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It's raining gold all at once for Top/40 WPGC

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Special to The Washington Star

Ratings triumphs usually take a long time — but when they come the ratings rains come they tend to pour. And currently the crowing is being done by Top 40/rock WPGC-AM (1580) and FM (95.5), the area's new most-listened-to station.

It's hard to imagine what could seem sweeter than their upset victory on the spring Arbitron chartboard two weeks ago over middle-of-the-road WMAL-AM (630), the top area ratings draw for 15 years. But this week the rocker posted its second triumph in the second quarter survey (April-May-June) by Arbitron's new ratings rival, Burke.

WPGC, the broadcasting pride of Morningside, Md., grabbed a 12.1 in listener shares against the eroding strength of the ex-ratings champ, middle-of-the-road WMAL-AM, which received a 9.3. Ironically, WPGC's figure declined from 13.2 as WMAL edged up from a 9.

Sizable gains for Burke's second quarter fractions went to FM band stations — progressive WHUR, black album OK100, contemporary WASH, album rocker WAVA (receiving its best ratings scores) and country WMZQ.

The spring sampling of 1,625 area radio listeners showed radio listening off somewhat from the winter quarter but small shifts in the market. In statistician lexiconese that's called "a degree of continuity." And that portends well for the folks at Burke who hope their telephone surveys will soon replace Arbitron's



diary markings as the yardstick in radio ratings.

The Top Ten: WPGC — 12.1; WMAL — 9.3; OK100-FM — 8.2; WHUR-FM — 7.4; WASH-FM — 5.5; beautiful music WGAY AM/FM — 5.3; album rock DC101-FM — 5.2; WAVA — 4.3; WMZQ — 4.1; and disco WKYS-FM — 3.6.

The Second Ten: soul sounds WOL-AM — 3.2; all-news WTOP-AM — 2.9; Q107-FM — 2.8; progressive rock WHFS-FM — 2.7; news/talk WRC-AM — 2.3; classical WGMS AM/FM — 2; Top 40/rock WWDC-AM — 1.9; tie: beautiful music WJMD-FM and country WPIK-AM — 1.1; beautiful music WEZR-FM — .9; and Top 40/rock WEAM-AM — .8

RADIO DIALING: *Question — Can 43 Redskins Really Block WPGC's 34 First String "Good Guys"?* Despite two ratings setbacks against WPGC's announcing team, WMAL was not wasting time yelling "Curses! Foiled again!" Instead they confidently forecast a strong return in the October-November rating period when the once unbeatable station fields their formidable fall entries — The Redskins and The Maryland Terrapins. And people who have seen the sizable listenership draw of WMAL's sportscasts of games expect the fall match-up will keep the rivalry strong with WPGC for most-listened-to-area station.