



# March PPM – Talk

Included in our comprehensive “**Inside The Numbers**” summary of March performance of Talk stations is data from Arbitron’s most recent electronically-measured (PPM) market – Boston.

## Basic Overview

By descending market size, each Talk station’s Holiday, January 2009, February 2009 and March 2009 6+ shares are noted.

Mk	Calls/City	Hol	Jan	Feb	Ma	Mk	Calls/City	Hol	Jan	Feb	Mar
1	WABC/New York	3.5	4.2	4.5	4.3	7	WGST/Atlanta	1.4	1.8	2.2	2.0
1	WOR/New York	2.0	2.5	2.5	2.4	8	WHYY/Philadelphia&&	2.8	3.8	4.0	4.0
1	WNYC-FM/New York&&	1.1	1.2	1.4	1.6	8	WPHT/Philadelphia	1.8	2.2	2.3	2.2
1	WNYC-AM/New York&&	NA	1.0	0.9	1.1	9	WAMU/Washington&&	6.4	7.1	6.6	6.5
1	WXKW/New York**	1.2	1.1	1.0	1.0	9	WMAL/Washington	2.3	3.1	3.5	3.0
2	KFI/Los Angeles	3.9	4.3	4.4	4.5	9	WJFK-FM/Washington	0.9	1.4	1.3	1.7
2	KABC/Los Angeles	1.8	1.9	1.8	1.7	10	WBZ/Boston	NA	7.0	6.7	6.5
2	KPCC/Los Angeles&&	NA	1.9	1.8	1.5	10	WRKO/Boston	NA	4.6	4.6	5.0
3	WLS-AM/Chicago	4.4	5.4	5.4	5.1	10	WBUR-FM/Boston&&	NA	4.7	4.1	4.0
3	WGN/Chicago	4.7	4.8	4.7	4.3	10	WTKK/Boston	NA	3.4	3.8	3.7
3	WBEZ/Chicago&&	2.4	2.4	2.4	2.1	11	WJR/Detroit	4.4	5.5	5.5	5.2
3	WIND/Chicago	1.0	1.3	1.4	1.3	11	WUOM/Detroit&&	1.4	1.4	1.6	1.6
4	KGO/San Francisco	5.4	5.5	5.8	5.6	19	WABC/Long Island**	2.8	3.2	3.4	3.8
4	KQED/San Francisco&&	5.1	5.3	5.4	5.4	19	WOR/Long Island**	1.8	2.3	2.2	2.3
4	KSFO/San Francisco	3.0	3.3	3.7	4.0	26	KFI/Riverside**	5.6	4.6	4.8	4.5
4	KNEW/San Francisco	0.9	1.0	1.1	1.1	26	KVCR/Riverside&&	1.3	1.5	1.6	1.1
5	WBAP/Dallas	2.2	2.8	3.3	3.2	35	KGO/San Jose**	6.9	5.7	6.3	6.0
5	KERA/Dallas&&	1.9	2.0	2.3	2.2	35	KQED/San Jose**&&	6.2	5.7	5.2	5.2
5	KRLD/Dallas	1.6	2.1	1.9	2.0	35	KSFO/San Jose**	2.8	3.8	3.9	4.6
5	KLIF/Dallas	1.2	1.4	1.4	1.2	35	KNEW/San Jose**	1.2	1.6	1.5	1.2
6	KTRH/Houston	3.8	5.1	5.4	4.8	38	WXKW/Middlesex	5.8	6.4	6.4	6.7
6	KPRC/Houston	1.0	1.4	1.4	1.0	38	WABC/Middlesex**	3.5	3.6	3.9	3.5
6	KSEV/Houston	1.0	1.2	1.1	1.0	38	WOR/Middlesex**	1.4	2.0	2.3	2.2
7	WSB-AM/Atlanta	7.1	8.1	8.7	8.2	38	WNYC-FM/Middl**&&	1.3	1.3	1.1	1.2

## By Strongest Market

Newcomer Boston makes an immediate impact by becoming PPM’s Talk leader.

