



Dear Diary: Winter Adult Contemporary Overview

Forty of the top 60 markets are included in this Winter 2009 **“Inside The Numbers”** Adult Contemporary recap.

Excluded therefore are the 15 Portable People Meter markets (New York, Los Angeles, Chicago, San Francisco, Dallas, Houston, Atlanta, Philadelphia, Washington, Boston, Detroit, Long Island, Riverside, San Jose and Middlesex) as well as Puerto Rico (#14); Providence (#41 – embargoed); Monmouth-Ocean (#51 – Spring/Fall only); Louisville (#53 – embargoed); and McAllen (#58 – Spring/Fall only). All metros listed below used Arbitron’s diary-based methodology. Dual asterisks (**) designate non-metro stations. A 1.0 share (12+) in an applicable Winter 2009 book was required to appear in this summary.

Basic Overview

Arranged by market size are each AC outlet’s Winter 2007, Winter 2008 and Winter 2009 12+ shares.

Mk	Calls/City	2007	2008	2009	Mk	Calls/City	2007	2008	2009
12	WLYF/Miami	5.1	4.2	4.9	36	WSNY/Columbus	4.3	4.8	4.6
12	WFLC/Miami	3.2	3.3	3.7	36	WLZT/Columbus	3.5	4.1	3.4
13	KRWM/Seattle	4.1	4.8	3.8	37	WLDB/Milwaukee	3.8	3.8	3.3
15	KESZ/Phoenix	3.8	4.9	4.3	39	KKMJ/Austin	5.0	4.1	5.8
16	KLTE/Minneapolis	4.5	4.4	3.9	40	WYXB/Indianapolis	5.0	4.6	3.9
17	KYXY/San Diego	5.2	5.2	3.9	42	WVBW/Norfolk	4.0	3.5	4.0
18	WDUV/Tampa	11.3	9.0	9.9	42	WWDE/Norfolk	3.3	3.7	3.1
18	WWRM/Tampa	3.6	3.7	4.0	43	WRAL/Raleigh	3.5	5.7	6.2
20	KEZK/St. Louis	7.6	7.2	5.5	44	WJXA/Nashville	7.0	8.0	7.4
21	KOSI/Denver	4.2	4.6	5.1	45	WMAG/Greensboro	5.5	7.3	5.4
22	WLIF/Baltimore	6.4	6.0	6.9	46	WEJZ/Jacksonville	6.0	6.3	5.9
23	KKCW/Portland	7.0	4.9	5.9	46	WSOS/Jacksonville	1.6	1.1	1.1
24	WSHH/Pittsburgh	4.7	5.9	4.8	47	WEAT/West Palm Beach	5.9	6.0	5.9
24	WLTV/Pittsburgh	2.8	2.8	2.8	47	WLYF/West Palm Beach**	1.3	2.7	2.1
25	WKQC/Charlotte	4.4	3.7	5.2	48	KMGL/Oklahoma City	5.7	6.3	5.7
25	WLYT/Charlotte	4.9	4.8	3.4	49	WRVR/Memphis	5.2	5.3	3.7
27	KYMX/Sacramento	4.4	5.2	4.0	49	WKIM/Memphis	1.0	1.2	1.0
28	WRRM/Cincinnati	5.2	6.3	6.1	50	WRCH/Hartford	9.2	8.3	9.9
29	WDOK/Cleveland	6.5	7.6	5.9	52	WJYE/Buffalo	4.5	6.6	6.4
30	KSFI/Salt Lake City	5.7	4.3	4.5	52	WHTT/Buffalo	5.5	4.5	4.2
30	KOSY/Salt Lake City	3.9	2.9	3.0	54	WTVR-FM/Richmond	8.9	9.5	9.6
30	KBEE/Salt Lake City	2.1	1.8	2.2	54	WMXB/Richmond	NA	2.0	2.7
30	KBZN/Salt Lake City	1.9	1.6	1.0	55	WLMG/New Orleans	7.7	8.3	8.2
31	KQXT/San Antonio	3.7	3.2	3.7	56	WRMM/Rochester	5.2	7.5	6.4
32	KUDL/Kansas City	3.8	4.9	3.8	57	WMJJ/Birmingham	5.2	4.5	4.2
32	KCKC/Kansas City	2.9	2.5	2.9	59	WMI/ Greenville, SC	6.8	5.7	6.6
33	KSNE/Las Vegas	6.3	6.4	5.1	59	WSPA-FM/ Greenville, SC	6.2	5.0	5.0
34	WMGF/Orlando	6.4	5.2	4.9	60	KMXZ/Tucson	9.7	7.8	8.3
34	WMMO/Orlando	3.7	4.1	4.4					

Gains/Losses

Four Adult Contemporary outlets in our sample increase their winter 2008 12+ totals by at least one full share with **KKMJ/Austin** notching a 41% gain. Especially noteworthy is that nearly 40% of winter-winter **decreases** were by one-share or greater.

