

Joplin, MO

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	217	157,200	
DMA	153	341,700	
Hispanic	193	12,800	8.14%
Black	220	4,600	2.93%

Available Research

Service	Ethnic Type	Report Type	Available Reports
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			KQYX-SFT	KDMO-CLH			KBTN-SPR KZRG-N/T KZYM-TLK WMBH-SPR					KJCW-REL	
FM	KSYN-CHR	KJML-AMR KMOQ-CLR KXDG-AOR		KCAR-CLH KJMK-CLH KMXL-ADH KWXD-ADH		KBTN-COU KIXQ-COU							KNEO-NCL KOBC-NCL KRPS-EDU

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

COMBOS (+ LMA's)

KBTN-AM, KBTN-FM, KCAR-FM, KJML-FM, KMOQ-FM, KQYX-AM	American Media Investments, Inc
KDMO-AM, KMXL-FM	Carthage Broadcasting Co., Inc
KIXQ-FM, KJMK-FM, KSYN-FM, KXDG-FM, KZRG-AM, KZYM-AM	Zimmer Radio Group

LOCAL SPORTS COVERAGE

F = Flagship

SIMULCASTS (TOTAL WEEK)

KBTN-AM+KSEK-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KBTN-AM	Sports	100.1
KDMO-AM	Classic Hits	93.5
KJCW-AM	Religion	92.1
KQYX-AM	Soft AC	92.9
KRPS-FM	Non-Commercial College	102.7
KZRG-AM	News/Talk	105.9
WMBH-AM	Sports	101.3

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NATIONAL REPS

KBTN-FM, KBTN-AM, KCAR-FM, KJML-FM, KMOQ-FM, KQYX-AM
KIXQ-FM, KJMK-FM, KSYN-FM, KXDG-FM, KZRG-AM, KZYM-AM
KWXD-FM

KRG-Katz
KRG-Christal
Loc Focus