Little Rock, AR

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	93	619,400	
DMA	59	1,259,000	
Hispanic	126	41,400	6.68%
Black	56	155,900	25.17%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Black	Standard	Fa/Wi/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		KLRG-CLR	KJBN-CAC				KARN-SPR		KFOG-URB	KTUV-RMX		KAAY-REL	
FM	KHKN-CHR KLAL-CHR	KDJE-AMR KKPT-CLR	KEAZ-A/C KKSP-CAC KURB-HAC			KCNY-COU KMJX-COU KSSN-COU	KABZ-SPR KARN-N/T KBZU-SPR KDXE-N/T	KFFB-AST	KHTE-URB KIPR-URB KOKY-UAC KPZK-GOS	KOLL-RMX		KDIS-REL	KLRE-EDU KUAR-EDU KWLR-NCL
DIGITAL	KSSN-F2-RHY												

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

COMBOS (+ LMA's)

KEAZ-FM, KTUV-AM	Crain Media Group, LLC
KAAY-AM, KARN-AM, KARN-FM, KFOG-AM, KIPR-FM, KLAL-FM, KURB-FM	Cumulus
KDJE-FM, KHKN-FM, KMJX-FM, KSSN-FM	iHeartMedia, Inc.
KOKY-FM, KPZK-FM	Last Bastion Station Trust LLC
KDIS-FM, KDXE-FM, KKSP-FM	Salem Media Group
KABZ-FM, KBZU-FM, KKPT-FM	Signal Media Corporation
KLRE-FM, KUAR-FM	University of Arkansas

LOCAL SPORTS COVERAGE

KBZU-FM	Arkansas State University-Football Arkansas Travelers-Baseball University of Arkansas @ Little Rock Trojan-Men`s Basketball
KABZ-FM	University of Arkansas Razorbacks (Men)-Baseball University of Arkansas Razorbacks-Football University of Arkansas Razorbacks (Women)-Basketball Dallas Cowboys-Football University of Arkansas Razorbacks-Basketball

F = Flagship

SIMULCASTS (TOTAL WEEK)

KFOG-AM+KIPR-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KLRG-AM	Classic Rock	94.5
KTUV-AM	Mexican Regional	99.9
KUAR-FM	Non-Commercial College	94.5

Little Rock, AR

NATIONAL REPS

KAAY-AM, KARN-FM, KARN-AM, KFOG-AM, KIPR-FM, KLAL-FM, KOKY-FM, KPZK-FM, KURB-FM	KRG-Katz
KABZ-FM, KBZU-FM, KKPT-FM	KRG-Eastman
KCNY-FM, KKSP-FM	KRG-Christal
KDIS-FM	McGavren
KDJE-FM, KHKN-FM, KMJX-FM, KSSN-FM, KSSN-F2	iHeartMedia
KLRG-AM	Tach