



May PPM

Adult Contemporary & Hot AC

May results proved to be different for these two formats. Two of every three Hot ACs in our sample improved April-May (67%) while less than four in ten Adult Contemporary outlets (37%) posted gains. One programming modification affects both formats covered below as Greater Media Adult Contemporary **WNUW/Philadelphia** transitions to Hot AC.

A 1.0 share (6+) in an applicable PPM-measured May 2009 survey was required to appear in these Adult Contemporary and Hot AC summaries. Dual asterisks (**) designate non-metro stations.

Adult Contemporary

Basic Overview

By descending market size, each Adult Contemporary station's February, March, April and May 2009 6+ shares are noted.

Mk	Calls/City	Feb	Mar	Apr	May
1	WLTW/New York	5.7	6.2	5.9	6.2
1	WWFS/New York	2.9	3.2	3.0	2.8
1	WALK-FM/New York**	1.1	1.1	1.0	1.0
1	WKJY/New York**	1.1	1.1	1.0	1.0
2	KOST/Los Angeles	3.7	3.9	4.0	3.9
3	WLIT/Chicago	4.0	3.7	3.6	3.4
3	WILV/Chicago	2.6	2.5	2.7	2.6
3	WCFS/Chicago	1.8	1.9	1.9	1.9
4	KOIT-FM/San Francisco	4.4	4.7	4.6	5.1
4	KBAY/San Francisco**	2.2	2.2	1.9	1.9
4	KUIC/San Francisco**	1.2	1.3	1.5	1.2
5	KVIL/Dallas	3.9	3.8	4.2	4.3
6	KODA/Houston	5.9	5.3	5.3	5.4
7	WSB-FM/Atlanta	4.8	4.8	5.1	5.4
8	WBEB/Philadelphia	7.0	7.3	7.3	7.4
8	WJBR-FM/Philadelphia**	1.2	1.3	1.2	1.2
9	WASH/Washington	7.3	7.6	6.4	6.7
10	WMJX/Boston	7.3	6.9	7.1	6.6
10	WPLM-FM/Boston	2.2	1.9	2.0	1.4
11	WNIC/Detroit	5.5	5.8	5.0	4.5
11	WMGC/Detroit	3.8	4.7	4.3	3.5
19	WALK-FM/Long Island	7.1	6.9	5.9	6.3
19	WKJY/Long Island	6.4	6.3	5.4	6.0
19	WLTW/Long Island**	3.5	3.9	3.9	3.7
19	WWFS/Long Island**	2.6	2.2	2.0	1.6
26	KOST/Riverside**	1.6	2.0	2.1	2.6
26	KATY/Riverside	1.8	1.9	1.5	1.4
35	KBAY/San Jose	7.5	7.9	7.2	7.6

19 WALK-FM/Long Island	5.9	6.3	+ .4	3 WILV/Chicago	2.7	2.6	- .1
35 KBAY/San Jose	7.2	7.6	+ .4	26 KATY/Riverside	1.5	1.4	- .1
1 WLTW/New York	5.9	6.2	+ .3	38 WWFS/Middlesex**	3.2	3.1	- .1
7 WSB-FM/Atlanta	5.1	5.4	+ .3	1 WWFS/New York	3.0	2.8	- .2
9 WASH/Washington	6.4	6.7	+ .3	3 WLIT/Chicago	3.6	3.4	- .2
5 KVIL/Dallas	4.2	4.3	+ .1	19 WLTW/Long Island**	3.9	3.7	- .2
6 KODA/Houston	5.3	5.4	+ .1	4 KUIC/San Francisco**	1.5	1.2	- .3
8 WBEB/Philadelphia	7.3	7.4	+ .1	19 WWFS/Long Island**	2.0	1.6	- .4
1 WALK-FM/New York**	1.0	1.0	Flat	10 WMJX/Boston	7.1	6.6	- .5
1 WKJY/New York**	1.0	1.0	Flat	11 WNIC/Detroit	5.0	4.5	- .5
3 WCFS/Chicago	1.9	1.9	Flat	38 WLTW/Middlesex**	6.8	6.3	- .5
4 KBAY/San Francisco**	1.9	1.9	Flat	10 WPLM-FM/Boston	2.0	1.4	- .6
8 WJBR-FM/Philadelphia**	1.2	1.2	Flat	11 WMGC/Detroit	4.3	3.5	- .8
2 KOST/Los Angeles	4.0	3.9	- .1	38 WMGQ/Middlesex	5.0	4.2	- .8

