Saginaw-Bay City-Midland, MI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	152	323,900	
DMA	74	968,500	
Hispanic	168	19,500	6.02%
Black	136	33,900	10.47%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	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			WSAM-SFT	WMPX-CLH	WJMK-ODS		WSGW-N/T					WMAX-REL	
FM	WIOG-CHR	WGER-AOR WILZ-CLR WKQZ-AOR	WHNN-A/C WSAG-SFT	WMJO-ADH WMRX-CLH WUPS-CLH		WCEN-COU WGDN-COU WKCQ-COU	WLUN-SPR WSGW-N/T		WTLZ-UAC				WCMU-EDU WLKB-NCL WUCX-EDU WUGN-NCL

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

COMBOS (+ LMA's)

WCEN-FM, WGER-FM, WSGW-AM, WSGW-FM, WTLZ-FM	Alpha Media
WMPX-AM, WMRX-FM	Black Diamond Broadcast Group, LLC
WCMU-FM, WUCX-FM	Central Michigan University
WHNN-FM, WILZ-FM, WIOG-FM, WKQZ-FM	Cumulus
WKCQ-FM, WMJO-FM, WSAG-FM, WSAM-AM	MacDonald Broadcasting Company

LOCAL SPORTS COVERAGE

WKQZ-FM	Detroit Lions-Football
WILZ-FM	Michigan State-Football Michigan State-Basketball
WSGW-AM	Detroit Red Wings-Hockey Detroit Tigers-Baseball Saginaw Valley State University-Football
WSGW-FM	Saginaw Spirit-Hockey Saginaw Valley State University-Football

F = Flagship

SIMULCASTS (TOTAL WEEK)

WSGW-AM+WSGW-FM
WSAG-FM+WSAM-AM
WMPX-AM+WMRX-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WJMK-AM	Oldies	99.3
WMAX-AM	Religion	105.9
WMPX-AM	Classic Hits	107.7
WSAM-AM	Soft AC	92.3

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NATIONAL REPS

WCEN-FM, WGER-FM, WSGW-FM, WSGW-AM, WTLZ-FM	KRG-Katz
WHNN-FM, WILZ-FM, WIOG-FM, WKQZ-FM	KRG-Christal
WKCQ-FM, WMJO-FM, WSAG-FM, WSAM-AM	KRG-Eastman
WMPX-AM	Tach
WUPS-FM	RegR