

Massena, NY

Spectrometer

Population Estimates

| | Rank | Population 12+ |
|----------|------|----------------|
| MSA | 999 | 0 |
| DMA | 179 | 212,300 |
| Hispanic | 999 | 0 |
| Black | 999 | 0 |

Available Research

| Service | Ethnic Type | Report Type | Available Reports |
|---------|-------------|-------------|-------------------|
|---------|-------------|-------------|-------------------|

| | 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 | | | | | WMSA-ODS | | | | | | | | |
| FM | | | WVLF-A/C | WRCD-CLH | | | | | | | | | |

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

COMBOS (+ LMA's)

WMSA-AM, WRCD-FM, WVLF-FM

Stephens Media Group

LOCAL SPORTS COVERAGE

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

| PRIMARY STATION | FORMAT | TRANSLATOR FREQUENCY |
|-----------------|--------|----------------------|
| WMSA-AM | Oldies | 92.9 |

NATIONAL REPS

WMSA-AM, WRCD-FM, WVLF-FM

KRG-Katz