

Wheeling, WV

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	230	119,700	
DMA	165	275,100	
Hispanic	242	1,700	1.42%
Black	217	5,400	4.51%

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							WBBD-SPR WKKX-TLK WLYV-N/T WVLY-TLK WWVA-N/T						
FM	WVKF-CHR	WCDK-CLR WEGW-AOR WRQY-AOR	WKWK-HAC	WBNV-CLH WOMP-CLH		WBGI-COU WOVK-COU WVOV-COU							WULV-NCL

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

COMBOS (+ LMA's)

WBBD-AM, WEGW-FM, WKWK-FM, WOVK-FM, WVKF-FM, WWVA-AM	iHeartMedia, Inc.
WBGI-FM, WCDK-FM, WLYV-AM, WOMP-FM, WRQY-FM	Ohio Midland Newsgroup, LLC
WKKX-AM, WVLY-AM	RCK 1 Group LLC

LOCAL SPORTS COVERAGE

WEGW-FM	Pittsburgh Steelers-Football
WBGI-FM	Nascar Stock Races-Car Racing
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WBBD-AM	Sports	103.9
WKKX-AM	Talk	98.1
WLYV-AM	News/Talk	100.1
WULV-FM	Non-Commercial	99.3
WVLY-AM	Talk	97.7

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NATIONAL REPS

WBBD-AM, WEGW-FM, WKWK-FM, WOVK-FM, WVKF-FM, WWVA-AM
WBGI-FM, WBNV-FM, WCDK-FM, WLYV-AM, WOMP-FM, WRQY-FM

iHeartMedia
RegR