

Wausau-Stevens Point, WI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	174	245,900	
DMA	138	402,400	
Hispanic	210	8,300	3.38%
Black	228	3,500	1.42%

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					WJMT-ODS WPCN-ODS		WDLB-N/T WFHR-N/T WRIG-SPR WSAU-N/T WXCO-N/T						WLBL-NPR
FM	WHTQ-CHR WIFC-CHR	WCCN-AOR WGLX-CLR	WAVL-A/C WKEB-HAC	WBCV-CLH WOZZ-ADH WSPT-CLH		WCWB-COU WDEZ-COU WIRI-COU WWIS-COU WYTE-COU	WOSQ-SPR WSAU-N/T					WMMA-REL WXVM-REL	WCLQ-NCL WGNV-NCL WHAA-NPR WHRM-NPR 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	

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SIMULCASTS (TOTAL WEEK)

WSAU-AM+WSAU-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
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	Adult Hits	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	KRG-Katz
WDEZ-FM, WIFC-FM, WOZZ-FM, WRIG-AM, WSAU-FM, WSAU-AM	KRG-Christal