

Utica-Rome, NY

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	173	249,100	
DMA	171	236,800	
Hispanic	183	15,000	6.02%
Black	173	16,500	6.62%

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		WBRV-CLR		WIXT-ADH			WIBX-N/T WKAL-TLK WRNY-SPR WTLB-SPR		WUSP-UAC	WNRS-TRP			
FM	WSKS-CHR WSKU-CHR	WKLL-AMR WOUR-CLR WXUR-AOR	WLZW-A/C WUMX-HAC	WODZ-CLH		WBGK-COU WBRV-COU WBUG-COU WFRG-COU	WUTQ-N/T						WAWR-NCL WKVU-NCL WRUN-NCL WRVN-EDU

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

COMBOS (+ LMA's)

WNRS-AM, WXUR-FM
WAWR-FM, WKVU-FM
WBRV-AM, WBRV-FM
WIXT-AM, WKLL-FM, WRNY-AM, WTLB-AM, WUMX-FM
WUSP-AM
WBGK-FM, WBUG-FM, WSKS-FM, WSKU-FM, WUTQ-FM
WFRG-FM, WIBX-AM, WLZW-FM, WODZ-FM, WOUR-FM

Arjuna Broadcasting
Educational Media Foundation
Flack Broadcast Group
Galaxy Communications
Phoenix Radio, Inc.
Roser Communications
Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

WOUR-FM
Syracuse University-Football
Syracuse University-Basketball
Syracuse University-Lacrosse
WRNY-AM
New York Giants-Football
New York Yankees-Baseball
WKLL-FM
Utica Comets Hockey-Hockey
WTLB-AM
New York Giants-Football
New York Yankees-Baseball
F = Flagship

Utica-Rome, NY

SIMULCASTS (TOTAL WEEK)

WSKS-FM+WSKU-FM
WBGK-FM+WBUG-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBRV-AM	Classic Rock	98.3
WIBX-AM	News/Talk	106.9
WKAL-AM	Talk	103.3
WNRS-AM	Tropical	98.3
WRNY-AM	Sports	96.5
WRVN-FM	Non-Commercial College	92.3
WUMX-FM	Hot AC	102.7
WUSP-AM	Urban AC	95.5

NATIONAL REPS

WBGK-FM, WBUG-FM, WSKS-FM, WSKU-FM	KRG-Eastman
WBRV-FM, WNRS-AM, WXUR-FM	RegR
WFRG-FM, WIBX-AM, WLZW-FM, WODZ-FM, WOUR-FM	KRG-Katz
WIXT-AM, WKLL-FM, WRNY-AM, WTLB-AM, WUMX-FM	McGavren