

# New London, CT

## Spectrometer

### Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	181	234,900	
DMA	32	2,317,700	
Hispanic	147	25,200	10.73%
Black	169	16,500	7.02%

### Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
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							WICH-FUL WILI-FUL WXLM-N/T						
FM	WILI-CHR WQGN-CHR WWRX-RHY	WMOS-CLR WNLC-CLR	WBMW-A/C WELJ-SFT	WKNL-CLH		WCTY-COU	WJFJ-N/T						
DIGITAL						WBMW-F2-COU							

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

### COMBOS (+ LMA's)

WMOS-FM, WQGN-FM, WXLM-AM

WCTY-FM, WICH-AM, WILI-AM, WILI-FM, WKNL-FM, WNLC-FM

WBMW-FM, WJFJ-FM, WWRX-FM

Cumulus

Hall Communications

Red Wolf Broadcasting

### LOCAL SPORTS COVERAGE

WELJ-FM

WILI-AM

F = Flagship

New England Patriots-Football

Boston Red Sox-Baseball

University of Conn.-Basketball

University of Conn. Huskies-Football

Norwich Navigators-Baseball

### SIMULCASTS (TOTAL WEEK)

### TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBMW-F2	Country	99.5
WICH-AM	Full Service	94.5
WILI-AM	Full Service	94.5

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## NATIONAL REPS

WBMW-FM, WJF-FM, WWRX-FM  
WCTY-FM, WICH-AM, WLI-FM, WLI-AM, WKNL-FM, WNLC-FM  
WMOS-FM, WQGN-FM, WXML-AM

KRG-Christal  
KRG-Eastman  
KRG-Katz