

## **Multiple Ownership Study**

Pursuant to the Commission's ownership rules in Section 73.3555, the following Multiple Ownership Study was conducted to determine if a grant of the instant assignment application will comply with the Rules.

Citicasters Licenses, L.P. ("Citicasters") and Blue Point Media, LLC ("Blue Point") propose herein to assign the following Citicasters stations to Blue Point serving the Cheyenne, Wyoming, Arbitron Market:

KGAB (AM)  
KIGN (FM)  
KLEN (FM)

Contemporaneously, Clear Channel Broadcasting Licenses, Inc. ("CCBL") and Blue Point propose to assign the following CCBL station to Blue Point serving the Cheyenne, Wyoming, Arbitron Market:

KCGY (FM)

Also contemporaneously, CCBL and Blue Point propose to assign the following CCBL station to Blue Point which shares a contour overlap with KCGY (FM), above, but is not included in the Cheyenne Arbitron Market:

KOWB (AM)

Finally, one of Blue Point's principals is also a principal of College Creek Broadcasting, Inc., ("College Creek") which was the high bidder in FCC Auction #37 for the following unbuilt Construction Permit at Cheyenne, Wyoming:

New CP (FCC Facility ID #164151)

Since New CP has not yet been constructed, it has not yet been listed in the Cheyenne Arbitron Market ratings. However, the Community of License of New CP is home to the Arbitron Market and, thus, should be counted in the instant multiple ownership study.

Due to the fact that some of the stations proposed in the two contemporaneous assignments are included in the Cheyenne Arbitron Market while one that shares contour overlap is not, two multiple ownership showings are included herein to demonstrate compliance.

The first study, "Blue Point Multiple Ownership Study – Contour Overlap Market," and the second study, "Blue Point Multiple Ownership Study – Cheyenne Arbitron Market," demonstrate that, using both the Arbitron methodology and the revised contour overlap methodology, a grant of the instant assignment application will comply with Section 73.3555.

## **Multiple Ownership Study – Contour Overlap Market**

Blue Point proposes to hold attributable interests in the following radio stations, which overlap each other in the Cheyenne/Laramie area:

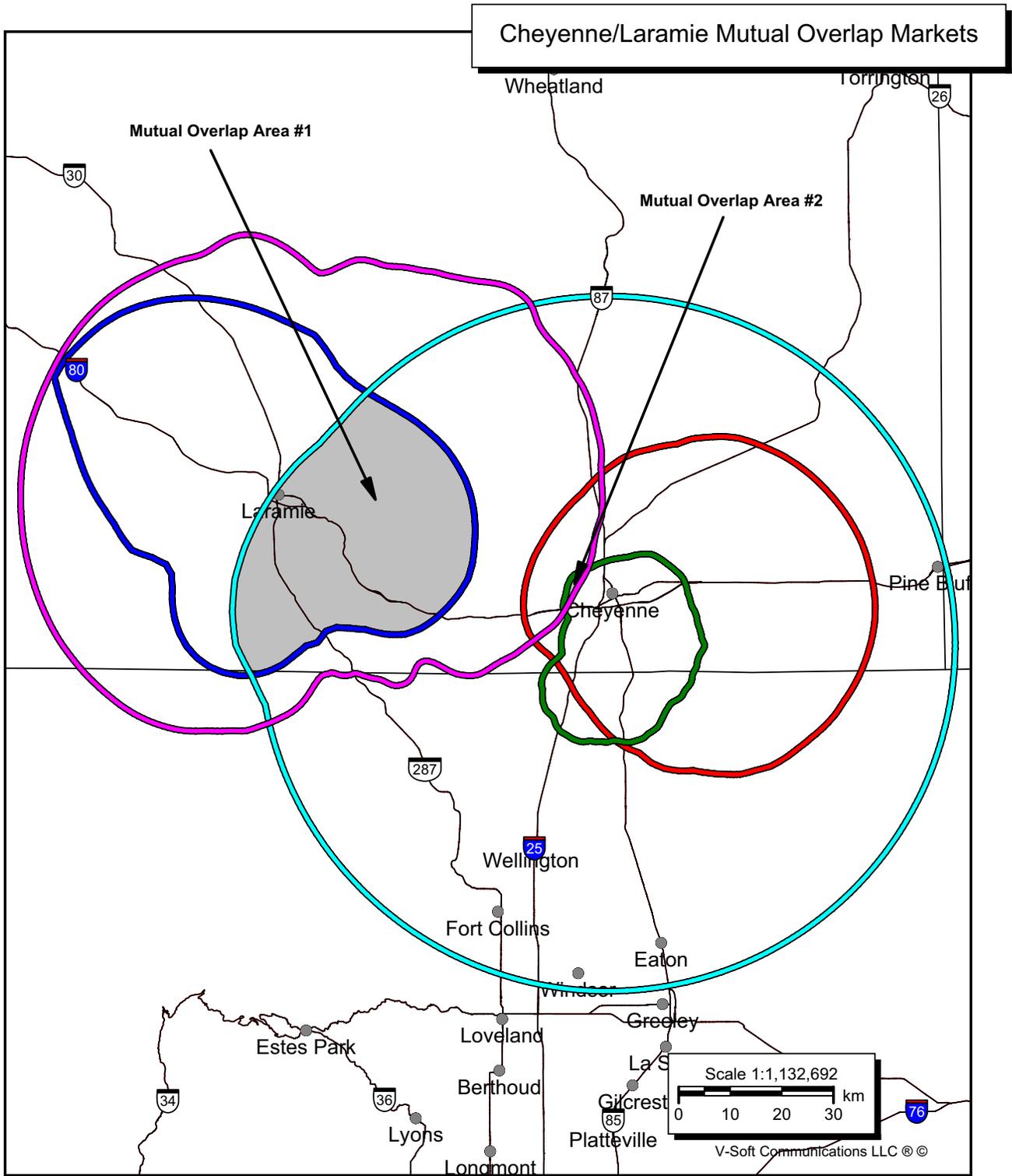
**TABLE 1:**

<b><u>Station</u></b>	<b><u>Channel/Class</u></b>	<b><u>City of License</u></b>	<b><u>Current Licensee</u></b>
New CP	280C2	Cheyenne, WY	College Creek
KLEN (FM)	292A	Cheyenne, WY	Citicasters
KIGN (FM)	270C2	Burns, WY	Citicasters
KGAB (AM)	650 kHz	Orchard Valley, WY	Citicasters
KCGY (FM)	236C	Laramie, WY	CCLB
KOWB (AM)	1290 kHz	Laramie, WY	CCLB

The accompanying “Map A” illustrates the area encompassed by the principal community contours (predicted 5 mV/m groundwave AM contours and predicted 3.16 mV/m FM contours) of the stations listed above. As shown on Map A and in Table 2, below, parties holding attributable interests in Blue Point shall hold attributable interests in the following facilities forming two radio markets, as defined under the interim methodology, identified herein as Radio Markets #1 and #2, upon consummation of the proposed assignment.

**TABLE 2 – Radio Market Numerators**

<b><u>Radio Market</u></b>	<b><u>FM Stations</u></b>	<b><u>AM Stations</u></b>
1	KCGY	KOWB
2	New CP, KIGN, KLEN, KCGY	KGAB



- Mutual Overlap Radio Markets**
- KOWB AM
  - KGAB AM
  - KIGN & New CP
  - KLEN FM
  - KCGY FM
  - NEW.C

**Mutual Overlap Radio Markets**

Overlap Area #1: 2 AM (KOWB, KGAB) and 1 FM (KCGY)

Overlap Area #2: 1 AM (KGAB) and 4 FM (KIGN, KCGY, KLEN, New CP)

## **Radio Market #1 Examination:**

The radio stations that define Radio Market #1 (the “numerator” stations) are listed in Table 2. The radio stations included in the total number of stations in Radio Markets #1 (the “denominator” stations) include those stations listed in Table 3 and depicted on “Map B.”

The radio stations listed in Table 3 satisfy the following requirements:

- Each is a full-power radio station whose principal community contour overlaps or intersects at least one of the principal community contours that define the radio market; and
- Each station has its transmitter site located within 92 kilometers from the perimeter of the area of mutual overlap of the commonly attributable stations that define the radio market.

