

**RADIO MARKET ANALYSIS**  
**RADIO/TELEVISION CROSS OWNERSHIP REVIEW**  
**DOUBLE O MISSOURI CORPORATION**  
**KRRY RADIO STATION**  
**CANTON, MISSOURI**  
**KICK-FM RADIO STATION**  
**PALMYRA, MISSOURI**  
**KHMO RADIO STATION**  
**HANNIBAL, MISSOURI**  
**KPCR RADIO STATION**  
**BOWLING GREEN/QUINCY, MISSOURI/ILLINOIS**  
**May 2006**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared on behalf of Double O Missouri Corporation (“Double O”), proposed assignee KRRY, Channel 265C2, Canton, Missouri; KICK-FM, Channel 250C2, Palmyra, Missouri; KHMO, 1070 kHz, Hannibal, Missouri; and KPCR, 1530 kHz, Bowling Green, Missouri.<sup>1</sup> Principals of Double O have attributable interests in the Barrington Broadcasting Quincy Corporation, licensee of KHQA-TV, Channel 7 (KHQA-DT, Channel 29), Hannibal, Missouri. Therefore a Radio Market analysis and Radio/Television cross ownership review has been undertaken.

**RADIO MARKET ANALYSIS**

2. KRRY, KICK-FM, KHMO and KPCR (licensed, permitted and applied for) are all licensed to communities in counties located outside of any Arbitron Market and none of the stations are considered “home” to any Arbitron Market. Due to the overlap of the stations’ city grade contours, two distinct markets are created. Radio Market #1 consists of AM stations

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1) There is also an outstanding construction permit for KPCR to change community of license to Quincy, Illinois and there is a pending modification to make changes to the permit, still leaving the station in Quincy. Both are considered in this instant review.

KHMO and KPCR (licensed). Radio Market #2 consists of AM stations KHMO and KPCR (permitted and applied for), as well as FM stations KRRY and KICK-FM. As a result of the overlap an analysis under the revised contour ownership study is needed to demonstrate compliance with the Commission's rules. Exhibit #1 is a map depicting the city grade contours of the subject stations.

3. A study has, therefore, been conducted to verify that the proposed ownership of KRRY, KICK-FM, KHMO and KPCR is in compliance with the Commission's multiple ownership rules. As KHMO is a subject station in each market, its contour will be used to determine the number of other stations providing service to the market, to which the relevant subject stations in each of the two markets will be added. Therefore, the KHMO contour establishes the "Radio Market" boundary for this review. No stations with transmitters located more than 92.0 kilometers from the boundary of the common overlap of subject stations will be considered. Further, no other radio station in which Double O has interests will be considered as contributing to the market, unless designated as a subject station for the market under study.

4. Exhibit #2 is a depiction of the AM and FM stations (commercial and non-commercial) providing service to the KHMO/Radio Market Boundary. A total of six other stations are shown. Exhibit #3 is a tabulation of the stations in Radio Market #1, which including the two subject stations brings the total to eight. The number of stations depicted falls

in the fourteen or fewer stations tier of §73.3555(a)(1)(iv) of the Commission's rules. At this level, common ownership or control of up to five stations, with no more than three in the same service, is permissible, provided the number of stations to be commonly held does not exceed 50% of the stations in the market. Therefore, Radio Market #1 is in compliance with the rules.

5. Exhibit #4 is a tabulation of the stations in Radio Market #2, which including the four subject stations brings the total to ten. The number of stations depicted falls in the fourteen or fewer stations tier of §73.3555(a)(1)(iv) of the Commission's rules. At this level, common ownership or control of up to five stations, with no more than three in the same service, is permissible, provided the number of stations to be commonly held does not exceed 50% of the stations in the market. Therefore, Radio Market #2 is in compliance with the rules. Based on the number of facilities in each market, it has been herein demonstrated that the assignment of KRRY, KICK-FM, KHMO and KPCR (licensed, permitted, and applied for) to Double O is in compliance with §73.3555 of the Commission's rules.

#### **RADIO/TELEVISION CROSS OWNERSHIP REVIEW**

6. Pursuant to §73.3555(c)(1)(i) and §73.3555(c)(1)(ii), in order for the Radio/Television cross ownership rules to apply, the Grade A contour of the television station must completely encompass the community of license of the radio stations, and the 1.0 mV/m of the FM station(s), and/or the 2.0 mV/m contour of the AM station(s) must completely encompass the entire community of license of the TV station.

