



Urban AC & Urban Contemporary – June PPM

For the second consecutive month, **56%** of Urban Contemporary outlets we've been tracking in PPM markets went down, compared to 46% of Urban ACs.

In order to appear in the following Urban AC and Urban Contemporary overviews, stations needed to register at least a 1.0 share (6+) in an applicable PPM-measured June 2009 survey.

Data from PPM markets Miami, Seattle, Phoenix, Minneapolis and San Diego appears for the first time. Dual asterisks (**) designate non-metro stations.

Urban AC

Basic Overview

By descending market size, each Urban AC's April, May and June 6+ shares are noted.

Mk	Calls/City	Apr	May	June
1	WBLS/New York	4.0	3.6	3.5
1	WRKS/New York	3.5	3.4	3.3
2	KHHT/Los Angeles	2.4	2.7	2.6
3	WVAZ/Chicago	4.3	4.7	4.6
3	WSRB/Chicago	0.9	1.2	1.6
4	KBLX/San Francisco	2.9	3.7	3.8
5	KRNB/Dallas	3.0	3.0	2.3
5	KSOC/Dallas	2.3	2.1	2.2
6	KMJQ/Houston	7.0	7.3	7.6
7	WAMJ/Atlanta	4.4	5.1	4.7
8	WDAS/Philadelphia	5.4	5.3	5.3
8	WRNB/Philadelphia	3.3	2.8	2.7
9	WHUR/Washington	6.4	7.4	6.6
9	WMMJ/Washington	4.4	4.7	4.4
11	WMXD/Detroit	4.1	3.9	3.9
11	WDMK/Detroit	2.8	3.7	3.1
11	WGPR/Detroit	2.4	2.3	2.5
12	WHQT/Miami	6.1	6.3	6.3
19	WBLS/Long Island**	1.8	1.7	1.9
19	WRKS/Long Island**	1.2	1.4	1.0
26	KHHT/Riverside**	3.1	3.6	3.6
35	KBLX/San Jose**	1.1	1.2	1.2
38	WBLS/Middlesex**	3.9	3.6	4.1
38	WRKS/Middlesex**	2.6	2.9	3.0

Gains/Losses

WHUR posted a full-share April-May gain however the **Howard University**-owned Urban AC loses eight-tenths in June.

Somewhat similarly, after a nine-tenths April-May spike, Detroit's **WDMK** is down six-tenths.

Mk	Calls/City	May	June	Fluctuation
38	WBLS/Middlesex**	3.6	4.1	+.5
3	WSRB/Chicago	1.2	1.6	+.4
6	KMJQ/Houston	7.3	7.6	+.3
11	WGPR/Detroit	2.3	2.5	+.2
19	WBLS/Long Island**	1.7	1.9	+.2
4	KBLX/San Francisco	3.7	3.8	+.1
5	KSOC/Dallas	2.1	2.2	+.1
38	WRKS/Middlesex**	2.9	3.0	+.1
8	WDAS/Philadelphia	5.3	5.3	Flat
11	WMXD/Detroit	3.9	3.9	Flat
12	WHQT/Miami	6.3	6.3	Flat
26	KHHT/Riverside**	3.6	3.6	Flat
35	KBLX/San Jose**	1.2	1.2	Flat
1	WBLS/New York	3.6	3.5	-.1
1	WRKS/New York	3.4	3.3	-.1
2	KHHT/Los Angeles	2.7	2.6	-.1
3	WVAZ/Chicago	4.7	4.6	-.1
8	WRNB/Philadelphia	2.8	2.7	-.1
9	WMMJ/Washington	4.7	4.4	-.3
7	WAMJ/Atlanta	5.1	4.7	-.4
19	WRKS/Long Island**	1.4	1.0	-.4
11	WDMK/Detroit	3.7	3.1	-.6
5	KRNB/Dallas	3.0	2.3	-.7
9	WHUR/Washington	7.4	6.6	-.8

- Nearly half the Urban AC outlets shown here were down May-June (**46%**); **33%** were up (compared to **57%** in May); and **21%** remained flat.
- Typical June gains were **+.23** - exactly half of May's **+.46** while representative losses were **-.33**, versus May's **-.22**.

