in more than half the 40 cases illustrated (**55%**), including WGN/Chicago; KGO/San Francisco; WVEE/Atlanta; WHUR/Washington; WBZ/Boston; KQRS/Minneapolis; KIFM/San Diego; WALK-FM/Long Island; WDUV/Tampa; KMOX/St. Louis; WERQ/Baltimore; WDVN/Pittsburgh; KFBK/Sacramento; WTAM/Cleveland; WLW/Cincinnati; KBBT/San Antonio; KSL AM & FM/Salt Lake City; KSNE/Las Vegas; San Francisco's KGO in the San Jose book; WTMJ/Milwaukee; New York City's WHTZ in the Middlesex book; and WFMS/Indianapolis. Typically in these markets, stations reaching #1 in spring 2007 did so with a **7.05** share compared to this year's representative **7.14**.

### Setting The Standard

Differences between a particular market's #1 spring 2007 share and what it required to reach the top spot (12+) one year later (spring 2008) are noted in this breakout.

The threshold with which **KSL AM & FM** hit #1 in Salt Lake City last spring was **7.1** but the News-Talk hybrid raised the bar this year by two full shares (**9.1**, spring 2008).

Conversely the **9.1** (12+) share it took to be #1 in Norfolk last year (achieved by **WGH-FM**) has been sliced by **1.7** to 7.4 (Urban AC **WVKL**).

### 31 Salt Lake City **+2.0**

|             |             |     |
|-------------|-------------|-----|
| KSL AM & FM | News - Talk | 9.1 |
| KSL AM & FM | News - Talk | 7.1 |

### 44 Nashville **+2.0**

|      |                    |     |
|------|--------------------|-----|
| WJXA | Adult Contemporary | 8.8 |
| WRVW | CHR-Top 40         | 6.8 |

|                        |                    |             |
|------------------------|--------------------|-------------|
| <b>36 Milwaukee</b>    |                    | <b>+1.5</b> |
| WTMJ                   | Talk               | 10.9        |
| WTMJ                   | Talk               | 9.4         |
| <b>26 Riverside</b>    |                    | <b>+1.3</b> |
| KGFI                   | Rhythmic CHR       | 7.1         |
| KFI**                  | Talk               | 5.8         |
| <b>37 Columbus</b>     |                    | <b>+1.2</b> |
| WTVN                   | Talk               | 8.7         |
| WCKX                   | Urban              | 7.5         |
| <b>16 Minneapolis</b>  |                    | <b>+1.1</b> |
| KQRS                   | Classic Rock       | 10.2        |
| KQRS                   | Classic Rock       | 9.1         |
| <b>19 Tampa</b>        |                    | <b>+1.0</b> |
| WDUV                   | Adult Contemporary | 10.3        |
| WDUV                   | Adult Contemporary | 9.3         |
| <b>14 Seattle</b>      |                    | <b>+0.9</b> |
| KMPS                   | Country            | 5.5         |
| KMPS                   | Country            | 4.6         |
| KOMO                   | News               | 4.6         |
| <b>32 Kansas City</b>  |                    | <b>+0.9</b> |
| KQRC                   | Rock               | 7.4         |
| KPRS                   | Urban              | 6.5         |
| <b>40 Indianapolis</b> |                    | <b>+0.8</b> |
| WFMS                   | Country            | 10.2        |
| WFMS                   | Country            | 9.4         |
| <b>9 Washington</b>    |                    | <b>+0.7</b> |
| WHUR                   | Urban AC           | 7.3         |
| WHUR                   | Urban AC           | 6.6         |
| <b>2 Los Angeles</b>   |                    | <b>+0.5</b> |
| KLVE                   | Romantica          | 5.6         |
| KSCA                   | Regional Mexican   | 5.1         |
| <b>3 Chicago</b>       |                    | <b>+0.5</b> |
| WGN                    | Talk               | 6.3         |
| WGN                    | Talk               | 5.8         |
| <b>25 Charlotte</b>    |                    | <b>+0.5</b> |
| WSOC                   | Country            | 7.0         |
| WBAV                   | Urban AC           | 6.5         |
| <b>22 Denver</b>       |                    | <b>+0.3</b> |
| KOA                    | Talk               | 6.2         |
| KQKS                   | Rhythmic CHR       | 5.9         |
| <b>34 Orlando</b>      |                    | <b>+0.3</b> |
| WCFB                   | Urban AC           | 6.4         |
| WWKA                   | Country            | 6.1         |
| <b>12 Miami</b>        |                    | <b>+0.2</b> |

