

Biloxi-Gulfport, MS

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	140	348,200	
DMA	158	324,000	
Hispanic	158	23,200	6.66%
Black	86	77,800	22.34%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	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				WANG-ADH WTNI-ADH	WGCM-ODS	WROA-COU			WQFX-GOS				
FM	WXYK-CHR WZNF-CHR	WCPR-AMR WQYZ-CLR	WMJY-A/C	WGCM-CLH		WKNN-COU WZKX-COU	WBUV-N/T WOSM-N/T		WGBL-URB WJZD-UAC				WAOY-NCL WLGF-NCL WMAH-NPR

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

COMBOS (+ LMA's)

WBUV-FM, WKNN-FM, WMJY-FM, WQYZ-FM	iHeartMedia, Inc.
WGCM-AM, WGCM-FM, WROA-AM, WZKX-FM, WZNF-FM	JLE, Inc
WANG-AM, WCPR-FM, WGBL-FM, WOSM-FM, WTNI-AM, WXYK-FM	Telesouth Communications

LOCAL SPORTS COVERAGE

F = Flagship

SIMULCASTS (TOTAL WEEK)

WANG-AM+WTNI-AM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WANG-AM	Adult Hits	106.3
WGCM-AM	Oldies	100.9
WQFX-AM	Gospel	98.7
WROA-AM	Country	100.1

NATIONAL REPS

WANG-AM, WCPR-FM, WGBL-FM, WOSM-FM, WTNI-AM, WXYK-FM	KRG-Katz
WBUV-FM, WKNN-FM, WMJY-FM, WQYZ-FM	iHeartMedia
WGCM-FM, WGCM-AM, WROA-AM, WZKX-FM, WZNF-FM	KRG-Christal
WJZD-FM	Loc Focus