



# **OWL ENGINEERING & EMC TEST LABS, INC.**

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**CONSULTING COMMUNICATIONS ENGINEERS • EMC TEST LABORATORIES**

**5844 Hamline Avenue North, Shoreview, MN 55126  
651-784-7445 • Fax 651-784-7541**

**ENGINEERING STUDY ON BEHALF OF  
BROADCASTING CORP OF MENDOCINO COUNTY  
KMKX & KWNE  
RADIO MARKET ANALYSIS**

**August 30, 2023**



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## ENGINEERING STATEMENT

Owl Engineering, Inc. has been retained by Broadcasting Corporation of Mendocino County ("hereafter **BCM**") to complete this radio market analysis. This study was completed to determine the number of AM and FM broadcast stations located in the competitive market with the acquisition of radio stations: KMKX and KWNE with the existing owned stations.

To determine which stations are located in a given competitive market, the appropriate principal community coverage contours of all broadcast stations in the vicinity of the market must be calculated and a determination must be made if there is any overlap of these contours. Each station involved in coverage overlap is included in the market count.

## DETERMINING FM STATIONS IN THE MARKET

A comprehensive search of all FM broadcast stations surrounding the market area was conducted. The 70 dBuV contour for each station was calculated for each of the eight standard 45-degree spaced radials in conjunction with the F(50,50) metric curves of Figure 1 of §73.333 of the Commission's Rules.

## DETERMINING AM STATIONS IN THE MARKET

A comprehensive search of all AM broadcast stations surrounding the market area was conducted. The 5 mV/m contour for each station was calculated every 5 degrees using the FCC metric curves and M3 map conductivity data.

Existing interests: KMKX Willits, CA and KWNE Ukiah, CA

**Market #1**- Figure 1 shows the Market Mutual Overlap area. The results of the analysis with all of the contributing stations within the mutually overlapping contours for the combination of KMKX and KWNE. The results of the contour study determined that the following additional stations overlap in the market #1 area. They are as follows:

Total number of overlapping contours: 23

Reference:

Callsign (deg)	Type	Chan City	St	File Number	Dist (km)	Azi
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KMKX	FM	228B Willits	CA	BLH19991118AAU	0.0	0.0
KWNE	FM	233B Ukiah	CA	BLH20011002AAG	42.8	178.4



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Overlapping Contours:

Callsign (deg)	Type	Chan City	St	File Number	Dist (km)	Azi
KPFZ-FM	FM	201B1 Lakeport	CA	BLED20130117ADM	64.7	154.5
KVUH	FM	203B Laytonville	CA	BMLD20171102ABV	46.4	295.3
KORB	FM	204A Hopland	CA	BLED20090121AAK	60.6	182.0
KPRA	FM	208B1 Ukiah	CA	BLED19990803KD	46.0	195.5
KLAI	FM	212B Laytonville	CA	BMLD20171102ACB	46.4	295.3
KZYX	FM	214B Philo	CA	BLED19891024KD	66.3	214.4
KZYZ	FM	218B Willits	CA	BLED20050602ACQ	26.2	216.4
KFGY	FM	225B Healdsburg	CA	BLH19791211AJ	86.4	165.5
KOZT	FM	237B Fort Bragg	CA	BLH20000925AAW	56.9	257.8
KYBU	FM	245A Covelo	CA	BLH20111025ABK	33.8	336.1
KULV	FM	246A Ukiah	CA	BMLD20180809ABG	42.8	178.5
KXBX-FM	FM	252A Lakeport	CA	BLH20010207AAH	58.9	151.8
KNTI	FM	258B Lakeport	CA	0000102814	42.8	178.5
KTDE	FM	263B1 Gualala	CA	BLH19930816KA	87.2	208.6
KYOE	FM	272B1 Point Arena	CA	BLH20030602CJM	79.3	209.8
KUKI-FM	FM	277B Ukiah	CA	BLH20071030ABV	26.2	216.4
KQPM	FM	290B Ukiah	CA	0000097854	42.8	178.5
KSRT	FM	296A Cloverdale	CA	BLH20020509AAT	78.6	177.4
KXBX	AM	1270 LAKEPORT	CA	BL	58.3	163.1
KUKI	AM	1400 UKIAH	CA	BL19970903KB	40.0	195.3
KLLK	AM	1250 WILLITS	CA	BL19850729AI	23.8	237.1

Distance and bearing calculations from coordinates: 39-30-58.50 N, 123-05-25 W

The study shows that there are more than twenty-three (23) additional signals overlapping in both of the defined markets. Based on my analysis of this market area BCM is in compliance with the requirements of §73.3555.

Garrett G. Lysiak, P.E.

August 30, 2023

