

## **Multiple Ownership Study**

**Applicant:** GAP Broadcasting Twin Falls License, LLC

**Proposed Stations and Communities:** KSNQ(FM) 261C1 Twin Falls, ID\*  
KLLP(FM) 252C1 Filer, ID\*  
KEZJ(FM) 239C1 Twin Falls, ID\*

**County of License:** Twin Falls County

**County part of an Arbitron Market:** Yes

**Station appeared “above the line”:** Yes

**Type of Ownership Study:** BIA/Arbitron & Modified Contour Overlap Method

**Number of Mutual Overlap Markets:** 1

\*KSNQ(FM), KLLP(FM), and KEZJ-FM have all filed contemporaneous 301 Applications that are commonly attributable to the Applicant. The Applicant anticipates implementing all of the related Construction Permits simultaneously. Therefore, the three above applications have been examined as if operating concurrently.

The Community of License for the station subject to this study is located in a county which BIA and Arbitron define as being part of an Arbitron Metro. However, the Twin Falls Arbitron Market, as a whole, was established less than one year ago. Therefore, in an abundance of caution, both the BIA/Arbitron Method and the Modified Contour Overlap Method shall be employed to demonstrate multiple ownership compliance with Section 73.3555 no matter which method the Commission prefers to use in this particular case.

### **Contour Overlap Market #1:**

The attached map entitled “Market #1 Numerator” depicts the principal community contours of those stations that are commonly attributable to the Applicant forming Market #1. The area shaded gray on this map constitutes the Composite Overlap Area of all stations attributable to the Applicant in Market #1. The area-shaded yellow constitutes the Mutual Overlap Area of the commonly attributable stations in Market #1.

### **Numerator Stations in Mutual Overlap Market #1:** 1 AM and 4 FM

1 KSNQ.Proposed 424342N 1142448W 0 0 261C1 100 Twin Falls ID (Contemporaneously Proposed)  
11 KEZJFM.Proposed 424342N 1142448W 0 0 239C1 100 Twin Falls ID (Contemporaneously Proposed)  
16 KLIX.L 423306N 1142203W 20 169 1310 5 TWIN FALLS ID BL19811211AG

17 KLIXFM.L 423305N 1143059W 21.4 203 243C1 100 Twin Falls ID BMLH20060905ACF  
26 KLLP.Proposed 424342N 1142448W 0 0 252C1 100 Filer ID (Contemporaneously Proposed)

The attached map entitled “Market #1 Denominator” depicts the principal community contour overlaps of the stations included in the Denominator listed below. Each Denominator station is a full-power radio station whose principal community contour overlaps or intersects the Composite Overlap Area of Market #1 and each station has its transmitter site located within 92 kilometers from the perimeter of the Numerator’s Mutual Overlap Area of the commonly attributable stations that define Market #1. Any stations which are commonly attributable with the Applicant and do not define Market #1 are not included in the Denominator. Commercial and noncommercial stations have been counted in the Denominator.