- Nearly half the Adult Contemporary stations listed were down April-May (**47%**); **37%** improved; and **16%** remained flat.
- Typical gains and losses were basically identical **+ .35** and **- .36**.

AQH Share

For the third time in the last four months, **NextMedia's KBAY/San Jose** claims top (6+) Average Quarter Hour honors.

Mk	Calls/City	Feb	Mar	Apr	May
35	KBAY/San Jose	7.5	7.9	7.2	7.6
8	WBEB/Philadelphia	7.0	7.3	7.3	7.4
9	WASH/Washington	7.3	7.6	6.4	6.7
10	WMJX/Boston	7.3	6.9	7.1	6.6
19	WALK-FM/Long Island	7.1	6.9	5.9	6.3
38	WLTW/Middlesex**	5.7	5.8	6.8	6.3
1	WLTW/New York	5.7	6.2	5.9	6.2
19	WKJY/Long Island	6.4	6.3	5.4	6.0
6	KODA/Houston	5.9	5.3	5.3	5.4
7	WSB-FM/Atlanta	4.8	4.8	5.1	5.4
4	KOIT-FM/San Francisco	4.4	4.7	4.6	5.1
11	WNIC/Detroit	5.5	5.8	5.0	4.5
5	KVIL/Dallas	3.9	3.8	4.2	4.3
35	KOIT-FM/San Jose**	3.2	3.4	3.6	4.2
38	WMGQ/Middlesex	5.0	5.0	5.0	4.2
2	KOST/Los Angeles	3.7	3.9	4.0	3.9
19	WLTW/Long Island**	3.5	3.9	3.9	3.7
11	WMGC/Detroit	3.8	4.7	4.3	3.5
3	WLIT/Chicago	4.0	3.7	3.6	3.4
38	WWFS/Middlesex**	2.9	2.9	3.2	3.1
1	WWFS/New York	2.9	3.2	3.0	2.8
3	WILV/Chicago	2.6	2.5	2.7	2.6
26	KOST/Riverside**	1.6	2.0	2.1	2.6
3	WCFS/Chicago	1.8	1.9	1.9	1.9
4	KBAY/San Francisco**	2.2	2.2	1.9	1.9
19	WWFS/Long Island**	2.6	2.2	2.0	1.6
10	WPLM-FM/Boston	2.2	1.9	2.0	1.4
26	KATY/Riverside	1.8	1.9	1.5	1.4
4	KUIC/San Francisco**	1.2	1.3	1.5	1.2
8	WJBR-FM/Philadelphia**	1.2	1.3	1.2	1.2
1	WALK-FM/New York**	1.1	1.1	1.0	1.0
1	WKJY/New York**	1.1	1.1	1.0	1.0

- The average 6+ PPM share for ACs listed above was **3.96** in February. It bumped up to **4.04** in March however slid to **3.92** in April and **3.88** in May.

Market Rankers

Clear Channel's **WLTW** is #1 (6+) in New York and in Middlesex.

