

Bowling Green, KY

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	164	271,500	
DMA	180	210,400	
Hispanic	189	14,200	5.23%
Black	159	20,900	7.70%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	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		WWKU-AOR	WCLU-A/C WLOC-A/C			WBVR-COU	WKCT-N/T WRUS-FUL		WLCK-GOS				
FM		WDNS-CLR WPTQ-CLR	WUHU-HAC WVLE-A/C	WKLX-CLH	WOVO-ODS	WBVR-COU WGGC-COU WHHT-COU WHSX-COU WLLI-COU WLYE-COU							WAYD-NCL WCVK-NCL WKYU-EDU
DIGITAL		WPTQ-F2-AOR				WBVR-F2-COU							

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

COMBOS (+ LMA's)

WCLU-AM, WHHT-FM, WLYE-FM
WDNS-FM, WKCT-AM
WBVR-AM, WBVR-F2, WBVR-FM, WLLI-FM,
WOVO-FM, WPTQ-F2, WPTQ-FM, WUHU-FM,
WWKU-AM
WLCK-AM, WVLE-FM

Commonwealth Broadcasting Corp.
Daily News Broadcasting Co.
Seven Mountains Media, LLC

Skytower Communications Group, LLC

LOCAL SPORTS COVERAGE

F = Flagship

Bowling Green, KY

SIMULCASTS (TOTAL WEEK)

WLLI-FM+WLYE-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBVR-F2	Country	95.9
WBVR-AM	Country	94.5
WCLU-AM	Adult Contemporary	103.1
WKCT-AM	News/Talk	104.1
WLLI-FM	Country	98.5
WLOC-AM	Adult Contemporary	101.7
WPTQ-F2	Album Oriented Rock	98.3
WRUS-AM	Full Service	104.9
WWKU-AM	Album Oriented Rock	102.7

NATIONAL REPS

WBVR-F2, WBVR-FM, WBVR-AM, WKLX-FM, WOVO-FM, WPTQ-FM, WPTQ-F2, WUHU-FM, WWKU-AM	KRG-Eastman
WDNS-FM, WKCT-AM	Tach
WHHT-FM	RegR