

Memphis, TN

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	51	1,123,200	
DMA	51	1,504,600	
Hispanic	94	75,700	6.74%
Black	13	519,400	46.24%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Black	PPM	Monthly

	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							KQPN-SPR KWAM-TLK WHBQ-SPR WMC-SPR WMFS-SPR WREC-N/T		WDIA-UAC WLOK-GOS	WGSF-RMX WGUE-RMX WUMY-HIS		WCRV-REL	
FM	WHBQ-CHR	KWNW-CLR WXXM-CLR	WEGR-HAC WIVG-CAC WMC-HAC WRVR-A/C WYDL-SFT			WEBL-COU WGKX-COU WLFP-COU	WKIM-N/T WMFS-SPR		KJMS-UAC KXHT-URB WHAL-UIN WHRK-URB WRBO-UAC				WKNO-NPR WKVF-NCL WKVK-NCL WQOX-NCL WZKV-NCL

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

COMBOS (+ LMA's)

WLFP-FM, WMC-AM, WMC-FM, WMFS-AM, WMFS-FM, WRVR-FM

WGKX-FM, WKIM-FM, WRBO-FM, WXXM-FM

WKVF-FM, WKVK-FM, WZKV-FM

KXHT-FM, WGSF-AM, WHBQ-AM, WHBQ-FM, WIVG-FM

KJMS-FM, KWNW-FM, WDIA-AM, WEGR-FM, WHAL-FM, WHRK-FM, WREC-AM

Audacy

Cumulus

Educational Media Foundation

Flinn Broadcasting Corporation

iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

WMFS-FM

WMFS-AM

WMC-AM

WKIM-FM

F = Flagship

University of Tennessee-Basketball
Memphis Grizzlies-Basketball (F)
St. Louis Cardinals-Baseball
University of Tennessee-Football

Tennessee Titans-Football
Memphis Grizzlies-Basketball
River Kings-Hockey

St. Louis Cardinals-Baseball

University of Memphis Tigers-Football
University of Memphis Tigers-Basketball
University of Memphis Tigers-Women's Basketball

Memphis, TN

SIMULCASTS (TOTAL WEEK)

WMFS-AM+WMFS-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KWAM-AM	Talk	107.9
WCRV-AM	Religion	100.7
WGUE-AM	Mexican Regional	99.3
WHBQ-AM	Sports	98.5
WHRK-FM	Urban Contemporary	106.3
WREC-AM	News/Talk	92.1
WUMY-AM	Hispanic	105.5

NATIONAL REPS

KJMS-FM, KWNW-FM, WDIA-AM, WEGR-FM, WHAL-FM, WHRK-FM, WREC-AM

iHeartMedia

KXHT-FM, WGSF-AM, WHBQ-FM, WHBQ-AM, WIVG-FM

McGavren

WEBL-FM, WUMY-AM

Tach

WGKX-FM, WKIM-FM, WRBO-FM, WXXM-FM

KRG-Katz

WLFP-FM, WMC-FM, WMC-AM, WMFS-FM, WMFS-AM, WRVR-FM

KRG-Audacy