

# Mason City, IA

Spectrometer

## Population Estimates

|          | Rank | Population 12+ |
|----------|------|----------------|
| MSA      | 999  | 0              |
| DMA      | 157  | 328,400        |
| Hispanic | 999  | 0              |
| Black    | 999  | 0              |

## Available Research

| Service | Ethnic Type | Report Type | Available Reports |
|---------|-------------|-------------|-------------------|
|---------|-------------|-------------|-------------------|

|    | 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 |              |          |                                  |                      | KCHA-ODS |                                  | KGLO-N/T         | KRIB-AST    |                      |          |                         |          |                |
| FM |              | KLKK-CLR | KCHA-A/C<br>KHAM-A/C<br>KLSS-A/C | KIOW-ADH<br>KYTC-CLH |          | KCZE-COU<br>KIAI-COU<br>KSMA-COU |                  |             |                      |          |                         |          |                |

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

## COMBOS (+ LMA's)

KGLO-AM, KIAI-FM, KLSS-FM, KRIB-AM, KYTC-FM  
KCHA-AM, KCHA-FM, KCZE-FM, KHAM-FM, KIOW-FM, KLKK-FM, KSMA-FM

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## LOCAL SPORTS COVERAGE

KCHA-FM Iowa State Cyclones-Football  
Iowa State Cyclones-Basketball  
KGLO-AM Minnesota Twins-Baseball  
University of Iowa Hawkeye Men`s-Basketball

F = Flagship

## SIMULCASTS (TOTAL WEEK)

## TRANSLATORS

| PRIMARY STATION | FORMAT          | TRANSLATOR FREQUENCY |
|-----------------|-----------------|----------------------|
| KCHA-AM         | Oldies          | 103.3                |
| KRIB-AM         | Adult Standards | 96.7                 |

## NATIONAL REPS

KCHA-FM, KCHA-AM, KCZE-FM, KHAM-FM, KIOW-FM, KLKK-FM, KSMA-FM  
KGLO-AM, KIAI-FM, KLSS-FM, KRIB-AM, KYTC-FM

KRG-Christal  
KRG-Katz