

Savannah, GA

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	145	341,400	
DMA	88	854,400	
Hispanic	154	21,900	6.41%
Black	68	114,000	33.39%

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

	<u>Contemporary</u>	<u>Rock</u>	<u>Adult Contemporary</u>	<u>Adult/ Classic Hits</u>	<u>Oldies</u>	<u>Country</u>	<u>News/ Talk/ Info</u>	<u>Adult Music</u>	<u>Urban/ Black/ Gospel</u>	<u>Hispanic</u>	<u>Other/ Foreign Language</u>	<u>Religion</u>	<u>Non-Commercial</u>
AM							WSEG-SPR WTKS-N/T		WSOK-GOS	WHHW-RMX			
FM	WAEV-CHR WGCO-CHR	WFXH-AMR WIXV-CLR	WRHQ-RKC WXYR-RAC WYKZ-SFT	WRWN-CLH		WJCL-COU WSGA-COU WUBB-COU			WEAS-URB WLVH-UAC WQBT-URB WTYB-UAC				WHCJ-EDU WKZV-NCL WLFS-NCL WSVH-NPR WYFS-NCL

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

COMBOS (+ LMA's)

WEAS-FM, WIXV-FM, WJCL-FM, WTYB-FM
WFXH-FM, WGCO-FM, WHHW-AM, WRWN-FM,
WUBB-FM, WXYR-FM
WAEV-FM, WLVH-FM, WQBT-FM, WSOK-AM,
WTKS-AM, WYKZ-FM

Cumulus
Dick Broadcasting, Inc.

iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

WFXH-FM Carolina Panthers-Football
Jacksonville Jaguars-Football
WHHW-AM Clemson University-Football
F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WHHW-AM	Mexican Regional	96.1
WSEG-AM	Sports	104.3
WSOK-AM	Gospel	99.7
WTKS-AM	News/Talk	97.7
WYFS-FM	Non-Commercial	106.5

Savannah, GA

NATIONAL REPS

WAEV-FM, WLVH-FM, WQBT-FM, WSOK-AM, WTKS-AM, WYKZ-FM
WEAS-FM, WIXV-FM, WJCL-FM, WTYB-FM
WFXH-FM, WGCO-FM, WHHW-AM, WRWN-FM, WUBB-FM, WXYX-FM
WRHQ-FM

iHeartMedia
KRG-Eastman
KRG-Katz
KRG-Christal