Mk	Calls/City	2008	2009	Flux	Mk	Calls/City	2008	2009	Flux
39	KKMJ/Austin	4.1	5.8	+1.7	WKIM/Memphis	1.2	1.0	-.2	
50	WRCH/Hartford	8.3	9.9	+1.6	52 WJYE/Buffalo	6.6	6.4	-.2	
25	WKQC/Charlotte	3.7	5.2	+1.5	34 WMGF/Orlando	5.2	4.9	-.3	
23	KKCW/Portland	4.9	5.9	+1.0	52 WHTT/Buffalo	4.5	4.2	-.3	
18	WDUV/Tampa	9.0	9.9	+.9	57 WMJJ/Birmingham	4.5	4.2	-.3	
22	WLIF/Baltimore	6.0	6.9	+.9	46 WEJZ/Jacksonville	6.3	5.9	-.4	
59	WMIY/Greenville, SC	5.7	6.6	+.9	16 KLTE/Minneapolis	4.4	3.9	-.5	
12	WLYF/Miami	4.2	4.9	+.7	37 WLDB/Milwaukee	3.8	3.3	-.5	
54	WMXB/Richmond	2.0	2.7	+.7	15 KESZ/Phoenix	4.9	4.3	-.6	
21	KOSI/Denver	4.6	5.1	+.5	30 KBZN/Salt Lake City	1.6	1.0	-.6	
31	KQXT/San Antonio	3.2	3.7	+.5	42 WWDE/Norfolk	3.7	3.1	-.6	
42	WVBW/Norfolk	3.5	4.0	+.5	44 WJXA/Nashville	8.0	7.4	-.6	
43	WRAL/Raleigh	5.7	6.2	+.5	47 WLYF/West Palm Beach**	2.7	2.1	-.6	
60	KMXZ/Tucson	7.8	8.3	+.5	48 KMGL/Oklahoma City	6.3	5.7	-.6	
12	WFLC/Miami	3.3	3.7	+.4	36 WLZT/Columbus	4.1	3.4	-.7	
30	KBEE/Salt Lake City	1.8	2.2	+.4	40 WYXB/Indianapolis	4.6	3.9	-.7	
32	KCKC/Kansas City	2.5	2.9	+.4	13 KRWM/Seattle	4.8	3.8	-1.0	
18	WWRM/Tampa	3.7	4.0	+.3	24 WSHH/Pittsburgh	5.9	4.8	-1.1	
34	WMMO/Orlando	4.1	4.4	+.3	32 KUDL/Kansas City	4.9	3.8	-1.1	
30	KSFI/Salt Lake City	4.3	4.5	+.2	56 WRMM/Rochester	7.5	6.4	-1.1	
30	KOSY/Salt Lake City	2.9	3.0	+.1	27 KYMX/Sacramento	5.2	4.0	-1.2	
54	WTVR-FM/Richmond	9.5	9.6	+.1	17 KYXY/San Diego	5.2	3.9	-1.3	
24	WLTJ/Pittsburgh	2.8	2.8	Flat	33 KSNE/Las Vegas	6.4	5.1	-1.3	
46	WSOS/Jacksonville	1.1	1.1	Flat	25 WLYT/Charlotte	4.8	3.4	-1.4	
59	WSPA-FM/Greenville, SC	5.0	5.0	Flat	49 WRVR/Memphis	5.3	3.7	-1.6	
47	WEAT/West Palm Beach	6.0	5.9	-.1	20 KEZK/St. Louis	7.2	5.5	-1.7	
55	WLMG/New Orleans	8.3	8.2	-.1	29 WDOK/Cleveland	7.6	5.9	-1.7	
28	WRRM/Cincinnati	6.3	6.1	-.2	45 WMAG/Greensboro	7.3	5.4	-1.9	
36	WSNY/Columbus	4.8	4.6	-.2					

- The majority (**56%**) of Adult Contemporary stations listed here were down year-to-year; **39%** were up; and **5%** remained even.
- Typical gains were **+.66** while representative decreases were **-.77**.

