

## **Multiple Ownership Analysis**<sup>1</sup>

This transaction involves the assignment of one full power commercial AM radio station (KWAC). The proposed assignee has other attributable stations in the Bakersfield, CA market, specifically KGSV (AM), Oildale, CA (Facility ID #54760). This analysis considers the existing attributable stations on a market basis for purposes of determining compliance with the multiple ownership limits set forth in 47 C.F.R. §73.3555(a).

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### **Bakersfield, CA, Rated Market**

Bakersfield, CA is #80 Nielsen/Arbitron Rated Market, and has at least 56 full power commercial and noncommercial AM and FM stations. See Exhibit A. Under 47 C.F.R. §73.3555(a)(1)(i)<sup>2</sup>, in a market with more than 45 full time stations, a party may own, operate or control up to 8 commercial radio stations, not more than 5 of which are in the same service. The proposed transfer of control will result in the assignee having an attributable interest in a total of two (2) commercial AM stations in this rated market (assuming the Pending Transaction is consummated). Thus, ownership of these two AM stations complies with the radio multiple ownership rules in 47 C.F.R. §73.3555(a).

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<sup>1</sup> Compliance for this transaction is analyzed herein in accordance with the FCC's 2016 multiple ownership rules, as reinstated and revised in the FCC's December 20, 2019 Order, DA 19-1303. For clarity, the transaction does not implicate the reinstated "eight voices" test, prohibition on top-four combinations in the local television rules; newspaper/broadcast cross-ownership rules; or attribution of joint sales agreements.

<sup>2</sup> § 73.3555 Multiple ownership.

(a)(1) Local radio ownership rule. A person or single entity (or entities under common control) may have a cognizable interest in licenses for AM or FM radio broadcast stations in accordance with the following limits:

**(i) In a radio market with 45 or more full-power, commercial and noncommercial radio stations, not more than 8 commercial radio stations in total and not more than 5 commercial stations in the same service (AM or FM);**

(ii) In a radio market with between 30 and 44 (inclusive) full-power, commercial and noncommercial radio stations, not more than 7 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM);

(iii) In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, not more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM); and

(iv) In a radio market with 14 or fewer full-power, commercial and noncommercial radio stations, not more than 5 commercial radio stations in total and not more than 3 commercial stations in the same service (AM or FM); provided, however, that no person or single entity (or entities under common control) may have a cognizable interest in more than 50% of the full-power, commercial and noncommercial radio stations in such market unless the combination of stations comprises not more than one AM and one FM station.

EXHIBIT "A"