AQH Share

Radio One's KMJQ/Houston is back in the top spot.

Mk	Calls/City	Apr	May	June
6	KMJQ/Houston	7.0	7.3	7.6
9	WHUR/Washington	6.4	7.4	6.6
12	WHQT/Miami	6.1	6.3	6.3
8	WDAS/Philadelphia	5.4	5.3	5.3
7	WAMJ/Atlanta	4.4	5.1	4.7
3	WVAZ/Chicago	4.3	4.7	4.6
9	WMMJ/Washington	4.4	4.7	4.4
38	WBLS/Middlesex**	3.9	3.6	4.1
11	WMXD/Detroit	4.1	3.9	3.9
4	KBLX/San Francisco	2.9	3.7	3.8
26	KHHT/Riverside**	3.1	3.6	3.6

1 WBLS/New York	4.0	3.6	3.5
1 WRKS/New York	3.5	3.4	3.3
11 WDMK/Detroit	2.8	3.7	3.1
38 WRKS/Middlesex**	2.6	2.9	3.0
8 WRNB/Philadelphia	3.3	2.8	2.7
2 KHHT/Los Angeles	2.4	2.7	2.6
11 WGPR/Detroit	2.4	2.3	2.5
5 KRNB/Dallas	3.0	3.0	2.3
5 KSOC/Dallas	2.3	2.1	2.2
19 WBLS/Long Island**	1.8	1.7	1.9
3 WSRB/Chicago	0.9	1.2	1.6
35 KBLX/San Jose**	1.1	1.2	1.2
19 WRKS/Long Island**	1.2	1.4	1.0

- This particular Urban AC sample recorded a **3.47** 6+ average in April which **increased** to **3.65** in May and **slides down** to **3.57** in June.

Market Rankers

Not quite one-half the Urban ACs listed (**46%**) rank in the top ten – and one-quarter (**25%**) are in the top five.

Mk	Calls/City	May	June	June 6+ Rank
6	KMJQ/Houston	7.3	7.6	#2
9	WHUR/Washington	7.4	6.6	#3
8	WDAS/Philadelphia	5.3	5.3	#4
3	WVAZ/Chicago	4.7	4.6	#5
7	WAMJ/Atlanta	5.1	4.7	#5
12	WHQT/Miami	6.3	6.3	#5
4	KBLX/San Francisco	3.7	3.8	#6
26	KHHT/Riverside**	3.6	3.6	#8
38	WBLS/Middlesex**	3.6	4.1	#8
1	WBLS/New York	3.6	3.5	#9
9	WMMJ/Washington	4.7	4.4	#9
1	WRKS/New York	3.4	3.3	#12
11	WMXD/Detroit	3.9	3.9	#13
38	WRKS/Middlesex**	2.9	3.0	#14
8	WRNB/Philadelphia	2.8	2.7	#17
11	WDMK/Detroit	3.7	3.1	#17
2	KHHT/Los Angeles	2.7	2.6	#18
5	KRNB/Dallas	3.0	2.3	#19
19	WBLS/Long Island**	1.7	1.9	#19
11	WGPR/Detroit	2.3	2.5	#20
5	KSOC/Dallas	2.1	2.2	#22
3	WSRB/Chicago	1.2	1.6	#25
19	WRKS/Long Island**	1.4	1.0	#25
35	KBLX/San Jose**	1.2	1.2	#28

- Based on data from the PPM metros, Urban AC facilities usually finished **13th** (**#13.04**) in their respective markets in June (6+).

By Strongest Market

The format's three most potent markets are **down** month-month.

Middlesex (**+.6**) notches the highest month-month **increase**.

No qualifying stations could be found in Boston, Seattle, Phoenix, Minneapolis or San Diego.

