

Johnson City-Kingsport-Bristol, TN-VA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	112	486,900	
DMA	102	700,600	
Hispanic	186	14,500	2.98%
Black	175	16,300	3.35%

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			WABN-CAC WHGG-CAC	WETB-CLH		WBEJ-COU WPWT-COU WRGS-COU	WEMB-SPR WGOC-BUS WJCW-N/T WKPT-SPR WKTP-SPR WOPI-SPR WXSM-SPR		WWTB-URB WZAP-GOS			WIGN-REL WMCH-REL	
FM	WAEZ-CHR	WEXX-AMR WQUT-CLR WRZK-AOR	WTFM-A/C	WVEK-CLH		WKOS-COU WMEV-COU WXBQ-COU WXLZ-COU	WFHG-N/T WXIS-NEW						WCQR-NCL WETS-EDU WEYE-NCL WHCB-NCL

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

COMBOS (+ LMA's)

WRGS-AM, WXLZ-FM	Bouldin Radio
WAEZ-FM, WEXX-FM, WFHG-FM, WWTB-AM, WXBQ-FM	Bristol Broadcasting
WGOC-AM, WJCW-AM, WKOS-FM, WQUT-FM, WXSM-AM	Cumulus
WKPT-AM, WKTP-AM, WOPI-AM, WRZK-FM, WTFM-FM, WVEK-FM	Holston Valley Broadcasting Corp.
WHGG-AM, WPWT-AM	Information Communications Corp
WEMB-AM, WXIS-FM	Jet Broadcasting, Inc
WCQR-FM, WEYE-FM	Positive Alternative Radio, Inc

LOCAL SPORTS COVERAGE

WJCW-AM	Nascar Stock Races-Car Racing East Tennessee State University Basketball-Basketball Indy 500-Car Racing
WETB-AM	Cincinnati Reds-Baseball
WKTP-AM	University of Tennessee-Football University of Tennessee-Basketball
WOPI-AM	University of Tennessee-Football University of Tennessee-Basketball
WFHG-FM	Virginia Tech-Football
WXSM-AM	Tennessee Titans-Football
WKPT-AM	University of Tennessee-Football University of Tennessee-Basketball
WMEV-FM	Nascar Stock Races-Car Racing
WPWT-AM	Atlanta Braves-Baseball
F = Flagship	

Johnson City-Kingsport-Bristol, TN-VA

SIMULCASTS (TOTAL WEEK)

WGOC-AM+WJCW-AM
WKPT-AM+WOPJ-AM
WKPT-AM+WKTP-AM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WABN-AM	Christian AC	103.3
WAEZ-FM	Contemporary Hit Radio	95.3
WCQR-FM	Non-Commercial	101.9
WETB-AM	Classic Hits	93.7
WEXX-FM	Altern/Modern Rock	106.1
WHGG-AM	Christian AC	97.3
WIGN-AM	Religion	92.1
WKPT-AM	Sports	94.3
WKTP-AM	Sports	97.7
WOPJ-AM	Sports	98.1
WPWT-AM	Country	96.3
WQUT-FM	Classic Rock	104.9
WRGS-AM	Country	94.5
WTFM-FM	Adult Contemporary	105.7
WWTB-AM	Urban Contemporary	105.3
WXIS-FM	News	92.3
WZAP-AM	Gospel	93.3

NATIONAL REPS

WAEZ-FM, WEXX-FM, WFHG-FM, WWTB-AM, WXBQ-FM
WBEJ-AM, WRGS-AM
WGOC-AM, WJCW-AM, WKOS-FM, WQUT-FM, WXSM-AM
WKPT-AM, WKTP-AM, WOPJ-AM, WRZK-FM, WTFM-FM, WVEK-FM
WMEV-FM

KRG-Christal
RegR
KRG-Katz
KRG-Eastman
Tach