



March PPM – Urban AC & Urban Contemporary

In order to appear in the following March 2009 Urban AC and Urban Contemporary overviews, stations needed to register at least a 1.0 share (6+) in an applicable PPM-measured March 2009 survey. Boston (#10) is the newest PPM market however it 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 January, February and March 6+ shares are noted.

Mk	Calls/City	Jan	Feb	Mar	Mk	Calls/City	Jan	Feb	Mar
1	WBLS/New York	3.7	3.8	4.4	9	WHUR/Washington	7.0	6.4	6.7
1	WRKS/New York	3.7	4.0	3.9	9	WMMJ/Washington	4.3	4.8	4.2
2	KHHT/Los Angeles	2.8	2.8	2.5	11	WMXD/Detroit	4.2	4.1	4.1
3	WVAZ/Chicago	4.0	4.4	4.4	11	WDMK/Detroit	2.5	2.4	2.8
4	KBLX/San Francisco	3.1	3.0	2.6	11	WGPR/Detroit	2.2	2.1	2.1
5	KRNB/Dallas	2.4	2.5	2.3	19	WBLS/Long Island**	1.8	1.5	1.8
5	KSOC/Dallas	2.6	2.4	2.3	19	WRKS/Long Island**	1.7	1.6	1.6
6	KMJQ/Houston	6.8	7.5	7.4	26	KHHT/Riverside**	2.2	2.2	2.9
7	WAMJ/Atlanta	2.9	4.0	5.6	38	WBLS/Middlesex**	5.1	5.0	6.2
8	WDAS/Philadelphia	6.3	6.5	5.9	38	WRKS/Middlesex**	1.7	2.0	2.1
8	WRNB/Philadelphia	3.2	3.3	3.0					

Gains/Losses

After its dial position switch, Atlanta's "Majic" records a 40% month-month gain.

Mk	Calls/City	Feb	Mar	Flux	Mk	Calls/City	Feb	Mar	Flux
7	WAMJ/Atlanta	4.0	5.6	+1.6	19	WRKS/Long Island**	1.6	1.6	Flat
38	WBLS/Middlesex**	5.0	6.2	+1.2	1	WRKS/New York	4.0	3.9	-.1
26	KHHT/Riverside**	2.2	2.9	+.7	5	KSOC/Dallas	2.4	2.3	-.1
1	WBLS/New York	3.8	4.4	+.6	6	KMJQ/Houston	7.5	7.4	-.1
11	WDMK/Detroit	2.4	2.8	+.4	5	KRNB/Dallas	2.5	2.3	-.2
9	WHUR/Washington	6.4	6.7	+.3	2	KHHT/Los Angeles	2.8	2.5	-.3
19	WBLS/Long Island**	1.5	1.8	+.3	8	WRNB/Philadelphia	3.3	3.0	-.3
38	WRKS/Middlesex**	2.0	2.1	+.1	4	KBLX/San Francisco	3.0	2.6	-.4
3	WVAZ/Chicago	4.4	4.4	Flat	8	WDAS/Philadelphia	6.5	5.9	-.6
11	WMXD/Detroit	4.1	4.1	Flat	9	WMMJ/Washington	4.8	4.2	-.6
11	WGPR/Detroit	2.1	2.1	Flat					

- More than four in ten Urban AC outlets shown here were down February-March (43%); 38% were up; and 19% remained flat.
- Typical gains were +.65 and representative losses were -.3.

AQH Share

Another **Radio One**-owned "Magic" – **KMJQ/Houston** – has Urban AC's highest 6+ share for the second straight month.