**Denominator Stations in Mutual Overlap Market #1:    26 Stations**

Call Coordinates Dist Bear Chan Pwr(kW) City State File #

-----  
**1 KSNQ.Proposed 424342N 1142448W 0 0 261C1 100 Twin Falls ID (Contemporaneously Proposed)**  
2 KART.L 424351N 1143217W 10.2 271 1400 1 JEROME ID BL  
3 KAWZ.L 424347N 1142452W 0.2 329 210C0 100 Twin Falls ID BLED20060403ANA  
4 KAYN.L 431443N 1152612W 101.3 305 264C 80 Gooding ID BLH19971106KD  
5 KBAR.L 423205N 1134854W 53.6 113 1230 1 BURLEY ID BL  
6 KBSW.L 424348N 1142506W 0.4 294 219C3 4.5 Twin Falls ID BLED19980820KB  
7 KCIR.L 422007N 1133617W 79.5 123 214C 20 Twin Falls ID BMLED19920811KA  
8 KYUN.L 431645N 1140914W 64.7 18 294C 100 Hailey ID BLH20061103AAJ  
9 KEFX.L 424347N 1142452W 0.2 329 205C0 100 Twin Falls ID BLED20060403AUG  
10 KEZJ.L 423236N 1142814W 21.1 192 1450 1 TWIN FALLS ID BL  
**11 KEZJFM.Proposed 424342N 1142448W 0 0 239C1 100 Twin Falls ID (Contemp. Proposed)**  
12 KFTA.L 423607N 1134321W 58.4 103 970 2.5 RUPERT ID BL19890905AE  
13 KIKX.L 431645N 1140914W 64.7 18 284C 100 Ketchum ID BMLH20061114ABQ  
14 KIRQ.L 424354N 1142504W 0.5 315 271C3 5.2 Twin Falls ID BLH20070514ABY  
15 KKMV.L 422006N 1133615W 79.6 123 291C0 25 Rupert ID BLH20040809AAC  
**16 KLIX.L 423306N 1142203W 20 169 1310 5 TWIN FALLS ID BL19811211AG**  
**17 KLIXFM.L 423305N 1143059W 21.4 203 243C1 100 Twin Falls ID BMLH20060905ACF**  
18 KMOV.L 424354N 1142504W 0.5 315 275C1 100 Jerome ID BMLH20040817AAL  
19 KRXR.L 425454N 1144241W 32 310 1480 5 GOODING ID BL20001106ACD  
20 KSKIFM.L 433836N 1142349W 101.7 0 279C 53 Sun Valley ID BMLH19980911KG  
21 KZDX.L 422006N 1133615W 79.6 123 260C 27 Burley ID BLH20040817AAG  
22 KTFIL 423345N 1143234W 21.3 209 1270 5 TWIN FALLS ID BL19980911AD  
23 KTFY.L 424348N 1142506W 0.4 294 201C1 60 Buhl ID BLED20050811AAA  
24 KTMB.L 431443N 1152612W 101.3 305 256C 80 Mountain Home ID BLH19971106KE  
25 KTPZ.L 424354N 1142504W 0.5 315 232C3 4.9 Hazelton ID BLH20070514ABZ  
**26 KLLP.Proposed 424342N 1142448W 0 0 252C1 100 Filer ID (Contemporaneously Proposed)**

In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, the Applicant may not be commonly attributable to more than 6 commercial radio stations in total and not more than 4 commercial stations in the

same service (AM or FM).

Therefore, the proposal complies with Section 73.3555 in Market #1 using the Modified Contour Overlap Method.

**BIA/Arbitron Market:**

The stations listed in the Numerator comprise those stations that are commonly attributable to principals of the station subject to this study that are home to the subject BIA/Arbitron Market. The Denominator consists of Commercial and NCE Stations which BIA/Arbitron define as being home to this radio market.

