

Wilkes Barre-Scranton, PA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	79	701,500	
DMA	58	1,317,600	
Hispanic	81	88,800	12.66%
Black	117	48,100	6.86%

Available Research

Service	Ethnic Type	Report Type	Available Reports
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		WFUZ-CLR	WBWX-HAC WHLM-HAC	WGMF-CLH WGMM-CLH WPCO-CLH WQOR-CLH	WCDL-ODS WICK-ODS	WARM-COU	WAAF-N/T WEJL-SPR WILK-N/T WODS-N/T					WAZL-REL WITK-REL	
FM	WBHD-CHR WBHT-CHR WKRF-CHR WKRZ-CHR	WBSX-AOR WEZX-CLR	WMGS-SFT WQFM-HAC WQFN-HAC WSBG-A/C	WMMZ-CLH WMQX-CLH WWRR-CLH WYCY-CLH		WGGY-COU WLGD-COU WSJR-COU WVPO-COU	WILK-N/T WTRW-N/T						WKBP-NCL WLKA-NCL WVIA-NCL
DIGITAL							WILK-F2-SPR WMQX-F2-TLK						

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

COMBOS (+ LMA's)

WAAF-AM, WGGY-FM, WILK-AM, WILK-F2, WILK-FM, WKRF-FM, WKRZ-FM, WMQX-F2, WMQX-FM, WODS-AM

WCDL-AM, WICK-AM, WMMZ-FM, WTRW-FM, WWRR-FM, WYCY-FM

WBHD-FM, WBHT-FM, WBSX-FM, WMGS-FM, WSJR-FM

WKBP-FM, WLKA-FM

WAZL-AM, WGMF-AM, WGMM-AM, WQOR-AM

WARM-AM, WBWX-AM, WHLM-AM, WLGD-FM, WPCO-AM, WSBG-FM, WVPO-FM

WEJL-AM, WEZX-FM, WFUZ-AM, WQFM-FM, WQFN-FM

Audacy

Bold Gold Media Group

Cumulus

Educational Media Foundation

GEOS Communications

Seven Mountains Media, LLC

Shamrock Communications

LOCAL SPORTS COVERAGE

WEJL-AM

WILK-AM

WILK-FM

F = Flagship

Philadelphia 76ers-Basketball
Philadelphia Eagles-Football
Philadelphia Phillies-Baseball

Penn State-Football

Penn State-Football

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SIMULCASTS (TOTAL WEEK)

WBHD-FM+WBHT-FM
 WCDL-AM+WICK-AM
 WAAF-AM+WILK-AM
 WILK-AM+WILK-FM
 WILK-AM+WODS-AM
 WKRF-FM+WKRZ-FM
 WMMZ-FM+WWRR-FM
 WQFM-FM+WQFN-FM
 WEZX-FM+WFUZ-AM
 WARM-AM+WLGD-FM
 WGMF-AM+WGMM-AM
 WGMF-AM+WQOR-AM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WAZL-AM	Religion	100.1
WBWX-AM	Hot AC	96.3
WCDL-AM	Oldies	106.7
WEJL-AM	Sports	100.5
WEZX-FM	Classic Rock	107.3
WFUZ-AM	Classic Rock	96.1
WGMF-AM	Classic Hits	99.5
WGMM-AM	Classic Hits	93.9
WHLM-AM	Hot AC	94.7
WICK-AM	Oldies	93.5
WITK-AM	Religion	94.7
WKBP-FM	Non-Commercial	107.1
WLGD-FM	Country	97.5
WPCO-AM	Classic Hits	103.1
WQFM-FM	Hot AC	100.1
WQOR-AM	Classic Hits	98.9
WVIA-FM	Non-Commercial	105.7
WVPO-FM	Country	97.3

NATIONAL REPS

WAAF-AM, WGGY-FM, WILK-F2, WILK-FM, WILK-AM, WKRF-FM, WKRZ-FM,
 WMQX-FM, WMQX-F2, WODS-AM
 WARM-AM, WBWX-AM, WEJL-AM, WEZX-FM, WFUZ-AM, WHLM-AM, WLGD-
 FM, WPCO-AM, WQFM-FM, WQFN-FM, WSBG-FM
 WAZL-AM, WGMF-AM, WGMM-AM
 WBHD-FM, WBHT-FM, WBSX-FM, WMGS-FM, WSJR-FM
 WCDL-AM, WICK-AM, WTRW-FM, WWRR-FM, WYCY-FM

KRG-Audacy

KRG-Eastman

Tach

KRG-Christal

RegR