

Multiple Ownership Study

Pursuant to the Commission's newly revised multiple ownership rules in Section 73.3555, the following multiple ownership study was conducted to demonstrate that a grant of the instant application for Facility ID# 164129 Twin Falls, ID, on Channel 271C3 (herein referred to as "Twin Falls 271C3") will comply with the Commission's new Section 73.3555 multiple ownership rules. Twin Falls, ID, is not included in an Arbitron rated market. Also, Twin Falls 271C3 is not considered as "home" to a rated Arbitron market as defined by BIA since it is an application for a new station. Therefore, the modified contour overlap method must be used to evaluate the impact a grant of the instant application would have on multiple ownership dynamic in the area.

Twin Falls 271C3 shall be licensed to College Creek Broadcasting, Inc. ("College Creek"), which owns or has an attributable interest in the following radio stations which will share overlapping contours with the facilities of Twin Falls 271C3 proposed in this application:

Station/Class	Channel/Status	City of License	Overlap with Twin Falls 271C3
Hazelton 232C3 ¹	232C3 App	Hazelton, ID	YES

The accompanying map illustrates the predicted 3.16 mV/m FM contours of Twin Falls 271C3 and Hazelton 232C3. These two stations create one mutual overlapping radio market.

Overlap Market Numerator:

The "numerator" of the Overlap Market shall include two (2) FM stations: Twin Falls 271C3 and Hazelton 232C3. There are no AM stations in the numerator for the Overlap Market.

Overlap Market Denominator:

The "denominator" of the Radio Market will only include those stations listed in Table 2 below. The stations listed in Table 2 all meet the following requirements:

- All overlap with at least one of the following stations: Twin Falls 271C3 or Hazelton 232C3.
- All have transmitters within 92 kilometers of the Overlap Area.
- Any stations which are commonly attributable with Twin Falls 271C3 which do not share an overlap area with the Overlap Area were not included in the denominator.
- Commercial and Noncommercial stations have been counted.

¹ "Hazelton 232C3," Facility ID #164127, was recently won by College Creek in Auction 37. College Creek has contemporaneously proposed Original Construction Permit facilities for Hazelton 232C3.

TABLE 3: Overlap Market Denominator Stations

ATTRIBUTABLE:

1 >*271C3 424354N 1142504 232C3 5.20 Twin Falls, ID User Reference (Twin Falls 271C3)
2 >*232C3 424354N 1142504 232C3 4.90 Hazelton, ID User Reference (Hazelton 232C3)

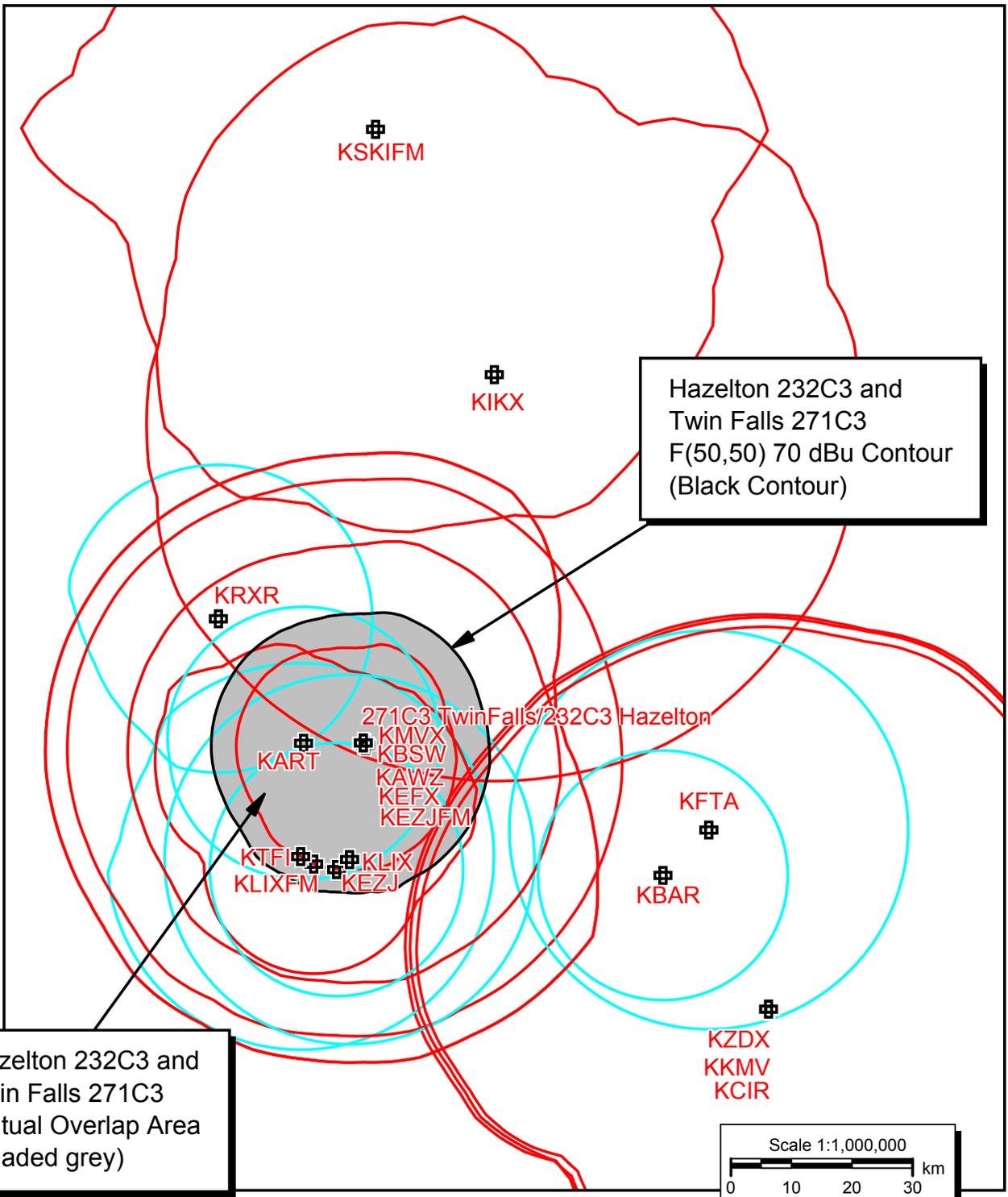
NOT ATTRIBUTABLE:

3 KART.L 424351N 1143217W 9.9 269 1400 1 JEROME ID BL (inside overlap area)
4 KAWZ.L 424347N 1142452W 0.3 128 210C 100 Twin Falls ID BLED20010305AAO (inside overlap area)
5 KBAR.L 423205N 1134854W 54.1 113 1230 1 BURLEY ID BL (Dist. to Overlap 32 km)
6 KBSW.L 424348N 1142506W 0.2 193 219C3 4.5 Twin Falls ID BLED19980820KB (inside overlap area)
7 KCIR.L 422007N 1133617W 80 123 214C 20 Twin Falls ID BMLED19920811KA (Dist. to Overlap 59 km)
8 KEFX.L 424347N 1142452W 0.3 128 205C 100 Twin Falls ID BLED20010227AAI (inside overlap area)
9 KEZJ.L 423236N 1142814W 21.4 191 1450 1 TWIN FALLS ID BL (inside overlap area)
10 KEZJFM.L 424342N 1142448W 0.5 135 239C1 50 Twin Falls ID BLH20000320ABH (inside overlap area)
11 KFTA.L 423607N 1134321W 58.8 104 970 2.5 RUPERT ID BL19890905AE (Dist. to Overlap 37 km)
12 KIKX.L 431645N 1140914W 64.5 19 284C 100 Ketchum ID BLH19961211KB (Dist. to Overlap 42 km)
13 KKMV.L 422003N 1133612W 80.2 123 223C 24 Rupert ID BLH19941114KB (Dist. to Overlap 59 km)
14 KLIX.L 423330N 1142640W 19.4 186 1310 5 TWIN FALLS ID BL19811211AG (inside overlap area)
15 KLIXFM.L 423305N 1143059W 21.6 202 243C1 100 Twin Falls ID BLH6268 (inside overlap area)
16 KMVX.L 424354N 1142504W 0 0 275C1 100 Jerome ID BLH7122 (inside overlap area)
17 KRXR.L 425454N 1144241W 31.5 310 1480 5 GOODING ID BL20001106ACD (Dist. to Overlap 8 km)
18 KSKIFM.L 433836N 1142349W 101.3 0 279C 53 Sun Valley ID BMLH19980911KG (Dist. to Overlap 80 km)
19 KTFI.L 423345N 1143234W 21.4 208 1270 5 TWIN FALLS ID BL19980911AD (inside overlap area)
20 KZDX.L 422007N 1133617W 80 123 260C 25 Burley ID BLH19841214LN (Dist. to Overlap 59 km)

Overlap Market Conclusion

In a radio market with 15 to 29 (inclusive) commercial and noncommercial radio stations such as the market being studied herein, Section 73.3555 of the Commission's rules allows a party to have an attributable interest in up to five (6) commercial radio stations, not more than four (4) of which are in the same service (AM or FM).

In the case of the Overlap Market being studied, College Creek has an attributable interest in not more than two (2) stations that are in the FM service and zero (0) stations that are in the AM service. The Overlap Market complies with Section 73.3555.



Hazelton 232C3 and
Twin Falls 271C3
F(50,50) 70 dBu Contour
(Black Contour)

Hazelton 232C3 and
Twin Falls 271C3
Mutual Overlap Area
(shaded grey)

Scale 1:1,000,000
0 10 20 30 km