

# Lafayette, IN

Spectrometer

## Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	189	171,700
Hispanic	999	0
Black	999	0

## Available Research

Service	Ethnic Type	Report Type	Available Reports
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	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							WASK-SPR WSHY-N/T						WBAA-EDU
FM	WAZY-CHR WXXB-CHR	WKHY-AOR	WLQQ-A/C WMRS-A/C WSHW-CAC	WASK-CLH WBPE-ADH	WIBN-ODS	WKOA-COU WYCM-COU							WBAA-EDU WJEF-NCL WLXJ-NCL

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

## COMBOS (+ LMA's)

WBAA-AM, WBAA-FM	Metropolitan Indianapolis Public Broadcasting, Inc
WASK-AM, WASK-FM, WKHY-FM, WKOA-FM, WXXB-FM	Neuhoff Communications
WAZY-FM, WBPE-FM, WSHY-AM, WYCM-FM	Star City Broadcasting, LLC

## LOCAL SPORTS COVERAGE

WAZY-FM	Purdue University-Football (F)
WYCM-FM	Indy 500-Car Racing
WKOA-FM	Nascar Stock Races-Car Racing
WMRS-FM	Indy 500-Car Racing
WSHW-FM	Indy 500-Car Racing
F = Flagship	

## SIMULCASTS (TOTAL WEEK)

## TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WASK-AM	Sports	101.7
WAZY-FM	Contemporary Hit Radio	92.3
WBAA-AM	Non-Commercial College	105.9
WSHY-AM	News/Talk	104.3

## NATIONAL REPS

WASK-FM, WASK-AM, WKHY-FM, WKOA-FM, WXXB-FM	KRG-Christal
WAZY-FM, WBPE-FM, WSHY-AM, WYCM-FM	KRG-Eastman