

Multiple Ownership Compliance

Neither the Assignee nor attributable parties to the Assignee have current attributable interests in any U.S. broadcast stations. This application is one of four assignment applications being filed concurrently by the Assignee and its affiliates for Commission consent for the acquisition of radio stations. Each of these four assignment applications are for radio stations listed in distinct Nielsen Metro markets.

For this application, the Assignee, ARG of Las Cruces LLC, proposes to acquire the existing combination of stations licensed to the Assignor, Adams Radio of Las Cruces, LLC, adding no other attributable broadcast interests in the market.

The following full-service stations licensed to Adams Radio of Las Cruces, LLC, to be acquired by the Assignee, are listed by Nielsen as part of the Las Cruces-Deming, New Mexico Metro market:

1. KHQT(FM), Las Cruces, NM, Facility ID 33457
2. KSNM(FM), Truth or Consequence, NM, Facility ID 60322
3. KGRT-FM, Las Cruces, NM, Facility ID 63951
4. KWML(AM), Las Cruces, NM, Facility ID 63950

Pursuant to the Commission's Rules, a single entity may have attributable interests in three same-service stations and up to five stations total, if there are at least as many additional stations in that market. See 47 CFR Sec. 73.3555(a)(1)(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.").

Nielsen ranks the Las Cruces-Deming, New Mexico Metro Market as #214, with at least 19 stations in market. See attached Radio Online, Nielsen #214 Las Cruces-Deming, NM. Consequently, this Metro Market has well over the eight radio stations required for an interest in four total stations, three in the same service, thus permitting the continuation of this combination of stations.



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#214 Las Cruces-Deming, NM



Spring 2022 12+ Mon-Sun, 6a-12mid

Population: 169,500 (Black: 4,000) (Hispanic: 100,700)

Last Updated: 07-26-22 (Nielsen Subscribing Stations Only)

Station	Format	Owner	Fall 20	Spr 21	Fall 21	Spr 22
KVLC-FM	Classic Hits	Bravo Mic Communications	9.1	11.6	11.6	9.3
KGRT-FM	Country	Adams Radio Group	8.5	7.0	6.1	8.0
KRWG-FM	News/Talk	Regents of New Mexico State University	5.1	4.7	6.7	7.4
KSNM-FM	Classic Rock	Adams Radio Group	6.8	5.8	4.9	6.2
KHQT-FM	CHR	Adams Radio Group	5.7	5.2	4.3	4.3
KXPZ-FM	Country	Bravo Mic Communications	5.1	5.8	5.5	3.7
KTSM-FM	AC	iHeartMedia	2.8	2.3	1.8	3.1
KWML-AM	Oldies	Adams Radio Group	2.8	2.9	2.4	3.1
KDEM-FM	AC	Bravo Mic Communications	1.7	1.2	2.4	2.5
KHEY-FM	Country	iHeartMedia	1.1	1.2	1.8	1.9
KMVR-FM	Hot AC	Bravo Mic Communications	4.0	5.2	4.9	1.9
KOBE-AM	News/Talk	Bravo Mic Communications	1.1	1.2	0.6	1.2
KMVR-FM-HD2	Spanish CHR	Bravo Mic Communications	0.6	0.6	N/A	0.6
KOTS-AM	Country	Bravo Mic Communications	2.3	1.2	0.6	0.6
KTSM-AM	News/Talk	iHeartMedia	1.1	0.6	0.6	0.6
KINT-FM	Adult Hits	Entravision	1.1	1.2	N/A	N/A
KLAQ-FM	Rock	Townsquare Media	3.4	3.5	3.0	N/A
KOFX-FM	Classic Hits	Entravision	1.1	1.2	N/A	N/A
KSII-FM	Hot AC	Townsquare Media	1.7	1.2	1.8	N/A
KYSE-FM	Regional Mexican	Entravision	1.1	0.6	N/A	N/A
XHPX-FM	Spanish CHR	MVS Radio	1.1	0.6	0.6	N/A
XHTO-FM	CHR	Grm/Southern Radio	1.7	2.3	1.2	N/A

Totals are Persons 12+, Mon-Sun, 6am-midnight

This profile contains an quarter hour rating (AQH) share of persons, ages 12+, Monday through Sunday in the Metro Survey Area.

A share is the percentage of those listening to radio in the MSA who are listening to a particular radio station.

Average Quarter-Hour Persons (AQH Persons) is the average number of persons listening to a particular station for at least five minutes during a 15-minute period.

[AQH Persons to a Station / AQH Persons to All Stations] x 100 = Share (%)

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