



## April PPM – Talk

**A 1.0 share (6+) in an applicable April 2009 Portable People Meter survey was required to appear in our comprehensive “Inside The Numbers” summary of Talk stations.**

### Basic Overview

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

Mk	Calls/City	Jan	Feb	Mar	Apr
1	WABC/New York	4.2	4.5	4.3	3.9
1	WOR/New York	2.5	2.5	2.4	2.2
1	WNYC-FM/New York&&	1.2	1.4	1.6	1.7
1	WNYC-AM/New York&&	1.0	0.9	1.1	1.0
1	WXXW/New York**	1.1	1.0	1.0	1.0
2	KFI/Los Angeles	4.3	4.4	4.5	4.5
2	KABC/Los Angeles	1.9	1.8	1.7	1.9
2	KPCC/Los Angeles&&	1.9	1.8	1.5	1.5
3	WGN/Chicago	4.8	4.7	4.3	5.3
3	WLS-AM/Chicago	5.4	5.4	5.1	4.8
3	WBEZ/Chicago&&	2.4	2.4	2.1	1.9
3	WIND/Chicago	1.3	1.4	1.3	1.1
4	KGO/San Francisco	5.5	5.8	5.6	5.4
4	KQED/San Francisco&&	5.3	5.4	5.4	5.0
4	KSFO/San Francisco	3.3	3.7	4.0	3.9
4	KNEW/San Francisco	1.0	1.1	1.1	1.0
5	WBAP/Dallas	2.8	3.3	3.2	3.5
5	KRLD/Dallas	2.1	1.9	2.0	2.2
5	KERA/Dallas&&	2.0	2.3	2.2	1.5
5	KLIF/Dallas	1.4	1.4	1.2	1.3
6	KTRH/Houston	5.1	5.4	4.8	4.8
6	KPRC/Houston	1.4	1.4	1.0	1.3
6	KSEV/Houston	1.2	1.1	1.0	1.0
7	WSB-AM/Atlanta	8.1	8.7	8.2	8.4
7	WGST/Atlanta	1.8	2.2	2.0	1.8
8	WHYY/Philadelphia&&	3.8	4.0	4.0	3.3
8	WPHT/Philadelphia	2.2	2.3	2.2	3.0
9	WAMU/Washington&&	7.1	6.6	6.5	6.1
9	WMAL/Washington	3.1	3.5	3.0	2.8
9	WJFK-FM/Washington	1.4	1.3	1.7	1.6
10	WBZ/Boston	7.0	6.7	6.5	6.4
10	WRKO/Boston	4.6	4.6	5.0	4.5
10	WBUR-FM/Boston&&	4.7	4.1	4.0	4.2
10	WTKK/Boston	3.4	3.8	3.7	3.5

11 WJR/Detroit	5.5	5.5	5.2	4.7
11 WUOM/Detroit&&	1.4	1.6	1.6	1.5
19 WABC/Long Island**	3.2	3.4	3.8	3.3
19 WOR/Long Island**	2.3	2.2	2.3	2.8
26 KFI/Riverside**	4.6	4.8	4.5	4.3
26 KVCR/Riverside&&	1.5	1.6	1.1	1.2
35 KGO/San Jose**	5.7	6.3	6.0	5.7
35 KOED/San Jose**&&	5.7	5.2	5.2	5.2
35 KSFO/San Jose**	3.8	3.9	4.6	4.6
35 KNEW/San Jose**	1.6	1.5	1.2	1.4
38 WXKW/Middlesex	6.4	6.4	6.7	6.6
38 WABC/Middlesex**	3.6	3.9	3.5	3.5
38 WOR/Middlesex** 2.0	2.3	2.2	1.6	
38 WNYC-FM/Middlesex**&&	1.3	1.1	1.2	1.3

## By Strongest Market

Talk outlets in only four of the 15 PPM markets combine to produce month-month increases; totals for two markets are flat; and the other nine are down.

As a reminder, Boston's genuine Talk-News hybrid WBZ is being included in the "Talk" category.

Comparisons are March-April.

