



TALK - July PPM

Healthcare reform and pop star Michael Jackson's sudden passing are among topics Talk stations dealt with during PPM's July survey period. The following "Inside The Numbers" July 2009 Talk overview evaluates how stations within the format fared. A 1.0 share (6+) in an applicable July 2009 Portable People Meter survey was required to appear in our comprehensive summary. Information from Long Island (#19), Riverside (#26), San Jose (#35) and Middlesex (#38) was excluded. Dual asterisks (**) designate non-metro signals while && denotes Public Radio outlets.

Basic Overview

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

Mk	Calls/City	Apr	May	June	July	Mk	Calls/City	Apr	May	June	July
1	WABC/New York	3.9	3.8	3.9	3.8	10	WRKO/Boston	4.5	5.0	5.6	5.1
1	WOR/New York	2.2	2.2	2.4	2.1	10	WBUR-FM/Boston&&	4.2	4.1	3.9	4.3
1	WNYC-FM/New York&&	1.7	1.7	1.8	1.8	10	WTKK/Boston	3.5	3.3	3.3	3.3
1	WNYC-AM/New York&&	1.0	1.1	1.0	1.0	11	WJR/Detroit	4.7	4.3	4.4	4.4
2	KFI/Los Angeles	4.5	4.9	4.6	4.4	11	WUOM/Detroit&&	1.5	1.2	1.3	1.2
2	KPCC/Los Angeles&&	1.5	1.9	1.7	1.6	12	WLRN/Miami&&	3.6	3.8	3.7	3.6
2	KABC/Los Angeles	1.9	1.8	1.8	1.5	12	WIOD/Miami	3.9	3.3	3.2	3.0
3	WGN/Chicago	5.3	5.0	6.1	6.3	14	KUOW/Seattle	3.6	3.6	3.7	3.8
3	WLS-AM/Chicago	4.8	4.3	4.0	3.9	14	KTTH/Seattle	2.9	3.4	3.0	2.9
3	WBEZ/Chicago&&	1.9	2.0	2.0	1.7	14	KIRO-FM/Seattle	2.6	2.6	2.3	2.7
4	KGO/San Francisco	5.4	6.3	6.0	6.1	14	KVI/Seattle	1.5	1.5	1.5	1.6
4	KQED/San Francisco&&	5.0	4.0	4.7	4.8	14	KPTK/Seattle	1.3	1.0	1.2	1.1
4	KSFO/San Francisco	3.9	3.4	3.3	3.6	15	KFYI/Phoenix	5.2	6.2	6.6	6.8
4	KNEW/San Francisco	1.0	1.0	1.2	1.1	15	KTAR-FM/Phoenix	4.3	4.4	3.8	4.0
5	WBAP/Dallas	3.5	3.6	3.2	3.2	15	KJZZ/Phoenix	2.9	2.7	3.4	3.4
5	KERA/Dallas&&	1.5	1.9	2.2	2.4	16	KNOW/Minneapolis	5.3	4.6	5.7	5.7
5	KRLD-AM/Dallas	2.2	2.2	2.3	2.0	16	WCCO/Minneapolis	5.5	5.8	5.3	5.6
5	KLIF/Dallas	1.3	1.1	1.1	1.3	16	KSTP-AM/Minneapolis	3.0	3.4	3.3	3.0
6	KTRH/Houston	4.8	4.1	4.0	4.2	16	KTLK-FM/Minneapolis	3.7	2.7	2.5	3.1
6	KPRC/Houston	1.0	1.1	0.9	1.0	16	WFMP/Minneapolis	2.2	1.5	1.4	1.7
7	WSB-AM/Atlanta	8.4	8.1	7.5	7.7	16	KTNF/Minneapolis	1.1	1.1	1.3	1.1
7	WGST/Atlanta	1.8	1.9	1.7	1.4	16	WWTC/Minneapolis	0.8	0.7	1.0	1.0
8	WPHT/Philadelphia	3.0	3.4	3.8	4.0	17	KOGO/San Diego	4.3	4.5	4.5	4.3
8	WHYY/Philadelphia&&	3.3	3.2	3.3	3.6	17	KPBS/San Diego	3.7	3.6	3.7	3.5
9	WAMU/Washington&&	6.1	5.9	5.9	5.7	17	KFMB-AM/San Diego	3.8	3.2	3.4	3.3
9	WMAL/Washington	2.8	2.3	2.3	2.2	17	KFI/San Diego*	1.9	2.0	1.9	1.9
10	WBZ/Boston	6.4	6.5	6.2	6.3						

