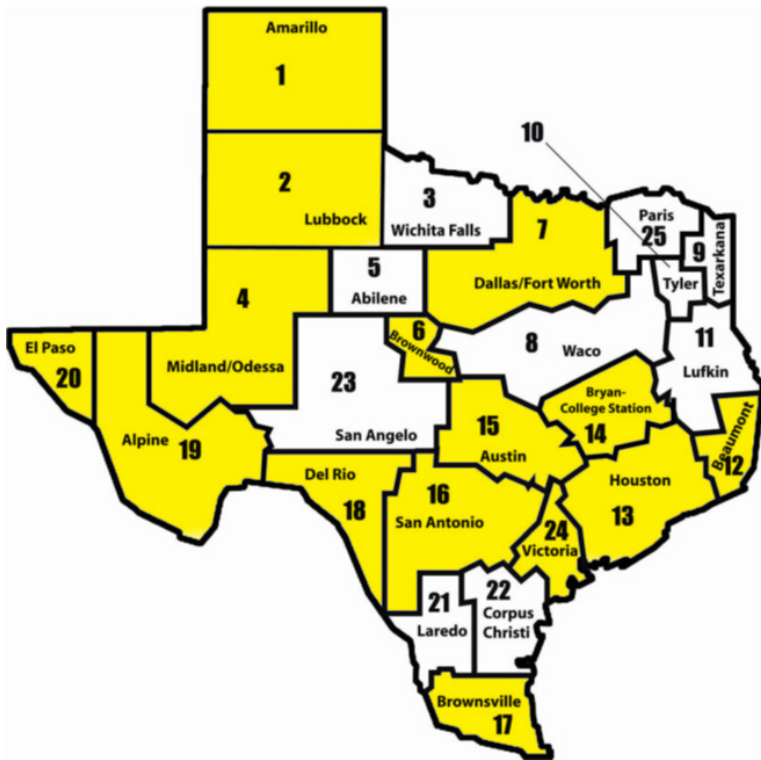# AM Radio Stations are the Backbone of the Texas State Emergency Alert System

Texas State EAS Regions

15 Texas EAS regions rely on AM Radio stations to receive and issue emergency alerts

Texas EAS Local Primary Stations

Abilene
LP-1: KEAN (105.1 FM)
LP-2: KEYJ (107.9 FM)

Alpine
LP-1 KVLF (1240 AM)
LP-2: KFST (94.3 FM)

Amarillo
LP-1 KGNC (710 AM)
LP-2 KGNC (97.9 FM)

Austin
LP-1 KLBJ (590 AM)
LP-2 KASE (100.7 FM)

Beaumont
LP-1 KLVI (560 AM)
LP-2 KQXY (94.1 FM)

Brownsville-McAllen
LP-1 KFRQ (94.5 FM)
LP-2 KURV (710 AM)

Brownwood
LP-1 KOXE (101.3 FM)
LP-2 WBAP (820 AM)

Bryan-College Station
LP-1 KNDE (95.1 FM)
LP-2 KSAM (1010.7 FM)

Corpus Christi
LP-1 KNCN (101.3 FM)
LP-2 KZFM (95.5 FM)

Dallas-Fort Worth
LP-1 WBAP (820 AM)
LP-2 KSCS (96.3 FM)

Del Rio
LP-1 KTDR (96.3 FM)
LP-2 KWMC (1490 AM)

El Paso
LP-1 KLAQ (95.5 FM)
LP-2 KTSM (99.9 FM)
LP-S KBNA (97.5 FM)
PEP: KROD (600 AM)

Houston
LP-1 KTRH (740 AM)
LP-2 KLAT (1010 AM)

Laredo
LP-1 KRRG (98.1 FM)
LP-2 KQUR (94.9 FM)

Lubbock
LP-1 KFYO (790 AM)
LP-2 KKYN (106.9 FM)

Lufkin-Nacogdoches
LP-1 KOOI (106.5 FM)
LP-2 KYKS (105.1 FM)

Midland-Odessa
LP-1 KNFM (92.3 FM)
LP-2 KCRS (550 AM)

Paris
LP-1 KOYN (93.9 FM)
LP-2 KPLT (107.7 FM)

San Angelo
LP-1 KGKL (97.5 FM)
LP-2 KELI (98.7 FM)

