

# Ft. Pierce-Stuart-Vero Beach, FL

## Spectrometer

### Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	98	601,500	
DMA	40	1,963,600	
Hispanic	74	100,000	16.63%
Black	82	81,000	13.47%

### Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
Nielsen	General Market	Standard	Sp; Fa

	Contemporary	Rock	Adult Contemporary	Adult/ Classic Hits	Oldies	Country	News/ Talk/ Info	Adult Music	Urban/ Black/ Gospel	Hispanic	Other/ Foreign Language	Religion	Non-Commercial
<b>AM</b>							WPSL-TLK WSTU-N/T WTTB-N/T WZTA-N/T			WIRA-TRP WJNX-RMX			
<b>FM</b>	WLDI-CHR		WGYL-HAC WOSN-SFT	WJKD-ADH WQOL-CLH		WAVW-COU WPHR-COU	WCZR-TLK WZZR-TLK						WCNO-NCL WHLG-NCL WQCP-NCL WQCS-NPR WSCF-NCL

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

### COMBOS (+ LMA's)

WAVW-FM, WCZR-FM, WQOL-FM, WZTA-AM  
WQCP-FM, WQCS-FM  
WJNX-AM, WPSL-AM, WSTU-AM  
WGYL-FM, WJKD-FM, WOSN-FM, WPHR-FM,  
WTTB-AM

iHeartMedia, Inc.  
Indian River State College  
Port St. Lucie Broadcasting  
Vero Beach Broadcasters

### LOCAL SPORTS COVERAGE

WPSL-AM  
WSTU-AM  
WAVW-FM  
WCZR-FM  
F = Flagship

Florida State University Seminoles-Football  
Miami Marlins-Baseball  
Miami Dolphins-Football  
Miami Dolphins-Football

### SIMULCASTS (TOTAL WEEK)

WJNX-AM+WJNX-FM

### TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WIRA-AM	Tropical	104.9
WJNX-AM	Mexican Regional	95.1
WQCP-FM	Non-Commercial	94.3
WTTB-AM	News/Talk	105.7
WZTA-AM	News/Talk	107.9

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**NATIONAL REPS**

WAVV-FM, WCZR-FM, WLDI-FM, WQOL-FM, WZTA-AM, WZZR-FM  
WGYL-FM, WJKD-FM, WOSN-FM, WPHR-FM, WTTB-AM

iHeartMedia  
KRG-Christal