

RADIO MARKET ANALYSIS
BMP RGV LICENSE COMPANY, L.P.
KESO / KZSP RADIO STATION
SOUTH PADRE ISLAND, TEXAS
April 2012

TECHNICAL STATEMENT

1. This technical statement and attached exhibits were prepared on behalf of BMP RGV License Company, L.P. (“BMP”), licensee of KESO, Channel 224C2, and KZSP, Channel 237A, South Padre Island, Texas. BMP is submitting minor change applications for KESO and KZSP, as such, a Radio Market Analysis is necessary. BMP is also the licensee of KJAV, Channel 285A, Alamo, Texas; KURV, 710 kHz, Edinburg, Texas; and KVJY, 840 kHz, Pharr, Texas.¹ KESO, KZSP, KJAV, KURV and KVJY are each licensed to a community in a metro county in the McAllen-Brownsville-Harlingen, Texas Arbitron Market. Therefore, a review of a rated market is necessary.

ARBITRON/BIA RATED MARKET ANALYSIS

2. As shown on Exhibit #1, there are thirty-three AM and FM (commercial and non-commercial) stations listed in the McAllen-Brownsville-Harlingen, Texas Arbitron Market (Market #58).² BMP controls three FM stations and two AM stations in the market. The number of stations indicated falls in the thirty to forty-four stations tier of §73.3555(a)(1)(ii) of the Commission's rules. At this level, common ownership or control of up to seven stations,

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- 1) BMP is also the licensee of KBUC, Channel 271C2, Raymondville, Texas. However, since there is no contour overlap between KESO or KZSP and KBUC, they are not considered further herein.
- 2) BMP also has an interest in three stations licensed to communities in Mexico. They are, however, not attributable for this instant review.

with no more than four in the same service, is permissible. Therefore, the rated market is in compliance with the Commission's rules

3. Based on the above referenced review, the applications for KESO and KZSP are in compliance with §73.3555 of the Commission's multiple ownership rules.

4. The foregoing technical statement was prepared on behalf of BMP RGV License Company, L.P., by Graham Brock, Inc., its Technical Consultants. All information contained herein is true and accurate to the best of our belief and knowledge. All data relating to AM and FM facilities in the relevant BIA/Arbitron market was determined using the BIA Financial Network, Inc. Media Access Pro, Version 4.6. BIA database. All other data was extracted from the CDBS database. We assume no liability for errors or omissions in either database which may be adverse to the information contained herein.