It is important to mention however that genuine Talk-News hybrid WBZ is being included in the “Talk” category.

Comparisons are February-March.

<b>Boston</b>	<b>19.2</b>	<b>19.2</b>	<b>Flat</b>		KGO**	6.3	6.0	-.3	#2
WBZ	6.7	6.5	-.2	#3	KQED**&&	5.2	5.2	Flat	#3
WRKO	4.6	5.0	+.4	#6	KSFO**	3.9	4.6	+.7	#6
WBUR-FM&&	4.1	4.0	-.1	#12	KNEW**	1.5	1.2	-.3	#26
WTKK	3.8	3.7	-.1	#13					
<b>San Jose</b>	<b>16.9</b>	<b>17.0</b>	<b>+.1</b>		<b>San Francisco</b>	<b>16.0</b>	<b>16.1</b>	<b>+.1</b>	
					KGO	5.8	5.6	-.2	#1

KQED&&	5.4	5.4	Flat	#2	<b>Dallas</b>	<b>8.9</b>	<b>8.6</b>	<b>-0.3</b>	
KSFO	3.7	4.0	+0.3	#5	WBAP	3.3	3.2	-0.1	#11
KNEW	1.1	1.1	Flat	#28	KERA&&	2.3	2.2	-0.1	#20
<b>Middlesex</b>	<b>13.7</b>	<b>13.6</b>	<b>-0.1</b>		KRLD	1.9	2.0	+0.1	#23
WXKW	6.4	6.7	+0.3	#1	KLIF	1.4	1.2	-0.2	#30
WABC**	3.9	3.5	-0.4	#9	<b>Los Angeles</b>	<b>8.0</b>	<b>7.7</b>	<b>-0.3</b>	
WOR**	2.3	2.2	-0.1	#20	KFI	4.4	4.5	+0.1	#2
WNYC-FM**&&	1.1	1.2	+0.1	#25	KABC	1.8	1.7	-0.1	#24
<b>Chicago</b>	<b>13.9</b>	<b>12.8</b>	<b>-1.1</b>		KPCC&&	1.8	1.5	-0.3	#25
WLS-AM	5.4	5.1	-0.3	#2	<b>Houston</b>	<b>7.9</b>	<b>6.8</b>	<b>-1.1</b>	
WGN	4.7	4.3	-0.4	#5	KTRH	5.4	4.8	-0.6	#5
WBEZ&&	2.4	2.1	-0.3	#21	KPRC	1.4	1.0	-0.4	#27
WIND	1.4	1.3	-0.1	#29	KSEV	1.1	1.0	-0.1	#27
<b>Washington, DC</b>	<b>11.4</b>	<b>11.2</b>	<b>-0.2</b>		<b>Detroit</b>	<b>7.1</b>	<b>6.8</b>	<b>-0.3</b>	
WAMU&&	6.6	6.5	-0.1	#4	WJR	5.5	5.2	-0.3	#6
WMAL	3.5	3.0	-0.5	#16	WUOM&&	1.6	1.6	Flat	#22
WJFK-FM	1.3	1.7	+0.4	#20	<b>Philadelphia</b>	<b>6.3</b>	<b>6.2</b>	<b>-0.1</b>	
<b>New York</b>	<b>10.3</b>	<b>10.4</b>	<b>+0.1</b>		WHYY&&	4.0	4.0	Flat	#8
WABC	4.5	4.3	-0.2	#6	WPHT	2.3	2.2	-0.1	#20
WOR	2.5	2.4	-0.1	#17	<b>Long Island</b>	<b>5.6</b>	<b>6.1</b>	<b>+0.5</b>	
WNYC-FM&&	1.4	1.6	+0.2	#20	WABC**	3.4	3.8	+0.4	#9
WNYC-AM&&	0.9	1.1	+0.2	#25	WOR**	2.2	2.3	+0.1	#15
WXKW**	1.0	1.0	Flat	#30	<b>Riverside</b>	<b>6.4</b>	<b>5.6</b>	<b>-0.8</b>	
<b>Atlanta</b>	<b>10.9</b>	<b>10.2</b>	<b>-0.7</b>		KFI**	4.8	4.5	-0.3	#6
WSB-AM	8.7	8.2	-0.5	#2	KVCR&&	1.6	1.1	-0.5	#29
WGST	2.2	2.0	-0.2	#20					