7. As indicated on Exhibit #5, the Grade A contour of KHQA-TV does encompass the communities of Canton, Missouri, Palmyra, Missouri and Quincy, Illinois.<sup>2</sup> Further, the relevant radio contours of the subject radio stations do encompass the community of Hannibal (with the exception of the KPCR licensed facility).<sup>3</sup> Therefore, an analysis has been conducted to determine the remaining independent voices following the assignment of these four stations to Double O.

8. Since the radio market is non-rated, the equivalent market is based on the overlap of the city grade contours of other stations with one or more of the four subject radio stations. Attached, as Exhibit #6, is a list of stations which either provide a city grade signal to the market (by virtue of overlapping with one or more of the subject stations) or who have transmitter sites within the city grade contours of one or more of the subject stations. This list shows twenty-one stations, which are attributable to fourteen separate owners. Further, KHQA-TV is located in the Quincy, Illinois-Hannibal, Missouri-Keokuk, Iowa DMA (DMA Rank 163).<sup>4</sup> In addition to KHQA-TV, there are four other full power TV stations: WGEM-TV, Quincy, Illinois; WTJR, Quincy, Illinois; WMEC, Macomb, Illinois; and WQEC, Quincy, Illinois. Thus there are three independent owners of TV stations (WMEC and WQEC are co-owned).

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2) Further it is noted that the two pertinent DTV contours of KHQA-DT also completely encompasses Canton, Missouri; Palmyra, Missouri, Bowling Green, Missouri and Quincy, Illinois.

3) It is noted that KHQA-TV does not deliver a Grade A to Bowling Green, Missouri, nor does the licensed KPCR provide a 2.0 mV/m to Hannibal, Missouri. As such, there is no cross ownership issues associated with the licensed KPCR facility (just the permitted and applied for facility in Quincy, Illinois).

4) As determined using the BIAfn's TV Yearbook.

9. Without considering either daily newspapers or cable outlets in the subject market, there will remain fifteen independent owners following the assignment of the four radio stations to Double O, as shown on Exhibit #7. Therefore, the combination of the four radio stations and one TV station in the same market is in compliance with §73.3555(c)(2)(ii) of the Commission's rules.

10. The foregoing technical statement was prepared on behalf of Double O Missouri Corporation by Graham Brock, Inc., its Technical Consultants. All information contained herein is true and accurate to the best of our belief and knowledge. All data relating to AM, FM and TV facilities was extracted from the CDBS database. We assume no liability for errors or omissions in that database which may be adverse to the information contained herein.

**Graham Brock, Inc. - Broadcast Technical Consultants**

**KICK-FM**  
 BLH-20000116ABT  
 Latitude: 39-45-26 N  
 Longitude: 091-29-58 W  
 ERP: 43.00 kW  
 Channel: 250C2  
 Frequency: 97.9 MHz

**KRRY**  
 BLH-19991210AAK  
 Latitude: 39-53-09 N  
 Longitude: 091-36-38 W  
 ERP: 28.00 kW  
 Channel: 265C2  
 Frequency: 100.9 MHz

