

Greensboro-Winston Salem-High Point, NC

Spectrometer

Population Estimates				Available Research			
	Rank	Population 12+		Service	Ethnic Type	Report Type	Available Reports
MSA	47	1,366,200		Nielsen	General Market	PPM	Monthly
DMA	49	1,635,000		Nielsen	Black	PPM	Monthly
Hispanic	59	154,700	11.32%				
Black	25	325,700	23.84%				

	Contemporary	Rock	Adult Contemporary	Adult/ Classic Hits	Oldies	Country	News/ Talk/ Info	Adult Music	Urban/ Black/ Gospel	Hispanic	Other/ Foreign Language	Religion	Non-Commercial
AM			WEAL-CAC WMFR-CAC	WCOG-CLH WTOB-CLH WWBG-CLH		WKXR-COU WSML-COU	WSJS-TLK		WKEW-GOS WPET-GOS WPOL-GOS	WBLO-TRP WSGH-HIS WWNT-SNT			
FM	WJMH-RHY WKZL-CHR WMKS-CHR	WKRR-CLR WVBZ-AOR	WMAG-A/C WSMW-A/C			WBRF-COU WPAW-COU WTQR-COU	WPTI-TLK		WQMG-UAC	WIST-RMX WYMY-RMX			WFDD-EDU WSNC-EDU WWLV-NCL WXRI-NCL
DIGITAL							WSMW-F3-SPR						

Population Source: Nielsen Audio's Radio and Television Market Population Estimates; released annually

COMBOS (+ LMA's)				LOCAL SPORTS COVERAGE			
WMFR-AM, WSML-AM		Alamance Media Partners, Inc		WKRR-FM		Carolina Panthers-Football	
WJMH-FM, WPAW-FM, WQMG-FM, WSMW-FM		Audacy		WBRF-FM		Nascar Stock Races-Car Racing	
WEAL-AM, WWNT-AM		Delmarva Educational Association		WWBG-AM		Charlotte Hornets-Basketball	
WKRR-FM, WKZL-FM		Dick Broadcasting, Inc.		F = Flagship			
WMAG-FM, WMKS-FM, WPTI-FM, WTQR-FM, WVBZ-FM		iHeartMedia, Inc.					
WBLO-AM, WIST-FM		Norsan Media					
WKEW-AM, WPET-AM, WPOL-AM, WSJS-AM		Truth Broadcasting					

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SIMULCASTS (TOTAL WEEK)

NATIONAL REPS

WBLO-AM, WIST-FM, WSGH-AM, WSML-AM, WWBG-AM, WWNT-AM	McGavren
WJMH-FM, WPAW-FM, WQMG-FM, WSMW-FM, WSMW-F3	KRG-Audacy
WKRR-FM, WKZL-FM	KRG-Katz
WMAG-FM, WMKS-FM, WPTI-FM, WTQR-FM, WVBZ-FM	iHeartMedia
WYMY-FM	KRG-Eastman

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBLO-AM	Tropical	106.9
WCOG-AM	Classic Hits	105.3
WFDD-FM	Non-Commercial College	101.1
WKEW-AM	Gospel	96.3
WKXR-AM	Country	94.9
WMFR-AM	Christian AC	104.5
WPOL-AM	Gospel	103.5
WSGH-AM	Hispanic	106.1
WSJS-AM	Talk	101.5
WSML-AM	Country	95.1
WTOB-AM	Classic Hits	96.7