

Ownership Study
Sunburst Media-Louisiana, LLC
KMYO-FM Morgan City, LA.(244C3) to Gray, LA.(244C2)
RADIO MARKET ANALYSIS

This engineering statement has been prepared on behalf of Sunburst Media-Louisiana, LLC.

("Sunburst") in support of an application to relocate and change the community of license of radio station KMYO-FM.

The proposed facilities of KMYO-FM are not geographically located or home to any rated markets as defined by Arbitron. Therefore, a market has been defined in Figure 1 below consisting of the mutual overlap of contours of co-owned Sunburst stations in the area. For FM stations, the 70dBu contours were considered and for AM stations, the 5 mV/m contours were considered.

Sunburst currently owns three FM stations and one AM station in the market as defined above. They are:

KMYO-FM	244C3 Morgan City, Louisiana
KCIL (FM)	298C1 Houma, Louisiana
KXOR-FM	292C3 Thibodaux, Louisiana
KJIN (AM)	1490 Houma, LA.

Stations whose contours intersect the stations in the above defined market and not affiliated with Sunburst are:

KBZE	290A, Berwick, Louisiana
KLRZ	262C1, LaRose, Louisiana
KNSU	218A, Thibodaux, Louisiana
KQKI-FM	237C3, Bayou Vista, Louisiana
KTLN	213A, Thibodaux, Louisiana
KYRK	281C, Houma, Louisiana
WDVW	222C, LaPlace, Louisiana
WNKV	216A, Norco, Louisiana
WPRF	235C2, Reserve, Louisiana
KLEB	1600kHz, Golden Meadow, Louisiana
KMRC	1430kHz, Morgan City, Louisiana
KTIB	640kHz, Thibodaux, Louisiana
WCKW	1010kHz, Garyville, Louisiana

The contour overlaps of the associated stations are shown in figure 2.

Based upon the above market study, there are 12 FM and 5 AM stations in the defined market (total stations 17). According to 73.3555 (a)(1)(iii) of the Commission's Rules, in a market with between 15 and 29 full power commercial and noncommercial radio stations, a single entity can have interest in not more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service.

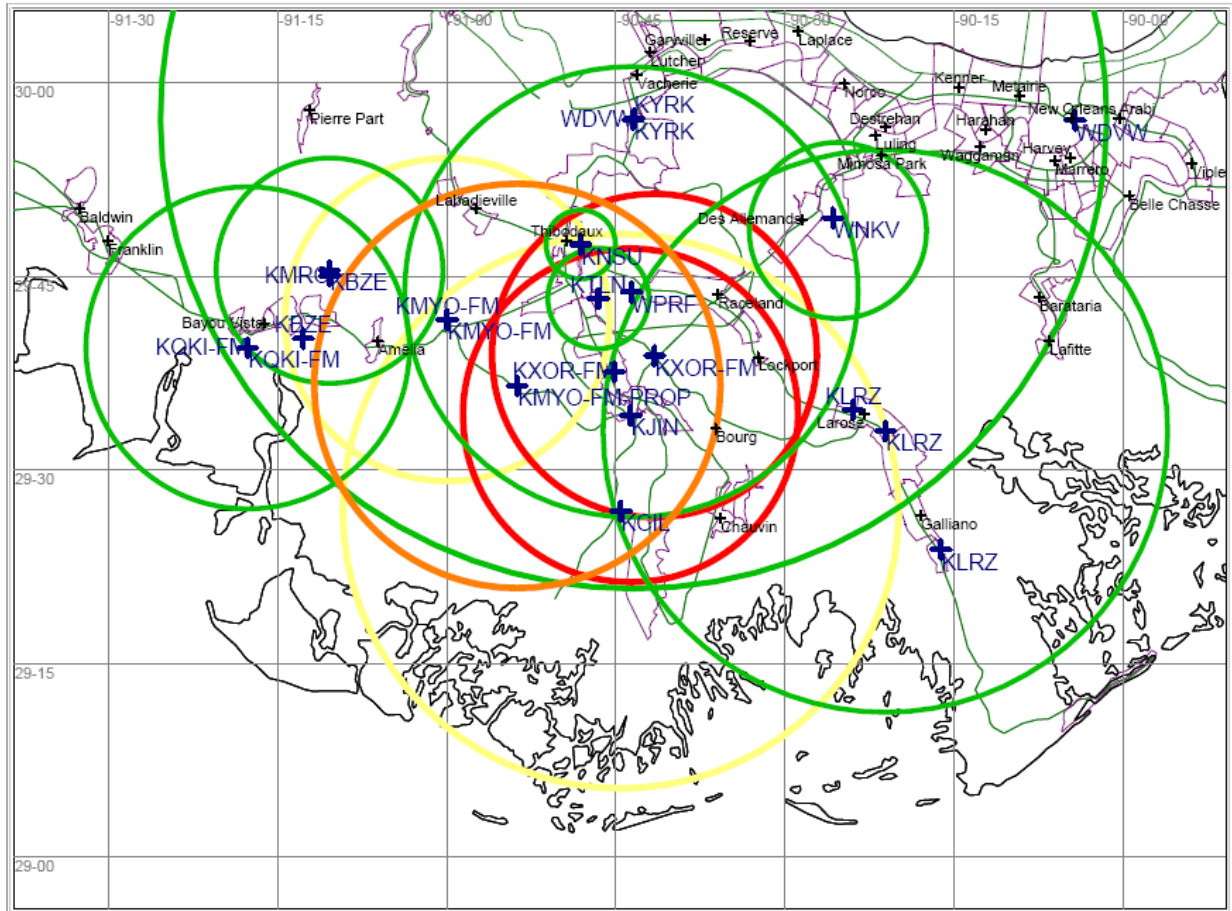
Based upon the above analysis, Sunburst is currently in compliance with the multiple ownership limits in the defined market.

It should be noted that KCIL must relocate as approved in its construction permit to Jean Lafitte, Louisiana in BPH20070119ABG before KMYO-FM can relocate as requested in this application. The relocation of KCIL will eliminate this station from the mutual overlap with all other Sunburst stations and therefore will not create a material change in either the market definition or the ownership limits allowed by Sunburst. KCIL's relocation, however, will reduce the number of co-owned and total stations in the defined market by one, leaving the market with 11 FM and 5 AM stations in the defined market. Sunburst will own a total of 3 stations in the defined market (2 FM and 1 AM). Thus Sunburst will continue to comply with the ownership limits as defined in 73.3555 (a)(1)(iii) of the Commission's Rules. Figure 4 shows that following the KCIL relocation to Jean Lafitte there will be no overlap of signals between KCIL and the remaining Sunburst stations bounded by KMYO-FM, KXOR-FM and KJEN (AM).

CHANGES AS REQUESTED IN THE INSTANT APPLICATION

As shown in Figure 3, the relocation and upgrade of KMYO-FM will not create a material change in either the market definition or the ownership limits allowed by Sunburst.

Figure 3, Proposed Market



- Red = Sunburst stations (no change)
- Yellow = Sunburst Stations Deleted or Moving
- Orange = KMYO proposed
- Green = Other Stations Comprising market

Figure 4, Resultant Ownership Following KCIL Relocation.