|                        |                    |             |
|------------------------|--------------------|-------------|
| WHQT                   | Urban AC           | 6.1         |
| WAMR                   | Romantica          | 5.9         |
| <b>24 Pittsburgh</b>   |                    | <b>+0.2</b> |
| WDVE                   | Rock               | 9.5         |
| WDVE                   | Rock               | 9.3         |
| <b>21 Baltimore</b>    |                    | <b>+0.1</b> |
| WERQ                   | Urban              | 9.5         |
| WERQ                   | Urban              | 9.4         |
| <b>5 Dallas</b>        |                    | <b>-0.1</b> |
| KESS                   | Regional Mexican   | 4.9         |
| KHKS                   | CHR/Pop            | 5.0         |
| <b>33 Las Vegas</b>    |                    | <b>-0.1</b> |
| KSNE                   | Adult Contemporary | 5.9         |
| KSNE                   | Adult Contemporary | 6.0         |
| <b>4 San Francisco</b> |                    | <b>-0.2</b> |
| KGO                    | Talk               | 5.2         |
| KGO                    | Talk               | 5.4         |
| <b>8 Atlanta</b>       |                    | <b>-0.2</b> |
| WVEE                   | Urban Contemporary | 9.2         |
| WVEE                   | Urban Contemporary | 9.4         |
| <b>11 Detroit</b>      |                    | <b>-0.2</b> |
| WKQI                   | CHR-Top 40         | 5.4         |
| WJR                    | Talk               | 5.6         |
| <b>17 San Diego</b>    |                    | <b>-0.2</b> |
| KIFM                   | Smooth Jazz        | 5.2         |
| KIFM                   | Smooth Jazz        | 5.4         |
| <b>35 San Jose</b>     |                    | <b>-0.2</b> |
| KGO**                  | Talk               | 6.4         |
| KGO**                  | Talk               | 6.6         |
| <b>28 Cleveland</b>    |                    | <b>-0.3</b> |
| WTAM                   | Talk               | 8.6         |
| WTAM                   | Talk               | 8.9         |
| <b>15 Phoenix</b>      |                    | <b>-0.4</b> |
| KFYI                   | Talk               | 5.3         |
| KOOL                   | Oldies             | 5.7         |
| <b>1 New York</b>      |                    | <b>-0.5</b> |
| WRKS                   | Urban AC           | 4.9         |
| WLTW                   | Adult Contemporary | 5.4         |
| <b>30 San Antonio</b>  |                    | <b>-0.5</b> |
| KBBT                   | Rhythmic CHR       | 6.5         |
| KBBT                   | Rhythmic CHR       | 7.0         |
| <b>38 Middlesex</b>    |                    | <b>-0.6</b> |
| WHTZ**                 | CHR-Top 40         | 5.3         |
| WHTZ**                 | CHR-Top 40         | 5.9         |
| <b>42 Austin</b>       |                    | <b>-0.6</b> |

|                       |                    |             |
|-----------------------|--------------------|-------------|
| KKMJ                  | Adult Contemporary | 6.1         |
| KLBJ-AM               | Talk               | 6.1         |
| KASE                  | Country            | 6.7         |
| <b>43 Raleigh</b>     |                    | <b>-0.7</b> |
| WQOK                  | Urban Contemporary | 7.0         |
| WDCG                  | CHR-Top 40         | 7.7         |
| <b>10 Boston</b>      |                    | <b>-0.8</b> |
| WXKS-FM               | CHR-Top 40         | 6.3         |
| WBZ                   | News-Talk          | 6.3         |
| WBZ                   | News-Talk          | 7.1         |
| <b>20 St. Louis</b>   |                    | <b>-0.8</b> |
| KMOX                  | Talk               | 6.3         |
| KEZK                  | Adult Contemporary | 6.3         |
| KMOX                  | Talk               | 7.1         |
| <b>23 Portland</b>    |                    | <b>-0.8</b> |
| KRYP                  | Regional Mexican   | 6.4         |
| KKCW                  | Adult Contemporary | 7.2         |
| <b>18 Long Island</b> |                    | <b>-1.0</b> |
| WALK-FM               | Adult Contemporary | 5.3         |
| WALK-FM               | Adult Contemporary | 6.3         |
| <b>27 Sacramento</b>  |                    | <b>-1.1</b> |
| KFBK                  | Talk               | 6.3         |
| KFBK                  | Talk               | 7.4         |
| <b>29 Cincinnati</b>  |                    | <b>-1.3</b> |
| WLW                   | Talk               | 9.8         |
| WLW                   | Talk               | 11.0        |
| <b>41 Norfolk</b>     |                    | <b>-1.7</b> |
| WVKL                  | Urban AC           | 7.4         |
| WGH-FM                | Country            | 9.1         |

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Archived [Here](#) are last week's (9-18-2008) "**Inside The Numbers with Mike Kinosian**," which highlighted the top three formats from the country's 40 largest metros (12+, spring 2008) and Monday's (9-22-2008) "**Mike Kinosian Interview**" of Spanish Broadcasting System (Los Angeles-San Francisco-Miami) mid-day talent **Silvia Del Valle** archived [here](#).