

Lebanon-Hanover-White River Junction, NH-VT

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	212	166,800	
DMA	92	808,200	
Hispanic	228	4,500	2.70%
Black	233	3,000	1.80%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	Sp/Fa; Fa/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				WSYB-CLH WTS�-ADH		WCNL-COU WCVR-COU	WTSV-SPR WUVR-N/T						
FM	WZRT-CHR	WDVT-CLR WFRD-AOR WHDQ-CLR WWOD-AAR	WGXL-HAC WJJR-A/C WLTN-A/C	WMTK-CLH	WFYX-ODS	WEXP-COU WJEN-COU WXLF-COU WXXK-COU WYKR-COU WZLF-COU	WNTK-N/T						WEVH-NPR WEVQ-NPR WNCH-NCL WVPR-NCL WVPS-NPR WVXR-NCL WZKC-NCL
DIGITAL					WHDQ-F2-ODS								

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

COMBOS (+ LMA's)

WFYX-FM, WGXL-FM, WHDQ-FM, WTS�-AM,
WTSV-AM, WWOD-FM, WXXK-FM
WEVH-FM, WEVQ-FM
WDVT-FM, WJEN-FM, WJJR-FM, WSYB-AM,
WZRT-FM
WCNL-AM, WCVR-AM, WFRD-FM, WNTK-FM,
WUVR-AM
WNCH-FM, WVPR-FM, WVXR-FM
WXLF-FM, WZLF-FM

Great Eastern Radio

New Hampshire Public Radio Inc
Pamal Broadcasting

Sugar River Media, LLC

Vermont Public Radio
WBIN Media Company

LOCAL SPORTS COVERAGE

WSYB-AM
WWOD-FM
WTSV-AM

WFYX-FM
WYKR-FM
F = Flagship

Boston Red Sox-Baseball
Boston Red Sox-Baseball
Boston Celtics-Basketball
Boston Bruins-Hockey
Boston Red Sox-Baseball
Nascar Stock Races-Car Racing

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SIMULCASTS (TOTAL WEEK)

WXLF-FM+WZLF-FM
WFYX-FM+WHDQ-F2

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WCNL-AM	Country	94.7
WCVR-AM	Country	100.1
WHDQ-FM	Classic Rock	106.5
WHDQ-F2	Oldies	106.7
WNCH-FM	Non-Commercial	103.9
WSYB-AM	Classic Hits	100.1
WTSL-AM	Adult Hits	97.5
WTSV-AM	Sports	94.3
WUVR-AM	News/Talk	98.9
WVPR-FM	Non-Commercial	99.5
WXXK-FM	Country	101.7
WZLF-FM	Country	107.5

NATIONAL REPS

WDVT-FM, WJEN-FM, WJJR-FM, WSYB-AM, WZRT-FM	McGavren
WEXP-FM, WFRD-FM	Loc Focus
WFYX-FM, WGXL-FM, WHDQ-FM, WMTK-FM, WTSL-AM, WTSV-AM, WWOD-FM, WXXK-FM	KRG-Christal
WXLF-FM, WZLF-FM	KRG-Eastman