Mk	Calls/City	Apr	May		Mk	Calls/City	Apr	May	
1	WLTW/New York	5.9	6.2	#1	35	KOIT-FM/San Jose**	3.6	4.2	#9
8	WBEB/Philadelphia	7.3	7.4	#1	3	WLIT/Chicago	3.6	3.4	#11
35	KBAY/San Jose	7.2	7.6	#1	26	KOST/Riverside**	2.1	2.6	#12
38	WLTW/Middlesex**	6.8	6.3	#1	38	WWFS/Middlesex**	3.2	3.1	#14
10	WMJX/Boston	7.1	6.6	#2	1	WWFS/New York	3.0	2.8	#16
19	WALK-FM/Long Island	5.9	6.3	#2	3	WILV/Chicago	2.7	2.6	#16
4	KOIT-FM/San Francisco	4.6	5.1	#3	11	WMGC/Detroit	4.3	3.5	#16
9	WASH/Washington	6.4	6.7	#3	10	WPLM-FM/Boston	2.0	1.4	#20
19	WKJY/Long Island	5.4	6.0	#3	19	WWFS/Long Island**	2.0	1.6	#20
2	KOST/Los Angeles	4.0	3.9	#4	4	KBAY/San Francisco**	1.9	1.9	#21
6	KODA/Houston	5.3	5.4	#4	3	WCFS/Chicago	1.9	1.9	#24
7	WSB-FM/Atlanta	5.1	5.4	#4	8	WJBR-FM/Philadelphia**	1.2	1.2	#25
5	KVIL/Dallas	4.2	4.3	#5	4	KUIC/San Francisco**	1.5	1.2	#27
38	WMGQ/Middlesex	5.0	4.2	#7	26	KATY/Riverside	1.5	1.4	#27
11	WNIC/Detroit	5.0	4.5	#8	1	WALK-FM/New York**	1.0	1.0	#28
19	WLTW/Long Island**	3.9	3.7	#8	1	WKJY/New York**	1.0	1.0	#28

- Based on data from the 15 PPM markets, Adult Contemporary facilities usually finished **11th or 12th** (**#11.59**) in their respective markets in May.

By Group Owner

Clear Channel (+.1 from April) enjoys a three and one half to one advantage over #2 Greater Media (-2.1).

Clear Channel	49.9	50.0	+ .1	
1 WLTW/New York	5.9	6.2	+.3	#1
1 WALK-FM/New York**	1.0	1.0	Flat	#28
2 KOST/Los Angeles	4.0	3.9	-.1	#4
3 WLIT/Chicago	3.6	3.4	-.2	#11
6 KODA/Houston	5.3	5.4	+.1	#4
9 WASH/Washington	6.4	6.7	+.3	#3
11 WNIC/Detroit	5.0	4.5	-.5	#8
19 WALK-FM/Long Island	5.9	6.3	+.4	#2
19 WLTW/Long Island**	3.9	3.7	-.2	#8
26 KOST/Riverside**	2.1	2.6	+.5	#12
38 WLTW/Middlesex**	6.8	6.3	-.5	#1

Greater Media	16.4	14.3	-2.1	
10 WMJX/Boston	7.1	6.6	-.5	#2
11 WMGC/Detroit	4.3	3.5	-.8	#16
38 WMGQ/Middlesex	5.0	4.2	-.8	#7

CBS Radio	14.3	13.7	-.6	
1 WWFS/New York	3.0	2.8	-.2	#16
3 WCFS/Chicago	1.9	1.9	Flat	#24
5 KVIL/Dallas	4.2	4.3	+.1	#5
19 WWFS/Long Island**	2.0	1.6	-.4	#20
38 WWFS/Middlesex**	3.2	3.1	-.1	#14

