



June PPM – Talk

Data from five new Portable People Meter markets – Miami (#12), Seattle (#14), Phoenix (#15), Minneapolis (#16) and San Diego (#17) – is included for the first time in this “**Inside The Numbers**” June 2009 Talk overview. At the same time, we’ll exclude information from satellite markets Long Island (#19), Riverside (#26), San Jose (#35) and Middlesex (#38), giving us a net gain of one market. A 1.0 share (6+) in an applicable June 2009 Portable People Meter survey was required to appear in our comprehensive summary. Talk outlets that qualified in May but have fallen below that one-share threshold include WKKW in both the New York and Philadelphia monthlies, WIND/Chicago and KPRC/Houston.

Dual asterisks (**) designate non-metro signals while && denotes Public Radio outlets.

Basic Overview

By descending market size, each Talk station’s April, May and June 6+ shares are noted.

Mk	Calls/City	Apr	May	June	Mk	Calls/City	Apr	May	June
1	WABC/New York	3.9	3.8	3.9	10	WRKO/Boston	4.5	5.0	5.6
1	WOR/New York	2.2	2.2	2.4	10	WBUR-FM/Boston&&	4.2	4.1	3.9
1	WNYC-FM/New York&&	1.7	1.7	1.8	10	WTKK/Boston	3.5	3.3	3.3
1	WNYC-AM/New York&&	1.0	1.1	1.0	11	WJR/Detroit	4.7	4.3	4.4
2	KFI/Los Angeles	4.5	4.9	4.6	11	WUOM/Detroit&&	1.5	1.2	1.3
2	KABC/Los Angeles	1.9	1.8	1.8	12	WLRN/Miami&&	3.6	3.8	3.7
2	KPCC/Los Angeles&&	1.5	1.9	1.7	12	WIOD/Miami	3.9	3.3	3.2
3	WGN/Chicago	5.3	5.0	6.1	14	KUOW/Seattle&&	3.6	3.6	3.7
3	WLS-AM/Chicago	4.8	4.3	4.0	14	KTTH/Seattle	2.9	3.4	3.0
3	WBEZ/Chicago&&	1.9	2.0	2.0	14	KIRO-FM/Seattle	2.6	2.6	2.3
4	KGO/San Francisco	5.4	6.3	6.0	14	KVI/Seattle	1.5	1.5	1.5
4	KOED/San Francisco&&	5.0	4.0	4.7	14	KPTK/Seattle	1.3	1.0	1.2
4	KSFO/San Francisco	3.9	3.4	3.3	15	KFYI/Phoenix	5.2	6.2	6.6
4	KNEW/San Francisco	1.0	1.0	1.2	15	KTAR-FM/Phoenix	4.3	4.4	3.8
5	WBAP/Dallas	3.5	3.6	3.2	15	KJZZ/Phoenix&&	2.9	2.7	3.4
5	KRLD/Dallas	2.2	2.2	2.3	15	KKNT/Phoenix	1.0	1.0	1.0
5	KERA/Dallas&&	1.5	1.9	2.2	16	KNOW/Minneapolis&&	5.3	4.6	5.7
5	KLIF/Dallas	1.3	1.1	1.1	16	WCCO/Minneapolis	5.5	5.8	5.3
6	KTRH/Houston	4.8	4.1	4.0	16	KSTP-AM/Minneapolis	3.0	3.4	3.3
6	KSEV/Houston	1.0	0.9	1.0	16	KTLC-FM/Minneapolis	3.7	2.7	2.5
7	WSB-AM/Atlanta	8.4	8.1	7.5	16	WFMP/Minneapolis	2.2	1.5	1.4
7	WGST/Atlanta	1.8	1.9	1.7	16	KTNF/Minneapolis	1.1	1.1	1.3
8	WPHT/Philadelphia	3.0	3.4	3.8	16	WWTC/Minneapolis	0.8	0.7	1.0
8	WHYY/Philadelphia&&	3.3	3.2	3.3	17	KOGO/San Diego	4.3	4.5	4.5
9	WAMU/Washington&&	6.1	5.9	5.9	17	KPBS/San Diego&&	3.7	3.6	3.7
9	WMAL/Washington	2.8	2.3	2.3	17	KFMB-AM/San Diego	3.8	3.2	3.4
9	WJFK-FM/Washington	1.6	2.1	1.9	17	KFI/San Diego**	1.9	2.0	1.9
10	WBZ/Boston	6.4	6.5	6.2					

Gains/Losses

Two robust +1.1 increases – one from Chicago Cubs flagship **WGN** and the other from Twin Cities public **KNOW** – top the list. Meanwhile, there are seven-tenths gains by public outlets in San Francisco (**KQED-FM**) and Phoenix (**KJZZ**).

