

Sumter, SC

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	77	992,300
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							WDXY-N/T		WWHM-UAC				
FM		WWBD-CLR		WIBZ-ADH					WLJI-UIN				

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

COMBOS (+ LMA's)

WDXY-AM, WIBZ-FM, WLJI-FM, WWBD-FM, WWHM-AM

Community Broadcasters

LOCAL SPORTS COVERAGE

WWBD-FM
Clemson University-Football
Clemson University-Basketball
WIBZ-FM
University of South Carolina-Football
University of South Carolina-Basketball
F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WDXY-AM	News/Talk	105.9
WWHM-AM	Urban AC	92.3

NATIONAL REPS

WDXY-AM, WIBZ-FM, WLJI-FM, WWBD-FM, WWHM-AM

KRG-Eastman