

**RADIO MARKET ANALYSIS  
JACKSON RADIO GROUP, INC.**

KDAD FM - VICTOR, IDAHO

KIXM FM - VICTOR, IDAHO

September 2021

1. This Technical Statement and attached exhibits were prepared on behalf of Jackson Radio Group, Inc. ("JRG"), licensee of KDAD Victor, ID and KIXM Victor, ID. The purpose of this statement is to demonstrate JRG 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 JRG facilities is licensed to, or considered "home", in any rated market. Therefore, a review based on the modified contour overlap rules has been undertaken.

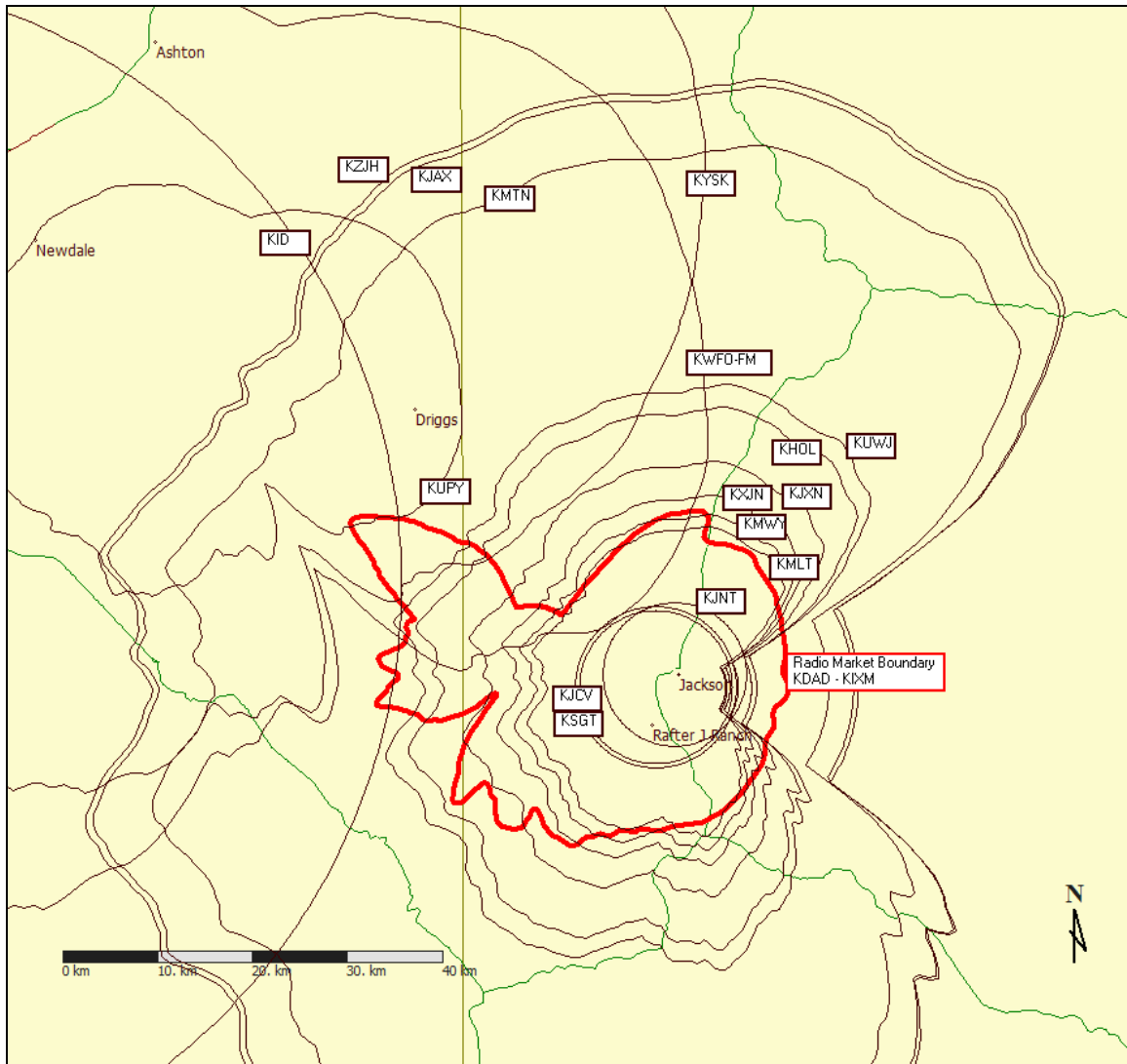
2. The overlap of contours between commonly held stations results in one distinct radio market, consisting of FM stations KDAD and KIXM. Therefore, a study has been conducted to determine if ownership of these facilities complies with §73.3555 of the Commission's rules. The contours of the relevant subject 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 JRG 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 18 stations is depicted, including the two 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 JRG's interest in KDAD, and KIXM, 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  
Jackson Radio Group

**Figure 1**  
**Radio Market Analysis**  
**Jackson Radio Group, Inc.**  
Stations Within or Providing Service to the Radio Market



**Figure 2**  
**Radio Market Analysis**  
**Jackson Radio Group, Inc.**  
Tabulation of Stations in Radio Market

AM Stations

+KID	590kHz	Idaho Falls, Idaho
+KSGT	1340 kHz	Jackson, Wyoming
+KJCV	1450 kHz	Jackson, Wyoming
+KJNT	1490 kHz	Jackson, Wyoming

Total AM Stations = 4

FM Stations

+KMLT	Ch 202A	Jackson, Wyoming
+KYSK	Ch 204C	Ririe, Idaho
+KHOL	Ch 206C3	Jackson, Wyoming
+KUWJ	Ch 212C2	Jackson, Wyoming
+KMWY	Ch 216A	Jackson, Wyoming
*KIXM	Ch 222C3	Victor, Idaho
+KJAX	Ch 228C1	Jackson, Wyoming
+KZJH	Ch 237C	Jackson, Wyoming
+KMTN	Ch 245C1	Jackson, Wyoming
+KXJN	Ch 249A	Moose Wilson Road, Wyoming
+KUPY	Ch 260C3	Sugar City, Idaho
+KWFO-FM	Ch 271C1	Driggs, Idaho
*KDAD	Ch 279C3	Victor, Idaho
+KJXN	Ch 286C3	South Park, Wyoming

Total FM Stations = 14

Grand Total of Stations Considered in Study = 18

\* = Subject Station

+ = Provides City Grade Coverage to Market