

Multiple Ownership

The assignment of license contemplated by this application is consistent with the Commission's revised local radio multiple ownership rule, 47 C.F.R. § 73.3555(a). Radio Station KBMI(FM), the station that is the subject of this application, is licensed to Roma, Texas. Roma is located in Starr County, Texas. Starr County is not part of any Arbitron Metro Market. As a result, this application's ownership analysis utilizes the Commission's Interim Contour Overlap methodology.

Interim Contour Overlap Methodology

Border Media Partners, LLC ("BMP") is the indirect parent of BMP RGV License Company, L.P. ("BMP RGV"), proposed licensee of KBMI(FM). Exhibit 13 list all other authorizations in which BMP holds an attributable interest. [None of the principal community signal contours of any of BMP's domestic radio stations overlaps with the principal community signal contour of KBMI(FM).]

As demonstrated in the attached report prepared by Dataworld, Inc., only one other full-power commercial/non-commercial domestic radio station has a principal community signal contour that overlaps with, or has a transmitter site located fully within, the principal community signal contour of KBMI(FM).

Using the Commission's interim contour overlap methodology for purposes of Section 73.3555(a), the relevant market consists of two full-power (commercial/non-commercial) domestic radio stations. The Commission's revised multiple ownership rules permit common ownership of up to five full power stations (not more than three in a

single service) in a market with 14 or fewer domestic radio stations. However, in no event may an entity own more than 50% of the stations in a given market. If the Commission grants consent to this application, BMP would hold an attributable interest in one of the two domestic radio stations in this rural market.