

Huntsville, AL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	104	547,500	
DMA	84	909,400	
Hispanic	134	36,300	6.63%
Black	68	115,300	21.06%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Black	Standard	Fa/Wi/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			WTKI-SFT	WKAC-CLH	WKDZ-ODS		WBHP-N/T WHOS-N/T WUMP-SPR WVNN-N/T		WDJL-GOS WEUP-GOS WHIY-GOS WLOR-UAC	WYAM-RMX			
FM	WWFA-CHR WZYP-CHR	WRTT-AMR WTAK-CLR	WAHR-HAC WRSA-A/C	WQRV-CLH		WDRM-COU WQAH-COU WWFF-COU	WVNN-N/T WZZN-SPR		WEUP-URB WEUZ-URB WHRP-UAC WRJL-GOS				WAYH-NCL WHVK-NCL WJAB-EDU WJOU-EDU WLRH-NPR WYFD-NCL
DIGITAL	WQRV-F2-CHR	WQRV-F3-AMR							WAHR-F2-UAC				

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

COMBOS (+ LMA's)

WEUP-AM, WEUP-FM, WEUZ-FM, WHIY-AM
 WHRP-FM, WUMP-AM, WVNN-AM, WVNN-FM,
 WWFF-FM, WZYP-FM
 WBHP-AM, WDRM-FM, WHOS-AM, WQRV-F2,
 WQRV-F3, WQRV-FM, WTAK-FM
 WAHR-FM, WLOR-AM, WRTT-FM

Broadcast One, Inc.
 Cumulus

iHeartMedia, Inc.

Southern Stone Communications

LOCAL SPORTS COVERAGE

WUMP-AM

University of Alabama-Basketball
 Atlanta Braves-Baseball
 University of Alabama-Football
 Tennessee Titans-Football

WLOR-AM

Auburn-Football

F = Flagship

Huntsville, AL

SIMULCASTS (TOTAL WEEK)

WBHP-AM+WHOS-AM
WVNN-AM+WVNN-FM
WAHR-F2+WLOR-AM
WEUP-FM+WEUZ-FM
WEUP-AM+WHIY-AM

NATIONAL REPS

WAHR-F2, WAHR-FM, WLOR-AM, WRTT-FM
WBHP-AM, WDRM-FM, WHOS-AM, WQRV-FM, WQRV-F2, WTAK-FM
WEUP-FM, WEUP-AM, WEUZ-FM, WHIY-AM
WHRP-FM, WUMP-AM, WVNN-FM, WVNN-AM, WWFF-FM, WZYP-FM
WRS-AM

KRG-Christal
iHeartMedia
McGavren
KRG-Katz
Loc Focus

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WAHR-F2	Urban AC	98.1
WBHP-AM	News/Talk	102.5
WDRM-FM	Country	99.5
WEUP-FM	Urban Contemporary	92.3
WEUP-AM	Gospel	94.5
WEUZ-FM	Urban Contemporary	102.9
WKDZ-AM	Oldies	100.9
WLOR-AM	Urban AC	107.5
WLRH-FM	National Public Radio	104.5
WQRV-F2	Contemporary Hit Radio	106.5
WTKI-AM	Soft AC	105.3
WUMP-AM	Sports	103.9
WYFD-FM	Non-Commercial	95.7