

**RADIO MARKET ANALYSIS  
RIVERFRONT BROADCASTING, LLC  
PROPOSED CHANNEL 283C0 – MURDO, SOUTH DAKOTA  
MAY 18, 2012**

This statement and attached exhibits were prepared on behalf of Riverfront Broadcasting LLC (“Riverfront”). Riverfront was the winning bidder in FCC Auction 93 for MM-FM942-A, Channel 283A, Facility ID No. 190370 at Murdo, SD. Riverfront is also the licensee of KLXS-FM, Channel 237C2, Facility ID No. 60860, licensed to Pierre, SD and KCCR(AM) 1240 KHz, Facility ID No. 60858, licensed to Pierre, SD. Neither the proposed Channel 283C0 at Murdo, SD nor the two other subject stations are licensed to a metro county in any Arbitron rated market. Therefore, a contour overlap study for stations not licensed to metro counties is necessary.

**REVISED CONTOUR OVERLAP ANALYSIS**

Because all of the subject stations are licensed to non-metro counties, a contour overlap analysis has been conducted for ownership compliance. Maps depicting the principal community contours of the three subject stations have been attached. A study has been conducted to verify that the minor change application for Channel 283C0 at Murdo, SD is in compliance with the Commission’s multiple ownership rules, based on the revised contour overlap rules.

The combined principal community grade contours<sup>1</sup> of Channel 283C0 at Murdo, SD, KLXS-FM and KCCR(AM) will be used to determine the number of other stations in the “Defined Radio Market”. These combined city grade contours will be considered the “Radio Market Boundary”. No stations with transmitters more than 92 km from the boundary of the common overlap of subject stations will be considered. Further, no other facility controlled by Riverfront will be considered as a market contributor unless it is a subject station in the radio market under study. Exhibit 1B is a depiction of the AM and FM stations (commercial and non-commercial) providing service to the Defined Radio Market. A total

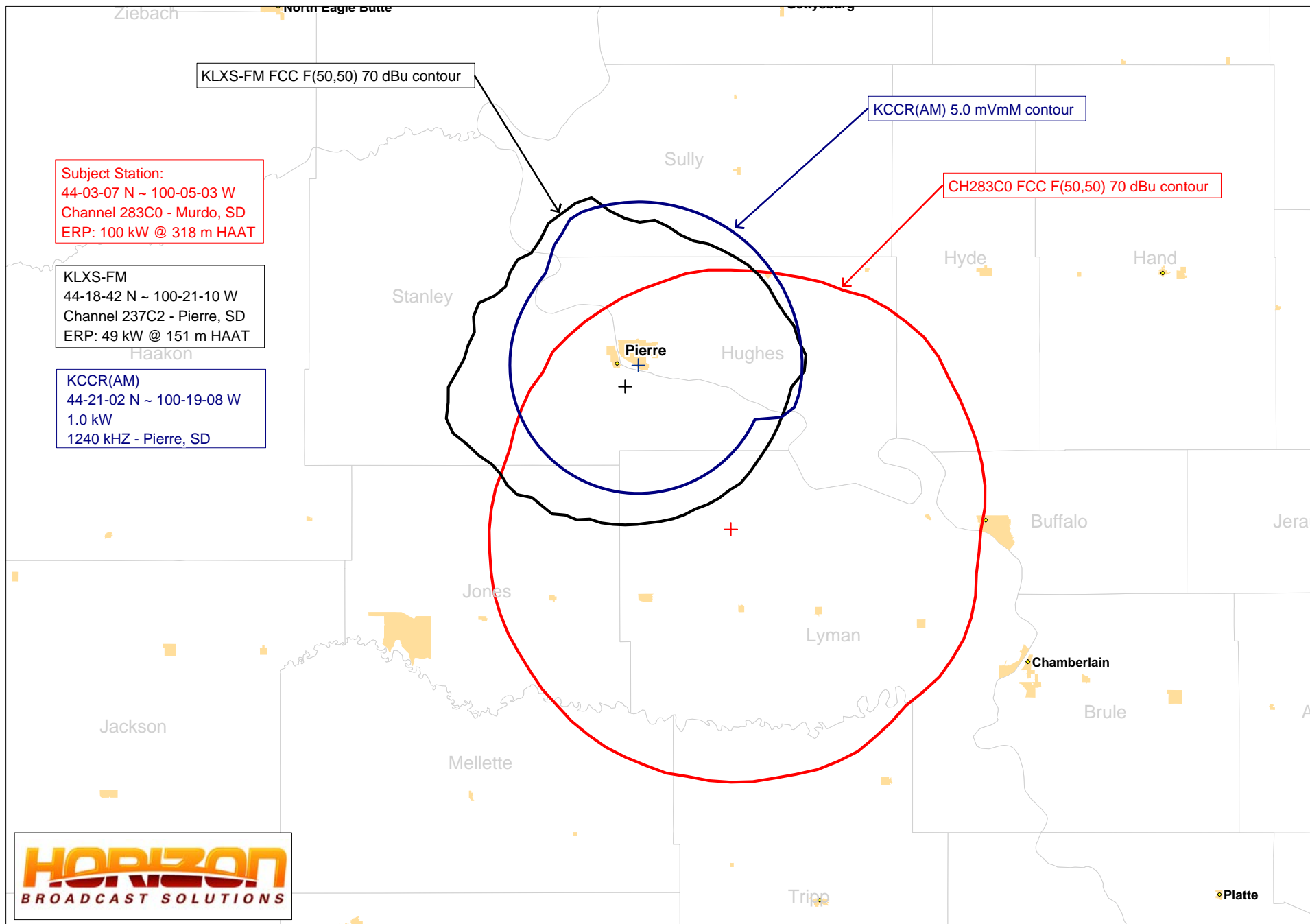
*(1) FCC F(50,50) 70 dBu contours are used for FM stations and 5.0 mV/M contours for AM stations.*

