

Williamsport, PA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	238	98,200	
DMA	58	1,322,900	
Hispanic	240	2,300	2.34%
Black	211	7,000	7.13%

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		WRKK-AOR				WEJS-COU WLYC-COU	WRAK-N/T WWPA-TLK						
FM	WOTH-CHR WVRT-CHR WVRZ-CHR	WCXR-AOR WZXR-AOR	WKSJ-A/C	WBZD-CLH WSQV-CLH		WBLJ-COU WBYL-COU WILQ-COU WQBR-COU						WJSA-REL	WKWP-NCL WRLC-EDU

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

COMBOS (+ LMA's)

WBZD-FM, WCXR-FM, WILQ-FM, WOTH-FM, WWPA-AM, WZXR-FM	Backyard Broadcasting of Pennsylvania
WBLJ-FM, WBYL-FM, WKSJ-FM, WRAK-AM, WRKK-AM, WVRT-FM, WVRZ-FM	iHeartMedia, Inc.
WEJS-AM, WLYC-AM	Seven Mountains Media, LLC

LOCAL SPORTS COVERAGE

WBZD-FM	Philadelphia Eagles-Football
WWPA-AM	Nascar Stock Races-Car Racing
F = Flagship	

SIMULCASTS (TOTAL WEEK)

WBLJ-FM+WBYL-FM
WCXR-FM+WZXR-FM
WVRT-FM+WVRZ-FM
WEJS-AM+WLYC-AM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WEJS-AM	Country	104.1
WILQ-FM	Country	98.9
WJSA-FM	Religion	100.5
WLYC-AM	Country	92.7
WRKK-AM	Album Oriented Rock	94.9
WWPA-AM	Talk	101.7

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NATIONAL REPS

WBLJ-FM, WBYL-FM, WKSJ-FM, WRAK-AM, WRKK-AM, WVRT-FM, WVRZ-FM	iHeartMedia
WBZD-FM, WCXR-FM, WILQ-FM, WOTH-FM, WWPA-AM, WZXR-FM	KRG-Christal
WEJS-AM, WLYC-AM	KRG-Eastman