

# Laurel-Hattiesburg, MS

## Spectrometer

### Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	205	180,000	
DMA	168	256,100	
Hispanic	209	8,600	4.78%
Black	110	53,300	29.61%

### Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
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
<b>AM</b>							WFOR-SPR		WAML-GOS WHJA-URB			WORV-REL	
<b>FM</b>	WNSL-CHR	WXRR-CLR	WKZW-HAC			WBBN-COU	WFMM-TLK WLAU-N/T WMXI-TLK		WBBL-GOS WGDQ-GOS WJKX-UAC WJMG-URB WZLD-URB				WLWZ-NCL WUSM-EDU

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

### COMBOS (+ LMA's)

WBBL-FM, WBBN-FM, WKZW-FM, WXRR-FM  
WJMG-FM, WORV-AM  
WFOR-AM, WMXI-FM  
WJKX-FM, WNSL-FM, WZLD-FM  
WFMM-FM, WLAU-FM

Blakeney Communications Inc.  
Circuit Broadcasting Co. of Hattiesburg  
Eagle Broadcasting, LLC  
iHeartMedia, Inc.  
Telesouth Communications

### LOCAL SPORTS COVERAGE

WMXI-FM  
F = Flagship  
Mississippi State-Basketball  
Mississippi State-Football

### SIMULCASTS (TOTAL WEEK)

### TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WAML-AM	Gospel	95.1
WFOR-AM	Sports	92.7
WHJA-AM	Urban Contemporary	101.1

### NATIONAL REPS

WJKX-FM, WNSL-FM, WZLD-FM

iHeartMedia