

**Multiple Ownership Study****Elko Broadcasting Company****Transfer of Control**

Elko Broadcasting Company ("EBC") has attributable interests in three full-service FM stations and one AM station.

KRJC	FM	27460	NV	ELKO
KLKO	FM	19370	NV	ELKO
KEAU	FM	189486	NV	ELKO
KELK	AM	19371	NV	ELKO

The area is outside any Nielsen Metro market, and the contour overlap methodology is used to evaluate the proposed acquisition.

The following non-attributable stations overlap the market created by the combination of the above four stations. In each case, the study indicates that the the non-attributable station overlaps all four stations in the proposed EBC combination:

KLKR	FM	174342	NV	ELKO	NON-ATTRIBUTABLE - KRJC	KELK	KLKO	KEAU
KZBI	FM	164140	NV	ELKO	NON-ATTRIBUTABLE - KRJC	KELK	KLKO	KEAU
KNVQ	FM	173285	NV	SPRING CREEK	NON-ATTRIBUTABLE - KRJC	KELK	KLKO	KEAU
KHIX	FM	84839	NV	CARLIN	NON-ATTRIBUTABLE - KRJC	KELK	KLKO	KEAU
KNCC	FM	49582	NV	ELKO	NON-ATTRIBUTABLE - KRJC	KELK	KLKO	KEAU
KBGZ	FM	166019	NV	SPRING CREEK	NON-ATTRIBUTABLE - KRJC	KELK	KLKO	KEAU
KTQQ	FM	175328	NV	ELKO	NON-ATTRIBUTABLE - KRJC	KELK	KLKO	KEAU
KVUW*	FM	84328	NV	WENDOVER	NON-ATTRIBUTABLE - NOT INCLUDED			

The following summary indicates that the proposed EBC combination is acceptable:

Attributable AMs	1
Attributable FMs	3
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Total Attributable	4
Non-Attributable	7
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Total	11
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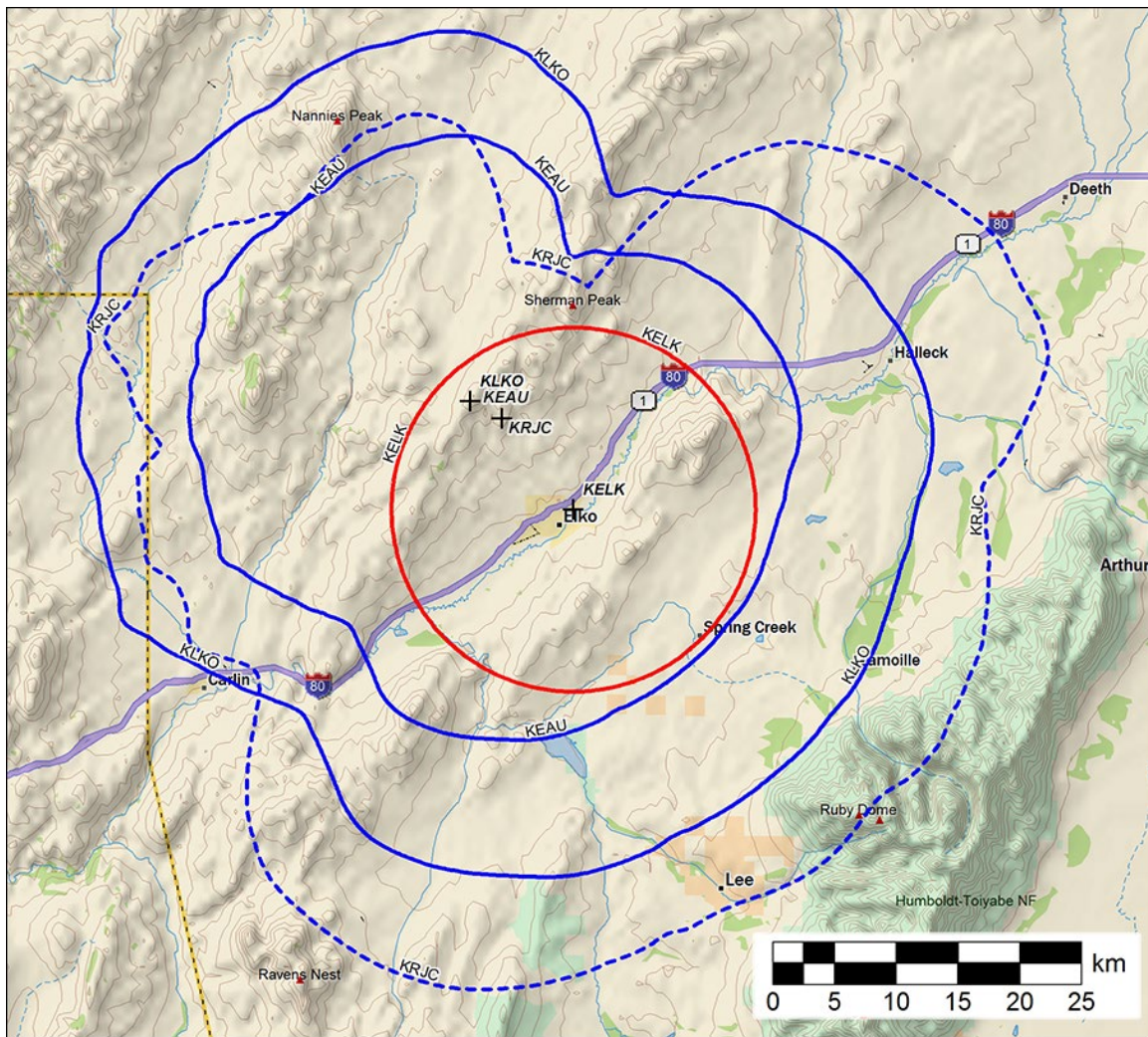
OK: Meets limit of five with three in one service.  
Four stations is 36% of total market, complying with 50% limit.