Mk	Calls/City	May	June	Change	Mk	Calls/City	May	Jun	Change
3	WGN/Chicago	5.0	6.1	+1.1	10	WTKK/Boston	3.3	3.3	Flat
16	KNOW/Minneapolis&&	4.6	5.7	+1.1	14	KVI/Seattle	1.5	1.5	Flat
4	KQED/San Francisco&&	4.0	4.7	+0.7	15	KKNT/Phoenix	1.0	1.0	Flat
15	KJZZ/Phoenix&&	2.7	3.4	+0.7	17	KOGO/San Diego	4.5	4.5	Flat
10	WRKO/Boston	5.0	5.6	+0.6	1	WNYC-AM/New York&&	1.1	1.0	-0.1
8	WPHT/Philadelphia	3.4	3.8	+0.4	4	KSFO/San Francisco	3.4	3.3	-0.1
15	KFYI/Phoenix	6.2	6.6	+0.4	6	KTRH/Houston	4.1	4.0	-0.1
5	KERA/Dallas&&	1.9	2.2	+0.3	12	WLRN/Miami&&	3.8	3.7	-0.1
16	WWTC/Minneapolis	0.7	1.0	+0.3	12	WIOD/Miami	3.3	3.2	-0.1
1	WOR/New York	2.2	2.4	+0.2	16	KSTP-AM/Minneapolis	3.4	3.3	-0.1
4	KNEW/San Francisco	1.0	1.2	+0.2	16	WFMP/Minneapolis	1.5	1.4	-0.1
14	KPTK/Seattle	1.0	1.2	+0.2	17	KFI/San Diego**	2.0	1.9	-0.1
16	KTNF/Minneapolis	1.1	1.3	+0.2	2	KPCC/Los Angeles&&	1.9	1.7	-0.2
17	KFMB-AM/San Diego	3.2	3.4	+0.2	7	WGST/Atlanta	1.9	1.7	-0.2
1	WABC/New York	3.8	3.9	+0.1	9	WJFK-FM/Washington	2.1	1.9	-0.2
1	WNYC-FM/New York&&	1.7	1.8	+0.1	10	WBUR-FM/Boston&&	4.1	3.9	-0.2
5	KRLD/Dallas	2.2	2.3	+0.1	16	KTLK-FM/Minneapolis	2.7	2.5	-0.2
6	KSEV/Houston	0.9	1.0	+0.1	2	KFI/Los Angeles	4.9	4.6	-0.3
8	WHYY/Philadelphia&&	3.2	3.3	+0.1	3	WLS-AM/Chicago	4.3	4.0	-0.3
11	WJR/Detroit	4.3	4.4	+0.1	4	KGO/San Francisco	6.3	6.0	-0.3
11	WUOM/Detroit&&	1.2	1.3	+0.1	10	WBZ/Boston	6.5	6.2	-0.3
14	KUOW/Seattle&&	3.6	3.7	+0.1	14	KIRO-FM/Seattle	2.6	2.3	-0.3
17	KPBS/San Diego&&	3.6	3.7	+0.1	5	WBAP/Dallas	3.6	3.2	-0.4
2	KABC/Los Angeles	1.8	1.8	Flat	14	KTTH/Seattle	3.4	3.0	-0.4
3	WBEZ/Chicago&&	2.0	2.0	Flat	16	WCCO/Minneapolis	5.8	5.3	-0.5
5	KLIF/Dallas	1.1	1.1	Flat	7	WSB-AM/Atlanta	8.1	7.5	-0.6
9	WAMU/Washington&&	5.9	5.9	Flat	15	KTAR-FM/Phoenix	4.4	3.8	-0.6
9	WMAL/Washington	2.3	2.3	Flat					

- There are as many ups (**42%**) as there are downs (**42%**) among the Talk stations listed (6+, May-June); while the remaining **16%** stay even.
- Typical gains are **+0.32** and representative dips are **-0.25**.

