

Ft. Walton Beach-Destin, FL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	167	262,900	
DMA	57	1,348,000	
Hispanic	151	26,100	9.93%
Black	152	24,300	9.24%

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							WFDM-N/T WFTW-N/T WNWF-N/T WPNS-N/T WZEP-FUL						
FM	WZNS-CHR	WECQ-AMR WKSM-AOR WTKE-CLR	WNCV-A/C WSBZ-SAC	WBPC-CLH WWAV-ADH		WAAZ-COU WHWY-COU WYZB-COU	WZLB-TLK						WPSM-NCL WUWF-EDU

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

COMBOS (+ LMA's)

WNWF-AM, WPNS-AM	Andala Enterprises, Inc
WFTW-AM, WKSM-FM, WNCV-FM, WYZB-FM, WZNS-FM	Cumulus
WECQ-FM, WHWY-FM, WWAV-FM, WZLB-FM	JVC Media LLC
WFDM-AM, WTKE-FM	Omni Broadcasting, LLC

LOCAL SPORTS COVERAGE

WTKE-FM	Florida State University Seminoles-Football Florida State University Seminoles-Basketball
WZEP-AM	Nascar Stock Races-Car Racing
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WFDM-AM	News/Talk	94.3
WFTW-AM	News/Talk	107.5

NATIONAL REPS

WFTW-AM, WKSM-FM, WNCV-FM, WYZB-FM, WZNS-FM	KRG-Christal
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