

Ft. Wayne, IN

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	113	484,000	
DMA	114	638,100	
Hispanic	140	33,700	6.96%
Black	125	44,000	9.09%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa

	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					WIOE-ODS		WGL-NEW WKJG-SPR WOWO-N/T					WFCV-REL	
FM	WJFX-CHR	WBYR-AOR WGBJ-AMR WXKE-CLR	WAJI-A/C WMEE-HAC WZBD-A/C	WLDE-CLH WRSW-CLH WWFW-CLH	WIOE-ODS	WBTU-COU WFGA-COU WQHK-COU	WFWI-N/T					WFCV-REL	WBCL-EDU WBOI-NPR WJCI-NCL WLAB-NCL WRDF-NCL WRNP-NCL
DIGITAL	WAJI-F2-CHR WJFX-F2-RHY								WJFX-F3-UAC				

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

COMBOS (+ LMA's)

WBTU-FM, WJFX-F2, WJFX-F3, WJFX-FM, WWFW-FM, WXKE-FM
 WFCV-AM, WFCV-FM
 WGL-AM, WIOE-AM, WIOE-FM
 WBYR-FM, WFWI-FM, WKJG-AM, WMEE-FM, WOWO-AM, WQHK-FM
 WAJI-FM, WGBJ-FM, WLDE-FM
 WBCL-FM, WRNP-FM

Adams Radio Group, LLC
 Bott Radio Network
 Brian R. Walsh
 Pathfinder
 Sarkes Tarzian, Inc.
 Taylor University Broadcasting

LOCAL SPORTS COVERAGE

WFWI-FM
 WKJG-AM
 WOWO-AM
 WZBD-FM
 WRSW-FM
 F = Flagship

Notre Dame University-Football
 Indianapolis Colts-Football
 Chicago White Sox-Baseball
 Purdue University-Football
 Indy 500-Car Racing
 Purdue University-Basketball
 Notre Dame University-Football
 Indy 500-Car Racing
 Indy 500-Car Racing
 Indy 500-Car Racing

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SIMULCASTS (TOTAL WEEK)

WFWI-FM+WOWO-AM

NATIONAL REPS

WAJI-F2, WAJI-FM, WLDE-FM

WBTU-FM, WJFX-FM, WJFX-F2, WJFX-F3, WWFW-FM, WXKE-FM

WBYR-FM, WFWI-FM, WKJG-AM, WMEE-FM, WOWO-AM, WQHK-FM

WGBJ-FM

WGL-AM, WIOE-AM

WJCI-FM

KRG-Katz

KRG-Eastman

KRG-Christal

Tach

Loc Focus

McGavren

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WAJI-F2	Contemporary Hit Radio	99.5
WFCV-AM	Religion	93.7
WGL-AM	News	105.5
WIOE-AM	Oldies	104.3
WJFX-F2	Rhythmic CHR	103.3
WJFX-F3	Urban AC	96.9
WKJG-AM	Sports	100.9