Washington	12.1	11.0	-1.1
WHUR	7.4	6.6	-.8
WMMJ	4.7	4.4	-.3
Detroit	9.9	9.5	-.4
WMXD	3.9	3.9	Flat
WDMK	3.7	3.1	-.6
WGPR	2.3	2.5	+.2
Philadelphia	8.1	8.0	-.1
WDAS	5.3	5.3	Flat
WRNB	2.8	2.7	-.1
Houston	7.3	7.6	+.3
KMJQ	7.3	7.6	+.3
Middlesex	6.5	7.1	+.6
WBLS**	3.6	4.1	+.5
WRKS**	2.9	3.0	+.1
New York	7.0	6.8	-.2
WBLS	3.6	3.5	-.1
WRKS	3.4	3.3	-.1
Miami	6.3	6.3	Flat
WHQT	6.3	6.3	Flat
Chicago	5.9	6.2	+.3
WVAZ	4.7	4.6	-.1
WSRB	1.2	1.6	+.4
Atlanta	5.1	4.7	-.4
WAMJ	5.1	4.7	-.4
Dallas	5.1	4.5	-.6
KRNB	3.0	2.3	-.7
KSOC	2.1	2.2	+.1
San Francisco	3.7	3.8	+.1
KBLX	3.7	3.8	+.1
Riverside	3.6	3.6	Flat
KHHT**	3.6	3.6	Flat
Long Island	3.1	2.9	-.2
WBLS**	1.7	1.9	+.2
WRKS**	1.4	1.0	-.4
Los Angeles	2.7	2.6	-.1
KHHT	2.7	2.6	-.1
San Jose	1.2	1.2	Flat
KBLX**	1.2	1.2	Flat

By Group Owner

Only three of the nine groups register month-month **gains** with **Inner City's +.7** the most significant.

Radio One	25.7	24.7	-1.0	
5 KSOC/Dallas	2.1	2.2	+ .1	#22
6 KMJQ/Houston	7.3	7.6	+ .3	#2
7 WAMJ/Atlanta	5.1	4.7	- .4	#5
8 WRNB/Philadelphia	2.8	2.7	- .1	#17
9 WMMJ/Washington	4.7	4.4	- .3	#9
11 WDMK/Detroit	3.7	3.1	- .6	#17
Clear Channel	20.2	20.0	-.2	
2 KHHT/Los Angeles	2.7	2.6	- .1	#18
3 WVAZ/Chicago	4.7	4.6	- .1	#5
8 WDAS/Philadelphia	5.3	5.3	Flat	#4
11 WMXD/Detroit	3.9	3.9	Flat	#13
26 KHHT/Riverside**	3.6	3.6	Flat	#8
Inner City	13.8	14.5	+.7	
1 WBLS/New York	3.6	3.5	- .1	#9
4 KBLX/San Francisco	3.7	3.8	+ .1	#6
19 WBLS/Long Island**	1.7	1.9	+ .2	#19
35 KBLX/San Jose**	1.2	1.2	Flat	#28
38 WBLS/Middlesex**	3.6	4.1	+ .5	#8
Emmis	7.7	7.3	-.4	
1 WRKS/New York	3.4	3.3	- .1	#12
19 WRKS/Long Island**	1.4	1.0	- .4	#25
38 WRKS/Middlesex**	2.9	3.0	+ .1	#14
Howard University	7.4	6.6	-.8	
9 WHUR/Washington	7.4	6.6	- .8	#3
Cox Radio	6.3	6.3	Flat	
12 WHQT/Miami	6.3	6.3	Flat	#5
WGPR, Inc.	2.3	2.5	+.2	
11 WGPR/Detroit	2.3	2.5	+ .2	#20
Service	3.0	2.3	-.7	
5 KRNB/Dallas	3.0	2.3	- .7	#19
Crawford	1.2	1.6	+.4	
3 WSRB/Chicago	1.2	1.6	+ .4	#25

Urban Contemporary

Basic Overview

By descending market size, each Urban Contemporary's April, May and May 6+ shares are noted.

