

Redding, CA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	216	157,300	
DMA	132	438,500	
Hispanic	174	17,600	11.19%
Black	230	3,200	2.03%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	Sp/Fa; Fa/Sp

	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							KCNR-N/T KNRO-SPR KQMS-N/T					KLXR-REL	
FM	KEWB-CHR KWLZ-CHR	KHRD-CLR KRRX-AOR	KSHA-SFT	KESR-ADH KRDG-CLH	KYTO-ODS	KALF-COU KNCQ-COU KYCT-COU							KFPR-EDU KKLC-NCL KKRO-NCL KNCA-EDU KVIP-NCL KWCA-EDU

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

COMBOS (+ LMA's)

KKLC-FM, KKRO-FM	Educational Media Foundation
KESR-FM, KEWB-FM, KHRD-FM, KNCQ-FM, KYTO-FM	Results Radio
KNCA-FM, KWCA-FM	Southern Oregon University
KNRO-AM, KQMS-AM, KRDG-FM, KRRX-FM, KSHA-FM, KWLZ-FM	Stephens Media Group

LOCAL SPORTS COVERAGE

KNRO-AM	San Jose Sharks-Hockey Oakland A`s-Baseball Sacramento Kings-Basketball
F = Flagship	

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SIMULCASTS (TOTAL WEEK)

KALF-FM, KNRO-AM, KQMS-AM, KRDG-FM, KRRX-FM, KSHA-FM, KWLZ-FM

KESR-FM, KEWB-FM, KHRD-FM, KNCQ-FM, KYTO-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KCNR-AM	News/Talk	96.5
KESR-FM	Adult Hits	93.7
KFPR-FM	Non-Commercial College	91.9
KHRD-FM	Classic Rock	93.3
KKLC-FM	Non-Commercial	98.5
KNCA-FM	Non-Commercial College	96.9
KNRO-AM	Sports	103.9
KQMS-AM	News/Talk	105.7
KRRX-FM	Album Oriented Rock	104.9
KVIP-FM	Non-Commercial	98.7

KRG-Christal

KRG-Katz