



May PPM – Urban AC & Urban Contemporary

Urban AC has an especially good month with **57%** of its stations showing April-May progress while virtually the same percentage of Urban Contemporary outlets register month-month declines. 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 May 2009 survey. Boston (#10) is the only PPM market which **didn't** produce a qualifying station in **either** of these two formats.

*Dual asterisks (**) designate non-metro stations.*

Urban AC

Basic Overview

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

Mk	Calls/City	Feb	Mar	Apr	May
1	WBLS/New York	3.8	4.4	4.0	3.6
1	WRKS/New York	4.0	3.9	3.5	3.4
2	KHHT/Los Angeles	2.8	2.5	2.4	2.7
3	WVAZ/Chicago	4.4	4.4	4.3	4.7
3	WSRB/Chicago	0.7	0.8	0.9	1.2
4	KBLX/San Francisco	3.0	2.6	2.9	3.7
5	KRNB/Dallas	2.5	2.3	3.0	3.0
5	KSOC/Dallas	2.4	2.3	2.3	2.1
6	KMJQ/Houston	7.5	7.4	7.0	7.3
7	WAMJ/Atlanta	4.0	5.6	4.4	5.1
8	WDAS/Philadelphia	6.5	5.9	5.4	5.3
8	WRNB/Philadelphia	3.3	3.0	3.3	2.8
9	WHUR/Washington	6.4	6.7	6.4	7.4
9	WMMJ/Washington	4.8	4.2	4.4	4.7
11	WMXD/Detroit	4.1	4.1	4.1	3.9
11	WDMK/Detroit	2.4	2.8	2.8	3.7
11	WGPR/Detroit	2.1	2.1	2.4	2.3
19	WBLS/Long Island**	1.5	1.8	1.8	1.7
19	WRKS/Long Island**	1.6	1.6	1.2	1.4
26	KHHT/Riverside**	2.2	2.9	3.1	3.6
35	KBLX/San Jose**	0.9	0.7	1.1	1.2
38	WBLS/Middlesex**	5.0	6.2	3.9	3.6
38	WRKS/Middlesex**	2.0	2.1	2.6	2.9

Gains/Losses

Both D.C.-based Urban ACs are up month-month however **Howard University**-owned **WHUR** makes the most noise with the largest gain of any station in the format **(+1.0)**.

Mk	Calls/City	Apr	May	Flux
9	WHUR/Washington	6.4	7.4	+1.0
11	WDMK/Detroit	2.8	3.7	+0.9
4	KBLX/San Francisco	2.9	3.7	+0.8

7 WAMJ/Atlanta	4.4	5.1	+ .7
26 KHHT/Riverside**	3.1	3.6	+ .5
3 WVAZ/Chicago	4.3	4.7	+ .4
2 KHHT/Los Angeles	2.4	2.7	+ .3
3 WSRB/Chicago	0.9	1.2	+ .3
6 KMJQ/Houston	7.0	7.3	+ .3
9 WMMJ/Washington	4.4	4.7	+ .3
38 WRKS/Middlesex**	2.6	2.9	+ .3
19 WRKS/Long Island**	1.2	1.4	+ .2
35 KBLX/San Jose**	1.1	1.2	+ .1
5 KRNB/Dallas	3.0	3.0	Flat
1 WRKS/New York	3.5	3.4	- .1
8 WDAS/Philadelphia	5.4	5.3	- .1
11 WGPR/Detroit	2.4	2.3	- .1
19 WBL/Long Island**	1.8	1.7	- .1
5 KSOC/Dallas	2.3	2.1	- .2
11 WMXD/Detroit	4.1	3.9	- .2
38 WBL/Middlesex**	3.9	3.6	- .3
1 WBL/New York	4.0	3.6	- .4
8 WRNB/Philadelphia	3.3	2.8	- .5

- Approximately four in ten Urban AC outlets shown here were down April-May (**39%**); however **57%** were up; and **4%** remained flat.
- Typical gains were **+ .46** and representative losses were about half that, **- .22**.

