

Sheboygan WI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	235	102,700	
DMA	40	2,005,900	
Hispanic	215	7,700	7.50%
Black	230	3,300	3.21%

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						WCLB-COU WGXI-COU	WHBL-N/T						
FM		WHBZ-AOR	WLKN-A/C WXER-A/C			WBFM-COU		WEMP-EZL					WSHS-NCL WSTM-NCL

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

COMBOS (+ LMA's)

WBFM-FM, WHBL-AM, WHBZ-FM, WXER-FM
WEMP-FM, WLKN-FM

Midwest Communications
Seehafer Broadcasting Corp.

LOCAL SPORTS COVERAGE

WHBL-AM

Green Bay Packers-Football
Milwaukee Brewers-Baseball
University of Wisconsin Badgers-Football
University of Wisconsin Badgers-Basketball

F = Flagship

SIMULCASTS (TOTAL WEEK)

WCLB-AM+WGXI-AM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WCLB-AM	Country	107.3
WGXI-AM	Country	98.5
WHBL-AM	News/Talk	101.5
WLKN-FM	Adult Contemporary	103.5
WSTM-FM	Non-Commercial	103.3
WXER-FM	Adult Contemporary	96.1

NATIONAL REPS

WBFM-FM, WHBL-AM, WHBZ-FM, WXER-FM
WLKN-FM

KRG-Christal
Loc Focus