

Fresno, CA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	66	837,100	
DMA	44	1,733,000	
Hispanic	24	440,800	52.66%
Black	129	41,100	4.91%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
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					KYNO-ODS		KCBL-SPR KFIG-SPR KFPT-SPR KMJ-N/T KXEX-N/T			KGEN-RMX	KBIF-ETH KGST-ETH KQEQ-ETH KWRU-ETH	KRDU-REL	KEYQ-NCL
FM	KBHH-CHR KBOS-CHR KSEQ-CHR	KFRR-AMR KJFX-CLR KKBZ-AOR	KFBT-RAC KSOB-A/C KWYE-A/C	KJWL-CLH	KMGV-ODS KOKO-ROL	KHGE-COU KSKS-COU KWDO-COU	KALZ-TLK KMJ-N/T			KAAT-RMX KBLO-HIS KFSO-SAH KHIT-SAH KLBN-RMX KLLE-RMX KMAK-RMX KMQA-RMX KOND-RMX KRDA-SAH			KLTV-NCL KLXY-NCL KSJV-NCL KVPR-NPR

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

COMBOS (+ LMA's)

KMGV-FM, KMJ-AM, KMJ-FM, KSKS-FM, KWYE-FM	Cumulus
KLTV-FM, KLXY-FM	Educational Media Foundation
KALZ-FM, KBOS-FM, KCBL-AM, KFBT-FM, KFSO-FM, KHGE-FM, KRDU-AM, KSOB-FM	iHeartMedia, Inc.
KLLE-FM, KOND-FM, KRDA-FM	Latino Media Network
KGST-AM, KHIT-FM, KKBZ-FM, KLBN-FM, KSEQ-FM	Lotus Communications Corp.
KFIG-AM, KFPT-AM, KFRR-FM, KJFX-FM, KJWL-FM, KWDO-FM, KYNO-AM	One Putt Broadcasting

LOCAL SPORTS COVERAGE

KFIG-AM	San Francisco 49'ers-Football San Francisco Giants-Baseball L.A. Lakers-Basketball Fresno State-Baseball
KCBL-AM	Fresno State-Football Fresno State-Basketball Los Angeles Dodgers-Baseball
KYNO-AM	Fresno State-Baseball Fresno Grizzlies Baseball-Baseball (F)
KFPT-AM	Los Angeles Dodgers-Baseball Las Vegas Raiders-Football
KALZ-FM	Fresno State-Football Fresno State-Basketball
F = Flagship	

Fresno, CA

SIMULCASTS (TOTAL WEEK)

KALZ-FM+KRZR-AM
KMJ-AM+KMJ-FM

NATIONAL REPS

KALZ-FM, KBOS-FM, KCBL-AM, KFBT-FM, KFSO-FM, KHGE-FM, KRDU-AM, KSOF-FM	iHeartMedia
KBHH-FM	RegR
KGST-AM, KHIT-FM, KLBN-FM	McGavren
KKBZ-FM, KSEQ-FM	KRG-Katz
KLLE-FM, KOND-FM, KRDA-FM	KRG-Eastman
KMGV-FM, KMJ-FM, KMJ-AM, KSKS-FM, KWYE-FM	KRG-Christal

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KLKY-FM	Non-Commercial	100.5
KSJV-FM	Non-Commercial	92.9
KWRU-AM	Ethnic-Other	104.5