Mk	Calls/City	Jan	Feb	March
6	KMJQ/Houston	6.8	7.5	7.4
9	WHUR/Washington	7.0	6.4	6.7
38	WBLS/Middlesex**	5.1	5.0	6.2
8	WDAS/Philadelphia	6.3	6.5	5.9
7	WAMJ/Atlanta	2.9	4.0	5.6
1	WBLS/New York	3.7	3.8	4.4
3	WVAZ/Chicago	4.0	4.4	4.4
9	WMMJ/Washington	4.3	4.8	4.2
11	WMXD/Detroit	4.2	4.1	4.1
1	WRKS/New York	3.7	4.0	3.9
8	WRNB/Philadelphia	3.2	3.3	3.0
26	KHHT/Riverside**	2.2	2.2	2.9
11	WDMK/Detroit	2.5	2.4	2.8
4	KBLX/San Francisco	3.1	3.0	2.6
2	KHHT/Los Angeles	2.8	2.8	2.5
5	KRNB/Dallas	2.4	2.5	2.3
5	KSOC/Dallas	2.6	2.4	2.3
11	WGPR/Detroit	2.2	2.1	2.1
38	WRKS/Middlesex**	1.7	2.0	2.1
19	WBLS/Long Island**	1.8	1.5	1.8
19	WRKS/Long Island**	1.7	1.6	1.6

- Our sample is on a steady climb: **3.53** (6+ average in January); **3.63** (February) and **3.75** (March).

Market Rankers

One-third of our Urban AC sample ranks in the top five.

Mk	Calls/City	Feb	Mar	March 6+ Rank
6	KMJQ/Houston	7.5	7.4	#1
9	WHUR/Washington	6.4	6.7	#3
38	WBLS/Middlesex**	5.0	6.2	#3
1	WBLS/New York	3.8	4.4	#4
3	WVAZ/Chicago	4.4	4.4	#4
7	WAMJ/Atlanta	4.0	5.6	#4
8	WDAS/Philadelphia	6.5	5.9	#4
1	WRKS/New York	4.0	3.9	#8
9	WMMJ/Washington	4.8	4.2	#8
26	KHHT/Riverside**	2.2	2.9	#11
4	KBLX/San Francisco	3.0	2.6	#15
11	WMXD/Detroit	4.1	4.1	#15
8	WRNB/Philadelphia	3.3	3.0	#16
11	WDMK/Detroit	2.4	2.8	#16
5	KRNB/Dallas	2.5	2.3	#18
5	KSOC/Dallas	2.4	2.3	#18
2	KHHT/Los Angeles	2.8	2.5	#19
11	WGPR/Detroit	2.1	2.1	#19
19	WBLS/Long Island**	1.5	1.8	#19
19	WRKS/Long Island**	1.6	1.6	#20
38	WRKS/Middlesex**	2.0	2.1	#22

- Based on data from the PPM metros, Urban AC facilities usually finished **11th/12th (#11.76)** in their respective markets in March (6+).

By Strongest Market

Although down three-tenths, Washington, DC retains the top spot but Detroit overtakes Philadelphia at #2.

Washington	11.2	10.9	-.3
WHUR	6.4	6.7	+.3
WMMJ	4.8	4.2	-.6
Detroit	8.6	9.0	+.4
WMXD	4.1	4.1	Flat
WDMK	2.4	2.8	+.4
WGPR	2.1	2.1	Flat
Philadelphia	9.8	8.9	-.9
WDAS	6.5	5.9	-.6
WRNB	3.3	3.0	-.3
New York	7.8	8.3	+.5
WBLS	3.8	4.4	+.6
WRKS	4.0	3.9	-.1
Middlesex	7.0	8.3	+1.3
WBLS**	5.0	6.2	+1.2
WRKS**	2.0	2.1	+.1
Houston	7.5	7.4	-.1
KMJQ	7.5	7.4	-.1
Atlanta	4.0	5.6	+1.6
WAMJ	4.0	5.6	+1.6
Dallas	4.9	4.6	-.3
KRNB	2.5	2.3	-.2
KSOC	2.4	2.3	-.1
Chicago	4.4	4.4	Flat
WVAZ	4.4	4.4	Flat
Long Island	3.1	3.4	+.3
WBLS**	1.5	1.8	+.3
WRKS**	1.6	1.6	Flat
Riverside	2.2	2.9	+.7
KHHT**	2.2	2.9	+.7
San Francisco	3.0	2.6	-.4
KBLX	3.0	2.6	-.4
Los Angeles	2.8	2.5	-.3
KHHT	2.8	2.5	-.3

By Group Owner

The seven owners retain their positions from February. **Clear Channel** and **Service** were the only two with month-month decreases however each was only off by two-tenths.