**KHMO**  
 Latitude: 39-37-43 N  
 Longitude: 091-22-34 W  
 ERP: 5.00 kW  
 Frequency: 1070.0 kHz

**KPCR Lic.**  
 Latitude: 39-21-57 N  
 Longitude: 091-10-45 W  
 ERP: 1.00 kW  
 Frequency: 1530.0 kHz

**KPCR CP**  
 Latitude: 39-55-51 N  
 Longitude: 091-25-46 W  
 ERP: 1.40 kW  
 Frequency: 1530.0 kHz

**KPCR App.**  
 Latitude: 39-53-55 N  
 Longitude: 091-24-16 W  
 ERP: 2.00 kW  
 Frequency: 1530.0 kHz

**KRRY 3.16 mV/m**

**KPCR CP 5.0 mV/m**

**KPCR APP. 5.0 mV/m**

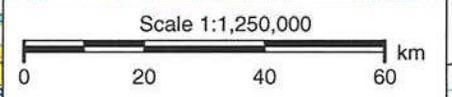


**KICK-FM 3.16 mV/m**

**KHMO 5.0 mV/m**

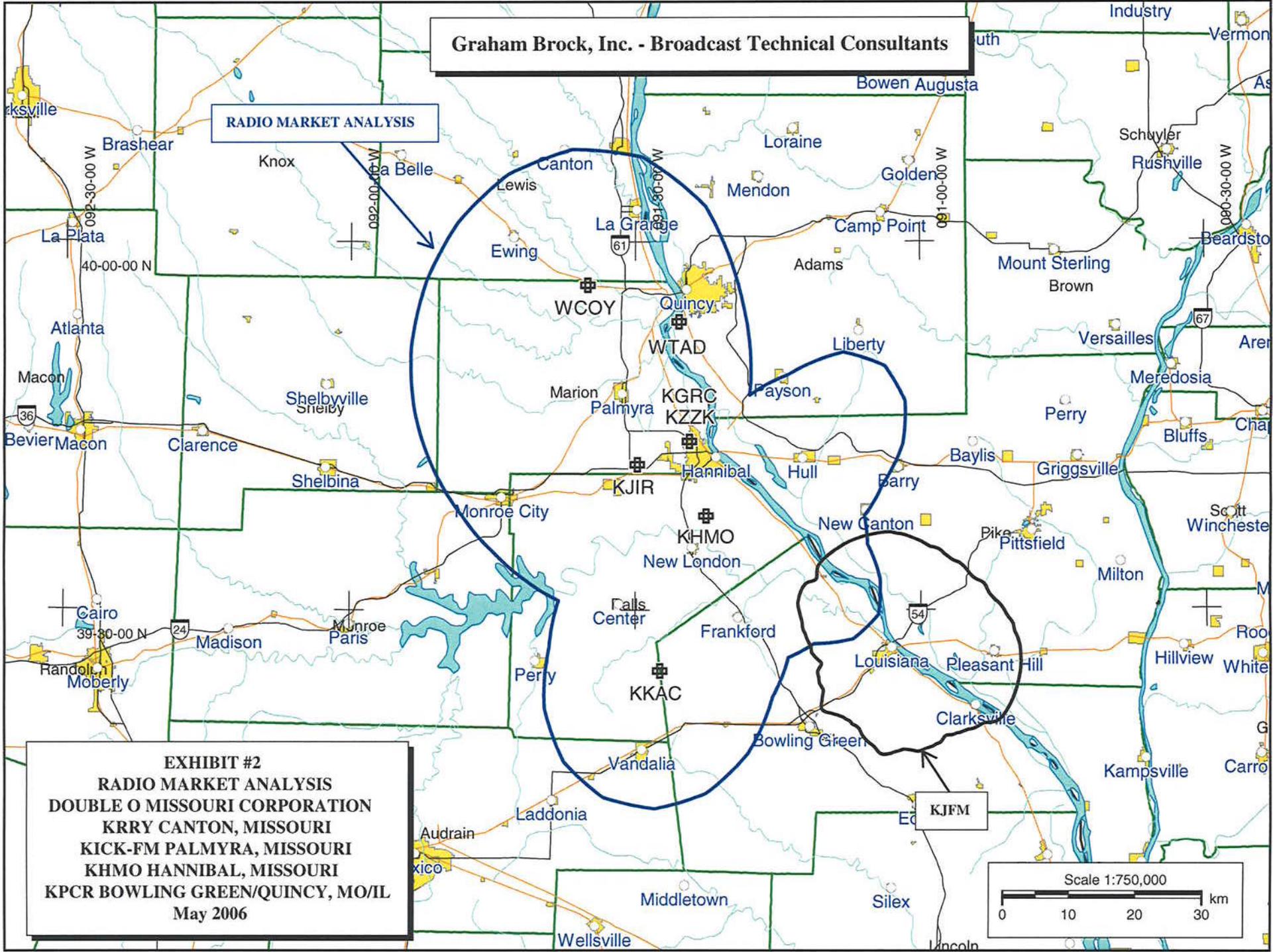
**KPCR LIC. 5.0 mV/m**

**EXHIBIT #1**  
**RADIO MARKET ANALYSIS**  
**DOUBLE O MISSOURI CORPORATION**  
**KRRY CANTON, MISSOURI**  
**KICK-FM PALMYRA, MISSOURI**  
**KHMO HANNIBAL, MISSOURI**  
**KPCR BOWLING GREEN/QUINCY, MO/IL**  
 May 2006

