

# New London, CT

Spectrometer

## Population Estimates

	Rank	Population 12+	
MSA	179	237,000	
DMA	32	2,353,900	
Hispanic	150	26,900	11.35%
Black	172	16,700	7.05%

## 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							WICH-FUL WILI-FUL WXLM-N/T						
FM	WILI-CHR WQGN-CHR WWRX-RHY	WMOS-CLR WNLC-CLR	WBMW-A/C WELJ-SFT	WKNL-CLH		WCTY-COU	WJJF-N/T						
DIGITAL						WBMW-F2-COU							

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

## COMBOS (+ LMA's)

WMOS-FM, WQGN-FM, WXLM-AM  
WCTY-FM, WICH-AM, WILI-AM, WILI-FM, WKNL-FM, WNLC-FM  
WBMW-FM, WJJF-FM, WWRX-FM

Cumulus  
Hall Communications  
Red Wolf Broadcasting

## LOCAL SPORTS COVERAGE

WICH-AM University of Conn.-Basketball  
University of Conn. Huskies-Football  
WELJ-FM New England Patriots-Football  
WILI-AM Boston Red Sox-Baseball  
University of Conn.-Basketball  
University of Conn. Huskies-Football

F = Flagship

## SIMULCASTS (TOTAL WEEK)

## TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WBMW-F2	Country	99.5
WICH-AM	Full Service	94.5
WILI-AM	Full Service	95.3

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## NATIONAL REPS

WBMW-FM, WJJF-FM, WWRX-FM  
WCTY-FM, WICH-AM, WILI-FM, WILI-AM, WKNL-FM, WNLC-FM  
WMOS-FM, WQGN-FM, WXML-AM

KRG-Christal  
KRG-Eastman  
KRG-Katz