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Proud NJ radio station is No. 1

By MAUREEN
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Arbitron Inc. issued its latest quarterly listener ratings for the fall (October, November, and December of 2008), on Jan. 8, and once again Millennium Radio's WKXW-FM, better known as NJ101.5 — "Not New York, not Pennsylvania, but New Jersey" — is No. 1 in Monmouth and Ocean counties with a fall rating of 7.6, which is up from the Fall '07 rating of 7.2.

NJ101.5 is home to Jim Gearhart, the morning drive personality who gets everyone's blood boiling with the latest rant against Jersey politics, The Jersey Guys, Casey Bartholomew and Ray Rossi, who banter away like high school jocks in the afternoon and often made headlines last year, and Big Joe Henry, whose weekend shows attract a supersize following.

Radio Somewhere wrote this report within 24 hours of Arbitron's post. We'll try to get more details as to how different time slots at the stations figured in the ratings when we get those breakdowns. We also invite stations to weigh in on their interpretations of the survey results.

The others in the Top 10 are:

2. WWZY-FM Press Communications, which operates The Breeze 107.1 and 90.7 with a rating of 6.0, up from 4.3 in fall 2007.
3. WABC-AM Talk Radio 77, owned by Citadel, rose to 5.8 from 4.5.
4. WFAN-AM CBS's Sports Radio got a 3.9, down from 4.4 in '07. A spokesperson for CBS said narrower breakdowns of the ratings sometimes show different station rankings for time slots.
5. WJLK-FM Millennium's Hot Adult Contemporary (AC) station got a 3.7, down slightly from a 3.9 in '07.
6. WOR-AM 710TalkNews Radio, with John Gambling back, scored a 3.6 up from last fall's 2.2.
7. WCBS-AM News radio garnered a 3.5, over 2.6 in '07.
8. WAXQ-FM, Clear Channel's Classic Rock, managed a climb to 3.3 over 2007's fall rating of 2.
- 9 & 10. WHTZ-FM, a Top 40 station from Clear Channel, tied with Citadel's WPLJ-FM, Hot AC, tied at 2.7, up from 2.3 for Citadel, but down two notches from 2.9 for Clear Channel in fall 2007.

Asbury Park Press radio correspondent Maureen Nevin Duffy created and hosted "Asbury Radio — The Radio Voice of Asbury Park," a weekly public affairs talk show over WYGG, 88.1FM. It continues as a blog on AsburyRadio.com. Please send your comments and suggestions regarding Radio Somewhere to AsburyRadio@aol.com or 3 Deal Lake Court, Asbury Park, NJ 07712.
