

# San Francisco, CA

## Spectrometer

### Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	5	6,600,600	
DMA	8	6,482,200	
Hispanic	7	1,605,200	24.32%
Black	16	430,500	6.52%

### Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
Nielsen	General Market	PPM	Monthly
Nielsen	Black	PPM	Monthly
Nielsen	Hispanic	PPM	Monthly

	<b>Contemporary</b>	<b>Rock</b>	<b>Adult Contemporary</b>	<b>Adult/ Classic Hits</b>	<b>Oldies</b>	<b>Country</b>	<b>News/ Talk/ Info</b>	<b>Adult Music</b>	<b>Urban/ Black/ Gospel</b>	<b>Hispanic</b>	<b>Other/ Foreign Language</b>	<b>Religion</b>	<b>Non-Commercial</b>
<b>AM</b>							KCBS-NEW KDOW-BUS KKSF-NEW KNBR-SPR KNEW-SPR KSFO-TLK KTCT-SPR KTRB-N/T			KIQI-SNT KSFN-RMX	KAZA-ETH KLOK-ETH KSJX-ETH KVTO-ETH KVVN-ETH KZDG-ETH	KFAX-REL	KSFB-NCL
<b>FM</b>	KMEL-RHY KMVQ-CHR KYLD-CHR	KITS-AMR KSAN-CLR KUFY-CLR	KEZR-HAC KIOI-HAC KISQ-SFT KKIQ-A/C KLLC-HAC KOIT-A/C KRBQ-RAC KUIC-A/C	KOSF-CLH		KBAY-COU	KFRC-NEW KGMZ-SPR KNBR-SPR		KBLX-UAC	KBRG-SAH KRZZ-RMX KSOL-RMX KSQL-RMX KVVV-SCO KVVZ-SCO	KSJO-ETH		KALW-NPR KCSP-NCL KDFC-EDU KEXC-EDU KLRK-NCL KQED-NPR KWAJ-NCL
<b>DIGITAL</b>	KIOI-F2-RHY KMVQ-F2-CHR	KITS-F2-AMR					KLLC-F2-TLK						

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

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## COMBOS (+ LMA's)

KKIQ-FM, KUIC-FM  
 KCBS-AM, KFRC-FM, KGMZ-FM, KITS-F2, KITS-FM, KLLC-F2, KLLC-FM, KRBQ-FM  
 KBLX-FM, KMQV-FM, KOIT-FM  
 KNBR-AM, KNBR-FM, KSAN-FM, KSFO-AM, KTCT-AM  
 KIOI-FM, KISQ-FM, KKSF-AM, KMEL-FM, KNEW-AM, KOSF-FM, KYLD-FM  
 KIQI-AM, KSJX-AM  
 KDOW-AM, KFAX-AM, KTRB-AM  
 KBRG-FM, KSOL-FM, KSQL-FM, KVVZ-FM

Alpha Media  
 Audacy  
 Bonneville International Corp.  
 Cumulus  
 iHeartMedia, Inc.  
 Multicultural Broadcasting  
 Salem Media Group  
 TelevisaUnivision, Inc

## LOCAL SPORTS COVERAGE

KNBR-FM  
 KSFO-AM  
 KIQI-AM  
 KNBR-AM  
 KGMZ-FM  
 KTCT-AM  
 KTRB-AM  
 KSFN-AM  
 KNEW-AM  
 KSAN-FM  
 F = Flagship

Indy 500-Car Racing  
 San Francisco 49'ers-Football  
 San Jose Earthquakes-Soccer (F)  
 Oakland A's-Baseball  
 World Cup-Soccer  
 Indy 500-Car Racing  
 San Francisco Giants-Baseball (F)  
 Stanford Cardinal-Football (F)  
 San Francisco 49'ers-Football (F)  
 Golden State Warriors-Basketball (F)  
 Stanford Cardinal-Basketball  
 Nascar Stock Races-Car Racing  
 Indy 500-Car Racing  
 University of San Francisco-Basketball (F)  
 Stanford Cardinal-Football  
 San Jose State Spartans-Football  
 San Francisco Giants-Baseball  
 Oakland A's-Baseball  
 San Francisco 49'ers-Football

## SIMULCASTS (TOTAL WEEK)

KSOL-FM+KSQL-FM  
 KVVZ-FM+KVVZ-FM  
 KCBS-AM+KFRC-FM  
 KDFC-FM+KOSC-FM  
 KDFC-FM+KXSC-FM  
 KNBR-AM+KNBR-FM  
 KBAY-FM+KKDV-FM

## TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KCSM-FM	Non-Commercial	90.7
KDOW-AM	Business	95.3
KTRB-AM	News/Talk	99.3
KVTO-AM	Ethnic-Other	93.7
KVVN-AM	Ethnic-Other	100.7
KVVZ-FM	Spanish Contemporary	100.9
KWAI-FM	Non-Commercial	91.9
KZDG-AM	Ethnic-Other	99.3

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## NATIONAL REPS

KBAY-FM, KBRG-FM, KEZR-FM, KSOL-FM, KSQL-FM, KVVZ-FM, KVVZ-FM  
KBLX-FM, KMQV-FM, KMQV-F2, KOIT-FM, KUFY-FM  
KCBS-AM, KFRC-FM, KGMZ-FM, KITS-FM, KITS-F2, KLLC-FM, KLLC-F2,  
KRBQ-FM  
KIOI-FM, KIOI-F2, KISQ-FM, KKSF-AM, KMEL-FM, KNEW-AM, KOSF-FM,  
KYLD-FM  
KNBR-FM, KNBR-AM, KRZZ-FM, KSAN-FM, KSFO-AM, KTCT-AM  
KSFN-AM

KRG-Eastman  
KRG-Katz  
KRG-Audacy  
iHeartMedia  
KRG-Christal  
McGavren