

Jackson, MS

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	125	420,300	
DMA	99	754,800	
Hispanic	197	11,700	2.78%
Black	43	196,700	46.80%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Black	Standard	Wi/Sp; Su/Fa

	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					WFQY-ROL WIIN-ROL		WJDX-N/T WJNT-N/T WJQS-SPR WSFZ-NEW		WMGO-BLA WOAD-GOS				
FM	WYOY-CHR	WSTZ-CLR	WJKK-A/C			WHJT-COU WMSI-COU WUSJ-COU	WFMN-N/T WRKS-SPR WYAB-N/T		WHLH-UIN WJDX-URB WJMI-URB WKXI-UAC WRBJ-URB WRTM-UAC				WJAI-NCL WJLV-NCL WJXN-NCL WMPN-NPR WMPR-NCL
DIGITAL									WHJT-F2-UAC				

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

COMBOS (+ LMA's)

WJMI-FM, WJNT-AM, WJQS-AM, WKXI-FM, WOAD-AM, WRKS-FM	Alpha Media
WJAI-FM, WJLV-FM, WJXN-FM	Educational Media Foundation
WHLH-FM, WJDX-AM, WJDX-FM, WMSI-FM, WSFZ-AM, WSTZ-FM	iHeartMedia, Inc.
WHJT-FM, WIIN-AM, WJKK-FM, WUSJ-FM, WYOY-FM	New South Radio, Inc

LOCAL SPORTS COVERAGE

WJQS-AM	Jackson State Tigers-Basketball
WJDX-AM	New Orleans Saints-Football University of Southern Mississippi-Football University of Southern Mississippi-Baseball
WRKS-FM	Mississippi State-Baseball Mississippi State-Basketball Mississippi State-Football
F = Flagship	

Jackson, MS

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WFQY-AM	Rhythmic Oldies	99.1
WHJT-F2	Urban AC	93.1
WIIN-AM	Rhythmic Oldies	102.1
WJDX-AM	News/Talk	104.7
WJNT-AM	News/Talk	96.9
WJQS-AM	Sports	106.3
WOAD-AM	Gospel	103.5
WSFZ-AM	News	98.1

NATIONAL REPS

WFMN-FM	McGavren
WHJT-FM, WIIN-AM, WJKK-FM, WJMI-FM, WJNT-AM, WJQS-AM, WKXI-FM, WOAD-AM, WRKS-FM, WUSJ-FM, WYOY-FM	KRG-Eastman
WHLH-FM, WJDX-FM, WJDX-AM, WMSI-FM, WSFZ-AM, WSTZ-FM	iHeartMedia
WRBJ-FM	KRG-Christal
WYAB-FM	Tach