San Antonio
LP-1 WOAI (1200 AM)
LP-2 KKYX (680 AM)

Texarkana
LP-1 KKYR (102.5 FM)
LP-2 Vacant

Tyler-Longview
LP-1 KNUE (101.5 FM)
LP-2 KYKX (105.7 FM)

Victoria
LP-1 KIXS (107.9 FM)
LP-2 KVNN (1340 AM)

Waco
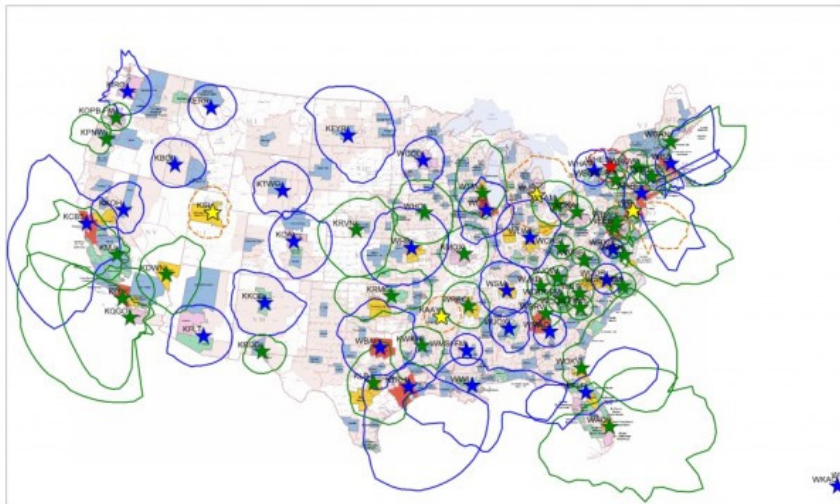LP-1 WACO (99.9 FM)
LP-2 KWTX (97.5 FM)

Wichita Falls
LP-1 KNIN (92.9 FM)
LP-2 KWFS (102.3 FM)

Primary Entry Point EAS Stations

- "Battle-Hardened" facilities represent significant Federal investment in more than 70 radio stations, nationwide

- 90% of these PEP stations are on the AM Band

- These stations serve as the Primary Entry Points for national Emergency Alert System traffic during a national emergency

- They are upgraded to stay on-the-air for 30 days

- FOUR in Texas, ALL are AM: KLBJ Austin, WBAP Dallas-Fort Worth, KROD El Paso, KTRH Houston

KLBJ NEWS RADIO **590 AM**

WBAP NEWS·TALK **820 AM**

600 AM ESPN EL PASO

AM 740 KTRH NEWSRADIO

TAB

Texas Association of Broadcasters

EAS Emergency Alert System

FEMA U.S. DEPARTMENT OF HOMELAND SECURITY

FCC

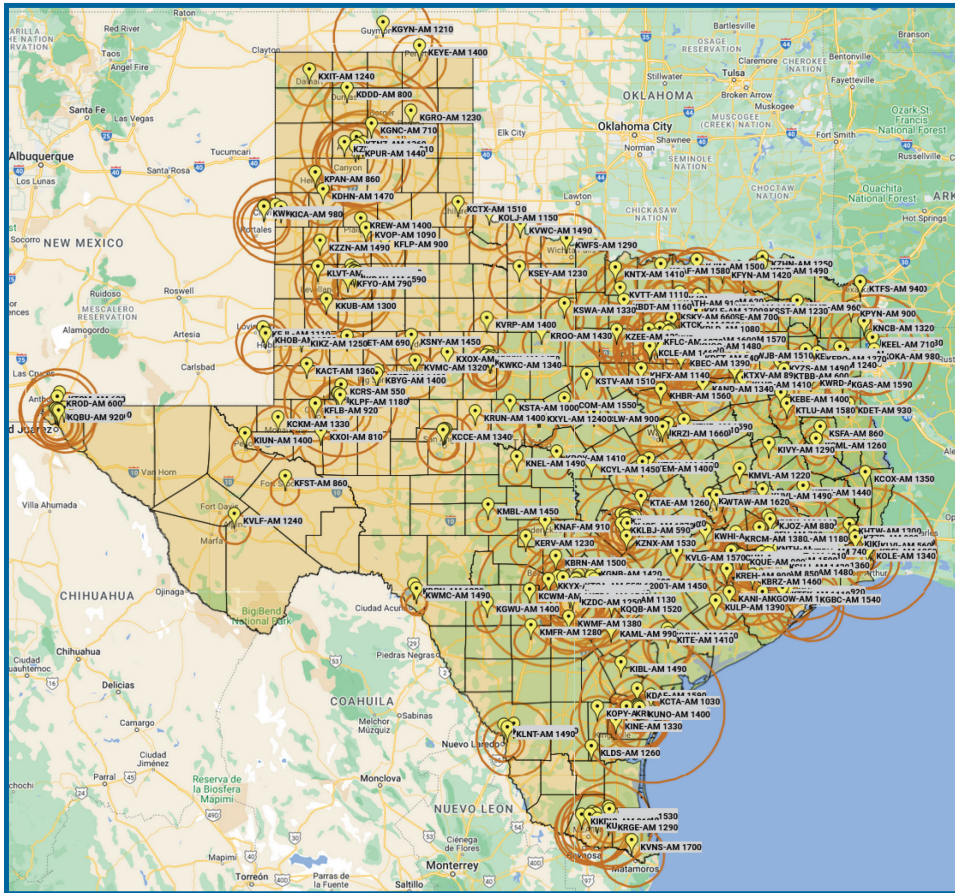# 278 AM Radio Stations Serve the Lone Star State

