

MULTIPLE OWNERSHIP SHOWING

Hispanic Target Media Inc. (“HTM”) hereby demonstrates that grant of the instant application will be fully consistent with the Commission’s local radio multiple ownership rule. By this application, HTM proposes to construct a new station with a community of license in Kernville, CA. Kernville, CA is deemed to be a part of the Bakersfield, CA Arbitron metro.

The Commission’s local radio multiple ownership rule provides that in markets with 45 or more full-power, commercial and noncommercial radio stations, one party may have a cognizable interest in licenses for up to eight commercial radio stations, no more than five of which are in the same service (AM or FM). 47 C.F.R.

§ 73.3555(a)(1)(ii). The Commission defines the relevant market to be the “Arbitron Metro,” in those markets so designated by Arbitron. *See 2002 Biennial Regulatory Review – Review of the Commission’s Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996*, 18 FCC Rcd 13620, 13712-13 (2003) (“*Ownership Report and Order*”).

According to BIA Research, Inc.’s *Media Access Pro* database as of October 19, 2009, there are 46 full-power, commercial and noncommercial radio stations licensed to communities within the Bakersfield Metro or which Arbitron designates as “home” to the Bakersfield Metro. The current local radio ownership rule permits HTM to have a cognizable interest in eight commercial radio stations (with five in the same service) in the Bakersfield Metro.

HTM does not currently hold a cognizable interest in any radio station in the Bakersfield Metro. Accordingly, grant of this application is fully consistent with the local radio ownership rule.



FCC Geographic Market Definition for Bakersfield, CA

Call Letters	AM/FM	Freq	Type		Home Market	Market	Home	Owner	City & State of License	County of License
			Station	Format		Designn Date	Mkt Rank			
KBFP	AM	800	C	Mexican	Bakersfield, CA	07/02/2003	74	Clear Channel Communications Inc	Bakersfield, CA	Kern
KVMX	FM	96.5	C	Clsc Hits	Bakersfield, CA	07/02/2003	74	Lotus Communications Corp	Bakersfield, CA	Kern
KCNQ	FM	102.5	C	Country	Bakersfield, CA	07/02/2003	74	Bohn, Robert & Katherine	Kernville, CA	Kern
KPSL	FM	92.1	C	Spanish AC	Bakersfield, CA	07/02/2003	74	Lotus Communications Corp	Bakersfield, CA	Kern
KAFY	AM	1100	C	Mexican	Bakersfield, CA	07/02/2003	74	Gomez, Nelson F.	Bakersfield, CA	Kern
KCHJ	AM	1010	C	Span/Oldes	Bakersfield, CA	07/02/2003	74	Lotus Communications Corp	Delano, CA	Kern
KDFO	FM	98.5	C	Clsc Rock	Bakersfield, CA	07/02/2003	74	Clear Channel Communications Inc	Delano, CA	Kern
KERI	AM	1410	C	Cst/Tik/Edu	Bakersfield, CA	07/02/2003	74	American General Media	Bakersfield, CA	Kern
KERN	AM	1180	C	Nws/Tik/Spt	Bakersfield, CA	07/02/2003	74	American General Media	Wasco-Greenacres, CA	Kern
KWVE	AM	660	C	DARK	Bakersfield, CA	05/09/2008	74	Calvary Chapel of Costa Mesa	Oildale, CA	Kern
KGEO	AM	1230	C	Sports	Bakersfield, CA	07/02/2003	74	American General Media	Bakersfield, CA	Kern
KGFM	FM	101.5	C	Soft Rock	Bakersfield, CA	07/02/2003	74	American General Media	Bakersfield, CA	Kern
KUZZ	FM	107.9	C	Country	Bakersfield, CA	07/02/2003	74	Owens One Company Inc	Bakersfield, CA	Kern
KLLY	FM	95.3	C	Hot AC	Bakersfield, CA	07/02/2003	74	Buckley Broadcasting Corporation	Oildale, CA	Kern
KLHC	AM	1350	C	Span/Chrst	Bakersfield, CA	07/02/2003	74	Gore-Overgaard Broadcasting Inc	Bakersfield, CA	Kern
KSMJ	FM	97.7	C	Lite Rock	Bakersfield, CA	07/02/2003	74	Buckley Broadcasting Corporation	Shafter, CA	Kern
KNZR	AM	1560	C	Nws/Tik/Inf	Bakersfield, CA	07/02/2003	74	Buckley Broadcasting Corporation	Bakersfield, CA	Kern
KISV	FM	94.1	C	Urb/R&B/HH	Bakersfield, CA	07/02/2003	74	American General Media	Bakersfield, CA	Kern
KUZZ	AM	550	C	Country	Bakersfield, CA	07/02/2003	74	Owens One Company Inc	Bakersfield, CA	Kern
KQAB	AM	1140	C	Talk	Bakersfield, CA	07/02/2003	74	Bohn, Robert & Katherine	Lake Isabella, CA	Kern
KWAC	AM	1490	C	Spn/Tik/Spt	Bakersfield, CA	07/02/2003	74	Lotus Communications Corp	Bakersfield, CA	Kern
KBFP	FM	105.3	C	Mexican	Bakersfield, CA	07/02/2003	74	Clear Channel Communications Inc	Delano, CA	Kern
KJPG	AM	1050	NC	Religion	Bakersfield, CA	07/02/2003	74	IHR Educational Broadcasting	Frazier Park, CA	Kern
KRAB	FM	106.1	C	AOR	Bakersfield, CA	07/02/2003	74	Clear Channel Communications Inc	Greenacres, CA	Kern
KMYX	FM	92.5	C	Mexican	Bakersfield, CA	07/02/2003	74	Farmworker Educational Radio Network Inc	Arvin, CA	Kern
KSRV	FM	103.1	C	Alternative	Bakersfield, CA	07/02/2003	74	Clear Channel Communications Inc	Tehachapi, CA	Kern
KIWI	FM	102.9	C	Mexican	Bakersfield, CA	07/02/2003	74	Lotus Communications Corp	McFarland, CA	Kern
KKBB	FM	99.3	C	Rhymc/Olde	Bakersfield, CA	07/02/2003	74	Buckley Broadcasting Corporation	Bakersfield, CA	Kern
KCWR	FM	107.1	C	Country	Bakersfield, CA	07/02/2003	74	Owens One Company Inc	Bakersfield, CA	Kern
KVLI	FM	104.5	C	Oldies	Bakersfield, CA	07/02/2003	74	Bohn, Robert & Katherine	Lake Isabella, CA	Kern
KHTY	AM	970	C	Sports	Bakersfield, CA	07/02/2003	74	Clear Channel Communications Inc	Bakersfield, CA	Kern
KEBT	FM	96.9	C	Mexican	Bakersfield, CA	07/26/2006	74	American General Media	Lost Hills, CA	Kern
KKXX	FM	93.1	C	Clsc Hits	Bakersfield, CA	07/02/2003	74	American General Media	Shafter, CA	Kern
KBDS	FM	103.9	C	DARK	Bakersfield, CA	07/02/2003	74	Radio Campesina Inc	Taft, CA	Kern