Gains/Losses

May-June produced two potent +1.1 increases, however June-July's biggest surge was the six-tenths gain by The Twin Cities' **KTLK-FM**.

Mk	Calls/City	June	July	Change	Mk	Calls/City	June	July	Change
16	KTLK-FM/Minneapolis	2.5	3.1	+.6	16	WFMP/Minneapolis	1.4	1.7	+.3
10	WBUR-FM/Boston&&	3.9	4.3	+.4	3	WGN/Chicago	6.1	6.3	+.2
14	KIRO-FM/Seattle	2.3	2.7	+.4	5	KERA/Dallas&&	2.2	2.4	+.2
4	KSFO/San Francisco	3.3	3.6	+.3	5	KLIF/Dallas	1.1	1.3	+.2
8	WHYY/Philadelphia&&	3.3	3.6	+.3	6	KTRH/Houston	4.0	4.2	+.2
16	WCCO/Minneapolis	5.3	5.6	+.3	7	WSB-AM/Atlanta	7.5	7.7	+.2

8 WPHT/Philadelphia	3.8	4.0	+.2	4 KNEW/San Francisco	1.2	1.1	-.1
15 KFYI/Phoenix	6.6	6.8	+.2	9 WMAL/Washington	2.3	2.2	-.1
15 KTAR-FM/Phoenix	3.8	4.0	+.2	11 WUOM/Detroit&&	1.3	1.2	-.1
4 KGO/San Francisco	6.0	6.1	+.1	12 WLRN/Miami&&	3.7	3.6	-.1
4 KOED/San Francisco&&	4.7	4.8	+.1	14 KTTH/Seattle	3.0	2.9	-.1
6 KPRC/Houston	0.9	1.0	+.1	14 KPTK/Seattle	1.2	1.1	-.1
10 WBZ/Boston	6.2	6.3	+.1	17 KFMB-AM/San Diego	3.4	3.3	-.1
14 KUOW/Seattle	3.7	3.8	+.1	2 KFI/Los Angeles	4.6	4.4	-.2
14 KVI/Seattle	1.5	1.6	+.1	9 WAMU/Washington&&	5.9	5.7	-.2
1 WNYC-FM/New York&&	1.8	1.8	Flat	12 WIOD/Miami	3.2	3.0	-.2
1 WNYC-AM/New York&&	1.0	1.0	Flat	16 KTNF/Minneapolis	1.3	1.1	-.2
5 WBAP/Dallas	3.2	3.2	Flat	17 KOGO/San Diego	4.5	4.3	-.2
10 WTKK/Boston	3.3	3.3	Flat	17 KPBS/San Diego	3.7	3.5	-.2
11 WJR/Detroit	4.4	4.4	Flat	1 WOR/New York	2.4	2.1	-.3
15 KJZZ/Phoenix	3.4	3.4	Flat	2 KABC/Los Angeles	1.8	1.5	-.3
16 KNOW/Minneapolis	5.7	5.7	Flat	3 WBEZ/Chicago&&	2.0	1.7	-.3
16 WWTC/Minneapolis	1.0	1.0	Flat	5 KRLD-AM/Dallas	2.3	2.0	-.3
17 KFI/San Diego*	1.9	1.9	Flat	7 WGST/Atlanta	1.7	1.4	-.3
1 WABC/New York	3.9	3.8	-.1	16 KSTP-AM/Minneapolis	3.3	3.0	-.3
2 KPCC/Los Angeles&&	1.7	1.6	-.1	10 WRKO/Boston	5.6	5.1	-.5
3 WLS-AM/Chicago	4.0	3.9	-.1				

- July's totals are practically a rerun of June with **40%** of our panel up (compared to **42%** in June); **43%** down (versus June's **42%**) and **17%** flat (compared to 16% in June).
- Typical gains are **+.22** (**+.32** in June) and representative dips are **-.19** (versus **-.25** in June).

