

# Melbourne-Titusville-Cocoa, FL

Spectrometer

## Population Estimates

	Rank	Population 12+	
MSA	99	588,400	
DMA	14	4,310,100	
Hispanic	102	72,600	12.34%
Black	102	63,200	10.74%

## 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						WIXC-COU	WKQK-N/T WMMB-N/T WMMV-N/T					WDMC-REL WWBC-REL	
FM	WAOA-CHR WFKS-CHR	WROK-CLR	WLRQ-A/C	WSBH-CLH		WHKR-COU							WFIT-EDU

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

## COMBOS (+ LMA's)

WAOA-FM, WHKR-FM, WROK-FM  
WFKS-FM, WLRQ-FM, WMMB-AM, WMMV-AM  
WIXC-AM, WSBH-FM

Cumulus  
iHeartMedia, Inc.  
MARC Radio Group

## LOCAL SPORTS COVERAGE

WIXC-AM  
Tampa Bay Buccaneers-Football  
Indy 500-Car Racing  
Florida State University Seminoles-Football  
Florida State University Seminoles-Basketball

F = Flagship

## SIMULCASTS (TOTAL WEEK)

WMMB-AM+WMMV-AM

## TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WIXC-AM	Country	105.5
WKQK-AM	News/Talk	104.5
WMMB-AM	News/Talk	92.7
WWBC-AM	Religion	94.7

## NATIONAL REPS

WAOA-FM, WHKR-FM, WROK-FM  
WFKS-FM, WLRQ-FM, WMMB-AM, WMMV-AM  
WIXC-AM, WSBH-FM

KRG-Katz  
iHeartMedia  
KRG-Eastman