

Fargo-Moorhead, ND

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	189	224,200	
DMA	121	569,000	
Hispanic	206	8,600	3.84%
Black	178	16,100	7.18%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa

	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							KBMW-FUL KFGO-N/T KNFL-SPR KQLX-FFU KQWB-SPR WDAY-N/T WZFG-TLK					KVXR-REL	KFNW-NCL
FM	KOYY-CHR	KPFX-CLR KQWB-AOR KZCR-AOR	KLTA-HAC	KBMW-CLH KEGK-CLH KRWK-ADH		KBVB-COU KDLB-COU KQLX-COU KRCQ-COU KVOX-COU KZTK-COU	KFGO-N/T						KCCD-NCL KCCM-NCL KDSU-EDU KFNW-NCL KLDQ-NCL
DIGITAL	KLTA-F2-CHR	KBVB-F2-AAR											

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

COMBOS (+ LMA's)

KBMW-AM, KBMW-FM, KQLX-AM, KQLX-FM	I3G Radio, LLC
KRCQ-FM, KZCR-FM	Leighton Broadcasting Inc
KFGO-AM, KFGO-FM, KNFL-AM, KOYY-FM, KRWK-FM, KVOX-FM	Midwest Communications
KCCD-FM, KCCM-FM	Minnesota Public Radio
KBVB-F2, KBVB-FM, KDLB-FM, KLTA-F2, KLTA-FM, KPFX-FM, KQWB-AM, KQWB-FM	Radio Fargo-Moorhead, Inc.
KFNW-AM, KFNW-FM	University of Northwestern-St.Paul

LOCAL SPORTS COVERAGE

KNFL-AM	Minnesota Wild-Hockey Nascar Stock Races-Car Racing
KFGO-FM	Minnesota Vikings-Football Minnesota Wild-Hockey Minnesota Twins-Baseball
KQWB-AM	NDSU Bison-Football NDSU Bison-Basketball
KFGO-AM	Minnesota Vikings-Football Minnesota Wild-Hockey Minnesota Twins-Baseball

F = Flagship

Fargo-Moorhead, ND

SIMULCASTS (TOTAL WEEK)

KFGO-AM+KFGO-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KBMW-AM	Full Service	94.3
KBVB-F2	Adult Alternative Rock	94.5
KFGO-AM	News/Talk	94.1
KFNW-FM	Non-Commercial	93.9
KFNW-AM	Non-Commercial	102.5
KLDQ-FM	Non-Commercial	95.3
KLTA-F2	Contemporary Hit Radio	96.9
KNFL-AM	Sports	107.3
KQLX-AM	Farm/Full Service	107.3
KQWB-AM	Sports	92.7
KVXR-AM	Religion	98.3
WDAY-AM	News/Talk	93.1
WZFG-AM	Talk	92.3

NATIONAL REPS

KBMW-FM, KBMW-AM, KBVB-F2, KBVB-FM, KDLB-FM, KLTA-FM, KLTA-F2, KPFX-FM, KQWB-FM, KQWB-AM	KRG-Christal
KEGK-FM	Loc Focus
KFGO-FM, KFGO-AM, KNFL-AM, KOYY-FM, KRWK-FM, KVOX-FM	KRG-Eastman
WDAY-AM, WZFG-AM	KRG-Katz