

Winchester, VA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	199	198,100	
DMA	9	6,256,400	
Hispanic	159	24,100	12.17%
Black	195	12,200	6.16%

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				WXVA-CLH		WAMM-COU	WFTR-SPR WINC-N/T WMRE-SPR						
FM	WKSI-CHR	WFQX-AOR	WINC-HAC		WZRV-ODS	WUSQ-COU			WVRX-GOS				WAIW-NCL WTCF-NCL WTRM-NCL WVEP-NCL
DIGITAL						WKSI-F2-COU							

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

COMBOS (+ LMA's)

WAIW-FM, WTCF-FM
WFQX-FM, WKSI-FM, WMRE-AM, WUSQ-FM
WFTR-AM, WZRV-FM

Educational Media Foundation
iHeartMedia, Inc.
Royal Broadcasting

LOCAL SPORTS COVERAGE

WFQX-FM
WUSQ-FM
WMRE-AM

WINC-AM

F = Flagship

Washington Commanders-Football
Nascar Stock Races-Car Racing
Nascar Stock Races-Car Racing
Indy 500-Car Racing
Virginia Tech-Football
Virginia Tech-Basketball

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WAMM-AM	Country	97.9
WKSI-F2	Country	95.7
WXVA-AM	Classic Hits	102.9

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NATIONAL REPS

WAMM-AM	Loc Focus
WFQX-FM, WKSI-FM, WKSI-F2, WMRE-AM, WUSQ-FM	iHeartMedia
WINC-FM, WINC-AM, WVRX-FM	McGavren