



The 2026 National Memorial Day Parade Distribution

Rank	Market	NTL%	Station	Affiliate	Date	Time
1	New York	6.08	WCBS/WLNY	CBS	5/30/26	4:00 PM
2	Los Angeles	4.727	KCBS/KCBS.2	CBS	5/30/26	7:00 PM
3	Chicago	2.921	WBBM	CBS	5/31/26	2:00 AM
4	Philadelphia	2.543	KYW/WPSG	CBS	5/30/26	4:00 PM
5	Dallas-Ft. Worth	2.506	KTVT/KTXA	CBS	5/30/26	4:00 PM
5	Dallas-Ft. Worth	2.506	WFAA/KFAA	ABC	6/6/26	12:00 PM
5	Dallas-Ft. Worth	2.506	WFAA/KFAA	ABC	5/30/26	2:00 PM
6	Houston	2.219	KHOU/KTBU	CBS	6/20/26	7:00 PM
7	Atlanta	2.191	WATL	MYNET	5/30-6/28/26	10A-9P
7	Atlanta	2.191	WXIA	NBC	5/30-6/28/26	10A-9P
8	Boston (Manchester)	2.086	WBZ/WSBK	CBS	5/30/26	3:00 PM
9	Washington, DC (Hagrstwn)	2.063	WJLA	ABC	6/7/26	2:00 PM
10	San Francisco-Oak-San Jose	2.018	KGO	ABC	5/30/26	2:30 PM
11	Phoenix (Prescott)	1.74	KPHO/KTVK	CBS	5/30-6/28/26	10A-9P
12	Tampa-St. Pete (Sarasota)	1.716	WFTS/WXPX	ABC	5/31/26	1:00 PM
13	Seattle-Tacoma	1.658	KING	NBC	5/30/26	10:00 AM
14	Detroit	1.545	WXYZ/WMYD	ABC	6/6/26	11:30 AM
15	Minneapolis-St. Paul	1.49	KSTP	ABC	5/30-6/28/26	10A-9P
16	Orlando-Daytona Bch-Melbrn	1.473	WESH	NBC	5/30-6/28/26	10A-9P
17	Denver	1.431	KUSA/KTVD	NBC	5/30/26	7:00 PM
18	Miami-Ft. Lauderdale	1.39	WSFL	CW	5/31/26	4:00 PM
19	Cleveland-Akron (Canton)	1.243	WOIO/WUAB	CBS	5/30/26	8:00 PM
20	Sacramnto-Stkton-Modesto	1.221	KXTV	ABC	5/30-6/28/26	10A-9P
21	Charlotte	1.09	WCNC	NBC	6/7/26	2:00 PM
23	Portland,OR	1.053	KPTV	FOX	6/6/26	2:00 PM
24	St. Louis	1.029	KSDK	NBC	6/7/26	11:00 AM
25	Indianapolis	0.965	WXIN	NBC	5/30-6/28/26	10A-9P
26	Nashville	0.954	WUXP	MYNET	5/30-6/28/26	10A-9P

THE AMERICAN VETERANS CENTER'S

**NATIONAL
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27	Salt Lake City	0.94	KSTU/KUPX	FOX	5/30/26	2:00 PM
28	Pittsburgh	0.932	WTAE	ABC	6/13/26	2:00 PM
29	Baltimore	0.93	WJZ	CBS	5/30-6/28/26	10A-9P
30	San Diego	0.899	KFMB	CBS	6/6/26	12:00 PM
32	Hartford & New Haven	0.828	WTHN/WCTX	ABC	6/6/26	4:00 PM
34	Kansas City	0.816	KMBC	NBC	6/7/26	1:00 PM
34	Kansas City	0.816	KMBC	NBC	6/6/26	1:30 AM
35	Austin	0.801	KVUE	ABC	5/30-6/28/26	10A-9P
36	Greenvll-Spart-Ashevl-And	0.761	WSPA	CBS	5/30-6/28/26	10A-9P
38	Milwaukee	0.746	WDJT/WMLW	CBS	5/30-6/28/26	10A-9P
39	West Palm Beach-Ft. Pierce	0.731	WPBF	ABC	6/14/26	1:30 PM
40	Las Vegas	0.711	KVVU	FOX	5/30-6/28/26	10A-9P
41	Jacksonville	0.64	WJXX	ABC	5/31/26	5:00 PM
42	Grand Rapids-Kalmzoo-B.Crk	0.628	WZZM	ABC	5/31/26	5:00 PM
43	Norfolk-Portsmth-Newpt Nws	0.621	WAVY	NBC	5/30-6/28/26	10A-9P
45	Greensboro-H.Point-W.Salem	0.605	WFMY	CBS	5/30-6/28/26	10A-9P
47	Oklahoma City	0.59	KOCO	ABC	5/30-6/28/26	10A-9P
48	Louisville	0.567	WAVE	NBC	5/30-6/28/26	10A-9P
50	Memphis	0.539	HMC	NBC	5/30-6/28/26	10A-9P
50	Memphis	0.539	WMC	NBC	5/30-6/28/26	10A-9P
50	Memphis	0.539	WLMT	CW	5/30/26	3:00 PM
51	New Orleans	0.538	WUPL	MYNET	5/30-6/28/26	10A-9P
57	Mobile-Pensacola (Ft Walt)	0.485	WALA	FOX	5/30-6/28/26	10A-9P
58	Wilkes Barre-Scranton-Hztn	0.471	WNEP	ABC	6/13/26	2:00 PM
59	Little Rock-Pine Bluff	0.47	KTHV	CBS	6/6/26	12:30 PM
60	Albany-Schenectady-Troy	0.465	WNYT	NBC	6/7/26	2:00 PM
62	Tulsa	0.446	KJRH	NBC	6/6/26	12:00 PM
63	Lexington	0.412	WKYT	CBS	5/30-6/28/26	10A-9P





