

# Harrisburg-Lebanon-Carlisle, PA

## Spectrometer

### Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	84	638,300	
DMA	42	1,797,000	
Hispanic	113	50,900	7.97%
Black	101	60,800	9.53%

### Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
Nielsen	General Market	CDM	3mo Rolling Avg

	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			WKBO-CAC		WHYL-ODS	WIOO-COU	WHGB-SPR WHP-N/T WLBR-N/T WTKT-SPR		WADV-GOS			WYYC-REL	
FM	WWKL-CHR	WQXA-AMR WTPA-CLR	WNNK-HAC WQLV-HAC	WRVV-CLH		WCAT-COU WFVY-COU WRBT-COU			WHKF-URB				WITF-NPR WKHL-NCL WROZ-NCL WXPB-EDU
DIGITAL							WTPA-F2-SPR						

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

# Harrisburg-Lebanon-Carlisle, PA

## COMBOS (+ LMA's)

WHGB-AM, WNNK-FM, WQXA-FM, WTPA-FM, WWKL-FM

WHKF-FM, WHP-AM, WRBT-FM, WRVV-FM, WTKT-AM

WFVY-FM, WLBR-AM

Cumulus

iHeartMedia, Inc.

Seven Mountains Media, LLC

## LOCAL SPORTS COVERAGE

WKHL-FM

WFVY-FM

WQXA-FM

WYYC-AM

WKBO-AM

WHGB-AM

WLBR-AM

WTKT-AM

WHP-AM

WCAT-FM

WIOO-AM

WTPA-FM

F = Flagship

Pittsburgh Steelers-Football

Nascar Stock Races-Car Racing  
Indy 500-Car Racing

Philadelphia Eagles-Football

Philadelphia Phillies-Baseball

Notre Dame University-Hockey  
Notre Dame University-Baseball  
Harrisburg Senators-Baseball (F)

Washington Nationals-Baseball

Philadelphia Phillies-Baseball  
Penn State-Football  
Penn State-Basketball

Philadelphia Phillies-Baseball  
Penn State-Basketball  
Harrisburg Heat-Soccer

Penn State-Football

Nascar Stock Races-Car Racing

Baltimore Orioles-Baseball  
Nascar Stock Races-Car Racing  
Indy 500-Car Racing

Philadelphia Eagles-Football

## SIMULCASTS (TOTAL WEEK)

WHGB-AM+WTPA-F2

## TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WHGB-AM	Sports	95.3
WHP-AM	News/Talk	103.7
WHYL-AM	Oldies	102.9
WIOO-AM	Country	97.9
WITF-FM	National Public Radio	99.9
WTPA-F2	Sports	96.5
WXPH-FM	Non-Commercial College	99.7
WYYC-AM	Religion	98.1

## NATIONAL REPS

WCAT-FM, WHYL-AM, WIOO-AM

WFVY-FM, WLBR-AM

WHGB-AM, WNNK-FM, WQXA-FM, WTPA-FM, WTPA-F2, WWKL-FM

WHKF-FM, WHP-AM, WRBT-FM, WRVV-FM, WTKT-AM

Tach

KRG-Eastman

KRG-Katz

iHeartMedia