Mk	Calls/City	Apr	May	June
1	WWPR/New York	3.4	3.2	2.9
3	WGCI-FM/Chicago	2.7	2.7	2.7

3 WPWX/Chicago	2.3	1.5	1.8
4 KMEL/San Francisco	3.8	4.0	3.5
5 KKDA-FM/Dallas	4.2	3.7	4.4
7 WVEE/Atlanta	8.3	9.2	9.5
7 WHTA/Atlanta	4.4	4.4	4.1
8 WUSL/Philadelphia	3.2	3.1	2.7
9 WKYS/Washington	3.8	3.6	3.2
11 WJLB/Detroit	5.8	5.5	5.4
11 WHTD/Detroit	2.4	2.3	2.6
12 WEDR/Miami	6.6	7.1	7.3
12 WMIB/Miami	3.3	2.2	2.5
19 WWPR/Long Island*	1.9	2.3	2.1
35 KMEL/San Jose**	3.0	2.2	1.9
38 WWPR/Middlesex**	2.8	2.8	2.6

Gains/Losses

After a one-half share April-May dip, **“K-104” (KKDA-FM)** takes a seven-tenths **jump** to 4.4.

Mk	Calls/City	May	June	Fluctuation
5	KKDA-FM/Dallas	3.7	4.4	+.7
3	WPWX/Chicago	1.5	1.8	+.3
7	WVEE/Atlanta	9.2	9.5	+.3
11	WHTD/Detroit	2.3	2.6	+.3
12	WMIB/Miami	2.2	2.5	+.3
12	WEDR/Miami	7.1	7.3	+.2
3	WGCI-FM/Chicago	2.7	2.7	Flat
11	WJLB/Detroit	5.5	5.4	-.1
19	WWPR/Long Island*	2.3	2.1	-.2
38	WWPR/Middlesex**	2.8	2.6	-.2
35	KMEL/San Jose**	2.2	1.9	-.3
1	WWPR/New York	3.2	2.9	-.3
7	WHTA/Atlanta	4.4	4.1	-.3
8	WUSL/Philadelphia	3.1	2.7	-.4
9	WKYS/Washington	3.6	3.2	-.4
4	KMEL/San Francisco	4.0	3.5	-.5

- The majority of Urban Contemporary stations listed went down May-June (**56%** - exactly the same as in May); **38%** improved (compared to 22% in May); and **6%** remained even.
- Nearly identical are typical gains **+.35** and representative declines **-.33**.

AQH Share

WEDR – from recently added PPM market Miami – grabs the #2 slot.

Mk	Calls/City	Apr	May	June
7	WVEE/Atlanta	8.3	9.2	9.5
12	WEDR/Miami	6.6	7.1	7.3
11	WJLB/Detroit	5.8	5.5	5.4
5	KKDA-FM/Dallas	4.2	3.7	4.4
7	WHTA/Atlanta	4.4	4.4	4.1
4	KMEL/San Francisco	3.8	4.0	3.5
9	WKYS/Washington	3.8	3.6	3.2

1 WWPR/New York	3.4	3.2	2.9
3 WGCI-FM/Chicago	2.7	2.7	2.7
8 WUSL/Philadelphia	3.2	3.1	2.7
11 WHTD/Detroit	2.4	2.3	2.6
38 WWPR/Middlesex**	2.8	2.8	2.6
12 WMIB/Miami	3.3	2.2	2.5
19 WWPR/Long Island*	1.9	2.3	2.1
35 KMEL/San Jose**	3.0	2.2	1.9
3 WPWX/Chicago	2.3	1.5	1.8

- Urban Contemporary outlets in our sample remain fairly consistent, posting a **3.86** 6+ average in April; **falling** to **3.73** in May; and basically remaining steady (**3.70**) in June.

Market Rankers

Just under four in ten Urban Contemporary panelists (**38%**) finished in the top ten in June (6+).

