

**RADIO MARKET ANALYSIS
RIVERFRONT BROADCASTING, LLC
PROPOSED CHANNEL 283C0 – MURDO, SOUTH DAKOTA
MAY 18, 2012**

This statement and attached exhibits were prepared on behalf of Riverfront Broadcasting LLC (“Riverfront”). Riverfront is modifying construction permit BNPH-20120529AEW for Channel 283C0, Facility ID No. 190370 at Murdo, SD to specify operation on Channel 283C1 at Blunt, SD. Riverfront is also modifying KLXS-FM Channel 237C2, Facility ID No. 60860, licensed to Pierre, SD to specify operation on Channel 237C1 at Pierre, SD. Riverfront is also the licensee of KCCR(AM) 1240 KHz, Facility ID No. 60858, licensed to Pierre, SD. None of the three subject stations are licensed to a metro county in any Arbitron rated market. Therefore, a contour overlap study for stations not licensed to metro counties is necessary.

REVISED CONTOUR OVERLAP ANALYSIS

Because all of the subject stations are licensed to non-metro counties, a contour overlap analysis has been conducted for ownership compliance. Exhibit One is a map depicting the principal community contours of the three subject stations, the Defined Market Area and the principal community contours of all Full Power AM and FM stations that overlap with the Defined Market Area. The attached Table of Stations Shown shows that there are a total of 12 stations in the Defined Radio Market, ten FM stations and two AM stations, including the three subject stations.

The principal community grade contours¹ of the proposed Channel 283C1 at Blunt, SD and the proposed Channel 237C1 of KLXS-FM (which are identical) were used to determine the number of other stations in the “Defined Radio Market”. These combined city grade contours will be considered the “Radio Market Boundary”. No stations with transmitters more than 92 km from the boundary of the common overlap of subject stations will be considered. Further, no other facility controlled by

(1) FCC F(50,50) 70 dBu contours are used for FM stations and 5.0 mV/M contours for AM stations.

Riverfront will be considered as a market contributor unless it is a subject station in the radio market under study. A total of 12 stations, including three subject stations are shown.

The number of stations depicted falls in fewer than 15 stations level. Therefore, common ownership or control of up to three stations with no more than two in the same band is permissible, provided that the owned stations represent less than 50 percent of the stations in the market. Riverfront Broadcasting, LLC, owns or has interest in only three stations, two of which are in the same band. The three stations owned by Riverfront represent 25 percent of the 12 stations in the Defined Radio Market.

Based on the review of the non-rated market, the minor change application construction permit modification for FM Channel 283C1 at Blunt, South Dakota and the minor change application for KLXS-FM to Channel 237C1 at Pierre, SD, it is believed that this minor change application is in compliance with §73.3555 of the rules.

The foregoing technical statement was prepared on behalf of Riverfront Broadcasting, LLC by Donald Lynch of Horizon Broadcast Solutions, LLC, its technical consultant. Any information contained herein is true and accurate to the best of my 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 or program which may be adverse to the information contained herein.

EXHIBIT ONE

Multiple Ownership - Non-Arbitron Market
Defined Radio Market - Riverfront Broadcasting, Inc.
Map depicts city grade contours of the two
subject FM stations (red - dotted) and one AM
station (blue-dotted).

Defined Radio Market
Area is shown as Green.

Contours Legend:

FM Stations:
FCC F(50,50) 70 dBu
contours are red
AM Stations:
5.0 mV/M Contours are blue

