

**RADIO MARKET ANALYSIS  
APPALOOSA BROADCASTING COMPANY, INC.**

KRQU FM – LARAMIE, WYOMING  
KHAT AM – LARAMIE, WYOMING  
KIMX FM – CENTENNIAL, WYOMING

September 2021

1. This Technical Statement and attached exhibits were prepared on behalf of Appaloosa Broadcasting Company, Inc. (“Appaloosa”), licensee of KRQU Laramie, WY, and KHAT Laramie, WY. Appaloosa also has an attributable ownership interest in station KIMX which is in the immediate region. The purpose of this statement is to demonstrate Appaloosa’s compliance with Section 73.3555 of the Commission’s rules with respect to multiple ownership of AM and FM broadcast facilities. Neither of the two Appaloosa facilities is licensed to, or considered “home”, in any rated market. Therefore, a review based on the modified contour overlap rules has been undertaken.

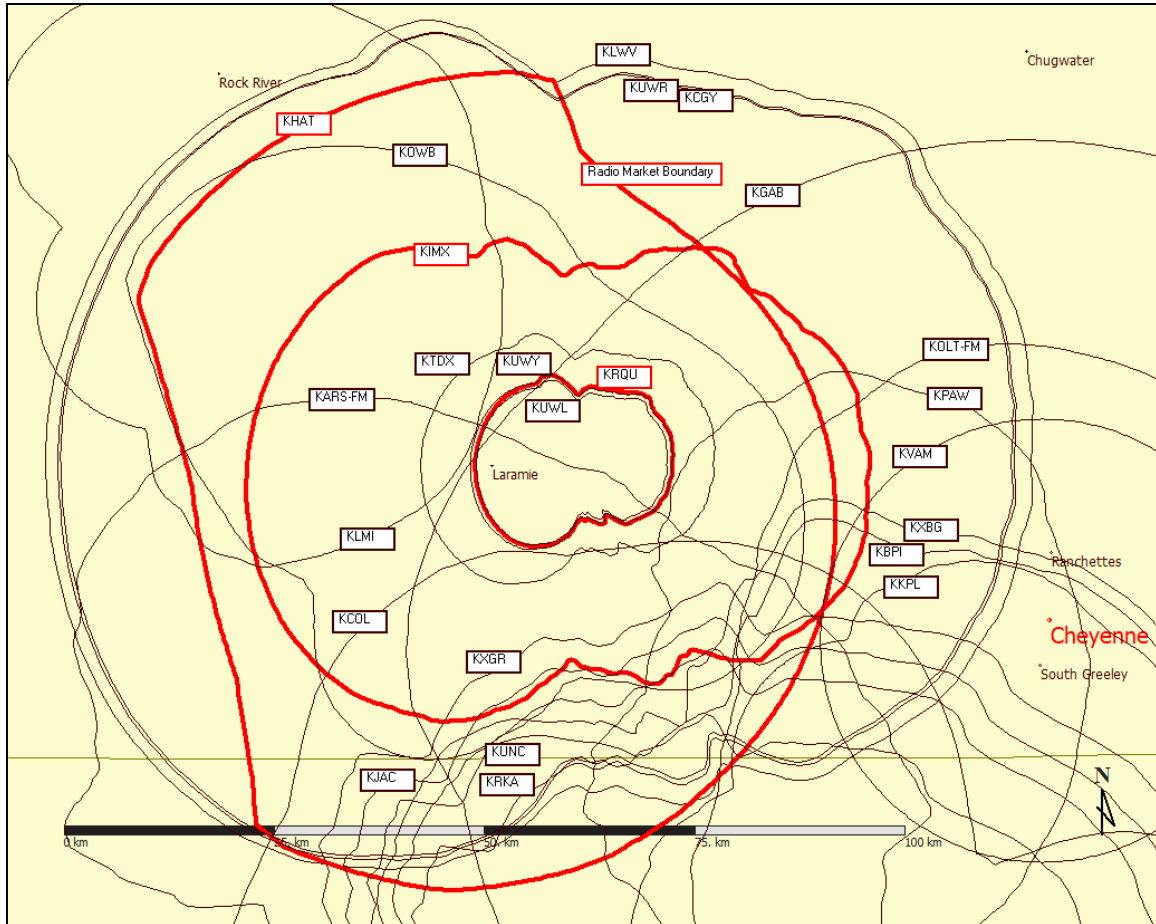
2. The overlap of contours between commonly held stations results in one distinct radio market, consisting of FM stations KRQU and KIMX, as well as AM station KHAT. Therefore, a study has been conducted to determine if ownership of these facilities complies with §73.3555 of the Commission’s rules. The contours of the relevant subject stations in the market under study will be used to define the market boundary hereinafter referred to as the “Radio Market”. The study will determine the number of other commercial AM and FM stations that either have transmitter sites within, or provide coverage to, the Radio Market. Only those stations with transmitter sites within 92.0 kilometers of the mutual overlap area will be considered as contributors to the market. No other station in which Appaloosa has an attributable interest will be considered, unless it is a subject station in the market under review.

