

### **SECTION 307(b) STATEMENT**

M&M Broadcasters LTD, proposed assignee of KRQX-FM, seeks to relocate its transmitter site and change the community of license from Mexia, TX to Mart, TX. As detailed further in the this exhibit and the attached engineering exhibit, this relocation and change in community of license will result in a preferential arrangement of allotments, and complies with the Commission's policies governing community of license changes.

Section 307(b) of the Communications Act of 1934, as amended, states that the Commission must distribute broadcast licenses to states and communities so "as to provide a fair, efficient, and equitable distribution of radio service." 47 U.S.C. 307. Pursuant to the rules promulgated as a result of Section 307(b), the Commission's allotment priorities are as follows: (1) first full-time aural reception service; (2) second full-time aural reception service; (3) first local aural transmission service; and (4) other public interest factors. Co-equal weight is given to priorities (2) and (3). *Revision of FM Assignment Policies and Procedures*, 90 FCC Rcd 2d 88 (1982) In this situation, moving KRQX-FM to Mart, TX will result in the addition of a second local aural transmission service to Mart, as there is presently one other radio station licensed to that community. Similarly, Mexia, TX will continue to be served by KRQX (AM). Furthermore, Mexia will continue to receive ample service from seven stations, as demonstrated in the attached Engineering Statement 33A.

Mart, TX is an established, community with the social, economic, and cultural characteristics that warrants a second local aural transmission service. Mart is located at the Eastern periphery of McLennan County, and is an incorporated community of 2,431 people, according to population estimates on the city of Mart web page. Incorporated in 1901, Mart is not a part of the Waco urbanized area. Mart has all the attributes of an independent community, as detailed in the following pages. The addition of KRQX-FM to this growing community is consistent with the Commission's Rules and would serve the public interest.

As stated in the instructions to the FCC Form 301, the following information is provided below and in the attached Engineering Exhibit 33A.

- 1) If new technical facilities proposed, the area and population within the proposed 70 and 60 dBu contours of the station: The new proposed contours for KRQX-FM at Mart, TX will be: 60 dBu 50-50: 30,443, 70 dBu 50-50: 4,770.
- 2) The number of stations licensed to the proposed new community of license: One, not including this proposal. This will be the community's 2nd local aural transmission service.
- 3) The number of stations providing protected service to the proposed community of license: 11. See attached Engineering Statement.
- 4) The population, according to the latest Census Date, of the proposed community of license: The population of the community of Mart, TX is 2,273 persons according to the 2000 U. S. Census data.
- 5) Where relevant to establish the precondition of a licensable community, a description of the proposed community of license: See following pages.
- 6) Any other information deemed relevant: See following pages.

Given the overall preferential arrangement proposed by this application to relocate KRQX-FM to Mart, TX, the Commission should approve the relocation of KRQX-FM requested herein.

The City of Mart, TX is a city in McLennan County, eighteen miles east of Waco. According to the 2000 census the population was 2,273 with a revised population estimate of 2,431 in 2004.

The U. S. Postal Service has assigned Mart the zip code of 76664. Local directory listings are incorporated into the Waco Area phone directories. The City of Mart had its own webpage at <http://cityofmart.net> that features listings for all city departments and a link to the Mart Community Center.

The Mart Messenger is a weekly newspaper that provides news of local interest including coverage of local government, schools, and community groups, as well as, the promotion of special events and activities of these groups.

Mart is a General Law City that elects its governing body at large. Mart's Council is composed of a Mayor and five Alderpersons. The city has its own Police Department, Municipal Court, Public Works Department, and Fire Marshall. In addition, the city is served by a volunteer fire department.

From the Handbook of Texas:

**MART, TEXAS.** Mart, once known as Willow Springs, is a small incorporated city eighteen miles east of Waco on State Highway 164 in the eastern corner of McLennan County. Settlement in the area began shortly after the Civil War.<sup>qv</sup> The community was known as Willow Springs in the 1870s, but the name was changed to Mart when a post office was granted in 1880. Residents chose this name because they expected the community to become an important commercial center. In the mid-1880s Mart had two steam gristmills and cotton gins, a church, two schools, and 150 residents; cotton and wheat were the principal cash crops grown in the area. The International and Great Northern Railroad completed the section of track between Marlin and Waco shortly after 1900, bringing increased job opportunities to Mart and making outside markets more accessible. In 1901 residents voted to incorporate with a mayor-council form of city government<sup>qv</sup> and to establish an independent school district. The First National Bank of Mart was organized in 1901, the Farmers and Merchants National Bank in 1904, and the First State Bank in 1909. Local improvements included sidewalks, paved streets, electric lights, and telephone facilities. Population estimates for Mart rose from 300 in 1900 to 2,939 in 1910. By 1914 the community had an ice factory, three cotton gins, a cotton oil mill, a daily and a weekly newspaper, and 3,000 residents. Banks in Mart weathered the Great Depression<sup>qv</sup> fairly well. Though the State Bank merged with First National in 1931, the transition went smoothly, and patrons experienced no interruption in service. Economic hardship made itself felt instead through the decision of the railroad company

to discontinue its passenger service through Mart and leave only limited freight operations. Many residents left to find jobs in larger cities. The number of residents in Mart fell from a high of 3,800 in 1929 to 2,853 in the early 1930s. A slow decline continued for the next several decades: the population was 2,273 in 1950, 2,197 in 1960, and 2,183 in 1970. The number of businesses decreased as well, falling from 102 in the 1950s to forty-eight in the 1970s. The Missouri Pacific acquired a shorter Waco-to-Marlin route from the Southern Pacific in the late 1960s and completely abandoned its tracks through Mart, depriving the community of its remaining rail service and removing a sizeable payroll from the local economy. The Mart population dipped to 2,031 in the late 1970s but was 2,324 in 1982. It was 2,004 in 1990. By 2000 the population reached 2,273.

**BIBLIOGRAPHY:** Charles Leroy Hinkle, *A History and Analysis of Rural Banking in McLennan County* (M.S. thesis, Baylor University, 1959). Dayton Kelley, ed., *The Handbook of Waco and McLennan County, Texas* (Waco: Texian, 1972). William Robert Poage, *McLennan County Before 1980* (Waco: Texian, 1981). Vertical File, Texas Collection, Baylor University.

*Vivian Elizabeth Smyrl*

**Mart Messenger**

106 S Pearl St  
Mart, TX 76664-1425

Phone: (254) 876-3939

**Mart, TX. Chamber of Commerce**

P.O. Box 59

Mart, TX 76664

254-876-2231

<http://www.martisd.org/>

Texas Fire Departments

The commission has address information for 1 department(s) in MART.

**MART VFD** -- PO BOX 360, 112 N COMMERCE, MART, TX 76664-0360

Type: VOL. Phone: (254) 876-2462 Fax: (254) 876-3807 County: MC LENNAN

Last update: 3/5/2009.

Fire Chief: ROY DAVIS Fire Marshal: SCOTT CURRY Training Officer: JERRY PAVELKA

[http://www.tcfp.state.tx.us/directory/TX\\_fire\\_depts.asp](http://www.tcfp.state.tx.us/directory/TX_fire_depts.asp)

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**Businesses**

**Mart Community Center**

[800 E Navarro Ave, Mart, TX, 76664](#)

[254-876-2034](#)

**Cary Mormino & Associates**

[Mart, TX, 76664](#)

[800-687-2120 Business, General Liability, Health, Homes, Life, Physical  
Damage, Truck Insurance, Haul, Primary Li ...](#)

**Furniture Service**

[114 S Commerce St, Mart, TX, 76664](#)

[254-876-2117 Refinished & Reupholstered, Pick Up & Delivery Available,  
Furniture Repair, Commercial Accounts Welc ...](#)

**Churches**

**Grace Lutheran Church of Mart**

[106 S Carpenter St, Mart, TX, 76664](#)

[254-876-2314](#)

First United Methodist Church  
[701 E Texas Ave, Mart, TX, 76664](#)  
[254-876-2751](#)

First Baptist Church of Mart  
[601 E Texas Ave, Mart, TX, 76664](#)  
[254-876-2521](#)

Mount Zion Baptist Church  
[500 W Texas Ave, Mart, TX, 76664](#)  
[254-876-2724](#)

St Marys Baptist Church  
[201 N Falls St, Mart, TX, 76664](#)  
[254-876-2269](#)

Church of Christ of Mart  
[509 E Limestone Ave, Mart, TX, 76664](#)  
[254-876-2620](#)

Mount Pleasant Baptist Church  
[703 S Elm St, Mart, TX, 76664](#)  
[254-876-2971](#)

