

Corpus Christi, TX

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	117	474,800	
DMA	128	502,900	
Hispanic	38	287,700	60.59%
Black	169	17,300	3.64%

Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
Nielsen	General Market	Standard	Sp; Fa
Nielsen	Hispanic	Standard	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							KEYS-N/T KKTX-N/T KSIX-SPR			KCCT-TEJ KDAE-HIS KINE-HIS KROB-SAH KUNO-RMX		KCTA-REL	
FM	KKPN-CHR KLHB-RHY KNDA-RHY KZFM-CHR	KKBA-AOR KNCN-AOR KPUS-CLR KYRK-AMR	KLTG-HAC	KBSO-CLH KMXR-CLH		KFTX-COU KRYC-COU KTKO-COU				KAJE-RMX KMIQ-TEJ KMZZ-RMX KOPY-TEJ KSAB-TEJ			KBNJ-NCL KEDT-NPR KLUX-NCL KPLV-NCL KXAI-NCL KZAI-NCL

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

COMBOS (+ LMA's)

KMZZ-FM, KOPY-FM
 KINE-AM, KMIQ-FM
 KPLV-FM, KXAI-FM, KZAI-FM
 KAJE-FM, KKPN-FM, KPUS-FM
 KKTX-AM, KMXR-FM, KNCN-FM, KRYC-FM, KSAB-FM, KUNO-AM
 KEYS-AM, KKBA-FM, KZFM-FM
 KLHB-FM, KLTG-FM

Claro Communicaitons, LTD
 Cotton Broadcasting
 Educational Media Foundation
 ICA Radio, LTD
 iHeartMedia, Inc.
 Malkan Group
 Starlite Broadcasting

LOCAL SPORTS COVERAGE

KEYS-AM Dallas Cowboys-Football
 University of Texas-Football
 KSIX-AM Houston Texans (NFL)-Football
 Houston Astros-Baseball

F = Flagship

Corpus Christi, TX

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KBSO-FM	Classic Hits	105.9
KCCT-AM	Tejano	104.1
KMIQ-FM	Tejano	94.3
KROB-AM	Spanish Adult Hits	92.3
KSIX-AM	Sports	95.1
KXAI-FM	Non-Commercial	92.7
KZAI-FM	Non-Commercial	98.5

NATIONAL REPS

KAJE-FM, KKPN-FM, KPUS-FM

KEYS-AM, KKBA-FM, KZFM-FM

KFTX-FM

KKTX-AM, KMXR-FM, KNCN-FM, KRYS-FM, KSAB-FM, KUNO-AM

KLHB-FM, KLTG-FM, KMZZ-FM, KROB-AM

KRG-Christal

KRG-Katz

Loc Focus

iHeartMedia

McGavren