AQH Share

Mk	Calls/City	June	July	Mk	Calls/City	June	July
7	WSB-AM/Atlanta	7.5	7.7	5	WBAP/Dallas	3.2	3.2
15	KFYI/Phoenix	6.6	6.8	16	KTLK-FM/Minneapolis	2.5	3.1
3	WGN/Chicago	6.1	6.3	12	WIOD/Miami	3.2	3.0
10	WBZ/Boston	6.2	6.3	16	KSTP-AM/Minneapolis	3.3	3.0
4	KGO/San Francisco	6.0	6.1	14	KTTH/Seattle	3.0	2.9
9	WAMU/Washington&&	5.9	5.7	14	KIRO-FM/Seattle	2.3	2.7
16	KNOW/Minneapolis	5.7	5.7	5	KERA/Dallas&&	2.2	2.4
16	WCCO/Minneapolis	5.3	5.6	9	WMAL/Washington	2.3	2.2
10	WRKO/Boston	5.6	5.1	1	WOR/New York	2.4	2.1
4	KOED/San Francisco&&	4.7	4.8	5	KRLD-AM/Dallas	2.3	2.0
2	KFI/Los Angeles	4.6	4.4	17	KFI/San Diego*	1.9	1.9
11	WJR/Detroit	4.4	4.4	1	WNYC-FM/New York&&	1.8	1.8
10	WBUR-FM/Boston&&	3.9	4.3	3	WBEZ/Chicago&&	2.0	1.7
17	KOGO/San Diego	4.5	4.3	16	WFMP/Minneapolis	1.4	1.7
6	KTRH/Houston	4.0	4.2	2	KPCC/Los Angeles&&	1.7	1.6
8	WPHT/Philadelphia	3.8	4.0	14	KVI/Seattle	1.5	1.6
15	KTAR-FM/Phoenix	3.8	4.0	2	KABC/Los Angeles	1.8	1.5
3	WLS-AM/Chicago	4.0	3.9	7	WGST/Atlanta	1.7	1.4
1	WABC/New York	3.9	3.8	5	KLIF/Dallas	1.1	1.3
14	KUOW/Seattle	3.7	3.8	11	WUOM/Detroit&&	1.3	1.2
4	KSFO/San Francisco	3.3	3.6	4	KNEW/San Francisco	1.2	1.1
8	WHYY/Philadelphia&&	3.3	3.6	14	KPTK/Seattle	1.2	1.1
12	WLRN/Miami&&	3.7	3.6	16	KTNF/Minneapolis	1.3	1.1
17	KPBS/San Diego	3.7	3.5	1	WNYC-AM/New York&&	1.0	1.0
15	KJZZ/Phoenix	3.4	3.4	6	KPRC/Houston	0.9	1.0
10	WTKK/Boston	3.3	3.3	16	WWTC/Minneapolis	1.0	1.0
17	KFMB-AM/San Diego	3.4	3.3				

- The average 6+ share for the specific Talk outlets from the 16 PPM metros noted above was **3.31** in **April**; **3.24** in **May**; and it stays virtually the same in **June (3.27)** and **July (3.28)**.

Market Rankers

One in four qualifying Talk outlets in our sample (**40%**) ranked in the top ten (6+) in their respective PPM markets in June, a boost from June's **33%**.

