

TECHNICAL STATEMENT  
RADIO MULTIPLE OWNERSHIP ANALYSIS  
REDROCK BROADCASTING, INC.

This radio multiple ownership analysis was prepared on behalf of Redrock Broadcasting, Inc. (herein “Redrock”). Redrock, and its subsidiary Media Advisors, LLC, are licensees of the radio broadcast stations tabulated below and are proposing to acquire FM station KSGX. Below is a tabulation of facilities for each station. This analysis was prepared under the FCC “Interim” contour analysis method.<sup>1</sup>

Call Sign / Facility ID	Location	Facilities
KURR / 164147 Licensed Facility	Hildale, UT	Channel 276C 100 kW 595 m
KRQX / 78999 Licensed Facility	Hurricane, UT	Channel 255C1 14.5kW 620 m
KUTQ / 166049 Licensed Facility	La Verkin, UT	Channel 272C0 7.7 kW-DA 1033 m
KUTQ/ 166049 CP Facility	La Verkin, UT	Channel 272C0 13 kW 1033 m
KSGX / 198815 CP Facility <sup>2</sup>	Toquerville, UT	Channel 281C0 100 kW 322 m
KSGX / 198815 Application Facility <sup>2</sup>	Toquerville, UT	Channel 281C1 15.5 kW 595 m

The principal community contours of the stations are depicted on a map included herein as Figure 1.<sup>2</sup> Since the principal community contours (5 mV/m for AM stations, 3.16 mV/m for FM stations) of all of the stations listed above are involved in common overlap, an ownership study was prepared in accordance with the Federal Communications Commission multiple ownership rules as outlined in Section 73.3555.

Radio Markets

The “radio market” applicable to common ownership of the subject stations are defined as the area encompassed by the mutually overlapping principal community contours of the stations proposed to be commonly owned. As listed in the Table below, there is one defined “radio market” formed by the following stations:

Defined Radio Market	Stations that Define Radio Market	
	AM Stations	FM Station
Market 1	None	KURR, KRQX-FM, KUTQ(Lic & CP), KSGX(CP & App.)

<sup>1</sup> See Report and Order and Notice of Proposed Rulemaking, MB Docket 02-277, FCC 03-127, Released July 2, 2003.

<sup>2</sup> Only those Redrock stations that are either involved in contour overlap, or are close to being involved in contour overlap, with WYKX and/or WDBC have been shown on Figure 1.

Count of Stations in Defined Markets

The number of radio stations in a “radio market” is determined by counting the operating stations having principal community contours that overlap or intersect the principal community contours, which define the radio market. Only those stations located within 92 km of the perimeter of the mutual overlap area of the defined market area were employed in the count of stations. The results of the analysis are tabulated below:

Defined Radio Markets	Total Number of Stations in the Radio Market
Market 1	4 AM, 20 FM; 24 Total

Figure 2 is a tabulation of other stations in the defined market 1. Only known licensed, operating stations were employed for the study. Distances to the AM coverage contours were predicted using the antenna patterns identified in the Commission’s AM database and the appropriate Ground Wave Field Strength versus Distance Graph of 47 CFR 73.184. Ground conductivity data were obtained from FCC Figure M3. Distances to the FM contours were determined based on the method of 47 CFR 73.313. Terrain data was derived from the N.G.D.C. 30 second computer database for each of the FM stations using radials evenly-spaced every 5 degrees of azimuth.

