

**ENGINEERING EXHIBIT
IN SUPPORT OF AN APPLICATION
FOR ASSIGNMENT OF THE LICENSE OF
STATION KBMB(FM)
SACRAMENTO, CALIFORNIA
PREPARED FOR
ENTRAVISION HOLDINGS, LLC**

ENGINEERING STATEMENT

This engineering exhibit was prepared on behalf of Entravision Holdings, LLC (hereinafter Entravision), prospective assignee in an application seeking consent to assign the license of commercial FM station KBMB, Sacramento, California. Entravision is also the current licensee of KCCL-FM, Shingle Springs, and KRRE(FM), Davis, both California. The principal community contours, as defined in the Federal Communications Commission (FCC) Rules,¹ for the licensed KBMB facilities and the licensed KCCL-FM and KRRE facilities overlap so as to create two radio markets of interest: the radio market formed by the overlapping principal community contours of KBMB and KCCL-FM and the radio market formed by the

¹ The principal community contour for AM stations is the predicted or measured 5-millivolt-per-meter groundwave contour computed in accordance with Section 73.183 or Section 73.186 of the FCC Rules. The principal community contour for FM stations is the predicted 3.16-millivolt-per-meter (70 dBμV/m) contour computed in accordance with Section 73.313 of the FCC Rules.

overlapping principal community contours of KBMB and KRRE. These studies demonstrate that the radio markets defined by the overlapping principal community contours for KBMB, KCCL-FM, and KRRE have a sufficient number of licensed, operating commercial radio stations to qualify Entravision for the ownership of KBMB in addition to KCCL-FM and KRRE in accordance with the technical requirements of Section 73.3555 of the FCC Rules governing multiple ownership of commercial radio stations. Figure 1 of this exhibit shows the locations of principal community contours for KCCL-FM and KRRE, the stations currently owned by Entravision, with respect to that of KBMB, the new station proposed for common ownership.

STATION FACILITIES USED FOR STUDY

KCCL-FM, Shingle Springs, California, (FCC Facility No. 50302) is licensed (FCC File No. BLH-20010925AAQ) to operate on FM channel 270B (101.9 megahertz (MHz)) at a transmitter site located at geographic coordinates 38° 51' 12" North Latitude, 120° 56' 23" West Longitude referenced to the 1927 North American Datum (NAD27), using 47 kilowatts (kW) maximum effective radiated power (ERP), circularly

polarized, and 154 meters antenna radiation center height above average terrain (HAAT).

KRRE, Davis, California, (FCC Facility ID 53653) is licensed (FCC File No. BLH-20030218AAQ) to operate on FM channel 282A (104.3 megahertz (MHz)) at a transmitter site located at geographic coordinates 38° 39' 26" North Latitude, 121° 43' 12" West Longitude (NAD27), using 3.4 kW ERP, circularly polarized, and 133 meters antenna radiation center HAAT.

KBMB, Sacramento, California, (FCC Facility No. 20435) is licensed (FCC File No. BLH-20000128AAE) to operate on FM channel 278A (103.5 MHz) at a transmitter site located at geographic coordinates 38° 33' 59" North Latitude, 121° 28' 47" West Longitude (NAD27), using 6.0 kW maximum ERP, circularly polarized, and 95 meters antenna radiation center HAAT.

RADIO MARKET STUDY

Figure 2 of this engineering exhibit is a map on which the locations of the predicted principal community contours for KCCL-FM and KBMB are plotted. As the map of Figure 2 shows, the composite principal community contour for KCCL-FM and KBMB defines the first radio market.

Figure 3 of this engineering exhibit is a map on which the locations of the predicted principal community contours for KRRE and KBMB are plotted. As the map of Figure 3 shows, the composite principal community contour for KRRE and KBMB defines the second radio market.

In the cases of the KCCL-FM/KBMB radio market and the KRRE/KBMB radio market, Entravision proposes common ownership of two commercial FM radio stations in a single radio market. Section 73.3555 of the FCC Rules allows a single entity to own, operate, or control as many as eight commercial radio stations in a single radio market depending on the number of other commercial radio stations in the radio market. In the most restrictive radio market defined in Section 73.3555(a)(1)(iv) of the FCC Rules where there are 14 or fewer commercial radio stations, a single entity may

own, operate, or control up to five commercial radio stations provided that no more than three of the commonly owned, operated, or controlled stations are in the same radio service (AM or FM) and that the total number of commercial radio stations owned, operated, or controlled does not constitute more than half of the total number of commercial radio stations in the radio market.

To demonstrate the compliance of Entravision's proposal with the requirements of Section 73.3555 of the FCC Rules in the most restrictive case of 14 or fewer stations in the radio market, the sites for three additional licensed, operating commercial radio stations located inside the KCCL-FM/KBMB radio market were plotted on the map of Figure 2 of this engineering exhibit and the sites for another three additional licensed, operating commercial radio stations located inside the KRRE/KBMB radio market were plotted on the map of Figure 3 of this engineering exhibit. Since the sites for all of the additional stations are located inside their respective radio market boundary, it is axiomatic that the principal community contours for the additional stations overlap the boundary of the associated radio market.

