



Urban AC & Urban Contemporary – July PPM

Michael Jackson programming produces some significant results. In order to appear in the following Urban AC and Urban Contemporary overviews, stations needed to register at least a 1.0 share (6+) in an applicable PPM-measured July 2009 survey. Dual asterisks (**) designate non-metro stations.

Urban AC

Basic Overview

By descending market size, each Urban AC's April, May, June and July 6+ shares are noted.

Mk	Calls/City	Apr	May	Jun	Jul
1	WBLS/New York	4.0	3.6	3.5	3.2
1	WRKS/New York	3.5	3.4	3.3	3.6
2	KHHT/Los Angeles	2.4	2.7	2.6	3.1
3	WVAZ/Chicago	4.3	4.7	4.6	5.1
3	WSRB/Chicago	0.9	1.2	1.6	1.7
4	KBLX/San Francisco	2.9	3.7	3.8	4.4
5	KRNB/Dallas	3.0	3.0	2.3	2.7
5	KSOC/Dallas	2.3	2.1	2.2	2.4
6	KMJQ/Houston	7.0	7.3	7.6	8.1
7	WAMJ/Atlanta	4.4	5.1	4.7	4.5
8	WDAS/Philadelphia	5.4	5.3	5.3	5.5
8	WRNB/Philadelphia	3.3	2.8	2.7	2.6
9	WHUR/Washington	6.4	7.4	6.6	6.5
9	WMMJ/Washington	4.4	4.7	4.4	4.8
11	WMXD/Detroit	4.1	3.9	3.9	3.9
11	WDMK/Detroit	2.8	3.7	3.1	3.7
11	WGPR/Detroit	2.4	2.3	2.5	2.3
12	WHQT/Miami	6.1	6.3	6.3	7.5
19	WBLS/Long Island**	1.8	1.7	1.9	1.8
19	WRKS/Long Island**	1.2	1.4	1.0	1.3
26	KHHT/Riverside**	3.1	3.6	3.6	3.0
35	KBLX/San Jose**	1.1	1.2	1.2	1.3
38	WBLS/Middlesex**	3.9	3.6	4.1	3.5
38	WRKS/Middlesex**	2.6	2.9	3.0	2.8

Gains/Losses

Miami's "Hot" (WHQT) registers a whopping 1.2-share June-July increase. After a one-half share May-June gain, WBLS (Middlesex) is down six-tenths.

Mk	Calls/City	June	July	Fluctuation
12	WHQT/Miami	6.3	7.5	+1.2
4	KBLX/San Francisco	3.8	4.4	+.6
11	WDMK/Detroit	3.1	3.7	+.6
2	KHHT/Los Angeles	2.6	3.1	+.5
3	WVAZ/Chicago	4.6	5.1	+.5
6	KMJQ/Houston	7.6	8.1	+.5

5 KRNB/Dallas	2.3	2.7	+.4
9 WMMJ/Washington	4.4	4.8	+.4
1 WRKS/New York	3.3	3.6	+.3
19 WRKS/Long Island**	1.0	1.3	+.3
5 KSOC/Dallas	2.2	2.4	+.2
8 WDAS/Philadelphia	5.3	5.5	+.2
3 WSRB/Chicago	1.6	1.7	+.1
35 KBLX/San Jose**	1.2	1.3	+.1
11 WMXD/Detroit	3.9	3.9	Flat
8 WRNB/Philadelphia	2.7	2.6	-.1
9 WHUR/Washington	6.6	6.5	-.1
19 WBLS/Long Island**	1.9	1.8	-.1
7 WAMJ/Atlanta	4.7	4.5	-.2
11 WGPR/Detroit	2.5	2.3	-.2
38 WRKS/Middlesex**	3.0	2.8	-.2
1 WBLS/New York	3.5	3.2	-.3
26 KHHT/Riverside**	3.6	3.0	-.6
38 WBLS/Middlesex**	4.1	3.5	-.6

- Nearly six of ten of the Urban AC outlets shown here were up (**58%** compared to 33% in June); **38%** were down; and **4%** remained flat.
- Typical June gains were a robust **+.64** (nearly triple June's **+.23**) while representative losses were **-.26** (versus June's **-.33**).

