

KVDU(FM)
Facility ID No. 34528
Gonzales, LA
April 2023

RADIO MULTIPLE OWNERSHIP ANALYSIS

We propose to modify the construction permit of KVDU(FM), Gonzales, Louisiana, File No. 0000187347. A multiple ownership analysis was prepared considering radio stations under present or proposed common ownership, time brokerage or joint sales.

Nielsen Audio Market Study

The station is designated “home” to the Baton Rouge, LA Nielsen Audio Metro; the number of stations owned by us in the Metro is not changing by this application.

According to the FCC’s local ownership “tiers,” in a Metro reported as having between 30 and 44 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) may be commonly attributable. *See* 47 C.F.R. Section 73.3555(a)(1)(ii). This application complies with the multiple ownership rules because only 5 of 31 full-power radio stations (1-AM and 4-FMs) will be attributable to us, *see* attached BIA report.

Interim Contour-Overlap Analysis

Because the principal community of KVDU(FM) and the communities of all commonly-owned or attributable stations with overlapping principal contours with KVDU(FM) are located inside a Nielsen Audio Metro, an interim contour-overlap analysis is not required.

Figure 1– BIA Report

FCC Geographic Market Definition for Baton Rouge, LA										
Call Letters	AM/FM	Type	Station	Format	Home Market	Market Designation	Home Rank	Owner	City & State of License	County of License
KPAQ	FM	88.1	NC	Chrs/Talk	Baton Rouge, LA	07/11/2016	77	American Family Association Incorporated	Plaquemine, LA	Iberville
KLSP	FM	91.7	NC	Christian	Baton Rouge, LA	07/11/2016	77	Angola Educational Foundation Inc	Angola, LA	West Feliciana
WPYR	AM	1380	NC	Religion	Baton Rouge, LA	07/02/2003	77	Catholic Community Radio Inc	Baton Rouge, LA	East Baton Rouge
WXOK	AM	1460	C	UGsp/Insp	Baton Rouge, LA	07/02/2003	77	Cumulus Media Holdings Inc	Port Allen, LA	West Baton Rouge
KQXL	FM	106.5	C	Urban AC	Baton Rouge, LA	07/02/2003	77	Cumulus Media Holdings Inc	New Roads, LA	Pontre Coupee
WEMX	FM	94.1	C	Hip Hop	Baton Rouge, LA	07/02/2003	77	Cumulus Media Holdings Inc	Kentwood, LA	Tangipahoa
WROQ	FM	103.3	C	Clac Hits	Baton Rouge, LA	07/02/2003	77	Cumulus Media Holdings Inc	Hammond, LA	Tangipahoa
KBRH	AM	1260	NC	R&B Oldies	Baton Rouge, LA	07/02/2003	77	East Baton Rouge Parish School Board	Baton Rouge, LA	East Baton Rouge
WBRH	FM	90.3	NC	Jazz	Baton Rouge, LA	07/02/2003	77	East Baton Rouge Parish School Board	Baton Rouge, LA	East Baton Rouge
WBKL	FM	92.7	NC	ChrsContem	Baton Rouge, LA	07/11/2016	77	Educational Media Foundation	Clinton, LA	East Feliciana
WJFM	FM	88.5	NC	Religion	Baton Rouge, LA	07/02/2003	77	Family Worship Center Church Inc	Baton Rouge, LA	East Baton Rouge
KNXX	FM	104.9	C	Sports	Baton Rouge, LA	07/02/2003	77	Guaranty Broadcasting Company LLC	Donaldsonville, LA	Ascension
WBRP	FM	107.3	C	Talk	Baton Rouge, LA	07/02/2003	77	Guaranty Broadcasting Company LLC	Baker, LA	East Baton Rouge
WDGL	FM	98.1	C	Clac Rock	Baton Rouge, LA	07/02/2003	77	Guaranty Broadcasting Company LLC	Baton Rouge, LA	East Baton Rouge
WNXX	FM	104.5	C	Sports	Baton Rouge, LA	07/02/2003	77	Guaranty Broadcasting Company LLC	Jackson, LA	East Feliciana
WTGE	FM	100.7	C	Country	Baton Rouge, LA	07/02/2003	77	Guaranty Broadcasting Company LLC	Baton Rouge, LA	East Baton Rouge
WJBO	AM	1150	C	News/Talk	Baton Rouge, LA	07/02/2003	77	iHeartMedia Inc	Baton Rouge, LA	East Baton Rouge
KRVE	FM	96.1	C	AC	Baton Rouge, LA	07/02/2003	77	iHeartMedia Inc	Brusly, LA	West Baton Rouge
KVDU	FM	104.1	C	Adult Hits	Baton Rouge, LA	08/12/2022	77	iHeartMedia Inc	Houma, LA	Terrebonne
WFMF	FM	102.5	C	Top 40	Baton Rouge, LA	07/02/2003	77	iHeartMedia Inc	Baton Rouge, LA	East Baton Rouge
WYNK	FM	101.5	C	Country	Baton Rouge, LA	07/02/2003	77	iHeartMedia Inc	Baton Rouge, LA	East Baton Rouge
KKAY	AM	1590	C	Gospel	Baton Rouge, LA	07/11/2016	77	Liberty In Christ Jesus Ministry	White Castle, LA	Iberville
KLSU	FM	91.1	NC	Alternative	Baton Rouge, LA	07/02/2003	77	Louisiana State University	Baton Rouge, LA	East Baton Rouge
KCLF	AM	1500	C	Urban	Baton Rouge, LA	07/11/2016	77	New World Broadcasting Company Incorporated	New Roads, LA	Pontre Coupee
KPAE	FM	91.5	NC	SGsp/Educ	Baton Rouge, LA	07/02/2003	77	Port Allen Educational Broadcasting Foundation	Erwinville, LA	West Baton Rouge
KPEF	FM	90.7	NC	DARK	Baton Rouge, LA	07/02/2003	77	Public Radio Inc (LA)	White Castle, LA	Iberville
WRKF	FM	89.3	NC	Nws/Tlk/Inf	Baton Rouge, LA	07/02/2003	77	Radio & Investments Inc	Baton Rouge, LA	East Baton Rouge
KDDK	FM	105.5	C	Spn-AC/Vart	Baton Rouge, LA	10/12/2006	77	Red Peach LLC	Addis, LA	West Baton Rouge
WUBR	AM	910	C	Sprts/Talk	Baton Rouge, LA	07/02/2003	77	Victory & Power Inc	Baton Rouge, LA	East Baton Rouge
WPFC	AM	1550	C	Urban/Gosp	Baton Rouge, LA	07/02/2003	77	Victory & Power Inc	Baton Rouge, LA	West Baton Rouge
WWRA	FM	91.9	NC	Span/Relgn	Baton Rouge, LA	07/11/2016	77	Victory Harvest Church	Clinton, LA	East Feliciana
Number of Stations in Geographic Market 31										
Previous Stations in Geographic Market										
KYFJ	FM	93.7	NC	Christian	Lafayette, LA	01/11/2007	113	Bible Broadcasting Network Inc	New Iberia, LA	Iberia
"C" - Commercial Station; "NC" - Non Commercial Station										
"p" indicates pending sale to owner listed										
Printed: 03/20/2023 Data: 03/20/2023 Copyright © 2023 BIA Advisory Services, LLC. Unauthorized distribution prohibited. (703) 818-2425 www.bia.com										