Omaha-Council Bluffs, NE-IA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	75	753,500	
DMA	73	999,900	
Hispanic	87	84,200	11.17%
Black	90	71,700	9.52%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Hispanic	Standard	Fa/Wi/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					KIBM-ODS	KXCB-COU	KFAB-N/T KOIL-N/T KOZN-SPR KXSP-SPR KZOT-SPR			KMMQ-RMX		KCRO-REL	
FM	KISO-CHR KOPW-RHY KQCH-CHR	KEZO-AOR KKCD-CLR	KQKQ-MAC KSRZ-A/C	KGOR-CLH KOOO-ADH		KFFF-COU KXKT-COU				KBBX-RMX			KGBI-EDU KIOS-NPR KIWR-EDU KMLV-NCL KVNO-EDU
DIGITAL		KISO-F2-CLR								KFFF-F2-RMX			

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

COMBOS (+ LMA's)

KFAB-AM, KFFF-F2, KFFF-FM, KGOR-FM, KISO-F2, KISO-FM, KXKT-FM	iHeartMedia, Inc.
KMMQ-AM, KOIL-AM, KOOO-FM, KOPW-FM, KOZN-AM, KQKQ-FM, KZOT-AM	NRG Media LLC
KEZO-FM, KKCD-FM, KQCH-FM, KSRZ-FM, KXSP-AM	SummitMedia LLC
KCRO-AM, KIBM-AM, KXCB-AM	Walnut Radio, LLC

LOCAL SPORTS COVERAGE

KOIL-AM	Kansas City Chiefs-Football
KZOT-AM	Creighton Men's-Baseball Creighton Women's-Basketball Omaha Storm Chasers AAA Baseball-Baseball Kansas City Royals-Baseball
KXSP-AM	University of Nebraska Men`s-Basketball University of Nebraska Men`s-Football
KOZN-AM	Kansas City Royals-Baseball Creighton Men's-Basketball (F) Omaha Lancers-Hockey NCAA college basketball tournament-Basketball

F = Flagship

Omaha-Council Bluffs, NE-IA

SIMULCASTS (TOTAL WEEK)

KIBM-AM+KOBM-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KCRO-AM	Religion	106.7
KFFF-F2	Mexican Regional	102.3
KGBI-FM	Non-Commercial College	104.9
KIBM-AM	Oldies	104.1
KISO-F2	Classic Rock	94.9
KMMQ-AM	Mexican Regional	99.5
KXCB-AM	Country	106.5

NATIONAL REPS

KBBX-FM	KRG-Eastman
KCRO-AM, KIBM-AM, KXCB-AM	McGavren
KEZO-FM, KKCD-FM, KQCH-FM, KSRZ-FM, KXSP-AM	KRG-Christal
KFAB-AM, KFFF-FM, KFFF-F2, KGOR-FM, KISO-F2, KISO-FM, KXKT-FM	iHeartMedia
KMMQ-AM, KOIL-AM, KOOO-FM, KOPW-FM, KOZN-AM, KQKQ-FM, KZOT-AM	KRG-Katz