

RADIO MARKET ANALYSIS
CUMULUS LICENCING LLC
KMJK RADIO STATION
LEXINGTON, MISSOURI
October 2005

TECHNICAL STATEMENT

1. This technical statement and attached exhibits were prepared on behalf of Cumulus Licensing LLC ("Cumulus"), licensee of KMJK, Channel 297C, Lexington, Missouri. Cumulus is submitting an application to relocate KMJK to a new site. KMJK is licensed to a community within a metro county in the Kansas City, Missouri/Kansas Arbitron Market (Market #29). Cumulus is also the licensee of KCHZ, Channel 239C1, Ottawa, Kansas and KMAJ-FM, Channel 299C1, Shawnee, Kansas.³ KCHZ and KMAJ-FM are either licensed to counties which are metro counties within the Kansas City market, or are considered home to the Kansas City Arbitron Market.

2. Since these three stations are all located in the Kansas City, Missouri/Kansas Arbitron Market, an analysis based on the stations in a rated market is necessary. As shown on Exhibit #1, there are forty-four AM and FM (commercial and non-commercial) stations listed in the Kansas City, Missouri/Kansas Arbitron Market. Cumulus would be in control of three FM stations in the market. The number of stations indicated falls in the thirty to forty-four stations tier of §73.3555(a)(1)(ii) of the Commission's rules. At this level, common ownership or control of up to seven stations, with no more than four in the same service, is permissible. Therefore, since

3) KMAJ-FM has an outstanding permit to change community of license from Topeka, Kansas to Shawnee, Kansas. While the permit is not operational, it is considered an attributable station. KMJK, as proposed, does not overlap with the licensed KMAJ-FM (which is operating in the Topeka Arbitron market).

Cumulus will control three stations in this BIA/Arbitron market, the relocation of KMJK is in compliance with the rules. That is, Cumulus has permissible attributable interests in three radio stations (three in FM service) in the relevant market.

3. The foregoing technical statement was prepared on behalf of Cumulus Licensing LLC 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 in the relevant BIA/Arbitron market was determined using the BIA Financial Network, Inc. Media Access Pro, Version 4.0. BIA database. We assume no liability for errors or omissions in that database which may be adverse to the information contained herein.



FCC Geographic Market Definition for Kansas City, MO-KS

Call Letters	AM/FM	Freq	Type	Station	Format	Home Market	Market		Owner	City & State of License	County of License
							Designtn	Home Mkt Rank			
KAYX	FM	92.5	C	Reign/Talk	Kansas City, MO-KS		07/02/2003	29	Bott Radio Network	Richmond, MO	Ray
KBEQ	FM	104.3	C	Country	Kansas City, MO-KS		07/02/2003	29	Infinity Broadcasting	Kansas City, MO	Jackson
KCCV	AM	760	C	Reign/Talk	Kansas City, MO-KS		07/02/2003	29	Bott Radio Network	Overland Park, KS	Johnson
KCCV	FM	92.3	C	Reign/Talk	Kansas City, MO-KS		07/02/2003	29	Bott Radio Network	Olathe, KS	Johnson
KCFX	FM	101.1	C	Clisc Rock	Kansas City, MO-KS		07/02/2003	29	Susquehanna Radio Corp	Harrisonville, MO	Cass
KCHZ	FM	95.7	C	Top 40	Kansas City, MO-KS		07/02/2003	29	Cumulus Broadcasting Inc	Ottawa, KS	Franklin
KCJK	FM	105.1	C	Jack	Kansas City, MO-KS		07/02/2003	29	Susquehanna Radio Corp	Garden City, MO	Cass
KCKN	AM	1340	C	Comedy	Kansas City, MO-KS		07/02/2003	29	Susquehanna Radio Corp	Kansas City, KS	Wyandotte
KCMO	FM	94.9	C	Oldies	Kansas City, MO-KS		07/02/2003	29	p Davidson Media Group LLC	Kansas City, MO	Jackson
KCMO	AM	710	C	Talk	Kansas City, MO-KS		07/02/2003	29	Susquehanna Radio Corp	Kansas City, MO	Jackson
KCNW	AM	1380	C	Chrst/Talk	Kansas City, MO-KS		07/02/2003	29	Wilkins Communications Network Inc	Fairway, KS	Johnson
KCSP	AM	610	C	Sports	Kansas City, MO-KS		07/02/2003	29	Entercom	Kansas City, MO	Jackson
KCTE	AM	1510	C	Talk	Kansas City, MO-KS		07/02/2003	29	Union Broadcasting Inc	Independence, MO	Jackson
KCUR	FM	89.3	NC	Nws/Tlk/Inf	Kansas City, MO-KS		07/02/2003	29	University of Missouri	Kansas City, MO	Jackson
KCWJ	AM	1030	C	Christian	Kansas City, MO-KS		07/02/2003	29	Stayton, D.T.	Blue Springs, MO	Jackson
KCXL	AM	1140	C	Talk/AC	Kansas City, MO-KS		07/02/2003	29	Alpine Broadcasting	Liberty, MO	Clay
KCZZ	AM	1480	C	Span/Varty	Kansas City, MO-KS		07/02/2003	29	Davidson Media Group LLC	Mission, KS	Johnson
KEXS	AM	1090	C	Gospel	Kansas City, MO-KS		07/02/2003	29	Kansas City Catholic Network Inc	Excelsior Springs, MO	Clay
KFKF	FM	94.1	C	Country	Kansas City, MO-KS		07/02/2003	29	Infinity Broadcasting	Kansas City, KS	Wyandotte
KGGN	AM	890	C	Gospel	Kansas City, MO-KS		07/02/2003	29	Mortenson Broadcasting Company Incorporated	Gladstone, MO	Clay
KGSP	FM	90.3	NC	Alternative	Kansas City, MO-KS		07/02/2003	29	Board Trustees/Park College	Parkville, MO	Platte
KKFI	FM	90.1	NC	Variety	Kansas City, MO-KS		07/02/2003	29	Mid-Coast Radio Project Inc	Kansas City, MO	Jackson
KKHK	AM	1250	C	Spn/Mex/Nlw	Kansas City, MO-KS		07/02/2003	29	Entercom	Kansas City, KS	Wyandotte
KKLO	AM	1410	C	Chrst/Talk	Kansas City, MO-KS		07/02/2003	29	New Life Evangelistic Center Incorporated	Leavenworth, KS	Leavenworth
KLEX	AM	1570	C	Reign/Talk	Kansas City, MO-KS		07/02/2003	29	Bott Radio Network	Lexington, MO	Lafayette
KLJC	FM	88.5	NC	Reign/Insp	Kansas City, MO-KS		07/02/2003	29	Calvary Bible College	Kansas City, MO	Jackson
KMAJ	FM	107.7	C	AC	Topeka, KS		07/02/2003	194	Cumulus Broadcasting Inc	Shawnee, KS	Johnson
KMBZ	AM	980	C	Nws/Spt/Tlk	Kansas City, MO-KS		07/02/2003	29	Entercom	Kansas City, MO	Jackson
KMJK	FM	107.3	C	Urban AC	Kansas City, MO-KS		07/02/2003	29	Cumulus Broadcasting Inc	Lexington, MO	Lafayette
KMXV	FM	93.3	C	CHR	Kansas City, MO-KS		07/02/2003	29	Infinity Broadcasting	Kansas City, MO	Jackson
KPHN	AM	1190	C	Children	Kansas City, MO-KS		07/02/2003	29	ABC/Disney	Kansas City, MO	Jackson
KPRS	FM	103.3	C	Urban	Kansas City, MO-KS		07/02/2003	29	Carter Broadcast Group Inc	Kansas City, MO	Jackson