FCC Geographic Market Definition for Bakersfield, CA

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KIGS	AM	620	C	South Asian	Visalia-Tulare-Hanford, CA	02/01/2005	109	Akal Broadcasting Corporation	Hanford, CA	Kings
KEBT	FM	96.9	C	Mexican	Bakersfield, CA	07/26/2006	80	American General Media	Lost Hills, CA	Kern
KERN	AM	1180	C	News/Talk	Bakersfield, CA	07/02/2003	80	American General Media	Wasco-Greenacres, CA	Kern
KGEO	AM	1230	C	Sports	Bakersfield, CA	07/02/2003	80	American General Media	Bakersfield, CA	Kern
KGFM	FM	101.5	C	Adult Hits	Bakersfield, CA	07/02/2003	80	American General Media	Bakersfield, CA	Kern
KISV	FM	94.1	C	Rhymc/CHR	Bakersfield, CA	07/02/2003	80	American General Media	Bakersfield, CA	Kern
KIOX	FM	93.1	C	CHR	Bakersfield, CA	07/02/2003	80	American General Media	Shafter, CA	Kern
KAFY	AM	1100	C	Span/Relgn	Bakersfield, CA	07/02/2003	80	AOTS Holdings Inc	Bakersfield, CA	Kern
KCNQ	FM	102.5	C	Country	Bakersfield, CA	07/02/2003	80	p Asha Faith James Company	Kernville, CA	Kern
KRVQ	FM	104.5	C	Clsc Rock	Bakersfield, CA	07/02/2003	80	p Asha Faith James Company	Lake Isabella, CA	Kern
KGZO	FM	90.9	NC	Span/Chrst	Bakersfield, CA	07/02/2003	80	Association for Community Education	Shafter, CA	Kern
KCWR	FM	107.1	C	Country	Bakersfield, CA	07/02/2003	80	Buck Owens Production Company Inc	Bakersfield, CA	Kern
KRJK	FM	97.3	C	Country	Bakersfield, CA	10/04/2011	80	Buck Owens Production Company Inc	Lamont, CA	Kern
KUZZ	FM	107.9	C	Country	Bakersfield, CA	07/02/2003	80	Buck Owens Production Company Inc	Bakersfield, CA	Kern
KUZZ	AM	550	C	Country	Bakersfield, CA	07/02/2003	80	Buck Owens Production Company Inc	Bakersfield, CA	Kern
KMYX	FM	92.5	C	Mexican	Bakersfield, CA	07/02/2003	80	Chavez Radio Group	Arvin, CA	Kern
KOMX	FM	105.7	C	Mexican	Bakersfield, CA	03/15/2011	80	p De Alba Family Trust of 2000, The	Lost Hills, CA	Kern
KAIB	FM	89.5	NC	Chrst/Altve	Bakersfield, CA		80	Educational Media Foundation	Shafter, CA	Kern
KBLV	FM	88.7	NC	ChrsContem	Bakersfield, CA	09/08/2006	80	Educational Media Foundation	Tehachapi, CA	Kern
KFRB	FM	91.3	NC	Religion	Bakersfield, CA	07/02/2003	80	Family Stations Incorporated	Bakersfield, CA	Kern
KVLI	AM	1140	C	Country	Bakersfield, CA	07/02/2003	80	Hill Broadcasting	Lake Isabella, CA	Kern
KHMU	FM	100.9	C	Mexican	Bakersfield, CA	03/10/2015	80	Hispanic Target Media	Buttonwillow, CA	Kern
KBFP	AM	800	C	Sports	Bakersfield, CA	07/02/2003	80	iHeartMedia Inc	Bakersfield, CA	Kern
KBFP	FM	105.3	C	AC	Bakersfield, CA	07/02/2003	80	iHeartMedia Inc	Delano, CA	Kern
KBOS	FM	94.9	C	Rhymc/CHR	Visalia-Tulare-Hanford, CA	01/11/2007	109	iHeartMedia Inc	Tulare, CA	Tulare
KDFO	FM	98.5	C	Clsc Rock	Bakersfield, CA	07/02/2003	80	iHeartMedia Inc	Delano, CA	Kern
KHTY	AM	970	C	Sports	Bakersfield, CA	07/02/2003	80	iHeartMedia Inc	Bakersfield, CA	Kern
KRAB	FM	106.1	C	Alternative	Bakersfield, CA	07/02/2003	80	iHeartMedia Inc	Greenacres, CA	Kern
KRZR	AM	1400	C	Talk	Visalia-Tulare-Hanford, CA	02/01/2005	109	iHeartMedia Inc	Visalia, CA	Tulare
KSRV	FM	103.1	C	Alternative	Bakersfield, CA	07/02/2003	80	iHeartMedia Inc	Tehachapi, CA	Kern
KJPG	AM	1050	NC	Religion	Bakersfield, CA	07/02/2003	80	Immaculate Heart Media Inc	Frazier Park, CA	Kern
KGEN	AM	1370	C	Mexican	Visalia-Tulare-Hanford, CA	06/27/2007	109	JA Ventures Inc	Tulare, CA	Tulare
KBQF	FM	104.3	C	Span/AdHts	Bakersfield, CA	10/04/2010	80	JAB Broadcasting LLC	McFarland, CA	Kern
KEAL	FM	106.5	C	Mexican	Bakersfield, CA	07/01/2009	80	Lazer Broadcasting Corporation	Taft, CA	Kern

