

Baton Rouge, LA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	78	722,900	
DMA	93	807,800	
Hispanic	120	49,100	6.79%
Black	35	255,200	35.30%

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							WJBO-N/T WWL-N/T		KKAY-GOS WXOK-GOS WYLD-GOS	WUBR-RMX		WPFC-REL WPYR-REL	
FM	WFMF-CHR	WDGL-CLR	KRVE-A/C	KVDU-ADH WRQQ-CLH		WTGE-COU WYNK-COU	KNXX-SPR WBRP-TLK WNXX-SPR		KBRS-GOS KQXL-UAC WEMX-URB WQUE-URB WYLD-UAC				WBKL-NCL WBRH-NCL WJFM-NCL WRKF-NPR
DIGITAL				WYNK-F2-CLH			WFMF-F2-N/T						

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

COMBOS (+ LMA's)

KQXL-FM, WEMX-FM, WRQQ-FM, WXOK-AM	Cumulus
KNXX-FM, WBRP-FM, WDGL-FM, WNXX-FM, WTGE-FM	Guaranty Broadcasting Corp.
KRVE-FM, WFMF-F2, WFMF-FM, WJBO-AM, WYNK-F2, WYNK-FM	iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

WWL-AM	LSU Tigers-Baseball New Orleans Saints-Football (F) LSU Tigers-Basketball LSU Tigers-Football
WDGL-FM	New Orleans Saints-Football LSU Tigers-Football (F) LSU Tigers-Basketball LSU Tigers-Baseball
WTGE-FM	LSU Tigers-Football
KQXL-FM	Southern University Football-Football
WBRP-FM	LSU Tigers Women`s-Basketball LSU Tigers Women`s-Softball
WNXX-FM	LSU Tigers-Football (F)
F = Flagship	

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SIMULCASTS (TOTAL WEEK)

WWL-AM+WWL-FM
WFMF-F2+WJBO-AM
KNXX-FM+WNXX-FM

NATIONAL REPS

KNXX-FM, WBRP-FM, WDGL-FM, WNXX-FM, WTGE-FM	KRG-Eastman
KQXL-FM, WEMX-FM, WRQQ-FM, WXOK-AM	KRG-Christal
KRVE-FM, KVDU-FM, WFMF-FM, WFMF-F2, WJBO-AM, WQUE-FM, WYLD-FM, WYLD-AM, WYNK-FM, WYNK-F2	iHeartMedia
WPYR-AM	McGavren
WWL-AM	KRG-Audacy

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WJBO-AM	News/Talk	98.7
WPYR-AM	Religion	105.1
WXOK-AM	Gospel	95.7
WYNK-F2	Classic Hits	97.7