



# **OWL ENGINEERING & EMC TEST LABS, INC.**

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CONSULTING COMMUNICATIONS ENGINEERS • EMC TEST LABORATORIES

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**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.



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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

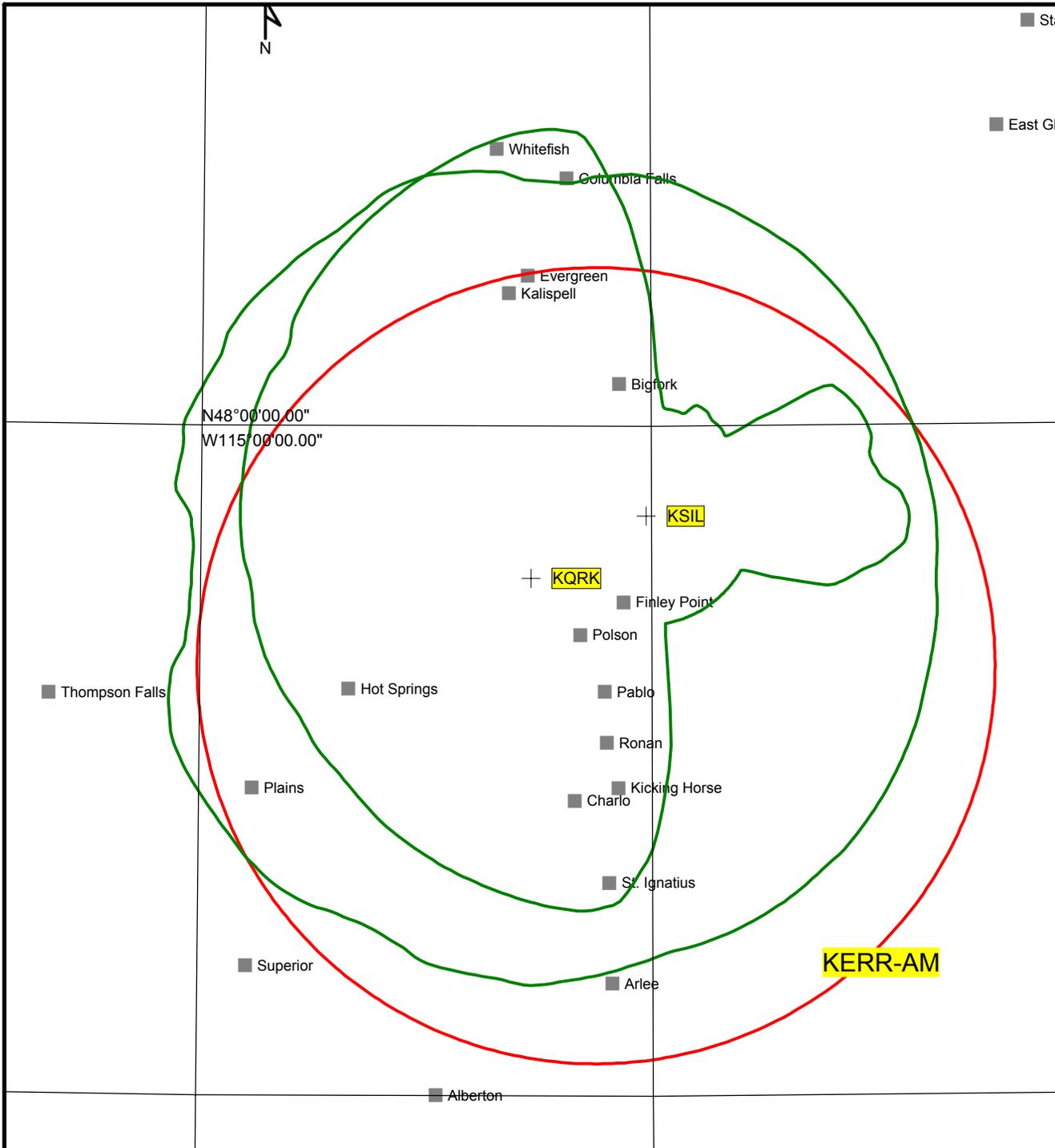
AM Station:           KERR           Polson, MT

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.

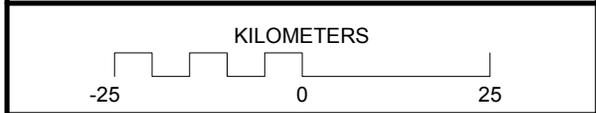
A handwritten signature in black ink that reads "Garrett G. Lysiak". The signature is written in a cursive, flowing style.

Garrett G. Lysiak, P.E.

