

Baltimore, MD

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	22	2,462,700	
DMA	29	2,633,900	
Hispanic	51	196,000	7.96%
Black	11	747,900	30.37%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Black	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				WTTR-CLH			WBAL-N/T WCBM-N/T WJZ-SPR WNST-SPR WQLL-NEW		WCAO-GOS WOLB-UTK WWIN-GOS			WRBS-REL	
FM	WERQ-RHY WZFT-CHR	WIYY-AOR WZBA-CLR	WLIF-A/C WRBS-CAC WRHS-CAC WWMX-HAC	WQSR-ADH		WPOC-COU	WDCH-BUS WJZ-SPR		WWIN-UAC				WBJC-EDU WEAA-EDU WETA-NCL WGTS-EDU WPFW-NCL WTMD-EDU WYPR-NPR
DIGITAL	WZFT-F2-RHY	WWMX-F2-AMR					WJZ-F3-SPR WWMX-F3-TLK		WLIF-F2-UIN				

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

COMBOS (+ LMA's)

WJZ-AM, WJZ-F3, WJZ-FM, WLIF-F2, WLIF-FM, WWMX-F2, WWMX-F3, WWMX-FM
WBAL-AM, WIYY-FM
WCAO-AM, WPOC-FM, WQSR-FM, WZFT-FM
WCBM-AM, WQLL-AM
WRBS-AM, WRBS-FM, WRHS-FM
WERQ-FM, WOLB-AM, WWIN-AM, WWIN-FM
WTMD-FM, WYPR-FM

Audacy

Hearst Broadcasting Group
iHeartMedia, Inc.
Mangione Family Enterprises
Peter & John Radio Fellowship
Radio One, Inc.
Your Public Radio Corp

LOCAL SPORTS COVERAGE

WBAL-AM

Navy-Basketball
Baltimore Orioles-Baseball (F)
Navy-Football
Baltimore Ravens-Football (F)

WIYY-FM

Baltimore Ravens-Football
Baltimore Orioles-Baseball

WJZ-FM
F = Flagship

University of Maryland-Football (F)

Baltimore, MD

SIMULCASTS (TOTAL WEEK)

WJZ-AM+WJZ-F3
WRBS-FM+WRHS-FM

NATIONAL REPS

WBAL-AM, WIYY-FM
WCAO-AM, WPOC-FM, WQLL-AM, WQSR-FM, WZFT-FM, WZFT-F2
WCBM-AM, WERQ-FM, WLIF-F2, WOLB-AM, WRHS-FM, WWIN-FM, WWIN-AM
WJZ-FM, WJZ-F3, WJZ-AM, WLIF-FM, WWMX-FM, WWMX-F2, WWMX-F3
WZBA-FM

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

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBAL-AM	News/Talk	101.5
WETA-FM	Non-Commercial	88.9
WJZ-AM	Sports	104.9
WLIF-F2	Urban Inspirational	106.1
WQLL-AM	News	99.9
WRBS-AM	Religion	94.3
WTTR-AM	Classic Hits	93.5
WWMX-F2	Altern/Modern Rock	104.9
WZBA-FM	Classic Rock	107.5