

# Huntington-Ashland, WV-KY

Spectrometer

## Population Estimates

|          | Rank | Population 12+ |       |
|----------|------|----------------|-------|
| MSA      | 170  | 257,600        |       |
| DMA      | 79   | 931,700        |       |
| Hispanic | 238  | 3,200          | 1.24% |
| Black    | 208  | 8,700          | 3.38% |

## 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 |              |                                  | WITO-A/C           |                                              |          | WGOH-COU                                     | WCMI-SPR<br>WJYP-SPR<br>WMON-SPR<br>WRVC-SPR<br>WSCW-TLK<br>WVHU-N/T<br>WZWB-SPR |             | WNJR-GOS             |          |                         | WZZW-REL |                                                                      |
| FM | WKEE-CHR     | WAMX-CLR<br>WCMI-AOR<br>WKLC-AOR | WUGO-A/C           | WBVB-CLH<br>WLGC-CLH<br>WMXE-CLH<br>WWQB-CLH | WMGA-ODS | WDGG-COU<br>WSIP-COU<br>WTCR-COU<br>WXBW-COU |                                                                                  |             |                      |          |                         | WEMM-REL | WHKU-NCL<br>WIRO-NCL<br>WKAO-NCL<br>WOUL-NPR<br>WPYK-NCL<br>WVWV-NCL |

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

## COMBOS (+ LMA's)

|                                                      |                              |
|------------------------------------------------------|------------------------------|
| WEMM-FM, WNJR-AM                                     | Bristol Broadcasting         |
| WHKU-FM, WIRO-FM, WPYK-FM                            | Educational Media Foundation |
| WCMI-AM, WCMI-FM, WDGG-FM, WMGA-FM, WRVC-AM, WXBW-FM | Fifth Avenue Broadcasting    |
| WAMX-FM, WBVB-FM, WKEE-FM, WTCR-FM, WVHU-AM, WZWB-AM | iHeartMedia, Inc.            |

## LOCAL SPORTS COVERAGE

|              |                                                                                                                                                                                                      |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| WRVC-AM      | Marshall University-Football<br>Marshall University-Basketball<br>Pittsburgh Pirates-Baseball<br>Cincinnati Bengals-Football                                                                         |
| WDGG-FM      | Marshall University-Football (F)<br>Marshall University-Basketball (F)                                                                                                                               |
| WCMI-FM      | University of Kentucky Wildcats (Men)-Basketball<br>University of Kentucky Wildcats Women's-Basketball<br>University of Kentucky Wildcats (Men)-Football<br>University of Kentucky Wildcats-Baseball |
| WCMI-AM      | Indy 500-Car Racing                                                                                                                                                                                  |
| WZWB-AM      | Columbus Blue Jackets-Hockey                                                                                                                                                                         |
| WVHU-AM      | Cincinnati Reds-Baseball                                                                                                                                                                             |
| WSCW-AM      | Nascar Stock Races-Car Racing<br>Indy 500-Car Racing                                                                                                                                                 |
| WXBW-FM      | Indy 500-Car Racing<br>Nascar Stock Races-Car Racing                                                                                                                                                 |
| F = Flagship |                                                                                                                                                                                                      |

# Huntington-Ashland, WV-KY

## SIMULCASTS (TOTAL WEEK)

WJYP-AM+WMON-AM

## TRANSLATORS

| <u>PRIMARY STATION</u> | <u>FORMAT</u>       | <u>TRANSLATOR FREQUENCY</u> |
|------------------------|---------------------|-----------------------------|
| WCMI-FM                | Album Oriented Rock | 98.5                        |
| WCMI-AM                | Sports              | 93.3                        |
| WGOH-AM                | Country             | 100.9                       |
| WJYP-AM                | Sports              | 105.5                       |
| WMON-AM                | Sports              | 98.3                        |
| WNJR-AM                | Gospel              | 95.3                        |
| WPYK-FM                | Non-Commercial      | 93.3                        |
| WRVC-AM                | Sports              | 94.1                        |
| WSCW-AM                | Talk                | 102.3                       |

## NATIONAL REPS

|                                                                        |             |
|------------------------------------------------------------------------|-------------|
| WAMX-FM, WBVB-FM, WKEE-FM, WTCR-FM, WVHU-AM, WZWB-AM                   | iHeartMedia |
| WCMI-FM, WCMI-AM, WDGG-FM, WGOH-AM, WMGA-FM, WRVC-AM, WUGO-FM, WXBW-FM | RegR        |
| WEMM-FM, WNJR-AM                                                       | Tach        |
| WJYP-AM, WKLC-FM, WMON-AM, WMXE-FM, WSCW-AM, WWQB-FM                   | KRG-Katz    |