

Hot Springs

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	240	87,600	
DMA	60	1,284,000	
Hispanic	218	6,500	7.42%
Black	207	8,400	9.59%

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					KZNG-ODS								
FM		KLXQ-CLR KWPS-CLR	KLAZ-HAC	KLBL-CLH		KQUS-COU		KVRE-AST					KALR-NCL KHHS-NCL KJDS-NCL KLRO-NCL KUAR-EDU

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

COMBOS (+ LMA's)

KALR-FM, KLRO-FM
KHHS-FM, KJDS-FM
KLAZ-FM, KLBL-FM, KLXQ-FM, KQUS-FM, KZNG-AM

Educational Media Foundation
Houston Christian Broadcasters, Inc
US Stations, LLC

LOCAL SPORTS COVERAGE

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KALR-FM	Non-Commercial	96.1
KLRO-FM	Non-Commercial	93.1
KUAR-FM	Non-Commercial College	94.5
KZNG-AM	Oldies	105.5

NATIONAL REPS

KHHS-FM, KLBL-FM, KLXQ-FM, KQUS-FM, KZNG-AM

Loc Focus