

Chattanooga, TN

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	95	636,300	
DMA	87	896,600	
Hispanic	131	42,400	6.66%
Black	91	72,900	11.46%

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

Chattanooga, TN

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