

Hagerstown-Chambersburg-Waynesboro, MD-PA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	162	271,600	
DMA	9	6,246,100	
Hispanic	169	20,100	7.40%
Black	148	25,800	9.50%

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					WCHA-ODS WHAG-ODS		WARK-N/T WLIN-TLK	WJEJ-AST					
FM	WDLD-RHY	WBHB-AOR WQCM-CLR	WAFY-HAC WIKZ-HAC WLTF-A/C	WIKG-CLH WWEG-CLH		WAYZ-COU WICL-COU	WEEQ-N/T						WCRH-NCL WZXH-NCL WZXQ-NCL
DIGITAL			WWEG-F2-CAC										

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

COMBOS (+ LMA's)

WCHA-AM, WDLD-FM, WHAG-AM, WIKZ-FM, WQCM-FM	Alpha Media
WZXH-FM, WZXQ-FM	Four Rivers Community Bcstg Corp
WAYZ-FM, WBHB-FM, WIKG-FM, WLIN-AM	Verstandig Broadcasting
WICL-FM, WLTF-FM	West Virginia Radio Corp.

LOCAL SPORTS COVERAGE

WARK-AM	Baltimore Ravens-Football Baltimore Orioles-Baseball University of Maryland-Football University of Maryland - Men's-Basketball
WWEG-FM	Baltimore Orioles-Baseball
WCHA-AM	Pittsburgh Steelers-Football
WJEJ-AM	Navy-Football Penn State-Football Penn State-Basketball
WLIN-AM	Indy 500-Car Racing
F = Flagship	

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SIMULCASTS (TOTAL WEEK)

WCHA-AM+WHAG-AM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WARK-AM	News/Talk	98.9
WCHA-AM	Oldies	96.3
WCRH-FM	Non-Commercial	102.5
WLIN-AM	Talk	100.9
WWEG-F2	Christian AC	102.1
WZXQ-FM	Non-Commercial	99.9

NATIONAL REPS

WAFY-FM, WARK-AM, WWEG-FM, WWEG-F2	KRG-Eastman
WAYZ-FM, WBHB-FM, WEEO-FM, WICL-FM, WIKG-FM, WLIN-AM, WLTF-FM	Loc Focus
WCHA-AM, WDLD-FM, WHAG-AM, WIKZ-FM, WQCM-FM	KRG-Katz