



**ENGINEERING STUDY ON BEHALF OF
MAIN STREET BROADCASTING, INC
WASECA AND BLOOMING PRAIRIE, MINNESOTA
RADIO MARKET ANALYSIS**

October 10, 2001

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Owl Engineering, Inc. has been retained by Main Street Broadcasting, Inc (hereafter “MSB”) to complete this radio market analysis. This study was completed to determine the number of AM and FM broadcast stations located in the competitive market consisting of radio stations KOWZ and KRUE and the other stations presently owned by “MSB”. Figure 1 shows the market area defined by these stations with the two AM stations shown in “green” contours.

To determine which stations are located in a given competitive market, the appropriate principal community coverage contours of all broadcast stations in the vicinity of the market must be calculated and a determination must be made if there exists any overlap of these contours. Each station involved in coverage overlap is included in the market count. The 3.16 mV/m (70 dBu) contour level is utilized when studying overlap of FM stations. The 5 mV/m contour level is utilized when studying overlap of AM stations.

FM STATIONS IN THE MARKET

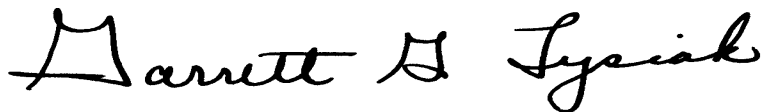
A comprehensive search of all FM broadcast stations surrounding the Waseca and Blooming Prairie, Minnesota market area was conducted. The 70 dBu contour for each station was calculated for each of the eight standard 45-degree spaced radials in conjunction with the F(50,50) metric curves of Figure 1 of Section 73.333 of the Commissions Rules. The results of the search are shown in Engineering Figure 2 for the stations that are located within the defined market area.

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The FM stations are:

KQCL-FM	Faribault, MN
KBGY-FM	Faribault, MN
KRFO-FM	Owatonna, MN
KDOG-FM	North Mankato, MN
KRBI-FM	St. Peter, MN
KRCH-FM	Rochester, MN
KWWK-FM	Rochester, MN
KNXR-FM	Rochester, MN
KAUS-FM	Austin, MN
KQPR-FM	Albert Lea, MN
KJLY-FM	Blue Earth, MN
KXLP-FM	New Ulm, MN
KYSM-FM	Mankato, MN
KYBA-FM	Stewartville, MN
KYTC-FM	Northwood, IA

Based on the above findings, it can be determined that at least a total of nineteen (19) stations serve the Waseca and Blooming Prairie, Minnesota. Since the number of stations in the FM service exceeded the required limit for ownership, the AM stations within the market were not plotted or listed in this study. As a result, "MSB" is allowed to own, operate, or control up to 6 commercial radio stations with not more than 4 of which are in the same service pursuant to Rule Section 73.3555. The combination of KOWZ-FM, KRUE-FM, KTOE-AM AND KOWO-AM satisfies this limit.



Garrett G. Lysiak, P.E.
October 10, 2001



MARKET STUDY

Prop. model: FCC-EDX
Time: 50.0% Loc.: 50.0%
Prediction Confidence Margin: 0.0dB
Climate: Continental Temperate
Land use (clutter): none
Atmospheric Abs.: none
K Factor: 1.333
RX Antenna - Type: OMNI
Height: 9.1 m AGL Gain: -2.15 dBd

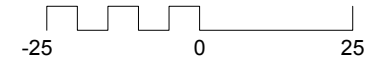
Field strength at remote

■ = 70.0 dBμV/m

Display threshold level: -120.0 dBmW

Reference Grid (spacing: 30')

