

MULTIPLE OWNERSHIP CONSIDERATIONS

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Homeslice Media Group, LLC
Rapid City, SD

The proposed KKLS modifications will maintain the common ownership of the following six stations in the Rapid City area:

KBHB(AM)	Sturgis, SD	810 kHz
KKLS(AM)	Rapid City, SD	920 kHz
KRCS(FM)	Sturgis, SD	Channel 226C0
KKMK(FM)	Rapid City, SD	Channel 230C1
KOUT(FM)	Rapid City, SD	Channel 254C1
KFXS(FM)	Rapid City, SD	Channel 262C1

None of these stations have principal community contour overlap with any other commonly owned station.

None of these six stations are presently assigned to a Nielsen Audio market.¹ Nor are the communities of license of any of these six stations located within the geographic boundaries of any Nielsen Audio market. As a result, the metro market methodology for defining radio markets is not applicable to this situation.

For this reason, as required by Paragraph 286 of the FCC's July 2, 2003 *Report and Order and Notice of Proposed Rulemaking* in MB Dockets 02-277, 01-235, 01-317, 00-244, and 03-130, contour overlap studies were conducted for the market defined by the principal community contour overlap between KBHB, KRCS, KKMK, KOUT, KFXS, and the modified KKLS facilities.² Attached is a map exhibit depicting the principal community contours for these six stations. The 5 mV/m daytime contour for KBHB was projected using the notified facilities from the FCC's License Management System ("LMS")

¹All six of these stations were previously considered to be part of the Rapid City, South Dakota Nielsen Audio market, but Nielsen eliminated the Rapid City market on July 28, 2023. As a result, it is necessary to evaluate this situation using a contour overlap analysis.

²These contour overlap studies were conducted utilizing the modified contour overlap methodology outlined in Paragraph 285 of the FCC's July 2, 2003 *Report and Order and Notice of Proposed Rulemaking* in MB Dockets 02-277, 01-235, 01-317, 00-244, and 03-130.

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and conductivity data from FCC Figure M3. The 3.16 mV/m contours for KRCS, KKMK, KOUT and KFXS were projected using the notified facilities for each station from the LMS and terrain data extracted from the NGDC 30 second terrain database. The proposed 5 mV/m daytime contour for KKLS was projected using the proposed facilities and measured conductivity data from the KKLS 1978 full proof of performance, supplemented with conductivity data from FCC Figure M3 in areas where this measured conductivity data was not applicable. As shown in this figure, there is an area of common principal community overlap between all six of these commonly owned stations. Thus, these six stations form a single contour based market for the purposes of this analysis.

An attached figure shows the composite principal community contour for the contour based market formed by these six commonly owned stations. Also shown in this figure are the transmitter sites of all operating stations located within this contour. The attached table is a tabulation of the stations depicted in this figure. As shown by this data, there are 32 stations, including KBHB, KKLS, KRCS, KKMK, KOUT, and KFXS in this contour based market. Thus, it can be safely said that there are at least 32 stations in the contour based market defined by the principal community contours of these six stations. In fact, the number of stations in this market would be even greater if stations located outside this composite contour whose principal community contours overlap this composite contour were included in this total. No such further analysis is required in this case, however, since, in markets containing 30 to 44 stations, Section 73.3555(a)(1)(ii) of the FCC Rules permits the common ownership of up to 7 commercial stations, not more than 4 of which are in the same service. The instant situation involves the com-

