

Columbus-Starkville-West Point, MS

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	135	414,900
Hispanic	999	0
Black	999	0

Available Research

Service	Ethnic Type	Report Type	Available Reports
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	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							WSSO-SPR		WTWG-GOS				
FM	WNMQ-CHR WZBQ-CHR	WSMS-AOR	WSYE-A/C	WLZA-CLH	WAFM-ODS	WKOR-COU	WKBB-N/T		WACR-UAC WAJV-UAC WFCA-GOS WMSU-URB WMXU-URB				

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

COMBOS (+ LMA's)

WKOR-FM, WMXU-FM, WNMQ-FM, WSMS-FM, WSSO-AM	Cumulus
WKBB-FM, WLZA-FM	Telesouth Communications
WACR-FM, WAJV-FM, WMSU-FM	URBAn Radio Broadcasting, LLC

LOCAL SPORTS COVERAGE

WZBQ-FM	University of Alabama-Football
WKBB-FM	Mississippi State-Basketball Mississippi State-Football
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WTWG-AM	Gospel	96.9

NATIONAL REPS

WACR-FM, WAJV-FM, WMSU-FM	Tach
WKOR-FM, WMXU-FM, WNMQ-FM, WSMS-FM, WSSO-AM	KRG-Katz
WSYE-FM	KRG-Christal
WZBQ-FM	iHeartMedia