

**RADIO MARKET ANALYSIS
HOG RADIO, INC
KDYN-FM 244C2 – OZARK, ARKANSAS
JANUARY 31, 2012**

This statement and attached exhibits were prepared on behalf of Hog Radio, Inc. (“Hog”). Hog is filing a minor modification application to change the transmitter location of KDYN-FM Channel 244C2, Facility ID No. 51098, licensed to Ozark, Arkansas and as such a Radio Market analysis is needed. Hog is also the licensee of KUOA(AM) 1290 kHz Siloam Springs, AR, Facility ID 35729. The principals of Hog have an attributable interest in KAKS(FM) 99.5 MHz, Facility ID No. 69858, licensed to Huntsville, Arkansas. KDYN-FM is not located in any Arbitron metro county and is not listed as home to any Arbitron rated market. Therefore, a contour overlap study for stations not licensed to metro counties is necessary.

REVISED CONTOUR OVERLAP ANALYSIS

Because KDYN-FM is licensed to a non-metro county, a contour overlap analysis has been conducted for ownership compliance. The analysis has determined that two Defined Radio Markets are created by the proposed KDYN-FM modification.

Defined Radio Market #1

The combined city grade contours of the proposed modification of KDYN-FM Channel 244C2, Ozark, AR and KAKS(FM) Channel 258C3 Huntsville, AR are used to determine the number of other stations in “Defined Radio Market #1”. 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 of which the principle shareholders of Hog Radio, Inc. have an attributable interest will be considered as a market contributor unless it is a subject station in the radio market under

study.

Exhibit 1 is a map of the city grade contours of the two stations that create Defined Radio Market #1. Exhibit 1A is a depiction of the AM stations with overlapping contours with Defined Radio Market #1. A total of 16 AM stations shown on the map and 14 AM stations are included in Defined Radio Market #1. The Radio Market Boundary is clearly shown in red on the map. Exhibit 1-F is a depiction of the FM stations (commercial and non-commercial) with overlapping contours with Defined Radio Market #1. A total of 36 FM stations are shown on the map and 35 FM stations are included in the Defined Radio Market. The Radio Market Boundary is clearly shown in red on the map. There are a total of 49 stations in the Defined Radio Market. Also included is a tabulation of the stations in Defined Radio Market titled “Table of Contours Shown”. The number of stations depicted falls in the 45 or greater stations level. Therefore, common ownership or control of up to eight full power stations with no more than five in the same band is permissible. Hog Radio, Inc. owns or has interest in two FM stations in Defined Radio Market #1. Based on the review of Defined Radio Market #1, it is believed that this minor change application for KDYN-FM is in compliance with §73.3555 of the rules.

Defined Radio Market #2

The combined city grade contours of the proposed modification of KDYN-FM Channel 244C2 and KUOA(AM) 1290 KHz, Siloam Springs, AR are used to determine the number of other stations in “Defined Radio Market #2”. 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 of which the principle shareholders of Hog Radio, Inc. have an attributable interest will be considered as a market contributor unless it is a subject station in the radio market under study.