## Schools

Mart High School  
[300 E Navarro Ave, Mart, TX, 76664](#)  
[254-876-2574](#)

Mart Middle School  
[1400 E Kensington St, Mart, TX, 76664](#)  
[254-876-2762](#)

Mart High School  
[300 E Ross Ave, Mart, TX, 76664](#)  
[254-876-3261 Ag Department](#)

Mart Elementary School  
[200 E Navarro Ave, Mart, TX, 76664](#) [254-876-2112](#)

Mart High School  
[300 E Navarro Ave, Mart, TX, 76664](#)  
[254-876-3837 Athletic Department](#)

Mart Independent School District  
[700 E Navarro Ave, Mart, TX, 76664](#)  
[254-876-2523 Administration Office](#)

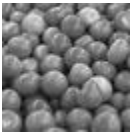
## Library

Nancy Nail Memorial Library  
[124 S Pearl St, Mart, TX, 76664](#)  
[254-876-2465](#)

## Grocery Stores



Double D Food & Fuel  
[202 E Texas Ave, Mart, TX, 76664](#)  
[254-876-2021 MasterCard](#)



Reads Food Store  
[515 E Texas Ave, Mart, TX, 76664](#)  
[254-876-2561](#)

### **Technical Exhibit 33A**

#### **Proposed Technical Facilities**

The proposed new technical facilities for KRQX-FM, are located at a new tower at 2.9 KW and 147 m HAAT. This facility meets 73.207 spacing requirements. Below is a table of the population and area in this proposed modification. See KRQX-FM Proposed Contour maps to follow.

	60 dBU Pop.	70 dBU Pop.	60 dBU Area Sq. km	70 dBU Area Sq. km
Proposed	30,443	4,770	2549.8	847.8
Present	26,305	16,317	2571	858

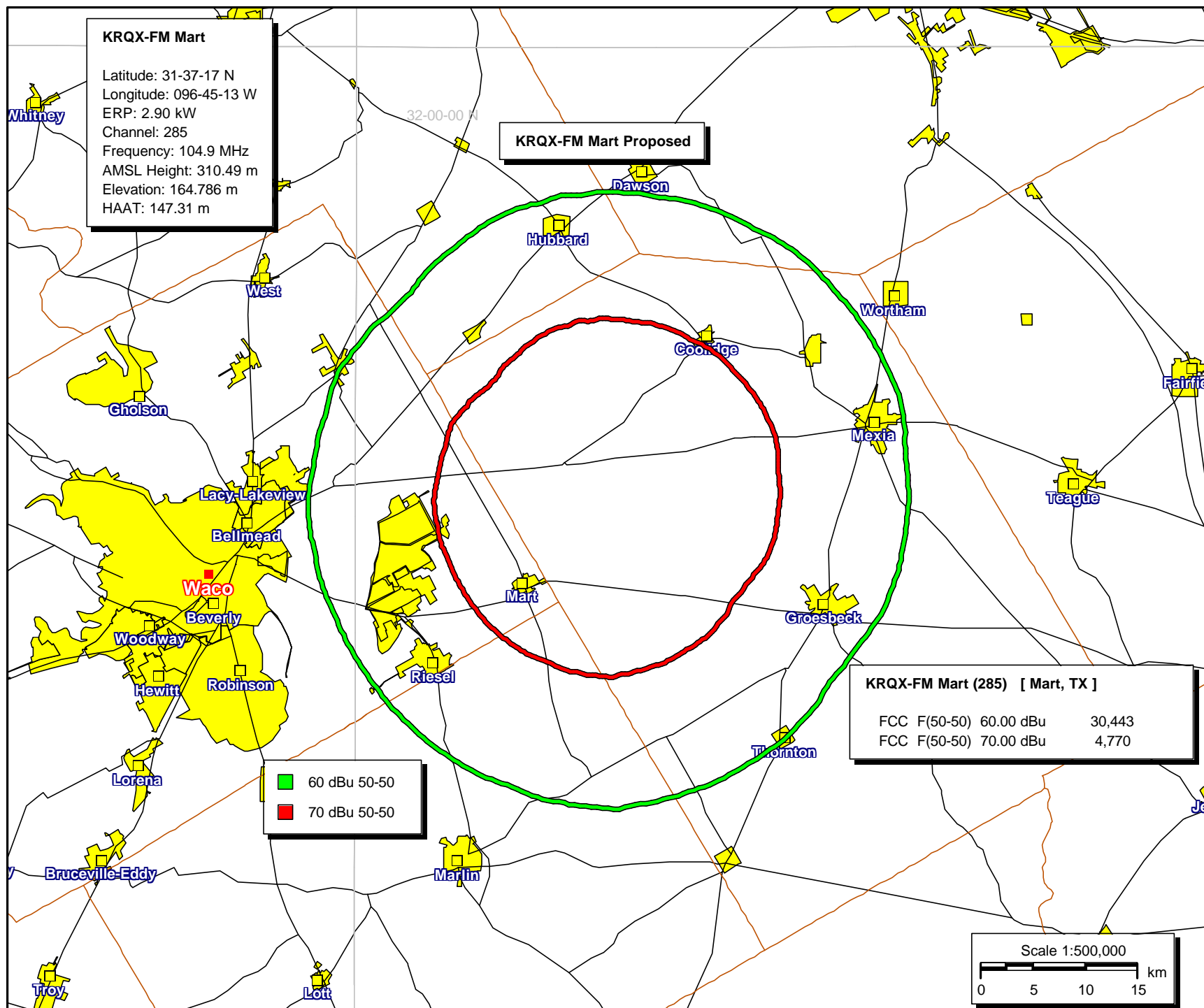
The present number of local aural services licensed to Mart, Texas is one, KSUR (FM), FID 83542. This proposed move of KRQX-FM will be the second local service licensed to Mart, Texas.