<b>Boston</b>	<b>19.2</b>	<b>18.6</b>	<b>-.6</b>	WMAL	3.0	2.8	
WBZ	6.5	6.4		WJFK-FM	1.7	1.6	
WRKO	5.0	4.5		<b>Atlanta</b>	<b>10.2</b>	<b>10.2</b>	<b>Flat</b>
WBUR-FM&&	4.0	4.2		WSB-AM	8.2	8.4	
WTKK	3.7	3.5		WGST	2.0	1.8	
<b>San Jose</b>	<b>17.0</b>	<b>16.9</b>	<b>-.1</b>	<b>New York</b>	<b>10.4</b>	<b>9.8</b>	<b>-.6</b>
KGO**	6.0	5.7		WABC	4.3	3.9	
KOED**&&	5.2	5.2		WOR	2.4	2.2	
KSFO**	4.6	4.6		WNYC-FM&&	1.6	1.7	
KNEW**	1.2	1.4		WNYC-AM&&	1.1	1.0	
<b>San Francisco</b>	<b>16.1</b>	<b>15.3</b>	<b>-.8</b>	WXKW**	1.0	1.0	
KGO	5.6	5.4		<b>Dallas</b>	<b>8.6</b>	<b>8.5</b>	<b>-.1</b>
KOED&&	5.4	5.0		WBAP	3.2	3.5	
KSFO	4.0	3.9		KRLD	2.0	2.2	
KNEW	1.1	1.0		KERA&&	2.2	1.5	
<b>Chicago</b>	<b>12.8</b>	<b>13.1</b>	<b>+.3</b>	KLIF	1.2	1.3	
WGN	4.3	5.3		<b>Los Angeles</b>	<b>7.7</b>	<b>7.9</b>	<b>+.2</b>
WLS-AM	5.1	4.8		KFI	4.5	4.5	
WBEZ&&	2.1	1.9		KABC	1.7	1.9	
WIND	1.3	1.1		KPCC&&	1.5	1.5	
<b>Middlesex</b>	<b>13.6</b>	<b>13.0</b>	<b>-.6</b>	<b>Houston</b>	<b>6.8</b>	<b>7.1</b>	<b>+.3</b>
WXKW	6.7	6.6		KTRH	4.8	4.8	
WABC**	3.5	3.5		KPRC	1.0	1.3	
WOR**	2.2	1.6		KSEV	1.0	1.0	
WNYC-FM**&&	1.2	1.3		<b>Philadelphia</b>	<b>6.2</b>	<b>6.3</b>	<b>+.1</b>
<b>Washington, DC</b>	<b>11.2</b>	<b>10.5</b>	<b>-.7</b>	WHYY&&	4.0	3.3	
WAMU&&	6.5	6.1					

WPHT	2.2	3.0		WABC**	3.8	3.3	
				WOR**	2.3	2.8	
<b>Detroit</b>	<b>6.8</b>	<b>6.2</b>	<b>-.6</b>				
WJR	5.2	4.7		<b>Riverside</b>	<b>5.6</b>	<b>5.5</b>	<b>-.1</b>
WUOM&&	1.6	1.5		KFI**	4.5	4.3	
				KVCR&&	1.1	1.2	
<b>Long Island</b>	<b>6.1</b>	<b>6.1</b>	<b>Flat</b>				

## Gains/Losses

Tribune-owned Cubs flagship WGN (+1.0, March-April) explodes to a 5.3 – its best 6+ numbers since October's 5.8. This is (public) WNYC-FM's fourth successive up month in the New York monthly.