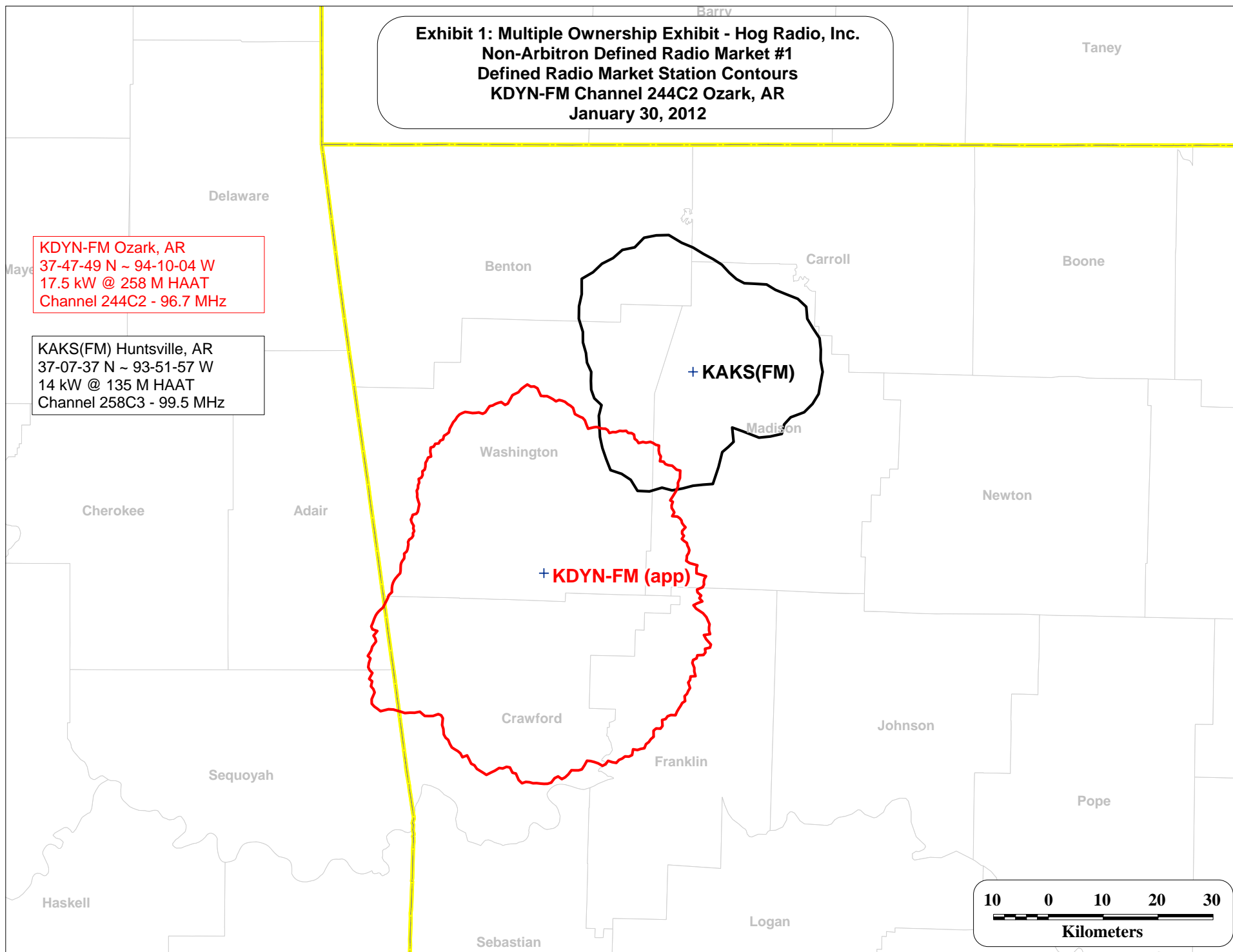
Exhibit 2 is a map of the city grade contours of the two stations that create Defined Market #2. Exhibit 2A is a depiction of the AM stations with overlapping contours with Defined Radio Market #2. A total of 15 AM stations shown on the map and 15 AM stations are included in Defined Radio Market #2. The Radio Market Boundary is clearly shown in red on the map. Exhibit 2-F is a depiction of the FM stations (commercial and non-commercial) with overlapping contours with Defined Radio Market #2. A total of 38 FM stations are shown on the map and 37 FM stations are included in the Defined Radio Market. The Radio Market Boundary is clearly shown in red on the map. There are a total of 52 stations in the Defined Radio Market. Also included is a tabulation of the stations in Defined Radio Market titled "Table of Contours Shown". The number of stations depicted falls in the 45 or greater stations level. Therefore, common ownership or control of up to eight full power stations with no more than five in the same band is permissible. Hog Radio, Inc. owns or has interest in two stations in Defined Radio Market #2, one AM and one FM station. Based on the review of Defined Radio Market #2, it is believed that this minor change application for KDYN-FM is in compliance with §73.3555 of the rules.

The foregoing technical statement was prepared on behalf of Hog Radio, Inc. 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 1: Multiple Ownership Exhibit - Hog Radio, Inc.
Non-Arbitron Defined Radio Market #1
Defined Radio Market Station Contours
KDYN-FM Channel 244C2 Ozark, AR
January 30, 2012**

KDYN-FM Ozark, AR
37-47-49 N ~ 94-10-04 W
17.5 kW @ 258 M HAAT
Channel 244C2 - 96.7 MHz

KAKS(FM) Huntsville, AR
37-07-37 N ~ 93-51-57 W
14 kW @ 135 M HAAT
Channel 258C3 - 99.5 MHz

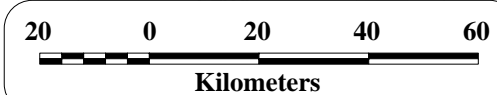


10 0 10 20 30
Kilometers

Exhibit 1-A: Multiple Ownership Exhibit - Hog Radio, Inc.
Non-Arbitron Defined Radio Market #1- AM Station Contours
KDYN-FM Channel 244C2 Ozark, AR
January 31, 2012

Radio Market #1 Boundary

AM stations contours included in the KDYN-FM Defined Radio Market #1 are shown in blue. See "Table of Contours Shown" for individual station information. All AM contours are 5 mV/M Daytime.



