

Holland, MI

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	43	1,831,400
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							WHTC-N/T						
FM				WYVN-CLH									

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

COMBOS (+ LMA's)

WHTC-AM, WYVN-FM

Midwest Communications

LOCAL SPORTS COVERAGE

WHTC-AM

Detroit Red Wings-Hockey
Detroit Tigers-Baseball

WYVN-FM

Hope College-Football
Hope College-Basketball

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WHTC-AM	News/Talk	99.7

NATIONAL REPS

WHTC-AM, WYVN-FM

KRG-Christal