

## **MULTIPLE OWNERSHIP ANALYSIS**

### **Basin Mediactive, LLC. Stations:**

**KAGO(AM)– Klamath Falls, OR 1150 kHz**  
**KAGO(FM) – Klamath Falls, OR 99.5 MHz**  
**KLAD(AM) – Klamath Falls, OR 960 kHz**  
**KLAD(FM) – Klamath Falls, OR 92.5 MHz**  
**NEW(FM) – Keno, OR 98.5 MHz**  
**NEW(FM) – Malin, OR 100.9 MHz**

**Prepared By:**

**Edward P De La Hunt**

**De La Hunt Communication Services**

## **Applicant: Basin Mediactive, LLC.**

I am a Radio Consulting Engineer. My education and experience are a matter of record with the Federal Communications Commission. I have been authorized to prepare this statement and exhibits to review the multiple ownership surrounding the proposed assignment of the above-captioned stations from New Northwest Broadcasters to Basin Mediactive, LLC. This statement and attached exhibits demonstrate full compliance with the Commission's Multiple Ownership rules.

There is mutual overlap of the principal community contours of proposed commonly owned stations as depicted in **Figure 1**. For FM stations, the principal community contour is the predicted 3.16 mV/m (70 dBu) contour. For AM stations, the principal community contour is the predicted daytime 5.0 mV/m groundwave contour computed in accordance with Section 73.183 of the FCC Rules.

The stations are not home to an Arbitron rated market.

### **Multiple Ownership Rules**

#### **Section 73.3555 of Commission's Rule and Regulations**

**(a)(1) Local radio ownership rule. A person or single entity (or entities under common control) may have a cognizable interest in licenses for AM or FM radio broadcast stations in accordance with the following limits:**

(i) In a radio market with 45 or more full-power, commercial and noncommercial radio stations, not more than 8 commercial radio stations in total and not more than 5 commercial stations in the same service (AM or FM);

(ii) In a radio market with between 30 and 44 (inclusive) 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);

**(iii) In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, not more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM);**

(iv) In a radio market with 14 or fewer full-power, commercial and noncommercial radio stations, not more than 5 commercial radio stations in total and not more than 3 commercial stations in the same service (AM

or FM); provided, however, that no person or single entity (or entities under common control) may have a cognizable interest in more than 50% of the full-power, commercial and noncommercial radio stations in such market unless the combination of stations comprises not more than one AM and one FM station.

The analysis herein is subject to the above-noted rules highlighted in bold. Section 73.3555(a)(1)(iii). One relevant “market” will exist, the worst case market. This market is defined by the 70 dbu and 5 mV/m contours of KAGO(AM), KAGO(FM), KLAD(AM), KLAD(FM), NEW(FM) Malin, OR and NEW(FM), Keno, OR.

### **Market**

**KAGO(AM)– Klamath Falls, OR 1150 kHz**  
**KAGO(FM) – Klamath Falls, OR 99.5 MHz**  
**KLAD(AM) – Klamath Falls, OR 960 kHz**  
**KLAD(FM) – Klamath Falls, OR 92.5 MHz**  
**NEW(FM) – Keno, OR 98.5 MHz**  
**NEW(FM) – Malin, OR 100.9MHz**

**Market** consists of six (6) commercial radio stations under common control. Since no more than 6 commercial radio stations and no more than 4 stations are in the same service, the proponent may control no more than 6 stations in the relevant market of 15 to 29 stations. In the present case, the relevant market consists of more than 15 stations. The maximum combination of stations comprises of, not more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM). The applicant is in full compliance; **(2) AM** stations and **four (4) FM** stations.