**Exhibit 1-F: Multiple Ownership Exhibit - Hog Radio, Inc.
Non-Arbitron Defined Radio Market #1 - FM Station Contours
KDYN-FM Channel 244C2 Ozark, AR
January 31, 2012**

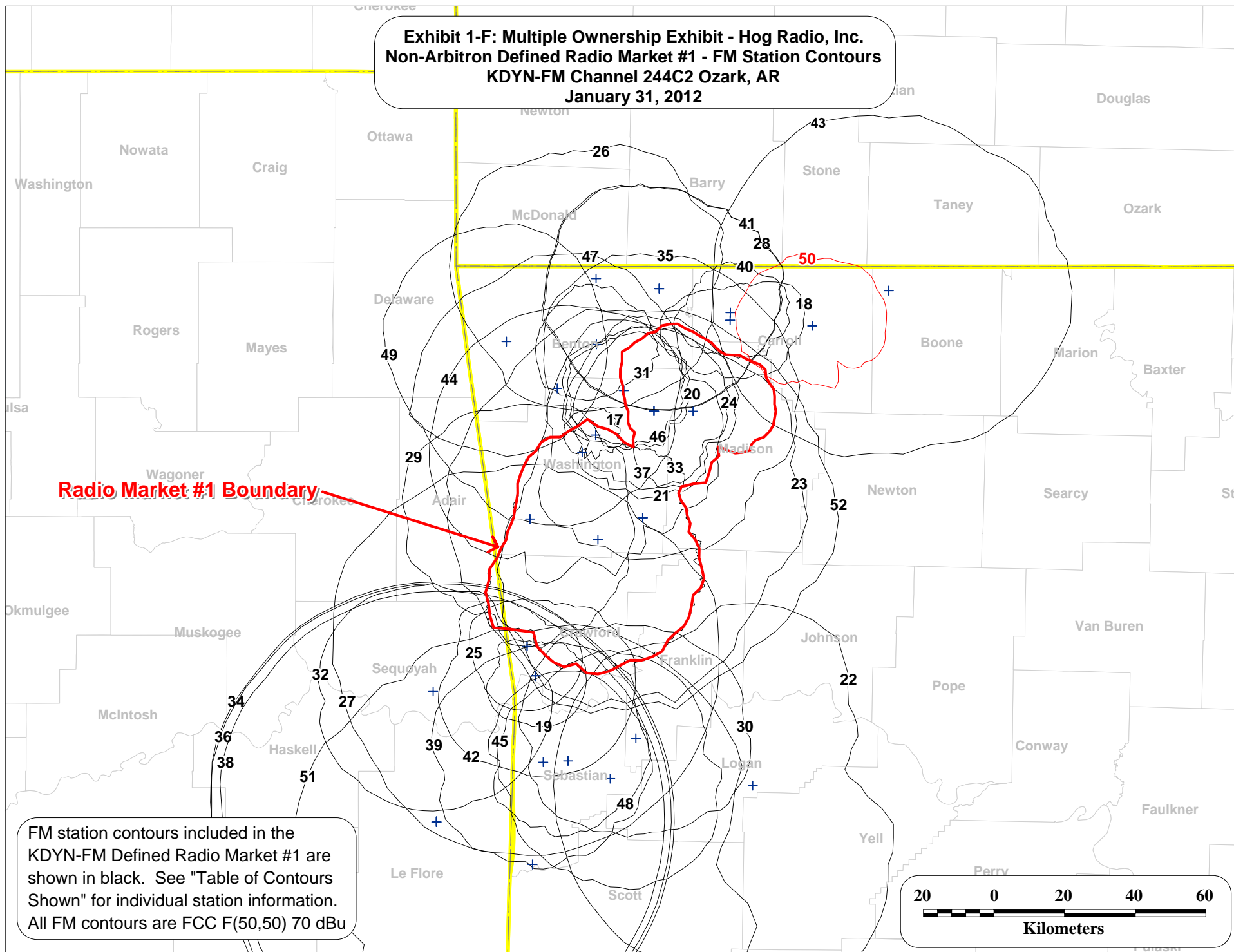


Table of Stations Shown
Radio Market Analysis - Non- Arbitron Market
Defined Radio Market #1
Hog Radio, Inc.
Tabulation of Radio Stations in Market
January 31, 2012

