

Multiple Ownership Study

Applicant: The Montana Radio Company, LLC

Proposed Station and Community: KIMO(FM) Townsend, MT
KKRK(FM) Helena Valley SE, MT

County of License: Broadwater County
Lewis and Clark County

BIA/Arbitron Market: No

Type of Ownership Study: Modified Contour Overlap Method

Number of Mutual Overlap Markets: 1

The Communities of License for the stations subject to this study are 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.

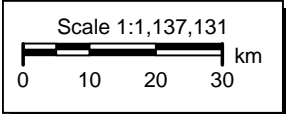
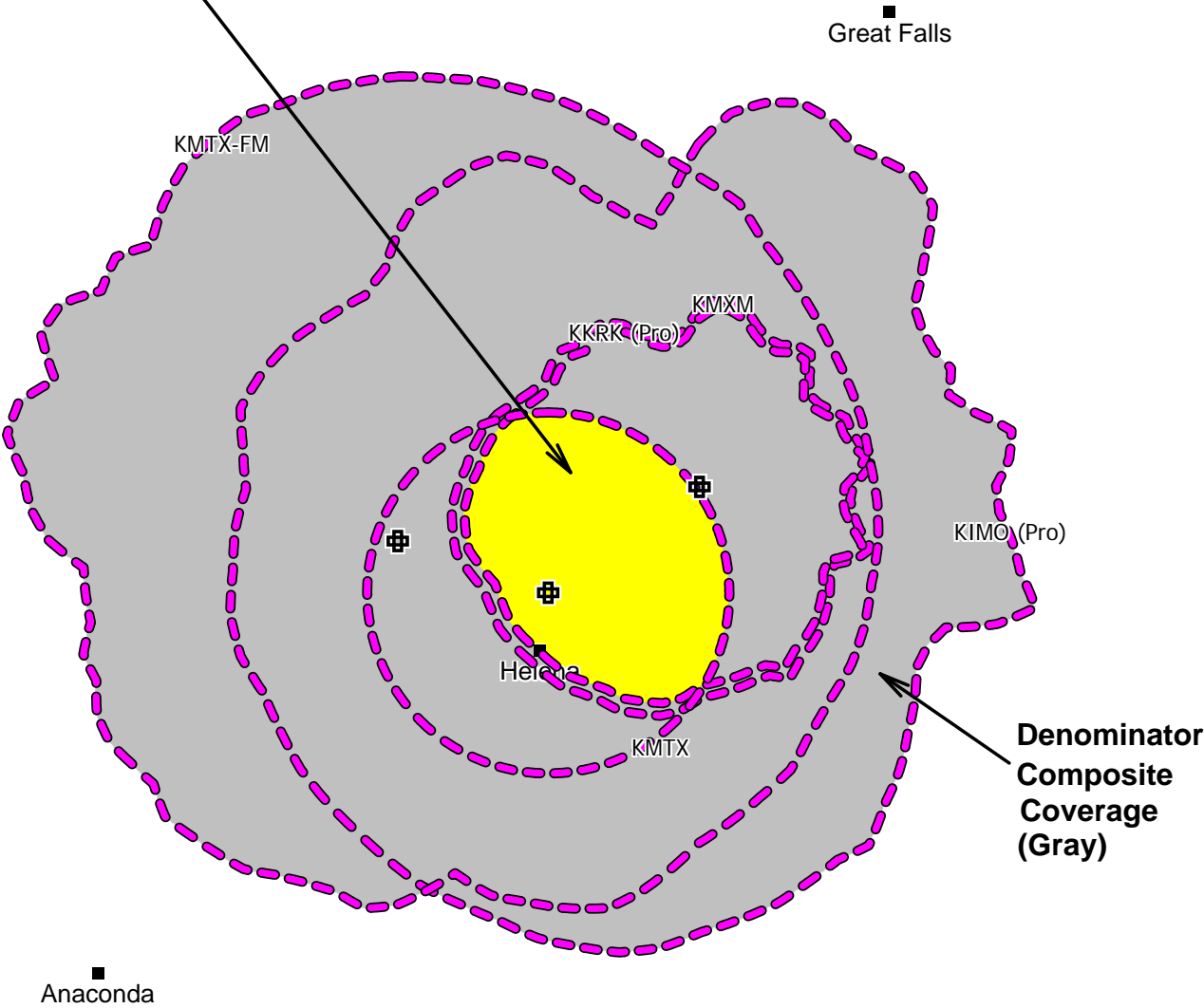
Market #1:

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: 1 AM and 4 FM

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
KKRK (Pro)	FM	293C2	Helena Valley SE	MT	Proposed	0.0	0.0
KIMO (Pro)	FM	297C	Townsend	MT	Proposed	0.0	0.0
KMXM	FM	272C2	Helena Valley Ne	MT	BMLH20130607AAM	0.0	0.0
KMTX-FM	FM	287C	Helena	MT	BLH19900314KB	48.6	260.0
KMTX	AM	950	HELENA	MT	BL	29.3	235.3

Numerator Mutual Overlap Area (Yellow)



- REF**
- KKRK (Pro)
 - KIMO (Pro)
 - KMXM
 - KMTX-FM
 - KMTX

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.

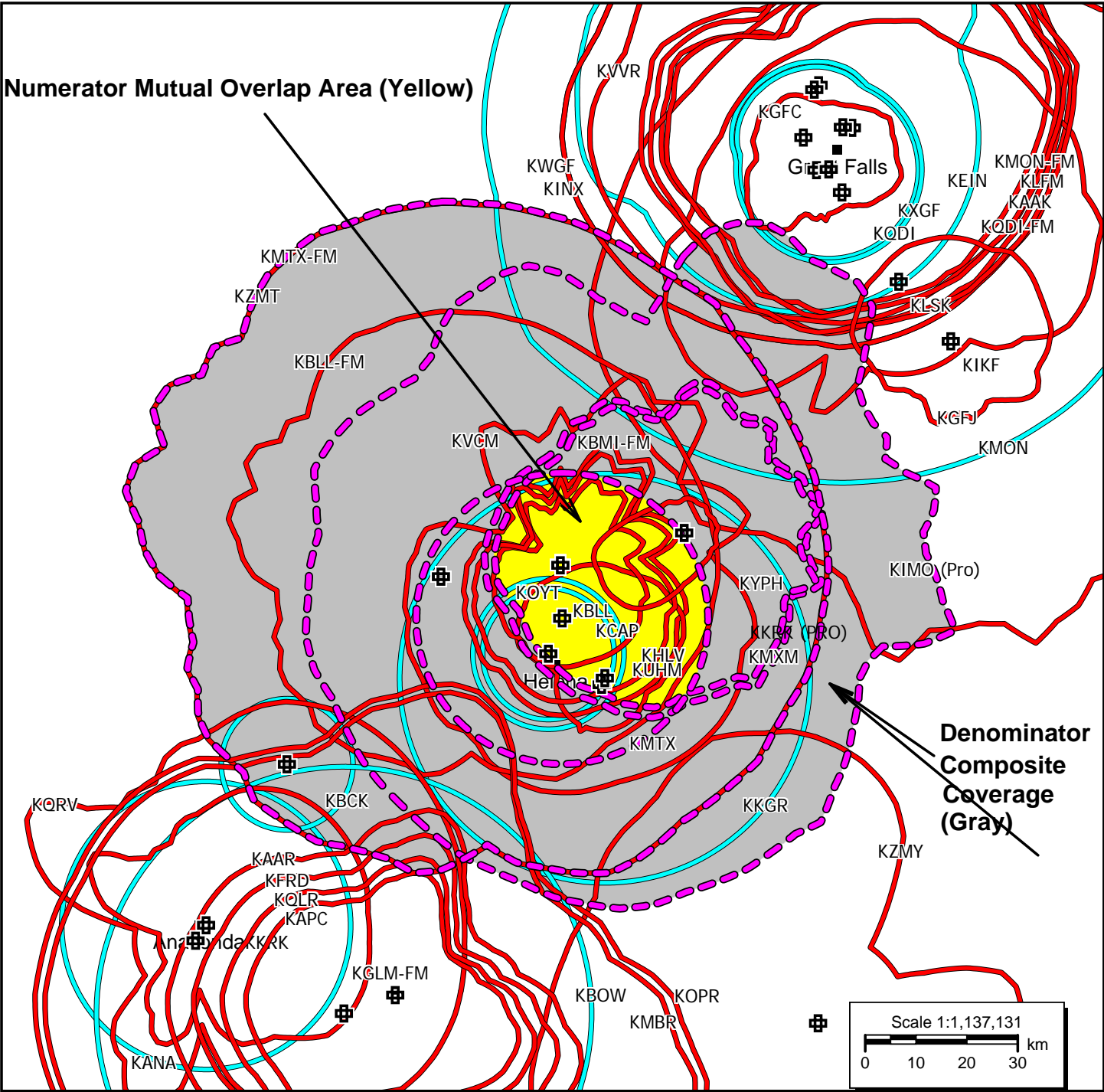
Denominator Stations in Mutual Overlap Market #1: 43 Stations