There are seven protected FM contours presently covering the community of Mart, Texas: KBGO, KBRQ, KLRK, KSUR, KRQX-FM, KWTX-FM, WACO-FM. There are eight protected AM contours covering the community of Mart, Texas: KBBW, KLIF, KRLD, KRZI, KSKY, KTON, KWTX, WBAP. This proposal does not change the number of protected contours covering the community of Mart, Texas. See the Contour Exhibit 1 for a demonstration of this coverage.

There are presently seven protected services to Mexia, TX: KRQX(AM), KRQX-FM, KBBW (AM), KLIF(AM), KRLD(AM), KSKY(AM), KTXV(AM). The city of Mexia, Texas will continue to be served by KRQX(AM) as a first local service, and the six other protected contours of KRQX-FM (Mart), KBBW(AM), KLIF(AM), KRLD(AM), KSKY(AM), KTXV(AM), for a total of seven. No loss of protected service to Mexia is created by this proposal. See Contour Exhibit 2. No white areas (areas with no protected service) will be created by this proposal. See Contour Exhibit 3 and 3A demonstrating this coverage.

The population of Mart, Texas, according to the 2000 Census was 2,273.





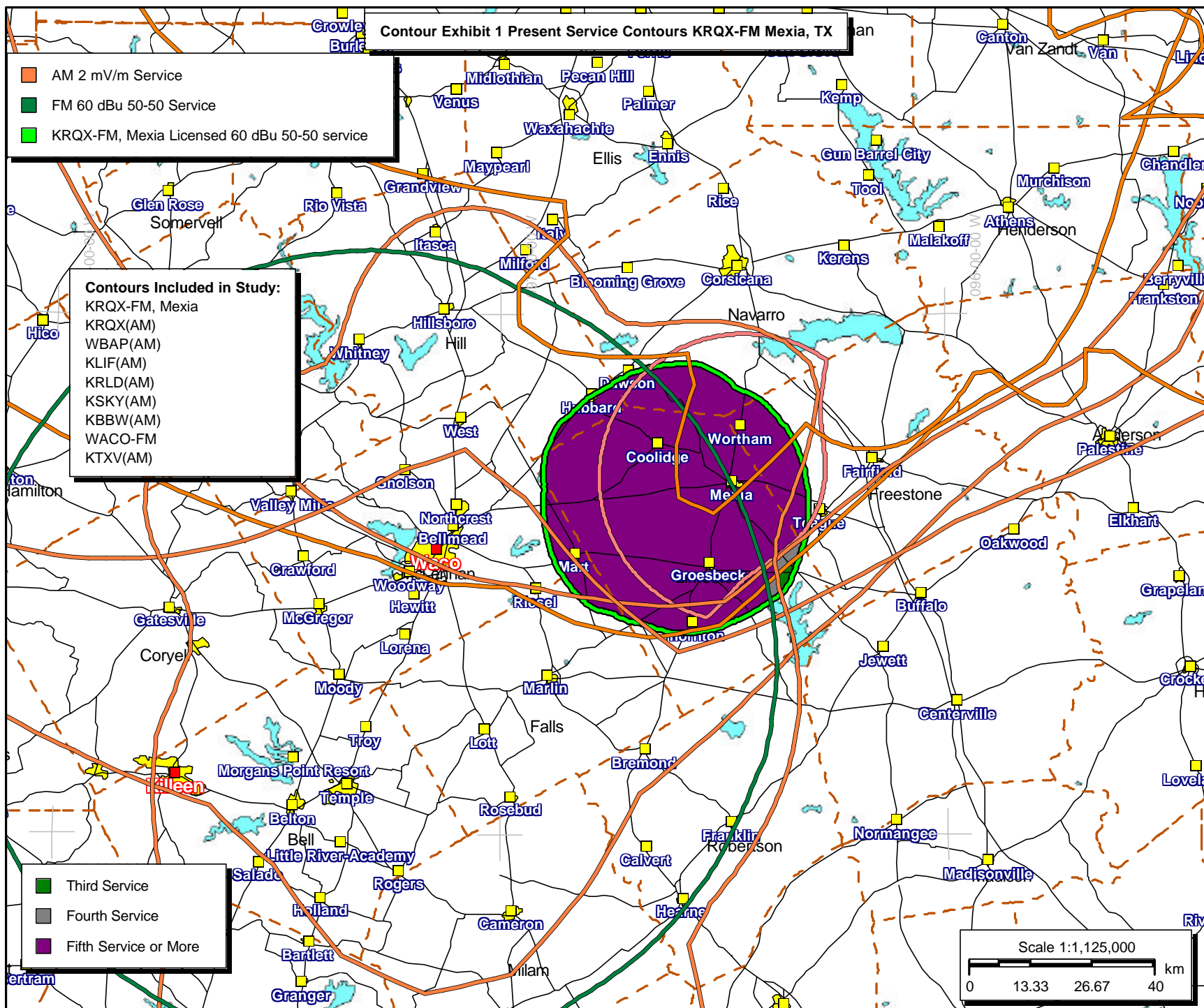
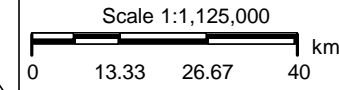
# Contour Exhibit 1 Present Service Contours KRQX-FM Mexia, TX

- AM 2 mV/m Service
- FM 60 dBu 50-50 Service
- KRQX-FM, Mexia Licensed 60 dBu 50-50 service

## Contours Included in Study:

KRQX-FM, Mexia  
 KRQX(AM)  
 WBAP(AM)  
 KLIF(AM)  
 KRLD(AM)  
 KSKY(AM)  
 KBBW(AM)  
 WACO-FM  
 KTXV(AM)

