

# Amarillo, TX

## Spectrometer

### Population Estimates

|          | Rank | Population 12+ |        |
|----------|------|----------------|--------|
| MSA      | 167  | 261,900        |        |
| DMA      | 131  | 453,000        |        |
| Hispanic | 92   | 76,900         | 29.36% |
| Black    | 172  | 17,500         | 6.68%  |

### 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 |                      |          |                    |                      |        |                                                          | KGNC-N/T<br>KIXZ-N/T<br>KPUR-FFU |             |                      | KTNZ-HIS<br>KZIP-HIS |                         | KDJW-REL |                                                                                  |
| FM | KQIZ-RHY<br>KXSS-CHR | KZRK-AMR | KMXJ-A/C           | KPRF-CLH<br>KXGL-CLH |        | KARX-COU<br>KATP-COU<br>KDDD-COU<br>KGNC-COU<br>KPUR-COU | KVWE-SPR                         |             |                      | KBEX-RMX<br>KQFX-RMX |                         | KBZD-REL | KACV-EDU<br>KAVO-NCL<br>KJJP-NCL<br>KJRT-NCL<br>KRBG-NCL<br>KXLV-NCL<br>KXRI-NCL |

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

### COMBOS (+ LMA's)

|                                             |                                    |
|---------------------------------------------|------------------------------------|
| KGNC-AM, KGNC-FM, KVWE-FM, KXGL-FM          | Alpha Media                        |
| KARX-FM, KPUR-AM, KPUR-FM, KQIZ-FM, KZRK-FM | Cumulus                            |
| KXLV-FM, KXRI-FM                            | Educational Media Foundation       |
| KBZD-FM, KRBG-FM                            | Grace Community Church of Amarillo |
| KDJW-AM, KTNZ-AM                            | La Promesa Foundation              |
| KATP-FM, KIXZ-AM, KMXJ-FM, KPRF-FM, KXSS-FM | Townsquare Media, Inc.             |
| KBEX-FM, KQFX-FM                            | Viva Media, LLC                    |

### LOCAL SPORTS COVERAGE

|              |                                 |
|--------------|---------------------------------|
| KVWE-FM      | Amarillo Sod Poodles-Baseball   |
| KIXZ-AM      | Houston Texans (NFL)-Football   |
| KPUR-FM      | Texas Tech. University-Football |
|              | Dallas Cowboys-Football         |
| KGNC-FM      | Dallas Cowboys-Football         |
| KGNC-AM      | Texas Rangers-Baseball          |
|              | Dallas Cowboys-Football         |
| F = Flagship |                                 |

### SIMULCASTS (TOTAL WEEK)

### TRANSLATORS

| PRIMARY STATION | FORMAT         | TRANSLATOR FREQUENCY |
|-----------------|----------------|----------------------|
| KDJW-AM         | Religion       | 94.5                 |
| KGNC-AM         | News/Talk      | 97.5                 |
| KTNZ-AM         | Hispanic       | 93.5                 |
| KXLV-FM         | Non-Commercial | 103.9                |
| KZIP-AM         | Hispanic       | 92.7                 |

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## NATIONAL REPS

KARX-FM, KPUR-FM, KPUR-AM, KQIZ-FM, KZRK-FM  
KATP-FM, KIXZ-AM, KMXJ-FM, KPRF-FM, KXSS-FM  
KBEX-FM, KBZD-FM, KDJW-AM, KQFX-FM  
KGNC-FM, KGNC-AM, KVWE-FM, KXGL-FM

KRG-Christal  
KRG-Eastman  
McGavren  
KRG-Katz