FCC Geographic Market Definition for

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KBFM	FM	104.1	C	CHR	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Clear Channel Communications Inc	Edinburg, TX	Hidalgo
KBNR	FM	88.3	NC	Spn/CCt/Ed	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	World Radio Network Inc	Brownsville, TX	Cameron
KBTQ	FM	96.1	C	Span/Varty	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Univision	Harlingen, TX	Cameron
KBUC	FM	102.1	C	Tejano	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Border Media Business Trust	Raymondville, TX	Willacy
KCAS	FM	91.5	NC	Religion	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Faith Baptist Church Inc	McCook, TX	Hidalgo
KESO	FM	92.7	C	Mexican	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Border Media Business Trust	South Padre Island, TX	Cameron
KFRQ	FM	94.5	C	Clsc Rock	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Entravision Communications Corp	Harlingen, TX	Cameron
KGBT	AM	1530	C	Spn/Tik/Nws	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Univision	Harlingen, TX	Cameron
KGBT	FM	98.5	C	Mexican	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Univision	McAllen, TX	Hidalgo
KHID	FM	88.1	NC	Clc/Nws/Jaz	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	RGV Educational Broadcasting Inc	McAllen, TX	Hidalgo
KHKZ	FM	106.3	C	Hot AC	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Clear Channel Communications Inc	San Benito, TX	Cameron
KIRT	AM	1580	C	Span/Chrst	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	La Iglesia del Pueblo Inc	Mission, TX	Hidalgo
KJAV	FM	104.9	C	Jack	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Border Media Business Trust	Alamo, TX	Hidalgo
KKPS	FM	99.5	C	Tejano	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Entravision Communications Corp	Brownsville, TX	Cameron
KMBH	FM	88.9	NC	Clc/Nws/Jaz	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	RGV Educational Broadcasting Inc	Harlingen, TX	Cameron
KNVO	FM	101.1	C	Span/Varty	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Entravision Communications Corp	Port Isabel, TX	Cameron
KOIR	FM	88.5	NC	Span/Relgn	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Rio Grande Bible Institute	Edinburg, TX	Hidalgo
KQBO	FM	107.5	C	Mexican	McAllen-Brownsville-Harlingen, TX	08/11/2010	58	Sound Investments Unlimited Inc	Rio Grande City, TX	Starr
KQXX	FM	105.5	C	Clsc Rock	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Clear Channel Communications Inc	Mission, TX	Hidalgo
KRGE	AM	1290	C	Span/Chrst	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Christian Ministries of the Valley Inc	Weslaco, TX	Hidalgo
KRIO	AM	910	NC	Span/Relgn	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Rio Grande Bible Institute	McAllen, TX	Hidalgo
KSOX	AM	1240	C	Span/Relgn	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Vision Hispana Incorporated Internacional	Raymondville, TX	Willacy
KTEX	FM	100.3	C	Country	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Clear Channel Communications Inc	Mercedes, TX	Hidalgo
KUBR	AM	1210	C	Span/Chrst	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	La Radio Cristiana Network Inc	San Juan, TX	Hidalgo
KURV	AM	710	C	News/Talk	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Border Media Business Trust	Edinburg, TX	Hidalgo
KVJY	AM	840	C	Sports	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Border Media Business Trust	Pharr, TX	Hidalgo
KVLY	FM	107.9	C	AC	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Entravision Communications Corp	Edinburg, TX	Hidalgo
KVMV	FM	96.9	NC	AC	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	World Radio Network Inc	McAllen, TX	Hidalgo
KVNS	AM	1700	C	Oldies	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Clear Channel Communications Inc	Brownsville, TX	Cameron
KZSP	FM	95.3	C	Tejano	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Border Media Business Trust	South Padre Island, TX	Cameron
XAVO	FM	101.5	C	Span/Intnl	McAllen-Brownsville-Harlingen, TX	08/25/2004	58	Border Media Business Trust	Rio Bravo, MX	Tamaulipas
XCAO	FM	89.1	C	Mex/Rch/OI	McAllen-Brownsville-Harlingen, TX	08/13/2003	58	Border Media Business Trust	Ciudad Camargo, MX	Tamaulipas
XHRR	FM	102.5	C	Mexican	McAllen-Brownsville-Harlingen, TX	07/02/2003	58	Border Media Business Trust	Reynosa, MX	Tamaulipas

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

"p" indicates pending sale to owner listed



FCC Geographic Market Definition for

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
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Number of Stations in Geographic Market 33

Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed

AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT

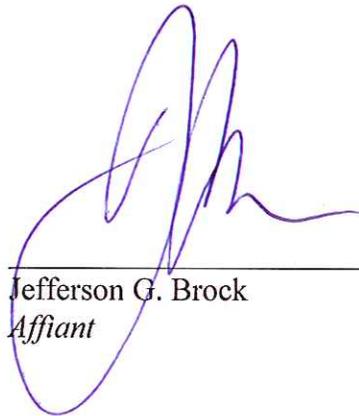
State of Georgia)
St. Simons Island) ss:
County of Glynn)

JEFFERSON G. BROCK, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by BMP RGV License Company, L.P., to prepare the attached Technical Exhibit.

His qualifications are a matter of record before the Federal Communications Commission. He has been active in Broadcast Engineering since 1979.

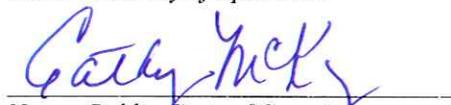
The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

This the 16th day of April 2012.



Jefferson G. Brock
Affiant

*Sworn to and subscribed before me
this the 16th day of April 2012*



Notary Public, State of Georgia
My Commission Expires: March 14, 2015