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**Unrated Market Ownership Study
Prepared for
Cochise Media Licenses LLC
July 2010**

The attached analysis of compliance with the radio multiple ownership rules was prepared in accordance with the Rules and Regulations of the Federal Communications Commission, in connection with a modification application for station KPSA-FM at Lordsburg, NM (Facility ID #29027).

The proposed KPSA-FM 250C facility has principal community contour overlap with the following attributable stations:

KFMM(FM)	256C	Thatcher, AZ	Cochise Broadcasting LLC
KNFT-FM	275C1	Bayard, NM	Skywest Licenses New Mexico LLC
KNFT(AM)	950 kHz	Bayard, NM	Skywest Licenses New Mexico LLC
KSCQ(FM)	225C2	Silver City, NM	Skywest Media LLC

Skywest Media LLC and Skywest Licenses New Mexico LLC (collectively "Skywest") are wholly owned by Ted Tucker (Jr.), who is the son of Ted Tucker (Sr.) and Jana Tucker. Ted Tucker (Sr.) and Jana Tucker each own 50% of Cochise Media Licenses LLC and Cochise Broadcasting LLC (collectively "Cochise"). While Skywest is operated independently of Cochise, the Skywest stations have been included in this analysis out of an abundance of caution.

Unrated Market

These stations operate outside any market rated by Arbitron. Therefore, analysis has been made consistent with the Commission's interim rules for unrated markets. The 70 dBu contours of FM stations were determined from the technical data contained in the most recent edition of the FCC FM Database. The listed antenna height above average terrain was used together with

topographic data obtained from the digitized 30 second or 3 second database. The 5 mV/m daytime contours of AM stations were determined from the technical data contained in the most recent edition of the FCC AM Database. The listed antenna parameter information was used together with a digitized version of the FCC M-3 or Region II ground conductivity database. The service contours were plotted using correct map projection mathematics. Those stations whose transmitter sites are within the respective principal community service contours of the stations proposed to be commonly owned have only the sites rather than their contours shown. All contours and enclosed transmitter site locations have been labeled. A list of all stations considered is included with this statement.

In counting stations providing service to the “market” defined by each of the discrete clusters formed in unrated markets, stations whose transmitter sites are located in excess of 92 km from the perimeter of the common overlap area have been excluded, as have other stations to be commonly-owned but which are not a part of the discrete cluster being studied. This exhibit evidences at least the minimum number of stations necessary to demonstrate compliance with the rules concerning radio multiple ownership in unrated markets.

The combination of these stations listed above forms two discrete clusters:

Cluster A: KPSA-FM, KSCQ(FM), KNFT-FM, KNFT(AM)

In order to qualify for common ownership of this 1AM/3FM cluster, there must be at least 8 stations in the relevant "market". This study demonstrates that there are at least 9 stations in the relevant market.

