

Augusta, GA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	110	503,000	
DMA	113	630,800	
Hispanic	141	30,900	6.14%
Black	46	178,700	35.53%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa
Nielsen	Black	Standard	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							WGAC-N/T WYNF-NEW		WNRR-GOS WTHB-UIN			WFAM-REL	
FM	WHHD-CHR		WAEG-SAC WBBQ-A/C WGUS-SFT	WDRR-ADH		WKXC-COU WLUB-COU WTHO-COU	WAAW-SPR WGAC-N/T		WAKB-UAC WCHZ-URB WFXA-URB WIIZ-URB WKSP-UAC WLFW-GOS WPRW-URB WTHB-UIN				WACG-NPR WAFJ-NCL WEKL-NCL WLJK-NCL WLPE-NCL
DIGITAL		WLUB-F2-CLR	WKSP-F3-CAC			WKXC-F2-COU							

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

COMBOS (+ LMA's)

WCHZ-FM, WDRR-FM, WGAC-AM, WGAC-FM, WGUS-FM, WHHD-FM, WKXC-FM	Beasley Media Group
WBBQ-FM, WKSP-F3, WKSP-FM, WLUB-F2, WLUB-FM, WPRW-FM, WYNF-AM	iHeartMedia, Inc.
WAEG-FM, WAKB-FM, WFXA-FM, WTHB-AM, WTHB-FM	Perry Broadcasting

LOCAL SPORTS COVERAGE

WGUS-FM	Clemson University-Football Clemson University-Basketball
WGAC-AM	University of Georgia Bulldogs-Football
WGAC-FM	University of Georgia Bulldogs-Football
F = Flagship	

SIMULCASTS (TOTAL WEEK)

WGAC-AM+WGAC-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WGAC-AM	News/Talk	101.9
WKSP-F3	Christian AC	104.9
WKXC-F2	Country	104.3
WLPE-FM	Non-Commercial	101.5
WLUB-F2	Classic Rock	106.3

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NATIONAL REPS

WAEG-FM, WAKB-FM, WFXA-FM, WTHB-FM, WTHB-AM	McGavren
WBBQ-FM, WKSP-FM, WKSP-F3, WLUB-FM, WLUB-F2, WPRW-FM, WYNF-AM	iHeartMedia
WCHZ-FM, WDRR-FM, WGAC-FM, WGAC-AM, WGUS-FM, WHHD-FM, WKXC-FM	KRG-Katz
WTHO-FM	RegR