

Youngstown-Warren, OH

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	135	372,100	
DMA	123	555,000	
Hispanic	179	15,800	4.25%
Black	118	47,800	12.85%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; 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	WLOA-RHY			WUZZ-CLH		WKST-COU	WBBW-SPR WKBN-N/T WNIO-SPR WPIC-N/T WRQX-N/T		WGFT-UAC			WHKZ-REL	
FM	WHOT-CHR	WNCD-CLR WYFM-CLR	WMXY-HAC	WKPL-CLH	WWIZ-ODS	WBBG-COU WQXK-COU WYLE-COU	WLLF-SPR		WAKZ-URB				WKTL-NCL WLVX-NCL WYLR-NCL WYSU-EDU

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

COMBOS (+ LMA's)

WBBW-AM, WHOT-FM, WLLF-FM, WPIC-AM, WQXK-FM, WRQX-AM, WWIZ-FM, WYFM-FM	Cumulus
WLVX-FM, WYLR-FM	Educational Media Foundation
WAKZ-FM, WBBG-FM, WKBN-AM, WMXY-FM, WNCD-FM, WNIO-AM	iHeartMedia, Inc.
WKST-AM, WUZZ-AM, WYLE-FM	Seven Mountains Media, LLC

LOCAL SPORTS COVERAGE

WBBW-AM	Cleveland Cavaliers-Basketball Pittsburgh Pirates-Baseball
WNIO-AM	Ohio State-Basketball Ohio State-Football
WKBN-AM	Cleveland Guardians-Baseball
WKST-AM	Cleveland Browns-Football
WWIZ-FM	Cleveland Cavaliers-Basketball
F = Flagship	

SIMULCASTS (TOTAL WEEK)

WHMJ-FM+WUZZ-AM
WKST-AM+WYLE-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WGFT-AM	Urban AC	94.7
WHKZ-AM	Religion	107.5
WKST-AM	Country	97.9
WLOA-AM	Rhythmic CHR	102.3
WUZZ-AM	Classic Hits	97.5
WYSU-FM	Non-Commercial College	89.7

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NATIONAL REPS

WAKZ-FM, WBBG-FM, WKBN-AM, WMXY-FM, WNCD-FM, WNIO-AM	iHeartMedia
WBBW-AM, WHOT-FM, WLLF-FM, WPIC-AM, WQXK-FM, WRQX-AM, WWIZ-FM, WYFM-FM	KRG-Katz
WGFT-AM, WYLR-FM	McGavren
WKPL-FM	RegR
WKST-AM, WUZZ-AM, WYLE-FM	KRG-Eastman