

# Winchester, VA

## Spectrometer

### Population Estimates

	Rank	Population 12+	
MSA	200	197,400	
DMA	9	6,246,100	
Hispanic	163	22,000	11.14%
Black	194	12,300	6.23%

### 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				WXVA-CLH		WAMM-COU	WFTR-SPR WINC-N/T WMRE-SPR						
FM	WKSI-CHR	WFQX-AOR	WINC-HAC		WZRV-ODS	WUSQ-COU			WVRX-GOS				WAIW-NCL WTCF-NCL WTRM-NCL WVEP-NCL
DIGITAL						WKSI-F2-COU							

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

### COMBOS (+ LMA's)

WAIW-FM, WTCF-FM  
WFQX-FM, WKSI-FM, WMRE-AM, WUSQ-FM  
WFTR-AM, WZRV-FM

Educational Media Foundation  
iHeartMedia, Inc.  
Royal Broadcasting

### LOCAL SPORTS COVERAGE

WFQX-FM  
WUSQ-FM  
WXVA-AM  
  
WMRE-AM  
  
WINC-AM

Washington Commanders-Football  
Nascar Stock Races-Car Racing  
University of Virginia-Football  
University of Virginia-Basketball  
Nascar Stock Races-Car Racing  
Indy 500-Car Racing  
Virginia Tech-Football  
Baltimore Ravens-Football  
Baltimore Orioles-Baseball  
Virginia Tech-Basketball

F = Flagship

### SIMULCASTS (TOTAL WEEK)

### TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WAMM-AM	Country	97.9
WKSI-F2	Country	95.7
WXVA-AM	Classic Hits	102.9

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## NATIONAL REPS

WAMM-AM	Loc Focus
WFQX-FM, WKSI-FM, WKSI-F2, WMRE-AM, WUSQ-FM	iHeartMedia
WINC-FM, WINC-AM, WVRX-FM	McGavren