

Richmond, VA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	53	1,110,100	
DMA	55	1,357,500	
Hispanic	78	91,300	8.22%
Black	25	319,400	28.77%

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					WBTL-ODS		WRNL-SPR WRVA-N/T WTOX-SPR		WTPS-URB WXGI-URB	WBTK-HIS WULT-SAH		WDZY-REL WREJ-REL	WNRN-NCL
FM	WRVQ-CHR	WKLR-CLR WRXL-AMR	WTVR-A/C WURV-HAC	WJSR-ADH		WKHK-COU	WJFN-N/T		WBTJ-URB WCDX-URB WKJM-UAC WKJS-UAC WPZZ-UIN				WBBT-NCL WCVE-NCL WKYV-NCL WLFV-NCL WVTW-EDU WWLB-NCL
DIGITAL						WKHK-F2-COU WRXL-F2-COU	WRVQ-F2-SPR WURV-F2-SPR						

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

COMBOS (+ LMA's)

WBTJ-FM, WRNL-AM, WRVA-AM, WRVQ-F2, WRVQ-FM, WRXL-F2, WRXL-FM, WTVR-FM	Audacy
WBBT-FM, WCVE-FM, WWLB-FM	Commonwealth Public Broadcasting Corp.
WKYV-FM, WLFV-FM	Educational Media Foundation
WBTL-AM, WTOX-AM, WULT-AM	Mobile Radio Partners, Inc.
WCDX-FM, WKJM-FM, WKJS-FM, WPZZ-FM, WTPS-AM, WXGI-AM	Radio One, Inc.
WJSR-FM, WKHK-F2, WKHK-FM, WKLR-FM, WURV-F2, WURV-FM	SummitMedia LLC

LOCAL SPORTS COVERAGE

WRVA-AM	University of Virginia-Basketball Indy 500-Car Racing University of Virginia-Football Nascar Stock Races-Car Racing
WRNL-AM	Virginia Tech-Football Virginia Tech-Basketball Washington Wizards-Basketball Washington Capitals-Hockey Indy 500-Car Racing Richmond Flying Squirrels (AA SF Giants)-Baseball Washington Commanders-Football
F = Flagship	

Richmond, VA

SIMULCASTS (TOTAL WEEK)

WKJM-FM+WKJS-FM
WTPS-AM+WXGI-AM
WRNL-AM+WRVQ-F2

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBTL-AM	Oldies	101.7
WCDX-FM	Urban Contemporary	104.1
WCVE-FM	Non-Commercial	103.1
WDZY-AM	Religion	103.3
WKHK-F2	Country	104.3
WREJ-AM	Religion	101.3
WRNL-AM	Sports	105.1
WRVA-AM	News/Talk	96.1
WRXL-F2	Country	98.5
WTPS-AM	Urban Contemporary	102.7
WULT-AM	Spanish Adult Hits	94.1
WURV-F2	Sports	106.1
WXGI-AM	Urban Contemporary	99.5

NATIONAL REPS

WBTJ-FM, WRNL-AM, WRVA-AM, WRVQ-FM, WRVQ-F2, WRXL-F2, WRXL-FM, WTVR-FM	KRG-Audacy
WBTL-AM, WDZY-AM, WTOX-AM, WULT-AM	McGavren
WCDX-FM, WKJM-FM, WKJS-FM, WPZZ-FM, WTPS-AM, WXGI-AM	KRG-Eastman
WJSR-FM, WKHK-FM, WKHK-F2, WKLR-FM, WURV-FM, WURV-F2	KRG-Christal