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
KKRK (Pro)	FM	293C2	Helena Valley SE	MT	Proposed	0.0	0.0
KIMO (Pro)	FM	297C	Townsend	MT	Proposed	0.0	0.0
KMXM	FM	272C2	Helena Valley Ne	MT	BMLH20130607AAM	0.0	0.0
KMTX-FM	FM	287C	Helena	MT	BLH19900314KB	48.6	260.0
KMTX	AM	950	HELENA	MT	BL	29.3	235.3
KGfJ	FM	201C3	Belt	MT	BMLED20110815ABE	64.5	54.5
KFRD	FM	205C1	Butte	MT	BMLED20130716AAS	107.1	212.2
KGFC	FM	205A	Great Falls	MT	BLED20090923AAB	75.9	20.3
KYPH	FM	206C3	East Helena	MT	BLED20111013AAW	0.0	0.0
KQLR	FM	209C2	Whitehall	MT	BLED20061227AAI	107.3	212.2
KHLV	FM	211C3	Helena	MT	BLED20051116AAJ	25.1	255.7
KAPC	FM	217C2	Butte	MT	BLED19990222KB	107.1	212.2
KUHM	FM	219A	Helena	MT	BLED19990507KB	25.1	256.0
KAAR	FM	223C1	Butte	MT	BLH19950106KC	107.1	212.3
KLFM	FM	225C1	Great Falls	MT	BLH19970418KD	86.1	22.7
KOPR	FM	231C	Butte	MT	BLH19880902KA	107.2	212.2
KMON-FM	FM	233C1	Great Falls	MT	BLH19970418KC	86.1	22.7
KMBR	FM	238C	Butte	MT	BLH19800128AE	107.1	212.3
KQRV	FM	245C1	Deer Lodge	MT	BLH20000407ACG	125.1	230.4
KGLM-FM	FM	249C3	Anaconda	MT	BLH20090511AHC	125.0	230.4
KVVR	FM	250C1	Dutton	MT	BLH20010713AAQ	91.8	17.0
KOYT	FM	253A	Montana City	MT	BLH20071217ABS	34.0	208.8
KAAK	FM	255C1	Great Falls	MT	BLH19950927KD	85.6	21.6
KBLL-FM	FM	258C1	Helena	MT	BLH20060206ABG	48.6	260.0
KLSK	FM	262C1	Great Falls	MT	BLH20030225ABF	64.9	40.7
KZMT	FM	266C	Helena	MT	BLH20041122ACA	48.6	260.0

KWGF	FM	269C1 Vaughn	MT	BLH20111021AEC	90.7	16.6
KINX	FM	274C1 Fairfield	MT	BMLH20101029ADF	90.7	16.6
KVCM	FM	276C1 Helena	MT	BLED20060327AFZ	25.1	255.7
KZMY	FM	278C1 Bozeman	MT	BLH20031120AAI	99.8	165.0
KBMI-FM	FM	281C3 East Helena	MT	BLH20130201ACY	25.2	255.6
KIKF	FM	285C Cascade	MT	BLH20011210ABW	64.5	54.5
KQDI-FM	FM	291C1 Highwood	MT	BLH20110512ACK	85.6	21.6
KBOW	AM	550 BUTTE	MT	BL10294	115.7	215.6
KKGR	AM	680 EAST HELENA	MT	BL20080603ADL	32.5	209.0
KCAP	AM	1340 HELENA	MT	BL	35.7	228.6
KBLL	AM	1240 HELENA	MT	BL20051021AHF	35.7	228.6
KBCK	AM	1400 DEER LODGE	MT	BL20061219ADJ	90.3	240.0
KANA	AM	580 ANACONDA	MT	BL20020104ABA	121.5	230.9
KMON	AM	560 GREAT FALLS	MT	BMML20110415ABP	73.7	25.1
KXGF	AM	1400 GREAT FALLS	MT	BL20000912ABZ	76.8	21.9
KEIN	AM	1310 GREAT FALLS	MT	BL	81.1	17.0
KQDI	AM	1450 GREAT FALLS	MT	BL19980602KA	76.8	21.9

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 #1.



REF

KKRK (Pro)

KIMO (Pro)

KMXM

KMTX-FM

KMTX