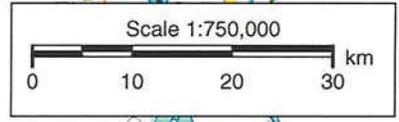


**Graham Brock, Inc. - Broadcast Technical Consultants**

**RADIO MARKET ANALYSIS**



**EXHIBIT #2**  
**RADIO MARKET ANALYSIS**  
**DOUBLE O MISSOURI CORPORATION**  
**KRRY CANTON, MISSOURI**  
**KICK-FM PALMYRA, MISSOURI**  
**KHMO HANNIBAL, MISSOURI**  
**KPCR BOWLING GREEN/QUINCY, MO/IL**  
**May 2006**



**RADIO MARKET ANALYSIS**  
**RADIO/TELEVISION CROSS OWNERSHIP REVIEW**  
**DOUBLE O MISSOURI CORPORATION**  
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**May 2006**

**EXHIBIT #3**

**Tabulation of Stations in Radio Market #1**

**AM Stations**

WTAD	930 kHz	Quincy, Illinois
* KHMO	1070 kHz	Hannibal, Missouri
* KPCR (LIC)	1530 kHz	Bowling Green, Missouri

Total AM Stations - 3

**FM Stations**

KJIR	Ch 219C2	Hannibal, Missouri
KGRC	Ch 225C1	Hannibal, Missouri
WCOY-FM	Ch 258C1	Quincy, Illinois
KJFM	Ch 271A	Louisiana, Missouri
KKAC	Ch 282C3	Vandalia, Missouri

Total FM Stations - 5

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 8**

- \* Subject station.
- + Provides city grade contour to defined market.

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RADIO/TELEVISION CROSS OWNERSHIP REVIEW  
DOUBLE O MISSOURI CORPORATION  
KRRY RADIO STATION  
CANTON, MISSOURI  
KICK-FM RADIO STATION  
PALMYRA, MISSOURI  
KHMO RADIO STATION  
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KPCR RADIO STATION  
BOWLING GREEN/QUINCY, MISSOURI/ILLINOIS  
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EXHIBIT #4

Tabulation of Stations in Radio Market #2

**AM Stations**

WTAD	930 kHz	Quincy, Illinois
* KHMO	1070 kHz	Hannibal, Missouri
* KPCR (CP/AP)	1530 kHz	Quincy, Illinois

Total AM Stations - 3

**FM Stations**

KJIR	Ch 219C2	Hannibal, Missouri
KGRC	Ch 225C1	Hannibal, Missouri
* KICK-FM	Ch 250C2	Palmyra, Missouri
WCOY-FM	Ch 258C1	Quincy, Illinois
* KRRY	Ch 265C2	Canton, Missouri
KJFM	Ch 271A	Louisiana, Missouri
KKAC	Ch 282C3	Vandalia, Missouri

Total FM Stations - 7

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 10**

- \* Subject station.
- + Provides city grade contour to defined market.

**Graham Brock, Inc. - Broadcast Technical Consultants**

**KICK-FM**  
 BLH-20000116ABT  
 Latitude: 39-45-26 N  
 Longitude: 091-29-58 W  
 ERP: 43.00 kW  
 Channel: 250C2  
 Frequency: 97.9 MHz

**KHMO**  
 Latitude: 39-37-43 N  
 Longitude: 091-22-34 W  
 ERP: 5.00 kW  
 Frequency: 1070.0 kHz

**KHQA-TV**  
 BLCT-2379  
 Latitude: 39-58-22 N  
 Longitude: 091-19-54 W  
 ERP: 316.00 kW  
 Channel: 07-  
 Frequency: 176.5 MHz

**KRRY**  
 BLH-19991210AAK  
 Latitude: 39-53-09 N  
 Longitude: 091-36-38 W  
 ERP: 28.00 kW  
 Channel: 265C2  
 Frequency: 100.9 MHz

**KPCR CP 2.0 mV/m**

**KHQA-DT (41 dBu/48 dBu)**

**KHQA-DT CP**  
 BPCDT-19991028ACR  
 Latitude: 39-58-22 N  
 Longitude: 091-19-54 W  
 ERP: 648.20 kW  
 Channel: 29  
 Frequency: 563.0 MHz

