

Hartford-New Britain-Middletown, CT

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	55	1,103,600	
DMA	32	2,353,900	
Hispanic	54	185,400	16.80%
Black	62	139,700	12.66%

Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
Nielsen	General Market	PPM	Monthly
Nielsen	Hispanic	PPM	Monthly

	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					WNTY-ODS		WDRC-TLK WMRD-FUL WPOP-N/T WSNG-TLK WTIC-N/T		WBOM-UAC WKND-UAC	WLAT-TRP WNEZ-SCO WRYM-TRP			WNWW-NCL
FM	WKSS-CHR WZMX-RHY	WDRC-CLR WMRQ-AMR	WHCN-RKC WRCH-SFT WTIC-HAC			WWYZ-COU	WUCS-SPR					WIHS-REL	WCCC-NCL WFCR-EDU WJMJ-NCL WNPR-NPR
DIGITAL	WKSS-F2-RHY						WDRC-F3-TLK WZMX-F2-TLK			WMRQ-F2-TRP			

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

COMBOS (+ LMA's)

WRCH-FM, WTIC-AM, WTIC-FM, WZMX-FM
 WKND-AM, WLAT-AM, WNEZ-AM
 WHCN-FM, WKSS-FM, WPOP-AM, WUCS-FM,
 WWYZ-FM
 WBOM-AM, WDRC-AM, WDRC-F3, WDRC-FM,
 WMRQ-F2, WMRQ-FM, WNTY-AM, WSNG-AM

Audacy
 Gois Broadcasting, LLC
 iHeartMedia, Inc.
 Red Wolf Broadcasting

LOCAL SPORTS COVERAGE

WUCS-FM
 WTIC-AM
 WPOP-AM
 F = Flagship

University of Conn.-Basketball (F)
 University of Conn. Huskies-Football (F)
 New England Patriots-Football
 Boston Red Sox-Baseball
 Central Connecticut State University Blue Devils-Basketball

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SIMULCASTS (TOTAL WEEK)

WDRG-AM+WSNG-AM
 WRYM-AM+WWCO-AM
 WDRG-AM+WDRG-F3

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBOM-AM	Urban AC	102.5
WDRG-AM	Talk	103.3
WFCR-FM	Non-Commercial College	96.3
WJMJ-FM	Non-Commercial	93.1
WKND-AM	Urban AC	97.5
WLAT-AM	Tropical	101.7
WMRD-AM	Full Service	105.3
WMRQ-F2	Tropical	97.1
WNEZ-AM	Spanish Contemporary	105.3
WNTY-AM	Oldies	96.1
WNWW-AM	Non-Commercial	94.1
WPOP-AM	News/Talk	100.9
WRYM-AM	Tropical	107.3
WSNG-AM	Talk	104.5

NATIONAL REPS

WBOM-AM, WDRG-FM, WDRG-F3, WDRG-AM, WMRQ-F2, WMRQ-FM, WNTY-AM, WSNG-AM
 WHCN-FM, WKSS-FM, WKSS-F2, WPOP-AM, WUCS-FM, WWYZ-FM
 WKND-AM, WLAT-AM, WNEZ-AM
 WRCH-FM, WTIC-FM, WTIC-AM, WZMX-FM, WZMX-F2

KRG-Christal
 iHeartMedia
 McGavren
 KRG-Audacy