

Green Bay, WI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	183	231,600	
DMA	71	1,013,100	
Hispanic	169	19,200	8.29%
Black	204	10,200	4.40%

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							WDUZ-SPR WGBW-TLK WHBY-N/T WNFL-SPR WTAQ-N/T	WNAM-AST					
FM	WIXX-CHR WKSZ-CHR	WAPL-AOR WFZZ-AMR WKRU-CLR WZOR-AOR	WQLH-HAC	WOGB-CLH WYDR-ADH		WDKF-COU WGEE-COU WNCY-COU	WDUZ-SPR			WIBD-RMX		WRVM-REL	WEMY-NCL WHID-NCL WORQ-NCL WPCK-NCL WPNE-NCL

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

COMBOS (+ LMA's)

WGBW-AM, WIBD-FM	Civic Media
WDUZ-AM, WDUZ-FM, WKRU-FM, WOGB-FM, WQLH-FM	Cumulus
WDKF-FM, WIXX-FM, WNFL-AM, WTAQ-AM	Midwest Communications
WHID-FM, WPNE-FM	Wisconsin Public Radio
WFZZ-FM, WKSZ-FM, WZOR-FM	Woodward Communications

LOCAL SPORTS COVERAGE

WDUZ-AM	University of Wisconsin Badgers-Basketball University of Wisconsin Badgers-Football Marquette University-Basketball
WIXX-FM	Green Bay Packers-Football
WNFL-AM	Milwaukee Bucks-Basketball
WDUZ-FM	University of Wisconsin Greenbay Phoenix-Basketball
WTAQ-AM	Milwaukee Brewers-Baseball
WYDR-FM	Green Bay Packers-Football
WHBY-AM	University of Wisconsin Badgers-Football Milwaukee Brewers-Baseball Milwaukee Bucks-Basketball University of Wisconsin Badgers-Basketball
F = Flagship	

Green Bay, WI

SIMULCASTS (TOTAL WEEK)

WDKF-FM+WGEE-FM
WKSZ-FM+WKZY-FM
WZOR-FM+WZOS-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WDUZ-AM	Sports	95.5
WGBW-AM	Talk	97.9
WGEE-FM	Country	93.1
WHBY-AM	News/Talk	103.5
WIBD-FM	Mexican Regional	96.9
WNCY-FM	Country	92.1
WNFL-AM	Sports	101.9
WORQ-FM	Non-Commercial	104.1

NATIONAL REPS

WAPL-FM, WHBY-AM, WKSZ-FM, WZOR-FM	McGavren
WDKF-FM, WGEE-FM, WIXX-FM, WNCY-FM, WNFL-AM, WTAQ-AM, WYDR-FM	KRG-Christal
WDUZ-FM, WDUZ-AM, WKRU-FM, WNAM-AM, WOGB-FM, WQLH-FM	KRG-Katz