

Wichita Falls, TX

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	149	352,600
Hispanic	999	0
Black	999	0

Available Research

Service	Ethnic Type	Report Type	Available Reports
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	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							KWFS-TLK						
FM	KNIN-CHR KQXC-CHR	KBZS-AOR KYYI-CLR		KTWF-CLH KWFB-ADH		KLUR-COU KOLI-COU KWFS-COU KXXN-COU							KMOC-NCL KZKL-NCL

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

COMBOS (+ LMA's)

KLUR-FM, KOLI-FM, KQXC-FM, KYYI-FM	Cumulus
KWFB-FM, KXXN-FM	Falls Media, LLC
KBZS-FM, KNIN-FM, KWFS-AM, KWFS-FM	Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

KYYI-FM	Dallas Cowboys-Football
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KWFS-AM	Talk	96.3
KZKL-FM	Non-Commercial	92.5

NATIONAL REPS

KBZS-FM, KNIN-FM, KWFS-FM, KWFS-AM	KRG-Katz
KLUR-FM, KOLI-FM, KQXC-FM, KYYI-FM	KRG-Christal
KWFB-FM, KXXN-FM	Loc Focus