AQH Share

Radio One's **KMJQ/Houston** remains on top for the second successive month.

Mk	Calls/City	Apr	May	Jun	Jul
6	KMJQ/Houston	7.0	7.3	7.6	8.1
12	WHQT/Miami	6.1	6.3	6.3	7.5
9	WHUR/Washington	6.4	7.4	6.6	6.5
8	WDAS/Philadelphia	5.4	5.3	5.3	5.5
3	WVAZ/Chicago	4.3	4.7	4.6	5.1
9	WMMJ/Washington	4.4	4.7	4.4	4.8
7	WAMJ/Atlanta	4.4	5.1	4.7	4.5
4	KBLX/San Francisco	2.9	3.7	3.8	4.4
11	WMXD/Detroit	4.1	3.9	3.9	3.9
11	WDMK/Detroit	2.8	3.7	3.1	3.7
1	WRKS/New York	3.5	3.4	3.3	3.6
38	WBLS/Middlesex**	3.9	3.6	4.1	3.5
1	WBLS/New York	4.0	3.6	3.5	3.2
2	KHHT/Los Angeles	2.4	2.7	2.6	3.1
26	KHHT/Riverside**	3.1	3.6	3.6	3.0
38	WRKS/Middlesex**	2.6	2.9	3.0	2.8
5	KRNB/Dallas	3.0	3.0	2.3	2.7
8	WRNB/Philadelphia	3.3	2.8	2.7	2.6
5	KSOC/Dallas	2.3	2.1	2.2	2.4
11	WGPR/Detroit	2.4	2.3	2.5	2.3
19	WBLS/Long Island**	1.8	1.7	1.9	1.8
3	WSRB/Chicago	0.9	1.2	1.6	1.7
19	WRKS/Long Island**	1.2	1.4	1.0	1.3
35	KBLX/San Jose**	1.1	1.2	1.2	1.3

- This particular Urban AC sample recorded a **3.57** 6+ avg in June and **increases** it to **3.72** in July.

Market Rankers

More than 4 of 5 Urban ACs listed (**42%**) rank in the top 10 – **25%** are in the top five.

Mk	Calls/City	June	July	July 6+ Rank
6	KMJQ/Houston	7.6	8.1	#1
3	WVAZ/Chicago	4.6	5.1	#2
9	WHUR/Washington	6.6	6.5	#2
12	WHQT/Miami	6.3	7.5	#2
8	WDAS/Philadelphia	5.3	5.5	#3
4	KBLX/San Francisco	3.8	4.4	#5
7	WAMJ/Atlanta	4.7	4.5	#6
9	WMMJ/Washington	4.4	4.8	#7
1	WRKS/New York	3.3	3.6	#9
26	KHHT/Riverside**	3.6	3.0	#9
38	WBLS/Middlesex**	4.1	3.5	#11
2	KHHT/Los Angeles	2.6	3.1	#13
1	WBLS/New York	3.5	3.2	#14
11	WMXD/Detroit	3.9	3.9	#14
11	WDMK/Detroit	3.1	3.7	#15
38	WRKS/Middlesex**	3.0	2.8	#15
5	KRNB/Dallas	2.3	2.7	#16
5	KSOC/Dallas	2.2	2.4	#17
8	WRNB/Philadelphia	2.7	2.6	#18
19	WBLS/Long Island**	1.9	1.8	#19
11	WGPR/Detroit	2.5	2.3	#20
19	WRKS/Long Island**	1.0	1.3	#22
3	WSRB/Chicago	1.6	1.7	#24
35	KBLX/San Jose**	1.2	1.3	#26

- Based on data from the PPM metros, Urban AC facilities usually finished **12th (#12.08)** in their respective markets in July (6+), up significantly from June's #13.04.

By Strongest Market

The format's five most potent markets are **up** month-month. Miami **(+1.2)** notches the highest month-month **increase**. No qualifying stations could be found in Boston, Seattle, Phoenix, Minneapolis or San Diego. Comparisons are June-July.

