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# Promoter Package

*Building capacities, contacts, media list and general information.*



<http://www.utc.edu/mckenziearena>

Revised 04/02/03

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# Contact Info

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**Contacts** **Addresses**  
**Phone Numbers** **E-mail**

**The UTC McKenzie Arena**  
Administration: 423 425-4706  
Fax: 423 425-4783

**Shipping Address**  
720 E. 4th Street  
Chattanooga, Tennessee 37403

**Mailing Address**  
615 McCallie Ave  
Chattanooga, Tennessee 37403

**Booking/General Management**

Ken Kapelinski  
Excutive Director of  
Entertainment & Sports Venues  
423 425-4706  
[ken-kapelinski@utc.edu](mailto:ken-kapelinski@utc.edu)

or

Obie Webster  
Assistant Director  
423 425-4706  
[obie-webster@utc.edu](mailto:obie-webster@utc.edu)

**Box Office**

Linda Bowman  
Box Office Supervisor  
423 425-4780  
[linda-bowman@utc.edu](mailto:linda-bowman@utc.edu)

**Concessions**

Lorraine Ware  
Concessions Manager  
423 425-4105  
[lorraine-ware@utc.edu](mailto:lorraine-ware@utc.edu)

**Novelties/Merchandising**

CAM Merchandising  
Ronnie Dodd  
423 877-0399  
423 600-2481 (pager)

**Production Coordinator**

Kyle Askew  
Technical Coordinator  
423 425-4648  
[kyle-askew@utc.edu](mailto:kyle-askew@utc.edu)

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# Seats & Tix

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## Seating

The UTC McKenzie Arena can generally be divided into four areas: floor, retractable bleachers (100 level), Gold Circle (200 level) and balcony (300 level). Depending on sightlines, all seats in the 200 level and below can be sold as premium. Some balcony seats may also be sold as premium, depending upon anticipated demand and promoter preference.

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Fixed seats = 9,195  
Retractable seats = 2,017  
270° End Stage = 8,951  
360° Wrestling = 11,904  
Basketball = 11,557

## Capacities

## Box Office

The UTC McKenzie Arena operates a full service in-house ticketing system, including window sales, outlets and phone orders. Cash, checks, Visa and Mastercard are accepted for ticket purchases. Windows at the Arena Box Office are regularly open Monday–Friday, 9:30–5:30. Weekend hours, including on-sales, are available for a reasonable fee.

# Demographics

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## Market Information

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### Chattanooga Area

Market Population = 453,925

By age:

17 & under:	24%
18-29:	16%
30-39	14%
40-49:	15%
50-64:	13%
65 & over:	18%

By ethnicity:

Asian Pacific Islander:	1.05%
African-American:	14.63%
Other:	0.56%
White:	83.76%

By educational

attainment:

HS Grad	68.41%
Some college:	39.03%
Two yr. degree:	21.37%
Four yr. Degree	16.04%

Per Capita Income(2000):	\$20,320
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### UTC Campus

Student Enrollment:	8604
Males:	42.5%
Females:	57.5%
Over 25 years of age:	32.7%
American Indian:	0.6%
Asian/Pacific Islander:	3.3%
African-American:	15.4%
Hispanic:	1.2%
White:	79.6%

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# Television Stations

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# Media List

**WRCB TV-3 (NBC)**

**Account Executive:** Ronnie Bonine  
900 Whitehall Road  
Chattanooga, TN 37405  
423-267-5412 ext 160  
FAX: 423-267-6840

**WTVC TV-9 (ABC)**

**Account Executive:** Jere Young  
410 W. 6th Street 37402  
P.O. Box 1150  
Chattanooga, TN 37401  
423-757-7347  
FAX: 423-757-7400

**WDEF TV-12 (CBS)**

**Account Executive:** Olivia Lawrence  
3300 South Broad Street  
Chattanooga, TN 37408  
423-785-1215  
FAX: 423-785-1273

**WYHB TV-39 (urban TV)**

**Station Manager:** Paul White  
4278-B Bonnie Oaks  
Chattanooga, TN 37406  
423-698-8839  
FAX 423-622-6039

**WTCI TV-45 (PBS)**

**General Manager:** Victor Hogstrom  
4411 Amnicola Highway  
Chattanooga, TN 37406  
423-629-0045  
FAX: 423-698-8557

**WFLI TV-53 (WB)**

**Account Executive:** Carol Ayres  
6024 Shallowford Road, Ste. 100  
Chattanooga, TN 37421  
423-893-9553  
FAX: 423-893-9853

