## Tulsa, OK

Spectrometer

## Population Estimates

|  | $\frac{\text { Rank }}{}$ |  |  |
| :--- | :--- | :--- | :--- |
| MSA | 64 | 859,800 |  |
| DMA | 63 | $1,225,500$ |  |
| Hispanic | 76 | 94,500 | $10.99 \%$ |
| Black | 81 | 81,300 | $9.46 \%$ |

## Available Research

| Service | Ethnic Type | Report Type | Available Reports |
| :---: | :---: | :---: | :---: |
| Nielsen | General Market | CDM | 3mo Rolling Avg |
| Nielsen | Hispanic | Standard | $\mathrm{Fa} / \mathrm{Wi} / \mathrm{Sp}$ |


|  | Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country | News/ Talk/ Info | Adult Music | Urban/ Black/ Gospel | Hispanic | Other/ Foreign Language | Religion | NonCommercial |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\underset{\mathbb{K}}{\sum}$ |  |  |  |  |  |  | KAKC-TLK KCFO-N/T KRMG-N/T KTBZ-SPR KTSB-SPR KYAL-SPR |  | KGTO-UAC | KMUS-RMX KRXO-SCO KTUZ-RMX KXTD-RMX |  |  |  |
| $\sum_{\mathbf{L}}$ | KHTT-CHR KTBT-RHY | KJSR-CLR KMOD-AOR KMYZ-AMR | $\begin{aligned} & \text { KRAV-A/C } \\ & \text { KTSO-SRK } \\ & \text { KXOJ-CAC } \end{aligned}$ | KRQV-CLH |  | $\begin{array}{\|l\|} \hline \text { KTGX-COU } \\ \text { KVOO-COU } \\ \text { KWEN-COU } \\ \text { KXL-COU } \\ \hline \end{array}$ | KEOJ-SPR <br> KITO-SPR <br> KRMG-N/T <br> KYAL-SPR |  | KJMM-URB | KIZS-SAH |  | KREK-REL | KNYD-NCL KWGS-EDU KWTU-EDU |
| $\begin{array}{\|l\|} \hline \frac{\mathbf{1}}{\mathbf{G}} \\ \overline{\mathbf{T}} \\ \hline \mathbf{O} \\ \hline \end{array}$ |  | KTGX-F2-CLR | KTSO-F2-CAC |  | KWEN-F2-ODS |  |  |  |  |  |  |  |  |

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

## COMBOS (+ LMA's)

KJSR-FM, KRAV-FM, KRMG-AM, KRMG-FM,
KWEN-FM
KHTT-FM, KRQV-FM, KTSB-AM, KVOO-FM, KXBL FM
KAKC-AM, KIZS-FM, KMOD-FM, KTBT-FM, KTBZAM, KTGX-FM

KGTO-AM, KJMM-FM
KCFO-AM, KEOJ-FM, KITO-FM, KMYZ-FM, KTSO FM, KXOJ-FM, KYAL-AM, KYAL-FM
KRXO-AM, KTUZ-AM
KWGS-FM, KWTU-FM

Cox Media Group
Griffin Communications
iHeartMedia, Inc.
Perry Broadcasting
Stephens Media Group
Tyler Broadcasting
University of Tulsa

## LOCAL SPORTS COVERAGE

## KITO-FM

KTSB-AM
KTBZ-AM
KYAL-AM

KYAL-FM F = Flagship

Oklahoma City Thunder-Basketbal Texas Rangers-Baseball
Oklahoma State-Basketbal
Oklahoma State-Football
Dallas Cowboys-Football
ulsa Drillers-Baseball
Oral Roberts University-Baseball
Oral Roberts University-Men`s Basketbal
Oklahoma City Thunder-Basketbal
exas Rangers-Baseball
Oklahoma City Thunder-Basketball

## Tulsa, OK

## SIMULCASTS (TOTAL WEEK)

KRMG-AM+KRMG-FM
KEOJ-FM+KYAL-FM
KITO-FM+KYAL-FM

## NATIONAL REPS

KAKC-AM, KIZS-FM, KMOD-FM, KTBT-FM, KTBZ-AM, KTGX-F2, KTGX-FM KCFO-AM, KEOJ-FM, KITO-FM, KMYZ-FM, KTSO-FM, KTSO-F2, KXOJ-FM, KYAL-FM, KYAL-AM
iHeartMedia KRG-Katz

KGTO-AM, KJMM-FM
McGavren
KHTT-FM, KRQV-FM, KRXO-AM, KTSB-AM, KTUZ-AM, KVOO-FM, KXBL-FM KJSR-FM, KRAV-FM, KRMG-FM, KRMG-AM, KWEN-FM

