

Paducah, KY

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	94	803,600
Hispanic	999	0
Black	999	0

Available Research

Service	Ethnic Type	Report Type	Available Reports
---------	-------------	-------------	-------------------

	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				WDXR-CLH		WMOK-COU	WNGO-N/T WPAD-SPR		WBMP-URB				
FM	KLUE-CHR WDDJ-CHR	KGMO-CLR WJLI-CLR WZZL-AOR	WREZ-HAC WZYK-A/C	KZMA-CLH		WKYQ-COU WLLE-COU	WKYX-N/T						

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

COMBOS (+ LMA's)

WBMP-AM, WDDJ-FM, WDXR-AM, WKYQ-FM, WKYX-FM, WLLE-FM, WNGO-AM, WPAD-AM, WZYK-FM	Bristol Broadcasting
KLUE-FM, KZMA-FM, WJLI-FM	Sun Media, Inc
WMOK-AM, WREZ-FM, WZZL-FM	Withers Broadcasting

LOCAL SPORTS COVERAGE

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WBMP-AM	Urban Contemporary	102.5
WDXR-AM	Classic Hits	96.3
WKYQ-FM	Country	95.5
WMOK-AM	Country	93.7
WNGO-AM	News/Talk	105.9
WPAD-AM	Sports	99.5

Paducah, KY

NATIONAL REPS

KGMO-FM, WMOK-AM, WREZ-FM, WZZL-FM	KRG-Katz
KLUE-FM, KZMA-FM, WJLI-FM	KRG-Eastman
WBMP-AM, WDDJ-FM, WDXR-AM, WKYQ-FM, WKYX-FM, WLLE-FM, WNGO-AM, WPAD-AM, WZYK-FM	KRG-Christal