

Florence, SC

Spectrometer

Population Estimates						Available Research						
	Rank	Population 12+				Service	Ethnic Type	Report Type	Available Reports			
MSA	210	171,500				Nielsen	General Market	Condensed	Sp/Fa; Fa/Sp			
DMA	100	728,200										
Hispanic	225	5,300	3.09%									
Black	90	72,500	42.27%									
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	WWRK-CLR				WYMB-COU	WDSC-SPR WDXY-N/T WHYM-N/T WJMX-N/T WOLH-SPR		WWHM-UAC WYNN-GOS				
FM	WRZE-CLR WWBD-CLR	WJMX-HAC WQPD-HAC	WIBZ-ADH WMXT-CLH WSIM-ADH		WEGX-COU WWKT-COU	WFRK-N/T WWFN-SPR		WBZF-GOS WCMG-UAC WDAR-URB WLJI-UIN WPDT-UIN WYNN-URB WZTF-UAC				WLPG-NCL
DIGITAL		WSIM-F3-HAC						WSIM-F2-UAC				

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

Florence, SC

COMBOS (+ LMA's)

WFRK-FM, WHYM-AM, WOLH-AM, WPDT-FM,
WSIM-F2, WSIM-F3, WSIM-FM, WWKT-FM
WBZF-FM, WCMG-FM, WMXT-FM, WQPD-FM,
WWFN-FM, WYMB-AM, WYNN-AM, WYNN-FM
WDAR-FM, WDSC-AM, WEGX-FM, WJMX-AM,
WJMX-FM, WRZE-FM, WWRK-AM, WZTF-FM

Community Broadcasters

Cumulus

iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

WWFN-FM	Carolina Panthers-Football
WEGX-FM	Clemson University-Football
WJMX-AM	Clemson University-Basketball
WSIM-FM	Nascar Stock Races-Car Racing
WFRK-FM	Clemson University-Basketball
WOLH-AM	Clemson University-Football
WWBD-FM	Clemson University-Basketball
WHYM-AM	University of South Carolina-Football
WIBZ-FM	University of South Carolina-Basketball
	University of South Carolina-Basketball
	University of South Carolina-Football
	University of South Carolina-Basketball
	University of South Carolina-Baseball
	University of South Carolina-Football
	University of South Carolina-Basketball

F = Flagship

SIMULCASTS (TOTAL WEEK)

WBZF-FM+WYNN-AM
WRZE-FM+WWRK-AM
WFRK-FM+WHYM-AM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WDXY-AM	News/Talk	105.9
WJMX-AM	News/Talk	104.5
WLPG-FM	Non-Commercial	96.7
WOLH-AM	Sports	96.3
WSIM-F2	Urban AC	107.5
WSIM-F3	Hot AC	97.1
WWHM-AM	Urban AC	92.3
WWRK-AM	Classic Rock	97.9
WZTF-FM	Urban AC	95.1

NATIONAL REPS

WBZF-FM, WCMG-FM, WMXT-FM, WQPD-FM, WWFN-FM, WYMB-AM, WYNN-FM, WYNN-AM
WDAR-FM, WDSC-AM, WEGX-FM, WJMX-FM, WJMX-AM, WRZE-FM, WWRK-AM, WZTF-FM
WDXY-AM, WFRK-FM, WHYM-AM, WIBZ-FM, WLJI-FM, WOLH-AM, WPDT-FM, WSIM-FM, WSIM-F2, WSIM-F3, WWBD-FM, WWHM-AM, WWKT-FM

KRG-Katz

iHeartMedia

KRG-Eastman