

Kalamazoo-Portage, MI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	188	226,100	
DMA	43	1,816,900	
Hispanic	192	12,900	5.71%
Black	145	28,900	12.78%

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							WKMI-TLK WKZO-N/T WTVB-FUL		WTOU-UAC			WKPR-REL	
FM	WKFR-CHR	WGRD-AOR WRKR-AOR WZUU-AOR	WLKM-A/C WSRW-A/C WZOX-HAC	WVFM-ADH	WQXC-ODS	WBCT-COU WNWN-COU							WCSG-NCL WMUK-EDU
DIGITAL									WKFR-F2-UAC				

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

COMBOS (+ LMA's)

WQXC-FM, WZUU-FM	Forum Communications Inc.
WKZO-AM, WNWN-FM, WTOU-AM, WTVB-AM, WVFM-FM, WZOX-FM	Midwest Communications
WKFR-FM, WKMI-AM, WRKR-FM	Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

WTOU-AM	Kalamazoo Wings-Hockey
WTVB-AM	Western Michigan-Football Western Michigan-Basketball
WVFM-FM	Western Michigan-Football Western Michigan-Basketball
WKMI-AM	Michigan State-Football Michigan State-Basketball
WKZO-AM	Detroit Tigers-Baseball Detroit Lions-Football University of Michigan-Football University of Michigan-Basketball
WZUU-FM	Nascar Stock Races-Car Racing Indy 500-Car Racing Western Michigan-Football Western Michigan-Basketball
F = Flagship	

Kalamazoo-Portage, MI

SIMULCASTS (TOTAL WEEK)

WBXX-FM+WKFR-F2

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WKFR-F2	Urban AC	102.5
WKZO-AM	News/Talk	106.9
WTOU-AM	Urban AC	95.5
WTVB-AM	Full Service	95.5

NATIONAL REPS

WBCT-FM, WSRW-FM	iHeartMedia
WGRD-FM, WKFR-FM, WKFR-F2, WKMI-AM, WRKR-FM	KRG-Katz
WKZO-AM, WNWN-FM, WTOU-AM, WTVB-AM, WVFM-FM, WZOX-FM	KRG-Christal