

# Kalamazoo-Portage, MI

Spectrometer

## Population Estimates

	Rank	Population 12+	
MSA	188	228,600	
DMA	43	1,831,400	
Hispanic	191	13,800	6.04%
Black	145	29,800	13.04%

## 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						WZOX-COU	WKMI-TLK WKZO-N/T WTVB-FUL					WKPR-REL	
FM	WKFR-CHR	WGRD-AOR WRKR-AOR WZUU-AOR	WLKM-A/C WSRW-A/C	WVFM-ADH	WQXC-ODS	WBCT-COU WNWN-COU			WTOU-UAC				WCSG-NCL WMUK-EDU
DIGITAL									WKFR-F2-UAC				

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

## COMBOS (+ LMA's)

WKZO-AM, WNWN-FM, WQXC-FM, WTOU-FM,  
WTVB-AM, WVFM-FM, WZOX-AM, WZUU-FM  
WKFR-FM, WKMI-AM, WRKR-FM

Midwest Communications  
  
Townsquare Media, Inc.

## LOCAL SPORTS COVERAGE

WVFM-FM Western Michigan-Football  
Western Michigan-Basketball  
WKZO-AM Detroit Tigers-Baseball  
Detroit Lions-Football  
Kalamazoo Wings-Hockey  
WZUU-FM Nascar Stock Races-Car Racing  
Indy 500-Car Racing  
  
F = Flagship

## SIMULCASTS (TOTAL WEEK)

WBXX-FM+WKFR-F2  
WFAT-AM+WQXC-FM  
WTOU-FM+WZOX-AM  
WNWN-FM+WZOX-AM

## TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WKFR-F2	Urban AC	102.5
WKZO-AM	News/Talk	106.9
WTVB-AM	Full Service	95.5
WZOX-AM	Country	95.5

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## NATIONAL REPS

WBCT-FM, WSRW-FM	iHeartMedia
WGRD-FM, WKFR-FM, WKFR-F2, WKMI-AM, WRKR-FM	KRG-Katz
WKZO-AM, WNWN-FM, WQXC-FM, WTOU-FM, WTVB-AM, WVFM-FM, WZOX-AM, WZUU-FM	KRG-Christal