

# Watertown, NY

## Spectrometer

### Population Estimates

	Rank	Population 12+	
MSA	238	95,900	
DMA	179	212,300	
Hispanic	218	6,500	6.78%
Black	212	7,000	7.30%

### 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							WATN-N/T WNER-SPR WSLB-SPR WTNY-N/T						
FM	WBDR-CHR	CIKR-AOR WOTT-AOR	CFLY-HAC WTOJ-SFT	CFMK-CLH CJPT-ADH WBLH-ADH WCIZ-CLH WLYK-CLH		CKLC-COU WEFX-COU WFRY-COU WLFK-COU	WQTK-TLK						WJNY-NCL WKWV-NCL WMHI-NCL WRVJ-EDU WSLJ-EDU

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

### COMBOS (+ LMA's)

CFLY-FM, CJPT-FM, CKLC-FM	Bell Canada Enterprises
WATN-AM, WBDR-FM, WEFX-FM, WLFK-FM, WOTT-FM, WQTK-FM, WSLB-AM, WTOJ-FM	Community Broadcasters
WCIZ-FM, WFRY-FM, WNER-AM, WTNY-AM	Stephens Media Group

### LOCAL SPORTS COVERAGE

WOTT-FM	Buffalo Bills-Football
WQTK-FM	Buffalo Bills-Football
F = Flagship	

### SIMULCASTS (TOTAL WEEK)

### TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WBLH-FM	Adult Hits	104.5
WMHI-FM	Non-Commercial	105.9
WNER-AM	Sports	97.9
WSLJ-FM	Non-Commercial College	102.3
WTNY-AM	News/Talk	95.9
WTOJ-FM	Soft AC	100.1

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NATIONAL REPS

WATN-AM, WBDR-FM, WEFX-FM, WLFK-FM, WOTT-FM, WQTK-FM, WSLB-AM, WTOJ-FM

KRG-Eastman

WCIZ-FM, WFRY-FM, WNER-AM, WTNV-AM

KRG-Katz