

Oklahoma City, OK

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	48	1,330,400	
DMA	46	1,689,700	
Hispanic	54	178,500	13.42%
Black	57	155,200	11.67%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Black	Standard	Wi/Sp; Su/Fa
Nielsen	Hispanic	Standard	Wi/Sp; Su/Fa

	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				KGFF-CLH			KEBC-SPR KGHM-SPR KOKC-N/T KREF-SPR KTLR-N/T KTOK-N/T KWPN-SPR KZLS-SPR WKY-SPR		KRMP-UAC			KQCV-REL	
FM	KJYO-CHR	KATT-AOR KOKQ-CLR	KMGL-A/C KYIS-HAC	KKWD-ADH KOMA-CLH		KIRC-COU KJKE-COU KTST-COU KWFF-COU KXXY-COU	KINB-SPR KQOB-N/T KRXO-SPR WWLS-SPR		KVSP-URB	KTUZ-RMX		KKNG-REL	KGOU-EDU KOKF-NCL KOSU-EDU KUCO-EDU KYLTV-NCL
DIGITAL		KOMA-F2-AMR KRXO-F2-CLR							KOMA-F3-URB	KOKQ-F2-RMX KRXO-F3-SAH			

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

COMBOS (+ LMA's)

KQOB-FM, KWFF-FM, KZLS-AM
 KATT-FM, KKWD-FM, KWPN-AM, KYIS-FM, WKY-AM, WWLS-FM
 KOKF-FM, KYLV-FM
 KGHM-AM, KJYO-FM, KOKQ-FM, KTOK-AM, KTST-FM, KXXY-FM
 KRMP-AM, KVSP-FM
 KEBC-AM, KJKE-FM, KMGL-FM, KOKC-AM, KOMA-F2, KOMA-F3, KOMA-FM, KRXO-F2, KRXO-F3, KRXO-FM, KTLR-AM, KTUZ-FM

Chisholm Trail Broadcasting Co
 Cumulus
 Educational Media Foundation
 iHeartMedia, Inc.
 Perry Broadcasting
 Tyler Broadcasting

LOCAL SPORTS COVERAGE

KOKC-AM Oklahoma University-Football
 Oklahoma University-Basketball
 KRXO-FM Oklahoma University-Basketball
 Dallas Cowboys-Football
 Oklahoma University-Football
 WWLS-FM Oklahoma City Thunder-Basketball (F)
 F = Flagship

Oklahoma City, OK

SIMULCASTS (TOTAL WEEK)

WKY-AM+WWLS-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KEBC-AM	Sports	103.3
KGFF-AM	Classic Hits	100.9
KOKC-AM	News/Talk	95.3
KOKQ-F2	Mexican Regional	98.5
KOMA-F2	Altern/Modern Rock	92.9
KOMA-F3	Urban Contemporary	103.1
KOSU-FM	Non-Commercial College	94.9
KQCV-AM	Religion	107.1
KREF-AM	Sports	99.3
KRMP-AM	Urban AC	92.1
KRXO-F2	Classic Rock	104.5
KRXO-F3	Spanish Adult Hits	96.5
KTLR-AM	News/Talk	103.7

NATIONAL REPS

KATT-FM, KKWD-FM, KWPN-AM, KYIS-FM, WKY-AM, WWLS-FM
KEBC-AM, KJKE-FM, KMGL-FM, KOKC-AM, KOMA-FM, KOMA-F2, KOMA-F3,
KRXO-FM, KRXO-F2, KRXO-F3, KTUZ-FM
KGHM-AM, KJYO-FM, KOKQ-FM, KOKQ-F2, KTOK-AM, KTST-FM, KXXY-FM
KRMP-AM, KVSP-FM

KRG-Katz
KRG-Eastman

iHeartMedia
McGavren