

Shreveport, LA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	148	332,700	
DMA	90	818,500	
Hispanic	177	16,600	4.99%
Black	65	133,300	40.07%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Wi; Sp; Su; Fa
Nielsen	Black	Standard	Sp/Fa; Fa/Sp
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			KRMD-SFT	KASO-CLH			KEEL-N/T KWKH-SPR		KOKA-GOS KSYB-GOS				
FM	KRUF-CHR	KTAL-CLR KTUX-CLR	KQHN-HAC KVFZ-CAC KVKI-A/C	KLKL-CLH		KRMD-COU KXKS-COU			KBTT-URB KDKS-UAC KMJJ-URB KVMA-UAC			KSPH-REL	KDAQ-EDU KLHV-NCL

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

COMBOS (+ LMA's)

KBTT-FM, KDKS-FM, KLKL-FM, KOKA-AM, KTAL-FM	Alpha Media
KMJJ-FM, KQHN-FM, KRMD-AM, KRMD-FM, KVMA-FM	Cumulus
KEEL-AM, KRUF-FM, KTUX-FM, KVKI-FM, KWKH-AM, KXKS-FM	Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

KLKL-FM	Dallas Cowboys-Football
KWKH-AM	LSU Tigers-Football LSU Tigers-Baseball LSU Tigers-Basketball
KTAL-FM	New Orleans Saints-Football
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KDAQ-FM	Non-Commercial College	90.7
KEEL-AM	News/Talk	101.7
KOKA-AM	Gospel	93.3
KRMD-AM	Soft AC	100.7
KVFZ-FM	Christian AC	105.9
KWKH-AM	Sports	103.3

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NATIONAL REPS

KBTT-FM, KDKS-FM, KLLK-FM, KOKA-AM, KTAL-FM
KEEL-AM, KRUF-FM, KTUX-FM, KVKI-FM, KWKH-AM, KXKS-FM
KMJJ-FM, KQHN-FM, KRMD-FM, KRMD-AM, KVMA-FM

KRG-Eastman
KRG-Katz
KRG-Christal