A search for other non-commonly owned stations in the region was conducted to determine other FM and AM radio stations that provide principal community grade service to a portion of the proposed radio market. Radio stations outside of 92 kilometers were not considered. The search rendered at a minimum twelve (12) additional FM licensed stations relevant to the market:

KLMF(FM), Klamath Falls, OR;  
KKLJ(FM), Klamath Falls, OR;  
KTEC(FM), Klamath Falls, OR;  
KSKF(FM), Klamath Falls, OR;  
KTMT(FM), Medford, OR;  
KFLS(FM), Tulelake, CA;  
KRVC(FM), Hornbrook, CA;  
KFEG(FM), Klamath Falls, OR;  
KKKJ(FM), Merrill, OR;  
KKRB(FM), Klamath Falls, OR;

KFLS(AM), Klamath Falls, OR;  
KYSF(FM), Bonanza, OR

**Table 1** depicts other stations serving the market.

### **CONCLUSION**

The applicant is in compliance with the Commission's Multiple Ownership limits because the proponent would not control more than six (6) stations in the relevant market of 15 to 29 stations; not more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM) for a radio market between 15 and 29 stations. The relevant market consists of at a minimum eighteen (18) stations.

This statement and attached exhibit was prepared by me or under my direct supervision and is believed to be true and correct.

//signed//

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Edward P. De La Hunt  
De La Hunt Communications Service  
17487 Driftwood Lane  
Park Rapids, MN 56470

Date: April 17, 2012

**Proposed Radio Market Definition**

and Other Stations Counted in Market

FM City-Grade (70 dBu) Coverage Contours (SOLID)

AM City-Grade (5.0 mV/m Daytime) Groundwave Contours (DASHED)