Maps are provided on the following pages showing the market created by the combination, and the overlapping non-attributable stations.

\* KVUW was not included in the counts due to its distance from the market.

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**Proposed attributable stations:**



KELK (AM) is shown in red. KLKO (FM) and KEAU (FM) are shown in solid blue. KRJC (FM) is shown in dashed blue.

The most concentrated market is defined by the contour of KELK.

Various other three-FM and two-FM markets also exist, but as will be shown, they are of no consequence due to multiple overlap by non-attributable stations.

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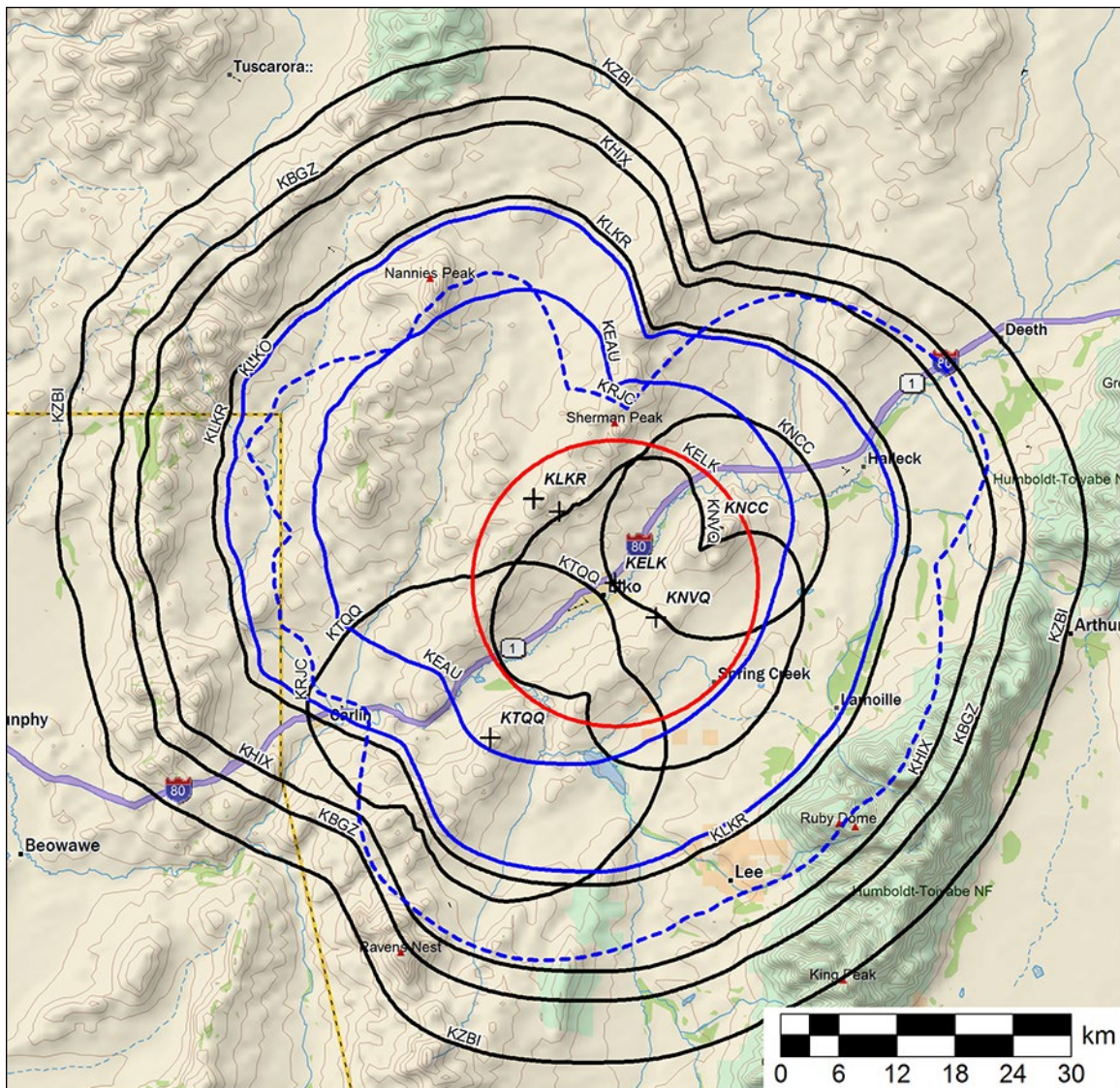
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**All stations:**



All included non-attributable stations are shown in solid black.

Four non-attributable stations entirely encompass every proposed EBC overlap area: KZBI, KBGZ, KHIX, and KLKR. Since the proposed total EBC combination consists of four stations, the proposed combination cannot exceed 50% in any location.

The proposed EBC combination of one AM station and three FM stations, with ownership not exceeding 50%, meets the requirements of 73.3555 for markets of 14 or fewer stations.

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