

Fayetteville, NC

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	131	384,100	
DMA	24	2,980,200	
Hispanic	125	44,300	11.53%
Black	61	141,000	36.71%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa
Nielsen	Black	Standard	Sp/Fa; Fa/Sp

	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	WAZZ-CHR	WMRV-CLR				WFAY-COU	WFNC-N/T		WAGR-UIN WIDU-GOS			WYDU-REL	
FM		WRCQ-AOR	WCLN-CAC WQSM-HAC	WFLB-ADH		WKML-COU			WCCG-URB WMGU-UAC WSTS-GOS WUKS-UAC WZFX-URB				WCCE-NCL WFSS-EDU WFVL-NCL WKFV-NCL WRAE-NCL
DIGITAL						WKML-F2-COU							

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

COMBOS (+ LMA's)

WAZZ-AM, WFLB-FM, WKML-FM, WUKS-FM, WZFX-FM	Beasley Media Group
WFAY-AM, WMRV-AM	Colonial Radio Group, Inc
WFNC-AM, WMGU-FM, WQSM-FM, WRCQ-FM	Cumulus
WFVL-FM, WKFV-FM	Educational Media Foundation
WAGR-AM, WIDU-AM, WYDU-AM	Service Media, Inc.

LOCAL SPORTS COVERAGE

WMRV-AM	North Carolina State-Football
WFAY-AM	University of North Carolina-Basketball
WCCG-FM	Duke University-Basketball
	Duke University-Football
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WAGR-AM	Urban Inspirational	97.1
WAZZ-AM	Contemporary Hit Radio	93.5
WFAY-AM	Country	100.1
WFSS-FM	Non-Commercial College	94.1
WIDU-AM	Gospel	99.7
WKFV-FM	Non-Commercial	102.1
WMRV-AM	Classic Rock	106.5

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NATIONAL REPS

WAZZ-AM, WFLB-FM, WKML-FM, WUKS-FM, WZFX-FM
WFAY-AM, WMRV-AM
WFNC-AM, WMGU-FM, WQSM-FM, WRCQ-FM
WKFV-FM
WSTS-FM

KRG-Katz
Tach
KRG-Eastman
Loc Focus
McGavren