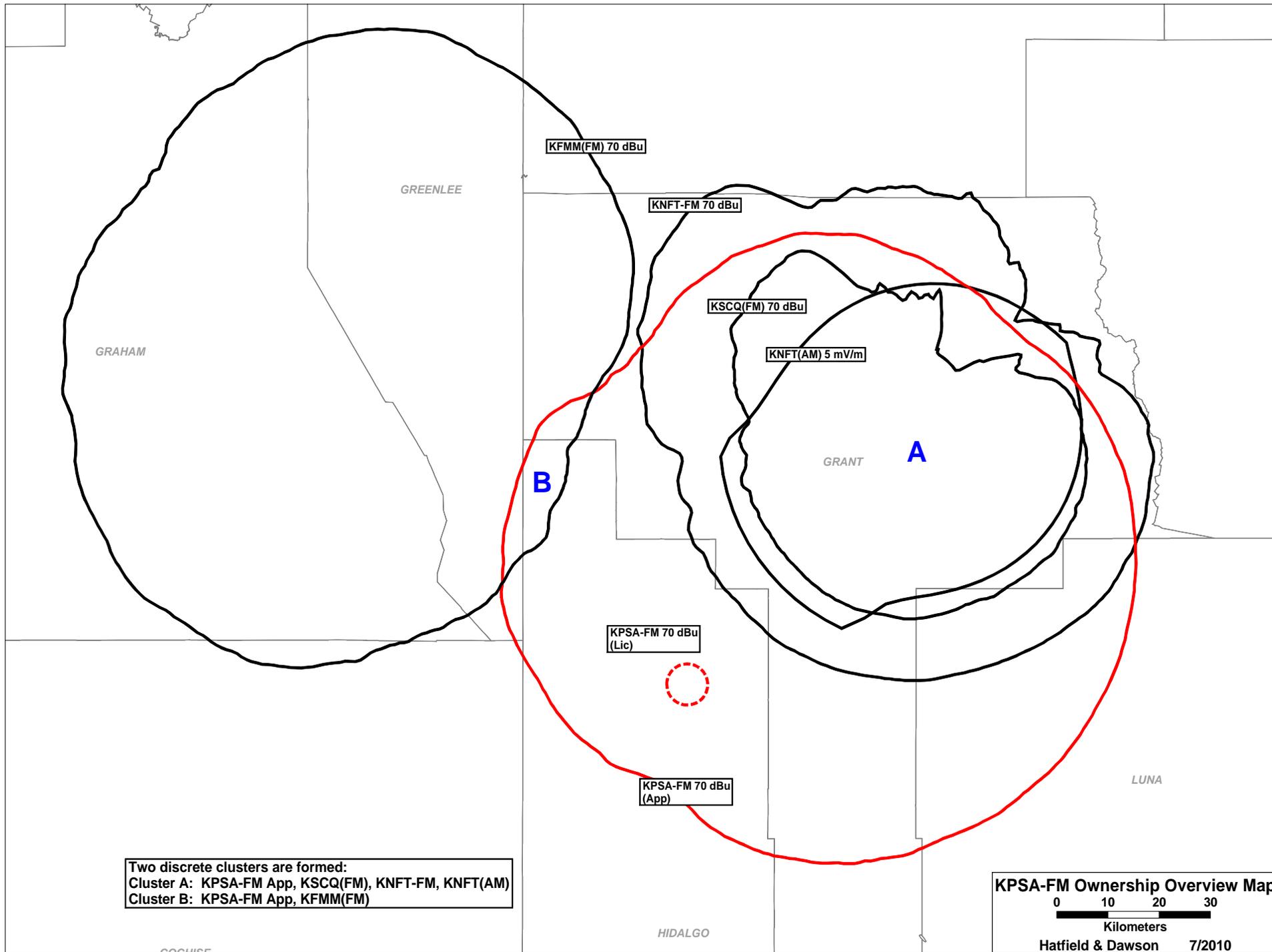
Cluster B: KPSA-FM, KFMM(FM)

In order to qualify for common ownership of this 0AM/2FM cluster, there must be at least 4 stations in the relevant "market". This study demonstrates that there are at least 5 stations in the relevant market.

