

Milwaukee-Racine, WI

Spectrometer

Population Estimates					Available Research							
	Rank	Population 12+			Service	Ethnic Type	Report Type	Available Reports				
MSA	43	1,508,900			Nielsen	General Market	PPM	Monthly				
DMA	40	2,003,300										
Hispanic	55	175,700	11.64%									
Black	39	238,600	15.81%									

	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			WJOI-CAC WJTI-SAC	WPTT-ADH	WRJN-ODS WZTI-ODS		WAUK-TLK WGKB-TLK WISN-TLK WOKY-SPR WSSP-SPR WTMJ-N/T		WGLB-GOS WNOV-UAC				
FM	WXSS-CHR	WHQG-AOR WKLH-CLR WLUM-AMR	WLDB-A/C WLKG-HAC WMYX-HAC	WMDC-CLH	WRIT-ODS WRXS-ODS	WMBZ-COU WMIL-COU WTKM-COU WVTY-COU	WKTJ-SPR WRNW-SPR		WJMR-UAC WKKV-URB	WDDW-RMX			WHAD-NPR WLVE-NCL WMSE-NCL WUWM-NPR WYMS-NCL
DIGITAL		WMIL-F2-AMR					WXSS-F3-TLK		WXSS-F2-URB				

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

COMBOS (+ LMA's)

WMYX-FM, WSSP-AM, WXSS-F2, WXSS-F3, WXSS-FM

Wauc-am, wrjn-am

WGKB-AM, WKTJ-FM, WTMJ-AM

WISN-AM, WKKV-FM, WMIL-FM, WOKY-AM, WRIT-FM, WRNW-FM

WMBZ-FM, WVTY-FM

WLDB-FM, WLUM-FM, WZTI-AM

WHQG-FM, WJMR-FM, WJOI-AM, WKLH-FM, WRXS-FM

WPTT-AM, WTKM-FM

LOCAL SPORTS COVERAGE

Audacy

Civic Media

Good Karma Broadcasting

iHeartMedia, Inc.

Magnum Radio Group, Inc

Milwaukee Radio Alliance

Saga Communications Inc.

Tomsun Media, LLC

WOKY-AM

WKTJ-FM

WTMJ-AM

WRNW-FM

WRJN-AM

F = Flagship

University of Wisconsin Badgers-Football

Milwaukee Admiral-Hockey (F)

Nascar Stock Races-Car Racing

Indy 500-Car Racing

Marquette University-Basketball (F)

Milwaukee Brewers-Baseball (F)

Milwaukee Bucks-Basketball (F)

Green Bay Packers-Football (F)

Green Bay Packers-Football

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SIMULCASTS (TOTAL WEEK)

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WAUK-AM	Talk	101.1
WGKB-AM	Talk	101.7
WGLB-AM	Gospel	96.1
WJOI-AM	Christian AC	98.7
WJTI-AM	Smooth AC	102.5
WNOV-AM	Urban AC	106.5
WPTT-AM	Adult Hits	92.9
WRJN-AM	Oldies	98.1
WTMJ-AM	News/Talk	103.3
WXSS-F2	Urban Contemporary	105.7
WZTI-AM	Oldies	100.3

NATIONAL REPS

WDDW-FM	McGavren
WGLB-AM, WLKG-FM	Tach
WHQG-FM, WJMR-FM, WJOI-AM, WKLH-FM, WRXS-FM	KRG-Katz
WISN-AM, WKKV-FM, WMIL-F2, WMIL-FM, WOKY-AM, WRIT-FM, WRNW-FM	iHeartMedia
WJTI-AM, WLDB-FM, WLUM-FM, WZTI-AM	KRG-Eastman
WMYX-FM, WSSP-AM, WXSS-FM, WXSS-F3, WXSS-F2	KRG-Audacy