### Gains/Losses

This marks the third successive up month for San Francisco's **KSFO** (+.7, February-March) in the San Jose report.

Mk	Calls/City	Hol	Jan	Feb	Mar	Feb-Mar Fluc
35	KSFO/San Jose**	2.8	3.8	3.9	4.6	+0.7
9	WJFK-FM/Washington	0.9	1.4	1.3	1.7	+0.4
10	WRKO/Boston	NA	4.6	4.6	5.0	+0.4
19	WABC/Long Island**	2.8	3.2	3.4	3.8	+0.4
4	KSFO/San Francisco	3.0	3.3	3.7	4.0	+0.3
38	WXKW/Middlesex	5.8	6.4	6.4	6.7	+0.3
1	WNYC-FM/New York&&	1.1	1.2	1.4	1.6	+0.2
1	WNYC-AM/New York&&	NA	1.0	0.9	1.1	+0.2
2	KFI/Los Angeles	3.9	4.3	4.4	4.5	+0.1
5	KRLD/Dallas	1.6	2.1	1.9	2.0	+0.1
19	WOR/Long Island**	1.8	2.3	2.2	2.3	+0.1
38	WNYC-FM/Middle**&&	1.3	1.3	1.1	1.2	+0.1
1	WXKW/New York**	1.2	1.1	1.0	1.0	Flat
4	KQED/San Francisco&&	5.1	5.3	5.4	5.4	Flat
4	KNEW/San Francisco	0.9	1.0	1.1	1.1	Flat
8	WHYY/Philadelphia&&	2.8	3.8	4.0	4.0	Flat
11	WUOM/Detroit&&	1.4	1.4	1.6	1.6	Flat
35	KQED/San Jose**&&	6.2	5.7	5.2	5.2	Flat
1	WOR/New York	2.0	2.5	2.5	2.4	-0.1
2	KABC/Los Angeles	1.8	1.9	1.8	1.7	-0.1
3	WIND/Chicago	1.0	1.3	1.4	1.3	-0.1

5 WBAP/Dallas	2.2	2.8	3.3	3.2	-.1
5 KERA/Dallas&&	1.9	2.0	2.3	2.2	-.1
6 KSEV/Houston	1.0	1.2	1.1	1.0	-.1
8 WPHT/Philadelphia	1.8	2.2	2.3	2.2	-.1
9 WAMU/Washington&&	6.4	7.1	6.6	6.5	-.1
10 WBUR/Boston&&	NA	4.7	4.1	4.0	-.1
10 WTKK/Boston	NA	3.4	3.8	3.7	-.1
38 WOR/Middlesex**	1.4	2.0	2.3	2.2	-.1
1 WABC/New York	3.5	4.2	4.5	4.3	-.2
4 KGO/San Francisco	5.4	5.5	5.8	5.6	-.2
5 KLIF/Dallas	1.2	1.4	1.4	1.2	-.2
7 WGST/Atlanta	1.4	1.8	2.2	2.0	-.2
10 WBZ/Boston	NA	7.0	6.7	6.5	-.2
2 KPCC/Los Angeles&&	NA	1.9	1.8	1.5	-.3
3 WLS-AM/Chicago	4.4	5.4	5.4	5.1	-.3
3 WBEZ/Chicago&&	2.4	2.4	2.4	2.1	-.3
11 WJR/Detroit	4.4	5.5	5.5	5.2	-.3
26 KFI/Riverside**	5.6	4.6	4.8	4.5	-.3
35 KGO/San Jose**	6.9	5.7	6.3	6.0	-.3
35 KNEW/San Jose**	1.2	1.6	1.5	1.2	-.3
3 WGN/Chicago	4.7	4.8	4.7	4.3	-.4
6 KPRC/Houston	1.0	1.4	1.4	1.0	-.4
38 WABC/Middlesex**	3.5	3.6	3.9	3.5	-.4
7 WSB-AM/Atlanta	7.1	8.1	8.7	8.2	-.5
9 WMAL/Washington	2.3	3.1	3.5	3.0	-.5
26 KVCR/Riverside&&	1.3	1.5	1.6	1.1	-.5
6 KTRH/Houston	3.8	5.1	5.4	4.8	-.6

