

# Greenville-Spartanburg, SC

## Spectrometer

### Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	54	1,121,100	
DMA	36	2,202,700	
Hispanic	78	104,200	9.29%
Black	46	188,700	16.83%

### Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Black	Standard	Fa/Wi/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						WESC-COU	WAIM-N/T WGVL-NEW WORD-SPR WYRD-SPR		WASC-UAC	WCSZ-SCO WOLI-RMX WPJF-SCO		WPJM-REL	
FM	WFBC-CHR WHZT-CHR	WROQ-CLR WTPT-AOR		WMYI-ADH		WESC-COU WSSL-COU	WCCP-SPR WROO-SPR WYRD-N/T		WHQA-GOS WJMZ-UAC	WSPA-RMX			WEPR-NCL WKVG-NCL WLFJ-NCL WLTE-NCL WLTS-NCL WSHP-NCL
DIGITAL		WJMZ-F2-AMR	WFBC-F4-A/C WJMZ-F3-A/C				WTPT-F3-SPR		WFBC-F2-URB				

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

### COMBOS (+ LMA's)

WFBC-F2, WFBC-F4, WFBC-FM, WORD-AM, WROQ-FM, WTPT-F3, WTPT-FM, WYRD-AM, WYRD-FM  
 WKVG-FM, WLTE-FM, WLTS-FM  
 WESC-AM, WESC-FM, WGVL-AM, WMYI-FM, WROO-FM, WSSL-FM  
 WOLI-AM, WSPA-FM  
 WLFJ-FM, WSHP-FM  
 WHZT-FM, WJMZ-F2, WJMZ-F3, WJMZ-FM

Audacy  
 Educational Media Foundation  
 iHeartMedia, Inc.  
 Norsan Media  
 Radio Training Network, Inc.  
 SummitMedia LLC

### LOCAL SPORTS COVERAGE

WESC-FM  
 WROQ-FM  
 WCCP-FM  
 F = Flagship  
 Nascar Stock Races-Car Racing  
 Clemson University-Basketball  
 Clemson University-Football  
 Indy 500-Car Racing  
 Carolina Panthers-Football  
 Clemson University-Basketball (F)  
 Clemson University-Football (F)

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## SIMULCASTS (TOTAL WEEK)

WORD-AM+WYRD-AM  
WLTE-FM+WLTS-FM  
WOLI-AM+WSPA-FM

## NATIONAL REPS

WCCP-FM  
WESC-FM, WESC-AM, WGVL-AM, WMYI-FM, WROO-FM, WSSL-FM  
WFBC-FM, WFBC-F2, WFBC-F4, WORD-AM, WROQ-FM, WTPT-FM, WTPT-F3, WYRD-FM, WYRD-AM  
WHZT-FM, WJMZ-FM, WJMZ-F2, WJMZ-F3  
WOLI-AM, WSHP-FM

Loc Focus  
iHeartMedia  
KRG-Audacy  
  
KRG-Katz  
McGavren

## TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WCSZ-AM	Spanish Contemporary	94.9
WFBC-F2	Urban Contemporary	96.3
WJMZ-F2	Altern/Modern Rock	98.5
WJMZ-F3	Adult Contemporary	99.5
WOLI-AM	Mexican Regional	105.7
WORD-AM	Sports	97.1
WYRD-AM	Sports	97.7