

# Rochester, NY

## Spectrometer

### Population Estimates

|          | Rank | Population 12+ |        |
|----------|------|----------------|--------|
| MSA      | 60   | 974,400        |        |
| DMA      | 79   | 944,800        |        |
| Hispanic | 94   | 77,300         | 7.93%  |
| Black    | 69   | 115,100        | 11.81% |

### Available Research

| Service | Ethnic Type    | Report Type | Available Reports |
|---------|----------------|-------------|-------------------|
| Nielsen | General Market | CDM         | 3mo Rolling Avg   |
| Nielsen | Black          | Standard    | Wi/Sp; Su/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      |                      |                                  | WBTA-SFT                                     |                                  |        | WCJW-COU             | WHAM-N/T<br>WHTK-SPR<br>WROC-SPR<br>WYSL-N/T |             |                      | WRSB-TRP |                         | WDCX-REL<br>WHIC-REL | WXXI-NPR   |
| FM      | WKGS-CHR<br>WPXY-CHR | WCMF-CLR<br>WLLW-CLR<br>WZNE-AMR | WNBL-80s<br>WNYR-A/C<br>WRMM-A/C<br>WVOR-SFT | WBZA-CLH<br>WFKL-ADH<br>WLGZ-CLH |        | WBEE-COU<br>WDVI-COU | WAIO-TLK                                     |             | WDKX-URB             |          |                         |                      | WBER-NCL<br>WGMC-NCL<br>WKDL-NCL<br>WRUR-EDU<br>WXXI-NPR<br>WXXO-NCL<br>WZZV-NCL |
| DIGITAL |                      |                                  |  |                                  |        |                      | WAIO-F2-N/T<br>WBEE-F2-SPR                   |             | WLGZ-F2-URB          |          |                         |                      |  |

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

### COMBOS (+ LMA's)

WBEE-FM, WBZA-FM, WCMF-FM, WPXY-FM,  
WROC-AM

WAIO-FM, WDVI-FM, WHAM-AM, WHTK-AM,  
WKGS-FM, WNBL-FM, WVOR-FM

WFKL-FM, WRMM-FM, WZNE-FM

WXXI-AM, WXXI-FM, WXXO-FM

Audacy

iHeartMedia, Inc.

Stephens Media Group

WXXI Public Broadcasting Council

### LOCAL SPORTS COVERAGE

WCJW-AM

WNBL-FM

WHAM-AM

WHTK-AM

WROC-AM

WCMF-FM

F = Flagship

Nascar Stock Races-Car Racing

New York Yankees-Baseball

Syracuse University-Basketball

Syracuse University-Football

Rochester Red Wings-Baseball

Rochester Amerks-Hockey

Buffalo Sabres-Hockey

Buffalo Bills-Football

Buffalo Bills-Football

Buffalo Sabres-Hockey

# Rochester, NY

## SIMULCASTS (TOTAL WEEK)

WBEE-F2+WROC-AM  
WAIO-F2+WHAM-AM

## TRANSLATORS

| <u>PRIMARY STATION</u> | <u>FORMAT</u>         | <u>TRANSLATOR FREQUENCY</u> |
|------------------------|-----------------------|-----------------------------|
| WBEE-F2                | Sports                | 95.7                        |
| WBTA-AM                | Soft AC               | 100.1                       |
| WCJW-AM                | Country               | 100.9                       |
| WDCX-AM                | Religion              | 107.1                       |
| WHIC-AM                | Religion              | 92.9                        |
| WLGZ-F2                | Urban Contemporary    | 105.5                       |
| WROC-AM                | Sports                | 95.7                        |
| WRSB-AM                | Tropical              | 97.5                        |
| WXXI-AM                | National Public Radio | 107.5                       |
| WYSL-AM                | News/Talk             | 95.5                        |

## NATIONAL REPS

|  |              |
|--|--------------|
| WAIO-FM, WAIO-F2, WDVJ-FM, WHAM-AM, WHTK-AM, WKGS-FM, WNBL-FM, WVOR-FM | iHeartMedia  |
| WBEE-FM, WBEE-F2, WBZA-FM, WCMF-FM, WPXY-FM, WROC-AM                   | KRG-Audacy   |
| WBTA-AM  | RegR         |
| WDKX-FM  | KRG-Eastman  |
| WFKL-FM, WRMM-FM, WZNE-FM  | KRG-Christal |
| WRSB-AM  | Loc Focus    |