AM Stations				
	Call Sign	City	State	Freq (kHz)
1	KURM	ROGERS	AR	790
2	KFSA	FORT SMITH	AR	950
3	KFAY	FARMINGTON	AR	1030
4	KOAI	VAN BUREN	AR	1060
5	KLTK	CENTERTON	AR	1140
6	KREB	BENTONVILLE-BELLA VISTA	AR	1190
7	KFPW	FORT SMITH	AR	1230
8	KOFC	FAYETTEVILLE	AR	1250
9	KUOA**	SILOAM SPRINGS	AR	1290
10	KWHN	FORT SMITH	AR	1320
11	KFFK	ROGERS	AR	1390
12	KTHS-AM**	BERRYVILLE	AR	1480
13	KDYN	OZARK	AR	1540
14	KHGG	VAN BUREN	AR	1580
15	KYNG	SPRINGDALE	AR	1590
16	KYHN	FT. SMITH	AR	1650
Total AM Stations Shown - 16				
Total AM Stations included in DRM #1 - 14				
FM Stations				
	Call Sign	City	State	CH/Class
17	KXUA	FAYETTEVILLE	AR	202A
18	KGSF	GREEN FOREST	AR	204C3
19	KAOW	FORT SMITH	AR	205A
20	KAYH	FAYETTEVILLE	AR	207C3
21	KBNV	FAYETTEVILLE	AR	211C3
22	KEAF	FORT SMITH	AR	214C3
23	KUAF	FAYETTEVILLE	AR	217C0
24	KQSM-FM	FAYETTEVILLE	AR	221C3
25	KREU	ROLAND	OK	222A
26	KIGL	SELIGMAN	MO	227C1

FM Stations (continued)				
	Call Sign	City	State	CH/Class
27	KISR	FORT SMITH	AR	229C
28	KAMO-FM	ROGERS	AR	232C2
29	KYNF	CEDARVILLE	AR	235C2
30	KERX	PARIS	AR	237C2
31	KSEC	BENTONVILLE	AR	239A
32	KKBD	SALLISAW	OK	240C2
33	KDYN-FM App*	OZARK, AR	AR	244C2
34	KZBB	POTEAU	OK	250C
35	KKEG	BENTONVILLE	AR	252C1
36	KMAG	FORT SMITH	AR	265C
37	KAKS*	HUNTSVILLE	AR	258C3
38	KTCS-FM	FORT SMITH	AR	260C
39	KLSZ-FM	FORT SMITH	AR	264C2
40	KESA	EUREKA SPRINGS	AR	265A
41	KMXF	LOWELL	AR	270C2
42	KBBQ-FM	VAN BUREN	AR	274C2
43	KHOZ-FM	HARRISON	AR	275C2
44	KKIX	FAYETTEVILLE	AR	280C1
45	KQBK	BOONEVILLE	AR	284C2
46	KXNA	SPRINGDALE	AR	285A
47	KMCK-FM	PRAIRIE GROVE	AR	289C1
48	KZKZ-FM	GREENWOOD	AR	292C3
49	KBVA	BELLA VISTA	AR	293C2
50	KTHS-FM**	BERRYVILLE	AR	296C3
51	KOMS	POTEAU	OK	297C
52	KEZA	FAYETTEVILLE	AR	300C
Total FM Stations - 36				
Total FM Stations included in DRM#1 - 35				
49 AM & FM stations make up the Defined Radio Market				
*subject station				
** Station not included in total because KDYN-FM Licensee has attributable interest				

**Exhibit 2: Multiple Ownership Exhibit - Hog Radio, Inc.
Non-Arbitron Defined Radio Market #2
Defined Radio Market Station Contours
KDYN-FM Channel 244C2 Ozark, AR
January 31, 2012**

KDYN-FM Ozark, AR
37-47-49 N ~ 94-10-04 W
17.5 kW @ 258 M HAAT
Channel 244C2 - 96.7 MHz

KUOA(AM) Siloam Springs, AR
36-11-28 N ~ 94-33-58 W
5.0 KW
1290 kHz

+ KUOA(AM)

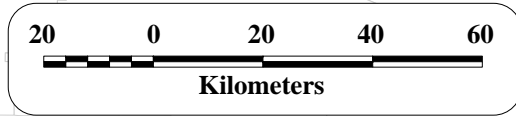
+ KDYN-FM (app)

10 0 10 20 30
Kilometers

**Exhibit 2-A: Multiple Ownership Exhibit - Hog Radio, Inc.
Non-Arbitron Defined Radio Market #2 - AM Station Contours
KDYN-FM Channel 244C2 Ozark, AR
January 31, 2012**

Radio Market #2 Boundary

AM stations that overlap contours with KDYN-FM Defined Radio Market are shown in blue. See "Table of Contours Shown" for individual station information. All AM contours are 5 mV/M Daytime.



