Appleton-Oshkosh, WI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	139	359,800	
DMA	71	1,013,100	
Hispanic	177	15,700	4.36%
Black	200	10,700	2.97%

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					WZBU-ODS		WHBY-N/T WOSH-N/T WSCO-SPR	WNAM-AST					
FM	WIXX-CHR WKSZ-CHR WKZY-CHR	WAPL-AOR WFZZ-AMR WWWX-AMR WZOS-AOR	WFDL-A/C	WVBO-CLH WYDR-ADH		WFON-COU WGEE-COU WNCY-COU WPKR-COU							WEMI-NCL WHID-NCL WOVM-NCL WPFF-NCL WPNE-NCL

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

COMBOS (+ LMA's)

WNAM-AM, WOSH-AM, WPKR-FM, WVBO-FM, WWWX-FM	Cumulus
WGEE-FM, WNCY-FM, WYDR-FM	Midwest Communications
WAPL-FM, WHBY-AM, WKZY-FM, WSCO-AM, WZOS-FM	Woodward Communications

LOCAL SPORTS COVERAGE

WIXX-FM	Green Bay Packers-Football
WYDR-FM	Green Bay Packers-Football
WSCO-AM	Nascar Stock Races-Car Racing Marquette University-Basketball
WHBY-AM	University of Wisconsin Badgers-Football Milwaukee Brewers-Baseball Milwaukee Bucks-Basketball University of Wisconsin Badgers-Basketball
WFON-FM	Milwaukee Brewers-Baseball

F = Flagship

Appleton-Oshkosh, WI

SIMULCASTS (TOTAL WEEK)

WDKF-FM+WGEE-FM
WKSZ-FM+WKZY-FM
WZOR-FM+WZOS-FM

NATIONAL REPS

WAPL-FM, WHBY-AM, WKSZ-FM, WKZY-FM, WSCO-AM	McGavren
WGEE-FM, WIXX-FM, WNCY-FM, WYDR-FM	KRG-Christal
WNAM-AM, WOSH-AM, WPKR-FM, WVBO-FM, WWWX-FM	KRG-Katz
WZOS-FM	Tach

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WEMI-FM	Non-Commercial	101.7
WGEE-FM	Country	93.1
WHBY-AM	News/Talk	103.5
WNCY-FM	Country	92.1
WOSH-AM	News/Talk	93.9
WSCO-AM	Sports	95.3
WZBU-AM	Oldies	93.9