

Chattanooga, TN

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	94	616,300	
DMA	83	911,300	
Hispanic	136	35,200	5.71%
Black	94	70,300	11.41%

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

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
 WALV-F2, WALV-F4, WALV-FM, WJTT-FM, WMPZ-FM
 WGOW-AM, WGOW-FM, WOGT-FM, WSKZ-FM
 WBDX-FM, WJLJ-FM

Audacy
 Bahakel Communications
 Brewer Broadcasting Corporation
 Cumulus
 Partners for Christian Radio, 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)

NATIONAL REPS

WALV-FM, WALV-F2, WJTT-FM, WMPZ-FM
WDEF-FM, WDOD-FM, WUUQ-FM, WXCT-AM
WDYN-AM
WGOW-FM, WGOW-AM, WOGT-FM, WSKZ-FM
WKXJ-FM, WLND-FM, WRXR-FM, WUSY-FM, WUSY-F2
WOCE-FM

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

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WALV-F2	Classic Hits	106.9
WALV-F4	Spanish Contemporary	92.7
WDYN-AM	Religion	94.9
WFLI-AM	Classic Hits	97.7
WNOO-AM	Gospel	107.3
WUSY-F2	Urban Contemporary	97.7
WUUQ-FM	Country	99.3
WXCT-AM	Adult Alternative Rock	98.7