Any stations which are commonly attributable with Blue Point and do not define the radio market are not included in the denominator. Commercial and noncommercial stations have been counted in the denominator.

The following stations listed in Table 3 are included in the “denominator” for Radio Markets #1 and #2:

**TABLE 3 – Radio Market #1 Denominator**

1) KARS-FM	6) KJAC	11) KOLZ	16) KSME
2) KCOL	7) KJL	12) KPAW	17) KUWR
3) KFBC	8) KKPL	13) KQLF	18) KXWA
4) KHAT	9) KKQZ	14) KRAE	19) KOWB*
5) KIMX	10) KKWY	15) KRQU	20) KCGY*

\*also included in numerator

The contour overlap method for Radio Markets #1 shows the market as having at least 20 or more “home” commercial and noncommercial educational full-power stations. In such a market, Commission Rules allow a party to have an attributable interest in up to six (6) full-power commercial radio stations, not more than four (4) of which are in the same service (AM or FM).

In Radio Markets #1 and #2, Blue Point or parties holding attributable interests in Blue Point will have an attributable interest in not more than two (2) total stations. One (1) station is in the FM service and one (1) station is in the AM service. Consequently, it would appear as if the number of proposed stations commonly attributable with Blue Point complies with Section 73.3555 using the contour overlap methodology.

## **Radio Market #2 Examination:**

The radio stations included in the “numerator” of Radio Markets #2 is also listed in Table 2. The radio stations included in the total number of stations in Radio Market #2 (the “denominator” stations) include only those stations listed in Table 4 and depicted on “Map B.”

The radio stations listed in Table 4 satisfy the following requirements:

- Each is a full-power radio station whose principal community contour overlaps or intersects at least one of the principal community contours that define the radio market; and
- Each station has its transmitter site located within 92 kilometers from the perimeter of the area of mutual overlap of the commonly attributable stations that define the radio market.

Any stations which are commonly attributable with Blue Point and do not define the radio market are not included in the denominator. Commercial and noncommercial stations have been counted in the denominator.

The following stations listed in Table 4 are included in the “denominator” for Radio Market #2:

### **TABLE 4 – Radio Market #2 Denominator**

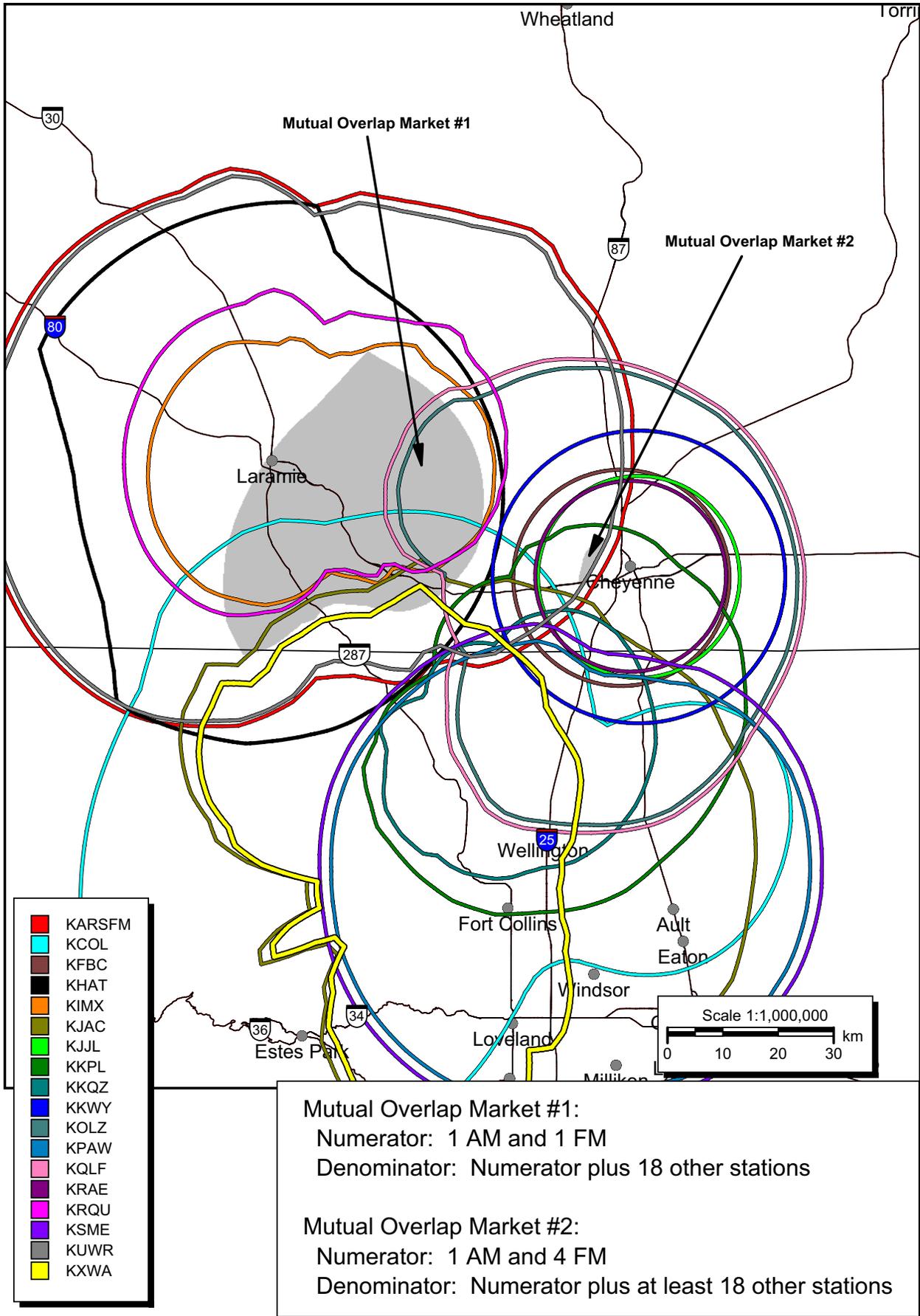
1) KARS-FM	6) KJAC	11) KOLZ	16) KSME	21) KIGN*
2) KCOL	7) KJL	12) KPAW	17) KUWR	22) KCGY*
3) KFBC	8) KKPL	13) KQLF	18) KXWA	23) New CP*
4) KHAT	9) KKQZ	14) KRAE	19) KGAB*	
5) KIMX	10) KKWY	15) KRQU	20) KLEN*	

\*also included in numerator

The contour overlap method for Radio Market #2 shows the market as having 23 or more “home” commercial and noncommercial educational full-power stations. In such a market, Commission Rules allow a party to have an attributable interest in up to six (6) full-power commercial radio stations, not more than four (4) of which are in the same service (AM or FM).

In Radio Market #2 Blue Point or parties holding attributable interests in Blue Point will have an attributable interest in not more than five (5) total stations. Four (4) stations are in the FM service and one (1) station is in the AM service.

Therefore, Blue Point submits that the instant assignment application complies with Section 73.3555 of the Commission’s Rules with regard to Radio Market #2 using the contour overlap methodology.



## Multiple Ownership Study – Cheyenne, WY

### Arbitron Market

The principals of Blue Point propose having an attributable interest in the radio stations listed in Table 5. These stations are considered by Arbitron and BIA as being “home” to the Cheyenne, WY, radio market.

**TABLE 5**

<b><u>Station</u></b>	<b><u>Channel/Class</u></b>	<b><u>City of License</u></b>	<b><u>Current Licensee</u></b>
New CP <sup>1</sup>	280C2	Cheyenne, WY	College Creek
KLEN (FM)	292A	Cheyenne, WY	Citicasters
KIGN (FM)	270C2	Burns, WY	Citicasters
KGAB (AM)	650 kHz	Orchard Valley, WY	Citicasters
KCGY (FM)	236C	Laramie, WY	CCLB

The Cheyenne radio market, as surveyed by Arbitron and reported by BIA, includes the AM and FM commercial and non-commercial stations listed in the following BIA table entitled “FCC Geographic Market Definition for Cheyenne, WY.” As can be shown by the following BIA table, the Cheyenne radio market includes eighteen (18) operating stations. In such a Market, Commission Rules allow a party to have a cognizable interest in up to six (6) full-power commercial radio stations, not more than 4 of which are in the same service (AM or FM).