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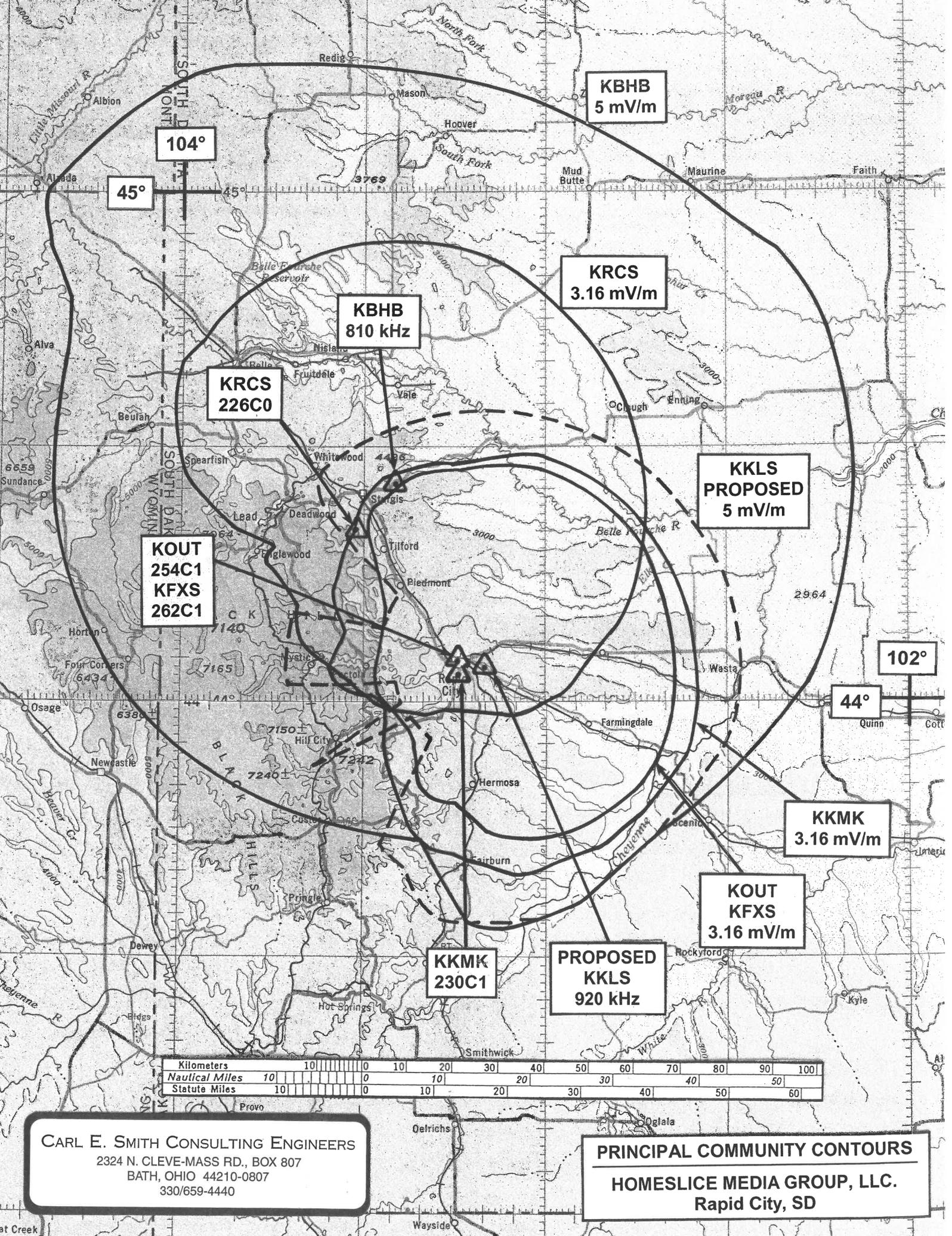
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mon ownership of two AM stations and four FM stations in this contour based market, which does not exceed the permitted maximum.

Based upon the above information, the common ownership of these six stations will continue to fully comply with the local radio ownership restrictions specified in Section 73.3555 of the FCC Rules.



