

Traverse City-Petoskey, MI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	176	245,300	
DMA	122	557,000	
Hispanic	220	6,100	2.49%
Black	238	2,700	1.10%

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						WCCW-COU	WATT-TLK WJML-SPR WMBN-SPR WMKT-TLK WTCM-N/T					WMQU-REL	WLJW-NCL
FM	WKHQ-CHR	WBCM-AOR WCKC-CLR WGFE-AOR WGFM-AOR WGFN-CLR WKLT-AOR WQON-AOR	WCDY-HAC WJZQ-HAC WLXT-SFT	WCCW-CLH WMTE-CLH WSBX-CLH WUPS-CLH WWMK-CLH WZTC-ADH		WLXV-COU WMKC-COU WSRT-COU WTCM-COU	WGRY-SPR WKAD-SPR						WAWM-NCL WCMV-NCL WCMW-EDU WIAA-NCL WICA-NCL WLJN-NCL WLJW-NCL WNMC-EDU WSRJ-NCL WTLI-NCL

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

COMBOS (+ LMA's)

WGFE-FM, WGFM-FM, WGFN-FM, WMKC-FM, WUPS-FM, WWMK-FM	Black Diamond Broadcast Group, LLC
WGRY-FM, WMQU-AM, WQON-FM	Blarney Stone Broadcasting
WCMV-FM, WCMW-FM	Central Michigan University
WIAA-FM, WICA-FM	Interlochen Center for the Arts
WATT-AM, WKHQ-FM, WLXT-FM, WLXV-FM, WMBN-AM, WMKT-AM, WSRT-FM	Macdonald Garber Broadcasting
WBCM-FM, WCCW-AM, WCCW-FM, WJZQ-FM, WKLT-FM, WTCM-AM, WTCM-FM	Midwestern Broadcasting
WLJN-FM, WLJW-AM, WLJW-FM, WSRJ-FM	Northern Christian Radio
WCDY-FM, WCKC-FM	Up North Radio, LLC

LOCAL SPORTS COVERAGE

WGFN-FM	Detroit Lions-Football
WLJW-AM	Michigan State-Football
	Michigan State-Basketball
F = Flagship	

Traverse City-Petoskey, MI

SIMULCASTS (TOTAL WEEK)

WGFE-FM+WGFM-FM
WBCM-FM+WKLT-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WATT-AM	Talk	106.1
WGFM-FM	Album Oriented Rock	103.7
WGFN-FM	Classic Rock	95.1
WIAA-FM	Non-Commercial	94.7
WLJW-AM	Non-Commercial	100.7
WMBN-AM	Sports	104.7
WMKT-AM	Talk	102.3
WSRT-FM	Country	107.1
WTLI-FM	Non-Commercial	97.1
WWMK-FM	Classic Hits	98.1

NATIONAL REPS

WATT-AM, WKAD-FM, WKHQ-FM, WLXT-FM, WLXV-FM, WMBN-AM, WMKT-AM, WSRT-FM, WZTC-FM	KRG-Eastman
WBCM-FM, WCCW-FM, WCCW-AM, WJZQ-FM, WKLT-FM, WTCM-FM, WTCM-AM	KRG-Katz
WGFE-FM, WGFM-FM, WGFN-FM, WMKC-FM, WUPS-FM, WWMK-FM	RegR