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Rank	Market	NTL%	Station	Affiliate	Date	Time
64	Spokane	0.4	KREM/KSKN	CBS	5/30/26	2:00 PM
65	Tucson (Sierra Vista)	0.399	KOLD	FOX	5/30-6/28/26	10A-9P
65	Tucson (Sierra Vista)	0.399	KOLD	CBS	5/30-6/28/26	10A-9P
65	Tucson (Sierra Vista)	0.399	KTTU	CW	6/6/26	12:00 PM
67	Des Moines-Ames	0.386	WOI	ABC	6/14/26	11:30 AM
68	Honolulu	0.382	KHON	FOX	5/30-6/28/26	10A-9P
86	Colorado Springs-Pueblo	0.313	KKTV	CBS	5/30-6/28/26	10A-9P
94	Cedar Rapids-Wtrlo-IWC&Dub	0.292	KCRG/NCRG/MCRG	ABC	5/30-6/28/26	10A-9P
97	Boise	0.273	KTVB	NBC	6/14/26	1:00 PM
110	Augusta-Aiken	0.23	WRDW/WAGT/EAGT/GRDW	CBS	5/30-6/28/26	10A-9P
115	Springfield-Holyoke	0.215	WGGB	ABC	5/30-6/28/26	10A-9P
122	SantaBarbra-SanMar-SanLuOb	0.199	KSBY	NBC	6/6/26	11:00 AM
129	La Crosse-Eau Claire	0.179	WEAU	NBC	5/30-6/28/26	10A-9P
130	Corpus Christi	0.168	KRIS	NBC	5/30-6/28/26	10A-9P
130	Corpus Christi	0.168	KIII	ABC	6/6/26	4:00 AM
131	Amarillo	0.157	KZBZ	MYNET	5/30-6/28/26	10A-9P
142	Monroe-El Dorado	0.139	KNOE	ABC	5/30-6/28/26	10A-9P
144	Beaumont-Port Arthur	0.135	KBMT	NBC	5/30-6/28/26	12:00 PM
146	Anchorage	0.132	KTUU	NBC	5/30-6/28/26	10A-9P
147	Odessa-Midland	0.128	KOSA/KWWT	CBS	5/31/26	10A-9P
149	Wichita Falls & Lawton	0.127	KSWO	ABC	5/30-6/28/26	10A-9P
151	Joplin-Pittsburg	0.123	KSNF/KODE	ABC	6/13/26	11:00 AM
152	Rochestr-Mason City-Austin	0.122	KTTC/KLXT	NBC	5/30-6/28/26	10A-9P
157	Biloxi-Gulfport	0.116	WLOX	ABC	5/30-6/28/26	10A-9P
180	Bowling Green	0.073	WBKO	ABC	5/30-6/28/26	10A-9P
182	Alexandria, LA	0.07	KALB/NALB	CBS	5/30-6/28/26	10A-9P
189	Twin Falls	0.06	KTFT	NBC	6/14/26	1:00 PM
191	Great Falls	0.053	KTGF	NBC	6/6/26	11:00 AM

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Rank	Market	NTL%	Station	Affiliate	Date	Time
199	Mankato	0.045	KEYC	CBS	5/30-6/28/26	10A-9P
200	Ottumwa-Kirkville	0.037	KYOU	FOX	5/30-6/28/26	10A-9P
202	Fairbanks	0.03	KTVF	NBC	6/27/26	2:00 PM
202	Fairbanks	0.03	KTVF	NBC	6/14/26	9:00 AM
203	Helena	0.027	KTVH	NBC	6/6/26	11:00 AM
207	Juneau	0.021	WEAU	NBC	5/30-6/28/26	10a-9p
	TOTAL	78.341				