

San Luis Obispo, CA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	172	252,600	
DMA	113	640,100	
Hispanic	107	59,800	23.67%
Black	213	6,200	2.45%

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						KYNS-COU	KPRL-N/T KVEC-N/T KXTK-SPR	KKJL-AST		KJDJ-HIS			
FM	KWWV-CHR	KKAL-AAR KPYG-AAR KZOZ-CLR	KSTT-A/C	KTEA-CLH KXDZ-CLH KXTZ-CLH		KKJG-COU				KLMM-RMX KLUN-RMX KMLM-RMX			KCBX-NPR KCLM-NPR KERW-NCL KESC-EDU KSLY-NCL

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

COMBOS (+ LMA's)

KKAL-FM, KKJG-FM, KSTT-FM, KVEC-AM, KZOZ-FM	American General Media
KPYG-FM, KWWV-FM, KXDZ-FM, KXTZ-FM, KYNS-AM	Dimes Media Corp.
KLMM-FM, KLUN-FM	Lazer Broadcasting Corporation
KKJL-AM, KXTK-AM	Pacific Coast Media, LLC

LOCAL SPORTS COVERAGE

KXTK-AM	Los Angeles Dodgers-Baseball L.A. Lakers-Basketball Las Vegas Raiders-Football
KKJL-AM	San Francisco 49'ers-Football San Francisco Giants-Baseball
KPRL-AM F = Flagship	San Francisco 49'ers-Football

SIMULCASTS (TOTAL WEEK)

KXDZ-FM+KXTZ-FM
KMLA-FM+KMLM-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KCBX-FM	National Public Radio	95.1
KCLM-FM	National Public Radio	92.1
KKJL-AM	Adult Standards	106.5
KPRL-AM	News/Talk	99.3
KVEC-AM	News/Talk	96.5
KXTK-AM	Sports	101.7
KYNS-AM	Country	100.9

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NATIONAL REPS

KKJL-AM, KXTK-AM	KRG-Katz
KMLM-FM	KRG-Eastman
KPYG-FM, KWWV-FM, KXDZ-FM, KXTZ-FM	KRG-Christal
KTEA-FM	Tach