

**EXHIBIT 3**

**Description of Transaction/Assignee Ownership**

By this application, the parties seek Commission consent to the assignment of the licenses for KUNF(AM), Washington, Utah, KREC(FM), Brian Head, Utah, and K255AE,<sup>1</sup> St. George, Utah, from Marathon Media Group, LLC ("Marathon LLC") to Western Broadcasting, LS, LLC ("Simmons-Western"). Simmons-Western is a newly formed Utah limited liability company wholly owned by Western Broadcasting, LLC ("WB LLC"), which in turn is wholly owned by Simmons Media Group, Inc. ("Simmons"). The ownership structure of the assignee is set forth in Assignee Exhibit 10.

The governing contracts for this transaction include the Asset Purchase Agreement ("Purchase Agreement") between Marathon LLC and Simmons, dated as of December 29, 2000, and the Assignment of Agreement from Simmons Media Group, Inc. to Western Broadcasting, LLC, dated January 31, 2001. At the closing, a second assignment of agreement to assign the licenses for the stations to Simmons-Western will be executed between WB LLC and Simmons-Western.

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<sup>1</sup> The assignor has a construction permit to relocate this translator to Channel 252(FCC File No. BPFT-20000807AAE, which was granted by the Commission on February 12, 2001. The FCC's CDBS database, however, erroneously reflects the call sign for this translator as K252DK, as if the relocation had already been accomplished. The licensee to continues to operate on Channel 255 using the call letters K255AE, pending completion of construction in accordance with the permit.