Mk	Calls/City	May	June	6+ Rank
7	WVEE/Atlanta	9.2	9.5	#1
12	WEDR/Miami	7.1	7.3	#2
11	WJLB/Detroit	5.5	5.4	#4
5	KKDA-FM/Dallas	3.7	4.4	#5
4	KMEL/San Francisco	4.0	3.5	#8
7	WHTA/Atlanta	4.4	4.1	#8
3	WGCI-FM/Chicago	2.7	2.7	#12
1	WWPR/New York	3.2	2.9	#14
9	WKYS/Washington	3.6	3.2	#14
8	WUSL/Philadelphia	3.1	2.7	#17
19	WWPR/Long Island*	2.3	2.1	#17
12	WMIB/Miami	2.2	2.5	#18
11	WHTD/Detroit	2.3	2.6	#19
38	WWPR/Middlesex**	2.8	2.6	#19
35	KMEL/San Jose**	2.2	1.9	#20
3	WPWX/Chicago	1.5	1.8	#23

- Urban Contemporary stations in PPM markets generally ranked **12th/13th** (**#12.56**) in their respective markets in June (6+), compared to May's **#12.92**.

By Strongest Market

Miami, Detroit, Chicago and Dallas (coincidentally all in a row) are the lone markets notching (6+) April-May **improvements**.

There are no qualifying Urban Contemporary representatives in Los Angeles, Houston, Boston, Seattle, Phoenix, Minneapolis, San Diego or Riverside.

Atlanta	13.6	13.6	Flat
WVEE	9.2	9.5	+.3
WHTA	4.4	4.1	-.3

Miami	9.3	9.8	+.5
WEDR	7.1	7.3	+.2
WMIB	2.2	2.5	+.3
Detroit	7.8	8.0	+.2
WJLB	5.5	5.4	-.1
WHTD	2.3	2.6	+.3
Chicago	4.2	4.5	+.3
WGCI-FM	2.7	2.7	Flat
WPWX	1.5	1.8	+.3
Dallas	3.7	4.4	+.7
KKDA-FM	3.7	4.4	+.7
San Francisco	4.0	3.5	-.5
KMEL	4.0	3.5	-.5
Washington	3.6	3.2	-.4
WKYS	3.6	3.2	-.4
New York	3.2	2.9	-.3
WWPR	3.2	2.9	-.3
Philadelphia	3.1	2.7	-.4
WUSL	3.1	2.7	-.4
Middlesex	2.8	2.6	-.2
WWPR**	2.8	2.6	-.2
Long Island	2.3	2.1	-.2
WWPR**	2.3	2.1	-.2
San Jose	2.2	1.9	-.3
KMEL**	2.2	1.9	-.3

By Group Owner

All four group owners with a lone Urban Contemporary representative **increased** May-June while the two owners having multiple stations were **off**.

Clear Channel	28.0	26.3	-1.7	
1 WWPR/New York	3.2	2.9	-.3	#14
3 WGCI-FM/Chicago	2.7	2.7	Flat	#12
4 KMEL/San Francisco	4.0	3.5	-.5	#8
8 WUSL/Philadelphia	3.1	2.7	-.4	#17
11 WJLB/Detroit	5.5	5.4	-.1	#4
12 WMIB/Miami	2.2	2.5	+.3	#18
19 WWPR/Long Island*	2.3	2.1	-.2	#17
35 KMEL/San Jose**	2.2	1.9	-.3	#20
38 WWPR/Middlesex**	2.8	2.6	-.2	#19
Radio One	10.3	9.9	-.4	
7 WHTA/Atlanta	4.4	4.1	-.3	#8
9 WKYS/Washington	3.6	3.2	-.4	#14

11 WHTD/Detroit	2.3	2.6	+ .3	#19
CBS Radio	9.2	9.5	+ .3	
7 WVEE/Atlanta	9.2	9.5	+ .3	#1
Cox Radio	7.1	7.3	+ .2	
12 WEDR/Miami	7.1	7.3	+ .2	#2
Service	3.7	4.4	+ .7	
5 KKDA-FM/Dallas	3.7	4.4	+ .7	#5
Crawford	1.5	1.8	+ .3	
3 WPWX/Chicago	1.5	1.8	+ .3	#23

Archived [here](#) is last week's "Inside The Numbers with Mike Kinosian" (8-6-2009), which featured a June PPM recap of CHR and Rhythmic CHR stations.

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