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed

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EXHIBIT #1



FCC Geographic Market Definition for Kansas City, MO-KS

Call Letters	AM/FM	Freq	Type	Station	Format	Home Market	Market		Owner	City & State of License	County of License
							Designtn Date	Home Mkt Rank			
KPRT	AM	1590	C	Gospel		Kansas City, MO-KS	07/02/2003	29	Carter Broadcast Group Inc	Kansas City, MO	Jackson
KQRC	FM	98.9	C	AOR		Kansas City, MO-KS	07/02/2003	29	Entercom	Leavenworth, KS	Leavenworth
KRBZ	FM	96.5	C	Rock		Kansas City, MO-KS	07/02/2003	29	Entercom	Kansas City, MO	Jackson
KSRC	FM	102.1	C	AC		Kansas City, MO-KS	07/02/2003	29	Infinity Broadcasting	Kansas City, MO	Jackson
KUDL	FM	98.1	C	Lite AC		Kansas City, MO-KS	07/02/2003	29	Entercom	Kansas City, KS	Wyandotte
KWJC	FM	91.9	NC	Variety		Kansas City, MO-KS	07/02/2003	29	William Jewell Coll	Liberty, MO	Clay
KXTR	AM	1660	C	Classical		Kansas City, MO-KS	07/02/2003	29	Entercom	Kansas City, KS	Wyandotte
KYRV	FM	88.1	NC	Gospel		Kansas City, MO-KS	07/02/2003	29	Full Smile Inc	Concordia, MO	Lafayette
KYYS	FM	99.7	C	Clisc Rock		Kansas City, MO-KS	07/02/2003	29	Entercom	Kansas City, MO	Jackson
KZPL	FM	97.3	C	Rock		Kansas City, MO-KS	07/02/2003	29	Union Broadcasting Inc	Lee's Summit, MO	Jackson
WDAF	FM	106.5	C	Country		Kansas City, MO-KS	07/02/2003	29	Entercom	Liberty, MO	Clay
WHB	AM	810	C	Sports		Kansas City, MO-KS	07/02/2003	29	Union Broadcasting Inc	Kansas City, MO	Jackson

Number of Stations in Geographic Market 44

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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 Licensing LLC 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 14th day of October, 2005.



Jefferson G. Brock
Affiant

*Sworn to and subscribed before me
this the 14th day of October, 2005*



Notary Public, State of Georgia
My Commission Expires: September 3, 2007