

Eugene-Springfield OR

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	144	341,200	
DMA	120	587,000	
Hispanic	138	34,000	9.96%
Black	208	7,600	2.23%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; 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					KKNX-ODS	KEED-COU KNND-COU	KORE-SPR KPNW-N/T KUGN-N/T	KCFM-AST		KXOR-HIS			KOPB-NPR
FM	KDUK-CHR	KNRQ-AMR KZEL-CLR	KCST-A/C KEHK-HAC KHPE-CAC KMGE-A/C KODZ-RAC	KEUG-ADH		KFLY-COU KGNU-COU	KUJZ-SPR			KEQB-RMX			KLCC-EDU KMME-NCL KRVM-NCL KWAX-EDU

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

COMBOS (+ LMA's)

KDUK-FM, KFLY-FM, KODZ-FM, KPNW-AM
KCFM-AM, KCST-FM
KEHK-FM, KNRQ-FM, KUGN-AM, KUJZ-FM, KZEL-FM
KEQB-FM, KEUG-FM, KGNU-FM, KMGE-FM

Bicoastal Media, L.L.C.
Coast Broadcasting Co
Cumulus
McKenzie River Broadcasting

LOCAL SPORTS COVERAGE

KUJZ-FM
KUGN-AM
KKNX-AM
KORE-AM
F = Flagship

Eugene Emerald-Baseball
University of Oregon-Football
University of Oregon-Basketball
Oregon State-Football
Oregon State-Basketball
Portland Trailblazers-Basketball

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SIMULCASTS (TOTAL WEEK)

KCFM-AM, KCST-FM, KKNX-AM, KNND-AM, KORE-AM
KDUK-FM, KFLY-FM, KHPE-FM, KODZ-FM, KPNW-AM
KEHK-FM, KNRQ-FM, KUGN-AM, KUJZ-FM, KZEL-FM
KEQB-FM, KEUG-FM, KGNU-FM, KMGE-FM

Tach
Loc Focus
KRG-Christal
McGavren

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KCFM-AM	Adult Standards	103.1
KEED-AM	Country	104.3
KEUG-FM	Adult Hits	103.3
KHPE-FM	Christian AC	96.9
KGNU-FM	Country	92.7
KKNX-AM	Oldies	105.1
KMGE-FM	Adult Contemporary	93.9
KMME-FM	Non-Commercial	94.9
KNND-AM	Country	99.7
KNRQ-FM	Altern/Modern Rock	98.5
KODZ-FM	Rhythmic AC	95.3
KORE-AM	Sports	95.7
KPNW-AM	News/Talk	93.7
KUGN-AM	News/Talk	98.1
KZEL-FM	Classic Rock	96.7