

Morrilton AR

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	60	1,284,000
Hispanic	999	0
Black	999	0

Available Research

Service	Ethnic Type	Report Type	Available Reports
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	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						KVOM-COU							
FM		KASR-AOR				KVOM-COU							

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

COMBOS (+ LMA's)

KASR-FM, KVOM-AM, KVOM-FM

East Arkansas Broadcasters, Inc.

LOCAL SPORTS COVERAGE

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KVOM-AM	Country	92.5

NATIONAL REPS

KASR-FM, KVOM-FM, KVOM-AM

KRG-Christal