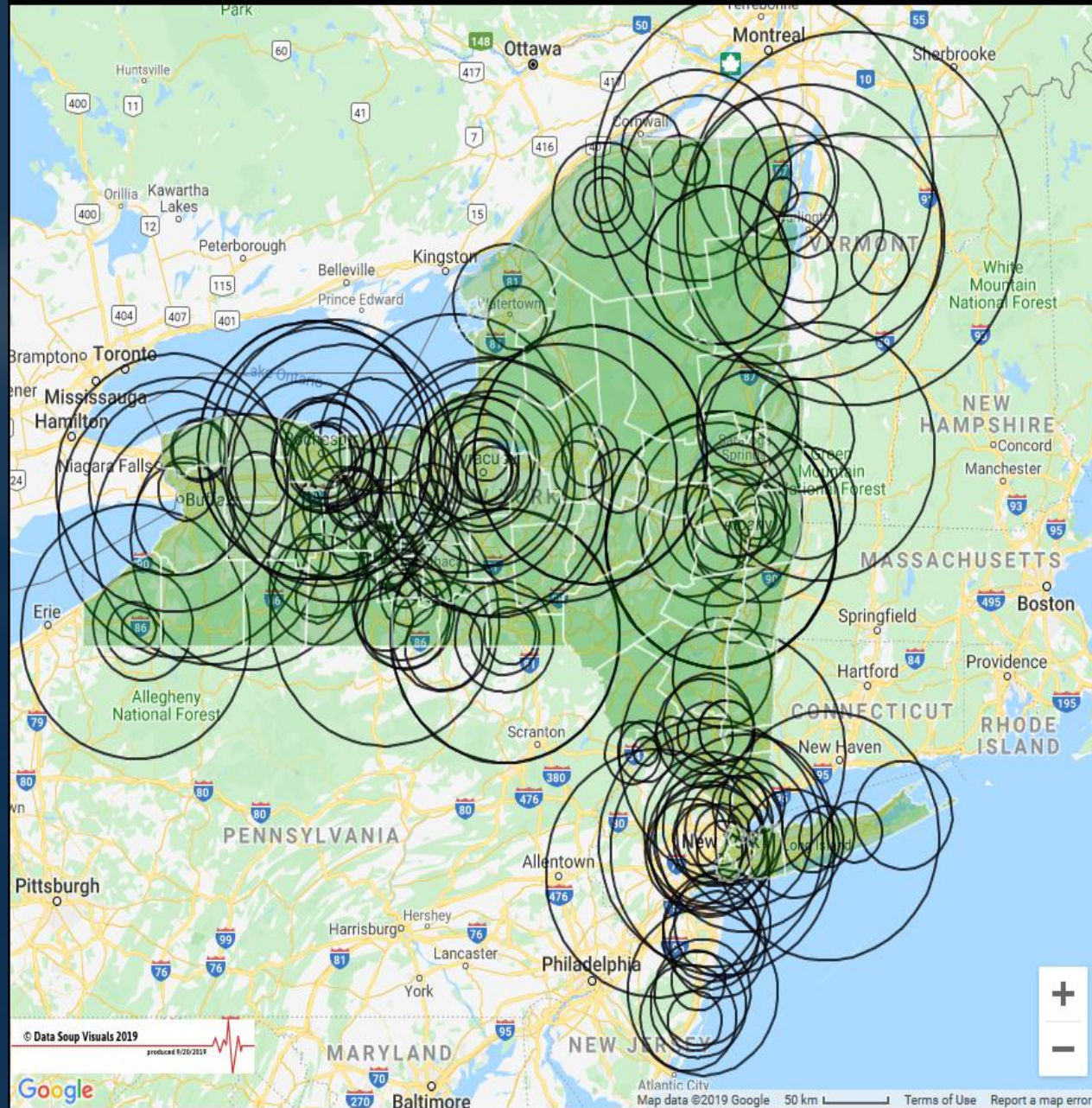


New York State Broadcasters Association  
PEP Stations

“POP”  
Statewide  
Radio  
Station  
Coverage



# “POP” STATEWIDE RADIO COVERAGE

Market	Radio Stations	Market	Radio Stations
Albany	18	Geneva	11
Batavia	2	Glens Falls	3
Beacon	1	Hornell	1
Binghamton	4	Ithaca	2
Bridgeport	1	Jamestown	6
Buffalo	7	Lake Placid	1
Canandaigua	1	Long Island	3
Cohoes	5	Malone	2
Dansville	2	New Rochelle	2
Elmira	5	New York City	38

# “POP” STATEWIDE RADIO COVERAGE

Market	Radio Stations
Newburgh	3
Plattsburgh	2
Port Jervis	4
Potsdam	2
Rochester	12
Syracuse	11
Utica	4
Warsaw	5
Watertown	1
Waverly/Sayre	1
<b>TOTAL Radio</b>	<b>160</b>

# RADIO COVERAGE ON MULTIPLE PLATFORMS

- Traditional off-air radio (e.g., in car)
- Available on social media platforms (e.g. iHeart, Tune In, Radio.com, Streema)
- Smart Speakers (e.g., Alexa & Siri)  
AM/FM stations are the most popular source

