

Knoxville, TN

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	72	772,700	
DMA	60	1,252,800	
Hispanic	122	44,800	5.80%
Black	114	49,300	6.38%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg

	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			WIFA-CAC	WGAP-ADH WKVL-CLH	WKCE-ODS	WLIL-COU WYSH-COU	WKGN-SPR WNML-SPR		WJBE-URB WTLT-URB			WKXV-REL WRJZ-REL	
FM	WKHT-RHY WWST-CHR	WIMZ-CLR WNRX-CLR WVLZ-AOR	WFGW-CAC WJXB-A/C WSEV-A/C	WIHG-CLH WNFZ-ADH WNOX-CLH WPLA-CLH	WFIV-ODS	WCYQ-COU WDKW-COU WIVK-COU WMYL-COU	WNML-SPR WOKI-N/T		WJBZ-GOS	WKZX-RMX			WDVX-NCL WOFM-NCL WUOT-EDU WYLV-NCL
DIGITAL													WUOT-F2-EDU

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

COMBOS (+ LMA's)

WIVK-FM, WNML-AM, WNML-FM, WOKI-FM
 WOFM-FM, WYLV-FM
 WGAP-AM, WKVL-AM, WPLA-FM, WVLZ-FM
 WJBZ-FM, WMYL-FM
 WKCE-AM, WTLT-AM
 WDKW-FM, WIMZ-FM, WJXB-FM, WNFZ-FM
 WCYQ-FM, WKHT-FM, WNOX-FM, WWST-FM

Cumulus
 Educational Media Foundation
 Loud Media
 M&M Broadcasting Inc.
 Mid-Century Radio, LLC
 Midwest Communications
 SummitMedia LLC

LOCAL SPORTS COVERAGE

WOKI-FM Tennessee Titans-Football
 WNML-AM University of Tennessee-Basketball
 WIVK-FM University of Tennessee-Basketball
 University of Tennessee-Football
 WNOX-FM University of Tennessee-Baseball
 University of Tennessee-Basketball
 University of Tennessee-Football
 WMYL-FM Nascar Stock Races-Car Racing
 WYSH-AM Nascar Stock Races-Car Racing
 F = Flagship

Knoxville, TN

SIMULCASTS (TOTAL WEEK)

NATIONAL REPS

WCYQ-FM, WKHT-FM, WNOX-FM, WWST-FM
WDKW-FM, WIMZ-FM, WJXB-FM, WNFZ-FM
WGAP-AM, WIHG-FM, WYSH-AM
WIVK-FM, WNML-FM, WNML-AM, WOKI-FM
WKVL-AM

KRG-Christal
KRG-Katz
RegR
KRG-Eastman
Loc Focus

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WDVX-FM	Non-Commercial	102.9
WGAP-AM	Adult Hits	105.9
WJBE-AM	Urban Contemporary	99.7
WJXB-FM	Adult Contemporary	107.3
WKCE-AM	Oldies	105.1
WKGN-AM	Sports	105.7
WKVL-AM	Classic Hits	100.9
WKXV-AM	Religion	100.7
WLIL-AM	Country	102.7
WRJZ-AM	Religion	102.5
WTLT-AM	Urban Contemporary	97.1
WYSH-AM	Country	101.1