

New London, CT

Spectrometer

Population Estimates

| | Rank | Population 12+ | |
|----------|------|----------------|--------|
| MSA | 179 | 236,200 | |
| DMA | 33 | 2,335,800 | |
| Hispanic | 150 | 28,300 | 11.98% |
| Black | 172 | 17,400 | 7.37% |

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 | | | | | | | 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 | WJJF-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, WJJF-FM, WWRX-FM

Cumulus
Hall Communications
Red Wolf Broadcasting

LOCAL SPORTS COVERAGE

WICH-AM University of Conn.-Basketball
University of Conn. Huskies-Football
WILI-AM Boston Red Sox-Baseball
University of Conn.-Basketball
University of Conn. Huskies-Football

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

| PRIMARY STATION | FORMAT | TRANSLATOR FREQUENCY |
|-----------------|--------------|----------------------|
| WBMW-F2 | Country | 99.5 |
| WICH-AM | Full Service | 94.5 |
| WILI-AM | Full Service | 95.3 |

New London, CT

NATIONAL REPS

WBMW-FM, WJJF-FM, WWRX-FM
WCTY-FM, WICH-AM, WILI-FM, WILI-AM, WKNL-FM, WNLC-FM
WMOS-FM, WQGN-FM, WXML-AM

KRG-Christal
KRG-Eastman
KRG-Katz