AQH Share

Aided by its 1.0-share April-May gain, WHUR (**7.4**) unseats **Radio One's KMJQ/Houston** for Urban AC's highest 6+ share honors.

Mk Calls/City	Feb	Mar	Apr	May
9 WHUR/Washington	6.4	6.7	6.4	7.4
6 KMJQ/Houston	7.5	7.4	7.0	7.3
8 WDAS/Philadelphia	6.5	5.9	5.4	5.3
7 WAMJ/Atlanta	4.0	5.6	4.4	5.1
3 WVAZ/Chicago	4.4	4.4	4.3	4.7
9 WMMJ/Washington	4.8	4.2	4.4	4.7
11 WMXD/Detroit	4.1	4.1	4.1	3.9
4 KBLX/San Francisco	3.0	2.6	2.9	3.7
11 WDMK/Detroit	2.4	2.8	2.8	3.7
1 WBL/New York	3.8	4.4	4.0	3.6
26 KHHT/Riverside**	2.2	2.9	3.1	3.6
38 WBL/Middlesex**	5.0	6.2	3.9	3.6
1 WRKS/New York	4.0	3.9	3.5	3.4
5 KRNB/Dallas	2.5	2.3	3.0	3.0
38 WRKS/Middlesex**	2.0	2.1	2.6	2.9
8 WRNB/Philadelphia	3.3	3.0	3.3	2.8
2 KHHT/Los Angeles	2.8	2.5	2.4	2.7
11 WGPR/Detroit	2.1	2.1	2.4	2.3
5 KSOC/Dallas	2.4	2.3	2.3	2.1
19 WBL/Long Island**	1.5	1.8	1.8	1.7
19 WRKS/Long Island**	1.6	1.6	1.2	1.4
3 WSRB/Chicago	0.7	0.8	0.9	1.2
35 KBLX/San Jose**	0.9	0.7	1.1	1.2

- This particular Urban AC sample increases April's 6+ **3.35** average to **3.53** (May).

Market Rankers

More than one in every five Urban ACs listed (**22%**) ranks in the top five – **43%** are in the top ten.

Mk Calls/City	Apr	May	May 6+ Rank
6 KMJQ/Houston	7.0	7.3	#1
9 WHUR/Washington	6.4	7.4	#2
3 WVAZ/Chicago	4.3	4.7	#4
8 WDAS/Philadelphia	5.4	5.3	#4
7 WAMJ/Atlanta	4.4	5.1	#5
4 KBLX/San Francisco	2.9	3.7	#7
9 WMMJ/Washington	4.4	4.7	#7
26 KHHT/Riverside**	3.1	3.6	#8
38 WBLS/Middlesex**	3.9	3.6	#8
1 WBLS/New York	4.0	3.6	#10
1 WRKS/New York	3.5	3.4	#12
11 WMXD/Detroit	4.1	3.9	#14
5 KRNB/Dallas	3.0	3.0	#15
11 WDMK/Detroit	2.8	3.7	#15
38 WRKS/Middlesex**	2.6	2.9	#15
2 KHHT/Los Angeles	2.4	2.7	#16
8 WRNB/Philadelphia	3.3	2.8	#16
11 WGPR/Detroit	2.4	2.3	#19
19 WBLS/Long Island**	1.8	1.7	#19
5 KSOC/Dallas	2.3	2.1	#21
19 WRKS/Long Island**	1.2	1.4	#21
35 KBLX/San Jose**	1.1	1.2	#26
3 WSRB/Chicago	0.9	1.2	#29

- Based on data from the PPM metros, Urban AC facilities usually finished **12th/13th (#12.78)** in their respective markets in May (6+).

By Strongest Market

With the exception of Philadelphia (**-.6**), New York (**-.5**) and Dallas (**-.2**), all markets are **up** (or in the case of Middlesex, **flat**) April-May.

