

# Top-40 Radio Rating Battle Continues

By Dennis John Lewis

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The airwaves warfare between the Top 40 titans, Q107-FM (WRQX) and WPGC-AM (1580) and FM (95.5), for most-listened-to area rock station is definitely year-round.

Arbitron's spring radio ratings, released this week, might have served as gratifying news to both Top 40 outlets with the sizable boosts it indicated for both stations.

WPGC won second place with an 8.4 listener share compared to Q107's 7.9. (WMAL-AM, with a 10.3 share continued to cling to the top spot).

Yet those figures weren't the whole story. If Q107 slipped down a rung on the radio rankings ladder, Alan Burns, Q107's efficient program director, points to its large cumulative audience as the second most-listened-to locally and its top spot as the area's most-tuned-to FM station (WPGC's edge is attributable to its AM band listeners).

The cumulative audience (estimated numbers of people who tune in during an average week) for the area's top three outlets are WMAL — 534,000; Q107 — 519,600; and WPGC — 495,200.

But statistics to one side, Scott Shannon, WPGC's "high profile" program director, was acidly critical of suggestions that both stations had gained.

Pointing to the largest gain of any area station in the survey, Shannon crowed over PGC's "come-back" unseating Q107 for second place standing "We were the big gainers. Q107 went from being the No. 1 contemporary station in the market to being No. 2. Are they happy being No. 2? You can juggle the figures all you want . . . and now we're ready to take on WMAL in the fall."

Shannon bragged that WPGC's significant strides came despite his rival's strong teen appeal, various no-commercial hours and "Remarkable Mouth" TV spots which are conceded by many broadcasters to be the most effective TV promotions of an area-radio station within memory.

**RADIO DIALING:** *Don't Go Away Mad, Please!* Scott Shannon let its popular afternoon drive deejay, Scott Carpenter, go last week suddenly. He has since taken over morning drivetime duties at Baltimore's Top 40 WBSB-FM. A WPGC deejay for the past two years, Carpenter hit the Arbitron ratings jackpot just a year ago, becoming the area's most listened-to deejay. "Carpenter and I never got along and yes, it was a personality conflict," said Shannon, adding that WPGC had received no phone calls or letters inquiring into Carpenter's exit. His replacement in afternoons is J. J. Jackson "a big voice" and four-year veteran at Denver's Top 40 KTLK-FM.