NextMedia	9.1	9.5	+.4	
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4 KBAY/San Francisco**	1.9	1.9	Flat	#21
35 KBAY/San Jose	7.2	7.6	+.4	#1
Entercom	8.2	9.3	+1.1	
4 KOIT-FM/San Francisco	4.6	5.1	+.5	#3
35 KOIT-FM/San Jose**	3.6	4.2	+.6	#9
Jerry Lee	7.3	7.4	+.1	
8 WBEB/Philadelphia	7.3	7.4	+.1	#1
Barnstable	6.4	7.0	+.6	
1 WKJY/New York**	1.0	1.0	Flat	#28
19 WKJY/Long Island	5.4	6.0	+.6	#3
Cox Radio	5.1	5.4	+.3	
7 WSB-FM/Atlanta	5.1	5.4	+.3	#4
Bonneville	2.7	2.6	-.1	
3 WILV/Chicago	2.7	2.6	-.1	#16
All Pro	1.5	1.4	-.1	
26 KATY/Riverside	1.5	1.4	-.1	#27
Plymouth Rock	2.0	1.4	-.6	
10 WPLM-FM/Boston	2.0	1.4	-.6	#20
Beasley	1.2	1.2	Flat	
8 WJBR-FM/Philadelphia**	1.2	1.2	Flat	#25
Coast Radio	1.5	1.2	-.3	
4 KUIC/San Francisco**	1.5	1.2	-.3	#27

Hot AC

Basic Overview

By descending market size, each Hot AC's February, March, April and May 2009 6+ shares are noted.

Mk	Calls/City	Feb	Mar	Apr	May
1	WPLJ/New York	2.6	2.9	2.8	3.2
2	KBIG/Los Angeles	3.2	3.6	3.9	3.7
3	WTMX/Chicago	3.7	4.3	4.5	4.8
4	KIOI/San Francisco	3.7	3.2	3.3	3.6
4	KLLC/San Francisco	2.2	2.5	2.1	2.2
4	KEZR/San Francisco**	1.4	1.6	1.4	1.4
5	KDMX/Dallas	3.7	3.9	3.4	4.5
6	KHMX/Houston	3.1	2.9	3.3	3.6
8	WPST/Philadelphia**	1.7	1.9	2.2	2.1
8	WNUW/Philadelphia	2.6	2.2	1.8	1.6
9	WRQX/Washington	4.6	5.1	5.1	4.6
10	WBMX/Boston	3.8	3.4	3.3	3.6
10	WXLO/Boston**	1.7	1.7	1.6	1.7
11	WDVD/Detroit	6.1	5.4	5.4	5.6
19	WPLJ/Long Island**	2.8	3.0	3.3	3.7
19	WMJC/Long Island	0.9	1.2	1.3	1.2

26 KBIG/Riverside**	2.1	2.0	1.7	2.5
35 KEZR/San Jose	4.4	4.6	4.2	4.3
35 KIOI/San Jose**	2.8	2.3	2.6	2.9
35 KLLC/San Jose**	0.7	0.7	1.1	1.2
38 WPLJ/Middlesex**	4.9	4.6	4.9	4.5

By Strongest Market

The Bay Area accounts for a 1-2 finish while on the flipside, Atlanta is the only PPM market which **doesn't** place a qualifying Hot AC.

San Jose	Apr	May		WROX	5.1	4.6	-0.5
KEZR	7.9	8.4	+0.5		Apr	May	
	4.2	4.3	+0.1	Dallas	3.4	4.5	+1.1
KIOI**	2.6	2.9	+0.3	KDMX	3.4	4.5	+1.1
KLLC**	1.1	1.2	+0.1		Apr	May	
San Francisco	Apr	May		Middlesex	4.9	4.5	-0.4
KIOI	6.8	7.2	+0.4	WPLJ**	4.9	4.5	-0.4
KLLC	3.3	3.6	+0.3		Apr	May	
KEZR**	2.1	2.2	+0.1	Los Angeles	3.9	3.7	-0.2
	1.4	1.4	Flat	KBIG	3.9	3.7	-0.2
Detroit	Apr	May			Apr	May	
WDVD	5.4	5.6	+0.2	Philadelphia	4.0	3.7	-0.3
				WPST**	2.2	2.1	-0.1
Boston	Apr	May		WNUW	1.8	1.6	-0.2
WBMX	4.9	5.3	+0.4		Apr	May	
WXLO**	3.3	3.6	+0.3	Houston	3.3	3.6	+0.3
	1.6	1.7	+0.1	KHMX	3.3	3.6	+0.3
Long Island	Apr	May			Apr	May	
WPLJ**	4.6	4.9	+0.3	New York	2.8	3.2	+0.4
WMJC	3.3	3.7	+0.4	WPLJ	2.8	3.2	+0.4
	1.3	1.2	-0.1		Apr	May	
Chicago	Apr	May		Riverside	1.7	2.5	+0.8
WTMX	4.5	4.8	+0.3	KBIG**	1.7	2.5	+0.8
Washington	Apr	May					
	5.1	4.6	-0.5				

