

# Bend, OR

Spectrometer

## Population Estimates

|          | Rank | Population 12+ |
|----------|------|----------------|
| MSA      | 999  | 0              |
| DMA      | 186  | 185,900        |
| Hispanic | 999  | 0              |
| Black    | 999  | 0              |

## Available Research

| Service | Ethnic Type | Report Type | Available Reports |
|---------|-------------|-------------|-------------------|
|---------|-------------|-------------|-------------------|

|    | 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 |              |  |                      |                     |        |                                  | KBND-N/T<br>KBNW-N/T<br>KRCO-SPR |             |                      | KRDM-RMX |                         |          |                                  |
| FM | KXIX-CHR     | KLRR-AAR<br>KMGX-CLR<br>KRXF-AMR<br>KTWS-CLR | KNLR-CAC<br>KWPK-HAC | KQAK-CLH            |        | KMTK-COU<br>KRCO-COU<br>KSJJ-COU |                                  | KWXS-AST    |                      |          |                         | KDJA-REL | KOAB-NPR<br>KVLB-NCL<br>KVRA-NCL |

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

## COMBOS (+ LMA's)

|   |                                |
|---|--------------------------------|
| KBND-AM, KLRR-FM, KMTK-FM, KTWS-FM, KWXS-FM | Combined Communications        |
| KVLB-FM, KVRA-FM                            | Educational Media Foundation   |
| KMGX-FM, KRXF-FM, KSJJ-FM, KXIX-FM          | Gross Communications Corp.     |
| KQAK-FM, KRCO-AM, KRCO-FM, KWPK-FM          | Horizon Broadcasting Group LLC |

## LOCAL SPORTS COVERAGE

|              |   |
|--------------|---|
| KBND-AM      | Portland Trailblazers-Basketball  |
| KRCO-AM      | Portland Trailblazers-Basketball<br>Seattle Seahawks-Football<br>Oregon State-Football<br>Oregon State-Basketball |
| F = Flagship |   |

## SIMULCASTS (TOTAL WEEK)

## TRANSLATORS

| PRIMARY STATION | FORMAT       | TRANSLATOR FREQUENCY |
|-----------------|--------------|----------------------|
| KBND-AM         | News/Talk    | 100.1                |
| KBNW-AM         | News/Talk    | 104.5                |
| KNLR-FM         | Christian AC | 95.9                 |
| KRCO-FM         | Country      | 93.3                 |
| KRCO-AM         | Sports       | 92.5                 |

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## NATIONAL REPS

KBND-AM, KLRR-FM, KMTK-FM, KTWS-FM, KWXS-FM  
KBNW-AM, KQAK-FM, KRCO-FM, KRCO-AM, KWPK-FM  
KMGX-FM, KRXF-FM, KSJJ-FM, KXIX-FM

Tach  
McGavren  
KRG-Katz