AQH Share

Sharing top honors are **Cox Radio's WDUV** and **CBS Radio/Hartford's "Lite" (WRCH)** - each one checks in with a 9.9 share. Last winter's pacesetter, **WTVR-FM/Richmond**, falls to third.

Mk	Calls/City	2008	2009	Mk	Calls/City	2008	2009
8	WDUV/Tampa	9.0	9.9	28	WRRM/Cincinnati	6.3	6.1
50	WRCH/Hartford	8.3	9.9	23	KKCW/Portland	4.9	5.9
54	WTVR-FM/Richmond	9.5	9.6	29	WDOK/Cleveland	7.6	5.9
60	KMXZ/Tucson	7.8	8.3	46	WEJZ/Jacksonville	6.3	5.9
55	WLMG/New Orleans	8.3	8.2	47	WEAT/West Palm Beach	6.0	5.9
44	WJXA/Nashville	8.0	7.4	39	KKMJ/Austin	4.1	5.8
22	WLIF/Baltimore	6.0	6.9	48	KMGL/Oklahoma City	6.3	5.7
59	WMIY/Greenville, SC	5.7	6.6	20	KEZK/St. Louis	7.2	5.5
52	WJYE/Buffalo	6.6	6.4	45	WMAG/Greensboro	7.3	5.4
56	WRMM/Rochester	7.5	6.4	25	WKQC/Charlotte	3.7	5.2
43	WRAL/Raleigh	5.7	6.2	21	KOSI/Denver	4.6	5.1

33 KSNE/Las Vegas	6.4	5.1	32 KUDL/Kansas City	4.9	3.8
59 WSPA-FM/Greenville, SC	5.0	5.0	12 WFLC/Miami	3.3	3.7
12 WLYF/Miami	4.2	4.9	31 KQXT/San Antonio	3.2	3.7
34 WMGF/Orlando	5.2	4.9	49 WRVR/Memphis	5.3	3.7
24 WSHH/Pittsburgh	5.9	4.8	25 WLYT/Charlotte	4.8	3.4
36 WSNY/Columbus	4.8	4.6	36 WLZT/Columbus	4.1	3.4
30 KSFI/Salt Lake City	4.3	4.5	37 WLDB/Milwaukee	3.8	3.3
34 WMMO/Orlando	4.1	4.4	42 WWDE/Norfolk	3.7	3.1
15 KESZ/Phoenix	4.9	4.3	30 KOSY/Salt Lake City	2.9	3.0
52 WHTT/Buffalo	4.5	4.2	32 KCKC/Kansas City	2.5	2.9
57 WMJJ/Birmingham	4.5	4.2	24 WLTJ/Pittsburgh	2.8	2.8
18 WWRM/Tampa	3.7	4.0	54 WMXB/Richmond	2.0	2.7
27 KYMX/Sacramento	5.2	4.0	30 KBEE/Salt Lake City	1.8	2.2
42 WVBW/Norfolk	3.5	4.0	47 WLYF/West Palm Beach**	2.7	2.1
16 KLTE/Minneapolis	4.4	3.9	46 WSOS/Jacksonville	1.1	1.1
17 KYXY/San Diego	5.2	3.9	30 KBZN/Salt Lake City	1.6	1.0
40 WYXB/Indianapolis	4.6	3.9	49 WKIM/Memphis	1.2	1.0
13 KRWM/Seattle	4.8	3.8			

- Averages were virtually identical in Winter 2007 (**4.99**) and Winter 2008 (**4.97**) while the typical Winter 2009 12+ stat for Adult Contemporary outlets shown here decreases to **4.79**.

Market Rankers

14% of this particular Adult Contemporary sample ranked either first or second (12+) this winter.

