

# Florence-Muscle Shoals, AL

Spectrometer

## Population Estimates

|          | Rank | Population 12+ |
|----------|------|----------------|
| MSA      | 999  | 0              |
| DMA      | 84   | 909,400        |
| Hispanic | 999  | 0              |
| Black    | 999  | 0              |

## Available Research

| Service | Ethnic Type | Report Type | Available Reports |
|---------|-------------|-------------|-------------------|
|---------|-------------|-------------|-------------------|

|    | 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 |              |          |                      |                     | WLAY-ODS |                                              | WSBM-SPR<br>WVNA-N/T | WBTG-AST    | WZZA-UAC             |          |                         |          |                |
| FM | WWFA-CHR     | WVNA-AOR | WMXV-HAC<br>WQLT-A/C |                     |          | WLAY-COU<br>WLXA-COU<br>WMSR-COU<br>WXFL-COU | WYTK-SPR             |             | WBTG-GOS             |          |                         |          | WFIX-NCL       |

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

## COMBOS (+ LMA's)

|                                                      |                                      |
|------------------------------------------------------|--------------------------------------|
| WQLT-FM, WSBM-AM, WXFL-FM                            | Big River Broadcasting Corp          |
| WLAY-AM, WLAY-FM, WMSR-FM, WMXV-FM, WVNA-AM, WVNA-FM | Singing River Media Group, LLC       |
| WBTG-AM, WBTG-FM                                     | Slatton & Assocs. Broadcasting, Inc. |

## LOCAL SPORTS COVERAGE

|              |                                                      |
|--------------|------------------------------------------------------|
| WQLT-FM      | Tennessee Titans-Football                            |
| WMSR-FM      | Auburn-Football<br>Auburn-Basketball                 |
| WSBM-AM      | Nascar Stock Races-Car Racing<br>Indy 500-Car Racing |
| F = Flagship |                                                      |

## SIMULCASTS (TOTAL WEEK)

## TRANSLATORS

| PRIMARY STATION | FORMAT             | TRANSLATOR FREQUENCY |
|-----------------|--------------------|----------------------|
| WBTG-AM         | Adult Standards    | 105.9                |
| WLAY-AM         | Oldies             | 104.7                |
| WLXA-FM         | Country            | 103.5                |
| WQLT-FM         | Adult Contemporary | 106.9                |
| WSBM-AM         | Sports             | 97.9                 |
| WVNA-AM         | News/Talk          | 96.7                 |

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NATIONAL REPS

WLAY-FM, WLAY-AM, WMSR-FM, WMXV-FM, WVNA-FM, WVNA-AM  
WLXA-FM, WYTK-FM

Tach  
RegR