AQH Share

Mk	Calls/City	Apr	May	June	Mk	Calls/City	Apr	May	June
7	WSB-AM/Atlanta	8.4	8.1	7.5	10	WBUR-FM/Boston&&	4.2	4.1	3.9
15	KFYI/Phoenix	5.2	6.2	6.6	8	WPHT/Philadelphia	3.0	3.4	3.8
10	WBZ/Boston	6.4	6.5	6.2	15	KTAR-FM/Phoenix	4.3	4.4	3.8
3	WGN/Chicago	5.3	5.0	6.1	12	WLRN/Miami&&	3.6	3.8	3.7
4	KGO/San Francisco	5.4	6.3	6.0	14	KUOW/Seattle&&	3.6	3.6	3.7
9	WAMU/Washington&&	6.1	5.9	5.9	17	KPBS/San Diego&&	3.7	3.6	3.7
16	KNOW/Minneapolis&&	5.3	4.6	5.7	15	KJZZ/Phoenix&&	2.9	2.7	3.4
10	WRKO/Boston	4.5	5.0	5.6	17	KFMB-AM/San Diego	3.8	3.2	3.4
16	WCCO/Minneapolis	5.5	5.8	5.3	4	KSFO/San Francisco	3.9	3.4	3.3
4	KQED/San Francisco&&	5.0	4.0	4.7	8	WHYY/Philadelphia&&	3.3	3.2	3.3
2	KFI/Los Angeles	4.5	4.9	4.6	10	WTKK/Boston	3.5	3.3	3.3
17	KOGO/San Diego	4.3	4.5	4.5	16	KSTP-AM/Minneapolis	3.0	3.4	3.3
11	WJR/Detroit	4.7	4.3	4.4	5	WBAP/Dallas	3.5	3.6	3.2
3	WLS-AM/Chicago	4.8	4.3	4.0	12	WIOD/Miami	3.9	3.3	3.2
6	KTRH/Houston	4.8	4.1	4.0	14	KTTH/Seattle	2.9	3.4	3.0
1	WABC/New York	3.9	3.8	3.9	16	KTLK-FM/Minneapolis	3.7	2.7	2.5

1 WOR/New York	2.2	2.2	2.4	14 KVI/Seattle	1.5	1.5	1.5
5 KRLD/Dallas	2.2	2.2	2.3	16 WFMP/Minneapolis	2.2	1.5	1.4
9 WMAL/Washington	2.8	2.3	2.3	11 WUOM/Detroit&&	1.5	1.2	1.3
14 KIRO-FM/Seattle	2.6	2.6	2.3	16 KTNF/Minneapolis	1.1	1.1	1.3
5 KERA/Dallas&&	1.5	1.9	2.2	4 KNEW/San Francisco	1.0	1.0	1.2
3 WBEZ/Chicago&&	1.9	2.0	2.0	14 KPTK/Seattle	1.3	1.0	1.2
9 WJFK-FM/Washington	1.6	2.1	1.9	5 KLIF/Dallas	1.3	1.1	1.1
17 KFI/San Diego**	1.9	2.0	1.9	1 WNYC-AM/New York&&	1.0	1.1	1.0
1 WNYC-FM/New York&&	1.7	1.7	1.8	6 KSEV/Houston	1.0	0.9	1.0
2 KABC/Los Angeles	1.9	1.8	1.8	15 KKNT/Phoenix	1.0	1.0	1.0
2 KPCC/Los Angeles&&	1.5	1.9	1.7	16 WWTC/Minneapolis	0.8	0.7	1.0
7 WGST/Atlanta	1.8	1.9	1.7				

- The average 6+ share for the specific Talk outlets from the 16 PPM metros noted above was **3.18** in **May** and **increases** to **3.21** in **June**.

Market Rankers

One in three qualifying Talk outlets in our sample (**33%**) ranked in the top ten (6+) in their respective PPM markets in June; only **16%** are in the top five.

