

Syracuse, NY

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	100	568,300	
DMA	87	868,500	
Hispanic	151	25,300	4.45%
Black	108	53,600	9.43%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg

	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			WMCR-A/C	WFBL-CLH			WOLF-SPR WOSW-SPR WSGO-SPR WSKO-SPR WSYR-N/T WTLA-SPR		WHEN-UAC				
FM	WMVN-RHY WNTQ-CHR WWHT-CHR	WAQX-AMR WKRH-AMR WKRL-AMR WTKV-CLR WTKW-CLR	WCIS-CAC WYYY-A/C	WZUN-CLH	WSEN-ODS	WBBS-COU WOLF-COU	WSYR-N/T						WAER-EDU WCIT-NCL WCNY-NCL WKLZ-NCL WKVU-NCL WMHR-NCL WRVO-EDU
DIGITAL			WSYR-F3-CAC				WZUN-F2-SPR						

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

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COMBOS (+ LMA's)		LOCAL SPORTS COVERAGE		
WAQX-FM, WNTQ-FM, WSKO-AM	Cumulus	WKRL-FM	Buffalo Bills-Football	
WCIS-FM, WCIT-FM	Family Life Ministries, Inc	WTLA-AM	Syracuse University-Basketball	
WOLF-FM, WOSW-AM	Foxfur Communications		Syracuse University-Football	
WKRH-FM, WKRL-FM, WSGO-AM, WTKV-FM, WTKW-FM, WTLA-AM, WZUN-FM	Galaxy Communications		Syracuse University-Lacrosse	
WBBS-FM, WHEN-AM, WSYR-AM, WSYR-FM, WWHT-FM, WYYY-FM	iHeartMedia, Inc.	WTKV-FM	New York Giants-Football	
WFBL-AM, WMVN-FM, WOLF-AM	Wolf Radio Inc		Syracuse Crunch-Hockey	
			Syracuse University-Basketball	
			New York Yankees-Baseball	
			Syracuse University-Football	
			Syracuse University-Lacrosse	
			Buffalo Bills-Football	
		WTKW-FM	Syracuse University-Basketball	
			Syracuse University-Football (F)	
			Syracuse University-Lacrosse	
			New York Yankees-Baseball	
			Buffalo Bills-Football	
		WSKO-AM	Syracuse Chiefs (AAA Wash Nationals)-Baseball	
		WSGO-AM	Syracuse University-Basketball	
			Syracuse University-Football	
			Syracuse Crunch-Hockey	
			New York Giants-Football	
		WKRH-FM	Buffalo Bills-Football	
		F = Flagship		
SIMULCASTS (TOTAL WEEK)		TRANSLATORS		
WSYR-AM+WSYR-FM		<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WOLF-AM+WOSW-AM		WCIS-FM	Christian AC	98.3
		WFBL-AM	Classic Hits	107.5
		WHEN-AM	Urban AC	101.7
		WMCR-AM	Adult Contemporary	101.1
		WMVN-FM	Rhythmic CHR	96.5
		WOLF-FM	Country	98.9
		WOLF-AM	Sports	92.5
		WOSW-AM	Sports	98.5
		WRVO-FM	Non-Commercial College	92.3
		WSEN-FM	Oldies	94.1
		WSGO-AM	Sports	100.1
		WTKW-FM	Classic Rock	99.1
		WTLA-AM	Sports	97.7

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NATIONAL REPS

WAQX-FM, WNTQ-FM, WSKO-AM	KRG-Katz
WBBS-FM, WHEN-AM, WSYR-FM, WSYR-AM, WWHT-FM, WYYY-FM	iHeartMedia
WCIS-FM, WMVN-FM, WOLF-FM, WOLF-AM, WOSW-AM, WSEN-FM	Tach
WKRH-FM, WKRL-FM, WSGO-AM, WTKV-FM, WTKW-FM, WTLA-AM, WZUN-FM, WZUN-F2	McGavren