Washington	11.0	11.3	+.3
WHUR	6.6	6.5	-.1
WMMJ	4.4	4.8	+.4
Detroit	9.5	9.9	+.4
WMXD	3.9	3.9	Flat
WDMK	3.1	3.7	+.6
WGPR	2.5	2.3	-.2
Houston	7.6	8.1	+.5
KMJQ	7.6	8.1	+.5
Philadelphia	8.0	8.1	+.1
WDAS	5.3	5.5	+.2
WRNB	2.7	2.6	-.1
Miami	6.3	7.5	+1.2
WHQT	6.3	7.5	+1.2
New York	6.8	6.8	Flat
WBLS	3.5	3.2	-.3
WRKS	3.3	3.6	+.3

Chicago	6.2	6.8	+ .6
WVAZ	4.6	5.1	+ .5
WSRB	1.6	1.7	+ .1
Middlesex	7.1	6.3	- .8
WBLS**	4.1	3.5	- .6
WRKS**	3.0	2.8	- .2
Dallas	4.5	5.1	+ .6
KRNB	2.3	2.7	+ .4
KSOC	2.2	2.4	+ .2
Atlanta	4.7	4.5	- .2
WAMJ	4.7	4.5	- .2
San Francisco	3.8	4.4	+ .6
KBLX	3.8	4.4	+ .6
Los Angeles	2.6	3.1	+ .5
KHHT	2.6	3.1	+ .5
Long Island	2.9	3.1	+ .2
WBLS**	1.9	1.8	- .1
WRKS**	1.0	1.3	+ .3
Riverside	3.6	3.0	- .6
KHHT**	3.6	3.0	- .6
San Jose	1.2	1.3	+ .1
KBLX**	1.2	1.3	+ .1

By Group Owner

Radio One (+1.4) and Clear Channel (+.6) add to their lead.

Radio One	24.7	26.1	+1.4	
5 KSOC/Dallas	2.2	2.4	+ .2	#17
6 KMJQ/Houston	7.6	8.1	+ .5	#1
7 WAMJ/Atlanta	4.7	4.5	- .2	#6
8 WRNB/Philadelphia	2.7	2.6	- .1	#18
9 WMMJ/Washington	4.4	4.8	+ .4	#7
11 WDMK/Detroit	3.1	3.7	+ .6	#15
Clear Channel	20.0	20.6	+ .6	
2 KHHT/Los Angeles	2.6	3.1	+ .5	#13
3 WVAZ/Chicago	4.6	5.1	+ .5	#2
8 WDAS/Philadelphia	5.3	5.5	+ .2	#3
11 WMXD/Detroit	3.9	3.9	Flat	#14
26 KHHT/Riverside** 3.6	3.0	- .6	#9	
Inner City	14.5	14.2	- .3	
1 WBLS/New York	3.5	3.2	- .3	#14
4 KBLX/San Francisco	3.8	4.4	+ .6	#5
19 WBLS/Long Island**	1.9	1.8	- .1	#19
35 KBLX/San Jose**	1.2	1.3	+ .1	#26
38 WBLS/Middlesex**	4.1	3.5	- .6	#11
Emmis	7.3	7.7	+ .4	
1 WRKS/New York	3.3	3.6	+ .3	#9

19 WRKS/Long Island**	1.0	1.3	+ .3	#22
38 WRKS/Middlesex**	3.0	2.8	- .2	#15
Cox Radio	6.3	7.5	+1.2	
12 WHQT/Miami	6.3	7.5	+1.2	#2
Howard University	6.6	6.5	- .1	
9 WHUR/Washington	6.6	6.5	- .1	#2
Service	2.3	2.7	+ .4	
5 KRNH/Dallas	2.3	2.7	+ .4	#16
WGPR, Inc.	2.5	2.3	- .2	
11 WGPR/Detroit	2.5	2.3	- .2	#20
Crawford	1.6	1.7	+ .1	
3 WSRB/Chicago	1.6	1.7	+ .1	#24

Urban Contemporary

Basic Overview

By descending market size, each Urban Contemporary's April, May, June and July 6+ shares are noted.

