

# Lansing-East Lansing, MI

Spectrometer

## Population Estimates

	Rank	Population 12+	
MSA	127	416,300	
DMA	118	594,700	
Hispanic	145	29,600	7.11%
Black	122	46,300	11.12%

## 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			WXLA-SFT				WILS-TLK WJIM-N/T WVFN-SPR		WWSJ-GOS			WLCM-REL	WKAR-EDU
FM	WJIM-CHR	WJXQ-AOR WMMQ-CLR	WFMK-A/C WQTX-RAC	WHZZ-ADH WLMI-CLH		WITL-COU WWDK-COU			WQHH-URB				WKAR-EDU WLGH-NCL WLNZ-EDU

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

## COMBOS (+ LMA's)

WHZZ-FM, WILS-AM, WQHH-FM, WXLA-AM  
WKAR-AM, WKAR-FM  
WJXQ-FM, WLMI-FM, WQTX-FM, WWDK-FM  
WFMK-FM, WITL-FM, WJIM-AM, WJIM-FM, WMMQ-FM, WVFN-AM

MacDonald Broadcasting Company  
Michigan State University  
Midwest Communications  
Townsquare Media, Inc.

## LOCAL SPORTS COVERAGE

WJIM-AM Detroit Tigers-Baseball  
Michigan State-Football (F)  
Michigan State-Basketball (F)  
WMMQ-FM Detroit Lions-Football  
Michigan State-Football  
Michigan State-Basketball  
WVFN-AM Detroit Pistons-Basketball  
Detroit Lions-Football  
Central Michigan-Football

F = Flagship

## SIMULCASTS (TOTAL WEEK)

## TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WJIM-AM	News/Talk	106.9
WKAR-AM	Non-Commercial College	102.3
WLGH-FM	Non-Commercial	96.3
WWSJ-AM	Gospel	100.3
WXLA-AM	Soft AC	93.3

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NATIONAL REPS

WFMK-FM, WITL-FM, WJIM-FM, WJIM-AM, WMMQ-FM, WVFN-AM  
WHZZ-FM, WILS-AM, WQHH-FM, WXLA-AM  
WJXQ-FM, WLMI-FM, WQTX-FM, WWDK-FM

KRG-Katz  
KRG-Eastman  
KRG-Christal