HORIZON
BROADCAST SOLUTIONS

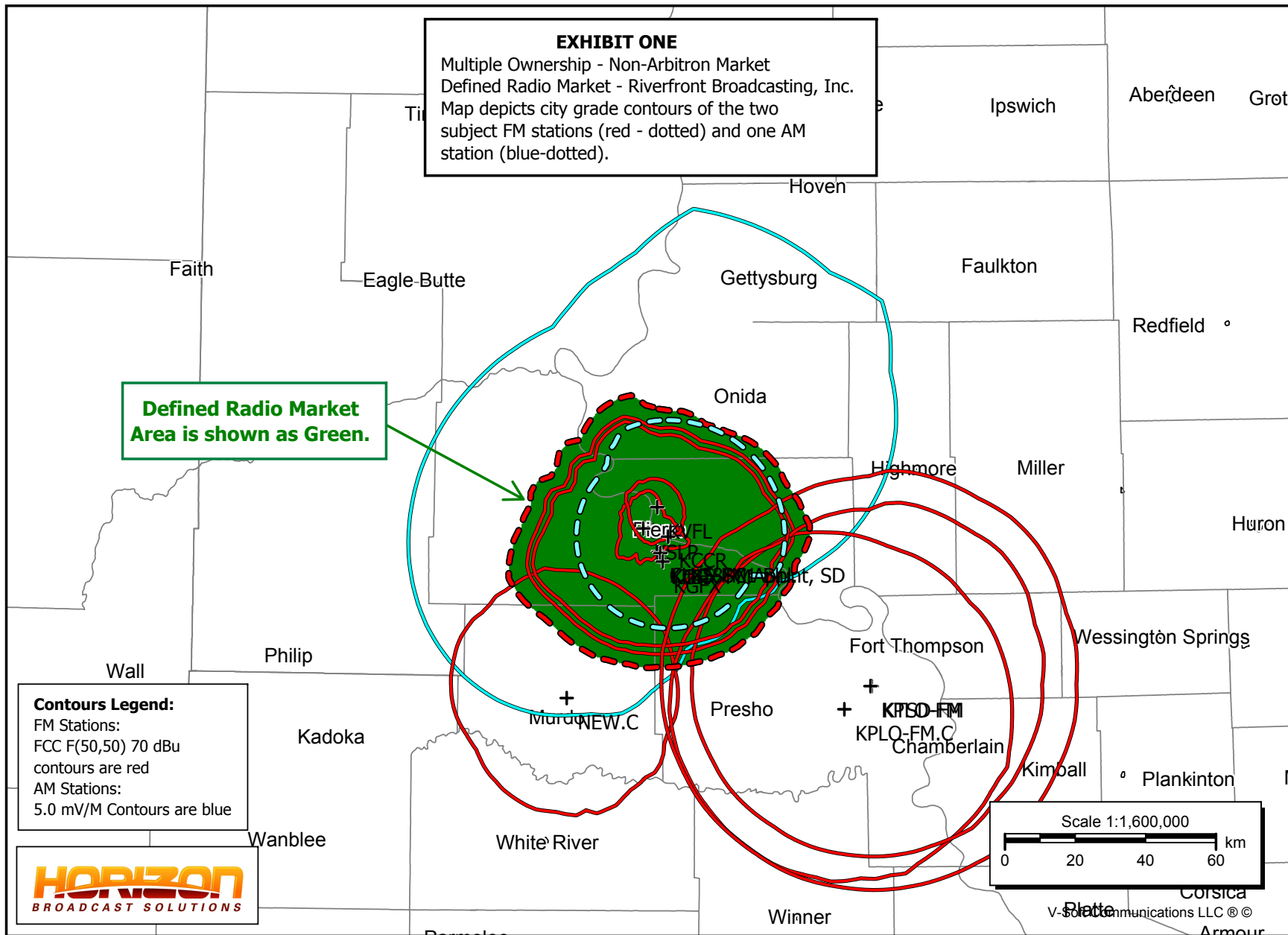


TABLE OF STATIONS SHOWN:

Total number of overlapping contours: 12

Reference:

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
KLXS-FM Appl	FM	237C1	Pierre	SD	BLH19951212KB	0.0	0.0
CH283C1 Mod	FM	237C1	Blunt	SD	BLH19951212KB	0.0	0.0
KCCR	AM	1240	PIERRE	SD	BL19810720AG	5.1	32.0

Overlapping Contours:

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
KVFL	FM	206A	Pierre	SD	BLED20060310AFI	12.7	358.2
KSLP	FM	212A	Fort Pierre	SD	BLED20110316ACL	8.0	326.7
KTSD-FM	FM	216C	Reliance	SD	BLED19840224AC	71.6	122.3
KGFX-FM	FM	224C2	Pierre	SD	BLH20060221ACI	0.6	128.5
KPLO-FM	FM	233C0	Reliance	SD	BLH20070131AAU	71.2	122.4
KPLO-FM.C	FM	233C1	Reliance	SD	BPH20130225ADU	69.1	130.3
KJBI	FM	261C1	Fort Pierre	SD	BLH20071210ACL	0.6	128.5
NEW.C	FM	265C2	Murdo	SD	BNPH20120529AKN	49.0	212.2
KGFX	AM	1060	PIERRE	SD	BL19981023AA	3.0	157.5

Distance and bearing calculations from coordinates: 44-18-42 N, 100-21-10 W

Duopoly Options:

TV: Not Included

FM: 3.16 mV/m (70 dBu); Include NCE

AM: 5.0 mV/m

Stations more than 92 km from the common area were excluded.