- Only one of every four Talk stations listed improved between February-March **(25%)**; **62.5%** were down; and **12.5%** remained flat.
- Typical gains and losses were virtually identical **+.27** and **-.25**.

### AQH Share

Mk	Calls/City	Hol	Jan	Feb	Ma	Mk	Calls/City	Hol	Jan	Feb	Ma
7 WSB-AM/Atlanta		7.1	8.1	8.7	8.2	10 WBUR/Boston&&		NA	4.7	4.1	4.0
8 WXKW/Middlesex		5.8	6.4	6.4	6.7	19 WABC/Long Island**		2.8	3.2	3.4	3.8
9 WAMU/Washington&&		6.4	7.1	6.6	6.5	10 WTKK/Boston		NA	3.4	3.8	3.7
10 WBZ/Boston		NA	7.0	6.7	6.5	38 WABC/Middlesex**		3.5	3.6	3.9	3.5
35 KGO/San Jose**		6.9	5.7	6.3	6.0	5 WBAP/Dallas		2.2	2.8	3.3	3.2
4 KGO/San Francisco		5.4	5.5	5.8	5.6	9 WMAL/Washington		2.3	3.1	3.5	3.0
4 KQED/San Francisco&&		5.1	5.3	5.4	5.4	1 WOR/New York		2.0	2.5	2.5	2.4
11 WJR/Detroit		4.4	5.5	5.5	5.2	19 WOR/Long Island**		1.8	2.3	2.2	2.3
35 KQED/San Jose**&&		6.2	5.7	5.2	5.2	5 KERA/Dallas&&		1.9	2.0	2.3	2.2
10 WRKO/Boston		NA	4.6	4.6	5.0	8 WPHT/Philadelphia		1.8	2.2	2.3	2.2
3 WLS-AM/Chicago		4.4	5.4	5.4	5.1	38 WOR/Middlesex**		1.4	2.0	2.3	2.2
6 KTRH/Houston		3.8	5.1	5.4	4.8	3 WBEZ/Chicago&&		2.4	2.4	2.4	2.1
35 KSFO/San Jose**		2.8	3.8	3.9	4.6	5 KRLD/Dallas		1.6	2.1	1.9	2.0
2 KFI/Los Angeles		3.9	4.3	4.4	4.5	7 WGST/Atlanta		1.4	1.8	2.2	2.0
26 KFI/Riverside**		5.6	4.6	4.8	4.5	2 KABC/Los Angeles		1.8	1.9	1.8	1.7
1 WABC/New York		3.5	4.2	4.5	4.3	9 WJFK-FM/Washington		0.9	1.4	1.3	1.7
3 WGN/Chicago		4.7	4.8	4.7	4.3	1 WNYC-FM/New York&&		1.1	1.2	1.4	1.6
4 KSFO/San Francisco		3.0	3.3	3.7	4.0	11 WUOM/Detroit&&		1.4	1.4	1.6	1.6
8 WHYY/Philadelphia&&		2.8	3.8	4.0	4.0	2 KPCC/Los Angeles&&		NA	1.9	1.8	1.5
						3 WIND/Chicago		1.0	1.3	1.4	1.3