KILOMETERS

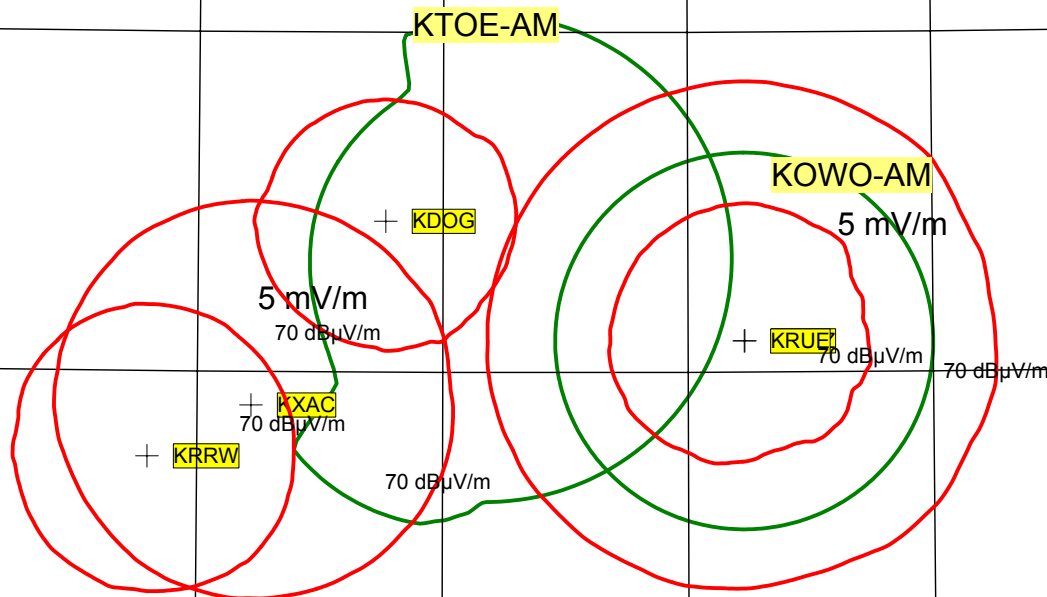


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MARKET STUDY

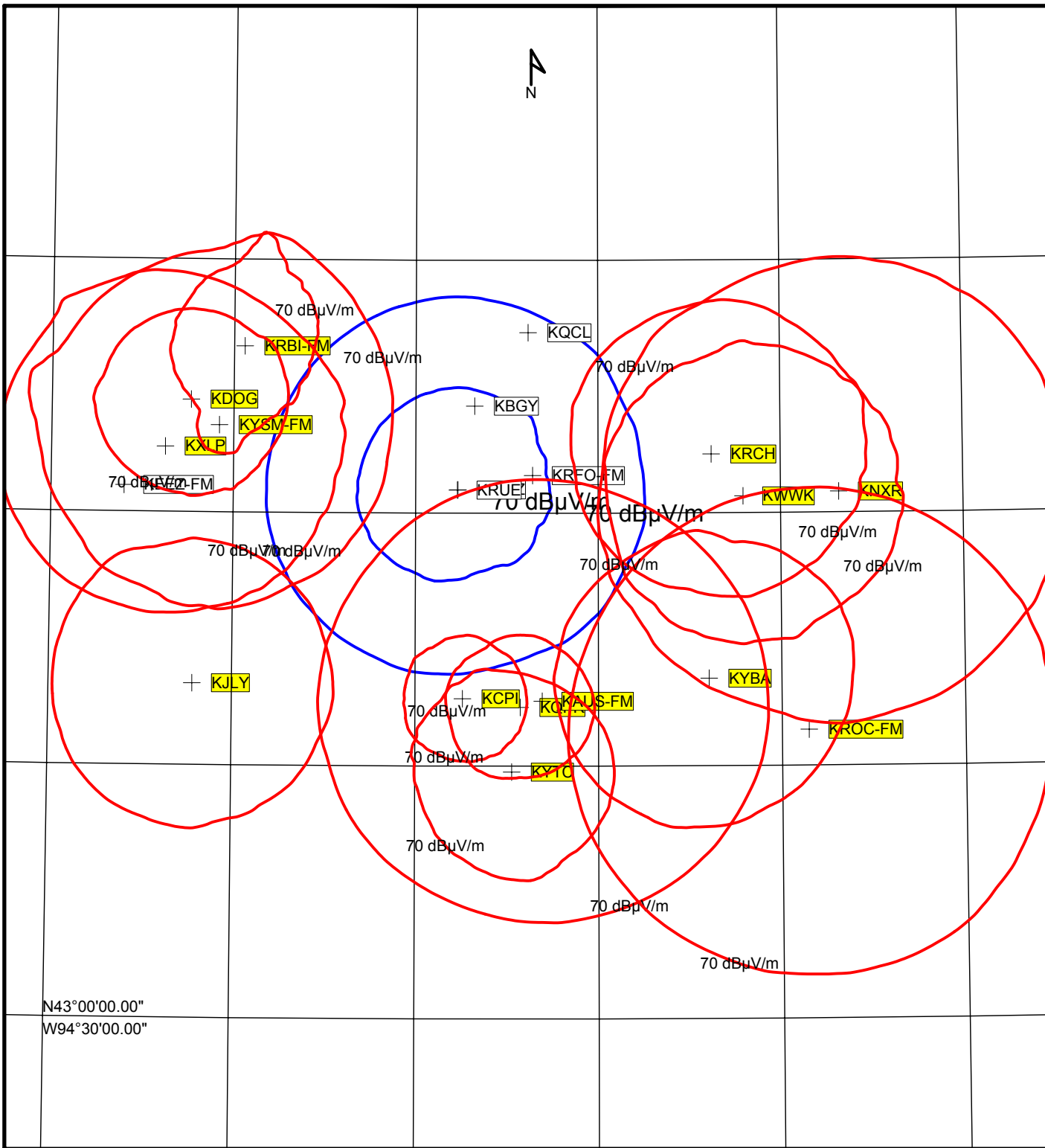
FIGURE 1

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N43°00'00.00"

W95°00'00.00"



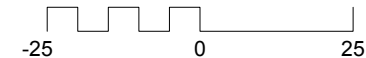
MARKET STUDY

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 Display threshold level: -120.0 dBmW
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KILOMETERS



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MARKET STUDY

FIGURE 2

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N43°00'00.00"
 W94°30'00.00"