

**RADIO MARKET ANALYSIS**  
**CUMULUS MEDIA, INC.**  
**SOUTHERN MINNESOTA BROADCASTING CO.**  
**KXRB/KSOO/KKLS-FM/KMXC RADIO STATIONS**  
**SIOUX FALLS, SOUTH DAKOTA**  
**KYBB RADIO STATION**  
**CANTON, SOUTH DAKOTA**  
**KIKN-FM RADIO STATION**  
**SALEM, SOUTH DAKOTA**  
**December 2003**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared on behalf of Cumulus Media, Inc. ("CMI"), proposed transferee of Southern Minnesota Broadcasting Company, licensee of stations KXRB, 1000 kHz; KSOO, 1140 kHz; KKLS-FM, Channel 284C1; and KMXC, Channel 247C1, Sioux Falls, South Dakota; KYBB, Channel 274C2, Canton, South Dakota; and KIKN-FM, Channel 263C1, Salem, South Dakota. The 3.16 mV/m contours of the four FM stations and the 5.0 mV/m contours of both the AM stations have a common area of overlap. Therefore, CMI would have attributable interests in four FM stations and two AM stations in the same radio market. Exhibit #1 is a map depicting the subject stations

2. A study, therefore, has been conducted to determine if ownership of these facilities complies with §73.3555 of the Commission's rules. The city grade contours of the subject stations, therefore, establish the market boundary, hereinafter referred to as the "Radio Market". The study will determine the number of other commercial AM and FM stations that either have transmitter sites within, or provide coverage to, the subject radio market.

3. Exhibit #2 is a depiction of the Radio Market with the transmitter sites or city grade contours of seventeen commercial AM and FM stations depicted, including the subject stations. Exhibit #3 is a tabulation of the stations in the Radio Market. The number of stations depicted falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules.<sup>1</sup> At the fifteen to twenty-nine station level, common ownership or control of up to six stations, with no more than four in the same service, is permissible. CMI's interests in four FM stations and two AM stations in the same market are in compliance with the Commission's rules. Therefore, the proposed ownership of KXRB, KSOO, KKLS-FM, KMXC, KIKN-FM and KYBB by CMI is in compliance with §73.3555 of the rules.

4. The foregoing technical statement was prepared on behalf of Cumulus Media, Inc./Southern Minnesota Broadcasting Co., by Graham Brock, Inc., its Technical Consultants. All information contained herein is true and accurate to the best of our belief and knowledge. All data relating to AM and FM facilities was extracted from the CDBS database. We assume no liability for errors or omissions in that database which may be adverse to the information contained herein.

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1) There are additional stations providing service to the market, but they were not considered, since there were an ample number based on the total of stations to be commonly held.