**KPCR Lic.**  
 Latitude: 39-21-57 N  
 Longitude: 091-10-45 W  
 ERP: 0.25 kW  
 Frequency: 1530.0 kHz

**KPCR CP**  
 Latitude: 39-53-51 N  
 Longitude: 091-24-46 W  
 ERP: 1.40 kW  
 Frequency: 1530.0 kHz

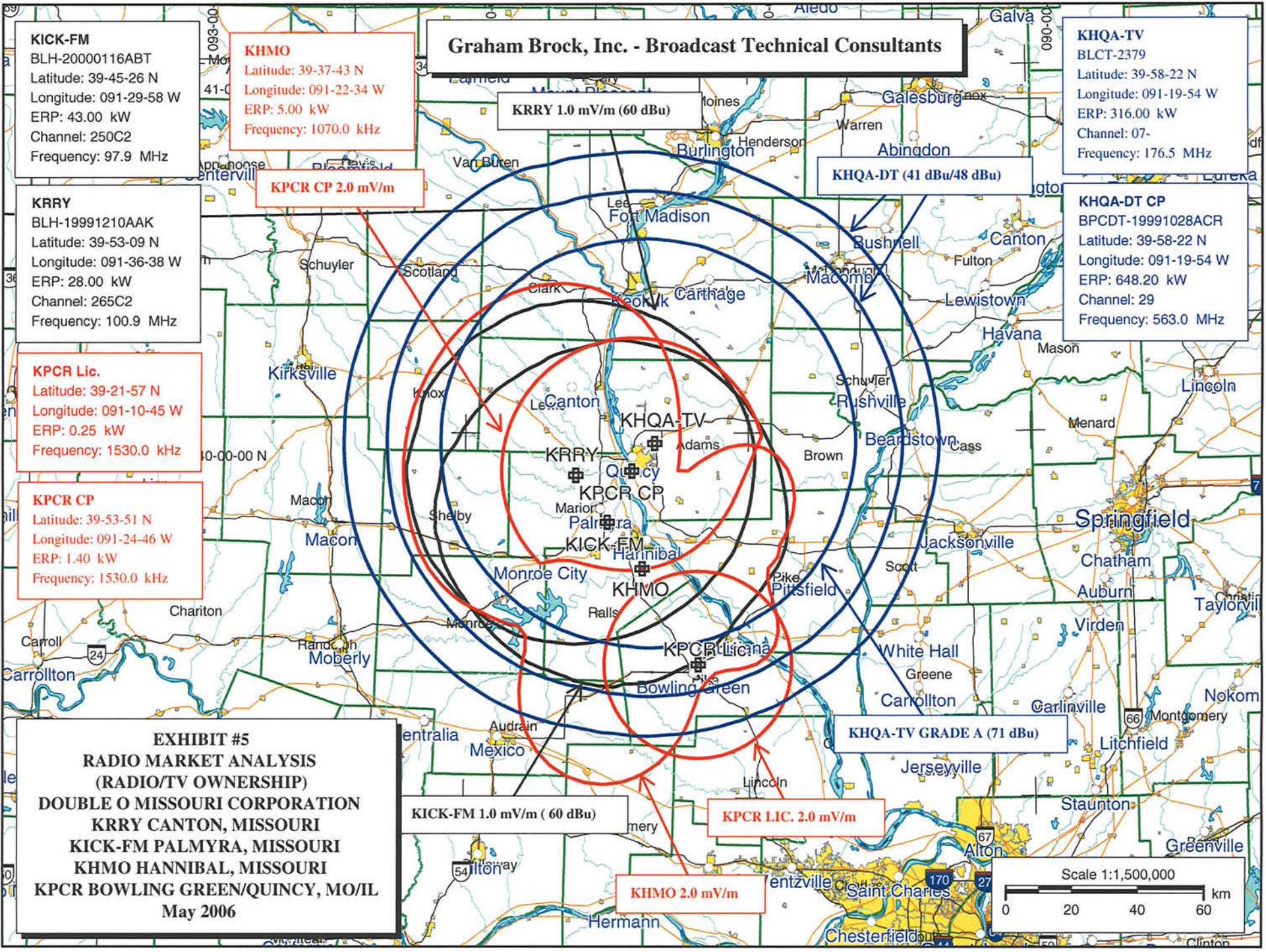
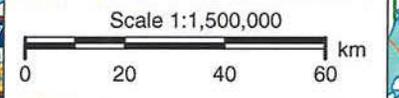
**EXHIBIT #5**  
**RADIO MARKET ANALYSIS**  
**(RADIO/TV OWNERSHIP)**  
**DOUBLE O MISSOURI CORPORATION**  
**KRRY CANTON, MISSOURI**  
**KICK-FM PALMYRA, MISSOURI**  
**KHMO HANNIBAL, MISSOURI**  
**KPCR BOWLING GREEN/QUINCY, MO/IL**  
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**KICK-FM 1.0 mV/m ( 60 dBu)**

