

South Bend, IN

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	181	233,200	
DMA	98	772,000	
Hispanic	156	23,600	10.12%
Black	137	33,000	14.15%

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		WQYQ-AMR		WNIL-CLH			WSBT-SPR WTRC-N/T		WHFB-UAC	WHLY-RMX			
FM	WQLQ-CHR	WIRX-AOR WRBR-AOR WYXX-CLR WZOC-CLR	WAOR-HAC WCXT-HAC WFRN-CAC WHME-CAC WHPZ-CAC WNDV-HAC WNSN-A/C	WCSY-CLH		WBYT-COU WYTZ-COU	WSJM-N/T WTRC-N/T		WSMK-URB WUBU-UAC				WAUS-NCL WRDI-NCL WUBS-NCL WVSB-NCL
DIGITAL						WQLQ-F3-COU							

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

COMBOS (+ LMA's)

WHME-FM, WHPZ-FM	Lesea Broadcasting
WNIL-AM, WSMK-FM	Marion R. Williams
WNSN-FM, WQLQ-FM, WSBT-AM, WZOC-FM	Mid-West Family Stations
WBYT-FM, WTRC-FM	Pathfinder
WNDV-FM, WUBU-FM, WYXX-FM	Sound Management, LLC

LOCAL SPORTS COVERAGE

WQYQ-AM	University of Michigan-Basketball University of Michigan-Football
WTRC-AM	Chicago Bulls-Basketball Chicago Cubs-Baseball
WSBT-AM	Notre Dame University-Football Notre Dame University-Basketball NCAA college basketball tournament-Basketball
WHME-FM	Indiana University Hoosiers-Basketball Indiana University Hoosiers-Football
WSJM-FM	University of Michigan-Football University of Michigan-Basketball
WHLY-AM	Indiana University Hoosiers-Basketball Indiana University Hoosiers-Football
F = Flagship	

South Bend, IN

SIMULCASTS (TOTAL WEEK)

WAOR-FM, WBYT-FM, WCSY-FM, WCXT-FM, WIRX-FM, WQYQ-AM, WRBR-FM, WSJM-FM, WTRC-FM, WTRC-AM, WYTZ-FM

WNDV-FM, WUBU-FM, WYXX-FM

WNSN-FM, WQLQ-FM, WSBT-AM, WZOC-FM

KRG-Christal

KRG-Eastman

KRG-Katz

NATIONAL REPS

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WHFB-AM	Urban AC	102.5
WNIL-AM	Classic Hits	107.5
WQLQ-F3	Country	96.1
WQYQ-AM	Altern/Modern Rock	106.1
WTRC-AM	News/Talk	101.9