Mk	Calls/City	June	July	Rank	Mk	Calls/City	June	July	Rank
3	WGN/Chicago	6.1	6.3	#1	16	KTLK-FM/Minneapolis	2.5	3.1	#14
4	KGO/San Francisco	6.0	6.1	#1	15	KJZZ/Phoenix	3.4	3.4	#15
15	KFYI/Phoenix	6.6	6.8	#1	16	KSTP-AM/Minneapolis	3.3	3.0	#15
2	KFI/Los Angeles	4.6	4.4	#2	12	WIOD/Miami	3.2	3.0	#16
7	WSB-AM/Atlanta	7.5	7.7	#2	5	KERA/Dallas&&	2.2	2.4	#17
10	WBZ/Boston	6.2	6.3	#2	9	WMAL/Washington	2.3	2.2	#17
9	WAMU/Washington&&	5.9	5.7	#3	1	WOR/New York	2.4	2.1	#18
4	KOED/San Francisco&&	4.7	4.8	#4	14	KTTH/Seattle	3.0	2.9	#18
4	KSFO/San Francisco	3.3	3.6	#6	14	KIRO-FM/Seattle	2.3	2.7	#19
6	KTRH/Houston	4.0	4.2	#6	1	WNYC-FM/New York&&	1.8	1.8	#20
10	WRKO/Boston	5.6	5.1	#6	5	KRLD-AM/Dallas	2.3	2.0	#20
16	KNOW/Minneapolis	5.7	5.7	#6	16	WFMP/Minneapolis	1.4	1.7	#20
1	WABC/New York	3.9	3.8	#7	16	KTNF/Minneapolis	1.3	1.1	#21
3	WLS-AM/Chicago	4.0	3.9	#7	17	KFI/San Diego*	1.9	1.9	#21
16	WCCO/Minneapolis	5.3	5.6	#7	16	WWTC/Minneapolis	1.0	1.0	#22
8	WPHT/Philadelphia	3.8	4.0	#8	2	KPCC/Los Angeles&&	1.7	1.6	#23
11	WJR/Detroit	4.4	4.4	#9	7	WGST/Atlanta	1.7	1.4	#23
17	KOGO/San Diego	4.5	4.3	#9	11	WUOM/Detroit&&	1.3	1.2	#23
5	WBAP/Dallas	3.2	3.2	#10	3	WBEZ/Chicago&&	2.0	1.7	#24
10	WBUR-FM/Boston&&	3.9	4.3	#10	14	KVI/Seattle	1.5	1.6	#24
15	KTAR-FM/Phoenix	3.8	4.0	#10	1	WNYC-AM/New York&&	1.0	1.0	#25
12	WLRN/Miami&&	3.7	3.6	#11	2	KABC/Los Angeles	1.8	1.5	#25
14	KUOW/Seattle	3.7	3.8	#11	6	KPRC/Houston	0.9	1.0	#25
17	KPBS/San Diego	3.7	3.5	#11	4	KNEW/San Francisco	1.2	1.1	#27
8	WHYY/Philadelphia&&	3.3	3.6	#12	14	KPTK/Seattle	1.2	1.1	#27
17	KFMB-AM/San Diego	3.4	3.3	#13	5	KLIF/Dallas	1.1	1.3	#29
10	WTKK/Boston	3.3	3.3	#14					

- Based on data from the specified PPM markets, Talk facilities usually finished **13th/14th (#13.90)** in their respective markets in **June (6+)**, compared to June's **#14.45**.

By Strongest Market

Not only does top dog Minneapolis repeat, it actually gets stronger by seven-tenths. Six of the PPM markets are **up** month-month (Minneapolis' **+.7** is the highest); nine are **down** (Los Angeles' **-.6** represents the most significant decline); and one market remains the **same**. Owing to **WJFK-FM/Washington, DC's** format switch to Sports, its totals are not included. Comparisons are June-July (among persons 6+).