Mk	Calls/City	Apr	May	June	July
1	WWPR/New York	3.4	3.2	2.9	3.3
3	WGCI-FM/Chicago	2.7	2.7	2.7	2.9
3	WPWX/Chicago	2.3	1.5	1.8	1.9
4	KMEL/San Francisco	3.8	4.0	3.5	3.4
5	KKDA-FM/Dallas	4.2	3.7	4.4	4.2
7	WVEE/Atlanta	8.3	9.2	9.5	10.0
7	WHTA/Atlanta	4.4	4.4	4.1	3.9
8	WUSL/Philadelphia	3.2	3.1	2.7	2.9
9	WKYS/Washington	3.8	3.6	3.2	3.7
11	WJLB/Detroit	5.8	5.5	5.4	5.1
11	WHTD/Detroit	2.4	2.3	2.6	2.9
12	WEDR/Miami	6.6	7.1	7.3	6.6
12	WMIB/Miami	3.3	2.2	2.5	2.4
19	WWPR/Long Island*	1.9	2.3	2.1	2.4
35	KMEL/San Jose**	3.0	2.2	1.9	1.8
38	WWPR/Middlesex**	2.8	2.8	2.6	3.1

Gains/Losses

Three Urban Contemporary facilities make leaps of exactly one-half share.

Mk	Calls/City	June	July	Fluctuation
7	WVEE/Atlanta	9.5	10.0	+ .5
9	WKYS/Washington	3.2	3.7	+ .5
38	WWPR/Middlesex**	2.6	3.1	+ .5
1	WWPR/New York	2.9	3.3	+ .4
11	WHTD/Detroit	2.6	2.9	+ .3
19	WWPR/Long Island*	2.1	2.4	+ .3
3	WGCI-FM/Chicago	2.7	2.9	+ .2
8	WUSL/Philadelphia	2.7	2.9	+ .2

3 WPWX/Chicago	1.8	1.9	+.1
4 KMEL/San Francisco	3.5	3.4	-.1
12 WMIB/Miami	2.5	2.4	-.1
35 KMEL/San Jose**	1.9	1.8	-.1
5 KKDA-FM/Dallas	4.4	4.2	-.2
7 WHTA/Atlanta	4.1	3.9	-.2
11 WJLB/Detroit	5.4	5.1	-.3
12 WEDR/Miami	7.3	6.6	-.7

- The majority of Urban Contemporary stations listed made **gains** in July (**56%**, versus June's 38%) while **44%** had **decreases** (compared to June's 56%).
- Typical gains were virtually identical in July (**+.33**) as in June (+.35); representative declines are **-.24**, versus June's **-.33**.

AQH Share

For the fourth successive month, **WVEE**, **WEDR** and **WJLB** are 1-2-3 among their Urban Contemporary PPM peers.

Mk	Calls/City	Apr	May	June	July
7	WVEE/Atlanta	8.3	9.2	9.5	10.0
12	WEDR/Miami	6.6	7.1	7.3	6.6
11	WJLB/Detroit	5.8	5.5	5.4	5.1
5	KKDA-FM/Dallas	4.2	3.7	4.4	4.2
7	WHTA/Atlanta	4.4	4.4	4.1	3.9
9	WKYS/Washington	3.8	3.6	3.2	3.7
4	KMEL/San Francisco	3.8	4.0	3.5	3.4
1	WWPR/New York	3.4	3.2	2.9	3.3
38	WWPR/Middlesex**	2.8	2.8	2.6	3.1
3	WGCI-FM/Chicago	2.7	2.7	2.7	2.9
8	WUSL/Philadelphia	3.2	3.1	2.7	2.9
11	WHTD/Detroit	2.4	2.3	2.6	2.9
12	WMIB/Miami	3.3	2.2	2.5	2.4
19	WWPR/Long Island*	1.9	2.3	2.1	2.4
3	WPWX/Chicago	2.3	1.5	1.8	1.9
35	KMEL/San Jose**	3.0	2.2	1.9	1.8

- Urban Contemporary outlets in our sample posted a **3.70** 6+ average in June and elevate it to **3.78** in July.

Market Rankers

Just under four in ten Urban Contemporary panelists (**38%**) finished in the top ten in July (6+) - exactly the same as in June.

