

Springfield, MO

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	132	380,300	
DMA	75	982,200	
Hispanic	175	17,500	4.60%
Black	182	15,600	4.10%

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				KRZD-ADH			KGMY-SPR KICK-N/T KSGF-N/T KWTO-N/T						
FM	KOSP-CHR KSPW-CHR	KKLH-CLR KQRA-AMR KRVI-CLR KXUS-CLR	KADI-CAC KGBX-A/C KTOZ-HAC	KTXR-CLH		KOMG-COU KSWF-COU KTTS-COU KWTO-COU	KBFL-SPR KSGF-N/T						KSCV-NCL KSMU-EDU KWFC-NCL KWND-NCL

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

COMBOS (+ LMA's)

KGBX-FM, KGMY-AM, KSWF-FM, KTOZ-FM, KXUS-FM	iHeartMedia, Inc.
KKLH-FM, KOMG-FM, KOSP-FM, KQRA-FM	Mid-West Family Stations
KWFC-FM, KWND-FM	Radio Training Network, Inc.
KRVI-FM, KSGF-AM, KSGF-FM, KSPW-FM, KTTS-FM	SummitMedia LLC
KADI-FM, KICK-AM	Vision Communications
KBFL-FM, KTXR-FM, KWTO-AM, KWTO-FM	Zimmer Radio Group

SIMULCASTS (TOTAL WEEK)

KSGF-AM+KSGF-FM

LOCAL SPORTS COVERAGE

KWTO-FM	Southwest Missouri State-Basketball Southwest Missouri State-Football
KOMG-FM	St. Louis Cardinals-Baseball
KKLH-FM	Kansas City Chiefs-Football
F = Flagship	

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KBFL-FM	Sports	96.9
KICK-AM	News/Talk	92.3
KRZD-AM	Adult Hits	107.5
KSMU-FM	Non-Commercial College	103.7
KWFC-FM	Non-Commercial	94.1
KWTO-AM	News/Talk	93.3

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NATIONAL REPS

KBFL-FM, KTXR-FM, KWTO-FM, KWTO-AM
KGBX-FM, KGMY-AM, KSWF-FM, KTOZ-FM, KXUS-FM
KKLH-FM, KOMG-FM, KOSP-FM, KQRA-FM
KRVI-FM, KSGF-FM, KSGF-AM, KSPW-FM, KTTS-FM

McGavren
iHeartMedia
KRG-Eastman
KRG-Christal