

Valdosta, GA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	226	127,400	
DMA	105	673,100	
Hispanic	204	9,300	7.30%
Black	120	46,700	36.66%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	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		WVLD-CLR					WJEM-SPR WSFB-N/T		WGUN-UAC WZYN-GOS				
FM	WXHT-CHR	WPNG-AOR	WQPW-HAC			WAAC-COU WKAA-COU WTUF-COU	WDDQ-N/T WVGA-N/T		WGOV-URB WHLJ-UAC WSTI-UAC WWRQ-URB			WAFT-REL	WVKV-NCL

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

COMBOS (+ LMA's)

WDDQ-FM, WJEM-AM, WSFB-AM	Smalltown Broadcasting LLC
WKAA-FM, WQPW-FM, WSTI-FM, WVGA-FM, WVLD-AM, WWRQ-FM, WXHT-FM	Southern Stone Communications
WAAC-FM, WGOV-FM, WGUN-AM	W.G.O.V. Inc

LOCAL SPORTS COVERAGE

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WGUN-AM	Urban AC	98.5
WJEM-AM	Sports	94.3
WSFB-AM	News/Talk	99.1
WVLD-AM	Classic Rock	93.3
WXHT-FM	Contemporary Hit Radio	106.9

NATIONAL REPS

WAAC-FM, WGOV-FM, WGUN-AM	Tach
WKAA-FM, WQPW-FM, WSTI-FM, WVGA-FM, WVLD-AM, WWRQ-FM, WXHT-FM	KRG-Christal