# Graham Brock, Inc. - Broadcast Technical Consultants

**KKLS-FM**  
BLH-20000410ABM  
Latitude: 43-43-46 N  
Longitude: 097-05-14 W  
ERP: 100.00 kW  
Channel: 284C1

**KMXC**  
BLH-20001220AAU  
Latitude: 43-43-46 N  
Longitude: 097-05-10 W  
ERP: 100.00 kW  
Channel: 247C1

**KIKN-FM** 3.16 mV/m

**KKLS-FM** 3.16 mV/m

**KMXC** 3.16 mV/m

**KXRB** 5.0 mV/m

**KSOO** 5.0 mV/m

**KXRB**  
BL-20030127AEI  
Latitude: 43-29-13 N  
Longitude: 096-35-48 W  
ERP: 10.00 kW  
Frequency: 1000 kHz

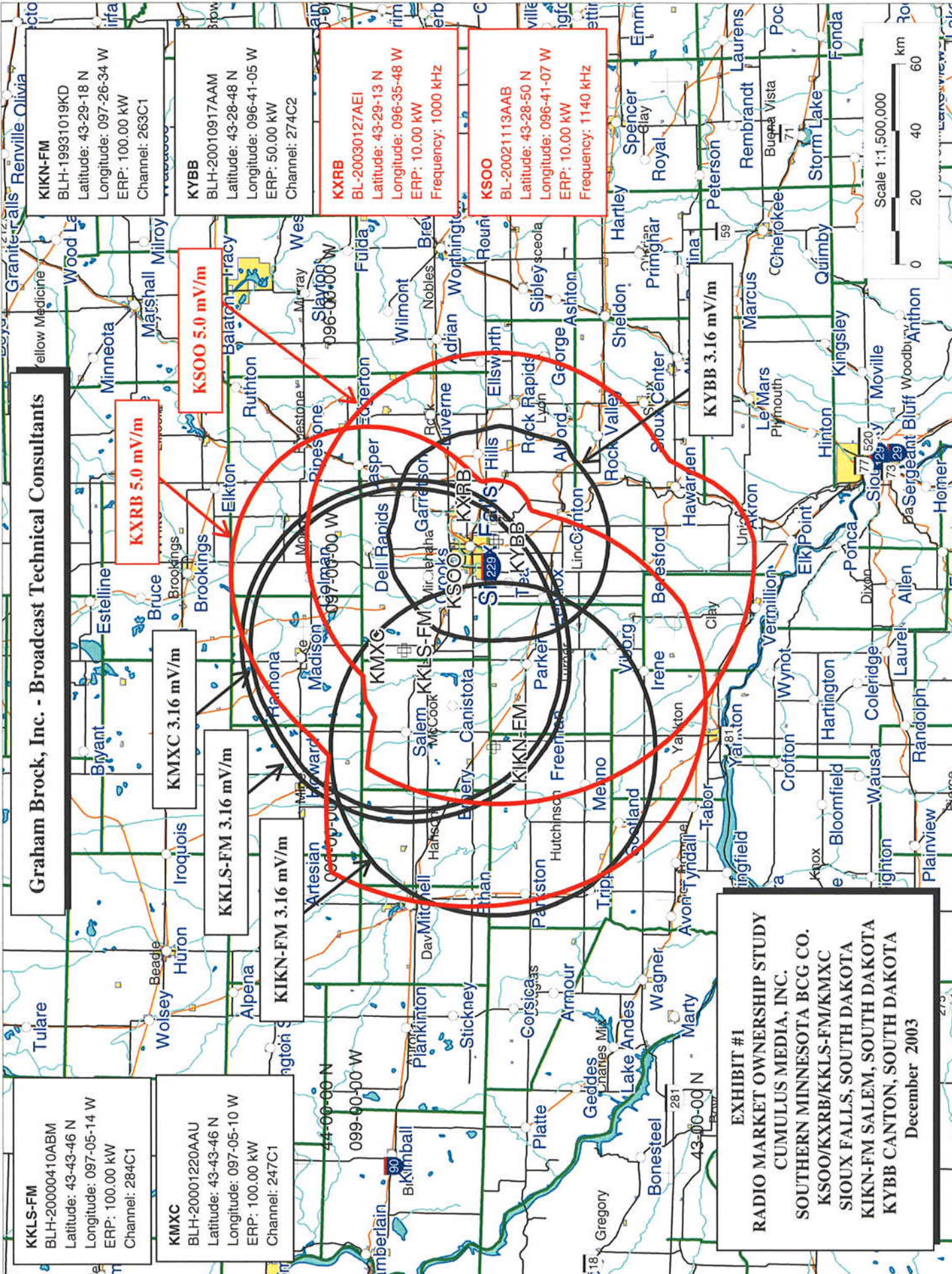
**KSOO**  
BL-20021113AAB  
Latitude: 43-28-50 N  
Longitude: 096-41-07 W  
ERP: 10.00 kW  
Frequency: 1140 kHz

**KYBB**  
BLH-20010917AAM  
Latitude: 43-28-48 N  
Longitude: 096-41-05 W  
ERP: 50.00 kW  
Channel: 274C2

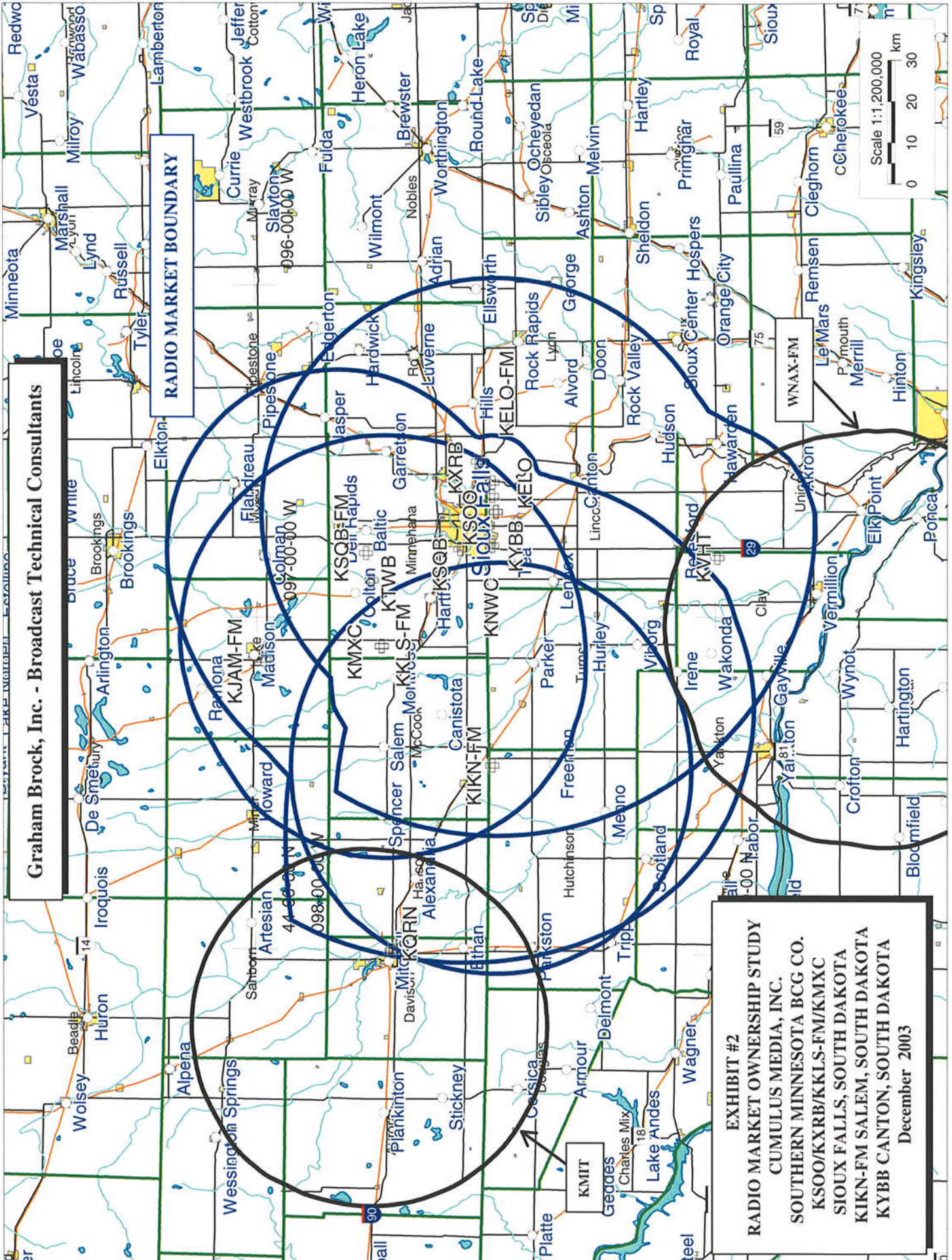
**KIKN-FM**  
BLH-19931019KD  
Latitude: 43-29-18 N  
Longitude: 097-26-34 W  
ERP: 100.00 kW  
Channel: 263C1