**KPCR LIC. 2.0 mV/m**

**KHMO 2.0 mV/m**

**KHQA-TV GRADE A (71 dBu)**



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**KHMO RADIO STATION**  
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**KPCR RADIO STATION**  
**BOWLING GREEN/QUINCY, MISSOURI/ILLINOIS**  
**May 2006**

**EXHIBIT #6**

**Tabulation of Station in Radio Market**

**AM Stations**

KOKX	1310 kHz	Keokuk, Iowa
WGEM	1440 kHz	Quincy, Illinois
WTAD	930 kHz	Quincy, Illinois

Total AM Stations - 3

**FM Stations**

KGRC	Ch 225C1	Hannibal, Missouri
KJFM	Ch 271A	Louisiana, Missouri
KJIR	Ch 219C2	Hannibal, Missouri
KKAC	Ch 282C3	Vandalia, Missouri
KOKX-FM	Ch 237C1	Keokuk, Iowa
KPVR	Ch 231C3	Bowling Green, Missouri
KRNQ	Ch 242C2	Keokuk, Iowa
KRXL	Ch 233C	Kirksville, Missouri
KWBZ	Ch 298C3	Monroe City, Missouri
KWWR	Ch 239C	Mexico, Missouri
KZZK	Ch 290C3	New London, Missouri
WCOY	Ch 258C1	Quincy, Illinois
WGCA-FM	Ch 203B	Quincy, Illinois
WGEM-FM	Ch 286B	Quincy, Illinois
WIPA	Ch 207B	Pittsfield, Illinois
WPWQ	Ch 294B1	Mount Sterling, Illinois
WQCY	Ch 280A	Quincy, Illinois
WQUB	Ch 212B	Quincy, Illinois

Total FM Stations - 17

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 21**

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BOWLING GREEN/QUINCY, MISSOURI/ILLINOIS  
May 2006

EXHIBIT #7

Independent Owners

<u>Owner</u>	<u>Media</u>	<u>Community of License</u>
Bick/Double O/Barrington	KHQA-TV KRRY (FM) KICK-FM KPCR (AM) KHMO (AM)	Hannibal, MO Canton, MO Palmyra, MO Bowling Green, MO Hannibal, MO
Quincy Broadcasting Co.	WGEM-TV WGEM (AM) WGEM-FM	Quincy, IL Quincy, IL Quincy, IL
West Central Illinois Educational	WMEC (TV) WQEC (TV)	Macomb, IL Quincy, IL
Believer's Broadcasting	WTJR (TV) KJIR (FM)	Quincy, IL Hannibal, MO
STARadio Corp.	KGRC (FM) KZZK (FM) WCOY (FM) WQCY (FM) WTAD (FM)	Hannibal, MO New London, MO Quincy, IL Quincy, IL Quincy, IL

FoxFire Communication, Inc.	KJFM (FM)	Louisiana, MO
Twenty-One Sound Comm., Inc.	KKAC (FM)	Vandalia, MO
Withers Broadcasting	KOKX (AM) KOKX-FM	Keokuk, IA Keokuk, IA
Four Him Enterprises	KPVR (FM)	Bowling Green, MO
David Lister	KRNQ (FM)	Keokuk, IA
KIRX, Inc.	KRXL (FM)	Kirksville, MO
WPW Broadcasting, Inc.	KWBZ (FM) WPWQ (FM)	Monroe City, MO Mount Sterling, IL
KXEO Radio, Inc.	KWWR (FM)	Mexico, MO
Great Commission	WGCA-FM	Quincy, IL
Univ. of Illinois-Springfield	WIPA (FM)	Pittsfield, IL
Quincy University Corp.	WQUB(FM)	Quincy, IL

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

State of Georgia )  
St. Simons Island ) ss:  
County of Glynn )

**JEFFERSON G. BROCK**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Double O Missouri Corporation to prepare the attached Technical Exhibit.

His qualifications are a matter of record before the Federal Communications Commission. He has been active in Broadcast Engineering since 1979.

The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

*This the 4th day of May 2006.*

  
\_\_\_\_\_  
Jefferson G. Brock  
Affiant

*Sworn to and subscribed before me  
this the 4th day of May 2006*

  
\_\_\_\_\_  
Notary Public, State of Georgia  
My Commission Expires: September 3, 2007