of 11 stations, including three subject stations are shown.

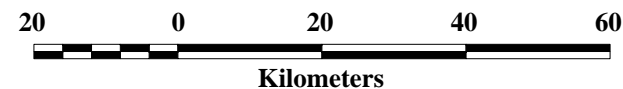
Exhibit 1B includes a map showing the Radio Market Boundary for Riverfront Broadcasting, LLC. Exhibit 1C is a tabulation of the stations in Defined Radio Market. The number of stations depicted falls in fewer than 15 stations level. Therefore, common ownership or control of up to three stations with no more than two in the same band is permissible, provided that the owned stations represent less than 50 percent of the stations in the market. Riverfront Broadcasting, LLC, owns or has interest in only three stations, two of which are in the same band. The three stations owned by Riverfront represent 27.3 percent of the 11 stations in the Defined Radio Market.

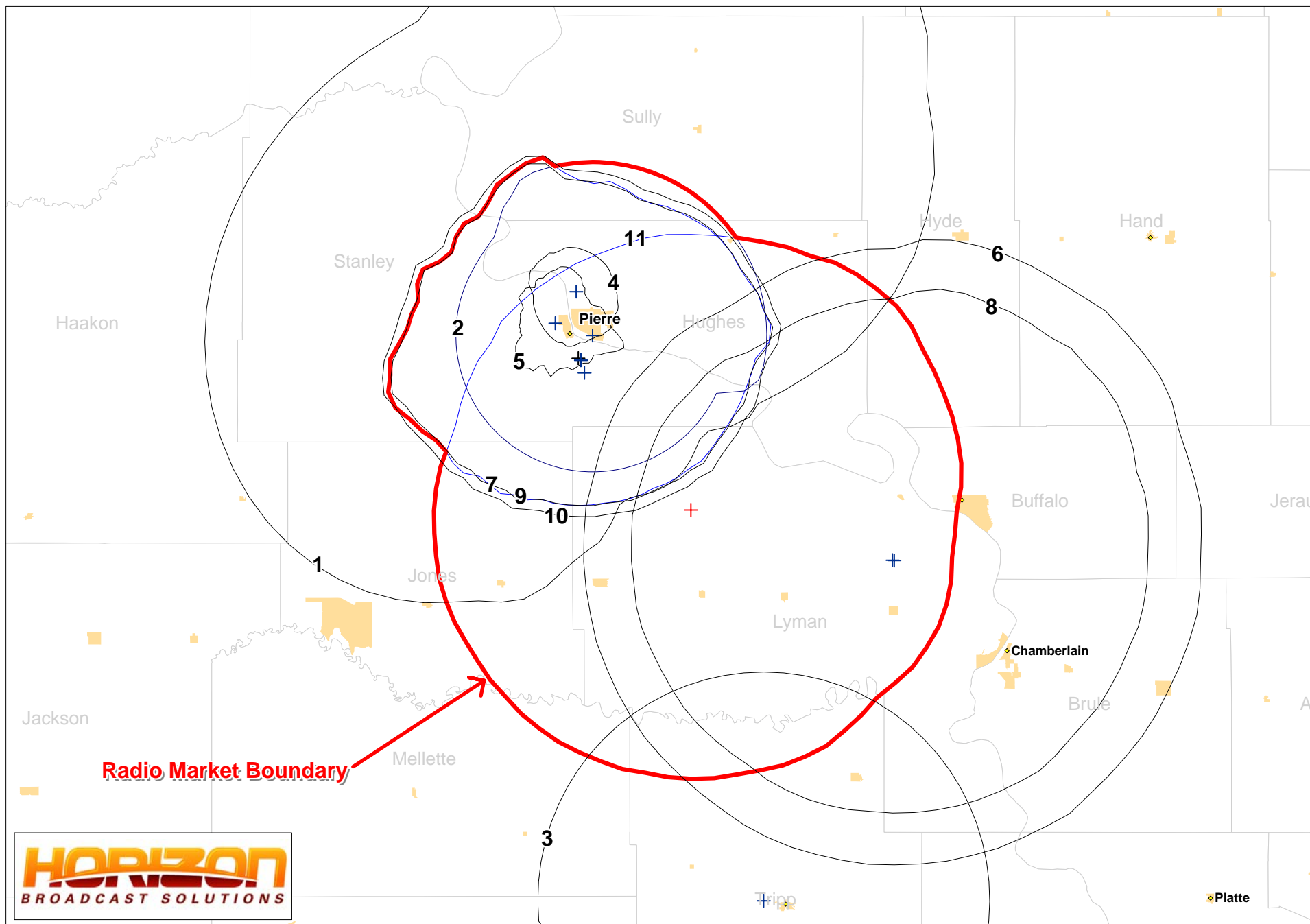
Based on the review of the non-rated market, the minor change application for FM Channel 283C0 at Murdo, South Dakota, it is believed that this minor change application is in compliance with §73.3555 of the rules.

The foregoing technical statement was prepared on behalf of Riverfront Broadcasting, LLC by Donald Lynch of Horizon Broadcast Solutions, LLC, its technical consultant. Any information contained herein is true and accurate to the best of my belief and knowledge. All data relating to AM and FM facilities was extracted from the CDBS database. All data relating to AM or FM facilities in the