**Numerator Stations:**                      **1 AM and 4 FM**

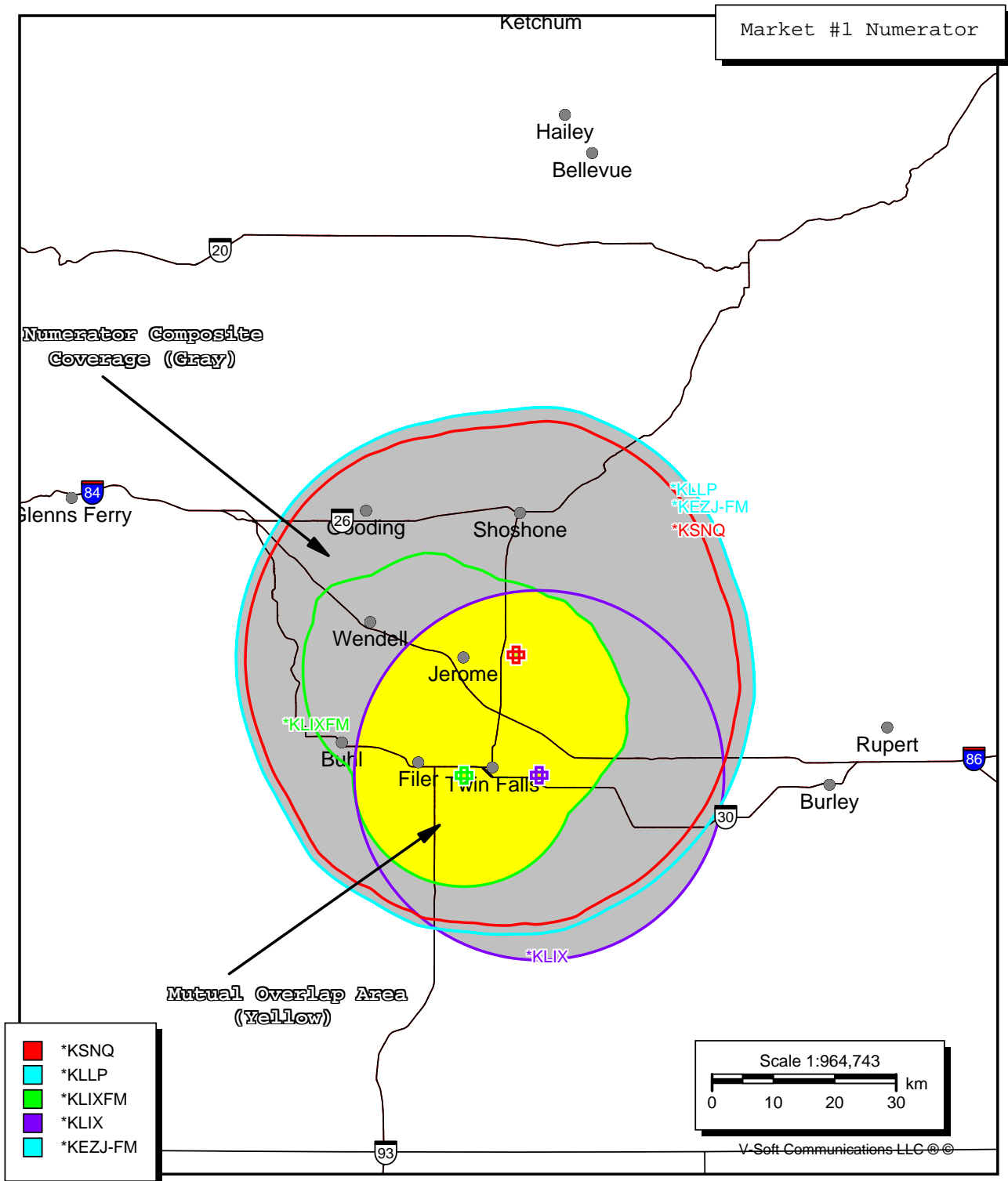
1 KSNQ.Proposed 424342N 1142448W 0 0 261C1 100 Twin Falls ID (Contemporaneously Proposed)  
11 KEZJFM.Proposed 424342N 1142448W 0 0 239C1 100 Twin Falls ID (Contemporaneously Proposed)  
16 KLIX.L 423306N 1142203W 20 169 1310 5 TWIN FALLS ID BL19811211AG  
17 KLIXFM.L 423305N 1143059W 21.4 203 243C1 100 Twin Falls ID BMLH20060905ACF  
26 KLLP.Proposed 424342N 1142448W 0 0 252C1 100 Filer ID (Contemporaneously Proposed)