Mk	Calls/City	May	June	6+ Rank	Mk	Calls/City	May	June	6+R
3	WGN/Chicago	5.0	6.1	#1	12	WIOD/Miami	3.3	3.2	#14
4	KGO/San Francisco	6.3	6.0	#1	15	KJZZ/Phoenix&&	2.7	3.4	#14
15	KFYI/Phoenix	6.2	6.6	#1	16	KTLK-FM/Minneapolis	2.7	2.5	#16
2	KFI/Los Angeles	4.9	4.6	#2	9	WMAL/Washington	2.3	2.3	#17
7	WSB-AM/Atlanta	8.1	7.5	#2	14	KTTH/Seattle	3.4	3.0	#17
10	WBZ/Boston	6.5	6.2	#2	1	WOR/New York	2.2	2.4	#18
4	KQED/San Francisco&&	4.0	4.7	#4	5	KRLD/Dallas	2.2	2.3	#19
9	WAMU/Washington&&	5.9	5.9	#4	1	WNYC-FM/New York&&	1.7	1.8	#20
10	WRKO/Boston	5.0	5.6	#4	9	WJFK-FM/Washington	2.1	1.9	#20
16	KNOW/Minneapolis&&	4.6	5.7	#6	14	KIRO-FM/Seattle	2.6	2.3	#20
1	WABC/New York	3.8	3.9	#7	16	WFMP/Minneapolis	1.5	1.4	#20
3	WLS-AM/Chicago	4.3	4.0	#7	3	WBEZ/Chicago&&	2.0	2.0	#21
16	WCCO/Minneapolis	5.8	5.3	#7	16	KTNF/Minneapolis	1.1	1.3	#21
17	KOGO/San Diego	4.5	4.5	#7	17	KFI/San Diego**	2.0	1.9	#21
6	KTRH/Houston	4.1	4.0	#9	2	KABC/Los Angeles	1.8	1.8	#22
8	WPHT/Philadelphia	3.4	3.8	#9	5	KERA/Dallas&&	1.9	2.2	#22
11	WJR/Detroit	4.3	4.4	#9	7	WGST/Atlanta	1.9	1.7	#22
4	KSFO/San Francisco	3.4	3.3	#10	16	WWTC/Minneapolis	0.7	1.0	#22
12	WLRN/Miami&&	3.8	3.7	#11	11	WUOM/Detroit&&	1.2	1.3	#23
15	KTAR-FM/Phoenix	4.4	3.8	#11	2	KPCC/Los Angeles&&	1.9	1.7	#24
17	KPBS/San Diego&&	3.6	3.7	#11	14	KVI/Seattle	1.5	1.5	#24
5	WBAP/Dallas	3.6	3.2	#12	6	KSEV/Houston	0.9	1.0	#25
10	WBUR-FM/Boston&&	4.1	3.9	#12	14	KPTK/Seattle	1.0	1.2	#26
14	KUOW/Seattle&&	3.6	3.7	#12	15	KKNT/Phoenix	1.0	1.0	#26
8	WHYY/Philadelphia&&	3.2	3.3	#13	1	WNYC-AM/New York&&	1.1	1.0	#27
16	KSTP-AM/Minneapolis	3.4	3.3	#13	4	KNEW/San Francisco	1.0	1.2	#28
17	KFMB-AM/San Diego	3.2	3.4	#13	5	KLIF/Dallas	1.1	1.1	#32
10	WTKK/Boston	3.3	3.3	#14					

- Based on data from the specified PPM markets, Talk facilities usually finished **14th (#14.45)** in their respective markets in **June** (6+).
- While the sample has been altered since our last overview, the 6+ rank still remains consistent - **#14.66** in **May**; **#14.72** in **April**, **#14.3** in **March** and **#14.6** in **February**.

By Strongest Market

With a stunning seven qualifying Talk stations, PPM newcomer **Minneapolis** takes over as the format leader. Nine of the PPM markets are **up** month-month (Chicago's **+ .8** is the highest); five are **down** (Atlanta's **- .8** represents the most significant decline); and two markets remain the **same**. Comparisons are May-June.

