

# Killeen-Temple, TX

## Spectrometer

### Population Estimates

|          | Rank | Population 12+ |        |
|----------|------|----------------|--------|
| MSA      | 128  | 402,300        |        |
| DMA      | 74   | 988,000        |        |
| Hispanic | 77   | 98,300         | 24.43% |
| Black    | 76   | 92,100         | 22.89% |

### 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 |              |          |                    |                     |        |                      | KTEM-N/T         |             |                      |                      |                         | KTON-REL |                                                          |
| FM | KOOC-RHY     | KLFX-CLR |                    |                     |        | KMIL-COU<br>KUSJ-COU |                  |             | KIIZ-URB<br>KSSM-UAC | KLTD-RMX<br>KLTO-SCO |                         | KOOV-REL | KBDE-NCL<br>KVLT-NCL<br>KVLW-NCL<br>KWAA-NCL<br>KYAR-NCL |

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

### COMBOS (+ LMA's)

|                                             |                                        |
|---------------------------------------------|----------------------------------------|
| KOOV-FM, KTON-AM                            | Armor of God Catholic Radio Apostolate |
| KVLT-FM, KVLW-FM                            | Educational Media Foundation           |
| KIIZ-FM, KLFX-FM                            | iHeartMedia, Inc.                      |
| KLTD-FM, KOOC-FM, KSSM-FM, KTEM-AM, KUSJ-FM | Townsquare Media, Inc.                 |

### LOCAL SPORTS COVERAGE

|              |                         |
|--------------|-------------------------|
| KTON-AM      | Houston Astros-Baseball |
| F = Flagship |                         |

### SIMULCASTS (TOTAL WEEK)

### TRANSLATORS

| PRIMARY STATION | FORMAT         | TRANSLATOR FREQUENCY |
|-----------------|----------------|----------------------|
| KTEM-AM         | News/Talk      | 94.3                 |
| KTON-AM         | Religion       | 93.9                 |
| KVLW-FM         | Non-Commercial | 96.1                 |
| KWAA-FM         | Non-Commercial | 95.3                 |

### NATIONAL REPS

|                                             |              |
|---------------------------------------------|--------------|
| KIIZ-FM, KLFX-FM                            | iHeartMedia  |
| KLTD-FM, KOOC-FM, KSSM-FM, KTEM-AM, KUSJ-FM | KRG-Christal |