

# Beaumont-Port Arthur, TX

## Spectrometer

### Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	146	334,000	
DMA	144	390,300	
Hispanic	107	59,800	17.90%
Black	81	82,500	24.70%

### Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
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							KBED-SPR KIKR-SPR KLVI-TLK		KZZB-GOS	KBPO-HIS		KOLE-REL	
FM	KKMY-CHR KQXY-CHR	KIOC-CLR		KCOL-CLH		KAYD-COU KYKR-COU			KTCX-URB				KHIH-NCL KRLR-NCL KVLU-EDU
DIGITAL									KKMY-F2-URB				

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

### COMBOS (+ LMA's)

KAYD-FM, KBED-AM, KIKR-AM, KQXY-FM, KTCX-FM  
KCOL-FM, KIOC-FM, KKMY-FM, KLVI-AM, KYKR-FM

Cumulus  
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### LOCAL SPORTS COVERAGE

KLVI-AM Lamar University-Basketball  
KIKR-AM Houston Texans (NFL)-Football  
KBED-AM Houston Texans (NFL)-Football  
F = Flagship

### SIMULCASTS (TOTAL WEEK)

KBED-AM+KIKR-AM  
KHIH-FM+KSBJ-FM

### TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KBPO-AM	Hispanic	92.9
KKMY-F2	Urban Contemporary	103.3
KRLR-FM	Non-Commercial	98.9
KZZB-AM	Gospel	107.5

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## NATIONAL REPS

KAYD-FM, KBED-AM, KIKR-AM, KQXY-FM, KTCX-FM  
KCOL-FM, KIOC-FM, KKMV-FM, KKMV-F2, KLVI-AM, KYKR-FM

KRG-Eastman  
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