

Myrtle Beach, SC

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	129	394,400	
DMA	101	701,000	
Hispanic	156	22,000	5.58%
Black	107	54,600	13.84%

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					WPIF-ODS	WGTN-COU WWHK-COU	WAYS-SPR		WMIR-UIN WPJS-GOS	WNMB-RMX			
FM	WMYB-CHR WWXM-CHR	WKZQ-AMR WRXZ-CLR WYAV-CLR	WEZV-SFT WYEZ-SFT	WSYN-CLH WVCO-CLH WYNA-ADH	WPGI-ODS	WGLD-COU WGTR-COU WLFF-COU	WRNN-TLK WSEA-SPR WTKN-TLK		WDAI-URB WTUA-UIN	WLQB-RMX			WHMC-NPR WKVC-NCL WLGI-NCL WMBJ-NCL

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

COMBOS (+ LMA's)

WEZV-FM, WTKN-FM, WYEZ-FM	Byrne Acquisition Group, LLC
WAYS-AM, WDAI-FM, WLFF-FM, WSEA-FM, WSYN-FM	Cumulus
WKZQ-FM, WMYB-FM, WRNN-FM, WWHK-AM, WYAV-FM	Dick Broadcasting, Inc.
WGTR-FM, WLQB-FM, WRXZ-FM, WWXM-FM, WYNA-FM	iHeartMedia, Inc.
WGTN-AM, WPIF-AM	R.J. Stalvey

LOCAL SPORTS COVERAGE

WYEZ-FM	Clemson University-Football Clemson University-Basketball
WEZV-FM	Clemson University-Football Clemson University-Basketball
WRNN-FM	Coastal Carolina University-Football Coastal Carolina University-Basketball
WSEA-FM	Carolina Panthers-Football University of South Carolina-Football University of South Carolina-Basketball University of South Carolina-Baseball
F = Flagship	

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SIMULCASTS (TOTAL WEEK)

NATIONAL REPS

WAYS-AM, WDAI-FM, WLFF-FM, WNMB-AM, WSEA-FM, WSYN-FM	KRG-Eastman
WGLD-FM, WGTN-AM, WTKN-FM	RegR
WGTR-FM, WLQB-FM, WRXZ-FM, WWXM-FM, WYNA-FM	iHeartMedia
WKZQ-FM, WMYB-FM, WRNN-FM, WWHK-AM, WYAV-FM	KRG-Katz
WMIR-AM, WPGI-FM	Tach

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WAYS-AM	Sports	101.9
WGTN-AM	Country	107.5
WKVC-FM	Non-Commercial	100.5
WMBJ-FM	Non-Commercial	95.5
WMIR-AM	Urban Inspirational	103.5
WNMB-AM	Mexican Regional	98.9
WPIF-AM	Oldies	101.1
WWHK-AM	Country	105.5