

Lexington-Fayette, KY

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	106	533,500	
DMA	65	1,144,700	
Hispanic	135	37,200	6.97%
Black	102	61,900	11.60%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa

	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		WWTF-AMR					WLAP-N/T WLXG-SPR WVLK-TLK			WLRT-RMX		WYGH-REL	
FM	WBTF-RHY WCDA-CHR WLKT-CHR WLTO-CHR	WBVX-CLR WKQQ-CLR WXZZ-AOR	WLFX-A/C WMXL-HAC WVRB-CAC	WGKS-CLH WKYL-CLH WLXX-ADH		WBUL-COU WCYO-COU WLXO-COU WVLK-COU WZNN-COU						WJMM-REL	WEKU-EDU WKVO-NCL WRFL-EDU WUKY-EDU
DIGITAL						WBUL-F2-COU			WLKT-F2-URB				

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

COMBOS (+ LMA's)

WLXO-FM, WZNN-FM
WLTO-FM, WLXX-FM, WVLK-AM, WVLK-FM, WXZZ-FM
WKVO-FM, WVRB-FM
WBUL-F2, WBUL-FM, WKQQ-FM, WLAP-AM, WLKT-F2, WLKT-FM, WMXL-FM, WWTF-AM
WBTF-FM, WBVX-FM, WCDA-FM, WGKS-FM, WLXG-AM
WRFL-FM, WUKY-FM
WCYO-FM, WLFX-FM

Clarity Communications Inc
Cumulus
Educational Media Foundation
iHeartMedia, Inc.
L. M. Communications
University of Kentucky
Wallingford Broadcasting Company

LOCAL SPORTS COVERAGE

WLXG-AM
NBA Radio on ESPN-Basketball
Cincinnati Reds-Baseball
WLAP-AM
University of Kentucky Wildcats (Men)-Football
University of Kentucky Wildcats (Men)-Basketball
University of Kentucky Wildcats Women's-Basketball (F)
University of Kentucky Wildcats-Baseball (F)
NBA Radio on ESPN-Basketball
WBUL-FM
University of Kentucky Wildcats (Men)-Football (F)
University of Kentucky Wildcats (Men)-Basketball (F)
WBVX-FM
Cincinnati Bengals-Football
WZNN-FM
Nascar Stock Races-Car Racing
WLXO-FM
Nascar Stock Races-Car Racing
F = Flagship

Lexington-Fayette, KY

SIMULCASTS (TOTAL WEEK)

WFRT-FM+WKYL-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBUL-F2	Country	98.5
WKVO-FM	Non-Commercial	93.3
WLKT-F2	Urban Contemporary	103.9
WLRT-AM	Mexican Regional	101.9
WLXG-AM	Sports	92.5
WVLK-AM	Talk	97.3
WWTF-AM	Altern/Modern Rock	97.7
WYGH-AM	Religion	100.9

NATIONAL REPS

WBTF-FM, WBVX-FM, WCDK-FM, WGKS-FM, WLXG-AM, WLXO-FM, WZNN-FM	KRG-Katz
WBUL-F2, WBUL-FM, WKQQ-FM, WLAP-AM, WLKT-FM, WLKT-F2, WMXL-FM, WWTF-AM	iHeartMedia
WCYO-FM, WLFX-FM	RegR
WJMM-FM, WLRT-AM	Tach
WLTO-FM, WLXX-FM, WVLK-FM, WVLK-AM, WXZZ-FM	KRG-Christal