

Bryan-College Station, TX

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	185	228,800	
DMA	74	988,000	
Hispanic	105	61,100	26.70%
Black	147	26,000	11.36%

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							KZNE-SPR WTAW-N/T		KAGC-GOS	KTAM-RMX			
FM	KBXT-RHY KNDE-CHR KVJM-CHR	KNFX-CLR	KKYS-A/C KPWJ-CAC	KAPN-CLH		KAGG-COU KORA-COU KTTX-COU KVMK-COU							KAMU-EDU KEOS-NCL KVLX-NCL
DIGITAL						KNDE-F2-COU				KNDE-F3-RMX			

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

COMBOS (+ LMA's)

KAPN-FM, KBXT-FM, KORA-FM, KTAM-AM
KAGC-AM, KNDE-F2, KNDE-F3, KNDE-FM, KPWJ-FM, KVMK-FM, KZNE-AM, WTAW-AM
KAGG-FM, KKYS-FM, KNFX-FM, KVJM-FM

Brazos Valley Communications
Bryan Broadcasting

iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

KZNE-AM

WTAW-AM

F = Flagship

Houston Astros-Baseball
Texas A&M Aggies-Football
Texas A&M-Basketball
Houston Texans (NFL)-Football

Texas A&M Aggies-Football
Texas A&M-Basketball

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KAGC-AM	Gospel	97.3
KAPN-FM	Classic Hits	102.3
KNDE-F2	Country	97.7
KNDE-F3	Mexican Regional	102.7
KTAM-AM	Mexican Regional	100.1
KZNE-AM	Sports	93.7
WTAW-AM	News/Talk	94.5

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NATIONAL REPS

KAGG-FM, KKYS-FM, KNFX-FM, KVJM-FM
KAPN-FM, KBXT-FM, KORA-FM
KTAM-AM

iHeartMedia
KRG-Katz
KRG-Eastman