

# **WISN's Ratings Explosion Shocks US Radio Industry: We're Number 1 In America**

**By Mark Belling, WISN-AM**

WISN-AM, for months the dominant radio station in Wisconsin, had a ratings explosion in November coinciding with the election. We now have the highest ratings of any radio station in the United States. We are so dominant in the Milwaukee market that our ratings are nearly THREE TIMES HIGHER than the second place station.

Here is the trade publication Radio Online's report on November listenership in the Milwaukee-Racine market:

<https://ratings.radio-online.com/content/arb043>

The WISN-AM 17.2 share of the local audience market is the highest ratings share of any radio station in the country in a Top 48 (metered) market. A station in Memphis that plays adult R&B is second with a 16.9 and the third highest ranked station also plays R&B in Greensboro, North Carolina. But that station's share is 12.9 percent, more than four points lower than WISN's rating. And it's number three in the country. Our ratings are so high that the numbers are shocking national radio observers. News/Talk 1130 is the only News/Talk formatted station in the top ten in US ratings. It is also stunning that we are doing this on the AM radio dial. Of the top 12 rated stations in America, 11 are FM stations.

The ratings numbers cover 6 am-midnight seven days a week, all listeners age 6 and up. If our numbers were restricted to adults and daytime listening, our dominance is much greater. Note: WTMJ-AM and its sister stations in Milwaukee are not included in the ratings after its owner dropped the ratings service after they changed formats and their listenership crashed.

**Mark Belling**

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