Minneapolis	20.5	21.2	+.7	WRKO	5.6	5.1
KNOW&&	5.7	5.7		WBUR-FM&&	3.9	4.3
WCCO	5.3	5.6		WTKK	3.3	3.3
KSTP-AM	3.3	3.0		San Francisco	15.2	15.6
KTLK-FM	2.5	3.1		KGO	6.0	6.1
WFMP	1.4	1.7		KOED&&	4.7	4.8
KTNF	1.3	1.1		KSFO	3.3	3.6
WWTC	1.0	1.0		KNEW	1.2	1.1
Boston	19.0	19.0	Flat	Phoenix	13.8	14.2
WBZ	6.2	6.3				+.4

KFYI	6.6	6.8			
KTAR-FM	3.8	4.0			
KJZZ&&	3.4	3.4			
San Diego	13.5	13.0	-.5		
KOGO	4.5	4.3			
KPBS&&	3.7	3.5			
KFMB-AM	3.4	3.3			
KFI**	1.9	1.9			
Seattle	11.7	12.1	+.4		
KUOW&&	3.7	3.8			
KTTH	3.0	2.9			
KIRO-FM	2.3	2.7			
KVI	1.5	1.6			
KPTK	1.2	1.1			
Chicago	12.1	11.9	-.2		
WGN	6.1	6.3			
WLS-AM	4.0	3.9			
WBEZ&&	2.0	1.7			
Atlanta	9.2	9.1	-.1		
WSB-AM	7.5	7.7			
WGST	1.7	1.4			
Dallas	8.8	8.9	+.1		
WBAP	3.2	3.2			
KERA&&	2.2	2.4			
KRLD-AM	2.3	2.0			
KLIF	1.1	1.3			
New York	9.1	8.7	-.4		
WABC	3.9	3.8			
WOR	2.4	2.1			
WNYC-FM&&	1.8	1.8			
WNYC-AM&&	1.0	1.0			
Washington, DC	8.2	7.9	-.3		
WAMU&&	5.9	5.7			
WMAL	2.3	2.2			
Philadelphia	7.1	7.6	+.5		
WPHT	3.8	4.0			
WHYY&&	3.3	3.6			
Los Angeles	8.1	7.5	-.6		
KFI	4.6	4.4			
KPCC&&	1.7	1.6			
KABC	1.8	1.5			
Miami	6.9	6.6	-.3		
WLRN&&	3.7	3.6			
WIOD	3.2	3.0			
Detroit	5.7	5.6	-.1		
WJR	4.4	4.4			
WUOM&&	1.3	1.2			
Houston	4.9	5.2	+.3		
KTRH	4.0	4.2			
KPRC	0.9	1.0			

By Group Owner

Clear Channel (+.1 from June) continues to hold a slim lead over runner-up Citadel (**-.2**). Comparisons are June-July (6+).

Clear Channel	31.1	31.2	+.1	
2 KFI/Los Angeles	4.6	4.4	-.2	#2
4 KNEW/San Francisco	1.2	1.1	-.1	#27
6 KTRH/Houston	4.0	4.2	+.2	#6
6 KPRC/Houston	0.9	1.0	+.1	#25
7 WGST/Atlanta	1.7	1.4	-.3	#23
12 WIOD/Miami	3.2	3.0	-.2	#16
15 KFYI/Phoenix	6.6	6.8	+.2	#1
16 KTLK-FM/Minneapolis	2.5	3.1	+.6	#14
17 KOGO/San Diego	4.5	4.3	-.2	#9
17 KFI/San Diego*	1.9	1.9	Flat	#21
Citadel	28.9	28.7	-.2	
1 WABC/New York	3.9	3.8	-.1	#7
2 KABC/Los Angeles	1.8	1.5	-.3	#25
3 WLS-AM/Chicago	4.0	3.9	-.1	#7
4 KGO/San Francisco	6.0	6.1	+.1	#1
4 KSFO/San Francisco	3.3	3.6	+.3	#6
5 WBAP/Dallas	3.2	3.2	Flat	#10
9 WMAL/Washington	2.3	2.2	-.1	#17
11 WJR/Detroit	4.4	4.4	Flat	#9
CBS Radio	18.8	19.0	+.2	

