

Florence, SC

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	210	171,500	
DMA	100	728,200	
Hispanic	225	5,300	3.09%
Black	90	72,500	42.27%

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		WWRK-CLR				WYMB-COU	WDSC-SPR WDXY-N/T WHYM-N/T WJMX-N/T WOLH-SPR		WWHM-UAC WYNN-GOS				
FM		WRZE-CLR WWBD-CLR	WJMX-HAC WQPD-HAC	WIBZ-ADH WMXT-CLH WSIM-ADH		WEGX-COU WWKT-COU	WFRK-N/T WWFN-SPR		WBZF-GOS WCMG-UAC WDAR-URB WLJI-UIN WPDT-UIN WYNN-URB WZTF-UAC				WLPG-NCL
DIGITAL			WSIM-F3-HAC						WSIM-F2-UAC				

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

Florence, SC

COMBOS (+ LMA's)

WFRK-FM, WHYM-AM, WOLH-AM, WPDT-FM, WSIM-F2, WSIM-F3, WSIM-FM, WWKT-FM	Community Broadcasters
WBZF-FM, WCMG-FM, WMXT-FM, WQPD-FM, WWFN-FM, WYMB-AM, WYNN-AM, WYNN-FM	Cumulus
WDAR-FM, WDSC-AM, WEGX-FM, WJMX-AM, WJMX-FM, WRZE-FM, WWRK-AM, WZTF-FM	iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

WWFN-FM	Carolina Panthers-Football Clemson University-Football Clemson University-Basketball
WEGX-FM	Nascar Stock Races-Car Racing
WJMX-AM	Clemson University-Basketball Clemson University-Football
WSIM-FM	Clemson University-Football Clemson University-Basketball
WFRK-FM	University of South Carolina-Football
WOLH-AM	University of South Carolina-Basketball University of South Carolina-Baseball
WWBD-FM	Clemson University-Football Clemson University-Basketball
WHYM-AM	University of South Carolina-Football University of South Carolina-Basketball University of South Carolina-Baseball
WIBZ-FM	University of South Carolina-Football University of South Carolina-Basketball
F = Flagship	

SIMULCASTS (TOTAL WEEK)

WBZF-FM+WYNN-AM
WRZE-FM+WWRK-AM
WFRK-FM+WHYM-AM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WDXY-AM	News/Talk	105.9
WJMX-AM	News/Talk	104.5
WLPG-FM	Non-Commercial	96.7
WOLH-AM	Sports	96.3
WSIM-F2	Urban AC	107.5
WSIM-F3	Hot AC	97.1
WWHM-AM	Urban AC	92.3
WWRK-AM	Classic Rock	97.9
WZTF-FM	Urban AC	95.1

NATIONAL REPS

WBZF-FM, WCMG-FM, WMXT-FM, WQPD-FM, WWFN-FM, WYMB-AM, WYNN-FM, WYNN-AM	KRG-Katz
WDAR-FM, WDSC-AM, WEGX-FM, WJMX-FM, WJMX-AM, WRZE-FM, WWRK-AM, WZTF-FM	iHeartMedia
WDXY-AM, WFRK-FM, WHYM-AM, WIBZ-FM, WLJI-FM, WOLH-AM, WPDT-FM, WSIM-FM, WSIM-F2, WSIM-F3, WWBD-FM, WWHM-AM, WWKT-FM	KRG-Eastman