

# Macon, GA

## Spectrometer

### Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	130	392,800	
DMA	120	580,700	
Hispanic	169	19,200	4.89%
Black	54	157,600	40.12%

### Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
Nielsen	General Market	Standard	Sp; Fa
Nielsen	Black	Standard	Sp/Fa; Fa/Sp

	<b>Contemporary</b>	<b>Rock</b>	<b>Adult Contemporary</b>	<b>Adult/ Classic Hits</b>	<b>Oldies</b>	<b>Country</b>	<b>News/ Talk/ Info</b>	<b>Adult Music</b>	<b>Urban/ Black/ Gospel</b>	<b>Hispanic</b>	<b>Other/ Foreign Language</b>	<b>Religion</b>	<b>Non-Commercial</b>
<b>AM</b>				WBML-CLH		WDXQ-COU WIHB-COU	WGST-N/T WMAC-N/T WMGE-NEW WXKO-SPR		WXJO-UJN WYPZ-GOS			WUXL-REL	
<b>FM</b>	WMGB-CHR WQIL-CHR	WQBZ-AOR	WPEZ-A/C	WMGP-CLH	WQMJ-ROL	WDEN-COU WIHB-COU WMCG-COU WNEX-COU			WDBN-UAC WFXM-URB WIBB-URB WLZN-URB WRBV-UAC WRWR-UAC WVKX-URB			WNNG-REL	WGLH-NCL WGLU-NCL WJTG-NCL WLXF-NCL WMUM-NPR WWWWD-NCL

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

### COMBOS (+ LMA's)

WDEN-FM, WLZN-FM, WMAC-AM, WMGB-FM, WPEZ-FM

WGLH-FM, WGLU-FM, WLXF-FM

WGST-AM, WIBB-FM, WIHB-AM, WIHB-FM, WMGE-AM, WMGP-FM, WQBZ-FM, WRBV-FM

WDXQ-AM, WXKO-AM

Cumulus

Educational Media Foundation

iHeartMedia, Inc.

Shanks Broadcasting, LLC

### LOCAL SPORTS COVERAGE

WMAC-AM

F = Flagship

Atlanta Falcons-Football

# Macon, GA

## SIMULCASTS (TOTAL WEEK)

WDBN-FM, WMCG-FM, WQIL-FM  
WDEN-FM, WLZN-FM, WMAC-AM, WMGB-FM, WPEZ-FM  
WFXM-FM, WQMJ-FM, WVKX-FM  
WGST-AM, WIBB-FM, WIHB-FM, WIHB-AM, WMGE-AM, WMGP-FM, WQBZ-FM, WRBV-FM

## TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBML-AM	Classic Hits	95.5
WDXQ-AM	Country	96.7
WGLU-FM	Non-Commercial	91.9
WIHB-AM	Country	97.3
WNEX-FM	Country	102.9
WRWR-FM	Urban AC	105.1
WUXL-AM	Religion	100.5
WXJO-AM	Urban Inspirational	104.5
WXKO-AM	Sports	93.1
WYPZ-AM	Gospel	99.5

## NATIONAL REPS

RegR  
KRG-Christal  
Loc Focus  
iHeartMedia