

Ft. Smith, AR

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	158	282,300	
DMA	95	801,800	
Hispanic	148	27,300	9.67%
Black	190	13,100	4.64%

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						KAGE-COU KFSA-COU KTCS-COU	KFPW-N/T KWHN-TLK	KPRV-AST	KFSW-GOS				
FM	KBBQ-RHY KISR-CHR	KFPW-AOR KKBD-CLR KRMW-AAR	KXMX-A/C KZBB-HAC KZKZ-CAC	KPRV-CLH KQBK-CLH		KDYN-COU KMAG-COU KMCO-COU KNSH-COU KOMS-COU KTCS-COU	KERX-SPR KHGG-SPR KTTG-SPR			KREU-RMX			KAOW-NCL KARG-NCL KKRI-NCL KLFH-NCL KLFS-NCL

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

COMBOS (+ LMA's)

KTCS-AM, KTCS-FM
KBBQ-FM, KNSH-FM, KOMS-FM
KKRI-FM, KLFH-FM, KLFS-FM
KAGE-AM, KFSW-AM, KXMX-FM
KKBD-FM, KMAG-FM, KWHN-AM, KZBB-FM
KPRV-AM, KPRV-FM
KERX-FM, KTTG-FM
KFPW-AM, KFPW-FM, KHGG-FM, KQBK-FM
KFSA-AM, KREU-FM

Big Chief Broadcasting, Inc.
Cumulus
Educational Media Foundation
G2 Media Group, LLC
iHeartMedia, Inc.
Leroy Billy
Pearson Broadcasting of Paris, Inc.
Pharis Broadcasting
Star 92 Co

LOCAL SPORTS COVERAGE

F = Flagship

Ft. Smith, AR

SIMULCASTS (TOTAL WEEK)

KTCS-AM+KTCS-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KAGE-AM	Country	96.7
KAOW-FM	Non-Commercial	100.3
KFPW-FM	Album Oriented Rock	105.5
KFSA-AM	Country	93.1
KFSW-AM	Gospel	98.7
KISR-FM	Contemporary Hit Radio	96.1
KLFH-FM	Non-Commercial	94.9

NATIONAL REPS

KAGE-AM, KFPW-FM, KFPW-AM, KMCO-FM, KQBK-FM	Loc Focus
KBBQ-FM, KNSH-FM, KOMS-FM, KRMW-FM	KRG-Katz
KFSA-AM, KISR-FM, KREU-FM	McGavren
KKBD-FM, KMAG-FM, KWHN-AM, KZBB-FM	iHeartMedia
KTCS-FM, KTCS-AM	KRG-Christal