Radio One	24.4	25.3	+.9	
5 KSOC/Dallas	2.4	2.3	-.1	#18
6 KMJQ/Houston	7.5	7.4	-.1	#1
7 WAMJ/Atlanta	4.0	5.6	+1.6	#4
8 WRNB/Philadelphia	3.3	3.0	-.3	#16
9 WMMJ/Washington	4.8	4.2	-.6	#8
11 WDMK/Detroit	2.4	2.8	+.4	#16

Clear Channel	20.0	19.8	-.2	
2 KHHT/Los Angeles	2.8	2.5	-.3	#19
3 WVAZ/Chicago	4.4	4.4	Flat	#4
8 WDAS/Philadelphia	6.5	5.9	-.6	#4
11 WMXD/Detroit	4.1	4.1	Flat	#15
26 KHHT/Riverside**	2.2	2.9	+.7	#11

Inner City	13.3	15.0	+1.7	
1 WBLS/New York	3.8	4.4	+.6	#4
4 KBLX/San Francisco	3.0	2.6	-.4	#15
19 WBLS/Long Island**	1.5	1.8	+.3	#19
38 WBLS/Middlesex**	5.0	6.2	+1.2	#3

Emmis	7.6	7.6	Flat	
1 WRKS/New York	4.0	3.9	-.1	#8
19 WRKS/Long Island**	1.6	1.6	Flat	#20
38 WRKS/Middlesex**	2.0	2.1	+.1	#22

Howard University	6.4	6.7	+.3	
9 WHUR/Washington	6.4	6.7	+.3	#3

Service	2.5	2.3	-.2	
5 KRNB/Dallas	2.5	2.3	-.2	#18

WGPR, Inc.	2.1	2.1	Flat	
11 WGPR/Detroit	2.1	2.1	Flat	#19

Urban Contemporary Basic Overview

Mk Calls/City	Jan	Feb	March
1 WWPR/New York	3.4	3.2	3.3
3 WGCI-FM/Chicago	2.5	2.8	2.5
3 WPWX/Chicago	1.1	1.4	1.7
4 KMEL/San Francisco	3.7	3.4	3.7
5 KKDA-FM/Dallas	4.2	4.3	3.6
7 WVEE/Atlanta	9.0	10.2	9.2
7 WHTA/Atlanta	3.1	4.3	4.0
8 WUSL/Philadelphia	3.1	3.6	3.0
9 WKYS/Washington	3.9	4.0	3.4
11 WJLB/Detroit	4.3	4.5	4.6
11 WHTD/Detroit	1.8	2.1	1.9
19 WWPR/Long Island*	2.3	2.1	1.9
35 KMEL/San Jose**	2.1	2.0	3.0
38 WWPR/Riverside**	2.4	2.3	2.5

Gains/Losses

KMEL is up in both San Jose (one full share) and San Francisco (+.3).

Mk	Calls/City	Feb	Mar	Fluctuation
35	KMEL/San Jose**	2.0	3.0	+1.0
3	WPWX/Chicago	1.4	1.7	+.3
4	KMEL/San Francisco	3.4	3.7	+.3
38	WWPR/Riverside**	2.3	2.5	+.2
1	WWPR/New York	3.2	3.3	+.1
11	WJLB/Detroit	4.5	4.6	+.1
11	WHTD/Detroit	2.1	1.9	-.2
19	WWPR/Long Island*	2.1	1.9	-.2
3	WGCI-FM/Chicago	2.8	2.5	-.3
7	WHTA/Atlanta	4.3	4.0	-.3
8	WUSL/Philadelphia	3.6	3.0	-.6
9	WKYS/Washington	4.0	3.4	-.6
5	KKDA-FM/Dallas	4.3	3.6	-.7
7	WVEE/Atlanta	10.2	9.2	-1.0

- Nearly six of ten Urban Contemporary stations listed went down February-March (**57%**) and the other **43%** improved.
- Typical gains were **+.33** and representative declines were **-.48**.

