

Erie PA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	183	232,100	
DMA	154	336,100	
Hispanic	200	10,300	4.44%
Black	159	20,000	8.62%

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							WFNN-SPR WJET-TLK WRIE-SPR WZTE-N/T						
FM	WICU-CHR	WQHZ-CLR WRKT-AOR	WRTS-HAC WXKC-A/C	WXBB-ADH		WTWF-COU WXTA-COU	WEBG-SPR					WCTL-REL	WERG-EDU WMCE-NCL WQLN-NPR
DIGITAL					WXKC-F2-ROL								

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

COMBOS (+ LMA's)

WQHZ-FM, WRIE-AM, WXKC-FM, WXTA-FM
WEBG-FM, WFNN-AM, WJET-AM, WRKT-FM,
WRTS-FM, WTWF-FM, WXBB-FM
WCTL-FM, WZTE-AM

Cumulus
iHeartMedia, Inc.
Inspiration Time, Inc

LOCAL SPORTS COVERAGE

WZTE-AM
WRIE-AM
WJET-AM
F = Flagship
Cleveland Browns-Football
Pittsburgh Pirates-Baseball
Cleveland Guardians-Baseball
Pittsburgh Pirates-Baseball

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WCTL-FM	Religion	93.1
WJET-AM	Talk	96.7
WRIE-AM	Sports	96.3
WXKC-FM	Adult Contemporary	98.7
WXKC-F2	Rhythmic Oldies	104.3
WZTE-AM	News/Talk	103.3

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NATIONAL REPS

WEBG-FM, WFNN-AM, WJET-AM, WRKT-FM, WRTS-FM, WTWF-FM, WXBB-FM	iHeartMedia
WQHZ-FM, WRIE-AM, WXKC-FM, WXKC-F2, WXTA-FM	KRG-Katz