

Muncie-Marion, IN

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	215	164,800	
DMA	27	2,679,700	
Hispanic	221	5,900	3.58%
Black	186	14,400	8.74%

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				WBAT-CLH WLTJ-CLH	WHBU-ODS		WMRI-SPR WMUN-SPR						
FM		WMXQ-CLR WMYK-AOR	WLBC-HAC WXXC-HAC	WERK-CLH		WBKQ-COU WCJC-COU WMDH-COU WQLK-COU							WBST-NPR WBSW-NPR WIKL-NCL WKMV-NCL

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

COMBOS (+ LMA's)

WBST-FM, WBSW-FM	Ball State University
WLTJ-AM, WMDH-FM	Cumulus
WIKL-FM, WKMV-FM	Educational Media Foundation
WBAT-AM, WCJC-FM, WMRI-AM, WMYK-FM, WXXC-FM	Vox Radio Group
WBKQ-FM, WERK-FM, WHBU-AM, WLBC-FM, WMUN-AM, WMXQ-FM	Woof Boom Radio

LOCAL SPORTS COVERAGE

WMUN-AM	Indiana Pacers-Basketball Indianapolis Colts-Football Cincinnati Reds-Baseball Ball State University-Football Ball State University-Men's Basketball
WMRI-AM	Indy 500-Car Racing
WLBC-FM	Indy 500-Car Racing
WHBU-AM	Indy 500-Car Racing
WQLK-FM	Indy 500-Car Racing
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WBAT-AM	Classic Hits	105.5
WBKQ-FM	Country	102.9
WHBU-AM	Oldies	101.1
WIKL-FM	Non-Commercial	92.7
WMUN-AM	Sports	92.5

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NATIONAL REPS

WBAT-AM, WCJC-FM, WQLK-FM
WBKQ-FM, WERK-FM, WHBU-AM, WLBC-FM, WMUN-AM, WMXQ-FM
WLTi-AM, WMDH-FM

RegR
KRG-Christal
KRG-Katz