

# New Orleans, LA

## Spectrometer

### Population Estimates

|          | Rank | Population 12+ |        |
|----------|------|----------------|--------|
| MSA      | 50   | 1,242,700      |        |
| DMA      | 52   | 1,488,400      |        |
| Hispanic | 64   | 134,700        | 10.84% |
| Black    | 17   | 392,300        | 31.57% |

### Available Research

| Service | Ethnic Type    | Report Type | Available Reports |
|---------|----------------|-------------|-------------------|
| Nielsen | General Market | CDM         | 3mo Rolling Avg   |
| Nielsen | Black          | Standard    | Wi/Sp; Su/Fa      |
| Nielsen | Hispanic       | Standard    | Fa/Wi/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      |                      |                      |                                  |                      | WGCM-ODS | WROA-COU                                                 | WGSO-N/T<br>WODT-NEW<br>WWL-N/T<br>WWWL-SPR |             | WBOK-UTK<br>WLNO-UIN<br>WVOG-GOS<br>WYLD-GOS | KGLA-TRP<br>WFNO-SCO |                         | WCKW-REL<br>WQNO-REL<br>WSHO-REL |                                                          |
| FM      | WEZB-CHR<br>WZNF-CHR | WKBU-CLR<br>WZRH-AMR | KWMZ-80s<br>WLMG-A/C<br>WYLK-HAC | KVDU-ADH<br>WGCM-CLH | WTIX-ODS | WGUO-COU<br>WJSH-COU<br>WNOE-COU<br>WRKN-COU<br>WZKX-COU | KLRZ-SPR<br>WRNO-N/T<br>WWL-N/T             |             | KKND-GOS<br>KMEZ-UAC<br>WQUE-URB<br>WYLD-UAC |                      |                         |                                  | KLXH-NCL<br>KNOL-NCL<br>WBSN-NCL<br>WWNO-EDU<br>WWOZ-NCL |
| DIGITAL | WRNO-F2-RHY          |                      |                                  |                      |          |                                                          | WEZB-F2-TLK<br>WWL-F2-SPR                   |             | WLMG-F2-URB                                  |                      |                         |                                  |                                                          |

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

### COMBOS (+ LMA's)

|                                                                              |                                          |
|------------------------------------------------------------------------------|------------------------------------------|
| WEZB-F2, WEZB-FM, WKBU-FM, WLMG-F2, WLMG-FM, WWL-AM, WWL-F2, WWL-FM, WWWL-AM | Audacy                                   |
| KGLA-AM, WFNO-AM                                                             | Crocodile Broadcasting Corporation, Inc. |
| KKND-FM, KMEZ-FM, WRKN-FM, WZRH-FM                                           | Cumulus                                  |
| KLXH-FM, KNOL-FM                                                             | Educational Media Foundation             |
| KVDU-FM, WNOE-FM, WODT-AM, WQUE-FM, WRNO-FM, WYLD-AM, WYLD-FM                | iHeartMedia, Inc.                        |
| WGSO-AM, WYLK-FM                                                             | Northshore Radio, LLC                    |

### LOCAL SPORTS COVERAGE

|              |                                                                                                        |
|--------------|--------------------------------------------------------------------------------------------------------|
| WRKN-FM      | University of New Orleans-Baseball<br>UNiversity of New Orleans-Basketball                             |
| WWL-AM       | LSU Tigers-Baseball<br>New Orleans Saints-Football (F)<br>LSU Tigers-Basketball<br>LSU Tigers-Football |
| WRNO-FM      | New Orleans Pelicans-Basketball (F)                                                                    |
| WWL-FM       | New Orleans Saints-Football (F)<br>LSU Tigers-Baseball<br>LSU Tigers-Basketball<br>LSU Tigers-Football |
| F = Flagship |                                                                                                        |

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## SIMULCASTS (TOTAL WEEK)

WWL-AM+WWL-FM

## TRANSLATORS

| <u>PRIMARY STATION</u> | <u>FORMAT</u>        | <u>TRANSLATOR FREQUENCY</u> |
|------------------------|----------------------|-----------------------------|
| KGLA-AM                | Tropical             | 94.7                        |
| WCKW-AM                | Religion             | 93.9                        |
| WFNO-AM                | Spanish Contemporary | 97.5                        |
| WGCM-AM                | Oldies               | 100.9                       |
| WLMG-F2                | Urban Contemporary   | 92.9                        |
| WODT-AM                | News                 | 96.7                        |
| WQNO-AM                | Religion             | 101.5                       |
| WRNO-F2                | Rhythmic CHR         | 96.3                        |
| WROA-AM                | Country              | 100.1                       |
| WVOG-AM                | Gospel               | 107.9                       |
| WWWL-AM                | Sports               | 92.9                        |

## NATIONAL REPS

|                                                                                 |              |
|---------------------------------------------------------------------------------|--------------|
| KKND-FM, KMEZ-FM, WGCM-FM, WGCM-AM, WRKN-FM, WROA-AM, WZKX-FM, WZNF-FM, WZRH-FM | KRG-Christal |
| KVDU-FM, WNOE-FM, WODT-AM, WQUE-FM, WRNO-FM, WRNO-F2, WYLD-FM, WYLD-AM          | iHeartMedia  |
| WEZB-F2, WEZB-FM, WKBU-FM, WLMG-FM, WLMG-F2, WWL-FM, WWL-F2, WWL-AM, WWWL-AM    | KRG-Audacy   |
| WGUO-FM                                                                         | McGavren     |