

Kansas City, MO-KS

Spectrometer

Population Estimates

Available Research

	Rank	Population 12+		Service	Ethnic Type	Report Type	Available Reports
MSA	34	1,853,800		Nielsen	General Market	PPM	Monthly
DMA	35	2,257,000					
Hispanic	49	198,100	10.69%				
Black	37	249,300	13.45%				

	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							KCMO-N/T KCSP-SPR KCTE-TLK KCXL-N/T KMBZ-N/T KWOD-SPR WHB-SPR		KPRT-GOS	KCWJ-HIS KCZZ-RMX KDTD-RMX KYY5-RMX		KCCV-REL KDMR-REL	
FM	KMJK-CHR KMXV-CHR	KCFX-CLR KQRC-AOR KRBZ-AMR	KCKC-A/C KZPT-HAC	KCMO-CLH		KBEQ-COU KFKF-COU KMZU-COU WDAF-COU	KCHZ-N/T KMBZ-N/T		KCJK-URB KPRS-URB			KCCV-REL	KANU-EDU KCUR-EDU KJNW-NCL KKFI-NCL KLRX-NCL KTBG-EDU KWJC-EDU
DIGITAL				KCMO-F2-ADH			KCFX-F2-N/T KRBZ-F2-TLK		KPRS-F2-UAC				

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

COMBOS (+ LMA's)

LOCAL SPORTS COVERAGE

KCSP-AM, KMBZ-AM, KMBZ-FM, KQRC-FM, KRBZ-FM, KWOD-AM, KYY5-AM, KZPT-FM, WDAF-FM	Audacy	WDAF-FM	Kansas City Chiefs-Football (F)
KCCV-AM, KCCV-FM		KCSP-AM	Kansas City Royals-Baseball (F)
KPRS-FM, KPRT-AM	Bott Radio Network	KDTD-AM	Sporting Kansas City-Soccer
KCFX-F2, KCFX-FM, KCHZ-FM, KCJK-FM, KCMO-AM, KCMO-F2, KCMO-FM, KMJK-FM	Carter Broadcast Group, Inc	WHB-AM	University of Kansas-Football
KCZZ-AM, KDTD-AM	Cumulus		University of Kansas - Men's-Basketball
KBEQ-FM, KCKC-FM, KFKF-FM, KMXV-FM	Reyes Media	KMBZ-AM	Kansas State Wildcats-Football
KCTE-AM, WHB-AM	Steel City Media		Kansas State Wildcats-Basketball
KCUR-FM, KWJC-FM	Union Broadcasting	KWOD-AM	Sporting Kansas City-Soccer (F)
	University of Missouri	KCTE-AM	University of Missouri-Basketball
		F = Flagship	University of Missouri-Football
			Oklahoma City Thunder-Basketball
			Nascar Stock Races-Car Racing

Kansas City, MO-KS

SIMULCASTS (TOTAL WEEK)

KCFX-F2+KCMO-AM
KCHZ-FM+KCMO-AM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KCCV-AM	Religion	96.9
KCFX-F2	News/Talk	103.7
KCMO-F2	Adult Hits	102.5
KCMO-AM	News/Talk	103.7
KCTE-AM	Talk	94.5
KCXL-AM	News/Talk	102.9
KDMR-AM	Religion	95.3
KLRX-FM	Non-Commercial	92.7
KPRS-F2	Urban AC	106.9
KPRT-AM	Gospel	106.1

NATIONAL REPS

KBEQ-FM, KCKC-FM, KFKF-FM, KMXV-FM	KRG-Katz
KCFX-F2, KCFX-FM, KCHZ-FM, KCJK-FM, KCMO-FM, KCMO-F2, KCMO-AM, KMJK-FM	KRG-Christal
KCSP-AM, KMBZ-FM, KMBZ-AM, KQRC-FM, KRBZ-FM, KRBZ-F2, KWOD-AM, KZPT-FM, WDAF-FM	KRG-Audacy
KCTE-AM, KCZZ-AM, KDMR-AM, KDTD-AM, WHB-AM	McGavren
KPRS-FM, KPRS-F2, KPRT-AM	KRG-Eastman