

Columbia, MO

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	217	163,200	
DMA	133	420,400	
Hispanic	215	6,900	4.23%
Black	162	19,500	11.95%

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						KFAL-COU	KFRU-N/T KLIK-N/T KTGR-SPR KWOS-N/T						
FM	KOQL-CHR KTXY-CHR	KBXR-AAR KCMQ-CLR	KDVC-A/C KPLA-A/C KZWV-SFT	KJMO-CLH KPOW-CLH KWJK-ADH		KATI-COU KBBM-COU KCLR-COU KWWR-COU	KSSZ-N/T KTGR-SPR						KBIA-EDU KJLU-EDU KMCV-NCL KMFC-NCL KMUC-EDU KOPN-NCL

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

COMBOS (+ LMA's)

KBBM-FM, KBXR-FM, KFRU-AM, KJMO-FM, KLIK-AM, KOQL-FM, KPLA-FM	Cumulus
KBIA-FM, KMUC-FM	University of Missouri
KATI-FM, KCLR-FM, KCMQ-FM, KFAL-AM, KSSZ-FM, KTGR-AM, KTGR-FM, KTXY-FM, KWOS-AM, KZWV-FM	Zimmer Radio Group

LOCAL SPORTS COVERAGE

KCMQ-FM	University of Missouri-Basketball University of Missouri-Football Kansas City Chiefs-Football
KTGR-AM	University of Missouri-Basketball University of Missouri-Football Columbia College-Baseball Columbia College-Basketball St. Louis Blues-Hockey
KLIK-AM	University of Missouri-Basketball St. Louis Blues-Hockey University of Missouri-Football Nascar Stock Races-Car Racing
KSSZ-FM	St. Louis Cardinals-Baseball
KTGR-FM	University of Missouri-Basketball University of Missouri-Football
F = Flagship	

Columbia, MO

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KATI-FM	Country	101.1
KFAL-AM	Country	95.3
KFRU-AM	News/Talk	98.9
KLIK-AM	News/Talk	103.5
KMFC-FM	Non-Commercial	106.5
KTGR-AM	Sports	105.1
KWOS-AM	News/Talk	104.5

NATIONAL REPS

KATI-FM, KCLR-FM, KCMQ-FM, KSSZ-FM, KTGR-AM, KTXY-FM, KWOS-AM, KZWV-FM	KRG-Christal
KBBM-FM, KBXR-FM, KFRU-AM, KJMO-FM, KLIK-AM, KOQL-FM, KPLA-FM	KRG-Katz