

Buffalo-Niagara Falls, NY

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	59	1,015,400	
DMA	56	1,364,500	
Hispanic	113	57,200	5.63%
Black	66	133,000	13.10%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Black	Standard	Fa/Wi/Sp

	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	WBBF-CHR				WECK-ODS	WXRL-COU	WBEN-N/T WGR-SPR WHLD-N/T WLVN-N/T WWKB-SPR		WUFO-UAC WWWS-UAC				
FM	CKFM-CHR WKSE-CHR	CFNY-AMR CHTZ-AOR CILQ-AOR CIXL-CLR WBUF-AOR WEDG-AMR WGRF-CLR	CHUM-HAC WTSS-A/C	CFLZ-ADH WHTT-CLH		WLKK-COU WYRK-COU			WBLK-URB			WDCX-REL WLOF-REL	WBFO-NPR WBKV-NCL WNED-NCL

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

COMBOS (+ LMA's)

WBEN-AM, WGR-AM, WKSE-FM, WLKK-FM, WWKB-AM, WWWS-AM	Audacy
CHTZ-FM, CHUM-FM, CKFM-FM	Bell Canada Enterprises
CFNY-FM, CILQ-FM	Corus Entertainment
WBBF-AM, WEDG-FM, WGRF-FM, WHLD-AM, WHTT-FM	Cumulus
WBLK-FM, WBUF-FM, WTSS-FM, WYRK-FM	Townsquare Media, Inc.
WBFO-FM, WNED-FM	Western NY Public Broadcasting Assn

LOCAL SPORTS COVERAGE

WGR-AM	Buffalo Sabres-Hockey (F) Buffalo Bills-Football (F)
WWKB-AM	University of Buffalo Bulls-Basketball (F) University of Buffalo Bulls-Football (F)
WHLD-AM	Syracuse University-Football Syracuse University-Basketball
F = Flagship	

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SIMULCASTS (TOTAL WEEK)

NATIONAL REPS

CFLZ-FM	Loc Focus
WBBF-AM, WEDG-FM, WGRF-FM, WHLD-AM, WHTT-FM	KRG-Eastman
WBEN-AM, WGR-AM, WKSE-FM, WLKK-FM, WWKB-AM, WWWS-AM	KRG-Audacy
WBLK-FM, WBUF-FM, WTSS-FM, WYRK-FM	KRG-Katz
WUFO-AM	McGavren

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBBF-AM	Contemporary Hit Radio	98.9
WECK-AM	Oldies	102.9
WLKK-FM	Country	104.7
WLVL-AM	News/Talk	105.3
WUFO-AM	Urban AC	96.5
WWWS-AM	Urban AC	107.3
WXRL-AM	Country	95.5