

Gainesville-Ocala, FL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	84	648,400	
DMA	156	321,100	
Hispanic	82	88,600	13.66%
Black	76	95,500	14.73%

Available Research

Service	Ethnic Type	Report Type	Available Reports
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
AM					WDVH-ROL		WOCA-N/T WRUF-SPR		WAJD-URB WMOP-URB WRBD-URB			WRZN-REL WTMN-REL	
FM	WTMG-RHY WYKS-CHR	WHHZ-AMR	WTKT-A/C WMFQ-HAC	WNDD-CLH WNDN-CLH WXJZ-CLH WXOF-CLH WYND-CLH		WOGK-COU WPLL-COU WRUF-COU WXCZ-COU WXUS-COU	WSKY-N/T						WCYZ-NCL WDVH-NCL WHGV-NCL WHIJ-NCL WJLF-NCL WUFT-EDU WYFZ-NCL
DIGITAL						WOGK-F2-COU							WUFT-F2-EDU

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

COMBOS (+ LMA's)

WTKT-FM, WSKY-FM	Audacy
WCYZ-FM, WHGV-FM	Central Florida Educational Foundation, Inc
WAJD-AM, WYKS-FM	Gillen Broadcasting Corp.
WMFQ-FM, WXUS-FM	JVC Media LLC
WDVH-AM, WHHZ-FM, WPLL-FM, WRZN-AM, WTMG-FM, WTMN-AM, WXJZ-FM	MARC Radio Group
WDVH-FM, WHIJ-FM, WJLF-FM	Radio Training Network, Inc.
WNDD-FM, WNDN-FM, WOGK-FM, WYND-FM	Saga Communications Inc.
WRUF-AM, WRUF-FM, WUFT-FM	University of Florida
WMOP-AM, WRBD-AM	Urban One Broadcasting Network, LLC
WXCZ-FM, WXOF-FM	WGUL-FM Inc

LOCAL SPORTS COVERAGE

WRUF-AM	Tampa Bay Lightning-Hockey University of Florida Gators-Baseball University of Florida Gators-Basketball University of Florida Gators-Football Tampa Bay Rays-Baseball
F = Flagship	

Gainesville-Ocala, FL

SIMULCASTS (TOTAL WEEK)

WNDD-FM+WYND-FM
WNDN-FM+WYND-FM
WRZN-AM+WTMN-AM
WXUS-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WAJD-AM	Urban Contemporary	98.9
WDVH-AM	Rhythmic Oldies	94.1
WOCA-AM	News/Talk	96.3
WRBD-AM	Urban Contemporary	92.1
WRUF-AM	Sports	98.1
WRZN-AM	Religion	103.5
WTMN-AM	Religion	96.3
WUFT-F2	Non-Commercial College	102.7
WXUS-FM	Country	100.1
WYFZ-FM	Non-Commercial	99.3

NATIONAL REPS

WDVH-AM, WHHZ-FM, WPLL-FM, WRZN-AM, WTMG-FM, WTMN-AM, WXJZ-FM	KRG-Eastman
WKTK-FM, WRUF-FM, WRUF-AM, WSKY-FM	KRG-Audacy
WMFQ-FM, WXUS-FM	McGavren
WNDD-FM, WNDN-FM, WOGK-FM, WYND-FM	KRG-Katz