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Eight weeks of Christmas music — the longest run of non-stop holiday tunes ever — brought some of the brightest ratings of all time to WLIT.

The Clear Channel Radio adult contemporary station doubled its cumulative audience during December, attracting a record 1.4 million listeners to "The Holiday Lite."

Arbitron ratings released Wednesday for the fall quarter showed WLIT's overall audience share leaping from 14th place in summer to fourth. Midday personality Robin Rock was No. 1 in her time slot.

The challenge for Lite FM is to convert Christmas music fans into year-round listeners and to convince advertisers that it can sustain those high ratings after the holidays. In past years, that hasn't happened.

Clear Channel also celebrated a spectacular performance by urban contemporary WGCI, which was back in first place after two quarters

Pulido finished first among listeners between the ages of 18 and 34.

The ratings offered an auspicious debut for Big John Howell and Cisco Cotto on Salem Communications' news/talk WIND. In their first test since replacing the syndicated Bill Bennett, the local morning duo more than doubled the station's adult listenership.

The addition of legendary disc jockeys John Records Landecker and Dick Biondi to afternoons and evenings, respectively, helped boost ABC-owned "True Oldies" WZZN among listeners between the ages of 35 and 64.

And the market's biggest loser?

It's a toss-up between Emmis Communications' alternative rock WKQX and CBS Radio "Free FM" WCKG. Both stations brought up the rear among the Top 30, crippled by morning shows few are listening to.

At Q101, Mancow Muller's replacement, an ensemble cast of wise



Robin Rock