- Third Service
- Fourth Service
- Fifth Service or More



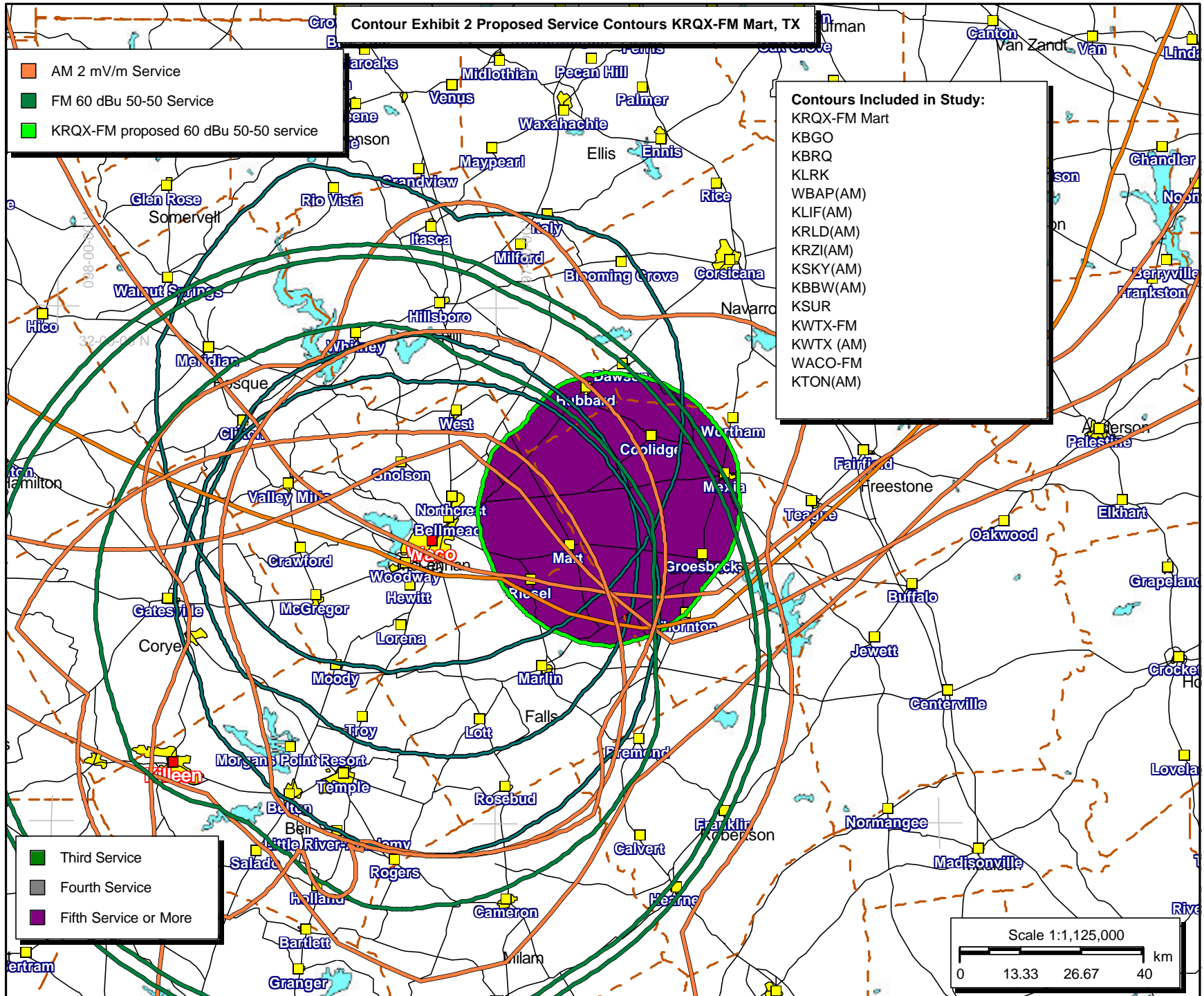
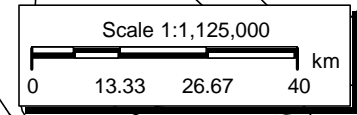
# Contour Exhibit 2 Proposed Service Contours KRQX-FM Mart, TX

- AM 2 mV/m Service
- FM 60 dBu 50-50 Service
- KRQX-FM proposed 60 dBu 50-50 service

## Contours Included in Study:

KRQX-FM Mart  
KBGO  
KBRQ  
KLRK  
WBAP(AM)  
KLIF(AM)  
KRLD(AM)  
KRZI(AM)  
KSKY(AM)  
KBBW(AM)  
KSUR  
KWTX-FM  
KWTX (AM)  
WACO-FM  
KTON(AM)

- Third Service
- Fourth Service
- Fifth Service or More





# Contour Exhibit 3 Present and Proposed Service Contours, Gain/Loss KRQX-FM Mart, TX

- AM 2 mV/m Service
- FM 60 dBu 50-50 Service
- KRQX-FM , Mexia Licensed and Proposed Mart 60 dBu 50-50 service

## Contours Included in Study:

- KRQX-FM (Mexia)
- KRQX-FM (Mart)
- KRQX(AM)
- KBCT
- KBGO
- KBRQ
- KLRK
- KNES
- WBAP(AM)
- KLIF(AM)
- KRLD(AM)
- KSKY(AM)
- KBBW(AM)
- KSUR
- KWTX-FM
- WACO-FM
- KTON(AM)
- KTXV(AM)
- KRQX(AM)
- KLIF(AM)

- Overlap Area of Existing and Proposed KRQX-FM Service
- Second Service
- Third Service
- Fourth Service or More