5 KRLD-AM/Dallas	2.3	2.0	-.3	#20
8 WPHT/Philadelphia	3.8	4.0	+.2	#8
10 WBZ/Boston	6.2	6.3	+.1	#2
14 KPTK/Seattle	1.2	1.1	-.1	#27
16 WCCO/Minneapolis	5.3	5.6	+.3	#7
Bonneville	9.1	9.6	+.5	
14 KTTH/Seattle	3.0	2.9	-.1	#18
14 KIRO-FM/Seattle	2.3	2.7	+.4	#19
15 KTAR-FM/Phoenix	3.8	4.0	+.2	#10
Cox Radio	7.5	7.7	+.2	
7 WSB-AM/Atlanta	7.5	7.7	+.2	#2
American Public Media	7.4	7.3	-.1	
2 KPCC/Los Angeles&&	1.7	1.6	-.1	#23
16 KNOW/Minneapolis	5.7	5.7	Flat	#6
Tribune	6.1	6.3	+.2	
3 WGN/Chicago	6.1	6.3	+.2	#1
American University	5.9	5.7	-.2	
9 WAMU/Washington&&	5.9	5.7	-.2	#3
Entercom	5.6	5.1	-.5	
10 WRKO/Boston	5.6	5.1	-.5	#6
KQED	4.7	4.8	+.1	
4 KQED/San Francisco&&	4.7	4.8	+.1	#4
Hubbard	4.7	4.7	Flat	
16 KSTP-AM/Minneapolis	3.3	3.0	-.3	#15
16 WFMP/Minneapolis	1.4	1.7	+.3	#20
Boston University	3.9	4.3	+.4	
10 WBUR-FM/Boston&&	3.9	4.3	+.4	#10
University of Washington	3.7	3.8	+.1	
14 KUOW/Seattle	3.7	3.8	+.1	#11
Dade County School Board	3.7	3.6	-.1	
12 WLRN/Miami&&	3.7	3.6	-.1	#11
WHYY, Inc.	3.3	3.6	+.3	
8 WHYY/Philadelphia&&	3.3	3.6	+.3	#12
San Diego State University	3.7	3.5	-.2	
17 KPBS/San Diego	3.7	3.5	-.2	#11
Maricopa County Community	3.7	3.4	Flat	
15 KJZZ/Phoenix	3.4	3.4	Flat	#15
Greater Media	3.3	3.3	Flat	
10 WTKK/Boston	3.3	3.3	Flat	#14
Midwest Television	3.4	3.3	-.1	
17 KFMB-AM/San Diego	3.4	3.3	-.1	#13
WNYC Broadcasting	2.8	2.8	Flat	

1 WNYC-FM/New York&&	1.8	1.8	Flat	#20
1 WNYC-AM/New York&&	1.0	1.0	Flat	#25
North TX Public	2.2	2.4	+.2	
5 KERA/Dallas&&	2.2	2.4	+.2	#17
Buckley	2.4	2.1	-.3	
1 WOR/New York	2.4	2.1	-.3	#18
WBEZ Alliance	2.0	1.7	-.3	
3 WBEZ/Chicago&&	2.0	1.7	-.3	#24
Fisher	1.5	1.6	+.1	
14 KVI/Seattle	1.5	1.6	+.1	#24
Cumulus	1.1	1.3	+.2	
5 KLIF/Dallas	1.1	1.3	+.2	#29
Michigan Public Media	1.3	1.2	-.1	
11 WUOM/Detroit&&	1.3	1.2	-.1	#23
JR Broadcasting	1.3	1.1	-.2	
16 KTNF/Minneapolis	1.3	1.1	-.2	#21
Salem	1.0	1.0	Flat	
16 WWTC/Minneapolis	1.0	1.0	Flat	#22

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Archived [HERE](#) -- Last week's "**Inside The Numbers with Mike Kinosian**" (8-13-2009) featuring a June 2009 **PPM recap of Urban AC and Urban Contemporary** outlets.