

Multiple Ownership Study

Applicant: Sand Hill Media Corporation

Proposed Station and Community: KQEO(FM) Idaho Falls, ID

County of License: Bonneville County

BIA/Arbitron Market: No

Type of Ownership Study: Modified Contour Overlap Method

Number of Mutual Overlap Markets: 2

The Community of License for the station subject to this study is not located in a county which BIA and Arbitron define as being part of an Arbitron Metro nor has the station appeared “above the line” in any Arbitron Ratings as reported by BIA in the previous two years. Therefore, the Modified Contour Overlap Method shall be employed to demonstrate multiple ownership compliance with Section 73.3555.

Market #1:

The attached map entitled “Market #1 Numerator” depicts the principal community contours of those stations that are commonly attributable to the Applicant forming Market #1. The area shaded gray on this map constitutes the Composite Overlap Area of all stations attributable to the Applicant in Market #1. The area-shaded yellow constitutes the Mutual Overlap Area of the commonly attributable stations in Market #1.

Numerator Stations in Mutual Overlap Market #1: 0 AM and 2 FM

30 KQPI.C 424831N 1122910W 71.8 212 258C2 2.2 Aberdeen ID BMPH20080107AAN
31 KQEO (Pro) 432106.0 112002 300C1 100.00 Idaho Falls, ID (Proposed)

The attached map entitled “Market #1 Denominator” depicts the principal community contour overlaps of the stations included in the Denominator listed below. Each Denominator station is a full-power radio station whose principal community contour overlaps or intersects the Composite Overlap Area of Market #1 and each station has its transmitter site located within 92 kilometers from the perimeter of the Numerator’s Mutual Overlap Area of the commonly attributable stations that define Market #1. Any stations which are commonly attributable with the Applicant and do not define Market #1 are not included in the Denominator. Commercial and noncommercial stations have been counted in the Denominator.

Denominator Stations in Mutual Overlap Market #1: 31 Stations

Call	Coordinates	Dist	Bear	Chan	Pwr (kW)	City	State	File #
1 KZJB.L	425146N 1123103W	68.3	217	212C3	0.91	Pocatello	ID	BLED20050727ACZ
2 KAIO.L	433237N 1115307W	23.5	24	213A	0.5	Idaho Falls	ID	BLED20060927AMH
3 KBJX.L	433234N 1115307W	23.4	25	292C1	100	Shelley	ID	BLH19991215ABL
4 KBLI.L	431004N 1122208W	35.7	235	690	1	BLACKFOOT	ID	BL20001018ACC
5 KBLV.L	433115N 1115933W	18.8	3	1260	5	IDAHO FALLS	ID	BL
6 KBYI.L	434544N 1115730W	45.8	5	263C1	100	Rexburg	ID	BLED19980722KA
7 KBYRFM.L	434902N 1114642W	55	19	218A	1	Rexburg	ID	BLED20060621AAE
8 KCVI.L	433003N 1123943W	55.5	287	268C	100	Blackfoot	ID	BMLH20030825ANH
9 KFTZ.L	432106N 1120022W	0.2	90	277C1	100	Idaho Falls	ID	BLH19940420KB
10 KGTM.L	433234N 1115307W	23.4	25	251C1	100	Rexburg	ID	BLH20011127ABJ
11 KID.L	433335N 1115515W	24.2	16	590	5	IDAHO FALLS	ID	BL
12 KID-FM.L	432951N 1123950W	55.5	287	241C	100	Idaho Falls	ID	BMLH20060831AAG
13 KIGO.L	434002N 1115214W	36.8	17	1420	32	ST. ANTHONY	ID	BL20060313AFG
14 KISUFM.L	425146N 1123103W	68.3	217	216C2	4.5	Pocatello	ID	BLED20041202ADT
15 KLCE.L	433003N 1123943W	55.5	287	247C	100	Blackfoot	ID	BMLH20030825ANI
16 KLLP.L	425226N 1123047W	67.1	217	253C2	7	Chubbuck	ID	BLH20061221AAG
17 KLRI.L	433004N 1123944W	55.5	287	208C0	78	Rigby	ID	BLED20050729DTE
18 KMGJ.L	425157N 1123046W	67.8	217	273C	100	Pocatello	ID	BLH19871216KF
19 KORR.L	425146N 1123103W	68.3	217	281C1	56	American Fall	ID	BLH19941220KB
20 KOUU.L	425727N 1122546W	55.6	218	1290	50	POCATELLO	ID	BL20070502AHF
21 KPKY.L	425226N 1123047W	67.1	217	235C	100	Pocatello	ID	BMLH20061221AAH
22 KPPC.C	425226N 1123047W	67.1	217	221C2	12	Pocatello	ID	BMPH20041223ABE
23 KPTO.L	425643N 1122457W	56	216	1440	2.5	POCATELLO	ID	BL20050118ALT
24 KRTK.L	425538N 1123003W	61.9	220	1490	1	CHUBBUCK	ID	BL19801219AB
25 KSEI.L	425744N 1122950W	58.8	222	930	5	POCATELLO	ID	BL
26 KSQS.L	433237N 1115307W	23.5	24	219A	0.25	Ririe	ID	BLED20060908AAG
27 KTHK.L	432106N 1120022W	0.2	90	288C1	100	Idaho Falls	ID	BLH19931014KD
28 KWIK.L	425514N 1122717W	60.1	217	1240	1	POCATELLO	ID	BL
29 KZBQ.L	425157N 1123046W	67.8	217	229C	100	Pocatello	ID	BMLH20000616AAS
30 KQPI.C	424831N 1122910W	71.8	212	258C2	2.2	Aberdeen	ID	BMPH20080107AAN
31 KQEO (Pro)	432106.0 112002	300C1	100.00			Idaho Falls, ID		(Proposed)

