

Pittsburgh, PA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	32	2,012,400	
DMA	31	2,479,200	
Hispanic	121	48,900	2.43%
Black	45	193,700	9.63%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly

	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				WKFO-CLH			KDKA-N/T WBGG-SPR WJAS-N/T WPGP-TLK		WAMO-URB WGBN-GOS WPGR-GOS			WPIT-REL	KQV-NCL WAOB-NCL
FM	WKST-CHR	WDVE-AOR WKVE-CLR WLER-CLR WXDX-AMR	WBZZ-HAC WLTJ-HAC WSHH-A/C	WHJB-CLH WJPA-CLH WPKL-CLH WRRK-ADH WWSW-CLH		WDSY-COU WOGG-COU WOGH-COU WOGI-COU WPGB-COU	KDKA-SPR					WORD-REL	WAOB-NCL WESA-NPR WPKV-NCL WQED-NPR WYEP-NCL
DIGITAL	WKST-F2-RHY						KDKA-F3-SPR WDSY-F3-SPR WBZZ-F2-TLK		WDSY-F2-URB	WLTJ-F2-RMX			

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

COMBOS (+ LMA's)

KDKA-AM, KDKA-F3, KDKA-FM, WBZZ-F2, WBZZ-FM, WDSY-F2, WDSY-F3, WDSY-FM
WOGG-FM, WOGH-FM, WOGI-FM, WPKL-FM
WBGG-AM, WDVE-FM, WKST-FM, WPGB-FM, WWSW-FM, WXDX-FM
WORD-FM, WPGP-AM, WPIT-AM
WJAS-AM, WLER-FM
WAOB-AM, WAOB-FM, WPGR-AM
WLTJ-FM, WRRK-FM

Audacy
Forever Media Inc.
iHeartMedia, Inc.
Salem Media Group
St. Barnabas Broadcasting, Inc.
St. Joseph's Missions
Steel City Media

LOCAL SPORTS COVERAGE

KDKA-FM
Pittsburgh Pirates-Baseball (F)
University of Pittsburgh-Basketball
University of Pittsburgh-Football
WDVE-FM
Pittsburgh Steelers-Football (F)
WXDX-FM
Pittsburgh Penguins-Hockey (F)
WBGG-AM
Duquesne University Basketball-Basketball (F)
Duquesne University-Football (F)
Pittsburgh Penguins-Hockey
Pittsburgh Steelers-Football
WPIT-AM
Penn State-Football
Penn State-Basketball

F = Flagship

Pittsburgh, PA

SIMULCASTS (TOTAL WEEK)

WAMO-AM+WDSY-F2

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KDKA-AM	News/Talk	100.1
WDSY-F2	Urban Contemporary	107.3
WGBN-AM	Gospel	98.9
WKFO-AM	Classic Hits	103.7
WOGI-FM	Country	105.5
WPGP-AM	Talk	92.5
WPIT-AM	Religion	96.5
WWSW-FM	Classic Hits	106.3

NATIONAL REPS

KDKA-FM, KDKA-F3, KDKA-AM, WAMO-AM, WBZZ-FM, WBZZ-F2, WDSY-FM, WDSY-F3, WDSY-F2	KRG-Audacy
WBGG-AM, WDVE-FM, WKST-F2, WKST-FM, WPGB-FM, WWSW-FM, WDXD-FM	iHeartMedia
WHJB-FM	Tach
WKFO-AM	KRG-Katz
WLER-FM	Loc Focus
WLTJ-FM, WLTJ-F2, WRRK-FM	KRG-Christal
WOGG-FM, WOGH-FM, WOGI-FM, WPKL-FM	RegR
WPGP-AM	McGavren
WSHH-FM	KRG-Eastman