



OWL ENGINEERING & EMC TEST LABS, INC.

CONSULTING COMMUNICATIONS ENGINEERS • EMC TEST LABORATORIES

MINNESOTA OFFICE

8899 Hastings St. N.E., Minneapolis, MN 55449
763-785-4115 • Fax 763-785-4631

MICHIGAN OFFICE

27451 Everett Street, Southfield, MI 48076
248-557-7274 • Fax 248-557-7275

1-800-797-1338

**ENGINEERING STUDY ON BEHALF OF
ANDERSON BROADCASTING COMPANY
POLSON, RONAN AND BIGFORK
RADIO MARKET ANALYSIS**

February 3, 2003



NARRATIVE STATEMENT

Owl Engineering, Inc. has been retained by Anderson Broadcasting Company (hereafter “Anderson”) to complete this radio market analysis. This study was completed to determine the number of AM and FM broadcast stations located in the competitive market consisting of three Montana radio stations, KQRK-FM, KERR-AM and KSIL-FM, in Polson, Ronan and Bigfork, respectively, the stations presently owned by Anderson, using the location for KSIL-FM that was proposed in the recent application for Construction Permit (BPH-20020214-ACI). Figure 1 shows the market area defined by these stations with the two FM stations contours shown in “Green” and the AM contour shown in “Red”.

To determine which stations are located in a given competitive market, the appropriate principal community coverage contours of all broadcast stations in the vicinity of the market must be calculated and a determination must be made if there exists any overlap of these contours. Each station involved in coverage overlap is included in the market count. The 3.16 mV/m (70 dBu) contour level is utilized when studying overlap of FM stations. The 5 mV/m contour level is utilized when studying overlap of AM stations.

FM STATIONS IN THE MARKET

A comprehensive search of all FM broadcast stations surrounding the Polson, Ronan and Bigfork market area was conducted. The 70 dBu contour for each station was calculated for each of the eight standard 45-degree spaced radials in conjunction with the F(50,50) metric curves of Figure 1 of Section 73.333 of the Commissions Rules. The results of the search are shown in Engineering Figure 2 for the stations that are located within the defined market area.



ENGINEERING & EMC TEST LABS, INC.

CONSULTING COMMUNICATIONS ENGINEERS • EMC TEST LABORATORIES

MINNESOTA OFFICE

8899 Hastings St. N.E., Minneapolis, MN 55449
763-785-4115 • Fax 763-785-4631

MICHIGAN OFFICE

27451 Everett Street, Southfield, MI 48076
248-557-7274 • Fax 248-557-7275

1-800-797-1338

The FM stations are:

KALS	Kalispell, MT
KBBZ	Kalispell, MT
KDBR	Kalispell, MT
KGGL	Missoula, MT
KKMT	Columbia Falls, MT
KMSO	Missoula, MT
KOFI	Kalispell, MT
KQRK	Ronan, MT
KYSS	Missoula, MT
KZOQ	Missoula, MT
KSIL	Bigfork, MT

AM Station: KERR Polson, MT

Based on the above findings, it can be determined that at least a total of twelve (12) stations serve the Polson, Ronan and Bigfork market. Since the number of stations in the FM service exceeded the required limit for ownership, the AM stations within the market were not plotted or listed in this study. As a result, Anderson is allowed to own, operate, or control up to 5 commercial radio stations with not more than 3 of which are in the same service pursuant to Rule Section 73.3555. The combination of an AM in Polson and FM's in Ronan and Bigfork satisfies this limit.

Garrett G. Lysiak, P.E.

February 3, 2003