Washington	10.8	12.1	+1.3
WHUR	6.4	7.4	+1.0
WMMJ	4.4	4.7	+ .3
Detroit	9.3	9.9	+.6
WMXD	4.1	3.9	-.2
WDMK	2.8	3.7	+.9
WGPR	2.4	2.3	-.1
Philadelphia	8.7	8.1	-.6
WDAS	5.4	5.3	-.1
WRNB	3.3	2.8	-.5
Houston	7.0	7.3	+.3
KMJQ	7.0	7.3	+.3
New York	7.5	7.0	-.5
WBLS	4.0	3.6	-.4
WRKS	3.5	3.4	-.1
Middlesex	6.5	6.5	Flat
WBLS**	3.9	3.6	-.3
WRKS**	2.6	2.9	+.3

Chicago	5.2	5.9	+ .7
WVAZ	4.3	4.7	+ .4
WSRB	0.9	1.2	+ .3
Dallas	5.3	5.1	- .2
KRNB	3.0	3.0	Flat
KSOC	2.3	2.1	- .2
Atlanta	4.4	5.1	+ .7
WAMJ	4.4	5.1	+ .7
San Francisco	2.9	3.7	+ .8
KBLX	2.9	3.7	+ .8
Riverside	3.1	3.6	+ .5
KHHT**	3.1	3.6	+ .5
Long Island	3.0	3.1	+ .1
WBLS**	1.8	1.7	- .1
WRKS**	1.2	1.4	+ .2
Los Angeles	2.4	2.7	+ .3
KHHT	2.4	2.7	+ .3
San Jose	1.1	1.2	+ .1
KBLX**	1.1	1.2	+ .1

By Group Owner

The eight owners of Urban AC outlets shown here retain their April rankings. **Service** was **flat** and **WGPR, Inc.** was **down** by just one-tenth; all others are **up** month-month.

Radio One	24.2	25.7	+1.5	
5 KSOC/Dallas	2.3	2.1	- .2	#21
6 KMJQ/Houston	7.0	7.3	+ .3	#1
7 WAMJ/Atlanta	4.4	5.1	+ .7	#5
8 WRNB/Philadelphia	3.3	2.8	- .5	#16
9 WMMJ/Washington	4.4	4.7	+ .3	#7
11 WDMK/Detroit	2.8	3.7	+ .9	#15
Clear Channel	19.3	20.2	+ .9	
2 KHHT/Los Angeles	2.4	2.7	+ .3	#16
3 WVAZ/Chicago	4.3	4.7	+ .4	#4
8 WDAS/Philadelphia	5.4	5.3	- .1	#4
11 WMXD/Detroit	4.1	3.9	- .2	#14
26 KHHT/Riverside**	3.1	3.6	+ .5	#8
Inner City	13.7	13.8	+ .1	
1 WBLS/New York	4.0	3.6	- .4	#10
4 KBLX/San Francisco	2.9	3.7	+ .8	#7
19 WBLS/Long Island**	1.8	1.7	- .1	#19
35 KBLX/San Jose**	1.1	1.2	+ .1	#26
38 WBLS/Middlesex**	3.9	3.6	- .3	#8
Emmis	7.3	7.7	+ .4	
1 WRKS/New York	3.5	3.4	- .1	#12
19 WRKS/Long Island**	1.2	1.4	+ .2	#21
38 WRKS/Middlesex**	2.6	2.9	+ .3	#15

Howard University	6.4	7.4	+1.0	
9 WHUR/Washington	6.4	7.4	+1.0	#2
Service	3.0	3.0	Flat	
5 KRNB/Dallas	3.0	3.0	Flat	#15
WGPR, Inc.	2.4	2.3	-.1	
11 WGPR/Detroit	2.4	2.3	-.1	#19
Crawford	0.9	1.2	+.3	
3 WSRB/Chicago	0.9	1.2	+.3	#29