3. Figure 1 is a depiction of the stations within, or providing service to, the Radio Market boundary. A total of 24 stations is depicted, including the three subject stations. Figure 2 is a tabulation of the stations in the Radio Market. The number of stations depicted falls in the fifteen and twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules. At the fifteen to twenty-nine stations level, common ownership or control of up to six stations, with no more than four in the same service, is permissible. Based on Appaloosa’s interest in KRQU, KHAT, and KIMX, the Radio Market is in compliance with the commission’s multiple ownership rules, as detailed in §73.3555 of the rules.

4. Based on the above, the impacted radio market is in compliance with the Commission’s ownership rules.

Aaron Ishmael  
Engineer  
Appaloosa Broadcasting Company, Inc.

**Figure 1**  
**Radio Market Analysis**  
**Appaloosa Broadcasting Company, Inc.**  
Stations Within or Providing Service to the Radio Market



**Figure 2**  
**Radio Market Analysis**  
**Appaloosa Broadcasting Company, Inc.**  
Tabulation of Stations in Radio Market

AM Stations

|       |          |                         |
|-------|----------|-------------------------|
| +KCOL | 600 kHz  | Wellington, Colorado    |
| +KGAB | 650 kHz  | Orchard Valley, Wyoming |
| *KHAT | 1210 kHz | Laramie, Wyoming        |
| +KOWB | 1290 kHz | Laramie, Wyoming        |
| +KVAM | 1630 kHz | Fox Farm, Wyoming       |

Total AM Stations = 5

FM Stations

|          |          |                        |
|----------|----------|------------------------|
| +KUWY    | Ch 203A  | Laramie, Wyoming       |
| +KTDX    | Ch 207A  | Laramie, Wyoming       |
| +KXGR    | Ch 209C0 | Loveland, Colorado     |
| +KUWL    | Ch 211A  | Laramie, Wyoming       |
| +KLWV    | Ch 215C0 | Chugwater, Wyoming     |
| +KUNC    | Ch 218C1 | Greeley, Colorado      |
| +KUWR    | Ch 220C0 | Laramie, Wyoming       |
| +KPAW    | Ch 225C2 | Warren AFB, Wyoming    |
| +KCGY    | Ch 236C  | Laramie, Wyoming       |
| +KXBG    | Ch 250C1 | Cheyenne, Wyoming      |
| *KRQU    | Ch 254A  | Laramie, Wyoming       |
| +KKPL    | Ch 260C2 | Cheyenne, Wyoming      |
| +KOLT-FM | Ch 264C1 | Cheyenne, Wyoming      |
| +KARS-FM | Ch 275C1 | Laramie, Wyoming       |
| +KRKA    | Ch 280C1 | Severance, Colorado    |
| *KIMX    | Ch 283C2 | Centennial, Wyoming    |
| +KJAC    | Ch 288C1 | Timnath, Colorado      |
| +KLMI    | Ch 291C2 | Rock River, Wyoming    |
| +KBPI    | Ch 300C1 | Fort Collins, Colorado |

Total FM Stations = 19

Grand Total of Stations Considered in Study = 24

\* = Subject Station

+ = Provides City Grade Coverage to Market