



Multiple Ownership Study

Rooney Moon Broadcasting, Inc.
One Step Upgrade - KSEL-FM

In association with its one step, Class C1, upgrade to KSEL-FM Rooney Moon Broadcasting, Inc. has commissioned a multiple ownership study so as to demonstrate continued compliance with 47 CFR 73.3555 of the Commission's Rules. Rooney Moon Broadcasting, Inc. owns, operates, or controls 4 commercial radio stations in the Clovis / Portales New Mexico area. The stations are KSEL (AM) and KSEL-FM in Portales, NM and KSMX (FM) and KRMQ-FM in Clovis, NM.

As licensed, the KSEL-FM principal community contour was entirely contained within the principal community contours of KSEL (AM), KRMQ-FM and KSMX (FM). The upgraded KSEL-FM facilities are to share a common antenna with KSMX with an identical ERP. As such the proposed KSEL-FM facilities will have a 70 dBu contour which is identical to KSMX. As previously approved the market was a single market which was comprised of 3 FM radio stations and 1 AM radio station. The proposed market continues to be a single market which is comprised of 3 FM radio stations and 1 AM radio station. The perimeter of the market does not, in any way, change. The ownership market is graphically depicted in Exhibit 1 of this report. In Exhibit 1 the FM radio stations are shown with green contours and the AM radio station is shown with a red contour. Exhibit 2 of this report is another digitally generated map which shows the principal community contours or transmitter sites of an additional 6 commercial radio stations¹ for a total of 10 commercial radio stations. The proposed combination of radio stations thus represents 50% or less of the total number of commercial radio stations in the market and is compliant with 47 CFR 73.3555(a)(1)(iv). Specific facility information is included in this report as Exhibit 3.

¹ The 10 commercial radio stations shown in Exhibit 2 does not represent all of the commercial radio stations in the market. So as to limit the clutter on the map only a sufficient number of additional radio station contours or transmitter sites to demonstrate, beyond doubt, that the proposed multiple ownership is compliant with the ownership restrictions of 47 CFR 73.3555(a)(1)(iv) were included.