In a radio market with between 30 and 44 (inclusive) full-power, commercial and noncommercial radio stations, the Applicant may not be commonly attributable to more than 7 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM).

Therefore, the proposal complies with Section 73.3555 in Market #1.

Market #2:

The attached map entitled “Market #2 Numerator” depicts the principal community contours of those stations that are commonly attributable to the Applicant forming Market #2. The area shaded gray on this map constitutes the Composite Overlap Area of all stations attributable to the Applicant in Market #2. The area-shaded yellow constitutes the Mutual Overlap Area of the commonly attributable stations in Market #2.

Numerator Stations in Mutual Overlap Market #2: 1 AM and 3 FM

30 KSPZ.L	433123N 1120036W	19	359	980	5	AMMON	ID	BL19830308AA
31 KUPI-FM.L	433233N 1115304W	23.4	25	256C1	100	Idaho Falls	ID	BLH19851101KB
32 KSNA.L	434520N 1115756W	45	4	232C2	45	Rexburg	ID	BLH20030424ABO
33 KQEO (Pro)	432106.0 112002	300C1	100.00			Idaho Falls, ID		(Proposed)

The attached map entitled “Market #2 Denominator” depicts the principal community contour overlaps of the stations included in the Denominator listed below. Each Denominator station is a full-power radio station whose principal community contour overlaps or intersects the Composite Overlap Area of Market #2 and each station has its transmitter site located within 92 kilometers from the perimeter of the Numerator’s Mutual Overlap Area of the commonly attributable stations that define Market #2. Any stations which are commonly attributable with the Applicant and do not define Market #2 are not included in the Denominator. Commercial and noncommercial stations have been counted in the Denominator.

Denominator Stations in Mutual Overlap Market #2: 33 Stations

Call	Coordinates	Dist	Bear	Chan	Pwr (kW)	City	State	File #
1 KZJB.L	425146N 1123103W	68.3	217	212C3	0.91	Pocatello	ID	BLED20050727ACZ
2 KAIO.L	433237N 1115307W	23.5	24	213A	0.5	Idaho Falls	ID	BLED20060927AMH
3 KBJX.L	433234N 1115307W	23.4	25	292C1	100	Shelley	ID	BLH19991215ABL
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5 KBLV.L	433115N 1115933W	18.8	3	1260	5	IDAHO FALLS	ID	BL
6 KBYI.L	434544N 1115730W	45.8	5	263C1	100	Rexburg	ID	BLED19980722KA
7 KBYRFM.L	434902N 1114642W	55	19	218A	1	Rexburg	ID	BLED20060621AAE
8 KCVI.L	433003N 1123943W	55.5	287	268C	100	Blackfoot	ID	BMLH20030825ANH
9 KFTZ.L	432106N 1120022W	0.2	90	277C1	100	Idaho Falls	ID	BLH19940420KB
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28 KWIK.L	425514N 1122717W	60.1	217	1240	1	POCATELLO	ID	BL
29 KZBQ.L	425157N 1123046W	67.8	217	229C	100	Pocatello	ID	BMLH20000616AAS
30 KSPZ.L	433123N 1120036W	19	359	980	5	AMMON	ID	BL19830308AA
31 KUPI-FM.L	433233N 1115304W	23.4	25	256C1	100	Idaho Falls	ID	BLH19851101KB
32 KSNA.L	434520N 1115756W	45	4	232C2	45	Rexburg	ID	BLH20030424ABO
33 KQEO (Pro)	432106.0 112002	300C1	100.00			Idaho Falls, ID	(Proposed)	

In a radio market with between 30 and 44 (inclusive) full-power, commercial and noncommercial radio stations, the Applicant may not be commonly attributable to more than 7 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM).

Therefore, the proposal complies with Section 73.3555 in Market #2.







