

# Columbus, GA

## Spectrometer

### Population Estimates

	Rank	Population 12+	
MSA	185	228,800	
DMA	127	528,400	
Hispanic	173	17,900	7.82%
Black	71	107,700	47.07%

### Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa
Nielsen	Black	Standard	Sp/Fa; Fa/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	WVOL-CHR	WRCG-CLR			WBOJ-ODS WOKS-ROL		WDAK-N/T WHTY-NEW						
FM		WVRK-AOR	WCGQ-HAC WGSY-A/C WLTC-A/C			WKCN-COU WSTH-COU	WVOL-SPR		WAGH-UAC WBFA-URB WEAM-GOS WFXE-URB WKZJ-UAC				WJSP-NPR WMJB-NCL WTJB-EDU WVFX-NCL WYFK-NCL
DIGITAL		WKCN-F2-AOR	WLTC-F3-CAC						WLTC-F2-UAC WKCN-F3-UAC				

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

### COMBOS (+ LMA's)

WEAM-FM, WFXE-FM, WVOL-AM, WVOL-FM, WKZJ-FM, WOKS-AM

WAGH-FM, WDAK-AM, WGSY-FM, WHTY-AM, WSTH-FM, WVRK-FM

WCGQ-FM, WKCN-F2, WKCN-F3, WKCN-FM, WLTC-F2, WLTC-F3, WLTC-FM, WRCG-AM

Davis Broadcasting

iHeartMedia, Inc.

PMB Broadcasting

### LOCAL SPORTS COVERAGE

WDAK-AM

WVRK-FM

WBOJ-AM

F = Flagship

Atlanta Falcons-Football

Auburn-Football

Atlanta Falcons-Football  
Nascar Stock Races-Car Racing  
University of Georgia Bulldogs-Football

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## SIMULCASTS (TOTAL WEEK)

## TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBOJ-AM	Oldies	102.5
WHTY-AM	News	94.7
WIOL-AM	Contemporary Hit Radio	104.5
WKNF-F2	Album Oriented Rock	106.9
WKNF-F3	Urban AC	106.5
WLTC-F2	Urban AC	92.1
WLTC-F3	Christian AC	107.7
WOKS-AM	Rhythmic Oldies	94.1
WRCG-AM	Classic Rock	105.5
WSTH-FM	Country	101.7
WVFJ-FM	Non-Commercial	102.1

## NATIONAL REPS

WAGH-FM, WDAK-AM, WGSY-FM, WHTY-AM, WSTH-FM, WVRK-FM

iHeartMedia

WBFA-FM

KRG-Katz

WCGQ-FM, WKNF-FM, WKNF-F2, WKNF-F3, WLTC-FM, WLTC-F2, WRCG-AM

KRG-Christal

WEAM-FM, WFXE-FM, WIOL-FM, WIOL-AM, WKZJ-FM, WOKS-AM

McGavren