**EXHIBIT #1**  
**RADIO MARKET OWNERSHIP STUDY**  
CUMULUS MEDIA, INC.  
SOUTHERN MINNESOTA BCG CO.  
KSOO/KXRB/KKLS-FM/KMXC  
SIOUX FALLS, SOUTH DAKOTA  
KIKN-FM SALEM, SOUTH DAKOTA  
KYBB CANTON, SOUTH DAKOTA  
December 2003

Scale 1:1,500,000







Graham Brock, Inc. - Broadcast Technical Consultants

RADIO MARKET BOUNDARY

EXHIBIT #2  
RADIO MARKET OWNERSHIP STUDY  
CUMULUS MEDIA, INC.  
SOUTHERN MINNESOTA BCG CO.  
KSOO/KXRB/KKLK-FM/KMXC  
SIOUX FALLS, SOUTH DAKOTA  
KJAM-FM SALEM, SOUTH DAKOTA  
KYYB CANTON, SOUTH DAKOTA  
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**EXHIBIT #3**

**Tabulation of Stations in Radio Market**

**AM Stations**

* KXRB	1000 kHz	Sioux Falls, SD
* KSOO	1140 kHz	Sioux Falls, SD
KNWC	1270 kHz	Sioux Falls, SD
KELO	1320 kHz	Sioux Falls, SD
KSQB	1520 kHz	Sioux Falls, SD

Total AM Stations - 5

**FM Stations**

KELO-FM	Ch 223C	Sioux Falls, SD
KSQB-FM	Ch 239C3	Dell Rapids, SD
* KMXC	Ch 247C1	Sioux Falls, SD
* KIKN-FM	Ch 263C1	Salem, SD
KTWB	Ch 270C2	Sioux Falls, SD
* KYBB	Ch 274C2	Canton, SD
KJAM-FM	Ch 276C2	Madison, SD
+ WNAX-FM	Ch 281C1	Yankton, SD
* KKLS-FM	Ch 284C1	Sioux Falls, SD
+ KMIT	Ch 290C1	Mitchell, SD
KVHT	Ch 292C2	Vermillion, SD
KQRN	Ch 297C1	Mitchell, SD

Total FM Stations - 12

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 17**

- \* Subject station
- + Provides city grade contour to the subject market.

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**


*State of Georgia    )*  
*St. Simons Island    ) ss:*  
*County of Glynn    )*

**JEFFERSON G. BROCK**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Cumulus Media, Inc., to prepare the attached Technical Exhibit.

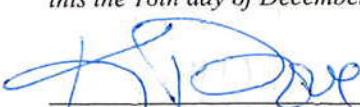
His qualifications are a matter of record before the Federal Communications Commission. He has been active in Broadcast Engineering since 1979.

The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

*This the 18th day of December, 2003.*

  
\_\_\_\_\_  
Jefferson G. Brock  
Affiant

*Sworn to and subscribed before me  
this the 18th day of December, 2003.*

  
\_\_\_\_\_  
Notary Public, State of Georgia  
My Commission Expires: April 16, 2006