Minneapolis	19.8	20.5	+ .7				
KNOW&&	4.6	5.7			Washington, DC	10.3	10.1 - .2
WCCO	5.8	5.3			WAMU&&	5.9	5.9
KSTP-AM	3.4	3.3			WMAL	2.3	2.3
KTLK-FM	2.7	2.5			WJFK-FM	2.1	1.9
WFMP	1.5	1.4					
KTNF	1.1	1.3			Atlanta	10.0	9.2 - .8
WWTC	0.7	1.0			WSB-AM	8.1	7.5
					WGST	1.9	1.7
Boston	18.9	19.0	+ .1				
WBZ	6.5	6.2			New York	8.8	9.1 + .3
WRKO	5.0	5.6			WABC	3.8	3.9
WBUR-FM&&	4.1	3.9			WOR	2.2	2.4
WTKK	3.3	3.3			WNYC-FM&&	1.7	1.8
					WNYC-AM&&	1.1	1.0
San Francisco	14.7	15.2	+ .5				
KGO	6.3	6.0			Dallas	8.8	8.8 Flat
KOED&&	4.0	4.7			WBAP	3.6	3.2
KSFO	3.4	3.3			KRLD	2.2	2.3
KNEW	1.0	1.2			KERA&&	1.9	2.2
					KLIF	1.1	1.1
Phoenix	14.3	14.8	+ .5				
KFYI	6.2	6.6			Los Angeles	8.6	8.1 - .5
KTAR-FM	4.4	3.8			KFI	4.9	4.6
KJZZ&&	2.7	3.4			KABC	1.8	1.8
KKNT	1.0	1.0			KPCC&&	1.9	1.7
San Diego	13.3	13.5	+ .2		Philadelphia	6.6	7.1 + .5
KOGO	4.5	4.5			WPHT	3.4	3.8
KPBS&&	3.6	3.7			WHYY&&	3.2	3.3
KFMB-AM	3.2	3.4					
KFI**	2.0	1.9			Miami	7.1	6.9 - .2
					WLRN&&	3.8	3.7
Chicago	11.3	12.1	+ .8		WIOD	3.3	3.2
WGN	5.0	6.1					
WLS-AM	4.3	4.0			Detroit	5.5	5.7 + .2
WBEZ&&	2.0	2.0			WJR	4.3	4.4
					WUOM&&	1.2	1.3
Seattle	12.1	11.7	- .4				
KUOW&&	3.6	3.7			Houston	5.0	5.0 Flat
KTTH	3.4	3.0			KTRH	4.1	4.0
KIRO-FM	2.6	2.3			KSEV	0.9	1.0
KVI	1.5	1.5					
KPTK	1.0	1.2					

By Group Owner

Clear Channel (- .4) holds a 1.3-share advantage over runner-up **Citadel** (- .9). The top five group owners are all down month-month.

Clear Channel	30.6	30.2	- .4	
2 KFI/Los Angeles	4.9	4.6	- .3	#2
4 KNEW/San Francisco	1.0	1.2	+ .2	#28
6 KTRH/Houston	4.1	4.0	- .1	#9

7 WGST/Atlanta	1.9	1.7	-.2	#22
12 WIOD/Miami	3.3	3.2	-.1	#14
15 KFYI/Phoenix	6.2	6.6	+.4	#1
16 KTLK-FM/Minneapolis	2.7	2.5	-.2	#16
17 KOGO/San Diego	4.5	4.5	Flat	#7
17 KFI/San Diego**	2.0	1.9	-.1	#21

Citadel	29.8	28.9	-.9	
1 WABC/New York	3.8	3.9	+.1	#7
2 KABC/Los Angeles	1.8	1.8	Flat	#22
3 WLS-AM/Chicago	4.3	4.0	-.3	#7
4 KGO/San Francisco	6.3	6.0	-.3	#1
4 KSFO/San Francisco	3.4	3.3	-.1	#10
5 WBAP/Dallas	3.6	3.2	-.4	#12
9 WMAL/Washington	2.3	2.3	Flat	#17
11 WJR/Detroit	4.3	4.4	+.1	#9

