

Wichita, KS

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	105	534,300	
DMA	70	1,022,300	
Hispanic	95	76,000	14.22%
Black	115	48,600	9.10%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Hispanic	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				KESJ-CLH		KFTI-COU	KFEQ-FUL KFH-SPR KGSO-SPR KNSS-N/T KQAM-N/T	KSGL-AST				KJRG-REL	
FM	KDGS-RHY KZCH-RHY	KFXJ-CLR KICT-AOR KTHR-AAR	KFBZ-HAC KHYM-HAC KRBB-SFT	KBOB-ADH KEYN-CLH KKJO-ADH KWME-CLH		KFDI-COU KGHF-COU KSJQ-COU KVWF-COU KWLS-COU KZSN-COU	KKGQ-SPR KNSS-N/T			KYQQ-RMX			KCVW-NCL KHCC-EDU KJTH-NCL KMUW-EDU KTLI-NCL KYWA-NCL
DIGITAL		KRBB-F2-AMR											

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

COMBOS (+ LMA's)

KDGS-FM, KEYN-FM, KFBZ-FM, KFH-AM, KNSS-AM, KNSS-FM	Audacy
KRBB-FM, KTHR-FM, KZCH-FM, KZSN-FM	iHeartMedia, Inc.
KBOB-FM, KVWF-FM, KWME-FM	My Town Media, Inc
KGHF-FM, KGSO-AM, KQAM-AM	Steckline Communications, LLC
KFDI-FM, KFTI-AM, KFXJ-FM, KICT-FM, KYQQ-FM	SummitMedia LLC

LOCAL SPORTS COVERAGE

KNSS-FM	Kansas City Chiefs-Football
KFH-AM	Kansas City Royals-Baseball
KNSS-AM	Kansas City Chiefs-Football Wichita State University-Baseball
KFEQ-AM	Kansas City Royals-Baseball Kansas City Chiefs-Football
KGSO-AM	Indy 500-Car Racing
F = Flagship	

Wichita, KS

SIMULCASTS (TOTAL WEEK)

KNSS-AM+KNSS-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KCVW-FM	Non-Commercial	106.1
KESJ-AM	Classic Hits	107.5
KFEQ-AM	Full Service	95.3
KFH-AM	Sports	97.5
KGSO-AM	Sports	93.9
KJRG-AM	Religion	95.5
KQAM-AM	News/Talk	102.5
KSGL-AM	Adult Standards	105.7
KTLI-FM	Non-Commercial	93.3

NATIONAL REPS

KBOB-FM, KKGQ-FM, KVWF-FM, KWME-FM	Loc Focus
KDGS-FM, KEYN-FM, KFBZ-FM, KFH-AM, KNSS-FM, KNSS-AM	KRG-Audacy
KESJ-AM, KFEQ-AM, KHMV-FM, KKJO-FM, KSJQ-FM	RegR
KFDI-FM, KFTI-AM, KFXJ-FM, KICT-FM, KYQQ-FM	KRG-Christal
KGSO-AM, KQAM-AM	Tach
KRBB-FM, KRBB-F2, KTHR-FM, KZCH-FM, KZSN-FM	iHeartMedia