5 KLIF/Dallas	1.2	1.4	1.4	1.2	26 KVCR/Riverside&&	1.3	1.5	1.6	1.1
35 KNEW/San Jose**	1.2	1.6	1.5	1.2	1 WXKW/New York**	1.2	1.1	1.0	1.0
38 WNYC-FM/Middl**&&	1.3	1.3	1.1	1.2	6 KPRC/Houston	1.0	1.4	1.4	1.0
1 WNYC-AM/New York&&	NA	1.0	0.9	1.1	6 KSEV/Houston	1.0	1.2	1.1	1.0
4 KNEW/San Francisco	0.9	1.0	1.1	1.1					

- The average 6+ share for the specific Talk outlets in the PPM metros noted above was **2.90** in the Holiday survey period; it grew to **3.31** in January and **3.38** in February; and was **3.29** in March.

### Market Rankers

More than four of ten qualifying Talk outlets in our sample (**44%**) ranked in the top ten (6+) in their respective PPM markets in March.

Approximately one in four (**27%**) are in the top five.

Mk	Calls/City	Hol	Jan	Feb	Mar	March 6+ Rank
4	KGO/San Francisco	5.4	5.5	5.8	5.6	#1
38	WXKW/Middlesex	5.8	6.4	6.4	6.7	#1
2	KFI/Los Angeles	3.9	4.3	4.4	4.5	#2
3	WLS-AM/Chicago	4.4	5.4	5.4	5.1	#2
4	KQED/San Francisco&&	5.1	5.3	5.4	5.4	#2
7	WSB-AM/Atlanta	7.1	8.1	8.7	8.2	#2
35	KGO/San Jose**	6.9	5.7	6.3	6.0	#2
10	WBZ/Boston	NA	7.0	6.7	6.5	#3
35	KQED/San Jose**&&	6.2	5.7	5.2	5.2	#3
9	WAMU/Washington&&	6.4	7.1	6.6	6.5	#4
3	WGN/Chicago	4.7	4.8	4.7	4.3	#5
4	KSFO/San Francisco	3.0	3.3	3.7	4.0	#5
6	KTRH/Houston	3.8	5.1	5.4	4.8	#5
1	WABC/New York	3.5	4.2	4.5	4.3	#6
10	WRKO/Boston	NA	4.6	4.6	5.0	#6
11	WJR/Detroit	4.4	5.5	5.5	5.2	#6
26	KFI/Riverside**	5.6	4.6	4.8	4.5	#6
35	KSFO/San Jose**	2.8	3.8	3.9	4.6	#6
8	WHYY/Philadelphia&&	2.8	3.8	4.0	4.0	#8
19	WABC/Long Island**	2.8	3.2	3.4	3.8	#9
38	WABC/Middlesex**	3.5	3.6	3.9	3.5	#9
5	WBAP/Dallas	2.2	2.8	3.3	3.2	#11
10	WBUR/Boston&&	NA	4.7	4.1	4.0	#12
10	WTKK/Boston	NA	3.4	3.8	3.7	#13
19	WOR/Long Island**	1.8	2.3	2.2	2.3	#15
9	WMAL/Washington	2.3	3.1	3.5	3.0	#16
1	WOR/New York	2.0	2.5	2.5	2.4	#17
1	WNYC-FM/New York&&	1.1	1.2	1.4	1.6	#20
5	KERA/Dallas&&	1.9	2.0	2.3	2.2	#20
7	WGST/Atlanta	1.4	1.8	2.2	2.0	#20
8	WPHT/Philadelphia	1.8	2.2	2.3	2.2	#20
9	WJFK-FM/Washington	0.9	1.4	1.3	1.7	#20
38	WOR/Middlesex**	1.4	2.0	2.3	2.2	#20
3	WBEZ/Chicago&&	2.4	2.4	2.4	2.1	#21
11	WUOM/Detroit&&	1.4	1.4	1.6	1.6	#22
5	KRLD/Dallas	1.6	2.1	1.9	2.0	#23
2	KABC/Los Angeles	1.8	1.9	1.8	1.7	#24
1	WNYC-AM/New York&&	NA	1.0	0.9	1.1	#25
2	KPCC/Los Angeles&&	NA	1.9	1.8	1.5	#25
38	WNYC-FM/Middl**&&	1.3	1.3	1.1	1.2	#25
35	KNEW/San Jose**	1.2	1.6	1.5	1.2	#26
6	KPRC/Houston	1.0	1.4	1.4	1.0	#27
6	KSEV/Houston	1.0	1.2	1.1	1.0	#27
4	KNEW/San Francisco	0.9	1.0	1.1	1.1	#28

