

# **Multiple Ownership Study**

## **Radio Market: St. George, UT**

Pursuant to the Commission's ownership rules in Section 73.3555, the following Multiple Ownership Study was conducted to determine if a grant of the instant application will comply with the Rules in the St. George, UT, Radio Market. St. George is not in a BIA/Arbitron rated market. Further, the station in question has never appeared above the line in an Arbitron/BIA market study. Therefore, the Revised Contour Overlap Methodology shall be employed.

The accompanying map entitled "Numerator" illustrates the area encompassed by the principal community contours (predicted 5 mV/m groundwave AM contours and predicted 3.16 mV/m FM contours) of the stations listed above.

As shown on the "Numerator" map and in Table 1, below, the applicant holds attributable interests in the following facilities in the St. George Radio Market creating the market's Numerator:

**TABLE 1 St. George Radio Market Numerator**

Call Letters: KZHK  
File Number:  
BLH19970130KB  
Latitude: 36-50-49 N  
Longitude: 113-29-28 W  
ERP: 100.00 kW  
Channel: 240  
Frequency: 95.9 MHz

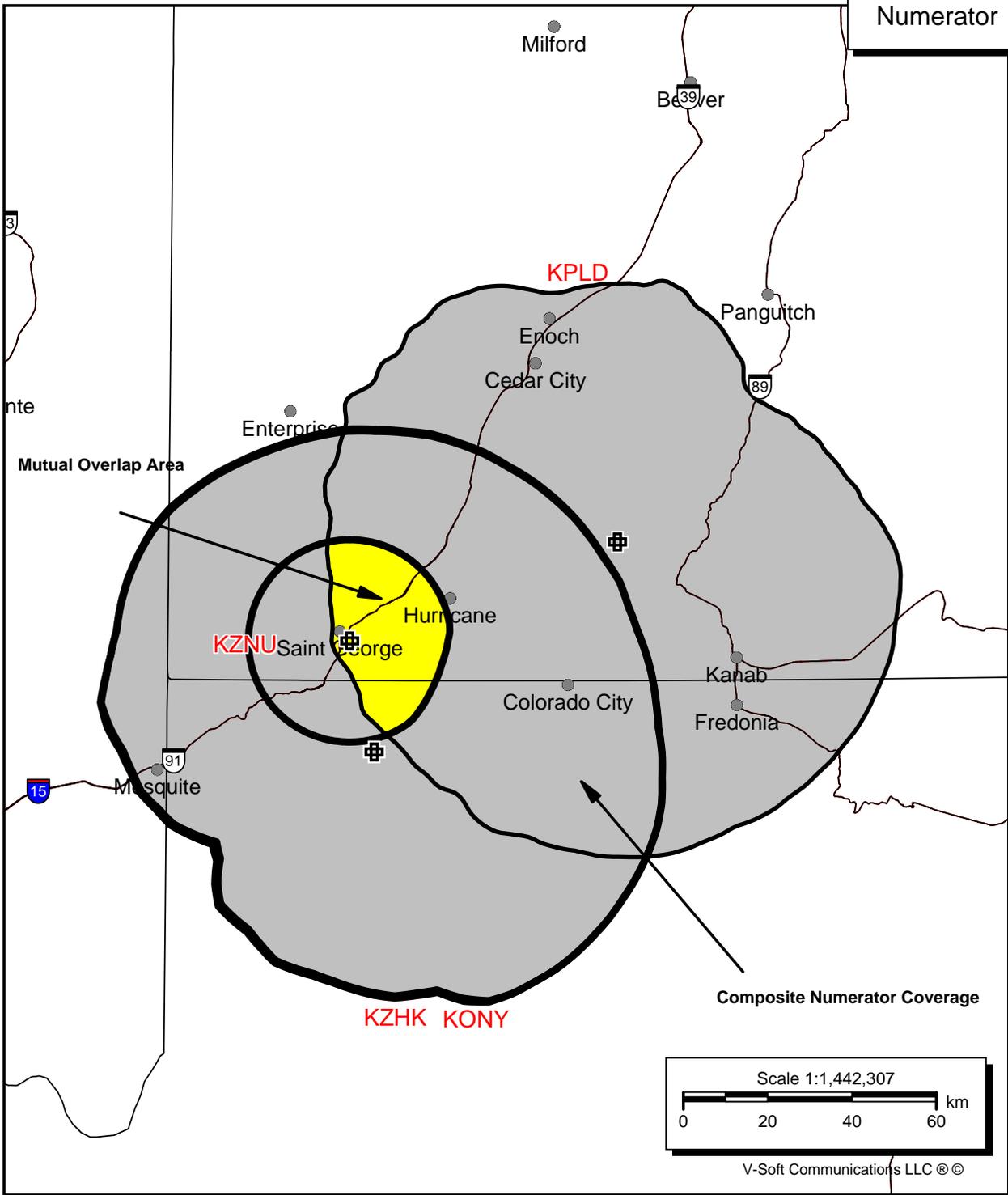
Call Letters: KZNU  
File Number:  
BL19860109AD  
Latitude: 37-05-02 N  
Longitude: 113-33-26 W  
ERP: 1.00 kW  
Frequency: 1.45 MHz

