

Watertown, NY

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	237	98,300	
DMA	179	214,600	
Hispanic	218	6,200	6.31%
Black	210	7,200	7.32%

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 WLYK-A/C WTOJ-SFT	CFMK-CLH CJPT-ADH WBLH-ADH WCIZ-CLH		CKLC-COU WEFX-COU WFRY-COU WLFG-COU	WQTK-TLK						WJNY-NCL WKVV-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
WATN-AM, WBDR-FM, WEFX-FM, WLFG-FM,
WOTT-FM, WQTK-FM, WSLB-AM, WTOJ-FM
WCIZ-FM, WFRY-FM, WNER-AM, WTNY-AM

Bell Canada Enterprises
Community Broadcasters

Stephens Media Group

LOCAL SPORTS COVERAGE

WOTT-FM
WQTK-FM
F = Flagship

Buffalo Bills-Football
Buffalo Bills-Football

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

Watertown, NY

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