**Exhibit 2-F: Multiple Ownership Exhibit - Hog Radio, Inc.
Non-Arbitron Defined Radio Market #2 - FM Station Contours
KDYN-FM Channel 244C2 Ozark, AR
January 31, 2012**

Radio Market #2 Boundary →

FM station contours included in the KDYN-FM Defined Radio Market #2 are shown in black. See "Table of Contours Shown" for individual station information. All FM contours are FCC F(50,50) 70 dBu

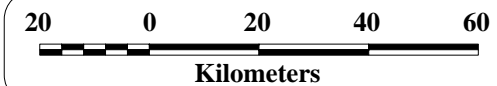


Table of Stations Shown
Radio Market Analysis - Non- Arbitron Market
Defined Radio Market #2
Hog Radio, Inc.
Tabulation of Radio Stations in Market
January 31, 2012

AM Stations				
	Call Sign	City	State	Freq (kHz)
1	KURM	ROGERS	AR	790
2	KFSA	FORT SMITH	AR	950
3	KFAY	FARMINGTON	AR	1030
4	KOAI	VAN BUREN	AR	1060
5	KLTK	CENTERTON	AR	1140
6	KREB	BENTONVILLE-BELLA VISTA	AR	1190
7	KFPW	FORT SMITH	AR	1230
8	KOFC	FAYETTEVILLE	AR	1250
9	KUOA*	SILOAM SPRINGS	AR	1290
10	KWHN	FORT SMITH	AR	1320
11	KFFK	ROGERS	AR	1390
12	KDYN	OZARK	AR	1540
13	KHGG	VAN BUREN	AR	1580
14	KYNG	SPRINGDALE	AR	1590
15	KYHN	FT. SMITH	AR	1650
Total AM Stations Shown - 15				
Total AM Stations included in DRM #2 - 15				
FM Stations				
	Call Sign	City	State	CH/Class
16	KAPG	BENTONVILLE	AR	201A
17	KXUA	FAYETTEVILLE	AR	202A
18	KAOW	FORT SMITH	AR	205A
19	KWXC	GROVE	OK	205A
20	KAYH	FAYETTEVILLE	AR	207C3
21	KBNV	FAYETTEVILLE	AR	211C3
22	KEAF	FORT SMITH	AR	214C3
23	KUAF	FAYETTEVILLE	AR	217C0
24	KQSM-FM	FAYETTEVILLE	AR	221C3
25	KREU	ROLAND	OK	222A
26	KIGL	SELIGMAN	MO	227C1
27	KISR	FORT SMITH	AR	229C

	Call Sign	City	State	CH/Class
28	KAMO-FM	ROGERS	AR	232C2
29	KYNF	CEDARVILLE	AR	235C2
30	KERX	PARIS	AR	237C2
31	KSEC	BENTONVILLE	AR	239A
32	KKBD	SALLISAW	OK	240C2
33	KITO-FM	VINITA	OK	241C2
34	KDYN-FM App*	OZARK, AR	AR	244C2
35	KZBB	POTEAU	OK	250C
36	KKEG	BENTONVILLE	AR	252C1
37	KMAG	FORT SMITH	AR	265C
38	KAKS**	HUNTSVILLE	AR	258C3
39	KTCS-FM	FORT SMITH	AR	260C
40	KURM-FM	GRAVETTE	AR	262A
41	KLSZ-FM	FORT SMITH	AR	264C2
42	KLRC	SILOAM SPRINGS	AR	266A
43	KMXF	LOWELL	AR	270C2
44	KEOK	TAHLEQUAH	OK	271A
45	KBBQ-FM	VAN BUREN	AR	274C2
46	KKIX	FAYETTEVILLE	AR	280C1
47	KQBK	BOONEVILLE	AR	284C2
48	KXNA	SPRINGDALE	AR	285A
49	KMCK-FM	PRAIRIE GROVE	AR	289C1
50	KZKZ-FM	GREENWOOD	AR	292C3
51	KBVA	BELLA VISTA	AR	293C2
52	KOMS	POTEAU	OK	297C
53	KEZA	FAYETTEVILLE	AR	300C
Total FM Stations = 38				
Total FM Stations included in DRM #2 - 37				
52 AM & FM stations make up the Defined Radio Market #2				
*subject station				
** Station not included in total because KDYN-FM Licensee has attributable interest				