Call Letters: KONY  
BMLH-20020215ABJ  
Latitude: 36-50-49 N  
Longitude: 113-29-28 W  
ERP: 99.00 kW  
Channel: 260  
Frequency: 99.9 MHz

Call Letters: KPLD  
BLH-20000809AAL  
Latitude: 37-17-45 N  
Longitude: 112-50-34 W  
ERP: 100.00 kW  
Channel: 266  
Frequency: 101.1 MHz

\*Note: KONY(FM) also has a CP to change community at its currently licensed site resulting in no change in coverage contour (see BPH-20070726AHL). Therefore, the contour depicted on the attached Numerator and Denominator Maps shall represent both the CP and License since both facilities are essentially identical.

Numerator



**St. George Radio Market Examination:**

The Denominator for the market, or the total number of stations, includes the four Numerator stations plus at least thirteen (13) additional stations listed in Table 3 and depicted on the map entitled “Denominator.” The radio stations listed in Table 2 and shown on the “Denominator” map satisfy the following requirements:

- Each is a full-power radio station whose principal community contour overlaps or intersects at least one of the principal community contours that define the radio market
- Each station has its transmitter site located within 92 kilometers from the perimeter of the area of mutual overlap of the commonly attributable stations that define the radio market.

Any stations which are commonly attributable with Canyon and do not define this radio market are not included in the Denominator. Commercial and noncommercial stations have been counted in the Denominator.

**TABLE 2: Denominator Stations not Attributable to Canyon**

Call Letters: KDXU  
File Number:  
BL20060216AMX  
Latitude: 37-04-05 N  
Longitude: 113-31-08 W  
ERP: 10.00 kW  
Frequency: 0.89 MHz

Call Letters: KJUL  
File Number:  
BLH20041115ACG  
Latitude: 36-41-00 N  
Longitude: 114-30-48 W  
ERP: 100.00 kW  
Channel: 284  
Frequency: 104.7 MHz

Call Letters: KNNZ  
File Number: BL  
Latitude: 37-45-51 N  
Longitude: 113-06-15 W  
ERP: 10.00 kW  
Frequency: 0.94 MHz

Call Letters: KREC  
File Number:  
BLH19881123KC  
Latitude: 37-32-32 N  
Longitude: 113-04-05 W  
ERP: 56.00 kW  
Channel: 251  
Frequency: 98.1 MHz

Call Letters: KSNN  
File Number:  
BMLH20060918AHN  
Latitude: 36-50-49 N  
Longitude: 113-29-28 W  
ERP: 2.00 kW  
Channel: 291  
Frequency: 106.1 MHz

Call Letters: KSUB  
File Number:  
BL20060501AOZ  
Latitude: 37-41-51 N  
Longitude: 113-10-52 W  
ERP: 5.00 kW  
Frequency: 0.59 MHz

Call Letters: KUNF  
File Number:  
BL19820816AK  
Latitude: 37-08-38 N  
Longitude: 113-30-03 W  
ERP: 10.00 kW  
Frequency: 1.21 MHz

Call Letters: KXBN  
File Number: BLH7203  
Latitude: 37-38-41 N  
Longitude: 113-22-28 W  
ERP: 41.00 kW  
Channel: 223  
Frequency: 92.5 MHz

Call Letters: KXFF  
File Number:  
BLH20030313AXW  
Latitude: 37-05-41 N  
Longitude: 113-11-06 W  
ERP: 35.00 kW  
Channel: 297  
Frequency: 107.3 MHz

Call Letters: KAER  
File Number:  
BLED20060301ADG  
Latitude: 36-50-49 N  
Longitude: 113-29-28 W  
ERP: 7.00 kW  
Channel: 208  
Frequency: 89.5 MHz

Call Letters: KSGU  
File Number:  
BLED20051107AED  
Latitude: 36-50-49 N  
Longitude: 113-29-28 W  
ERP: 2.00 kW  
Channel: 212  
Frequency: 90.3 MHz

Call Letters: KAIZ  
File Number:  
BLED20050630AGN  
Latitude: 36-53-51 N  
Longitude: 114-17-10 W  
ERP: 0.40 kW  
Channel: 216  
Frequency: 91.1 MHz

Call Letters: KSUU  
File Number:  
BLED19850219KK  
Latitude: 37-38-55 N  
Longitude: 113-05-32 W  
ERP: 10.00 kW  
Channel: 216  
Frequency: 91.1 MHz

The contour overlap method for the St. George Radio Market shows this overlap market as having at least 17 or more “home” commercial and noncommercial educational full-power stations. In such a market, Commission Rules allow a party to have an attributable interest in up to six (6) full-power commercial radio stations, not more than four (4) of which are in the same service (AM or FM).

In the St. George Radio Market, the applicant will have an attributable interest in not more than Four (4) total stations. Three (3) stations are in the FM service and one (1) station is in the AM service.

Consequently, it would appear as if the number of proposed stations commonly attributable with the applicant shall comply with Section 73.3555 in the St. George Radio Market.

