

Roanoke, VA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	121	454,600	
DMA	73	1,006,400	
Hispanic	168	20,200	4.44%
Black	87	75,100	16.52%

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							WFIR-N/T WFJX-N/T WGMN-N/T WLVA-N/T WPLY-SPR WVGM-SPR		WLL-L-GOS WTOY-URB				
FM	WJJS-RHY WJJX-RHY WXLK-CHR	WROV-CLR WZZU-AOR	WSLQ-A/C	WHTU-CLH WSTV-ADH WZFM-CLH		WKDE-COU WSLC-COU WYYD-COU	WIQO-N/T WLNI-N/T WMNA-N/T		WVBB-UAC WVBE-UAC			WKHF-REL WVMP-REL	WAWX-NCL WLGX-NCL WLRX-NCL WNRS-NCL WRVL-EDU WRXT-NCL WVTF-EDU
DIGITAL		WSTV-F2-AMR WVBE-F2-AOR WXLK-F2-AOR					WROV-F2-NEW						

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

COMBOS (+ LMA's)

WGMN-AM, WIQO-FM, WMNA-FM, WVGM-AM WAWX-FM, WLGX-FM, WLRX-FM WJJS-FM, WJJX-FM, WROV-F2, WROV-FM, WSTV-F2, WSTV-FM, WYYD-FM WFIR-AM, WPLY-AM, WSLC-FM, WSLQ-FM, WVBB-FM, WVBE-F2, WVBE-FM, WXLK-F2, WXLK-FM, WZZU-FM	3 Daughters Media, Inc Educational Media Foundation iHeartMedia, Inc. Mel Wheeler
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LOCAL SPORTS COVERAGE

WFIR-AM	Virginia Tech-Football Virginia Tech-Basketball Washington Commanders-Football
WPLY-AM	University of Virginia-Football University of Virginia-Basketball
WZZU-FM	University of Virginia-Basketball University of Virginia-Football Lynchburg Hillcats-Baseball
WLVA-AM	Nascar Stock Races-Car Racing Indy 500-Car Racing
F = Flagship	

Roanoke, VA

SIMULCASTS (TOTAL WEEK)

WJJS-FM+WJJX-FM
WVBB-FM+WVBE-FM
WXLK-F2+WZZU-FM
WVBE-F2+WZZU-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WFIR-AM	News/Talk	107.3
WFJX-AM	News/Talk	104.3
WGMN-AM	News/Talk	99.5
WLVA-AM	News/Talk	94.1
WMNA-FM	News/Talk	93.3
WPLY-AM	Sports	101.1
WROV-F2	News	96.7
WRXT-FM	Non-Commercial	103.7
WSTV-F2	Altern/Modern Rock	96.9
WVBE-F2	Album Oriented Rock	98.5
WVGM-AM	Sports	93.3
WXLK-F2	Album Oriented Rock	97.3

NATIONAL REPS

WFIR-AM, WPLY-AM, WSLC-FM, WSLQ-FM, WVBB-FM, WVBE-F2, WVBE-FM, WXLK-FM, WXLK-F2, WZZU-FM	KRG-Katz
WFJX-AM	KRG-Eastman
WGMN-AM, WIQO-FM, WMNA-FM, WTOY-AM, WVGM-AM, WVMP-FM	Loc Focus
WHTU-FM, WKHF-FM, WLGX-FM	Tach
WJJS-FM, WJJX-FM, WROV-FM, WROV-F2, WSTV-FM, WSTV-F2, WYYD-FM	iHeartMedia