

Columbia, SC

Spectrometer

Population Estimates				Available Research			
	Rank	Population 12+		Service	Ethnic Type	Report Type	Available Reports
MSA	90	639,400		Nielsen	General Market	CDM	3mo Rolling Avg
DMA	76	981,200		Nielsen	Black	Standard	Wi/Sp; Su/Fa
Hispanic	126	43,900	6.87%				
Black	40	220,700	34.52%				

	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							WCOS-SPR WISW-SPR WQXL-TLK WTQS-N/T WVOC-N/T		WFMV-UIN	WCEO-RMX			
FM	WNOK-CHR	WMFX-AOR	WARQ-HAC WTCB-A/C	WLTY-ADH WOMG-CLH WZMJ-ADH		WCOS-COU WGFG-COU WUDE-COU	WNKT-SPR		WHXT-URB WLXC-UAC WQKI-UAC WSCZ-URB WSPX-GOS WWDM-UAC WXBT-URB			WJTB-REL	WCFJ-NCL WLTR-NPR WMHK-NCL WRJA-NPR
DIGITAL		WARQ-F2-AMR WARQ-F4-AAR					WXBT-F2-NEW						

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

COMBOS (+ LMA's)				LOCAL SPORTS COVERAGE			
WARQ-F2, WARQ-F4, WARQ-FM, WHXT-FM, WMFX-FM, WSCZ-FM, WWDM-FM			Alpha Media	WUDE-FM			Carolina Panthers-Football
WGFG-FM, WQKI-FM, WSPX-FM, WTQS-AM			Community Broadcasters	WISW-AM			Atlanta Braves-Baseball
WISW-AM, WLXC-FM, WNKT-FM, WOMG-FM, WTCB-FM			Cumulus	WNKT-FM			University of South Carolina-Baseball (F)
WFMV-AM, WQXL-AM			Glory Communications		F = Flagship		University of South Carolina-Football (F)
WCOS-AM, WCOS-FM, WLTY-FM, WNOK-FM, WVOC-AM, WXBT-FM			iHeartMedia, Inc.				University of South Carolina-Basketball (F)
WUDE-FM, WZMJ-FM			Midlands Media Group, LLC				
WLTR-FM, WRJA-FM			South Carolina Educational TV Commission				

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SIMULCASTS (TOTAL WEEK)

WHXT-FM+WSCZ-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WARQ-F2	Altern/Modern Rock	99.7
WARQ-F4	Adult Alternative Rock	94.9
WFMV-AM	Urban Inspirational	96.1
WQXL-AM	Talk	100.7
WTQS-AM	News/Talk	97.1
WVOC-AM	News/Talk	103.5
WXBT-F2	News	105.5

NATIONAL REPS

WARQ-FM, WARQ-F2, WGFG-FM, WHXT-FM, WMFX-FM, WQKI-FM, WSCZ-FM, WSPX-FM, WTQS-AM, WWDM-FM	KRG-Eastman
WCEO-AM, WJTB-FM	McGavren
WCOS-FM, WCOS-AM, WLTY-FM, WNOK-FM, WVOC-AM, WXBT-F2, WXBT-FM	iHeartMedia
WISW-AM, WLXC-FM, WNKT-FM, WOMG-FM, WTCB-FM	KRG-Christal
WUDE-FM, WZMJ-FM	KRG-Katz