45°

104°

KBHB
5 mV/m

KRCS
3.16 mV/m

KBHB
810 kHz

KRCS
226C0

KKLS
PROPOSED
5 mV/m

KOUT
254C1
KFXS
262C1

102°

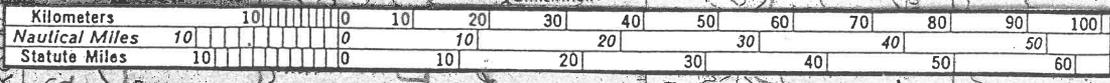
44°

KKMK
3.16 mV/m

KOUT
KFXS
3.16 mV/m

KKMK
230C1

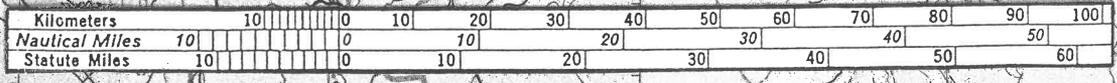
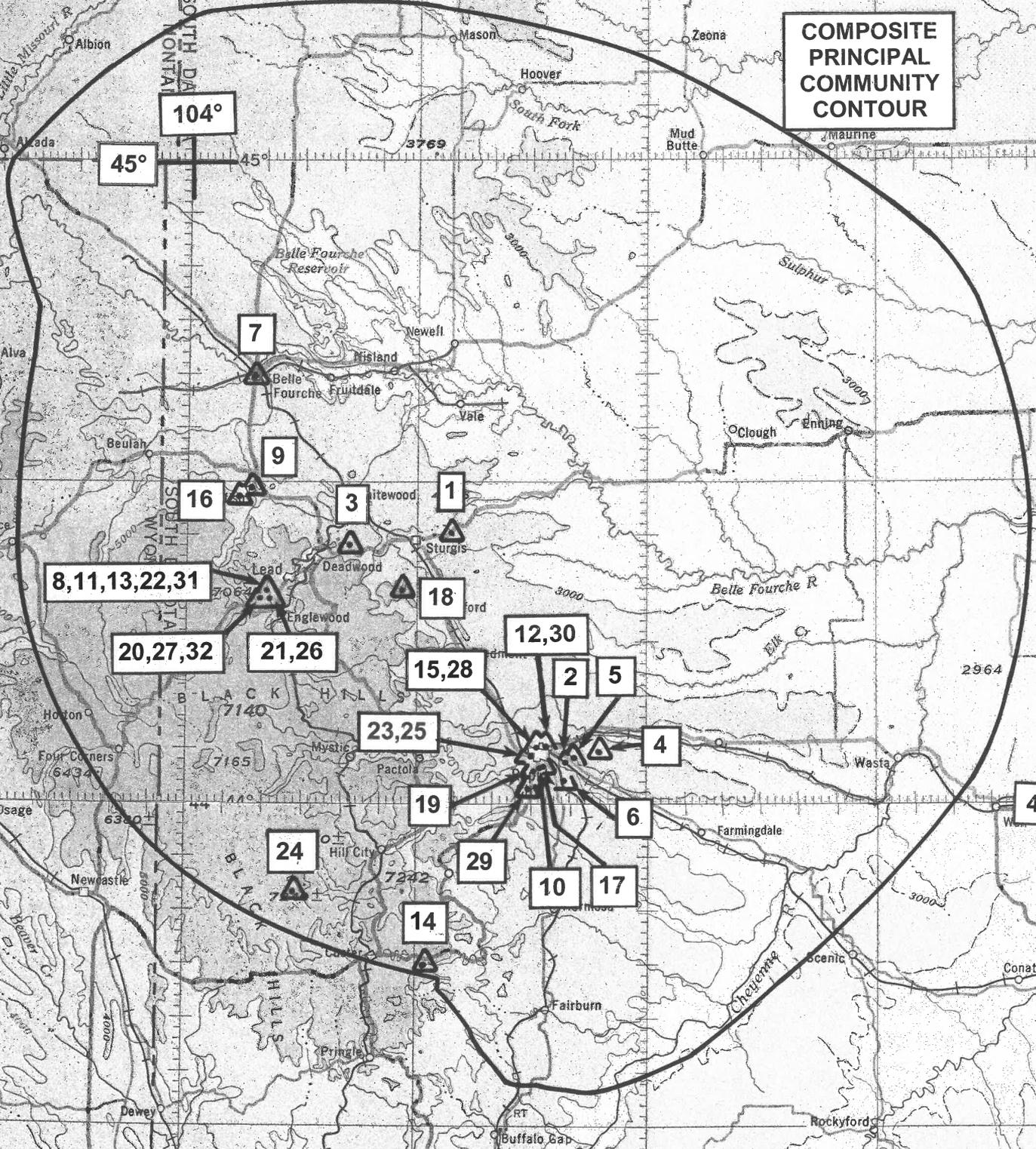
PROPOSED
KKLS
920 kHz



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PRINCIPAL COMMUNITY CONTOURS
HOMESLICE MEDIA GROUP, LLC.
Rapid City, SD

**COMPOSITE
PRINCIPAL
COMMUNITY
CONTOUR**



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STATIONS IN MARKET
HOMESLICE MEDIA GROUP, LLC.
 Rapid City, SD

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<u>Station</u>	<u>Call</u>	<u>Frequency/ Channel</u>	<u>Location</u>
1	KBHB	810 kHz	Sturgis, SD
2	KKLS	920 kHz	Rapid City, SD
3	KDSJ	980 kHz	Deadwood, SD
4	KIMM	1150 kHz	Rapid City, SD
5	KTOQ	1340 kHz	Rapid City, SD
6	KOTA	1380 kHz	Rapid City, SD
7	KBFS	1450 kHz	Belle Fourche, SD
8	KLMP	202C	Rapid City, SD
9	KBHU-FM	206A	Spearfish, SD
10	KBHE-FM	207C3	Rapid City, SD
11	KJRC	210C1	Rapid City, SD
12	KASD	212A	Rapid City, SD
13	KJKT	214C3	Spearfish, SD
14	KWRC	215C3	Hermosa, SD
15	KTEQ-FM	217A	Rapid City, SD
16	KYSD	220A	Spearfish, SD
17	KQRQ	222C1	Rapid City, SD
18	KRCS	226C0	Sturgis, SD
19	KKMK	230C1	Rapid City, SD
20	KSQY	236C	Deadwood, SD
21	KZZI	240C	Belle Fourche, SD
22	KVPC	250C	Rapid City, SD
23	KOUT	254C1	Rapid City, SD
24	KRKI	258C	Keystone, SD
25	KFXS	262C1	Rapid City, SD

STATIONS IN MARKET (cont'd)

<u>Station</u>	<u>Call</u>	<u>Frequency/ Channel</u>	<u>Location</u>
26	KDDX	266C	Spearfish, SD
27	KFMH	270C	Belle Fourche, SD
28	KXMZ	274C2	Box Elder, SD
29	KIQK	281C1	Rapid City, SD
30	KZLK	292C1	Rapid City, SD
31	KSLT	296C	Spearfish. SD
32	KXZT	300C2	Newell, SD