Mk	Calls/City	Mar	Apr	M-A Change	Mk	Calls/City	Mar	Apr	M-A
3	WGN/Chicago	4.3	5.3	<b>+1.0</b>	4	KNEW/San Francisco	1.1	1.0	<b>-.1</b>
8	WPHT/Philadelphia	2.2	3.0	<b>+.8</b>	9	WJFK-FM/Washington	1.7	1.6	<b>-.1</b>
19	WOR/Long Island**	2.3	2.8	<b>+.5</b>	10	WBZ/Boston	6.5	6.4	<b>-.1</b>
5	WBAP/Dallas	3.2	3.5	<b>+.3</b>	11	WUOM/Detroit&&	1.6	1.5	<b>-.1</b>
6	KPRC/Houston	1.0	1.3	<b>+.3</b>	38	WXKW/Middlesex	6.7	6.6	<b>-.1</b>
2	KABC/Los Angeles	1.7	1.9	<b>+.2</b>	1	WOR/New York	2.4	2.2	<b>-.2</b>
5	KRLD/Dallas	2.0	2.2	<b>+.2</b>	3	WBEZ/Chicago&&	2.1	1.9	<b>-.2</b>
7	WSB-AM/Atlanta	8.2	8.4	<b>+.2</b>	3	WIND/Chicago	1.3	1.1	<b>-.2</b>
10	WBUR-FM/Boston&&	4.0	4.2	<b>+.2</b>	4	KGO/San Francisco	5.6	5.4	<b>-.2</b>
35	KNEW/San Jose**	1.2	1.4	<b>+.2</b>	7	WGST/Atlanta	2.0	1.8	<b>-.2</b>
1	WNYC-FM/New York&&	1.6	1.7	<b>+.1</b>	9	WMAL/Washington	3.0	2.8	<b>-.2</b>
5	KLIF/Dallas	1.2	1.3	<b>+.1</b>	10	WTKK/Boston	3.7	3.5	<b>-.2</b>
26	KVCR/Riverside&&	1.1	1.2	<b>+.1</b>	26	KFI/Riverside**	4.5	4.3	<b>-.2</b>
38	WNYC-FM/Middlesex**&&	1.2	1.3	<b>+.1</b>	3	WLS-AM/Chicago	5.1	4.8	<b>-.3</b>
1	WXKW/New York**	1.0	1.0	<b>Flat</b>	35	KGO/San Jose**	6.0	5.7	<b>-.3</b>
2	KFI/Los Angeles	4.5	4.5	<b>Flat</b>	1	WABC/New York	4.3	3.9	<b>-.4</b>
2	KPCC/Los Angeles&&	1.5	1.5	<b>Flat</b>	4	KQED/San Francisco&&	5.4	5.0	<b>-.4</b>
6	KTRH/Houston	4.8	4.8	<b>Flat</b>	9	WAMU/Washington&&	6.5	6.1	<b>-.4</b>
6	KSEV/Houston	1.0	1.0	<b>Flat</b>	10	WRKO/Boston	5.0	4.5	<b>-.5</b>
35	KQED/San Jose**&&	5.2	5.2	<b>Flat</b>	11	WJR/Detroit	5.2	4.7	<b>-.5</b>
35	KSFO/San Jose**	4.6	4.6	<b>Flat</b>	19	WABC/Long Island**	3.8	3.3	<b>-.5</b>
38	WABC/Middlesex**	3.5	3.5	<b>Flat</b>	38	WOR/Middlesex**	2.2	1.6	<b>-.6</b>
1	WNYC-AM/New York&&	1.1	1.0	<b>-.1</b>	5	KERA/Dallas&&	2.2	1.5	<b>-.7</b>
4	KSFO/San Francisco	4.0	3.9	<b>-.1</b>	8	WHYY/Philadelphia&&	4.0	3.3	<b>-.7</b>

- Less than three of every ten Talk stations listed improved between March-April (**29%**); **54%** were down; and **17%** remained flat.
- Typical gains and losses were virtually identical **+.3** and **-.29**.

## AQH Share

Mk	Calls/City	Jan	Feb	Mar	Apr
7	WSB-AM/Atlanta	8.1	8.7	8.2	8.4
38	WXKW/Middlesex	6.4	6.4	6.7	6.6
10	WBZ/Boston	7.0	6.7	6.5	6.4
9	WAMU/Washington&&	7.1	6.6	6.5	6.1
35	KGO/San Jose**	5.7	6.3	6.0	5.7
4	KGO/San Francisco	5.5	5.8	5.6	5.4
3	WGN/Chicago	4.8	4.7	4.3	5.3
35	KQED/San Jose**&&	5.7	5.2	5.2	5.2

