

Tyler-Longview, TX

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	139	359,500	
DMA	106	670,400	
Hispanic	100	71,700	19.94%
Black	98	64,600	17.97%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa

	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				KDOK-CLH KYZS-CLH	KFRO-ODS		KMHT-SPR KTBB-N/T		KEES-GOS KGLD-GOS				
FM	KAZE-RHY KBLZ-RHY	KKTX-CLR	KTYL-HAC	KOOI-ADH		KKUS-COU KMHT-COU KNUE-COU KYKX-COU	KRWR-SPR KTBB-N/T	KZQX-AST	KISX-UAC KJTX-GOS	KAPW-RMX KOYE-RMX			KGLY-NCL KHFZ-NCL KLFZ-NCL KTYK-EDU KVNE-NCL KWLL-NCL KZLO-NCL KZWL-NCL

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

COMBOS (+ LMA's)

KKUS-FM, KOOI-FM, KOYE-FM, KYKX-FM
KDOK-AM, KYZS-AM, KZQX-FM
KGLY-FM, KHFZ-FM, KLFZ-FM, KVNE-FM, KWLL-FM, KZWL-FM
KRWR-FM, KTBB-AM, KTBB-FM
KMHT-AM, KMHT-FM
KAPW-FM, KAZE-FM, KBLZ-FM
KISX-FM, KKTX-FM, KNUE-FM, KTYL-FM

Alpha Media
Chalk Hill Communications, LLC
Educational Radio Foundation of East Texas, Inc
Gleiser Communications LP
Hanszen Broadcast Group
Reynolds Radio
Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

KLFZ-FM
KTBB-AM

KOOI-FM
KEES-AM
KYZS-AM

KRWR-FM
F = Flagship

Dallas Cowboys-Football
Dallas Mavericks-Basketball
University of Texas-Football
Texas A&M-Basketball
Texas A&M Aggies-Football
Dallas Cowboys-Football
Dallas Mavericks-Basketball
Texas A&M Aggies-Football
Texas A&M-Basketball
Dallas Mavericks-Basketball
Texas Rangers-Baseball

Tyler-Longview, TX

SIMULCASTS (TOTAL WEEK)

KAZE-FM+KBLZ-FM
KTBB-AM+KTBB-FM
KHFZ-FM+KLFZ-FM
KDOK-AM+KYZS-AM

NATIONAL REPS

KAPW-FM, KAZE-FM, KBLZ-FM
KEES-AM, KRWR-FM, KTBB-FM, KTBB-AM, KYZS-AM
KISX-FM, KKTX-FM, KNUE-FM, KTYL-FM
KKUS-FM, KOOI-FM, KOYE-FM, KYKX-FM
KWLL-FM

KRG-Christal
McGavren
KRG-Katz
KRG-Eastman
Tach

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KDOK-AM	Classic Hits	101.9
KEES-AM	Gospel	96.5
KFRO-AM	Oldies	95.7
KGLD-AM	Gospel	104.9
KGLY-FM	Non-Commercial	97.3
KMHT-AM	Sports	96.9
KYKX-FM	Country	103.7
KYZS-AM	Classic Hits	95.7
KZQX-FM	Adult Standards	97.9