**WDSI TV-61 (FOX)**

**Sales Manager:** Tracy McCarthy  
1101 E. Main St.  
Chattanooga, TN 37408  
423-265-0061  
FAX: 423-265-3636

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# Newspapers

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# Media List

**The Chattanooga Times**

and

**Chattanooga Free Press**

423-756-6900

FAX: 423-757-6383

Format: major daily newspaper

**Chattanooga Courier**

423-267-2313

FAX: 423-267-2414

Format: weekly newspaper

Contact: Adrian Edwards

**The Chattanooga.com**

423-266-2325

Fax: 423-821-8475

Email:

news@chattanooga.com

Format: daily internet newspaper

**Cleveland Daily Banner**

423-472-5041

Advertising: 423 476-1046

FAX: 423 614-6529 - News

Format: daily newspaper

**The Daily Citizen-News**

706-278-1011

FAX: 706-275-6641 - News

Advertising: 706 272-7743

Format: daily newspaper

**The University Echo**

The University of

Tennessee/Chattanooga

423-425-4298

FAX: 423-425-5357

Format: weekly student newspaper

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# Radio Stations

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**WAWL FM 91.5**

Assignment Editor: Don Hixson  
4501 Amnicola Highway  
Chattanooga, TN 37406  
423-697-4406  
FAX: 423-697-4740  
Format: album oriented college rock

**WBDX FM 102.7; WLLJ 103.1**

P.O. Box 9396  
Suite 111  
Chattanooga, TN 37412  
423-892-1200  
FAX: 423-892-1363  
Format: Adult Contemp. Christian

**WDEF AM 1370, FM 92.3**

Sales Manager: Lisa Meads  
2615 South Broad Street  
Chattanooga, TN 37408  
423-321-6200  
FAX: 423-321-6282  
Talk show: "Luther and Company,"  
6-10 a.m. M-F (Luther Masingill)  
Format: contemporary, easy listening

**WDOD AM 1310, FM 96.5**

Sales Manager: Lisa Meads  
2615 South Broad Street  
Chattanooga, TN 37408  
423-321-6200  
FAX: 423-321-6282  
Talk show: "Earl Frudenburg Show,"  
6-10 a.m. M-F; 8:30-10:20 a.m. Sun.  
Format: contemporary rock

**WDYN FM 89.7**

Program Director: Tom Sneed  
Tennessee Temple University  
1815 Union Ave.  
Chattanooga, TN 37404  
423-493-4382  
FAX: 423-493-4526

**WFLI AM 1070**

**Sales:** Bill Claiborn  
621 O'Grady Drive  
Chattanooga, TN 37419  
423-821-3555  
FAX: 423-821-3557  
Format: Gospel

**WGOW Talk FM 102.3, AM 1150, WSKZ FM 106.5, WOGT FM**

Gen. Sales Manager: Chuck Wilkins

P.O. Box 11202 Chattanooga, TN 37405  
821 Pineville Road 37401  
423-756-6141  
FAX: 423-266-3629  
Format: sends reporters to cover news;  
WGOW FM, WGOW AM, talk;  
WSKZ, contemporary rock;  
WOGT, oldies.

**WJTT FM 94.3; WMPZ 93.3 and 93.7**

Account Exec: Susan French  
1305 Carter Street  
Chattanooga, TN 37402  
423-265-9494  
FAX: 423-266-2335  
Format: urban contemporary; Gospel

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# Radio Stations Cont.

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## Clear Channel Stations

### **WNOO AM 1260**

Program Director: Ed White  
1108 Hendricks Street  
P.O. Box 5156  
Chattanooga, TN 37406  
423-698-8617  
FAX: 423-698-9378  
Format: Gospel

### **WSMC FM 90.5**

General Manager: David Brooks  
P.O. Box 870  
Collegedale, TN 37315  
423-238-2905  
FAX: 423-238-3168  
Format: classical and news

### **WUTC FM 88.1 (non-commercial)**

Program Director: Mark Colbert  
University of Tennessee at Chattanooga  
615 McCallie Ave.  
Chattanooga, TN 37403-2504  
STUDIO: 423-265-9882  
423-425-4756  
FAX: 423-425-4174  
Format: NPR news, jazz, blues, classical.

### **WMBW FM 88.9**

1920 East 24th Street Pl.  
P.O. Box 73026  
Chattanooga, TN 37407  
423-629-8900  
FAX: 423-629-0021  
Format: Education, Contemporary  
Christian Themes

### **WRXR FM105.5**

Sales Manager: Rhonda Rollins  
7413 Old Lee Highway  
Chattanooga, TN 37421  
423-892-3333  
NEWS FAX: 423-899-7224  
Format: Rock.

### **WUSY FM 100.7**

Sales Manager: Rhonda Rollins  
7413 Old Lee Highway  
Chattanooga, TN 37421  
423-892-3333  
NEWS FAX: 423-899-7224  
Format: Country; assigns reporters to cover news.

### **WLOV FM 97.3**

Sales Manager: Rhonda Rollins  
7413 Old Lee Highway  
Chattanooga, TN 37421  
423-892-3333  
NEWS FAX: 423-899-7224  
Format: Urban

### **WSCG FM101.9**

Sales Manager: Rhonda Rollins  
7413 Old Lee Highway  
Chattanooga, TN 37421  
423-892-3333  
NEWS FAX: 423-899-7224  
Format: Clasic Rock

### **WKXJ FM 98.1**

Sales Manager: Rhonda Rollins  
7413 Old Lee Highway  
Chattanooga, TN 37421  
423-892-3333  
NEWS FAX: 423-899-7224  
Format: Contemporary Hits

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