



WFXR & WWCW reaches:
446,270 DMA Households
224,390 METRO Households
568,560 TOTAL Households

Nielsen TV DMA® Region

- City
- State Line
- Metro/Central DMA Area
- Remainder DMA

WFXR & WWCW cover Southwest and Central Virginia! Our Designated Market Area (DMA) is made up of the counties shaded in green. The Metro Area Counties are shown in yellow at the center of the map. The WFXR & WWCW signals and commercials are received by all viewers no matter how they tune in: antenna, cable, satellite, stream, or alternate delivery system (ADS.) Cable and satellite coverage of the DMA only reaches 66% of these households.

Source: Nielsen Roanoke-Lynchburg Feb 2021 Market Data