Mk	Calls/City	2009	12+	Rank	Mk	Calls/City	2009	12+	Rank
18	WDUV/Tampa	9.9	#1	30	KSFI/Salt Lake City	4.5	#6		
23	KKCW/Portland	5.9	#1	27	KYMX/Sacramento	4.0	#7		
44	WJXA/Nashville	7.4	#1	59	WSPA-FM/Greenville, SC	5.0	#7		
47	WEAT/West Palm Beach	5.9	#1	16	KLTE/Minneapolis	3.9	#8		
50	WRCH/Hartford	9.9	#1	18	WWRM/Tampa	4.0	#8		
39	KKMJ/Austin	5.8	#2	36	WSNY/Columbus	4.6	#8		
54	WTVR-FM/Richmond	9.6	#2	40	WYXB/Indianapolis	3.9	#8		
60	KMXZ/Tucson	8.3	#2	12	WFLC/Miami	3.7	#9		
43	WRAL/Raleigh	6.2	#3	25	WLYT/Charlotte	3.4	#9		
45	WMAG/Greensboro	5.4	#3	34	WMMO/Orlando	4.4	#9		
48	KMGL/Oklahoma City	5.7	#3	36	WLZT/Columbus	3.4	#9		
55	WLMG/New Orleans	8.2	#3	42	WVBW/Norfolk	4.0	#9		
13	KRWM/Seattle	3.8	#4	49	WRVR/Memphis	3.7	#9		
15	KESZ/Phoenix	4.3	#4	52	WHTT/Buffalo	4.2	#9		
20	KEZK/St. Louis	5.5	#4	57	WMJJ/Birmingham	4.2	#9		
22	WLIF/Baltimore	6.9	#4	31	KQXT/San Antonio	3.7	#10		
28	WRRM/Cincinnati	6.1	#4	30	KOSY/Salt Lake City	3.0	#11		
33	KSNE/Las Vegas	5.1	#4	32	KUDL/Kansas City	3.8	#11		
46	WEJZ/Jacksonville	5.9	#4	54	WMXB/Richmond	2.7	#11		
52	WJYE/Buffalo	6.4	#4	37	WLDB/Milwaukee	3.3	#12		
56	WRMM/Rochester	6.4	#4	24	WLTJ/Pittsburgh	2.8	#13		
12	WLYF/Miami	4.9	#5	30	KBEE/Salt Lake City	2.2	#13		
17	KYXY/San Diego	3.9	#5	42	WWDE/Norfolk	3.1	#13		
21	KOSI/Denver	5.1	#5	47	WLYF/West Palm Beach**	2.1	#13		
24	WSHH/Pittsburgh	4.8	#5	46	WSOS/Jacksonville	1.1	#15		
34	WMGF/Orlando	4.9	#5	32	KCKC/Kansas City	2.9	#17		
59	WMYI/Greenville, SC	6.6	#5	49	WKIM/Memphis	1.0	#19		
25	WKQC/Charlotte	5.2	#6	30	KBZN/Salt Lake City	1.0	#24		
29	WDOK/Cleveland	5.9	#6						

- Stations in metros used for this scoreboard generally placed **7th** (**#7.14**) in their respective markets (12+) this winter.

Market Rank At A Glance

#1 - #5	47%
#6 - #10	31%
#11 - #15	16%
#16 - #20	4%
#21+	2%

AQH Share At A Glance

1.0 – 2.0	5%
2.1 – 3.0	11%
3.1 – 4.0	26%
4.1 – 5.0	18%
5.1 – 9.8	40%

By Group Owners

All five **Cox Radio** Adult Contemporary stations shown here are up winter 2008-winter 2009.

Clear Channel	63.4	59.5	-3.9	
15 KESZ/Phoenix	4.9	4.3	-.6	#4
23 KKCW/Portland	4.9	5.9	+1.0	#1
25 WLYT/Charlotte	4.8	3.4	-1.4	#9
30 KOSY/Salt Lake City	2.9	3.0	+.1	#11
31 KQXT/San Antonio	3.2	3.7	+.5	#10
33 KSNE/Las Vegas	6.4	5.1	-1.3	#4
34 WMGF/Orlando	5.2	4.9	-.3	#5
36 WLZT/Columbus	4.1	3.4	-.7	#9
45 WMAG/Greensboro	7.3	5.4	-1.9	#3
54 WTVR-FM/Richmond	9.5	9.6	+.1	#2
57 WMJJ/Birmingham	4.5	4.2	-.3	#9
59 WMYI/Greenville, SC	5.7	6.6	+.9	#5