Urban Contemporary

Basic Overview

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

Mk Calls/City	Feb	Mar	Apr	May
1 WWPR/New York	3.2	3.3	3.4	3.2
3 WGCI-FM/Chicago	2.8	2.5	2.7	2.7
3 WPWX/Chicago	1.4	1.7	2.3	1.5
4 KMEL/San Francisco	3.4	3.7	3.8	4.0
5 KKDA-FM/Dallas	4.3	3.6	4.2	3.7
7 WVEE/Atlanta	10.2	9.2	8.3	9.2
7 WHTA/Atlanta	4.3	4.0	4.4	4.4
8 WUSL/Philadelphia	3.6	3.0	3.2	3.1
9 WKYS/Washington	4.0	3.4	3.8	3.6
11 WJLB/Detroit	4.5	4.6	5.8	5.5
11 WHTD/Detroit	2.1	1.9	2.4	2.3
19 WWPR/Long Island*	2.1	1.9	1.9	2.3
35 KMEL/San Jose**	2.0	3.0	3.0	2.2
38 WWPR/Middlesex**	2.3	2.5	2.8	2.8

Gains/Losses

A whopping nine-tenth increase returns "V-103" (WVEE) to its March **9.2**.

Mk Calls/City	Apr	May	Fluctuation
7 WVEE/Atlanta	8.3	9.2	+.9
19 WWPR/Long Island*	1.9	2.3	+.4
4 KMEL/San Francisco	3.8	4.0	+.2
3 WGCI-FM/Chicago	2.7	2.7	Flat
7 WHTA/Atlanta	4.4	4.4	Flat
38 WWPR/Middlesex**	2.8	2.8	Flat
8 WUSL/Philadelphia	3.2	3.1	-.1
11 WHTD/Detroit	2.4	2.3	-.1
1 WWPR/New York	3.4	3.2	-.2
9 WKYS/Washington	3.8	3.6	-.2
11 WJLB/Detroit	5.8	5.5	-.3
5 KKDA-FM/Dallas	4.2	3.7	-.5
3 WPWX/Chicago	2.3	1.5	-.8
35 KMEL/San Jose**	3.0	2.2	-.8

- The majority of Urban Contemporary stations listed went down April-May (**56%**); **22%** improved; and **22%** remained even.
- Typical gains were **+.5** and representative declines were **-.37**.

AQH Share

It's the same top three as in April however **KMEL** overtakes Dallas' "**K-104**" for the #4 slot.

Mk Calls/City	Feb	Mar	Apr	May
7 WVEE/Atlanta	10.2	9.2	8.3	9.2
11 WJLB/Detroit	4.5	4.6	5.8	5.5
7 WHTA/Atlanta	4.3	4.0	4.4	4.4
4 KMEL/San Francisco	3.4	3.7	3.8	4.0
5 KKDA-FM/Dallas	4.3	3.6	4.2	3.7
9 WKYS/Washington	4.0	3.4	3.8	3.6
1 WWPR/New York	3.2	3.3	3.4	3.2
8 WUSL/Philadelphia	3.6	3.0	3.2	3.1
38 WWPR/Middlesex**	2.3	2.5	2.8	2.8
3 WGCI-FM/Chicago	2.8	2.5	2.7	2.7
11 WHTD/Detroit	2.1	1.9	2.4	2.3
19 WWPR/Long Island*	2.1	1.9	1.9	2.3
35 KMEL/San Jose**	2.0	3.0	3.0	2.2
3 WPWX/Chicago	1.4	1.7	2.3	1.5

- After rising from **3.35** in January to **3.58** in February, Urban Contemporary outlets in our sample posted a **3.45** 6+ average in March, spiked to **3.71** in April and there's a bit of a dip in May to **3.60**.

Market Rankers

Slightly more than one of three stations in our Urban Contemporary panel (**36%**) finished in the top ten in May (6+).

