

Harrisonburg, VA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	229	120,100	
DMA	170	237,300	
Hispanic	176	16,800	13.99%
Black	212	6,800	5.66%

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							WHBG-SPR WKCY-N/T WSVA-N/T		WBTX-GOS				
FM	WAZR-CHR WQPO-CHR	WACL-CLR	WBOP-CAC WMQR-A/C	WWRE-CLH		WKCY-COU WSIG-COU							WEMC-EDU WLTK-NCL WMRA-EDU WMXH-NCL WNRN-NCL WTON-NCL WYFT-NCL
DIGITAL			WQPO-F3-SFT		WQPO-F2-ODS								

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

COMBOS (+ LMA's)

WACL-FM, WAZR-FM, WKCY-AM, WKCY-FM

WHBG-AM, WMQR-FM, WQPO-F2, WQPO-F3, WQPO-FM, WSIG-FM, WSVA-AM, WWRE-FM

WNRN-FM, WTON-FM

iHeartMedia, Inc.

Saga Communications Inc.

Stu-Comm, Inc.

LOCAL SPORTS COVERAGE

WHBG-AM

WKCY-AM

WSVA-AM

F = Flagship

Washington Commanders-Football

Nascar Stock Races-Car Racing

James Madison University-Basketball (F)

James Madison University-Football (F)

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SIMULCASTS (TOTAL WEEK)

WKCI-AM+WKCY-AM
WNRN-FM+WTON-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBTX-AM	Gospel	102.1
WHBG-AM	Sports	106.9
WKCY-AM	News/Talk	107.9
WQPO-F2	Oldies	101.3
WQPO-F3	Soft AC	100.1
WSVA-AM	News/Talk	92.1
WYFT-FM	Non-Commercial	101.3

NATIONAL REPS

WACL-FM, WAZR-FM, WKCY-FM, WKCY-AM	iHeartMedia
WHBG-AM, WMQR-FM, WQPO-FM, WQPO-F2, WQPO-F3, WSIG-FM, WSVA-AM, WWRE-FM	KRG-Katz