

# Louisville, KY

## Spectrometer

### Population Estimates

	Rank	Population 12+	
MSA	55	1,073,700	
DMA	50	1,568,500	
Hispanic	98	70,000	6.52%
Black	47	176,400	16.43%

### Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Black	Standard	Wi/Sp; Su/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			WFIA-CAC	WAKY-CLH			WGTK-N/T WHAS-N/T WHBE-SPR WKJK-TLK WKRJ-SPR WXVW-SPR		WLLV-GOS WLOU-UAC				
FM	WDJX-CHR WNRW-CHR	WGHL-AMR WQMF-CLR WSFR-CLR	WAYI-CAC WAYK-CAC WVEZ-HAC WXMA-SFT	WAKY-CLH WSDF-ADH		WAMZ-COU WMPI-COU WQNU-COU	WHBE-SPR WLCL-SPR		WGZB-URB WMJM-UAC WRKA-UAC WTFX-URB			WFIA-REL	WFPK-NCL WFPL-NPR WJIE-NCL WUOL-NCL
DIGITAL		WQMF-F2-AOR											

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

### COMBOS (+ LMA's)

WDJX-FM, WGHL-FM, WGZB-FM, WMJM-FM, WXMA-FM  
 WAYI-FM, WAYK-FM  
 WAMZ-FM, WHAS-AM, WKJK-AM, WKRJ-AM, WNRW-FM, WQMF-FM, WSDF-FM, WTFX-FM  
 WFPK-FM, WFPL-FM, WUOL-FM  
 WLLV-AM, WLOU-AM  
 WQNU-FM, WRKA-FM, WSFR-FM, WVEZ-FM  
 WHBE-AM, WHBE-FM, WLCL-FM  
 WAKY-AM, WAKY-FM  
 WFIA-AM, WFIA-FM, WGTK-AM, WXVW-AM

Alpha Media  
 Hope Media Group  
 iHeartMedia, Inc.  
 Kentucky Public Radio  
 New Albany Broadcasting Co., Inc.  
 SummitMedia LLC  
 Union Broadcasting  
 W&B Broadcasting  
 Word Broadcasting Network

### LOCAL SPORTS COVERAGE

WHAS-AM University of Kentucky Wildcats (Men)-Football  
 University of Kentucky Wildcats (Men)-Basketball  
 WKRJ-AM Cincinnati Bengals-Football  
 WHBE-AM Indianapolis Colts-Football  
 Cincinnati Reds-Baseball  
 WHBE-FM Indianapolis Colts-Football  
 WGTK-AM University of Louisiana – Lafayette-Football  
 University of Louisiana – Lafayette-Men's Basketball  
 WLCL-FM University of Louisiana – Lafayette-Football  
 University of Louisiana – Lafayette-Men's Basketball  
 Baltimore Ravens-Football  
 F = Flagship

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## SIMULCASTS (TOTAL WEEK)

WHBE-AM+WHBE-FM  
WAKY-AM+WAKY-FM

## NATIONAL REPS

WAKY-AM, WHBE-FM, WHBE-AM	McGavren
WAMZ-FM, WHAS-AM, WKJK-AM, WKRD-AM, WNRW-FM, WQMF-FM, WQMF-F2, WSDF-FM, WTFX-FM	iHeartMedia
WDJX-FM, WGHL-FM, WGZB-FM, WMJM-FM, WXMA-FM	KRG-Katz
WLLV-AM, WLOU-AM	Tach
WMPI-FM	RegR
WQNU-FM, WRKA-FM, WSFR-FM, WVEZ-FM	KRG-Christal

## TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WAKY-AM	Classic Hits	100.1
WFIA-AM	Christian AC	107.3
WGTK-AM	News/Talk	93.5
WLLV-AM	Gospel	101.9
WLOU-AM	Urban AC	104.7
WXVW-AM	Sports	96.1