

Bowling Green, KY

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	165	265,900	
DMA	180	206,500	
Hispanic	189	13,200	4.96%
Black	158	20,400	7.67%

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			WCLU-A/C WLOC-A/C		WBGN-ODS		WKCT-N/T WRUS-FUL		WLCK-GOS				
FM		WDNS-CLR WPTQ-CLR	WOVO-HAC WUHU-HAC WVLE-A/C	WKLX-CLH		WBVR-COU WGGC-COU WHHT-COU WHSX-COU WLLI-COU WLYE-COU							WAYD-NCL WCVK-NCL WKYU-EDU
DIGITAL		WPTQ-F2-AOR											

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

COMBOS (+ LMA's)

WHHT-FM, WKLX-FM, WPTQ-FM
 WDNS-FM, WKCT-AM
 WCLU-AM, WLLI-FM
 WBGN-AM, WBVR-FM, WLYE-FM, WUHU-FM
 WLCK-AM, WVLE-FM

Commonwealth Broadcasting Corp.
 Daily News Broadcasting Co.
 Royse Radio, Inc.
 Seven Mountains Media, LLC
 Skytower Communications Group, LLC

LOCAL SPORTS COVERAGE

F = Flagship

SIMULCASTS (TOTAL WEEK)

WLLI-FM+WLYE-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WBGN-AM	Oldies	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

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NATIONAL REPS

WBGN-AM, WBVR-FM, WCLU-AM, WLLI-FM, WLYE-FM, WUHU-FM

WDNS-FM, WKCT-AM

WHHT-FM, WKLX-FM, WOVO-FM, WPTQ-FM

KRG-Eastman

Tach

RegR