CBS Radio	21.0	20.7	-.3	
5 KRLD/Dallas	2.2	2.3	+.1	#19
8 WPHT/Philadelphia	3.4	3.8	+.4	#9
9 WJFK-FM/Washington	2.1	1.9	-.2	#20
10 WBZ/Boston	6.5	6.2	-.3	#2
14 KPTK/Seattle	1.0	1.2	+.2	#26
16 WCCO/Minneapolis	5.8	5.3	-.5	#7

Bonneville	10.4	9.1	-1.3	
14 KTTH/Seattle	3.4	3.0	-.4	#17
14 KIRO-FM/Seattle	2.6	2.3	-.3	#20
15 KTAR-FM/Phoenix	4.4	3.8	-.6	#11

Cox Radio	8.1	7.5	-.6	
7 WSB-AM/Atlanta	8.1	7.5	-.6	#2

American Public Media	6.5	7.4	+.9	
2 KPCC/Los Angeles&&	1.9	1.7	-.2	#24
16 KNOW/Minneapolis&&	4.6	5.7	+1.1	#6

Tribune	5.0	6.1	+1.1	
3 WGN/Chicago	5.0	6.1	+1.1	#1

American University	5.9	5.9	Flat	
9 WAMU/Washington&&	5.9	5.9	Flat	#4

Entercom	5.0	5.6	+.6	
10 WRKO/Boston	5.0	5.6	+.6	#4

Hubbard	4.9	4.7	-.2	
16 KSTP-AM/Minneapolis	3.4	3.3	-.1	#13
16 WFMP/Minneapolis	1.5	1.4	-.1	#20

KQED	4.0	4.7	+.7	
4 KQED/San Francisco&&	4.0	4.7	+.7	#4

Boston University	4.1	3.9	-.2	
10 WBUR-FM/Boston&&	4.1	3.9	-.2	#12

Dade County School Board	3.8	3.7	-.1	
12 WLRN/Miami&&	3.8	3.7	-.1	#11

San Diego State University	3.6	3.7	+ .1	
17 KPBS/San Diego&&	3.6	3.7	+ .1	#11
University of Washington	3.6	3.7	+ .1	
14 KUOW/Seattle&&	3.6	3.7	+ .1	#12
Maricopa County Community	2.7	3.4	+ .7	
15 KJZZ/Phoenix&&	2.7	3.4	+ .7	#14
Midwest Television	3.2	3.4	+ .2	
17 KFMB-AM/San Diego	3.2	3.4	+ .2	#13
Greater Media	3.3	3.3	Flat	
10 WTKK/Boston	3.3	3.3	Flat	#14
WHYY, Inc.	3.2	3.3	+ .1	
8 WHYY/Philadelphia&&	3.2	3.3	+ .1	#13
WNYC Broadcasting	2.8	2.8	Flat	
1 WNYC-FM/New York&&	1.7	1.8	+ .1	#20
1 WNYC-AM/New York&&	1.1	1.0	- .1	#27
Buckley	2.2	2.4	+ .2	
1 WOR/New York	2.2	2.4	+ .2	#18
North TX Public	1.9	2.2	+ .3	
5 KERA/Dallas&&	1.9	2.2	+ .3	#22
Salem	1.7	2.0	+ .3	
15 KKNT/Phoenix	1.0	1.0	Flat	#26
16 WWTC/Minneapolis	0.7	1.0	+ .3	#22
WBEZ Alliance	2.0	2.0	Flat	
3 WBEZ/Chicago&&	2.0	2.0	Flat	#21
Fisher	1.5	1.5	Flat	
14 KVI/Seattle	1.5	1.5	Flat	#24
JR Broadcasting	1.1	1.3	+ .2	
16 KTNF/Minneapolis	1.1	1.3	+ .2	#21
Michigan Public Media	1.2	1.3	+ .1	
11 WUOM/Detroit&&	1.2	1.3	+ .1	#23
Cumulus	1.1	1.1	Flat	
5 KLIF/Dallas	1.1	1.1	Flat	#32
Dan Patrick	0.9	1.0	+ .1	
6 KPRC/Houston	0.9	1.0	+ .1	#25

Last week's "Inside The Numbers with Mike Kinosian" (7-16-2009) is archived [here](#) featuring [May 2009 PPM recap of Mainstream CHR and Rhythmic CHR](#) outlets.

--Mike Kinosian
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