NORTH CAROLINA HISPANIC/LATINX STATIONS BY MARKET – 8.3.20

CHARLOTTE - *Hispanic Market Population 221,100 - Hispanic Population Concentration 9.2%*

- WOLS-FM 106.1 (Mexican Regional) Owner: GHB Broadcasting
- WNOW-AM 1030 (Mexican Regional) Owner: Norsan Media
- WXNC-AM 1060 (Spanish Adult Hits) Owner: Norsan Media
- WGSP-AM 1310 (Spanish Contemporary) Owner: Norsan Media
- WGSP-FM 102.3 (Spanish Contemporary) Owner: Norsan Media


- WSGH-AM 1040 (Hispanic) Owner: Truth Broadcasting
- WIST-FM 98.3 (Mexican Regional) Owner: GHB Broadcasting
- WWNT-AM 1380 (Spanish/News/Talk/Sport) Owner: TBLC Media
- WWBG-AM 1470 (Spanish News/Talk/Sport) Owner: TBLC Media
- WBLO-AM 790 (Tropical) Owner: GHB Broadcasting

GREENVILLE/NB/JCK - *Hispanic Market Population 48,100 - Hispanic Population Concentration 8.0%*

- WZUP-FM 104.7 (Mexican Regional) Owner: Connor Media
- WSRP-AM 910 (Mexican Regional) Owner: Estuardo & Leonor

RALEIGH-DURHAM - *Hispanic Market Population 165,900 - Hispanic Population Concentration 10.0%*

- WYMY-FM 101.1 (Mexican Regional) Owner: Curtis Media Group
- WTIK-AM 1310 (Spanish Contemporary) Owner: TBLC Media
- WRDJ-AM 1410 (Spanish News/Talk/Sport) Owner: TBLC Media
- WCMC-F4 99.9 (Ethnic-South Asian) Owner: Capital Broadcasting
- WDUR-AM 1490 (Ethnic-South Asian) Owner: Arohi Media LLC

Note: The italicized stations served a different ethnic community that was not called out during planning but probably would benefit from the campaign. The stations simulcast the same programming.

**WILMINGTON - Hispanic Market Population 7,600 - Hispanic Population Concentration 6.1%**

- WLSG-AM 1340 (Mexican Regional) Owner: Norsan Media

There are also stations in Norfolk, VA and Greenville/Spartanburg, SC that may have some spill into the market but since the predominant population they serve is in other states, we have not included them here.