Gains/Losses

Dallas' "Mix" registers a massive **+1.1** gain from April. **"My FM" (KBIG)** is up a whopping eight-tenths in Riverside but down two-tenths in its home (Los Angeles) market.

Mk Calls/City	Apr	May	Flux	Mk Calls/City	Apr	May	Flux
5 KDMX/Dallas	3.4	4.5	+1.1	6 KHMX/Houston	3.3	3.6	+0.3
26 KBIG/Riverside**	1.7	2.5	+0.8	10 WBMX/Boston	3.3	3.6	+0.3
1 WPLJ/New York	2.8	3.2	+0.4	35 KIOI/San Jose**	2.6	2.9	+0.3
19 WPLJ/Long Island**	3.3	3.7	+0.4	11 WDVD/Detroit	5.4	5.6	+0.2
3 WTMX/Chicago	4.5	4.8	+0.3	4 KLLC/San Francisco	2.1	2.2	+0.1
4 KIOI/San Francisco	3.3	3.6	+0.3	10 WXLO/Boston**	1.6	1.7	+0.1

35 KEZR/San Jose	4.2	4.3	+ .1	2 KBIG/Los Angeles	3.9	3.7	- .2
35 KLLC/San Jose**	1.1	1.2	+ .1	8 WNUW/Philadelphia	1.8	1.6	- .2
4 KEZR/San Francisco**	1.4	1.4	Flat	38 WPLJ/Middlesex**	4.9	4.5	- .4
8 WPST/Philadelphia**	2.2	2.1	- .1	9 WRQX/Washington	5.1	4.6	- .5
19 WMJC/Long Island	1.3	1.2	- .1				

- Two of every three Hot AC stations in our sample are up April-May (**67%**); **28%** are down; and **5%** remain flat.
- Typical gains were **+ .34** and representative losses were **- .25**.

AQH Share

This is at least the fourth successive month in which Citadel's **WDVD/Detroit** captures format honors for highest (6+) Average Quarter Hour share.

Mk Calls/City	Feb	Mar	Apr	May
11 WDVD/Detroit	6.1	5.4	5.4	5.6
3 WTMX/Chicago	3.7	4.3	4.5	4.8
9 WRQX/Washington	4.6	5.1	5.1	4.6
5 KDMX/Dallas	3.7	3.9	3.4	4.5
38 WPLJ/Middlesex**	4.9	4.6	4.9	4.5
35 KEZR/San Jose	4.4	4.6	4.2	4.3
2 KBIG/Los Angeles	3.2	3.6	3.9	3.7
19 WPLJ/Long Island**	2.8	3.0	3.3	3.7
4 KIOI/San Francisco	3.7	3.2	3.3	3.6
6 KHMx/Houston	3.1	2.9	3.3	3.6
10 WBMX/Boston	3.8	3.4	3.3	3.6
1 WPLJ/New York	2.6	2.9	2.8	3.2
35 KIOI/San Jose**	2.8	2.3	2.6	2.9
26 KBIG/Riverside**	2.1	2.0	1.7	2.5
4 KLLC/San Francisco	2.2	2.5	2.1	2.2
8 WPST/Philadelphia**	1.7	1.9	2.2	2.1
10 WXLO/Boston**	1.7	1.7	1.6	1.7
8 WNUW/Philadelphia	2.6	2.2	1.8	1.6
4 KEZR/San Francisco**	1.4	1.6	1.4	1.4
19 WMJC/Long Island	0.9	1.2	1.3	1.2
35 KLLC/San Jose**	0.7	0.7	1.1	1.2

- Hot AC continues its (modest) winning ways. The format scored an average **2.98** in February (6+); increased to **3.00** in March; **3.0095** in April; and rises to **3.16** in May.

