

Morgantown-Clarksburg-Fairmont, WV

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	175	245,400	
DMA	31	2,479,200	
Hispanic	218	6,200	2.53%
Black	195	11,800	4.81%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	Sp/Fa; Fa/Sp

	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						WPDX-COU	WAJR-N/T WMMN-N/T						
FM	WVAQ-CHR	WBTQ-AOR WCLG-AOR WFBY-CLR WRLF-CLR	WFGM-HAC	WFSP-CLH WWLW-CLH WZST-ADH	WGIE-ODS	WKKW-COU WKMM-COU WOTR-COU WPDX-COU	WGYE-N/T WHTI-N/T WKMZ-N/T						WKJL-NCL WVIW-NCL WVPM-NCL

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

COMBOS (+ LMA's)

WBTQ-FM, WCLG-FM, WFGM-FM, WPDX-AM, WPDX-FM	AJG CORP
WGYE-FM, WHTI-FM, WMMN-AM, WRLF-FM, WZST-FM	LHTC Media Inc.
WAJR-AM, WKMZ-FM, WVAQ-FM, WWLW-FM	West Virginia Radio Corp.

LOCAL SPORTS COVERAGE

WAJR-AM	Pittsburgh Pirates-Baseball
WMMN-AM	West Virginia University-Football West Virginia University-Men's Basketball Nascar Stock Races-Car Racing
WZST-FM	West Virginia University-Football West Virginia University-Men's Basketball
F = Flagship	

SIMULCASTS (TOTAL WEEK)

WBTQ-FM+WCLG-FM
WPDX-AM+WPDX-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WAJR-AM	News/Talk	104.5
WGYE-FM	News/Talk	103.9
WMMN-AM	News/Talk	95.7
WPDX-AM	Country	92.1

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NATIONAL REPS

WAJR-AM, WFBY-FM, WKKW-FM, WKMZ-FM, WVAQ-FM, WWLW-FM	KRG-Eastman
WBTQ-FM, WCLG-FM, WFGM-FM, WPDX-FM, WPDX-AM	KRG-Katz
WGIE-FM	Loc Focus
WGYE-FM, WHTI-FM, WMMN-AM, WRLF-FM, WZST-FM	RegR