CBS Radio	53.6	51.1	-2.5	
16 KLTE/Minneapolis	4.4	3.9	-.5	#8
17 KYXY/San Diego	5.2	3.9	-1.3	#5
20 KEZK/St. Louis	7.2	5.5	-1.7	#4
22 WLIF/Baltimore	6.0	6.9	+.9	#4
25 WKQC/Charlotte	3.7	5.2	+1.5	#6
27 KYMX/Sacramento	5.2	4.0	-1.2	#7
29 WDOK/Cleveland	7.6	5.9	-1.7	#6
47 WEAT/West Palm Beach	6.0	5.9	-.1	#1
50 WRCH/Hartford	8.3	9.9	+1.6	#1

Entercom	35.9	34.7	-1.2	
21 KOSI/Denver	4.6	5.1	+.5	#5
32 KUDL/Kansas City	4.9	3.8	-1.1	#11
39 KKMJ/Austin	4.1	5.8	+1.7	#2
42 WWDE/Norfolk	3.7	3.1	-.6	#13
49 WRVR/Memphis	5.3	3.7	-1.6	#9
55 WLMG/New Orleans	8.3	8.2	-.1	#3
59 WSPA-FM/Greenville, SC	5.0	5.0	Flat	#7

Cox Radio	22.1	24.7	+2.6	
12 WFLC/Miami	3.3	3.7	+.4	#9
18 WDUV/Tampa	9.0	9.9	+.9	#1
18 WWRM/Tampa	3.7	4.0	+.3	#8
34 WMMO/Orlando	4.1	4.4	+.3	#9
54 WMXB/Richmond	2.0	2.7	+.7	#11

Renda	19.6	17.5	-2.1	
24 WSHH/Pittsburgh	5.9	4.8	-1.1	#5
46 WEJZ/Jacksonville	6.3	5.9	-.4	#4
46 WSOS/Jacksonville	1.1	1.1	Flat	#15
48 KMGL/Oklahoma City	6.3	5.7	-.6	#3

Journal	7.8	8.3	+0.5	
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60 KMXZ/Tucson	7.8	8.3	+ .5	#2
Citadel	7.5	7.4	- .1	
30 KBEE/Salt Lake City	1.8	2.2	+ .4	#13
49 WKIM/Memphis	1.2	1.0	- .2	#19
52 WHTT/Buffalo	4.5	4.2	- .3	#9
South Central	8.0	7.4	- .6	
44 WJXA/Nashville	8.0	7.4	- .6	#1
Lincoln Financial	6.9	7.0	+ .1	
12 WLYF/Miami	4.2	4.9	+ .7	#5
47 WLYF/West Palm Beach**	2.7	2.1	- .6	#13
Regent	6.6	6.4	- .2	
52 WJYE/Buffalo	6.6	6.4	- .2	#4
Stephens	7.5	6.4	-1.1	
56 WRMM/Rochester	7.5	6.4	-1.1	#4
Capitol Broadcasting	5.7	6.2	+ .5	
43 WRAL/Raleigh	5.7	6.2	+ .5	#3
Cumulus	6.3	6.1	- .2	
28 WRRM/Cincinnati	6.3	6.1	- .2	#4
Saga	4.8	4.6	- .2	
36 WSNY/Columbus	4.8	4.6	- .2	#8
Bonneville	4.3	4.5	+ .2	
30 KSFI/Salt Lake City	4.3	4.5	+ .2	#6
Max Media	3.5	4.0	+ .5	
42 WVBW/Norfolk	3.5	4.0	+ .5	#9
Emmis	4.6	3.9	- .7	
40 WYXB/Indianapolis	4.6	3.9	- .7	#8
Sandusky	4.8	3.8	-1.0	
13 KRWM/Seattle	4.8	3.8	-1.0	#4
Milwaukee Radio Alliance	3.8	3.3	- .5	
37 WLDB/Milwaukee	3.8	3.3	- .5	#12
Wilks	2.5	2.9	+ .4	
32 KCKC/Kansas City	2.5	2.9	+ .4	#17
Steel City	2.8	2.8	Flat	
24 WLTT/Pittsburgh	2.8	2.8	Flat	#13
KLO	1.6	1.0	- .6	
30 KBZN/Salt Lake City	1.6	1.0	- .6	#24

A March 2009 Urban AC and Urban Contemporary PPM overview was featured in last week's **"Inside the Numbers with Mike Kinoshian"** (5-21-2009) archived [here](#).

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