

Waupaca WI

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	71	1,025,500
Hispanic	999	0
Black	999	0

Available Research

Service	Ethnic Type	Report Type	Available Reports
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	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		WPCA-AOR											
FM				WDUX-CLH									

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

COMBOS (+ LMA's)

WDUX-FM, WPCA-AM

Tower Road Media, Inc

LOCAL SPORTS COVERAGE

WDUX-FM

Green Bay Packers-Football
Milwaukee Brewers-Baseball

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WPCA-AM	Album Oriented Rock	100.7

NATIONAL REPS