Atlanta GA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	7	5,153,500	
DMA	8	6,330,700	
Hispanic	19	595,000	11.55%
Black	2	1,844,400	35.79%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Black	PPM	Monthly
Nielsen	Hispanic	PPM	Monthly

	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			WJZA-SAC				WBIN-NEW WCNN-SPR WFOM-N/T WGKA-TLK WIFN-SPR WRZX-SPR WSB-N/T WXKG-N/T		WAOK-UTK WWSZ-URB	WAEC-TRP WAOS-RMX WAZX-HIS WCHK-SCO WFTD-SAH WPLO-SAH WWWE-SCO WXEM-RMX	WQXI-ETH	WAFS-REL WDWD-REL WNIV-REL	
FM	WWPW-CHR WWWQ-CHR	WNNX-AMR	WFSH-A/C WNSY-SAC WSB-A/C WSTR-RAC	WSRV-CLH		WBTR-COU WEKS-COU WKHX-COU WUBL-COU	WSBB-N/T WZGC-SPR		WALR-UAC WAMJ-UAC WHTA-URB WPZE-UIN WRDG-URB WUMJ-UAC WVEE-UAC	WBZW-RMX WBZY-SCO WLKQ-RMX WTSH-RMX			WABE-NPR WAKL-NCL WCLK-EDU WRAS-EDU
DIGITAL	WBZY-F3-RHY	WWWQ-F2-AMR			WWWQ-F3-ROL		WZGC-F2-SPR WSTR-F3-TLK WWPW-F3-NEW		WAMJ-F2-UAC WWPW-F2-URB				

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

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COMBOS (+ LMA's)

WAOK-AM, WSTR-F3, WSTR-FM, WVEE-FM, WZGC-F2, WZGC-FM	Audacy
WALR-FM, WSB-AM, WSB-FM, WSBB-FM, WSRV-FM	Cox Media Group
WKHX-FM, WNNX-FM, WWWQ-F2, WWWQ-F3, WWWQ-FM	Cumulus
WCHK-AM, WJZA-AM, WLKQ-FM, WNSY-FM, WWWE-AM	Davis Broadcasting
WCNN-AM, WFOM-AM, WIFN-AM	Dickey Broadcasting Company
WBIN-AM, WBZW-FM, WBZY-F3, WBZY-FM, WRDG-FM, WRZX-AM, WUBL-FM, WWPW-F2, WWPW-F3, WWPW-FM	iHeartMedia, Inc.
WAOS-AM, WXEM-AM	La Favorita, Inc
WFTD-AM, WPLO-AM	Prieto Broadcasting, Inc.
WAMJ-FM, WHTA-FM, WPZE-FM, WUMJ-FM	Radio One, Inc.
WDWD-AM, WFSH-FM, WGKA-AM, WNIV-AM	Salem Media Group

LOCAL SPORTS COVERAGE

WCNN-AM	Georgia Tech-Basketball (F) Georgia Tech-Football (F) Nascar Stock Races-Car Racing Atlanta Braves-Baseball (F)
WSB-AM	University of Georgia Bulldogs-Football University of Georgia Bulldogs-Basketball
WAOK-AM	Georgia State Basketball – Men's-Basketball
WZGC-FM	Georgia State Football-Football United Soccer-Soccer Atlanta Falcons-Football (F) Atlanta Hawks-Basketball
WFOM-AM	Nascar Stock Races-Car Racing
WSBB-FM	University of Georgia Bulldogs-Football University of Georgia Bulldogs-Basketball
WBTR-FM	Nascar Stock Races-Car Racing Indy 500-Car Racing

F = Flagship

SIMULCASTS (TOTAL WEEK)

WSB-AM+WSBB-FM
WAMJ-FM+WUMJ-FM
WLKQ-FM+WTSH-FM
WRDG-FM+WWPW-F2
WJZA-AM+WNSY-FM
WBIN-AM+WWPW-F3
WCHK-AM+WWWE-AM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WAKL-FM	Non-Commercial	92.3
WAMJ-F2	Urban AC	102.9
WCHK-AM	Spanish Contemporary	96.5
WCLK-FM	Non-Commercial College	99.3
WCNN-AM	Sports	93.7
WFOM-AM	News/Talk	106.3
WFTD-AM	Spanish Adult Hits	96.5
WIFN-AM	Sports	103.7
WJZA-AM	Smooth AC	101.1
WPLO-AM	Spanish Adult Hits	100.1
WQXI-AM	Ethnic-Other	96.7
WSTR-F3	Talk	94.5
WTSH-FM	Mexican Regional	107.1
WWSZ-AM	Urban Contemporary	94.5
WWWQ-F2	Altern/Modern Rock	98.9
WWWQ-F3	Rhythmic Oldies	97.9
WXKG-AM	News/Talk	93.3

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NATIONAL REPS

WAEC-AM, WCNN-AM, WFOM-AM, WIFN-AM, WKHX-FM, WNNX-FM, WWWQ-FM, WWWQ-F2, WWWQ-F3	KRG-Katz
WALR-FM, WSB-FM, WSB-AM, WSBB-FM, WSRV-FM	KRG-Christal
WAMJ-FM, WAMJ-F2, WCHK-AM, WFSH-FM, WFTD-AM, WGKA-AM, WHTA-FM, WJZA-AM, WLKQ-FM, WNSY-FM, WPZE-FM, WUMJ-FM, WWWE-AM	KRG-Eastman
WAOK-AM, WSTR-F3, WSTR-FM, WVEE-FM, WZGC-FM, WZGC-F2	KRG-Audacy
WAOS-AM, WDWD-AM, WWSZ-AM, WXEM-AM	McGavren
WBIN-AM, WBZW-FM, WBZY-FM, WBZY-F3, WRDG-FM, WRZX-AM, WUBL-FM, WWPW-F3, WWPW-F2, WWPW-FM	iHeartMedia
WPLO-AM	Tach
WXKG-AM	RegR