February 3, 2003



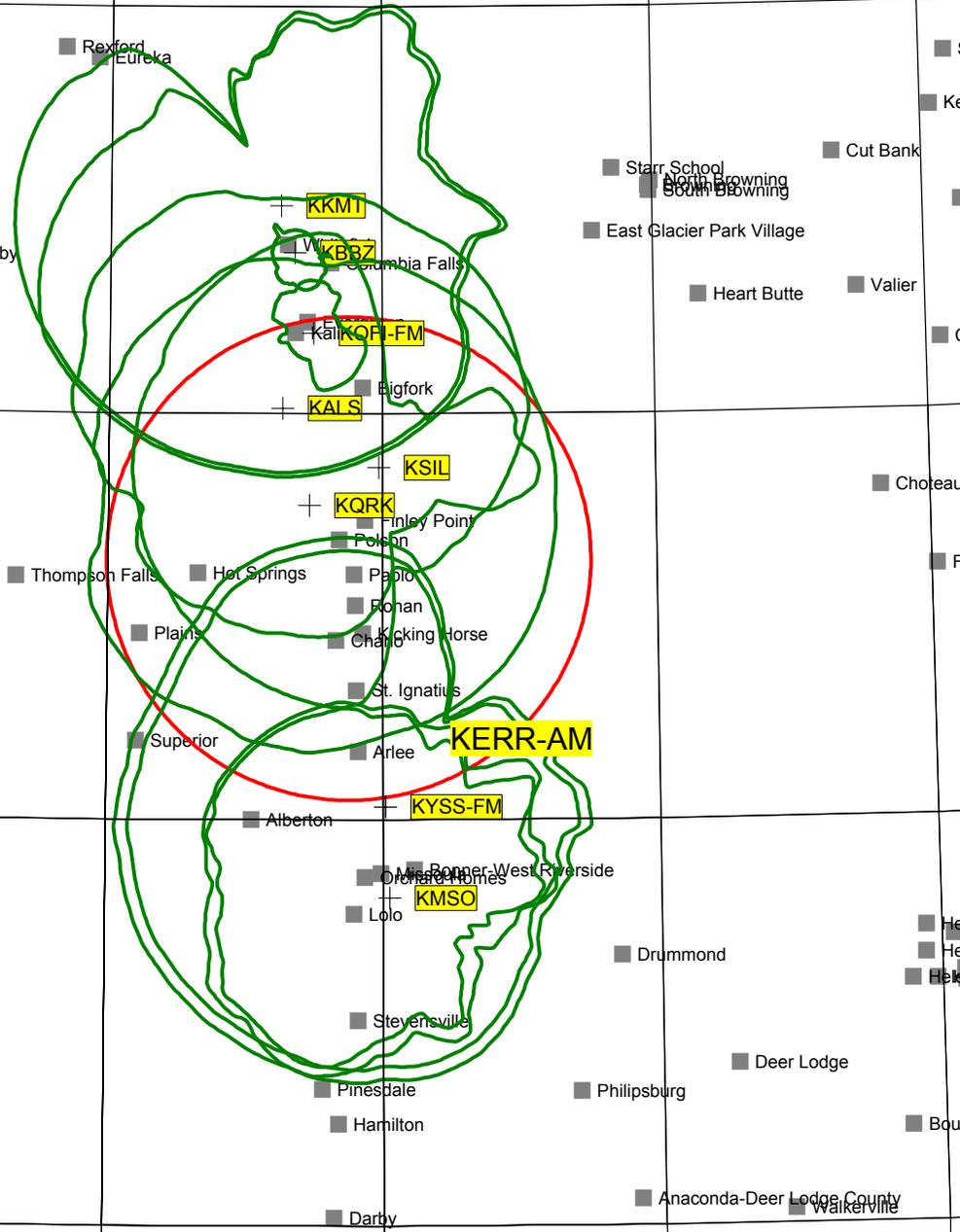
Prop. model: FCC-EDX  
 Time: 50.0% Loc.: 50.0%  
 Prediction Confidence Margin: 0.0dB  
 Climate: Continental Temperate  
 Land use (clutter): none  
 Atmospheric Abs.: none  
 K Factor: 1.333  
 RX Antenna - Type: OMNI  
 Height: 9.1 m AGL Gain: 0.00 dBd



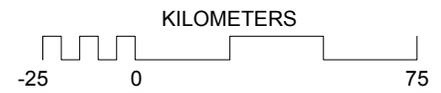
**OWL ENGINEERING, INC**  
 KSIL MARKET STUDY  
 FIGURE 1 FEBRUARY 3, 2003



N48°00'00.00"  
W116°00'00.00"



Prop. model: FCC-EDX  
Time: 50.0% Loc.: 50.0%  
Prediction Confidence Margin: 0.0dB  
Climate: Continental Temperate  
Land use (clutter): none  
Atmospheric Abs.: none  
K Factor: 1.333  
RX Antenna - Type: OMNI  
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KSIL MARKET STUDY

FIGURE 2

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