

Battle Creek, MI

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>
MSA	999	0
DMA	43	1,831,400
Hispanic	999	0
Black	999	0

Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
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	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					WFAT-ODS		WKZO-N/T WTVB-FUL		WBFN-UIN WZOX-UAC				
FM	WKFR-CHR	WRKR-AOR		WVFM-ADH		WNWN-COU	WBCK-N/T		WBXX-UAC WFPM-GOS WTOU-UAC				WCSG-NCL WMUK-EDU WUFN-NCL

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

COMBOS (+ LMA's)

WBFN-AM, WUFN-FM
WBCK-FM, WBXX-FM

Family Life Broadcasting System
Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

WFAT-AM Detroit Tigers-Baseball
Detroit Lions-Football
WBCK-FM University of Michigan-Football
WVFM-FM Western Michigan-Football
Western Michigan-Basketball
WKZO-AM Detroit Tigers-Baseball
Detroit Lions-Football
Kalamazoo Wings-Hockey

F = Flagship

SIMULCASTS (TOTAL WEEK)

WBXX-FM+WKFR-F2
WFAT-AM+WQXC-FM
WTOU-FM+WZOX-AM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WFAT-AM	Oldies	102.7
WFPM-FM	Gospel	99.9
WKZO-AM	News/Talk	106.9
WTVB-AM	Full Service	95.5
WZOX-AM	Urban AC	95.5

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NATIONAL REPS

WBCK-FM, WBXX-FM, WKFR-FM, WRKR-FM

WFAT-AM, WKZO-AM, WNWN-FM, WTOU-FM, WTVB-AM, WVFM-FM, WZOX-AM

KRG-Katz

KRG-Christal