As indicated above, Blue Point or parties holding attributable interests in Blue Point propose to hold attributable interests in a total of five (5) radio stations (4 FM and 1 AM) that BIA classifies as having the Cheyenne Arbitron Metro Market as their “home” market, a total that complies with Section 73.3555.



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<sup>1</sup> Although New CP is yet unbuilt, and is not currently reported by BIA as being included in the Cheyenne Market, its community of license, Cheyenne, Wyoming, is home to the Cheyenne Arbitron Market and should be included in the Cheyenne Arbitron Market.



# FCC Geographic Market Definition for Cheyenne, WY

Call Letters	AM/FM	Freq	Type	Station	Format	Home Market	Market		City & State of License	County of License
							Designn Date	Home Mkt Rank		
KFBC	AM	1240	C	News/Talk	Cheyenne, WY	07/02/2003	290	Montgomery Broadcasting Limited	Cheyenne, WY	Laramie
KIGN	FM	101.9	C	Rock	Cheyenne, WY	07/02/2003	290	Clear Channel Communications	Burns, WY	Laramie
KOLZ	FM	100.7	C	Country	Cheyenne, WY	07/02/2003	290	Clear Channel Communications	Cheyenne, WY	Laramie
KLEN	FM	106.3	C	Soft AC	Cheyenne, WY	07/02/2003	290	Clear Channel Communications	Cheyenne, WY	Laramie
KMOR	FM	92.9	C	Clsc Rock	Cheyenne, WY	05/09/2005	290	Tracy Broadcasting Corp	Warren AFB, WY	Laramie
KRAE	AM	1480	C	Country	Cheyenne, WY	07/02/2003	290	Northeast Broadcasting Company	Cheyenne, WY	Laramie
KJUA	AM	1380	C	Span/Oldes	Cheyenne, WY	07/02/2003	290	La Familia Broadcasting LLC	Cheyenne, WY	Laramie
KGAB	AM	650	C	News/Talk	Cheyenne, WY	07/02/2003	290	Clear Channel Communications	Orchard Valley, WY	Laramie
KCGY	FM	95.1	C	Country	Cheyenne, WY	07/02/2003	290	Clear Channel Communications	Laramie, WY	Albany
KQLF	FM	97.9	C	AC	Ft. Collins-Greeley, CO	07/02/2003	126	Clear Channel Communications	Cheyenne, WY	Laramie
KRRR	FM	104.9	C	Oldies	Cheyenne, WY	07/02/2003	290	Northeast Broadcasting Company	Cheyenne, WY	Laramie
KKPL	FM	99.9	C	Alternative	Ft. Collins-Greeley, CO	07/02/2003	126	Regent Communications, Inc	Cheyenne, WY	Laramie
KRND	AM	1630	C	Spanish	Cheyenne, WY	07/02/2003	290	La Familia Broadcasting LLC	Fox Farm, WY	Laramie
KREO	FM	105.3	C	Oldies	Cheyenne, WY	07/02/2003	290	Chisholm Trail Broadcasting LLC	Pine Bluffs, WY	Laramie
KWYC	FM	90.3	NC	Relig Music	Cheyenne, WY	12/23/2003	290	CSN International	Orchard Valley, WY	Laramie
KKAW	FM	107.3	C	Country	Cheyenne, WY	04/08/2004	290	Chisholm Trail Broadcasting LLC	Albin, WY	Laramie
KWYH	FM	88.1	NC	Christian	Cheyenne, WY		290	American Family Association Incorporated	Cheyenne, WY	Laramie
KAIW	FM	88.9	NC	ChrsContem	Cheyenne, WY		290	Educational Media Foundation	Laramie, WY	Laramie

**Number of Stations in Geographic Market 18**

**Previous Stations in Geographic Market**

KRQU	FM	104.5	C	Clsc Rock		06/12/2006	0	Mountain States Radio Inc	Laramie, WY	Albany
KIMX	FM	96.7	C	Hot AC		06/12/2006	0	Northeast Broadcasting Company	Laramie, WY	Albany

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed