

Charlotte-Gastonia-Rock Hill, NC-SC

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	20	2,569,100	
DMA	22	3,058,200	
Hispanic	37	298,500	11.62%
Black	12	590,000	22.97%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Black	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					WAIZ-ODS		WBT-N/T WSPC-N/T WZGV-SPR		WFNZ-URB WGIV-URB	WGSP-SCO WNOW-RMX WXNC-RMX		WGFY-REL	
FM	WHQC-CHR WNKS-CHR	WEND-AMR WRFX-CLR	WKBC-HAC WKQC-A/C WLNK-HAC	WLKO-ADH WXRC-CLH		WKKT-COU WSOC-COU	WBT-N/T WFNZ-SPR		WBAV-UAC WOSF-UAC WPEG-URB WPZS-UIIN	WGSP-SCO WOLS-RMX			WDAV-EDU WFAE-EDU WNSC-NPR WRCM-EDU WSGE-EDU
DIGITAL	WLKO-F2-RHY					WSOC-F2-COU	WBAV-F2-SPR WRFX-F2-NEW WSOC-F3-TLK		WOSF-F2-URB	WNKS-F3-TRP			

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

COMBOS (+ LMA's)

WBAV-F2, WBAV-FM, WKQC-FM, WNKS-F3, WNKS-FM, WPEG-FM, WSOC-F2, WSOC-F3, WSOC-FM

WEND-FM, WHQC-FM, WKKT-FM, WLKO-F2, WLKO-FM, WRFX-F2, WRFX-FM

WGSP-AM, WGSP-FM, WNOW-AM, WOLS-FM, WXNC-AM

WBT-AM, WBT-FM, WFNZ-AM, WFNZ-FM, WLNK-FM, WOSF-FM, WPZS-FM

Beasley Media Group

iHeartMedia, Inc.

Norsan Media

Radio One, Inc.

LOCAL SPORTS COVERAGE

WFNZ-FM

WBT-FM

WBT-AM

WRFX-FM

WEND-FM

F = Flagship

Charlotte Hornets-Basketball (F)

University of North Carolina-Basketball
University of North Carolina-Football

University of North Carolina-Basketball
University of North Carolina-Football

Carolina Panthers-Football

Nascar Stock Races-Car Racing

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SIMULCASTS (TOTAL WEEK)

WBT-AM+WBT-FM
WGSP-AM+WGSP-FM
WFNZ-AM+WOSF-F2
WNOW-AM+WXNC-AM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WAIZ-AM	Oldies	105.9
WFAE-FM	Non-Commercial College	93.7
WGIV-AM	Urban Contemporary	103.3
WGSP-AM	Spanish Contemporary	107.5
WNOW-AM	Mexican Regional	99.1
WOSF-F2	Urban Contemporary	102.5
WRFX-F2	News	98.7
WSOC-F3	Talk	94.7
WSPC-AM	News/Talk	107.3
WXNC-AM	Mexican Regional	97.3
WZGV-AM	Sports	97.5

NATIONAL REPS

WAIZ-AM	RegR
WBAV-F2, WBAV-FM, WKQC-FM, WNKS-F3, WNKS-FM, WPEG-FM, WSOC-FM, WSOC-F3	KRG-Katz
WBT-FM, WBT-AM, WFNZ-FM, WFNZ-AM, WLNK-FM, WOSF-FM, WOSF-F2, WPZS-FM	KRG-Eastman
WEND-FM, WHQC-FM, WKKT-FM, WLKO-FM, WLKO-F2, WRFX-FM, WRFX-F2	iHeartMedia
WGFY-AM, WGSP-FM, WGSP-AM, WNOW-AM, WOLS-FM, WXNC-AM, WXRC-FM	McGavren
WZGV-AM	Loc Focus