

North Country Radio Corp. Other Broadcast Interests

WSLP, FI 166029, Ray Brook, NY

WLPW, FI 54653, Lake Placid, NY

WVSL, FI 73314, Saranac Lake, NY

WRGR, FI 56078, Tupper Lake, NY

All four stations are in the Burlington, VT-Plattsburgh, NY Nielsen Radio Market which consists of 3 NY counties: Essex, Clinton, and Franklin.

Attached is a list of stations in the relevant market which reflects that there are more than 15 stations.

Therefore, pursuant to Section 73.3555 (a) (1) (iv), North Country Radio Corp. can own 3 FM stations and one AM station.

Find Radio Online

☐ AM ☒ FM ☐ HD

- Nielsen Ratings
April 2021 PPM
- Austin TX

Greensboro

Hartford CT

Indianapolis IN

Jacksonville FL

Memphis TN

Milwaukee WI

Nashville TN

Norfolk VA

Providence RI

Raleigh NC

West Palm Beach

- Nielsen Ratings
April 2021 Trends
- Chattanooga TN

Huntsville AL

Colorado Springs

Madison WI

Mobile AL

Toledo OH

Wichita KS

Columbia SC

Des Moines IA

#147 Burlington VT



Fall 2020 12+ Mon-Sun, 6a-12mid
Population: 333,300 (Black: 10,200) (Hispanic: 9,100)
Last Updated: 01-08-21 (Nielsen Subscribing Stations Only)

Station	Format	Owner	Spr 19	Fall 19	Spr 20	Fall 20
WOKO-FM	Country	Hall Communications	10.5	11.5	14.0	11.8
WVPS-FM	News/Talk	Vermont Public Radio	9.1	10.6	12.3	10.6
WEZF-FM	Hot AC	Vox Am/Fm	7.2	8.6	5.0	8.1
WKOL-FM	Classic Hits	Hall Communications	6.1	5.7	4.3	5.3
WIZN-FM	Classic Rock	Hall Communications	5.5	4.6	4.3	4.7
WXXX-FM	CHR	Sison Broadcasting	4.7	4.6	5.7	4.7
WBTZ-FM	Alternative	Hall Communications	3.9	3.4	3.0	4.3
WVMT-AM	News/Talk	Sison Broadcasting	3.9	2.3	3.0	3.7
WVTK-FM	Classic Hits	Vox Am/Fm	N/A	0.9	0.7	1.6
WCPV-FM	All Sports	Vox Am/Fm	1.7	4.3	1.3	1.2
WXLU-FM	Variety	The St. Lawrence University	1.1	0.9	1.7	1.2
WOXR-FM	Classical	Vermont Public Radio	1.9	1.1	2.7	0.9
WCEL-FM	News/Talk	Wamc	0.3	0.3	0.7	0.6
WJOY-AM	Nostalgia	Hall Communications	1.4	1.1	1.0	0.6
WOXM-FM	Classical	Vermont Public Radio	0.3	0.3	0.7	0.6
WXZO-FM	Oldies	Vox Am/Fm	2.5	3.2	1.0	0.6
WNBZ-FM	Classic Hits	Nbz	0.8	0.3	0.3	0.3
WRVT-FM	News/Talk	Vermont Public Radio	0.3	0.3	0.3	0.3
WVPS-FM-STR	News/Talk	Vermont Public Radio	N/A	N/A	0.3	0.3
WXLL-FM	Variety	The St. Lawrence University	N/A	0.3	N/A	0.3
WIRY-AM	AC	Hometown Communications	1.9	N/A	N/A	N/A
WIXM-FM	Hot AC	Lake Champlain Broadcasting	N/A	1.1	0.7	N/A
WNCS-FM	Alternative	Montpelier Broadcasting	3.0	2.9	3.0	N/A
WPLA-FM	Rock	Radioactive	0.3	N/A	N/A	N/A
WPLB-AM	Oldies	A & J Radio	0.6	N/A	N/A	N/A
WRVT-FM-HD2	N/A	N/A	N/A	N/A	0.3	N/A
WSLL-FM	Variety	The St. Lawrence University	1.1	0.3	N/A	N/A
WVPR-FM-STR	News/Talk	Vermont Public Radio	0.3	N/A	N/A	N/A
WWMP-FM	Rock	Radio Broadcasting Services	1.9	1.4	2.0	N/A
WXLH-FM	Variety	The St. Lawrence University	0.3	N/A	N/A	N/A
WXLS-FM	Variety	The St. Lawrence University	0.3	N/A	N/A	N/A
WXMS-FM	Classic Country	Radioactive	1.1	N/A	N/A	N/A

Totals are Persons 12+, Mon-Sun, 6am-midnight

This profile contains an quarter hour rating (AQH) share of persons, ages 12+, Monday through Sunday in the Metro Survey Area.

A share is the percentage of those listening to radio in the MSA who are listening to a particular radio station.

Promotions Spotlight



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