

Parkersburg-Marietta, WV-OH

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	227	123,700	
DMA	196	130,300	
Hispanic	241	1,800	1.46%
Black	233	3,000	2.43%

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			WMOA-A/C		WVAM-ODS	WLYQ-COU	WLTP-N/T WVNT-N/T						
FM		WHBR-AOR WRZZ-CLR	WRRR-A/C WRVB-MAC WVVV-SFT WXIL-HAC		WDMX-ODS	WGGE-COU WJAW-COU WNUS-COU WVRC-COU			WJOE-GOS				WLKP-NCL WOUB-EDU

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

COMBOS (+ LMA's)

WDMX-FM, WLTP-AM, WNUS-FM, WRVB-FM	iHeartMedia, Inc.
WJAW-FM, WMOA-AM	JAWCO, Inc
WGGE-FM, WHBR-FM, WLYQ-AM, WRZZ-FM, WVNT-AM, WXIL-FM	Seven Mountains Media, LLC
WRRR-FM, WVVV-FM	Seven Ranges Radio Co., Inc

LOCAL SPORTS COVERAGE

WLYQ-AM	West Virginia University-Football West Virginia University-Men`s Basketball
WVNT-AM	Nascar Stock Races-Car Racing Indy 500-Car Racing Marshall University-Football Marshall University-Basketball
WMOA-AM	Cincinnati Bengals-Football Cincinnati Reds-Baseball Ohio State-Basketball Ohio State-Football
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WLKP-FM	Non-Commercial	94.1
WLYQ-AM	Country	94.7
WMOA-AM	Adult Contemporary	101.3
WVAM-AM	Oldies	98.1
WVNT-AM	News/Talk	103.5

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NATIONAL REPS

WDMX-FM, WLTP-AM, WNUS-FM, WRVB-FM	iHeartMedia
WGGE-FM, WHBR-FM, WLYQ-AM, WRZZ-FM, WVNT-AM, WXIL-FM	KRG-Eastman
WJAW-FM, WMOA-AM, WRRR-FM	RegR
WVVV-FM	KRG-Katz