Mk Calls/City	Apr	May	May 6+ Rank
7 WVEE/Atlanta	8.3	9.2	#1
11 WJLB/Detroit	5.8	5.5	#3
4 KMEL/San Francisco	3.8	4.0	#5
7 WHTA/Atlanta	4.4	4.4	#6
5 KKDA-FM/Dallas	4.2	3.7	#9
9 WKYS/Washington	3.8	3.6	#13
1 WWPR/New York	3.4	3.2	#14
3 WGCI-FM/Chicago	2.7	2.7	#15
8 WUSL/Philadelphia	3.2	3.1	#15
19 WWPR/Long Island*	1.9	2.3	#16
38 WWPR/Middlesex**	2.8	2.8	#17
11 WHTD/Detroit	2.4	2.3	#19
35 KMEL/San Jose**	3.0	2.2	#20
3 WPWX/Chicago	2.3	1.5	#28

- Urban Contemporary stations in PPM markets generally ranked **12th/13th** (**#12.92**) in their respective markets in May (6+).

By Strongest Market

Atlanta, Long Island and San Francisco are the lone markets notching (6+) April-May **improvements**. There are no qualifying Urban Contemporary representatives in Los Angeles, Houston, Boston or Riverside.

Atlanta	12.7	13.6	+.9
WVEE	8.3	9.2	+.9
WHTA	4.4	4.4	Flat
Detroit	8.2	7.8	-.4
WJLB	5.8	5.5	-.3
WHTD	2.4	2.3	-.1

Chicago	5.0	4.2	-.8
WGCI-FM	2.7	2.7	Flat
WPWX	2.3	1.5	-.8
San Francisco	3.8	4.0	+.2
KMEL	3.8	4.0	+.2
Dallas	4.2	3.7	-.5
KKDA-FM	4.2	3.7	-.5
Washington	3.8	3.6	-.2
WKYS	3.8	3.6	-.2
New York	3.4	3.2	-.2
WWPR	3.4	3.2	-.2
Philadelphia	3.2	3.1	-.1
WUSL	3.2	3.1	-.1
Middlesex	2.8	2.8	Flat
WWPR**	2.8	2.8	Flat
Long Island	1.9	2.3	+.4
WWPR**	1.9	2.3	+.4
San Jose	3.0	2.2	-.8
KMEL**	3.0	2.2	-.8

By Group Owner

Even though **Radio One** has a three station to one advantage, **CBS Radio** (the only group with an April-May increase) is gaining.

Clear Channel	26.6	25.8	-.8	
1 WWPR/New York	3.4	3.2	-.2	#14
3 WGCI-FM/Chicago	2.7	2.7	Flat	#15
4 KMEL/San Francisco	3.8	4.0	+.2	#5
8 WUSL/Philadelphia	3.2	3.1	-.1	#15
11 WJLB/Detroit	5.8	5.5	-.3	#3
19 WWPR/Long Island*	1.9	2.3	+.4	#16
35 KMEL/San Jose**	3.0	2.2	-.8	#20
38 WWPR/Middlesex**	2.8	2.8	Flat	#17
Radio One	10.6	10.3	-.3	
7 WHTA/Atlanta	4.4	4.4	Flat	#6
9 WKYS/Washington	3.8	3.6	-.2	#13
11 WHTD/Detroit	2.4	2.3	-.1	#19
CBS Radio	8.3	9.2	+.9	
7 WVEE/Atlanta	8.3	9.2	+.9	#1
Service	4.2	3.7	-.5	
5 KKDA-FM/Dallas	4.2	3.7	-.5	#9
Crawford	2.3	1.5	-.8	
3 WPWX/Chicago	2.3	1.5	-.8	#28

Archived [here](#) is last week's "**Inside The Numbers with Mike Kinosian**" (7-2-2009), which featured a May PPM recap of Talk stations.