Statewide Radio Audience
23,999,300

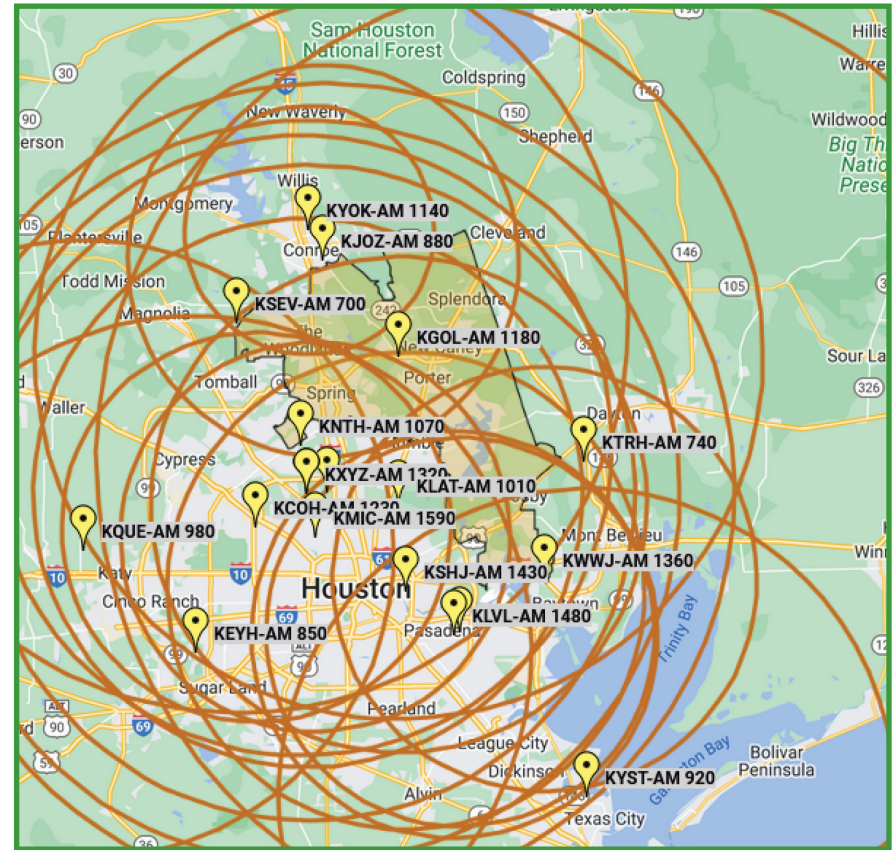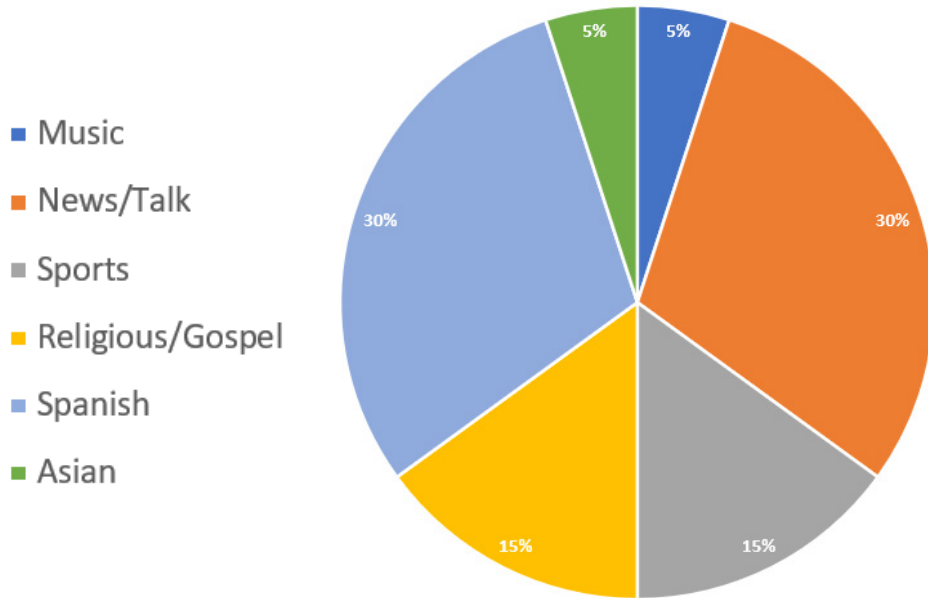**Texans Listening to AM Radio**
6,697,900 = 27.9%