Market Rankers

No Hot AC finishes first however four rank eighth.

Mk Calls/City	Apr	May		Mk Calls/City	Apr	May	
11 WDVD/Detroit	5.4	5.6	#2	10 WBMX/Boston	3.3	3.6	#13
3 WTMX/Chicago	4.5	4.8	#3	26 KBIG/Riverside**	1.7	2.5	#13
5 KDMX/Dallas	3.4	4.5	#4	1 WPLJ/New York	2.8	3.2	#14
38 WPLJ/Middlesex**	4.9	4.5	#6	10 WXLO/Boston**	1.6	1.7	#19
2 KBIG/Los Angeles	3.9	3.7	#7	4 KLLC/San Francisco	2.1	2.2	#20
4 KIOI/San Francisco	3.3	3.6	#8	8 WPST/Philadelphia**	2.2	2.1	#21
9 WRQX/Washington	5.1	4.6	#8	8 WNUW/Philadelphia	1.8	1.6	#22
19 WPLJ/Long Island**	3.3	3.7	#8	4 KEZR/San Francisco**	1.4	1.4	#25
35 KEZR/San Jose	4.2	4.3	#8	19 WMJC/Long Island	1.3	1.2	#25
6 KHMx/Houston	3.3	3.6	#11	35 KLLC/San Jose**	1.1	1.2	#26
35 KIOI/San Jose**	2.6	2.9	#12				

- Hot ACs noted here usually finish **13th (#13.09)** in their respective markets in May.

By Group Owner

There are no changes in rank among the group owners with the top five all increasing month-month.

Citadel	23.1	23.3	+ .2	
1 WPLJ/New York	2.8	3.2	+ .4	#14
9 WRQX/Washington	5.1	4.6	- .5	#8
10 WXLO/Boston**	1.6	1.7	+ .1	#19
11 WDVD/Detroit	5.4	5.6	+ .2	#2
19 WPLJ/Long Island**	3.3	3.7	+ .4	#8
38 WPLJ/Middlesex**	4.9	4.5	- .4	#6

Clear Channel	14.9	17.2	+2.3	
2 KBIG/Los Angeles	3.9	3.7	- .2	#7
4 KIOI/San Francisco	3.3	3.6	+ .3	#8
5 KDMX/Dallas	3.4	4.5	+1.1	#4
26 KBIG/Riverside**	1.7	2.5	+ .8	#13
35 KIOI/San Jose**	2.6	2.9	+ .3	#12

CBS Radio	9.8	10.6	+ .8	
4 KLLC/San Francisco	2.1	2.2	+ .1	#20
6 KHMN/Houston	3.3	3.6	+ .3	#11
10 WBMX/Boston	3.3	3.6	+ .3	#13
35 KLLC/San Jose**	1.1	1.2	+ .1	#26

NextMedia	5.6	5.7	+ .1	
4 KEZR/San Francisco**	1.4	1.4	Flat	#25
35 KEZR/San Jose	4.2	4.3	+ .1	#8

Bonneville	4.5	4.8	+ .3	
3 WTMX/Chicago	4.5	4.8	+ .3	#3

Nassau	2.2	2.1	- .1	
8 WPST/Philadelphia**	2.2	2.1	- .1	#21

Greater Media	1.8	1.6	- .2	
8 WNUW/Philadelphia	1.8	1.6	- .2	#22

Barnstable	1.3	1.2	- .1	
19 WMJC/Long Island	1.3	1.2	- .1	#25

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The April **2009 CHR and Rhythmic CHR overview** which was featured in last week's "Inside the Numbers with Mike Kinosian" (6-15-2009) is archived [here](#)