

# Charleston, WV

## Spectrometer

### Population Estimates

|          | Rank | Population 12+ |       |
|----------|------|----------------|-------|
| MSA      | 197  | 202,200        |       |
| DMA      | 82   | 929,900        |       |
| Hispanic | 237  | 3,100          | 1.53% |
| Black    | 184  | 15,000         | 7.42% |

### Available Research

| Service | Ethnic Type    | Report Type | Available Reports |
|---------|----------------|-------------|-------------------|
| Nielsen | General Market | Standard    | Sp; 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 |              |                      |                                  |                      |        | WKAZ-COU                         | WBES-SPR<br>WCHS-N/T<br>WCMD-N/T<br>WJYP-SPR<br>WKLP-SPR<br>WMON-SPR<br>WSCW-TLK<br>WSWW-SPR<br>WVTS-N/T |             |                      |          |                         |          |                      |
| FM | WRVZ-RHY     | WCST-CLR<br>WKLC-AOR | WVAF-A/C<br>WVSR-HAC<br>WYNL-CAC | WMXE-CLH<br>WWQB-CLH |        | WKWS-COU<br>WQBE-COU<br>WSWW-COU |                                                                                                          |             |                      |          |                         |          | WKVW-NCL<br>WVPB-NCL |

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

### COMBOS (+ LMA's)

|                                                                                 |                           |
|---------------------------------------------------------------------------------|---------------------------|
| WBES-AM, WQBE-FM, WVSR-FM, WVTS-AM, WYNL-FM                                     | Bristol Broadcasting      |
| WJYP-AM, WKLC-FM, WMON-AM, WMXE-FM, WSCW-AM                                     | L. M. Communications      |
| WCHS-AM, WCMD-AM, WCST-FM, WKAZ-AM, WKLP-AM, WKWS-FM, WRVZ-FM, WSWW-AM, WVAF-FM | West Virginia Radio Corp. |

### LOCAL SPORTS COVERAGE

|              |                                                                                                            |
|--------------|------------------------------------------------------------------------------------------------------------|
| WYNL-FM      | Marshall University-Basketball<br>Marshall University-Football                                             |
| WVTS-AM      | West Virginia State-Basketball<br>West Virginia State-Football                                             |
| WBES-AM      | Charleston Alley Cats-Baseball<br>Marshall University-Football<br>Marshall University-Basketball           |
| WCHS-AM      | Cincinnati Reds-Baseball<br>West Virginia University-Men`s Basketball<br>West Virginia University-Football |
| WSCW-AM      | Nascar Stock Races-Car Racing<br>Indy 500-Car Racing                                                       |
| F = Flagship |                                                                                                            |

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## SIMULCASTS (TOTAL WEEK)

WJYP-AM+WMON-AM

## TRANSLATORS

| PRIMARY STATION | FORMAT         | TRANSLATOR FREQUENCY |
|-----------------|----------------|----------------------|
| WBES-AM         | Sports         | 92.7                 |
| WCHS-AM         | News/Talk      | 96.5                 |
| WCMD-AM         | News/Talk      | 102.1                |
| WJYP-AM         | Sports         | 105.5                |
| WKAZ-AM         | Country        | 95.3                 |
| WKVW-FM         | Non-Commercial | 94.9                 |
| WMON-AM         | Sports         | 98.3                 |
| WSCW-AM         | Talk           | 102.3                |
| WSWW-AM         | Sports         | 106.7                |
| WVTS-AM         | News/Talk      | 95.7                 |

## NATIONAL REPS

|                                                               |              |
|---------------------------------------------------------------|--------------|
| WBES-AM, WQBE-FM, WVSR-FM, WVTS-AM, WYNL-FM                   | KRG-Christal |
| WCHS-AM, WCST-FM, WKAZ-AM, WKWS-FM, WRVZ-FM, WSWW-AM, WVAF-FM | KRG-Eastman  |
| WJYP-AM, WKLC-FM, WMON-AM, WMXE-FM, WSCW-AM, WWQB-FM          | KRG-Katz     |
| WKLP-AM                                                       | Loc Focus    |