

Multiple Ownership Study

Applicant: The Montana Radio Company, LLC
Proposed Station and Community: KZUS(FM) Helena Valley NE, MT
County of License: Lewis & Clark 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.

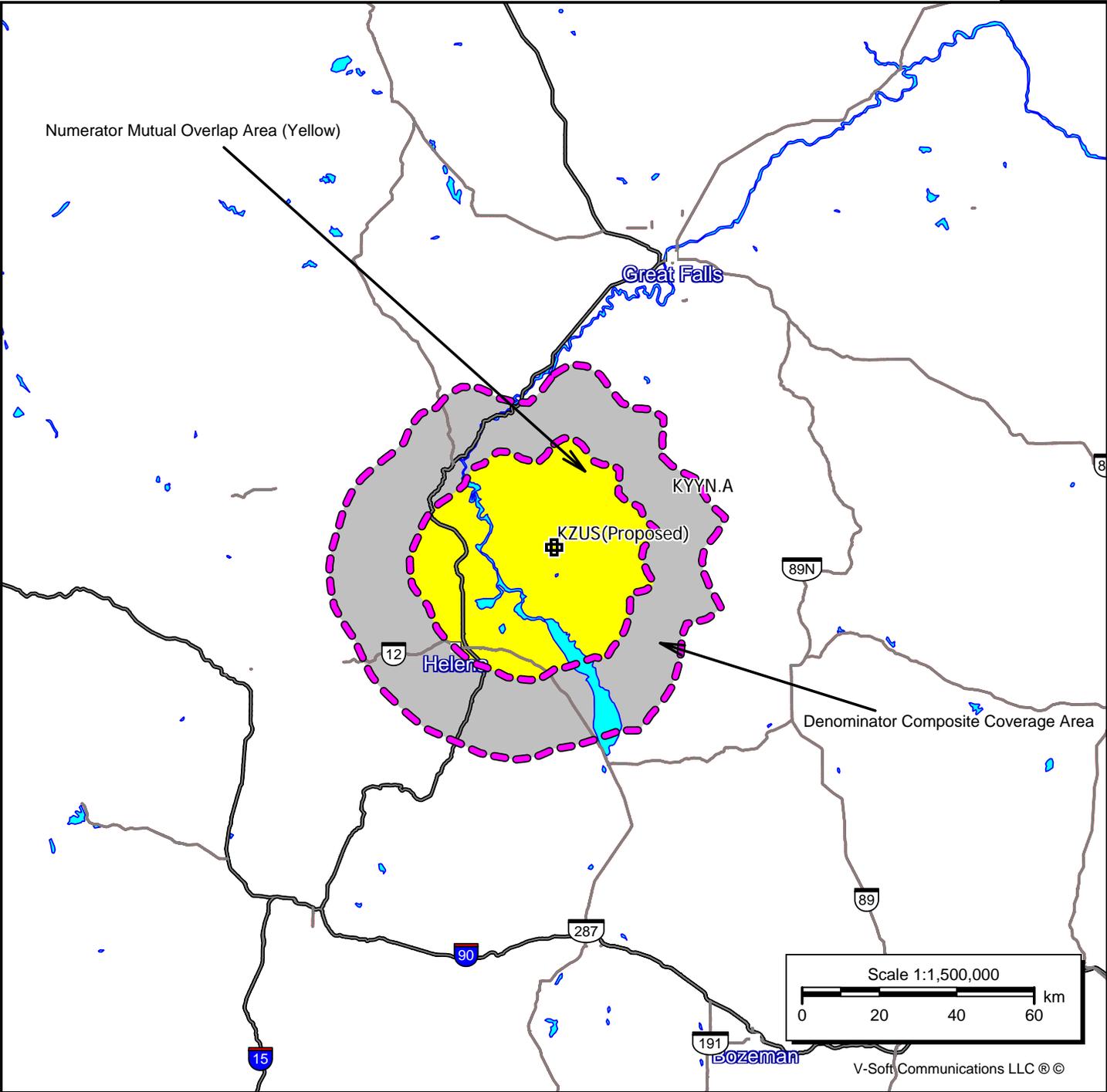
The proposed facility overlaps with the facilities that will be created when the pending application for KYYN(FM) is granted at Helena Valley SE, MT, pursuant to BPH-20101222ABQ. Market #1 evaluates Section 73.3555 compliance considering the pending KYYN(FM) application. Market #2 evaluates Section 73.3555 compliance considering the licensed KYYN(FM) facility in BLH-20011210ABG.

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**

Call	Sign	Lic	Chan.	Svc	Cls	City	ST	DA	Power
KZUS		PRO	272	M	C2	Helena Valley NE	MT	No	1.45
KYYN		APP	297	M	C0	Helena Valley SE	MT	No	13.0



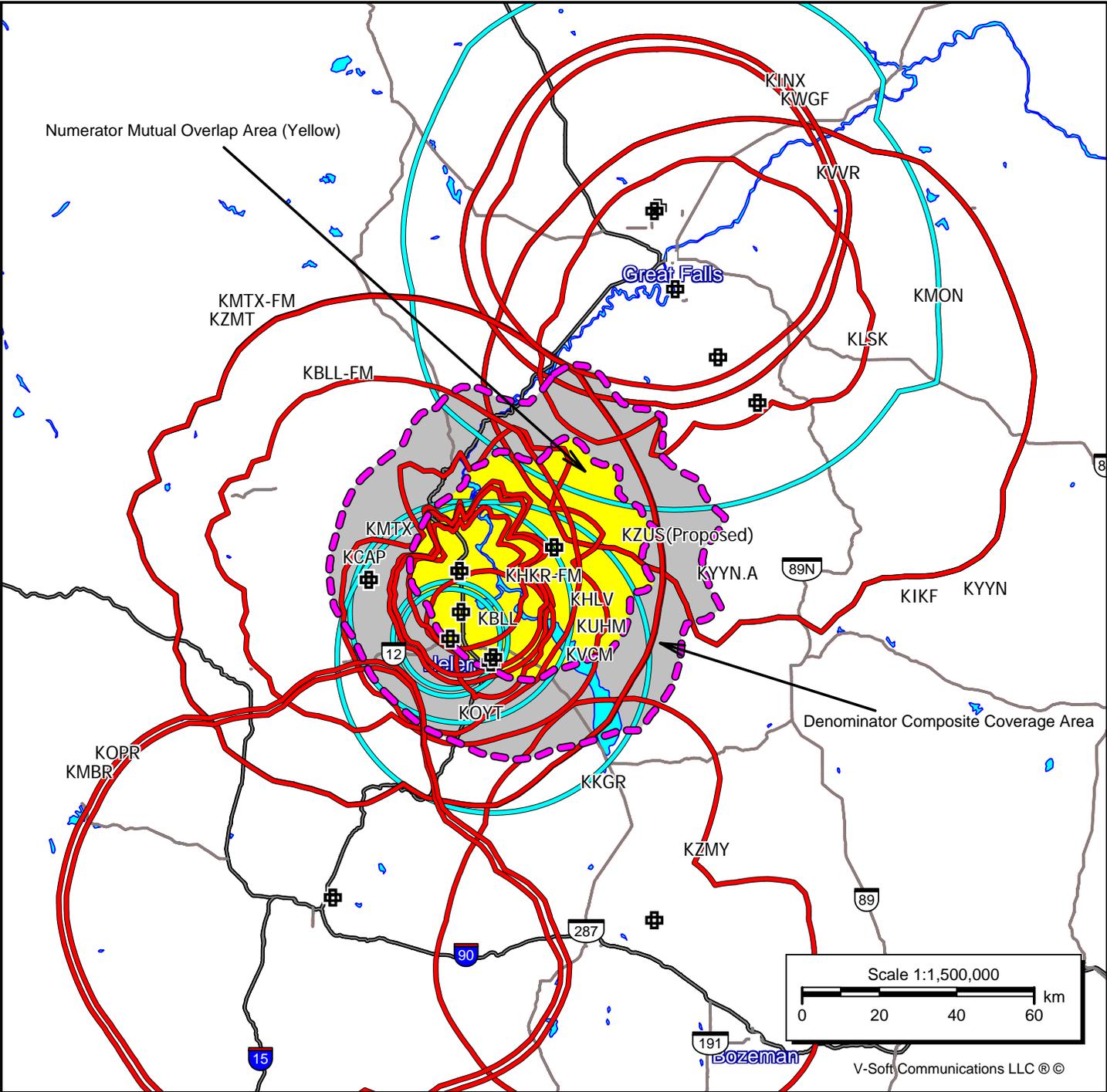
The attached map entitled “Market #1 Denominator” depicts the principal community contour overlaps of the stations included in the Denominator listed below. Each Denominator station is a full-power radio station whose principal community contour overlaps or intersects the Composite Overlap Area of Market #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: 24 Stations

Call	Sign	Lic	Chan.	Svc	Cls	City	ST	DA	Power
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KZUS		PRO	272	M	C2	Helena Valley NE	MT	No	1.45
KYYN		APP	297	M	C0	Helena Valley SE	MT	No	13.0
KHLV		LIC	211	M	C3	Helena	MT	No	3.5
KUHM		LIC	219	M	A	Helena	MT	No	0.91
KOPR		LIC	231	M	C	Butte	MT	No	60.0
KMBR		LIC	238	M	C	Butte	MT	No	50.0
KVVR		LIC	250	M	C1	Dutton	MT	No	100.0
KOYT		LIC	253	M	A	Montana City	MT	No	6.0
KBLL-FM		LIC	258	M	C1	Helena	MT	No	12.5
KLSK		LIC	262	M	C1	Great Falls	MT	No	100.0
KZMT		LIC	266	M	C	Helena	MT	No	95.0
KWGF		LIC	269	M	C1	Highwood	MT	No	100.0
KINX		LIC	274	M	C1	Fairfield	MT	No	100.0
KVCM		LIC	276	M	C1	Helena	MT	No	30.0
KZMY		LIC	278	M	C1	Bozeman	MT	No	100.0
KHKR-FM		LIC	281	M	C3	East Helena	MT	No	5.0
KIKF		LIC	285	M	C	Cascade	MT	No	94.0
KMTX-FM		LIC	287	M	C	Helena	MT	No	100.0
KYYN		LIC	297	M	C	Great Falls	MT	No	94.0
KKGR			680			EAST HELENA	MT		
KCAP			1340			HELENA	MT		
KBLL			1240			HELENA	MT		
KMTX			950			HELENA	MT		
KMON			560			GREAT FALLS	MT		

In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, the Applicant may not be commonly attributable to more than 6 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: 0 AM and 2 FM

Call	Sign	Lic	Chan.	Svc	Cls	City	ST	DA	Power
KZUS		PRO	272	M	C2	Helena Valley NE	MT	No	1.45
KYYN		LIC	297	M	C	Great Falls	MT	No	94.0

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: 32 Stations

Call	Sign	Lic	Chan.	Svc	Cls	City	ST	DA	Power
KZUS		PRO	272	M	C2	Helena Valley NE	MT	No	1.45
KYYN		LIC	297	M	C	Great Falls	MT	No	94.0
KGFC		LIC	205	M	A	Great Falls	MT	No	6.0
KGPR		LIC	210	M	C3	Great Falls	MT	No	9.5
KHLV		LIC	211	M	C3	Helena	MT	No	3.5
KGFA		LIC	214	M	A	Great Falls	MT	No	2.3
KAFH		LIC	218	M	A	Great Falls	MT	No	1.0
KUHM		LIC	219	M	A	Helena	MT	No	0.91
KFRW		LIC	220	M	C2	Great Falls	MT	No	50.0
KLFM		LIC	225	M	C1	Great Falls	MT	No	100.0
KTZZ		LIC	229	M	C1	Conrad	MT	No	100.0
KMON-FM		LIC	233	M	C1	Great Falls	MT	No	100.0
KVVR		LIC	250	M	C1	Dutton	MT	No	100.0
KOYT		LIC	253	M	A	Montana City	MT	No	6.0
KAAC		LIC	255	M	C1	Great Falls	MT	No	100.0
KBLL-FM		LIC	258	M	C1	Helena	MT	No	12.5
KLSK		LIC	262	M	C1	Great Falls	MT	No	100.0
KZMT		LIC	266	M	C	Helena	MT	No	95.0

KWGF	LIC	269	M	C1	Highwood	MT	No	100.0
KINX	LIC	274	M	C1	Fairfield	MT	No	100.0
KVCM	LIC	276	M	C1	Helena	MT	No	30.0
KHKR-FM	LIC	281	M	C3	East Helena	MT	No	5.0
KIKF	LIC	285	M	C	Cascade	MT	No	94.0
KMTX-FM	LIC	287	M	C	Helena	MT	No	100.0
KQDI-FM	LIC	291	M	C1	Great Falls	MT	No	100.0
KKGR		680			EAST HELENA	MT		
KCAP		1340			HELENA	MT		
KBLL		1240			HELENA	MT		
KMTX		950			HELENA	MT		
KEIN		1310			GREAT FALLS	MT		
KMON		560			GREAT FALLS	MT		
KXGF		1400			GREAT FALLS	MT		
KQDI		1450			GREAT FALLS	MT		

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.