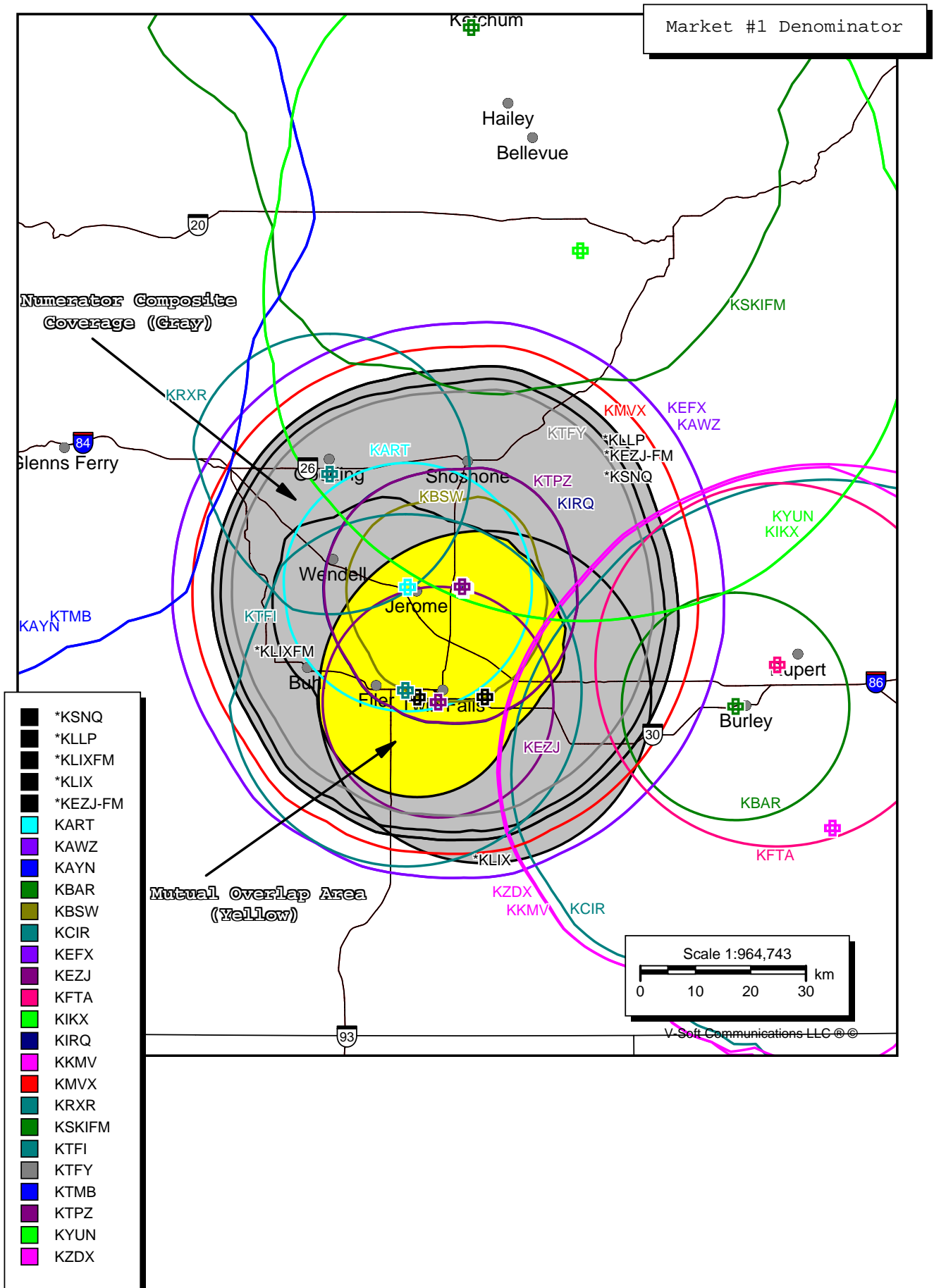
**Denominator Stations (Commercial & NCE):**                      **29 Stations**

- (see attached BIA/Arbitron Roster of stations included in this market)

In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, the Applicant may not be commonly attributable to more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM).

Therefore, the proposal complies with Section 73.3555 in the subject BIA/Arbitron Market.







