

Tallahassee, FL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	155	296,600	
DMA	105	673,100	
Hispanic	155	24,200	8.16%
Black	78	86,400	29.13%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; 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							WTLY-SPR		WSTT-GOS WTAL-GOS			WCVB-REL	
FM	WGMY-CHR WHTF-CHR	WXSR-AMR	WAKU-CAC WBZE-A/C WQTL-RAC	WGLF-CLH WXTY-ADH		WTNT-COU WVOF-COU	WFLA-TLK WVFT-TLK		WHBX-UAC WWLD-URB	WFRF-HIS			WANM-EDU WAYT-NCL WFSQ-EDU WFSU-EDU WKVH-NCL WTSM-NCL WVFS-EDU
DIGITAL							WGMY-F3-NEW		WGMY-F2-URB WWLD-F2-GOS				

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

COMBOS (+ LMA's)

WHTF-FM, WQTL-FM, WVOF-FM, WXTY-FM
WBZE-FM, WGLF-FM, WHBX-FM, WWLD-FM
WFSQ-FM, WFSU-FM, WVFS-FM
WFLA-FM, WGMY-F2, WGMY-F3, WGMY-FM,
WTLY-AM, WTNT-FM, WXSR-FM

Adams Radio Group, LLC
Cumulus
Florida State University
iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

WXSR-FM
WVFT-FM
WTNT-FM
WFLA-FM
F = Flagship

Florida State University Seminoles-Basketball
Tampa Bay Buccaneers-Football
Florida State University Seminoles-Football
Jacksonville Jaguars-Football

Tallahassee, FL

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WAYT-FM	Non-Commercial	99.5
WCVG-AM	Religion	96.9
WFSQ-FM	Non-Commercial College	92.7
WFSU-FM	Non-Commercial College	93.7
WGMY-F2	Urban Contemporary	105.3
WKVH-FM	Non-Commercial	103.7
WTAL-AM	Gospel	95.3
WTLY-AM	Sports	96.5
WWLD-F2	Gospel	98.3

NATIONAL REPS

WBZE-FM, WGLF-FM, WHBX-FM, WWLD-FM, WWLD-F2	KRG-Katz
WFLA-FM, WGMY-F3, WGMY-F2, WGMY-FM, WTLY-AM, WTNT-FM, WXSJ-FM	iHeartMedia
WHTF-FM, WQTL-FM, WWOV-FM, WXTY-FM	KRG-Christal
WVFT-FM	Loc Focus