Texas DMAs with AM Radio Reach

STATE	Radio Audience	AM Reach	
Texas	**23,999,300**	**6,697,900**	**27.9%**
DMA	**Radio Audience**	**AM Reach**	
Abilene/Sweetwater	228,600	37,200	16.3%
Amarillo	394,600	79,900	20.2%
Austin	2,044,500	656,000	32.1%
Beaumont/Port Arthur	343,100	66,900	19.5%
Corpus Christi	441,700	125,800	28.5%
Dallas/Fort Worth	6,735,900	2,076,800	30.8%
El Paso	847,100	201,900	23.8%
Rio Grande Valley	1,041,900	189,800	18.2%
Houston	5,998,100	1,774,500	29.6%
Laredo	200,000	14,100	7.1%
Lubbock	347,500	67,900	19.5%
Odessa/Midland	331,000	70,700	21.4%
San Angelo	110,200	15,000	13.6%
San Antonio	2,324,300	967,100	41.6%
Sherman	259,700	67,800	26.1%
Shreveport/Texarkana	719,000	160,400	22.3%
Tyler/Longview	569,800	85,600	15.0%
Victoria	68,800	19,100	27.8%
Waco/Temple/Bryan	863,600	229,000	26.5%
Wichita Falls	314,000	54,600	17.4%

AM Radio in District 2

20 AM STATIONS

Pie chart legend:
- Music — 5%
- News/Talk — 30%
- Sports — 15%
- Religious/Gospel — 15%
- Spanish — 30%
- Asian — 5%

Texas AM Radio Stations Are Popular and FREE Options for News, Sports, Music, Religious, Spanish and Asian Programming

DID YOU KNOW?

7 MILLION TEXANS Do Not Have Internet Access

"MINIMUM"

10 Years to Build Out

Map stations:
- KYOK-AM 1140
- KJOZ-AM 880
- KSEV-AM 700
- KGOL-AM 1180
- KNTH-AM 1070
- KTRH-AM 740
- KXYZ-AM 1320
- KLAT-AM 1010
- KCOH-AM 1230
- KMIC-AM 1590
- KQUE-AM 980
- KWWJ-AM 1360
- KSHJ-AM 1430
- KLVL-AM 1480
- KEYH-AM 850
- KYST-AM 920

Impact of Removing AM Radio

- Diminishes station's audience reach, revenue and programming

- Compromises community's emergency preparedness and response

- Weakens community ties and local coverage of school sports, news and elections

AM Radio to the Rescue as Amarillo Floods June 8, 2023

"Amarillo's flooding. Here's KGNC-AM broadcasting from the staging area using tie line, cell phone and laptop to be the only media getting the info out," Cal Hall, KGNC-AM (Alpha Media)

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