

TECHNICAL EXHIBIT

KVDU

Houma, Louisiana
Gonzales, Louisiana

Multiple Ownership Study

This narrative and accompanying Figures have been prepared on behalf of station KVDU(FM), Houma, Louisiana, Facility ID No. 34528, in support of a minor change application for an increase in antenna height and to specify operations on channel 281C at a new community of license, Gonzales, Louisiana, in lieu of channel 281C at Houma, Louisiana. This multiple ownership analysis was prepared considering radio stations under present or proposed common ownership, time brokerage or joint sales.

Metro Market Study

The current KVDU community of license, Houma, Louisiana, is geographically located in Terrebonne Parish, which is not located in any Nielsen Metro Market ("Metro Market").

The proposed KVDU community of license, Gonzales, Louisiana, is geographically located in Ascension Parish, which is part of the Baton Rouge, LA Metro Market. The number of stations owned by iHeartMedia in the Baton Rouge, LA Metro Market **is increasing** by this proposed modification.

According to the FCC's local ownership "tiers," in a Nielsen Metro reported by BIA as having 30 up to and including 44 commercial and noncommercial educational full-power radio stations (which is the size of the Baton Rouge, LA Metro Market as shown in **Table 1** below), a party may have a cognizable interest in up to 7 commercial full-power radio stations, not more than 4 of which are in the same service (AM or FM). See 47 CFR Section 73.3555(a)(ii).

This application complies with the multiple ownership rules because 5 (4 FM and 1 AM)¹ of 31 full-power radio stations in the Baton Rouge, LA Metro Market will be attributable to iHeartMedia.²

Table 1. Stations **Currently** in the Baton Rouge, LA Metro Market
Per Nielsen³

Count	Calls	Fac ID	Band	Owner	Community	Join Date	Status ⁴
1	KPAQ	86794	FM	American Family Association Incorporated	Plaquemine	7/11/2016	b
2	KLSP	2260	FM	Angola Educational Foundation Inc	Angola	7/11/2016	b
3	WPYR	47403	AM	Catholic Community Radio Inc	Baton Rouge	7/2/2003	b
4	KRVE	40866	FM	iHeartMedia Inc	Brusly	7/2/2003	b
5	WFMF	4053	FM	iHeartMedia Inc	Baton Rouge	7/2/2003	b
6	WJBO	4054	AM	iHeartMedia Inc	Baton Rouge	7/2/2003	b
7	WYNK-FM	47402	FM	iHeartMedia Inc	Baton Rouge	7/2/2003	b
8	KDDK	22310	FM	Radio & Investments Inc	Addis	10/12/2006	b
9	KQXL-FM	11607	FM	Cumulus Media Holdings Inc	New Roads	7/2/2003	b
10	WEMX	58931	FM	Cumulus Media Holdings Inc	Kentwood	7/2/2003	a
11	WRQQ	61271	FM	Cumulus Media Holdings Inc	Hammond	7/2/2003	a
12	WXOK	11606	AM	Cumulus Media Holdings Inc	Port Allen	7/2/2003	b
13	KBRH	18184	AM	East Baton Rouge Parish School Board	Baton Rouge	7/2/2003	b
14	WBRH	18185	FM	East Baton Rouge Parish School Board	Baton Rouge	7/2/2003	b
15	WBKL	27441	FM	Educational Media Foundation	Clinton	7/11/2016	b

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¹ None of the subject stations are attributable by virtue of a time brokerage agreement or joint sales agreement.

² Note that, while Houma, LA is not geographically located in any Nielsen Metro Market, KVDU(FM) is currently listed as "Home" to the New Orleans, LA Nielsen Metro. It is expected that such designation will be deleted once the community of license of KVDU(FM) is changed to the Baton Rouge, LA Nielsen Metro as requested by this application.

³ Source: BIA.

⁴ Status: "a" -- the station is reported by BIA as "Home" to this Nielsen Metro; "g" -- the station's community of license is located within the geographic boundaries of this Nielsen Metro; "b" -- the station is listed by BIA as both "Home" to this Nielsen Metro, and its community of license is geographically located in this Nielsen Metro.

Count	Calls	Fac ID	Band	Owner	Community	Join Date	Status ⁴
16	WJFM	31171	FM	Family Worship Center Church Inc	Baton Rouge	7/2/2003	b
17	KNXX	36160	FM	Guaranty Broadcasting Company LLC	Donaldsonville	7/2/2003	b
18	WBRP	4490	FM	Guaranty Broadcasting Company LLC	Baker	7/2/2003	b
19	WDGL	25518	FM	Guaranty Broadcasting Company LLC	Baton Rouge	7/2/2003	b
20	WNXX	52882	FM	Guaranty Broadcasting Company LLC	Jackson	7/2/2003	b
21	WTGE	70022	FM	Guaranty Broadcasting Company LLC	Baton Rouge	7/2/2003	b
22	KKAY	36232	AM	Liberty In Christ Jesus Ministry	White Castle	7/11/2016	b
23	KLSU	38604	FM	Louisiana State University	Baton Rouge	7/2/2003	b
24	KCLF	14897	AM	New World Broadcasting Company Incorporated	New Roads	7/11/2016	b
25	KPAE	53023	FM	Port Allen Educational Broadcasting Foundation	Erwinville	7/2/2003	b
26	KPEF	174650	FM	Port Allen Educational Broadcasting Foundation	White Castle	7/11/2016	b
27	WRKF	53834	FM	Public Radio Inc (LA)	Baton Rouge	7/2/2003	b
28	WUBR	11188	AM	Red Peach LLC	Baton Rouge	7/2/2003	b
29	KPCP	169910	FM	Stop the Violence/Save the Children Inc	New Roads	7/11/2016	b
30	WPFC	31172	AM	Victory & Power Inc	Baton Rouge	7/2/2003	b
31	WWRA	170022	FM	Victory Harvest Church	Clinton	7/11/2016	b