July 26, 2010

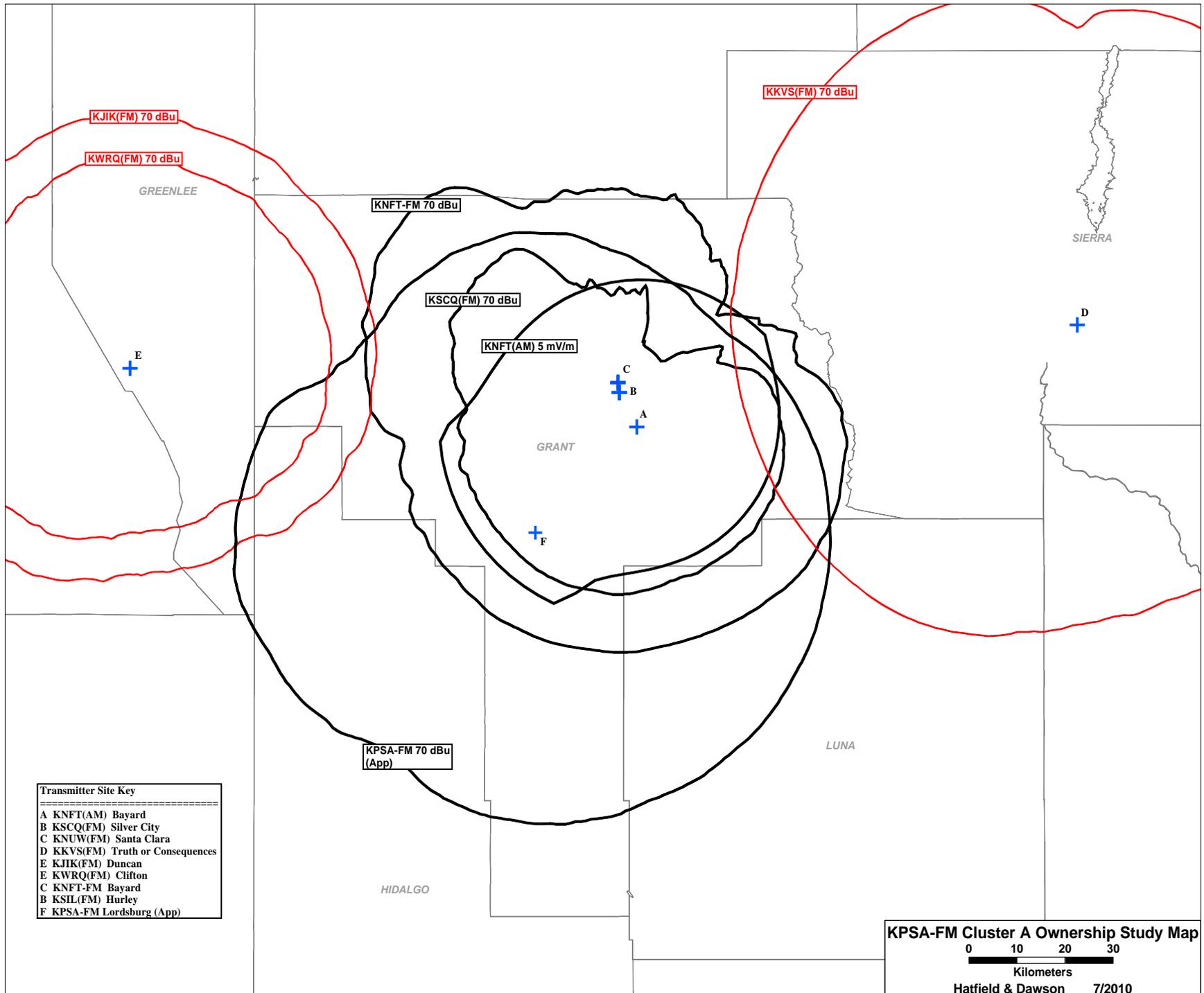


Erik C. Swanson, P.E.



Two discrete clusters are formed:
 Cluster A: KPSA-FM App, KSCQ(FM), KNFT-FM, KNFT(AM)
 Cluster B: KPSA-FM App, KFMM(FM)

KPSA-FM Ownership Overview Map
 0 10 20 30
 Kilometers
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Transmitter Site Key	
A	KNFT(AM) Bayard
B	KSCQ(FM) Silver City
C	KNUW(FM) Santa Clara
D	KKVS(FM) Truth or Consequences
E	KJIK(FM) Duncan
E	KWRQ(FM) Clifton
C	KNFT-FM Bayard
B	KSIL(FM) Hurley
F	KPSA-FM Lordsburg (App)

KPSA-FM Cluster A Ownership Study Map

0 10 20 30
Kilometers

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