## FCC Geographic Market Definition for Twin Falls (Sun Valley), ID

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KART	AM	1400	C	Country	Twin Falls (Sun Valley), ID	07/02/2003	236	KART Broadcasting Company Incorporated	Jerome, ID	Jerome
KBAR	AM	1230	C	News/Talk	Twin Falls (Sun Valley), ID	07/02/2003	236	Eagle Rock Broadcasting Inc	Burley, ID	Cassia
KEZJ	AM	1450	NC	Jazz	Twin Falls (Sun Valley), ID	07/02/2003	236	College of Southern Idaho	Twin Falls, ID	Twin Falls
KEZJ	FM	95.7	C	Country	Twin Falls (Sun Valley), ID	07/02/2003	236	GAP Broadcasting II LLC	Twin Falls, ID	Twin Falls
KLIX	AM	1310	C	News/Talk	Twin Falls (Sun Valley), ID	07/02/2003	236	GAP Broadcasting II LLC	Twin Falls, ID	Twin Falls
KLIX	FM	96.5	C	Oldies	Twin Falls (Sun Valley), ID	07/02/2003	236	GAP Broadcasting II LLC	Twin Falls, ID	Twin Falls
KZDX	FM	99.9	C	Hot AC	Twin Falls (Sun Valley), ID	07/02/2003	236	Eagle Rock Broadcasting Inc	Burley, ID	Cassia
KKMV	FM	106.1	C	Country	Twin Falls (Sun Valley), ID	07/02/2003	236	Tri-Market Radio Broadcasters	Rupert, ID	Minidoka
KSKI	FM	103.7	C	Alternative	Twin Falls (Sun Valley), ID	07/02/2003	236	p Devine, Christopher	Sun Valley, ID	Blaine
KTFI	AM	1270	C	Talk	Twin Falls (Sun Valley), ID	07/02/2003	236	Locally Owned Radio LLC	Twin Falls, ID	Twin Falls
KFTA	AM	970	C	Mexican	Twin Falls (Sun Valley), ID	07/02/2003	236	Tri-Market Radio Broadcasters	Rupert, ID	Minidoka
KECH	FM	95.3	C	Clsc Rock	Twin Falls (Sun Valley), ID	07/02/2003	236	p Devine, Christopher	Sun Valley, ID	Blaine
KRXR	AM	1480	C	Mexican	Twin Falls (Sun Valley), ID	07/02/2003	236	Juarez, Maria Elena	Gooding, ID	Gooding
KIKX	FM	104.7	C	Clsc Rock	Twin Falls (Sun Valley), ID	07/02/2003	236	Locally Owned Radio LLC	Ketchum, ID	Blaine
KMVX	FM	102.9	C	AC	Twin Falls (Sun Valley), ID	07/02/2003	236	KART Broadcasting Company Incorporated	Jerome, ID	Jerome
KAYN	FM	100.7	C	Oldies	Boise, ID	07/02/2003	102	FM Idaho Co LLC	Gooding, ID	Gooding
KAWZ	FM	89.9	NC	Christian	Twin Falls (Sun Valley), ID	07/02/2003	236	Calvary Chapel of Twin Falls Inc	Twin Falls, ID	Twin Falls
KBSW	FM	91.7	NC	Clsc/NPR	Twin Falls (Sun Valley), ID	07/02/2003	236	Idaho State Board of Education	Twin Falls, ID	Twin Falls
KBSY	FM	88.5	NC	NPR	Twin Falls (Sun Valley), ID	07/02/2003	236	Idaho State Board of Education	Burley, ID	Cassia
KCIR	FM	90.7	NC	ChrsContem	Twin Falls (Sun Valley), ID	07/02/2003	236	Faith Communications Corporation	Twin Falls, ID	Twin Falls
KEFX	FM	88.9	NC	Altve/Chrst	Twin Falls (Sun Valley), ID	07/02/2003	236	Calvary Chapel of Twin Falls Inc	Twin Falls, ID	Twin Falls
KWRV	FM	91.9	NC	Classical	Twin Falls (Sun Valley), ID	07/02/2003	236	Minnesota Public Radio	Sun Valley, ID	Blaine
KYZK	FM	107.5	C	BgBnd/SmJ	Twin Falls (Sun Valley), ID	07/02/2003	236	p Devine, Christopher	Sun Valley, ID	Blaine
KSNQ	FM	98.3	C	Clsc Rock	Twin Falls (Sun Valley), ID	09/14/2004	236	Intermart Broadcasting	Twin Falls, ID	Twin Falls
KBSS	FM	91.1	NC	NPR/Talk	Twin Falls (Sun Valley), ID	10/08/2004	236	Idaho State Board of Education	Sun Valley, ID	Blaine
KTFY	FM	88.1	NC	ChrsContem	Twin Falls (Sun Valley), ID		236	Idaho Conference of Seventh-Day Adventists Inc	Buhl, ID	Twin Falls
KTPZ	FM	94.3	C	Pop/CHR	Twin Falls (Sun Valley), ID	12/13/2005	236	Locally Owned Radio LLC	Hazelton, ID	Jerome
KIRQ	FM	102.1	C	Rock	Twin Falls (Sun Valley), ID	12/13/2005	236	p Locally Owned Radio LLC	Twin Falls, ID	Twin Falls
KYUN	FM	106.7	C	Country	Twin Falls (Sun Valley), ID		236	Locally Owned Radio LLC	Hailey, ID	Blaine

**Number of Stations in Geographic Market    29**

### Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed