

Multiple Ownership Compliance Study
KLAZ-FM
(revised November 5, 2004)

1. Noalmark Broadcasting Corporation (“Noalmark”), has pending an application (File No. BPH-20040719AAA) to modify the facility of KLAZ (FM), Hot Springs, Arkansas. This study was conducted to demonstrate compliance with Section 73.3555(a), as revised by the new ownership rules promulgated in DA 04-3204 released October 8, 2004.
2. None of the subject stations are located within an Arbitron Metro. Therefore, this study employs the Interim Contour-overlap Methodology.
3. Noalmark is the licensee of the following stations whose city-grade contours¹ overlap the proposed city-grade contour of KLAZ:
KBOK – 1310 AM, Malvern
KXOW – 1420 AM, Hot Springs
KLEZ – 101.5 FM, Malvern
Additionally, Noalmark has pending an application (BAL-20040623AAA) to acquire KBHS – 590 AM, Hot Springs.
4. The contours of KBOK, KXOW, and KLEZ are completely encompassed by the contour of KBHS, all of which intersect the proposed KLAZ contour. Thus, the Radio Market of 3 AM stations and 2 FM stations is defined by the combined contours of KLAZ and KBHS. (See Exhibit “A”)
5. In addition to the subject stations², we have identified the following 18 stations whose transmitter sites lie within (and therefore the contours intersect) the Radio Market (See Exhibit “B”):

KEWI – 690 AM, Benton
KGHT – 880 AM, Sheridan
KAAY – 1090 AM, Little Rock
KVRC – 1240 AM, Arkadelphia
KZNG – 1340 AM, Hot Springs
KSBC – 90.1 FM, Hot Springs
KLRE – 90.5 FM, Little Rock

¹ 5.0 mV/m contour is employed for AM stations and the 3.16 mV/m contour for FM stations.

² KBHS, KBOK, KXOW, KLEZ, KLAZ

KANX – 91.1 FM, Sheridan
KALR – 91.5 FM, Hot Springs
KIPR – 92.3 FM, Pine Bluff
KVRE – 92.9 FM, Hot Springs Village
KMSX – 94.9 FM, Maumelle
KYDL – 96.7 FM, Hot Springs
KQUS – 97.5 FM, Hot Springs
KDEL – 100.9 FM, Arkadelphia
KLXQ – 101.9 FM, Mountain Pine
KVLO – 102.9 FM, Sheridan
KLAL – 107.7 FM, Wrightsville

6. According to the rules now in effect:

“In a radio market with between 15 and 29 (inclusive) commercial and noncommercial educational full-power radio stations, a party may have a cognizable interest in up to 6 commercial radio stations, not more than 4 of which are in the same service (AM or FM);”

7. The Radio Market contains at least 23 stations³, only 5 of which are attributable to Noalmark. Thus, the proposed combination of 2 FM stations and 3 AM stations complies with Section 73.3555(a) of the Commission’s rules, as revised.

Should there be any questions with respect to this Study, please contact the undersigned.

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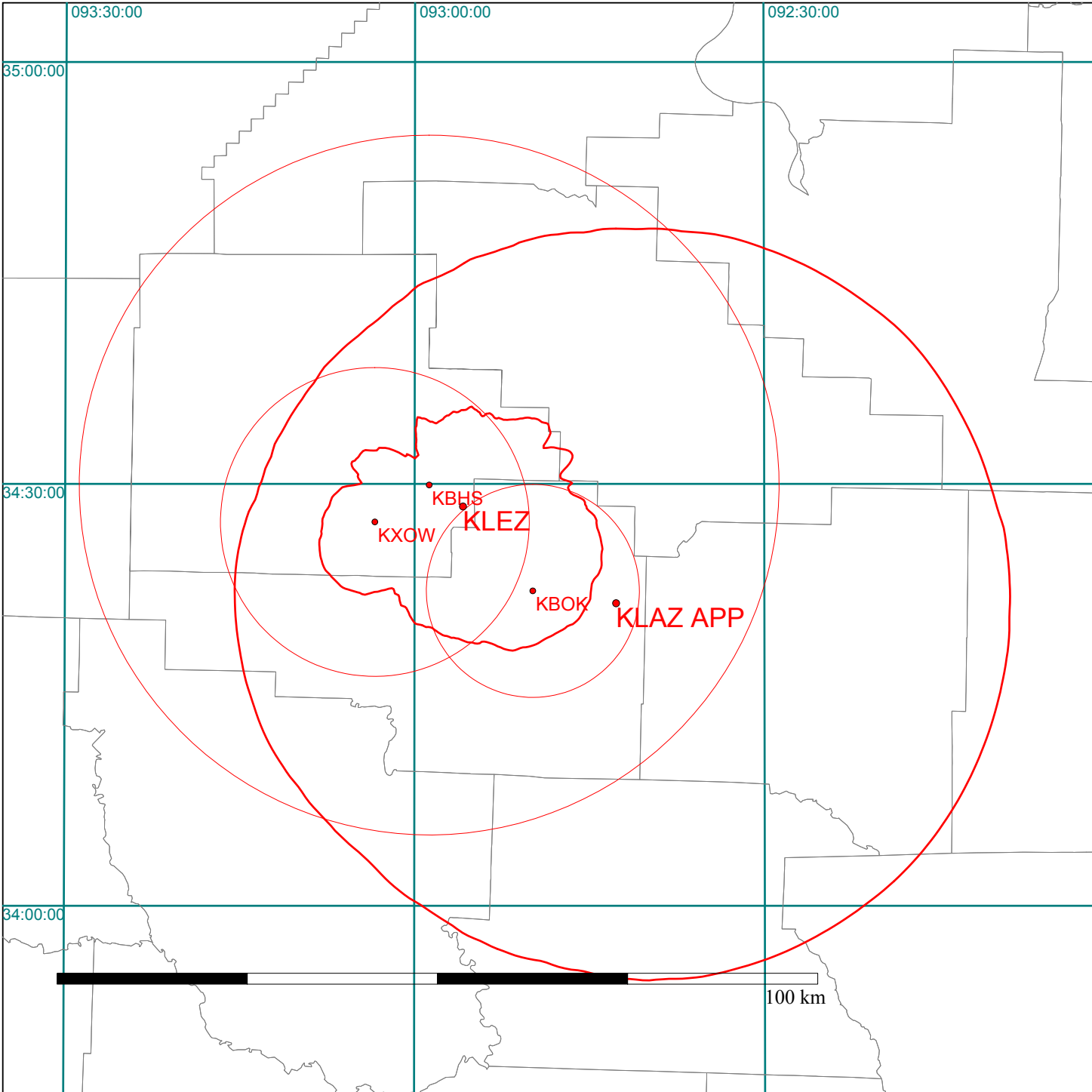
³ The 5 Subject Stations plus the 18 non-subject stations.

Multiple Ownership Compliance Study

Exhibit A

Contours of Proposed Commonly Controlled Stations

(Radio Market defined by combined contours of KLAZ and KBHS.)



Multiple Ownership Compliance Study

Exhibit B

Services to Radio Market

(Radio Market defined by combined contours of KLAZ and KBHS.)

