

St. Cloud, MN

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	184	230,100	
DMA	15	4,259,000	
Hispanic	208	8,400	3.65%
Black	163	18,400	8.00%

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		WXYG-AOR				WVAL-COU	KASM-N/T KLTF-N/T KNSI-N/T KXSS-SPR WBHR-SPR WJON-N/T	WMIN-AST				KYES-REL	
FM	KCLD-CHR	KLIZ-CLR KLZZ-CLR WHMH-AOR	KCML-A/C KKJM-CAC KMXK-HAC WJJY-A/C	KZRV-CLH		KDDG-COU KIKV-COU KZPK-COU WWJO-COU							KNSR-NCL KSJR-NCL
DIGITAL		KZPK-F3-CLR			KDDG-F3-ODS		KDDG-F2-N/T						

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

COMBOS (+ LMA's)

KASM-AM, KDDG-F2, KDDG-F3, KDDG-FM
KKJM-FM, KYES-AM
KIKV-FM, KLIZ-FM, WJJY-FM
KCLD-FM, KCML-FM, KNSI-AM, KZPK-FM
KNSR-FM, KSJR-FM
KLZZ-FM, KMXK-FM, KXSS-AM, KZRV-FM, WJON-AM, WWJO-FM
WBHR-AM, WHMH-FM, WMIN-AM, WVAL-AM

Crystal Media Group, LLC
Gabriel Media
Hubbard Radio
Leighton Broadcasting Inc
Minnesota Public Radio
Townsquare Media, Inc.

Tri-County Broadcasting Corp

LOCAL SPORTS COVERAGE

KXSS-AM

WJON-AM

WVAL-AM
WBHR-AM
F = Flagship

University of Minnesota Gophers-Basketball
Minnesota Timberwolves-Basketball
Minnesota Wild-Hockey
University of Minnesota Gophers-Football
Minnesota Vikings-Football
Minnesota Timberwolves-Basketball
Minnesota Twins-Baseball
Nascar Stock Races-Car Racing
Indy 500-Car Racing

St. Cloud, MN

SIMULCASTS (TOTAL WEEK)

KASM-AM+KDDG-F2
KDDG-FM+WLKX-FM
KDDG-FM+KLCI-FM
KDDG-FM+WQPM-AM
KBGY-FM+KDDG-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KASM-AM	News/Talk	107.7
KDDG-F3	Oldies	105.3
KNSI-AM	News/Talk	99.3
KNSR-FM	Non-Commercial	103.1
KSJR-FM	Non-Commercial	103.9
KXSS-AM	Sports	93.9
KYES-AM	Religion	93.5
KZPK-F3	Classic Rock	103.3
WBHR-AM	Sports	95.7
WJON-AM	News/Talk	95.3
WMIN-AM	Adult Standards	101.1
WVAL-AM	Country	102.3
WXYG-AM	Album Oriented Rock	94.3

NATIONAL REPS

KASM-AM, KDDG-FM, KDDG-F3, KDDG-F2	KRG-Eastman
KCLD-FM, KCML-FM, KNSI-AM, KZPK-FM, KZPK-F3	Loc Focus
KLZZ-FM, KMXK-FM, KXSS-AM, KZRV-FM, WJON-AM, WWJO-FM	KRG-Katz
WBHR-AM, WHMH-FM, WMIN-AM, WVAL-AM	Tach