

Litchfield, IL

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	27	2,742,300
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							WSMI-FFU						
FM						WSMI-COU							

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

COMBOS (+ LMA's)

WSMI-AM, WSMI-FM

Talley Broadcasting

LOCAL SPORTS COVERAGE

WSMI-FM

University of Illinois-Football
University of Illinois-Basketball

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WSMI-AM	Farm/Full Service	106.9

NATIONAL REPS

WSMI-FM, WSMI-AM

KRG-Christal