4 KOED/San Francisco&&	5.3	5.4	5.4	5.0
3 WLS-AM/Chicago	5.4	5.4	5.1	4.8
6 KTRH/Houston	5.1	5.4	4.8	4.8
11 WJR/Detroit	5.5	5.5	5.2	4.7
35 KSFO/San Jose**	3.8	3.9	4.6	4.6
2 KFI/Los Angeles	4.3	4.4	4.5	4.5
10 WRKO/Boston	4.6	4.6	5.0	4.5
26 KFI/Riverside**	4.6	4.8	4.5	4.3
10 WBUR-FM/Boston&&	4.7	4.1	4.0	4.2
1 WABC/New York	4.2	4.5	4.3	3.9
4 KSFO/San Francisco	3.3	3.7	4.0	3.9
5 WBAP/Dallas	2.8	3.3	3.2	3.5
10 WTKK/Boston	3.4	3.8	3.7	3.5
38 WABC/Middlesex**	3.6	3.9	3.5	3.5
8 WHYI/Philadelphia&&	3.8	4.0	4.0	3.3
19 WABC/Long Island**	3.2	3.4	3.8	3.3
8 WPHT/Philadelphia	2.2	2.3	2.2	3.0
9 WMAL/Washington	3.1	3.5	3.0	2.8
19 WOR/Long Island**	2.3	2.2	2.3	2.8
1 WOR/New York	2.5	2.5	2.4	2.2
5 KRLD/Dallas	2.1	1.9	2.0	2.2
2 KABC/Los Angeles	1.9	1.8	1.7	1.9
3 WBEZ/Chicago&&	2.4	2.4	2.1	1.9
7 WGST/Atlanta	1.8	2.2	2.0	1.8
1 WNYC-FM/New York&&	1.2	1.4	1.6	1.7
9 WJFK-FM/Washington	1.4	1.3	1.7	1.6
38 WOR/Middlesex**	2.0	2.3	2.2	1.6
2 KPCC/Los Angeles&&	1.9	1.8	1.5	1.5
5 KERA/Dallas&&	2.0	2.3	2.2	1.5
11 WUOM/Detroit&&	1.4	1.6	1.6	1.5
35 KNEW/San Jose**	1.6	1.5	1.2	1.4
5 KLIF/Dallas	1.4	1.4	1.2	1.3
6 KPRC/Houston	1.4	1.4	1.0	1.3
38 WNYC-FM/Middlesex**&&	1.3	1.1	1.2	1.3
26 KVCR/Riverside&&	1.5	1.6	1.1	1.2
3 WIND/Chicago	1.3	1.4	1.3	1.1
1 WNYC-AM/New York&&	1.0	0.9	1.1	1.0
1 WXKW/New York**	1.1	1.0	1.0	1.0
4 KNEW/San Francisco	1.0	1.1	1.1	1.0
6 KSEV/Houston	1.2	1.1	1.0	1.0

- 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; In March though it fell to **3.29** and has decreased to **3.19** in April.

## 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 April.

Exactly one in four (**25%**) are in the top five.

Mk	Calls/City	Jan	Feb	Mar	Apr	April 6+ Rank
3	WGN/Chicago	4.8	4.7	4.3	5.3	#1
4	KGO/San Francisco	5.5	5.8	5.6	5.4	#1
7	WSB-AM/Atlanta	8.1	8.7	8.2	8.4	#1

