

Salisbury-Ocean City, MD

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	130	396,900	
DMA	133	425,500	
Hispanic	141	33,300	8.39%
Black	97	65,000	16.38%

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		WJKI-CLR WNCL-CLR					WCEM-SPR WJDY-NEW WTGM-SPR			WJWL-RMX WSUX-SCO			
FM	WKZP-CHR WZEB-RHY	WGBG-CLR WJKI-CLR WOCM-AAR WZBH-AOR	WAFL-HAC WBOC-A/C WNKZ-CAC WQHQ-A/C	WAVD-CLH WBBX-CLH WTDK-CLH		WAAI-COU WBEY-COU WCEM-COU WCHK-COU WRDE-COU WWFG-COU	WGMD-N/T WUSX-N/T WXDE-N/T		WKTT-URB WSBY-UAC	WKDB-SCO			WDIH-NCL WESM-EDU WGBZ-EDU WKNZ-NCL WLBW-NCL WLSW-NCL WPCS-NCL WSCL-EDU WSDL-EDU WYPO-NPR
DIGITAL				WRDE-F2-CLH									

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

COMBOS (+ LMA's)

WGMD-FM, WUSX-FM
WLBW-FM, WLSW-FM
WAFL-FM, WAVD-FM, WCHK-FM, WNCL-AM, WXDE-FM
WJDY-AM, WKZP-FM, WQHQ-FM, WSBY-FM, WTGM-AM, WWFG-FM
WSCL-FM, WSDL-FM
WKNZ-FM, WNKZ-FM
WJKI-AM, WJKI-FM, WJWL-AM, WKDB-FM, WZEB-FM
WBOC-FM, WGBG-FM, WRDE-FM, WZBH-FM

DataTech Digital, LLC
Educational Media Foundation
Forever Media Inc.

iHeartMedia, Inc.

Salisbury University
The Bridge of Hope, Inc.
The Voice Radio, LLC

WBOC, Inc.

LOCAL SPORTS COVERAGE

WUSX-FM
WJKI-AM
WTGM-AM

WGMD-FM
F = Flagship

Baltimore Ravens-Football
Nascar Stock Races-Car Racing
University of Maryland-Football
Washington Commanders-Football
University of Maryland - Men's-Basketball

Baltimore Ravens-Football
Philadelphia Phillies-Baseball

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SIMULCASTS (TOTAL WEEK)

WJKI-AM+WJKI-FM
WKNZ-FM+WNKZ-FM
WRDE-F2+WTDK-FM
WCEM-FM+WRDE-FM

NATIONAL REPS

WAAI-FM, WBOC-FM, WCEM-FM, WCEM-AM, WTDK-FM	McGavren
WAFL-FM, WAVD-FM, WCHK-FM, WNCL-AM, WXDE-FM	KRG-Christal
WBBX-FM, WJKI-FM, WJKI-AM, WJWL-AM, WKDB-FM, WSUX-AM, WZEB-FM	RegR
WGBG-FM, WRDE-FM, WUSX-FM, WZBH-FM	Loc Focus
WJDY-AM, WKZP-FM, WQHQ-FM, WSBY-FM, WTGM-AM, WWFG-FM	iHeartMedia
WKTT-FM	KRG-Eastman

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WJKI-AM	Classic Rock	102.9
WJWL-AM	Mexican Regional	106.7
WKNZ-FM	Non-Commercial	94.9
WNCL-AM	Classic Rock	102.1
WRDE-F2	Classic Hits	104.3
WSUX-AM	Spanish Contemporary	93.9