

Orlando, FL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	30	2,034,500	
DMA	18	4,047,600	
Hispanic	14	738,500	36.30%
Black	22	341,000	16.76%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Black	PPM	Monthly
Nielsen	Hispanic	PPM	Monthly

	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							WDBO-N/T WDYZ-SPR WFLF-N/T WORL-N/T WYGM-SPR			WHOO-HIS WONQ-SNT WOTS-SAH WPRD-SAH WRSO-SNT WVVO-TRP	WLAA-ETH WNDO-ETH WUNA-ETH	WIWA-REL WTLN-REL	
FM	WFYY-RHY WXXL-CHR	WJRR-AMR WQMP-AMR	WMGF-A/C WOMX-HAC	WMMO-CLH WOCL-CLH		WWKA-COU	WTKS-TLK		WCFB-UAC	WOEX-SCO WPYO-TRP WRUM-TRP			WMFE-NPR WNUE-NCL WPOZ-NCL WUCF-EDU
DIGITAL	WCFB-F2-CHR WXXL-F2-RHY		WMGF-F2-SAC				WOMX-F2-TLK WQMP-F2-SPR		WTKS-F2-URB	WRUM-F2-SCO			WPOZ-F3-NCL

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

COMBOS (+ LMA's)

WOCL-FM, WOMX-F2, WOMX-FM, WQMP-F2, WQMP-FM
 WCFB-FM, WDBO-AM, WMMO-FM, WOEX-FM, WWKA-FM
 WONQ-AM, WVVO-AM
 WFLF-AM, WJRR-FM, WMGF-F2, WMGF-FM, WRUM-F2, WRUM-FM, WTKS-F2, WTKS-FM, WXXL-F2, WXXL-FM, WYGM-AM
 WOTS-AM, WPRD-AM, WUNA-AM
 WDYZ-AM, WFYY-FM
 WORL-AM, WTLN-AM

Audacy
 Cox Media Group
 Florida Broadcasters
 iHeartMedia, Inc.
 J&V Communications
 JVC Media LLC
 Salem Media Group

LOCAL SPORTS COVERAGE

WDBO-AM Tampa Bay Lightning-Hockey
 WFLF-AM University of Florida Gators-Football
 Tampa Bay Buccaneers-Football
 University of Florida Gators-Basketball
 WYGM-AM Tampa Bay Buccaneers-Football
 Orlando Magic-Basketball (F)
 WORL-AM Tampa Bay Rays-Baseball
 F = Flagship

Orlando, FL

SIMULCASTS (TOTAL WEEK)

WCFB-FM, WCFB-F2, WDBO-AM, WOEX-FM, WPYO-FM, WWKA-FM
 WDYZ-AM, WFYY-FM, WHOO-AM
 WFLF-AM, WJRR-FM, WMGF-FM, WMGF-F2, WRSO-AM, WRUM-FM, WRUM-F2, WTKS-F2, WTKS-FM, WXXL-FM, WXXL-F2, WYGM-AM
 WIWA-AM, WONQ-AM, WVVO-AM
 WMMO-FM
 WOCL-FM, WOMX-F2, WOMX-FM, WQMP-FM, WQMP-F2

KRG-Katz
 McGavren
 iHeartMedia
 KRG-Eastman
 KRG-Christal
 KRG-Audacy

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WCFB-F2	Contemporary Hit Radio	107.3
WDBO-AM	News/Talk	107.3
WDYZ-AM	Sports	105.5
WFLF-AM	News/Talk	93.1
WHOO-AM	Hispanic	104.7
WNDO-AM	Ethnic-Other	100.7
WORL-AM	News/Talk	94.9
WRSO-AM	Spanish New/Talk/Sport	97.9
WRUM-F2	Spanish Contemporary	97.1
WTKS-F2	Urban Contemporary	104.5
WTLN-AM	Religion	101.5
WVVO-AM	Tropical	103.7
WYGM-AM	Sports	96.9

NATIONAL REPS