3 WIND/Chicago	1.0	1.3	1.4	1.3	#29
26 KVCR/Riverside&&	1.3	1.5	1.6	1.1	#29
1 WXKW/New York**	1.2	1.1	1.0	1.0	#30
5 KLIF/Dallas	1.2	1.4	1.4	1.2	#30

- Based on data from 15 PPM markets, Talk facilities usually finished **14<sup>th</sup> (#14.3)** in their respective markets in March (6+), compared to **14.6** in February.

### By Group Owner

**Citadel** still enjoys a huge lead over #2 **Clear Channel**.

Only four of Citadel and Clear Channel's combined 19 stations though were up February-March and one was flat.

<b>Citadel</b>	<b>51.0</b>	<b>50.0</b>	<b>-1.0</b>	
1 WABC/New York	4.5	4.3	-.2	#6
2 KABC/Los Angeles	1.8	1.7	-.1	#24
3 WLS-AM/Chicago	5.4	5.1	-.3	#2
4 KGO/San Francisco	5.8	5.6	-.2	#1
4 KSFO/San Francisco	3.7	4.0	+.3	#5
5 WBAP/Dallas	3.3	3.2	-.1	#11
9 WMAL/Washington	3.5	3.0	-.5	#16
11 WJR/Detroit	5.5	5.2	-.3	#6
19 WABC/Long Island**	3.4	3.8	+.4	#9
35 KGO/San Jose**	6.3	6.0	-.3	#2
35 KSFO/San Jose**	3.9	4.6	+.7	#6
38 WABC/Middlesex**	3.9	3.5	-.4	#9

<b>Clear Channel</b>	<b>20.8</b>	<b>19.1</b>	<b>-1.7</b>	
2 KFI/Los Angeles	4.4	4.5	+.1	#2
4 KNEW/San Francisco	1.1	1.1	Flat	#28
6 KTRH/Houston	5.4	4.8	-.6	#5
6 KPRC/Houston	1.4	1.0	-.4	#27
7 WGST/Atlanta	2.2	2.0	-.2	#20
26 KFI/Riverside**	4.8	4.5	-.3	#6
35 KNEW/San Jose**	1.5	1.2	-.3	#26

<b>CBS Radio</b>	<b>12.2</b>	<b>12.4</b>	<b>+.2</b>	
5 KRLD/Dallas	1.9	2.0	+.1	#23
8 WPHT/Philadelphia	2.3	2.2	-.1	#20
9 WJFK-FM/Washington	1.3	1.7	+.4	#20
10 WBZ/Boston	6.7	6.5	-.2	#3

<b>KQED</b>	<b>10.6</b>	<b>10.6</b>	<b>Flat</b>	
4 KQED/San Francisco&&	5.4	5.4	Flat	#2
35 KQED/San Jose**&&	5.2	5.2	Flat	#3