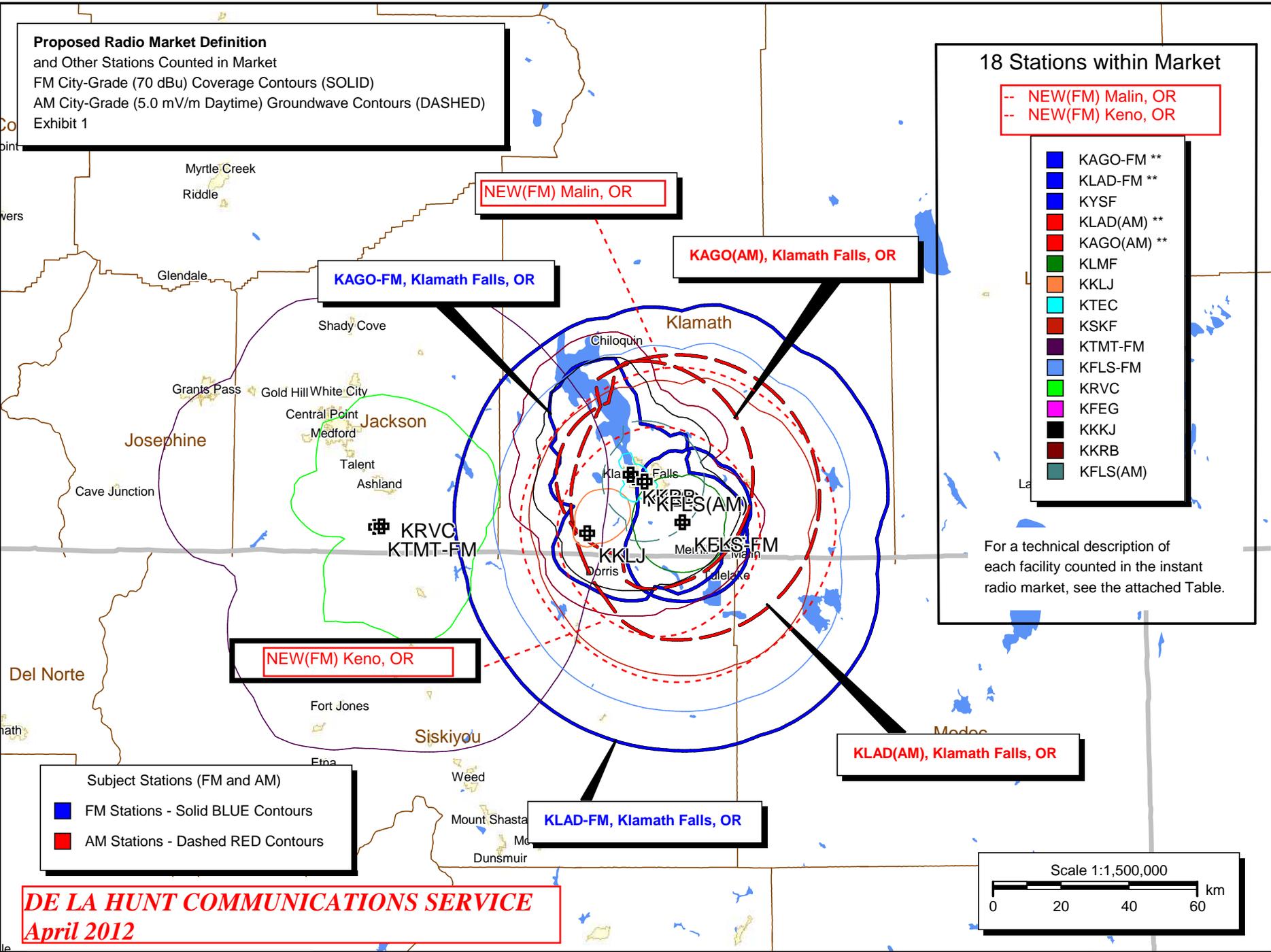
Exhibit 1

**18 Stations within Market**

- NEW(FM) Malin, OR
- NEW(FM) Keno, OR

- KAGO-FM \*\*
- KLAD-FM \*\*
- KYSF
- KLAD(AM) \*\*
- KAGO(AM) \*\*
- KLMF
- KKLJ
- KTEC
- KSKF
- KTMT-FM
- KFLS-FM
- KRVC
- KFEG
- KKKJ
- KKRB
- KFLS(AM)

For a technical description of each facility counted in the instant radio market, see the attached Table.



**KAGO-FM, Klamath Falls, OR**

**KAGO(AM), Klamath Falls, OR**

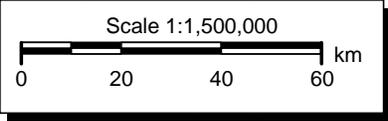
**NEW(FM) Keno, OR**

**KLAD(AM), Klamath Falls, OR**

**KLAD-FM, Klamath Falls, OR**

Subject Stations (FM and AM)  
■ FM Stations - Solid BLUE Contours  
■ AM Stations - Dashed RED Contours

**DE LA HUNT COMMUNICATIONS SERVICE**  
*April 2012*



**Technical Description of Stations  
Counted in Proposed Radio Market**

April 2012

	<u>Call</u>	<u>Status</u>	<u>Channel/Freq</u>	<u>Service</u>	<u>Class</u>	<u>City</u>	<u>State</u>	<u>DA</u>	<u>Power (kW)</u>
1	KAGO-FM **	LIC	258	FM	C1	Klamath Falls	OR	No	60
2	KLAD-FM **	LIC	223	FM	C	Klamath Falls	OR	No	63
3	KYSF	LIC	275	FM	C3	Bonanza	OR	Yes	0.46
4	KLAD(AM) **	LIC	960	AM	B	Klamath Falls	OR	DA-N	5
5	KAGO(AM) **	LIC	1150	AM	B	Klamath Falls	OR	DA-N	5
6	KLMF	LIC	203	FM	A	Klamath Falls	OR	No	0.095
7	KKLJ	LIC	205	FM	A	Klamath Falls	OR	Yes	0.11
8	KTEC	LIC	208	FM	A	Klamath Falls	OR	No	0.21
9	KSKF	LIC	215	FM	C1	Klamath Falls	OR	No	6.5
10	KTMT-FM	LIC	229	FM	C	Medford	OR	No	31
11	KFLS-FM	LIC	243	FM	C	Tulelake	CA	No	20
12	KRVC	LIC	255	FM	C2	Hornbrook	CA	No	1.25
13	KFEG	LIC	284	FM	C1	Klamath Falls	OR	No	51
14	KKKJ	LIC	288	FM	C2	Merrill	OR	No	18
15	KKRB	LIC	295	FM	C1	Klamath Falls	OR	No	51
16	KFLS	LIC	1450	AM	C	Klamath Falls	OR	No	1
17	NEW(FM)**	APP	98.5	FM	C2	Keno	OR	No	1.8
18	NEW(FM)**	APP	100.9	FM	C1	Maiin	OR	No	12.5

\*\* Common Controlled Stations