

Dayton, OH

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	65	851,900	
DMA	69	1,044,500	
Hispanic	144	31,000	3.64%
Black	63	134,300	15.76%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Black	Standard	Wi/Sp; Su/Fa

	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				WPTW-CLH		WBZI-COU WEDI-COU	WHIO-N/T WING-SPR WIZE-NEW WONE-SPR		WDAO-UAC			WPFB-REL WULM-REL	
FM	WCHD-CHR WDHT-RHY	WTUE-CLR	WMMX-HAC	WGTZ-ADH WZLR-CLH		WCLI-COU WHKO-COU WZDA-COU	WHIO-N/T WYDB-TLK		WROU-UAC			WFCJ-REL WTKD-REL	WDPR-NCL WKCD-NCL WSWO-NCL WYDA-NCL WYSO-NPR
DIGITAL					WHKO-F3-ROL								

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

COMBOS (+ LMA's)

WCLI-FM, WDHT-FM, WGTZ-FM, WING-AM, WROU-FM
WHIO-AM, WHIO-FM, WHKO-FM, WZLR-FM
WTKD-FM, WYDB-FM
WKCD-FM, WYDA-FM
WCHD-FM, WIZE-AM, WMMX-FM, WONE-AM, WTUE-FM, WZDA-FM
WBZI-AM, WEDI-AM

Alpha Media
Cox Media Group
Delmarva Educational Association
Educational Media Foundation
iHeartMedia, Inc.
Town & Country Broadcasting

LOCAL SPORTS COVERAGE

WHIO-AM
University of Dayton-Basketball
University of Dayton-Football
WONE-AM
University of Miami OH-Football
University of Miami OH-Basketball
University of Miami OH-Baseball
University of Miami OH-Hockey
NCAA college basketball tournament-Basketball
Dayton Dragons-Baseball
WTUE-FM
Cincinnati Bengals-Football
WING-AM
Ohio State-Basketball
Ohio State-Football
Cincinnati Reds-Baseball
WZLR-FM
Cleveland Browns-Football
F = Flagship

Dayton, OH

SIMULCASTS (TOTAL WEEK)

WHIO-AM+WHIO-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBZI-AM	Country	100.3
WDAO-AM	Urban AC	102.3
WEDI-AM	Country	105.5
WHKO-F3	Rhythmic Oldies	98.7
WPTW-AM	Classic Hits	98.1
WULM-AM	Religion	103.3

NATIONAL REPS

WCHD-FM, WIZE-AM, WMMX-FM, WONE-AM, WTUE-FM, WZDA-FM	iHeartMedia
WCLI-FM, WDHT-FM, WGTZ-FM, WING-AM, WROU-FM	KRG-Katz
WDAO-AM	RegR
WHIO-FM, WHIO-AM, WHKO-F3, WHKO-FM, WZLR-FM	KRG-Christal