

# Waco, TX

## Spectrometer

### Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	190	223,900	
DMA	77	960,000	
Hispanic	111	55,600	24.83%
Black	139	32,200	14.38%

### Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
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						KEKR-COU	KBBW-TLK KRZI-SPR KWTX-N/T				KCLE-ETH		
FM	KWPW-CHR KWTX-CHR	KBRQ-CLR KIXT-CLR			KBGO-ODS	KBHT-COU KRMX-COU WACO-COU			KWBT-UAC	KWOW-RMX			KWAA-NCL KWBU-NPR
DIGITAL									KBGO-F2-URB				

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

### COMBOS (+ LMA's)

KBGO-FM, KBRQ-FM, KWTX-AM, KWTX-FM, WACO-FM

KBHT-FM, KEKR-AM, KRMX-FM, KRZI-AM

KIXT-FM, KWOW-FM, KWPW-FM

iHeartMedia, Inc.

M&M Broadcasting Inc.

Prophecy Media Group

### LOCAL SPORTS COVERAGE

KBBW-AM

KRZI-AM

Houston Astros-Baseball

Dallas Cowboys-Football

Texas Rangers-Baseball

Baylor-Football

F = Flagship

### SIMULCASTS (TOTAL WEEK)

KBHT-FM+KEKR-AM

### TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KBBW-AM	Talk	100.3
KBGO-F2	Urban Contemporary	95.1
KCLE-AM	Ethnic-Other	93.1
KEKR-AM	Country	99.3
KRZI-AM	Sports	92.3
KWAA-FM	Non-Commercial	95.3

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## NATIONAL REPS

KBGO-FM, KBGO-F2, KBRQ-FM, KWTX-FM, KWTX-AM, WACO-FM

KBHT-FM, KEKR-AM, KRMX-FM, KRZI-AM

KIXT-FM, KWPW-FM

KWBT-FM

iHeartMedia

Loc Focus

KRG-Eastman

RegR