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed



FCC Geographic Market Definition for Bakersfield, CA

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KAXL	FM	88.3	NC	AC/Chrst	Bakersfield, CA	07/02/2003	74	Skyride Unlimited Inc	Greenacres, CA	Kern
KFRB	FM	91.3	NC	Religion	Bakersfield, CA	07/02/2003	74	Family Stations Inc	Bakersfield, CA	Kern
KGZO	FM	90.9	NC	Chrst/Span	Bakersfield, CA	07/02/2003	74	Association for Community Education	Shafter, CA	Kern
KCEL	FM	96.1	C	Mexican	Los Angeles, CA	07/12/2008	2	Coloma Broadcasting LLC	Mojave, CA	Kern
KPRX	FM	89.1	NC	Clsc/NPR	Bakersfield, CA	07/02/2003	74	White Ash Broadcasting Inc	Bakersfield, CA	Kern
KTQX	FM	90.1	NC	Span/Varty	Bakersfield, CA	07/02/2003	74	Radio Bilingue Inc	Bakersfield, CA	Kern
KAIB	FM	89.5	NC	ChrsContem	Bakersfield, CA		74	Educational Media Foundation	Shafter, CA	Kern
KFHL	FM	91.7	NC	DARK	Bakersfield, CA	08/15/2005	74	Mary V Harris Foundation	Wasco, CA	Kern
KWTD	FM	91.9	NC	Religion	Bakersfield, CA	06/21/2005	74	Living Proof Inc	Ridgecrest, CA	Kern
KBLV	FM	88.7	NC	ChrsContem	Bakersfield, CA	09/08/2006	74	Educational Media Foundation	Tehachapi, CA	Kern
KXTT	FM	94.9	C	Span/Oldes	Bakersfield, CA		74	Lazer Broadcasting Corporation	Maricopa, CA	Kern
KEAL	FM	106.5	C	Mexican	Bakersfield, CA		74	Lazer Broadcasting Corporation	Taft, CA	Kern

Number of Stations in Geographic Market 46

Previous Stations in Geographic Market

KOSS	AM	1380	C	News/Talk	Los Angeles, CA	02/11/2008	2	Point Broadcasting Company	Lancaster, CA	Los Angeles
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