

Bowling Green, KY

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	168	261,300	
DMA	180	203,000	
Hispanic	192	11,900	4.55%
Black	161	19,700	7.54%

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-A/C 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	Commonwealth Broadcasting Corp.
WDNS-FM, WKCT-AM	Daily News Broadcasting Co.
WCLU-AM, WLLI-FM	Royse Radio, Inc.
WBGN-AM, WBVR-FM, WLYE-FM, WUHU-FM	Seven Mountains Media, LLC
WLCK-AM, WVLE-FM	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