

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

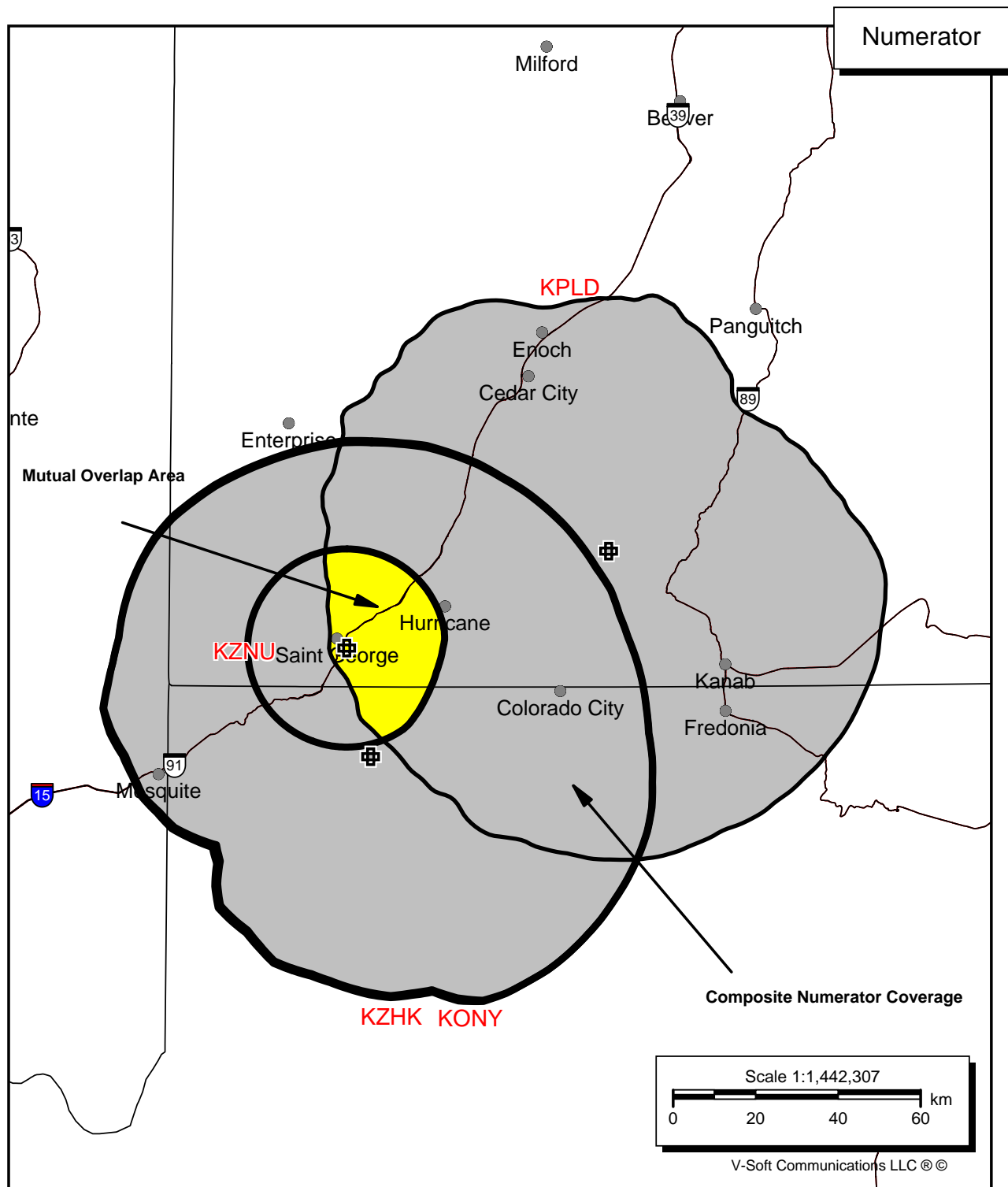
Call Letters: KZHK
File Number:
BLH19970130KB
Latitude: 36-50-49 N
Longitude: 113-29-28 W
ERP: 100.00 kW
Channel: 240
Frequency: 95.9 MHz

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.



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.

