

Wausau-Stevens Point, WI

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	173	248,500	
DMA	137	405,500	
Hispanic	209	8,600	3.46%
Black	226	3,900	1.57%

Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
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				WDLB-CLH	WJMT-ODS WPCN-ODS		WFHR-N/T WRIG-SPR WSAU-N/T WXCO-N/T						WLBL-NPR
FM	WHTQ-CHR WIFC-CHR	WCCN-AOR WGLX-CLR WOZZ-AOR	WAVL-A/C WKEB-HAC	WBCV-CLH WSPT-CLH		WCWB-COU WDEZ-COU WIRI-COU WWIS-COU WYTE-COU	WOSQ-SPR WSAU-N/T					WXVM-REL	WCLQ-NCL WGNV-NCL WHAA-NPR WHRM-NPR WMMA-NCL WWSP-EDU

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

COMBOS (+ LMA's)

WCCN-FM, WDLB-AM, WOSQ-FM	Central Wisconsin Broadcasting, Inc
WFHR-AM, WIRI-FM, WXCO-AM	Civic Media
WDEZ-FM, WIFC-FM, WOZZ-FM, WRIG-AM, WSAU-AM, WSAU-FM	Midwest Communications
WCWB-FM, WPCN-AM, WSPT-FM	Muzzy Broadcasting, LLC
WBCV-FM, WGLX-FM, WHTQ-FM, WYTE-FM	NRG Media LLC
WHAA-FM, WHRM-FM, WLBL-AM	State of Wisconsin-Educational Communications Board
WAVL-FM, WJMT-AM	Sunrise Broadcasting, LLC

LOCAL SPORTS COVERAGE

WSAU-FM	Green Bay Packers-Football Milwaukee Brewers-Baseball University of Wisconsin Badgers-Basketball University of Wisconsin Badgers-Football
WRIG-AM	Milwaukee Bucks-Basketball
WSAU-AM	University of Wisconsin Badgers-Football Green Bay Packers-Football University of Wisconsin Badgers-Basketball Milwaukee Brewers-Baseball
WJMT-AM	Nascar Stock Races-Car Racing

F = Flagship

Wausau-Stevens Point, WI

SIMULCASTS (TOTAL WEEK)

WSAU-AM+WSAU-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WDLB-AM	Classic Hits	98.7
WFHR-AM	News/Talk	97.5
WGNV-FM	Non-Commercial	94.1
WJMT-AM	Oldies	96.3
WLBL-AM	National Public Radio	99.1
WOZZ-FM	Album Oriented Rock	102.9
WPCN-AM	Oldies	92.1
WRIG-AM	Sports	93.9
WSAU-AM	News/Talk	95.1
WXCO-AM	News/Talk	98.9

NATIONAL REPS

WBCV-FM, WGLX-FM, WHTQ-FM, WYTE-FM

WDEZ-FM, WIFC-FM, WOZZ-FM, WRIG-AM, WSAU-FM, WSAU-AM

KRG-Katz

KRG-Christal