2 KFI/Los Angeles	4.3	4.4	4.5	4.5	#2
35 KGO/San Jose**	5.7	6.3	6.0	5.7	#2
38 WXXW/Middlesex	6.4	6.4	6.7	6.6	#2
3 WLS-AM/Chicago	5.4	5.4	5.1	4.8	#3
4 KQED/San Francisco&&	5.3	5.4	5.4	5.0	#3
10 WBZ/Boston	7.0	6.7	6.5	6.4	#3
9 WAMU/Washington&&	7.1	6.6	6.5	6.1	#4
4 KSFO/San Francisco	3.3	3.7	4.0	3.9	#5
35 KQED/San Jose**&&	5.7	5.2	5.2	5.2	#5
26 KFI/Riverside**	4.6	4.8	4.5	4.3	#6
35 KSFO/San Jose**	3.8	3.9	4.6	4.6	#6
6 KTRH/Houston	5.1	5.4	4.8	4.8	#7
1 WABC/New York	4.2	4.5	4.3	3.9	#9
5 WBAP/Dallas	2.8	3.3	3.2	3.5	#9
11 WJR/Detroit	5.5	5.5	5.2	4.7	#9
19 WABC/Long Island**	3.2	3.4	3.8	3.3	#9
38 WABC/Middlesex**	3.6	3.9	3.5	3.5	#9
10 WRKO/Boston	4.6	4.6	5.0	4.5	#10
10 WBUR-FM/Boston&&	4.7	4.1	4.0	4.2	#12
10 WTKK/Boston	3.4	3.8	3.7	3.5	#13
8 WHYI/Philadelphia&&	3.8	4.0	4.0	3.3	#14
19 WOR/Long Island**	2.3	2.2	2.3	2.8	#15
9 WMAL/Washington	3.1	3.5	3.0	2.8	#16
8 WPHT/Philadelphia	2.2	2.3	2.2	3.0	#17
1 WOR/New York	2.5	2.5	2.4	2.2	#19
1 WNYC-FM/New York&&	1.2	1.4	1.6	1.7	#20
5 KRLD/Dallas	2.1	1.9	2.0	2.2	#20
7 WGST/Atlanta	1.8	2.2	2.0	1.8	#20
2 KABC/Los Angeles	1.9	1.8	1.7	1.9	#21
9 WJFK-FM/Washington	1.4	1.3	1.7	1.6	#21
11 WUOM/Detroit&&	1.4	1.6	1.6	1.5	#22
38 WOR/Middlesex**	2.0	2.3	2.2	1.6	#23
2 KPCC/Los Angeles&&	1.9	1.8	1.5	1.5	#24
38 WNYC-FM/Middlesex**&&	1.3	1.1	1.2	1.3	#24
3 WBEZ/Chicago&&	2.4	2.4	2.1	1.9	#25
6 KPRC/Houston	1.4	1.4	1.0	1.3	#25
1 WNYC-AM/New York&&	1.0	0.9	1.1	1.0	#26
1 WXXW/New York**	1.1	1.0	1.0	1.0	#26
35 KNEW/San Jose**	1.6	1.5	1.2	1.4	#26
5 KERA/Dallas&&	2.0	2.3	2.2	1.5	#27
6 KSEV/Houston	1.2	1.1	1.0	1.0	#27
4 KNEW/San Francisco	1.0	1.1	1.1	1.0	#28
26 KVCR/Riverside&&	1.5	1.6	1.1	1.2	#29
3 WIND/Chicago	1.3	1.4	1.3	1.1	#30
5 KLIF/Dallas	1.4	1.4	1.2	1.3	#31

- Based on data from 15 PPM markets, Talk facilities usually finished **14<sup>th</sup> or 15<sup>th</sup> (#14.72)** in their respective markets in April (6+), compared to **#14.3** in March and **14.6** in February.

### By Group Owner

Although down two full shares from March, **Citadel** still enjoys a two and a half to one lead over #2 **Clear Channel**, which was flat March-April.

<b>Citadel</b>	<b>50.0</b>	<b>48.0</b>	<b>-2.0</b>	
1 WABC/New York	4.3	3.9	-.4	#9

2 KABC/Los Angeles	1.7	1.9	+.2	#21
3 WLS-AM/Chicago	5.1	4.8	-.3	#3
4 KGO/San Francisco	5.6	5.4	-.2	#1
4 KSFO/San Francisco	4.0	3.9	-.1	#5
5 WBAP/Dallas	3.2	3.5	+.3	#9
9 WMAL/Washington	3.0	2.8	-.2	#16
11 WJR/Detroit	5.2	4.7	-.5	#9
19 WABC/Long Island**	3.8	3.3	-.5	#9
35 KGO/San Jose**	6.0	5.7	-.3	#2
35 KSFO/San Jose**	4.6	4.6	Flat	#6
38 WABC/Middlesex**	3.5	3.5	Flat	#9

**Clear Channel**                      **19.1**   **19.1**   **Flat**

2 KFI/Los Angeles	4.5	4.5	Flat	#2
4 KNEW/San Francisco	1.1	1.0	-.1	#28
6 KTRH/Houston	4.8	4.8	Flat	#7
6 KPRC/Houston	1.0	1.3	+.3	#25
7 WGST/Atlanta	2.0	1.8	-.2	#20
26 KFI/Riverside**	4.5	4.3	-.2	#6
35 KNEW/San Jose**	1.2	1.4	+.2	#26

