

# Waterloo-Cedar Falls, IA

## Spectrometer

### Population Estimates

	Rank	Population 12+	
MSA	222	134,000	
DMA	97	794,000	
Hispanic	223	6,200	4.63%
Black	191	13,500	10.07%

### Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	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				KQMG-CLH	KCFI-ODS	KPTY-COU KWAY-COU	KCNZ-SPR KOEL-FFU KXEL-N/T						KNWS-EDU
FM	KKHQ-CHR	KCRR-CLR KFMW-AOR	KCVM-A/C KWAY-MAC	KOKZ-CLH		KOEL-COU							KBBG-NCL KHKE-EDU KNWS-EDU KUNI-EDU

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

### COMBOS (+ LMA's)

KWAY-AM, KWAY-FM  
KCFI-AM, KCNZ-AM, KCVM-FM  
KHKE-FM, KUNI-FM  
KQMG-AM  
KFMW-FM, KOKZ-FM, KPTY-AM, KXEL-AM  
KCRR-FM, KKHQ-FM, KOEL-AM, KOEL-FM  
KNWS-AM, KNWS-FM

Ael Suhr Enterprises  
Coloff Media, LLC  
Iowa Public Radio  
KM Communications, Inc  
NRG Media LLC  
Townsquare Media, Inc.  
University of Northwestern-St.Paul

### LOCAL SPORTS COVERAGE

KXEL-AM University of Northern Iowa-Football  
University of Northern Iowa-Basketball  
KQMG-AM Nascar Stock Races-Car Racing  
F = Flagship

### SIMULCASTS (TOTAL WEEK)

### TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KCFI-AM	Oldies	105.1
KCNZ-AM	Sports	102.3
KNWS-AM	Non-Commercial College	93.1
KPTY-AM	Country	107.3
KUNI-FM	Non-Commercial College	94.5
KWAY-AM	Country	96.3
KXEL-AM	News/Talk	100.5

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**NATIONAL REPS**

KCRR-FM, KKHQ-FM, KOEL-FM, KOEL-AM  
KFMW-FM, KOKZ-FM, KPTY-AM, KXEL-AM

KRG-Christal  
KRG-Katz