

Birmingham, AL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	61	953,000	
DMA	47	1,684,600	
Hispanic	119	49,300	5.17%
Black	31	280,400	29.42%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Black	Standard	Wi/Sp; Su/Fa

	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							WAPI-N/T WERC-N/T WJOX-SPR		WAGG-UIN WATV-UAC WENN-UIN WJLD-UAC WYDE-GOS	WAYE-RMX		WXJC-REL	
FM	WBHJ-RHY WQEN-CHR	WBPT-CLR	WDJC-CAC WMJJ-A/C WPYA-HAC WRYD-CAC			WDXB-COU WZZK-COU	WERC-N/T WJOX-SPR WJQX-SPR WZRR-N/T		WBHK-UAC WUHT-UAC			WXJC-REL	WBHM-EDU
DIGITAL		WPYA-F2-AAR WQEN-F2-CLR	WZZK-F2-CAC WBHJ-F3-CAC WMJJ-F3-CAC						WBHJ-F2-UIN WERC-F2-UIN WMJJ-F2-URB WERC-F3-UAC				

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

COMBOS (+ LMA's)

WDJC-FM, WXJC-AM, WXJC-FM, WYDE-AM
 WAPI-AM, WJOX-AM, WJOX-FM, WJQX-FM,
 WUHT-FM, WZRR-FM
 WDXB-FM, WERC-AM, WERC-F2, WERC-F3,
 WERC-FM, WMJJ-F2, WMJJ-F3, WMJJ-FM, WQEN-
 F2, WQEN-FM
 WAGG-AM, WBHJ-F2, WBHJ-F3, WBHJ-FM, WBHK-
 FM, WBPT-FM, WENN-AM, WPYA-F2, WPYA-FM,
 WZZK-F2, WZZK-FM

Crawford Broadcasting
 Cumulus

iHeartMedia, Inc.

SummitMedia LLC

LOCAL SPORTS COVERAGE

WAPI-AM University of Alabama-Basketball
 University of Alabama-Football
 WJOX-AM Atlanta Braves-Baseball
 WJOX-FM University of Alabama-Football
 WJQX-FM University of Alabama-Basketball
 WZRR-FM Auburn-Football
 Auburn-Basketball
 WBPT-FM University of Alabama-Football
 WPYA-FM University of Alabama-Basketball
 F = Flagship

Birmingham, AL

SIMULCASTS (TOTAL WEEK)

WERC-AM+WERC-FM
WAGG-AM+WBHJ-F2
WAGG-AM+WENN-AM

NATIONAL REPS

WAGG-AM, WBHJ-FM, WBHJ-F2, WBHK-FM, WENN-AM
WAPI-AM, WATV-AM, WJOX-FM, WJOX-AM, WJQX-FM, WUHT-FM, WZRR-FM
WBPT-FM, WPYA-FM, WPYA-F2, WZZK-FM
WDJC-FM, WXJC-FM, WXJC-AM, WYDE-AM
WDXB-FM, WERC-FM, WERC-F2, WERC-F3, WERC-AM, WMJJ-FM, WMJJ-F2,
WQEN-FM, WQEN-F2

KRG-Christal
KRG-Eastman
KRG-Katz
McGavren
iHeartMedia

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WAGG-AM	Urban Inspirational	100.1
WATV-AM	Urban AC	94.9
WAYE-AM	Mexican Regional	98.3
WBHJ-F2	Urban Inspirational	100.1
WBHM-FM	Non-Commercial College	106.1
WERC-F2	Urban Inspirational	105.1
WERC-F3	Urban AC	106.5
WJLD-AM	Urban AC	94.1
WMJJ-F2	Urban Contemporary	104.1
WMJJ-F3	Christian AC	96.1
WPYA-F2	Adult Alternative Rock	107.3
WQEN-F2	Classic Rock	103.1
WXJC-AM	Religion	96.9
WYDE-AM	Gospel	95.3
WZZK-F2	Christian AC	102.1