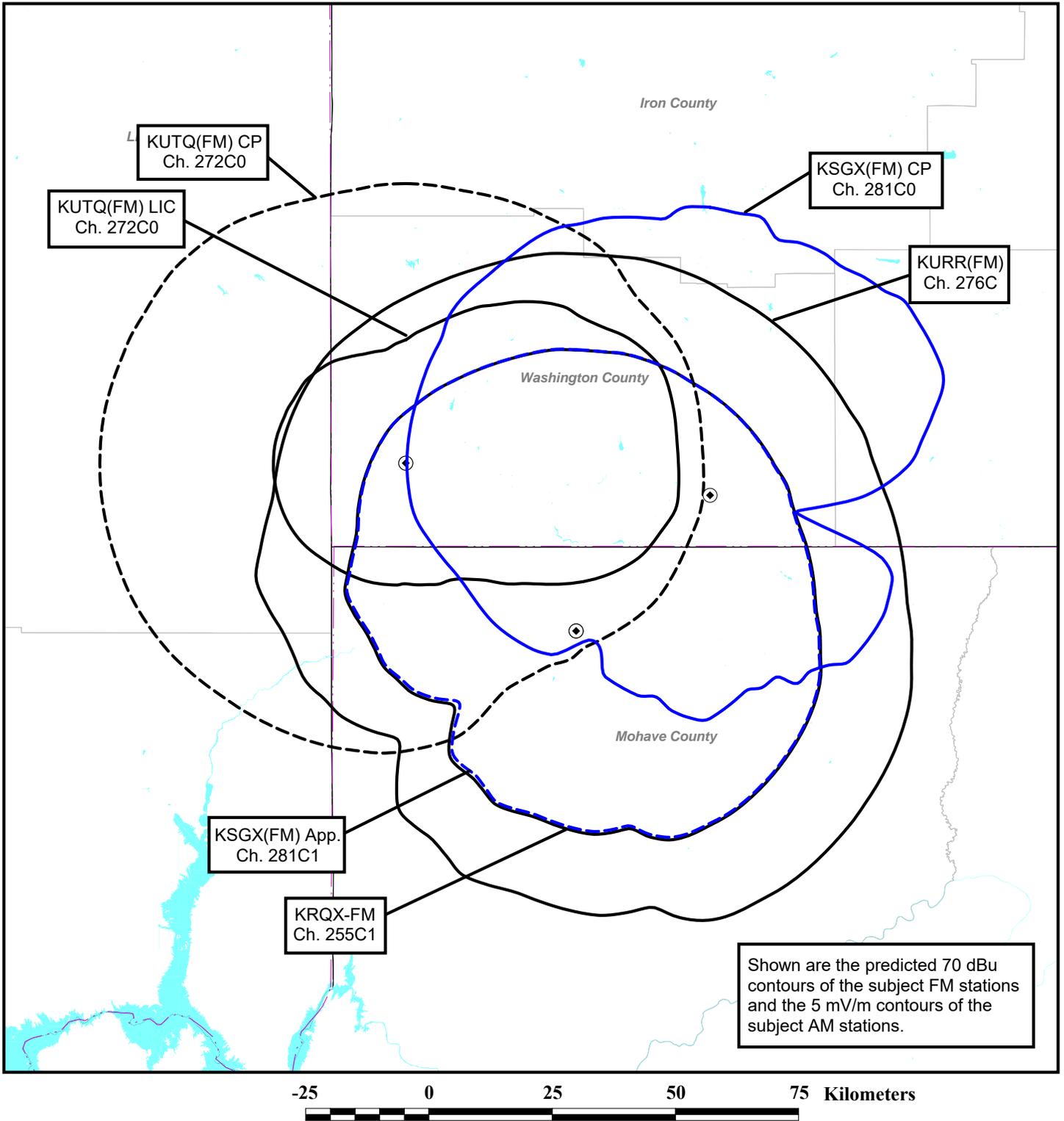
Based on the above, the proposed acquisition complies with Section 73.3555(a) of the FCC Rules.



W. Jeffrey Reynolds

du Treil, Lundin & Rackley, Inc.  
3135 Southgate Circle  
Sarasota, Florida 34239  
(941)329-6000

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## PRINCIPAL COMMUNITY CONTOURS OF SUBJECT STATIONS

du Treil, Lundin & Rackley, Inc. Sarasota, Florida 34237

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Tabulation of Other Stations Defined in Radio Markets

**Market 1**

AM Stations

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Freq./Ch.</u>
KZNU	ST. GEORGE	UT	1450
KDXU	ST. GEORGE	UT	890
KSUB	CEDAR CITY	UT	590
KHKR	WASHINGTON	UT	1210

FM Stations

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Freq./Ch.</u>
KXFF	COLORADO CITY	AZ	291C1
KADD	LOGANDALE	NV	228C
KXLI	MOAPA	NV	233C
KYLI	BUNKERVILLE	NV	244C
KREC	BRIAN HEAD	UT	251C
KSUU	CEDAR CITY	UT	216C3
KXBN	CEDAR CITY	UT	221C
KCHG	CEDAR CITY	UT	205C1
KUQU	ENOCH	UT	230C1
KPLD	KANAB	UT	286C
KCLS	LEEDS	UT	268C0
KXDS	SANTA CLARA	UT	217A
KONY	ST. GEORGE	UT	260C
KZHK	ST. GEORGE	UT	240C
KIYK	ST. GEORGE	UT	297C2
KSGU	ST. GEORGE	UT	212C2