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

"p" indicates pending sale to owner listed



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KXTT	FM	94.9	C	Span/AdHts	Bakersfield, CA	07/01/2009	80	Lazer Broadcasting Corporation	Maricopa, CA	Kern
KCHJ	AM	1010	C	Fncha/Olde	Bakersfield, CA	07/02/2003	80	Lotus Communications Corp	Delano, CA	Kern
KIWI	FM	102.9	C	Mexican	Bakersfield, CA	07/02/2003	80	Lotus Communications Corp	McFarland, CA	Kern
KPSL	FM	96.5	C	Tropical	Bakersfield, CA	07/02/2003	80	Lotus Communications Corp	Bakersfield, CA	Kern
KQKZ	FM	92.1	C	Clisc Hits	Bakersfield, CA	07/02/2003	80	Lotus Communications Corp	Bakersfield, CA	Kern
KWAC	AM	1490	C	Span/Sprts	Bakersfield, CA	07/02/2003	80	Lotus Communications Corp	Bakersfield, CA	Kern
KFHL	FM	91.7	NC	Chrst/Talk	Bakersfield, CA	08/15/2005	80	Mary V Harris Foundation	Wasco, CA	Kern
KKBB	FM	99.3	C	R&BOd/CIHT	Bakersfield, CA	07/02/2003	80	New Alpha	Bakersfield, CA	Kern
KLLY	FM	95.3	C	CHR	Bakersfield, CA	07/02/2003	80	New Alpha	Oildale, CA	Kern
KNZR	FM	97.7	C	News/Talk	Bakersfield, CA	07/02/2003	80	New Alpha	Shafter, CA	Kern
KNZR	AM	1560	C	News/Talk	Bakersfield, CA	07/02/2003	80	New Alpha	Bakersfield, CA	Kern
KFRR	FM	104.1	C	New Rock	Visalia-Tulare-Hanford, CA	07/25/2019	109	p One Putt Broadcasting	Woodlake, CA	Tulare
KHHT	FM	98.9	C	Rhymo/Olde	Bakersfield, CA	12/30/2016	80	Point Broadcasting Company	Mettler, CA	Kern
KLHC	AM	1350	C	South Asian	Bakersfield, CA	07/02/2003	80	Punjabi American Media LLC	Bakersfield, CA	Kern
KTQX	FM	90.1	NC	Span/Varty	Bakersfield, CA	07/02/2003	80	Radio Bilingue Inc	Bakersfield, CA	Kern
KBDS	FM	103.9	C	Rhymo/CHR	Bakersfield, CA	07/02/2003	80	Radio Campesina Inc	Taft, CA	Kern
KRWI	FM	98.1	C	Hot AC	Bakersfield, CA	07/28/2021	80	Rubin Broadcasting Incorporated	Wofford Heights, CA	Kern
KVPM	FM	95.7	C	Cntry/Varty	Bakersfield, CA	12/31/2018	80	Shemogul Media LLC	Arvin, CA	Kern
KAXL	FM	88.3	NC	AC/Chrst	Bakersfield, CA	07/02/2003	80	Skyride Unlimited Inc	Greenacres, CA	Kern
KPRX	FM	89.1	NC	Clsc/NPR	Bakersfield, CA	07/02/2003	80	White Ash Broadcasting Inc	Bakersfield, CA	Kern
KERI	AM	1410	C	Chrst/Talk	Bakersfield, CA	07/02/2003	80	Wilkins Communications Network Inc	Bakersfield, CA	Kern
KGSV	AM	660	C	DARK	Bakersfield, CA	05/09/2008	80	XL Media Inc	Oildale, CA	Kern

Number of Stations in Geographic Market 56

Previous Stations in Geographic Market