Governor's 2020 US Census Complete Count Commission VAB PEP Campaign Report											
March 16-31, 2020											
		3/16-3/31		**3/16-3/31**	**4/1-4/12**		**4/1-4/12**				
Radio Station	**Ownership**	**# Spots**	**Per Spot Value**	**Total Value**	**# Spots**	**Per Spot Value**	**Total Value**	**Primary County**	**Format**	**Moniker**	
WOTX-FM	Alexxon Corp	17	20	340	13	20	260	Essex	Classic Rock	The Outlaw	
WDVT-FM	Catamount Radio Group	13	35	455	14	35	490	Rutland	Classic Rock	Rock 94.5	
WJEN-FM	Catamount Radio Group	13	35	455	14	35	490	Rutland	Country	Cat Country 105.3	
WJJR-FM	Catamount Radio Group	13	35	455	14	35	490	Rutland	Adult Contemporary	Mix 98.1	
WSYB-AM & FM	Catamount Radio Group	13	16	208	14	16	224	Rutland	News/Talk		
WZRT-FM	Catamount Radio Group	13	35	455	14	35	490	Rutland	Top 40	Z97	
WCAT-AM & FM	Champlain Radio Group	11	35	385	0	35	0	Chittenden	Business News		
WIXM-FM	Champlain Radio Group	17	35	595	13	35	455	Grand Isle	Hot AC	Mix 102.3	
WWMP-FM	Champlain Radio Group	17	35	595	13	35	455	Chittenden	Rock	Rock 103.3	
WTSA-AM	Four Seasons Media	15	18	270	15	18	270	Windam	Rock	The Beast	
WTSA-FM	Four Seasons Media	15	18	270	15	18	270	Windam	Hot AC		
WJKS-FM	Great Eastern Radio	14	20	280	10	20	200	Chittenden	Hip Hop	104.3 KISS-FM	
WKKN-FM	Great Eastern Radio	14	20	280	10	20	200	Windham	Classic Rock	The Peak	
WRFK-FM	Great Eastern Radio	14	18.7	261.8	10	18.7	187	Washington	Classic Rock	107.1 Frank FM	
WSNO-AM & FM	Great Eastern Radio	14	12.5	175	10	12.5	125	Washington	Top 40	105.7 The Beat	
WWFY-FM	Great Eastern Radio	14	21	294	10	21	210	Washington	Country	Froggy 100.9	
WTNN-FM	Impact Radio	0	12	0	13	12	156	Chittenden	Country	Eagle Country 97.5	
WDOT-FM	Montpelier Broadcasting	17	15	255	13	15	195	Caledonia	Adult Album Alternative	The Point Independent Radio	
WNCS-FM	Montpelier Broadcasting	20	40	800	13	40	520	Washington	Adult Album Alternative	The Point Independent Radio	
WRJT-FM	Montpelier Broadcasting	17	20	340	13	20	260	Windsor	Adult Album Alternative	The Point Independent Radio	
WSKI-AM & FM	Montpelier Broadcasting	12	15	180	0	15	0	Washington	Sports	CBS Sports	
WEQX-FM	Northshire Broadcasting	16	40	640	14	40	560	Bennington	Alternative	102.7 The Alternative	
WNYV-FM	Pine Tree Broadcasting	52	12.5	650	56	12.5	700	Rutland	Adult Contemporary	Lakes Region Radio	
WVNR-AM	Pine Tree Broadcasting	52	12.5	650	56	12.5	700	Rutland	Adult Contemporary	Lakes Region Radio	
WTWN-AM	Puffer Broadcasting	16	10	160	14	10	140	Orange	Religious	The River of Life	
WYKR-FM	Puffer Broadcasting	16	13	208	14	13	182	Orange	Country	Your Country	
WCVT-FM	Radio Vermont Group	38	19	722	63	19	1197	Washington	Classic Hits	101 The One	
WDEV AM/FM	Radio Vermont Group	44	19	836	71	19	1349	Washington	Variety		
WLVB-FM	Radio Vermont Group	18	12.5	225	12	12.5	150	Lamoille	Country	Vermont Country 94	
WCFR-AM & FM	Sugar River Media	0	15	0	28	15	420	Windsor	Adult Contemporary	Rewind 1480 & 106.5	
WCVR-AM & FM	Sugar River Media	15	15	225	16	15	240	Orange	Country	North Country 1230 & 100.1	
WCPV-FM	VOX AM FM	14	25	350	16	25	400	Chittenden	Sports	The Game	
WEAV-AM	VOX AM FM	14	5	70	16	5	80	Chittenden	Sports	CBS Sports	
WEZF-FM	VOX AM FM	14	40	560	16	40	640	Chittenden	Hot AC	Star 92.9	
WVTK-FM	VOX AM FM	14	20	280	16	20	320	Addison	Classic Hits		
WXZO-FM	VOX AM FM	28	15	420	24	15	360	Chittenden	Oldies	96.7 MeTV FM	
WVMT-AM	VOX AM/FM	14	15	210	16	15	240	Chittenden	News/Talk		
WXXX-FM	VOX AM/FM	14	40	560	16	40	640	Chittenden	Top 40	95 Triple X	
WGMT-FM	VT Broadcast Associates	16	19	304	13	19	247	Caledonia	Adult Contemporary	Magic 97.7	
WJJZ-FM	VT Broadcast Associates	16	19	304	13	19	247	Orleans	Country	JJ Country 94.5	
WKXH-FM	VT Broadcast Associates	16	19	304	13	19	247	Caledonia	Country	Hot New Country V 105	
WMOO-FM	VT Broadcast Associates	16	19	304	13	19	247	Orleans	Hot AC	Moo 92	
WMTK-FM/WIKE-AM	VT Broadcast Associates	0	19	0	13	19	247	Orleans	Classic Hits	The Notch	
WSTJ-AM	VT Broadcast Associates	12	19	228	0	19	0	Caledonia	Nostalgia		
WCLX-FM	Westport Broadcasting	16	10	160	24	10	240	Addison	Adult Album Alternative	Farm Fresh Radio	
Sub Totals		**764**		**15,718.80**	**794**		**15,740.00**				
Campaign Totals					**1,534 spots**		**$31,458 value**	**$4,500 investment**	**ROI Ratio = 7 to 1**		