AQH Share

Despite being down by a full share February-March **Atlanta's "V-103"** is again a clear-cut #1, exactly doubling the 6+ share of the runner-up, **Detroit's "FM 98" (WJLB)**.

Mk	Calls/City	Jan	Feb	March
7	WVEE/Atlanta	9.0	10.2	9.2
11	WJLB/Detroit	4.3	4.5	4.6
7	WHTA/Atlanta	3.1	4.3	4.0
4	KMEL/San Francisco	3.7	3.4	3.7
5	KKDA-FM/Dallas	4.2	4.3	3.6
9	WKYS/Washington	3.9	4.0	3.4
1	WWPR/New York	3.4	3.2	3.3
8	WUSL/Philadelphia	3.1	3.6	3.0
35	KMEL/San Jose**	2.1	2.0	3.0
3	WGCI-FM/Chicago	2.5	2.8	2.5
38	WWPR/Riverside**	2.4	2.3	2.5
11	WHTD/Detroit	1.8	2.1	1.9
19	WWPR/Long Island*	2.3	2.1	1.9
3	WPWX/Chicago	1.1	1.4	1.7

- After rising from **3.35** in January to **3.58** in February, Urban Contemporary outlets in our sample post a **3.45** 6+ average in March.

Market Rankers

Less than three of ten of our Urban Contemporary panel (**28.5%**) finished in the top ten in March (6+).

Mk	Calls/City	Feb	Mar	March 6+ Rank
7	WVEE/Atlanta	10.2	9.2	#1
4	KMEL/San Francisco	3.4	3.7	#7
5	KKDA-FM/Dallas	4.3	3.6	#9
7	WHTA/Atlanta	4.3	4.0	#10
1	WWPR/New York	3.2	3.3	#12
11	WJLB/Detroit	4.5	4.6	#12
35	KMEL/San Jose**	2.0	3.0	#13
9	WKYS/Washington	4.0	3.4	#14
3	WGCI-FM/Chicago	2.8	2.5	#15
8	WUSL/Philadelphia	3.6	3.0	#16

38 WWPR/Riverside**	2.3	2.5	#17
19 WWPR/Long Island*	2.1	1.9	#18
11 WHTD/Detroit	2.1	1.9	#20
3 WPWX/Chicago	1.4	1.7	#24

- Data from the PPM markets suggests Urban Contemporary stations generally ranked **13th (#13.42)** in their respective markets in March (6+).

By Group Owner

Radio One and **CBS Radio** remain in a tight battle for #2. **Clear Channel (+.6)** and **Crawford (+.3)** are the only Urban Contemporary groups with positive month-month results.

Clear Channel	23.9	24.5	+.6	
1 WWPR/New York	3.2	3.3	+.1	#12
3 WGCI-FM/Chicago	2.8	2.5	-.3	#15
4 KMEL/San Francisco	3.4	3.7	+.3	#7
8 WUSL/Philadelphia	3.6	3.0	-.6	#16
11 WJLB/Detroit	4.5	4.6	+.1	#12
19 WWPR/Long Island*	2.1	1.9	-.2	#18
35 KMEL/San Jose**	2.0	3.0	+1.0	#13
38 WWPR/Riverside**	2.3	2.5	+.2	#17

Radio One	10.4	9.3	-1.1	
7 WHTA/Atlanta	4.3	4.0	-.3	#10
9 WKYS/Washington	4.0	3.4	-.6	#14
11 WHTD/Detroit	2.1	1.9	-.2	#20

CBS Radio	10.2	9.2	-1.0	
7 WVEE/Atlanta	10.2	9.2	-1.0	#1

Service	4.3	3.6	-.7	
5 KKDA-FM/Dallas	4.3	3.6	-.7	#9

Crawford	1.4	1.7	+.3	
3 WPWX/Chicago	1.4	1.7	+.3	#24

Archived [here](#) is last week's "Inside The Numbers with Mike Kinosian" (5-14-2009), which featured a March PPM recap of CHR and Rhythmic CHR.

Have a safe and enjoyable Memorial Day weekend.

--By Mike Kinosian, Mike@insideradio.com
 "Inside the Numbers" Archive [HERE](#)