

# Reno, NV

## Spectrometer

### Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	97	611,300	
DMA	103	706,100	
Hispanic	63	144,500	23.64%
Black	163	19,500	3.19%

### 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		KBZZ-CLR KZTQ-AMR				KCMY-COU	KFOY-N/T KHIT-SPR KKOH-N/T KPLY-SPR						
FM	KLCA-CHR KWYL-CHR	KDOT-AOR KOZZ-CLR KRAT-AMR	KRFN-HAC KRNO-A/C KUEZ-SFT	KODS-CLH	KNEV-ROL	KBUL-COU KOLC-COU KXZZ-COU	KKFT-N/T KPGF-TLK			KNEZ-SAH KRNV-RMX KSRN-RMX KTHX-RMX KWNZ-SCO			KKTO-EDU KLRH-NCL KNCJ-EDU KNIS-NCL KUNR-EDU KVVN-NCL
DIGITAL	KLCA-F2-RHY	KRFN-F2-AAR								KLCA-F3-SCO KLCA-F4-SAH			

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

### COMBOS (+ LMA's)

KBZZ-AM, KLCA-F2, KLCA-F3, KLCA-F4, KLCA-FM,  
KODS-FM, KOLC-FM, KRNO-FM, KZTQ-AM  
KBUL-FM, KKOH-AM, KNEV-FM, KWYL-FM  
KCMY-AM, KKFT-FM, KRAT-FM, KRFN-FM  
KNEZ-FM, KSRN-FM, KWNZ-FM  
KDOT-FM, KFOY-AM, KHIT-AM, KOZZ-FM, KPLY-AM,  
KTHX-FM, KXZZ-FM

Americom  
Cumulus  
Evans Broadcast Company  
Lazer Broadcasting Corporation  
Lotus Communications Corp.

### LOCAL SPORTS COVERAGE

KZTQ-AM San Francisco Giants-Baseball  
San Francisco 49'ers-Football  
KBZZ-AM San Francisco 49'ers-Football  
F = Flagship

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## SIMULCASTS (TOTAL WEEK)

## TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KBZZ-AM	Classic Rock	92.5
KCMY-AM	Country	102.5
KHIT-AM	Sports	94.1
KLCA-F2	Rhythmic CHR	104.9
KLCA-F3	Spanish Contemporary	96.9
KLCA-F4	Spanish Adult Hits	101.7
KLRH-FM	Non-Commercial	93.1
KNEV-FM	Rhythmic Oldies	99.3
KODS-FM	Classic Hits	101.3
KOZZ-FM	Classic Rock	106.5
KRFN-FM	Hot AC	105.1
KRFN-F2	Adult Alternative Rock	94.9
KRNO-FM	Adult Contemporary	99.5
KTHX-FM	Mexican Regional	94.3
KVNV-FM	Non-Commercial	100.5
KXZZ-FM	Country	95.9
KZTQ-AM	Altern/Modern Rock	96.1

## NATIONAL REPS

KBUL-FM, KCMY-AM, KKFT-FM, KKOH-AM, KNEV-FM, KRAT-FM, KRFN-FM, KRNV-FM, KWYL-FM

KRG-Katz

KBZZ-AM, KLCA-FM, KLCA-F2, KLCA-F3, KLCA-F4, KODS-FM, KOLC-FM, KRNO-FM, KZTQ-AM

KRG-Eastman

KDOT-FM, KFOY-AM, KHIT-AM, KOZZ-FM, KPLY-AM, KXZZ-FM

KRG-Christal

KNEZ-FM, KSRN-FM, KTHX-FM, KWNZ-FM

McGavren