

# Chattanooga, TN

## Spectrometer

### Population Estimates

	Rank	Population 12+	
MSA	95	626,400	
DMA	83	927,100	
Hispanic	133	38,500	6.15%
Black	89	73,000	11.65%

### Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Black	Standard	Fa/Wi/Sp

	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		WXCT-AAR					WFLI-TLK WGOW-N/T		WNOO-GOS			WJOC-REL	WDYN-NCL
FM	WDOD-CHR WKXJ-CHR	WRXR-AOR WSKZ-CLR	WDEF-A/C	WLND-ADH		WOGT-COU WUSY-COU WUUQ-COU	WGOW-TLK		WJTT-URB WMPZ-UAC	WOCE-RMX			WALV-NCL WBDX-NCL WJLJ-NCL WMBW-NCL WSAA-NCL WSMC-EDU WUIE-NCL WUTC-EDU
DIGITAL									WUSY-F2-URB				WALV-F2-NCL WALV-F4-NCL

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

### COMBOS (+ LMA's)

WKXJ-FM, WLND-FM, WRXR-FM, WUSY-FM  
WDEF-FM, WDOD-FM, WUUQ-FM, WXCT-AM  
WJTT-FM, WMPZ-FM  
WGOW-AM, WGOW-FM, WOGT-FM, WSKZ-FM  
WBDX-FM, WJLJ-FM  
WALV-F2, WALV-F4

Audacy  
Bahakel Communications  
Brewer Broadcasting Corporation  
Cumulus  
Partners for Christian Radio, Inc  
Radio Training Network, Inc.

### LOCAL SPORTS COVERAGE

WGOW-FM  
Tennessee Titans-Football  
University of Georgia Bulldogs-Football  
University of Georgia Bulldogs-Basketball  
WGOW-AM  
Tennessee Titans-Football  
WFLI-AM  
University of Tennessee @ Chattanooga-Basketball  
University of Tennessee @ Chattanooga-Football  
WLND-FM  
Chattanooga Lookouts-Baseball (F)  
WALV-FM  
Vanderbilt University-Football  
Vanderbilt University-Basketball  
Nashville Predators-Hockey  
Atlanta Braves-Baseball

F = Flagship

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## SIMULCASTS (TOTAL WEEK)

## TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WALV-F2	Non-Commercial	106.9
WALV-F4	Non-Commercial	92.7
WDYN-AM	Non-Commercial	94.9
WFLI-AM	Talk	96.1
WNOO-AM	Gospel	101.1
WUSY-F2	Urban Contemporary	97.7
WUUQ-FM	Country	99.3
WXCT-AM	Adult Alternative Rock	98.7

## NATIONAL REPS

WDEF-FM, WDOD-FM, WUUQ-FM, WXCT-AM	KRG-Christal
WDYN-AM	Loc Focus
WGOW-FM, WGOW-AM, WOGT-FM, WSKZ-FM	KRG-Katz
WJTT-FM, WMPZ-FM, WOCE-FM	RegR
WKXJ-FM, WLND-FM, WRXR-FM, WUSY-FM, WUSY-F2	KRG-Audacy