

Lansing-East Lansing, MI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	127	418,000	
DMA	118	595,900	
Hispanic	145	30,900	7.39%
Black	123	46,800	11.20%

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