relevant BIA/Arbitron market was determined using the BIA Financial Network, Inc. Media Access Pro, Version 4.5 BIA database. We assume no liability for errors or omissions in that database or program which may be adverse to the information contained herein.



**Exhibit 1-A Radio Market Analysis**  
**Non-Arbitron Market**  
**Subject Stations Principal Community Contours**  
**Riverfront Broadcasting, LLC**  
**May 18, 2012**





**Exhibit 1-B Radio Market Analysis**  
**Non-Arbitron Market**  
**Radio Market Boundary & Station Contours**  
**Riverfront Broadcasting, LLC**  
**May 18, 2012**



**RADIO MARKET ANALYSIS - NON-ARBITRON MARKET  
DEFINED RADIO MARKET  
RIVERFRONT BROADCASTING, LLC  
CHANNEL 283C0 – Murdo, SD  
May 18, 2012**

**Exhibit 1(c)  
Tabulation of Stations in Radio Market**

**AM Stations**

1.	KGFX	1060 kHz	Pierre, South Dakota
2.	*KCCR	1240 kHz	Pierre, South Dakota
3.	KWYR	1260 kHz	Winner, South Dakota

**Total AM Stations – 3**

**FM Stations**

4.	KVFL	Ch 206A	Pierre, South Dakota
5.	KSLP	Ch 212A	Fort Pierre, South Dakota
6.	KTSD-FM	Ch 216C	Reliance, South Dakota
7.	KGFX-FM	Ch 224C2	Pierre, South Dakota
8.	KPLO-FM	Ch 233C0	Reliance, South Dakota
9.	*KLXS-FM	Ch 237C2	Pierre, South Dakota
10.	KJBI	Ch 261C1	Fort Pierre, South Dakota
11.	*NEW	Ch 283C0	Murdo, South Dakota

**Total FM Stations – 8**

**Total of all AM & FM Stations considered in study: 11**

\* Subject station