

Odessa-Midland TX

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	157	287,300	
DMA	138	401,500	
Hispanic	60	160,200	55.76%
Black	173	17,200	5.99%

Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
Nielsen	General Market	Condensed	Sp/Fa; Fa/Sp
Nielsen	Hispanic	Standard	Sp/Fa; Fa/Sp

	<u>Contemporary</u>	<u>Rock</u>	<u>Adult Contemporary</u>	<u>Adult/ Classic Hits</u>	<u>Oldies</u>	<u>Country</u>	<u>News/ Talk/ Info</u>	<u>Adult Music</u>	<u>Urban/ Black/ Gospel</u>	<u>Hispanic</u>	<u>Other/ Foreign Language</u>	<u>Religion</u>	<u>Non-Commercial</u>
AM							KCRS-N/T KMND-SPR KWEL-TLK			KOZA-TEJ			
FM	KCRS-CHR KZBT-RHY	KBAT-CLR KFZX-CLR KQRX-AMR	KODM-A/C		KMCM-ODS	KHKX-COU KMRK-COU KNFM-COU				KCHX-RMX KMMZ-RMX KQLM-RMX KTXO-RMX KVDG-HIS KXQT-TEJ			KBMM-NCL KFLB-NCL KFRI-NCL KLVW-NCL KVLN-NCL KXWT-NCL

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

COMBOS (+ LMA's)

KHKX-FM, KMCM-FM, KQRX-FM
 KFRI-FM, KLVW-FM
 KCHX-FM, KCRS-AM, KCRS-FM, KFZX-FM, KMRK-FM
 KVDG-FM
 KMMZ-FM, KXQT-FM
 KOZA-AM, KQLM-FM
 KBAT-FM, KMND-AM, KNFM-FM, KODM-FM, KZBT-FM

Brazos Communications West, LLC
 Educational Media Foundation
 ICA Radio, LTD
 La Promesa Foundation
 Permian Basin Broadcasting, LLC
 Steller Media, Inc
 Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

KQRX-FM Dallas Cowboys-Football
 F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KFLB-FM	Non-Commercial	107.5
KFRI-FM	Non-Commercial	98.7
KLVW-FM	Non-Commercial	105.1
KMMZ-FM	Mexican Regional	101.1
KMND-AM	Sports	99.5
KWEL-AM	Talk	107.1

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NATIONAL REPS

KBAT-FM, KMND-AM, KNFM-FM, KODM-FM, KZBT-FM

KCHX-FM, KCRS-FM, KCRS-AM, KFZX-FM, KMMZ-FM, KMRK-FM, KXQT-FM

KHKX-FM, KMCM-FM, KQRX-FM

KTXO-FM

KRG-Christal

KRG-Eastman

KRG-Katz

Loc Focus