**CBS Radio**                              **12.4**   **13.2**   **+.8**

5 KRLD/Dallas	2.0	2.2	+.2	#20
8 WPHT/Philadelphia	2.2	3.0	+.8	#17
9 WJFK-FM/Washington	1.7	1.6	-.1	#21
10 WBZ/Boston	6.5	6.4	-.1	#3

**KQED**                                      **10.6**   **10.2**   **-.4**

4 KQED/San Francisco&&	5.4	5.0	-.4	#3
35 KQED/San Jose**&&	5.2	5.2	Flat	#5

**Cox Radio**                              **8.2**   **8.4**   **+.2**

7 WSB-AM/Atlanta	8.2	8.4	+.2	#1
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**Millennium**                              **7.7**   **7.6**   **-.1**

1 WXKW/New York**	1.0	1.0	Flat	#26
38 WXKW/Middlesex	6.7	6.6	-.1	#2

**Buckley**                                    **6.9**   **6.6**   **-.3**

1 WOR/New York	2.4	2.2	-.2	#19
19 WOR/Long Island**	2.3	2.8	+.5	#15
38 WOR/Middlesex**	2.2	1.6	-.6	#23

**American University**                **6.5**   **6.1**   **-.4**

9 WAMU/Washington&&	6.5	6.1	-.4	#4
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**Tribune**                                    **4.3**   **5.3**   **+1.0**

3 WGN/Chicago	4.3	5.3	+1.0	#1
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**Entercom**                                 **5.0**   **4.5**   **-.5**

10 WRKO/Boston	5.0	4.5	-.5	#10
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**Boston University**                    **4.0**   **4.2**   **+.2**

10 WBUR-FM/Boston&&	4.0	4.2	+.2	#12
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**WNYC Broadcasting**                **3.9**   **4.0**   **+.1**

1 WNYC-FM/New York&&	1.6	1.7	+.1	#20
1 WNYC-AM/New York&&	1.1	1.0	-.1	#26

38 WNYC-FM/Middlesex**&&	1.2	1.3	+ .1	#24
<b>Greater Media</b>	<b>3.7</b>	<b>3.5</b>	<b>-.2</b>	
10 WTKK/Boston	3.7	3.5	-.2	#13
<b>WHYY, Inc.</b>	<b>4.0</b>	<b>3.3</b>	<b>-.7</b>	
8 WHYY/Philadelphia&&	4.0	3.3	-.7	#14
<b>WBEZ Alliance</b>	<b>2.1</b>	<b>1.9</b>	<b>-.2</b>	
3 WBEZ/Chicago&&	2.1	1.9	-.2	#25
<b>American Public Media</b>	<b>1.5</b>	<b>1.5</b>	<b>Flat</b>	
2 KPCC/Los Angeles&&	1.5	1.5	Flat	#24
<b>Michigan Public Media</b>	<b>1.6</b>	<b>1.5</b>	<b>-.1</b>	
11 WUOM/Detroit&&	1.6	1.5	-.1	#22
<b>North TX Public</b>	<b>2.2</b>	<b>1.5</b>	<b>-.7</b>	
5 KERA/Dallas&&	2.2	1.5	-.7	#27
<b>Cumulus</b>	<b>1.2</b>	<b>1.3</b>	<b>+ .1</b>	
5 KLIF/Dallas	1.2	1.3	+ .1	#31
<b>San Bernardino Community</b>	<b>1.1</b>	<b>1.2</b>	<b>+ .1</b>	
26 KVCR/Riverside&&	1.1	1.2	+ .1	#29
<b>Salem</b>	<b>1.3</b>	<b>1.1</b>	<b>-.2</b>	
3 WIND/Chicago	1.3	1.1	-.2	#30
<b>Dan Patrick</b>	<b>1.0</b>	<b>1.0</b>	<b>Flat</b>	
6 KSEV/Houston	1.0	1.0	Flat	#27

Dual asterisks (\*\*) designate non-metro signals while && denotes public outlets.

Last week's "**Inside The Numbers with Mike Kinosian**" (5-28-2009) is archived [here](#). It featured a Winter 2009 recap of Adult Contemporary outlets in 40 markets using diary-based methodology.

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