Mk	Calls/City	June	July	July 6+ Rank
7	WVEE/Atlanta	9.5	10.0	#1
12	WEDR/Miami	7.3	6.6	#3
5	KKDA-FM/Dallas	4.4	4.2	#5
11	WJLB/Detroit	5.4	5.1	#5
4	KMEL/San Francisco	3.5	3.4	#8
7	WHTA/Atlanta	4.1	3.9	#9
1	WWPR/New York	2.9	3.3	#11
3	WGCI-FM/Chicago	2.7	2.9	#12
9	WKYS/Washington	3.2	3.7	#13
38	WWPR/Middlesex**	2.6	3.1	#14
8	WUSL/Philadelphia	2.7	2.9	#15
19	WWPR/Long Island*	2.1	2.4	#16
12	WMIB/Miami	2.5	2.4	#17

11 WHTD/Detroit	2.6	2.9	#18
3 WPWX/Chicago	1.8	1.9	#21
35 KMEL/San Jose**	1.9	1.8	#22

- Urban Contemporary stations in PPM markets continue to improve market rank. These stations generally ranked **11th/12th (#11.87)** in their respective markets in July (6+), compared to June's #12.56 and May's #12.92.

By Strongest Market

Seven of the markets are **up** (Washington and Middlesex each gain one-half share); **four** are **down** (Miami loses eight-tenths); and **one** (Detroit) remains **even**. There are no qualifying Urban Contemporary representatives in Los Angeles, Houston, Boston, Seattle, Phoenix, Minneapolis, San Diego or Riverside. Comparisons are June-July.

Atlanta	13.6	13.9	+.3
WVEE	9.5	10.0	+.5
WHTA	4.1	3.9	-.2
Miami	9.8	9.0	-.8
WEDR	7.3	6.6	-.7
WMIB	2.5	2.4	-.1
Detroit	8.0	8.0	Flat
WJLB	5.4	5.1	-.3
WHTD	2.6	2.9	+.3
Chicago	4.5	4.8	+.3
WGCI-FM	2.7	2.9	+.2
WPWX	1.8	1.9	+.1
Dallas	4.4	4.2	-.2
KKDA-FM	4.4	4.2	-.2
Washington	3.2	3.7	+.5
WKYS	3.2	3.7	+.5
San Francisco	3.5	3.4	-.1
KMEL	3.5	3.4	-.1
New York	2.9	3.3	+.4
WWPR	2.9	3.3	+.4
Middlesex	2.6	3.1	+.5
WWPR**	2.6	3.1	+.5
Philadelphia	2.7	2.9	+.2
WUSL	2.7	2.9	+.2
Long Island	2.1	2.4	+.3
WWPR**	2.1	2.4	+.3
San Jose	1.9	1.8	-.1
KMEL**	1.9	1.8	-.1

By Group Owner

Radio One and **CBS Radio** (in the form of Atlanta's **V-103**) remain neck-and-neck.

Clear Channel	26.3	27.3	+1.0	
1 WWPR/New York	2.9	3.3	+.4	#11
3 WGCI-FM/Chicago	2.7	2.9	+.2	#12
4 KMEL/San Francisco	3.5	3.4	-.1	#8
8 WUSL/Philadelphia	2.7	2.9	+.2	#15
11 WJLB/Detroit	5.4	5.1	-.3	#5
12 WMIB/Miami	2.5	2.4	-.1	#17
19 WWPR/Long Island*	2.1	2.4	+.3	#16
35 KMEL/San Jose**	1.9	1.8	-.1	#22
38 WWPR/Middlesex**	2.6	3.1	+.5	#14
Radio One	9.9	10.5	+.6	
7 WHTA/Atlanta	4.1	3.9	-.2	#9
9 WKYS/Washington	3.2	3.7	+.5	#13
11 WHTD/Detroit	2.6	2.9	+.3	#18
CBS Radio	9.5	10.0	+.5	
7 WVEE/Atlanta	9.5	10.0	+.5	#1
Cox Radio	7.3	6.6	-.7	
12 WEDR/Miami	7.3	6.6	-.7	#3
Service	4.4	4.2	-.2	
5 KKDA-FM/Dallas	4.4	4.2	-.2	#5
Crawford	1.8	1.9	+.1	
3 WPWX/Chicago	1.8	1.9	+.1	#21

Archived [here](#) is last week's "Inside The Numbers with Mike Kinosian" (9-3-2009), which featured a July PPM recap of CHR and Rhythmic CHR stations.

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