<b>Cox Radio</b>	<b>8.7</b>	<b>8.2</b>	<b>-.5</b>	
7 WSB-AM/Atlanta	8.7	8.2	-.5	#2

<b>Millennium</b>	<b>7.4</b>	<b>7.7</b>	<b>+.3</b>	
1 WXKW/New York**	1.0	1.0	Flat	#30
38 WXKW/Middlesex	6.4	6.7	+.3	#1

<b>Buckley</b>	<b>7.0</b>	<b>6.9</b>	<b>-.1</b>	
1 WOR/New York	2.5	2.4	-.1	#17
19 WOR/Long Island**	2.2	2.3	+.1	#15
38 WOR/Middlesex**	2.3	2.2	-.1	#20

<b>American University</b>	<b>6.6</b>	<b>6.5</b>	<b>-.1</b>	
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9 WAMU/Washington&&	6.6	6.5	-.1	#4
<b>Entercom</b>	<b>4.6</b>	<b>5.0</b>	<b>+.4</b>	
10 WRKO/Boston	4.6	5.0	+.4	#6
<b>Tribune</b>	<b>4.7</b>	<b>4.3</b>	<b>-.4</b>	
3 WGN/Chicago	4.7	4.3	-.4	#5
<b>Boston University</b>	<b>4.1</b>	<b>4.0</b>	<b>-.1</b>	
10 WBUR/Boston&&	4.1	4.0	-.1	#12
<b>WHYY, Inc.</b>	<b>4.0</b>	<b>4.0</b>	<b>Flat</b>	
8 WHYY/Philadelphia&&	4.0	4.0	Flat	#8
<b>WNYC Broadcasting</b>	<b>3.4</b>	<b>3.9</b>	<b>+.5</b>	
1 WNYC-FM/New York&&	1.4	1.6	+.2	#20
1 WNYC-AM/New York&&	0.9	1.1	+.2	#25
38 WNYC-FM/Middl**&&	1.1	1.2	+.1	#25
<b>Greater Media</b>	<b>3.8</b>	<b>3.7</b>	<b>-.1</b>	
10 WTKK/Boston	3.8	3.7	-.1	#13
<b>North TX Public</b>	<b>2.3</b>	<b>2.2</b>	<b>-.1</b>	
5 KERA/Dallas&&	2.3	2.2	-.1	#20
<b>WBEZ Alliance</b>	<b>2.4</b>	<b>2.1</b>	<b>-.3</b>	
3 WBEZ/Chicago&&	2.4	2.1	-.3	#21
<b>Michigan Public Media</b>	<b>1.6</b>	<b>1.6</b>	<b>Flat</b>	
11 WUOM/Detroit&&	1.6	1.6	Flat	#22
<b>American Public Media</b>	<b>1.8</b>	<b>1.5</b>	<b>-.3</b>	
2 KPCC/Los Angeles&&	1.8	1.5	-.3	#25
<b>Salem</b>	<b>1.4</b>	<b>1.3</b>	<b>-.1</b>	
3 WIND/Chicago	1.4	1.3	-.1	#29
<b>Cumulus</b>	<b>1.4</b>	<b>1.2</b>	<b>-.2</b>	
5 KLIF/Dallas	1.4	1.2	-.2	#30
<b>San Bernardino Comm</b>	<b>1.6</b>	<b>1.1</b>	<b>-.5</b>	
26 KVCR/Riverside&&	1.6	1.1	-.5	#29
<b>Dan Patrick</b>	<b>1.1</b>	<b>1.0</b>	<b>-.1</b>	
6 KSEV/Houston	1.1	1.0	-.1	#27

A 1.0 share (6+) in an applicable March 2009 survey was required to appear in this overview. Dual asterisks (\*\*) designate non-metro signals while && denotes public outlets.

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

Last week's "Inside The Numbers with Mike Kinosian" (4-2-2009) is archived [here](#). It featured a February PPM recap by cume.

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