Figure 2 shows that there are at least five licensed, operating commercial stations in the KCCL-FM/KBMB radio market, and Entravision proposes common ownership of only two of the FM stations in the radio market. Figure 3 shows that there are at least five licensed, operating commercial stations in the KRRE/KBMB radio market, and Entravision proposes common ownership of only two of the FM stations in that radio market. Since Entravision proposes common ownership of fewer than three stations in the same service in each of the radio markets, this proposal does not exceed the maximum number of stations permitted under Section 73.3555(a)(1)(iv) of the FCC Rules for markets of this size. Further, since the principal community contours for three additional stations overlap the boundary of the KCCL-FM/KBMB radio market and the principal community contours for another three additional stations overlap the boundary of the KRRE/KBMB radio market, this proposal also complies in both cases with the requirement of Section 73.3555(a)(1)(iv) of the FCC Rules that in markets with 14 or fewer stations, a single entity not own, operate, or control more than half of the total number of commercial radio stations in the radio market.

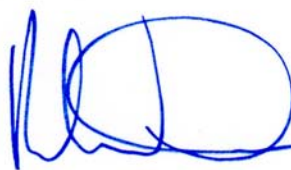
The facilities for the stations with contour and site locations depicted in Figures 2 and 3 of this exhibit are tabulated in Figure 4 of this exhibit.

CONCLUSION

There are at least five commercial radio stations in the radio market defined by the overlapping KCCL-FM and KBMB principal community contours, and there are at least five commercial radio stations in the radio market defined by the overlapping KRRE and KBMB principal community contours. Thus, Entravision's ownership of KCCL-FM, KRRE, and KBMB comports with the requirements of Section 73.3555 of the FCC Rules governing multiple ownership of commercial radio stations.

CERTIFICATION

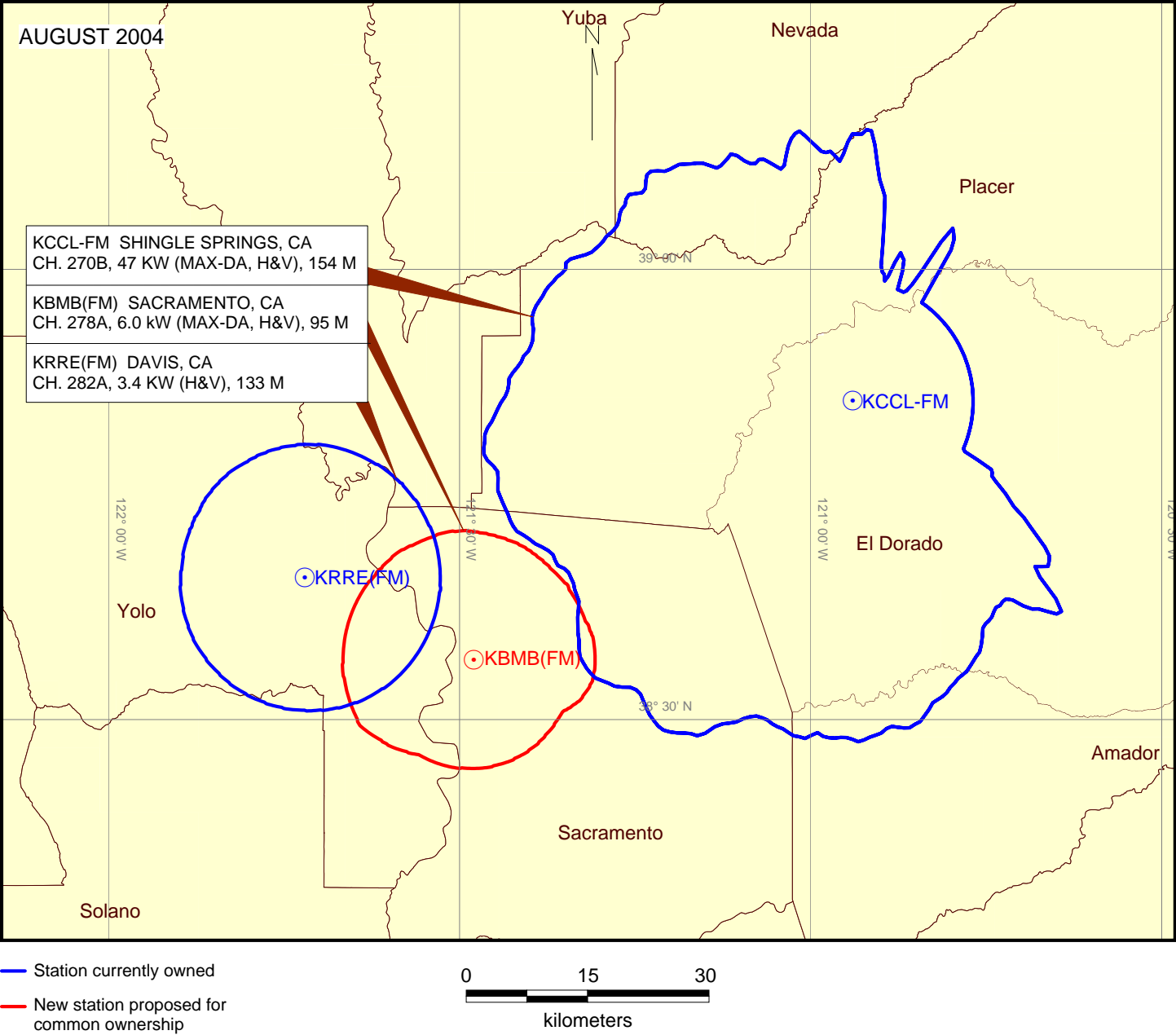
I certify under penalty of perjury that the foregoing is true and correct. Executed on August 3, 2004.



Robert W. Denny, Jr., P.E.



FIGURE 1



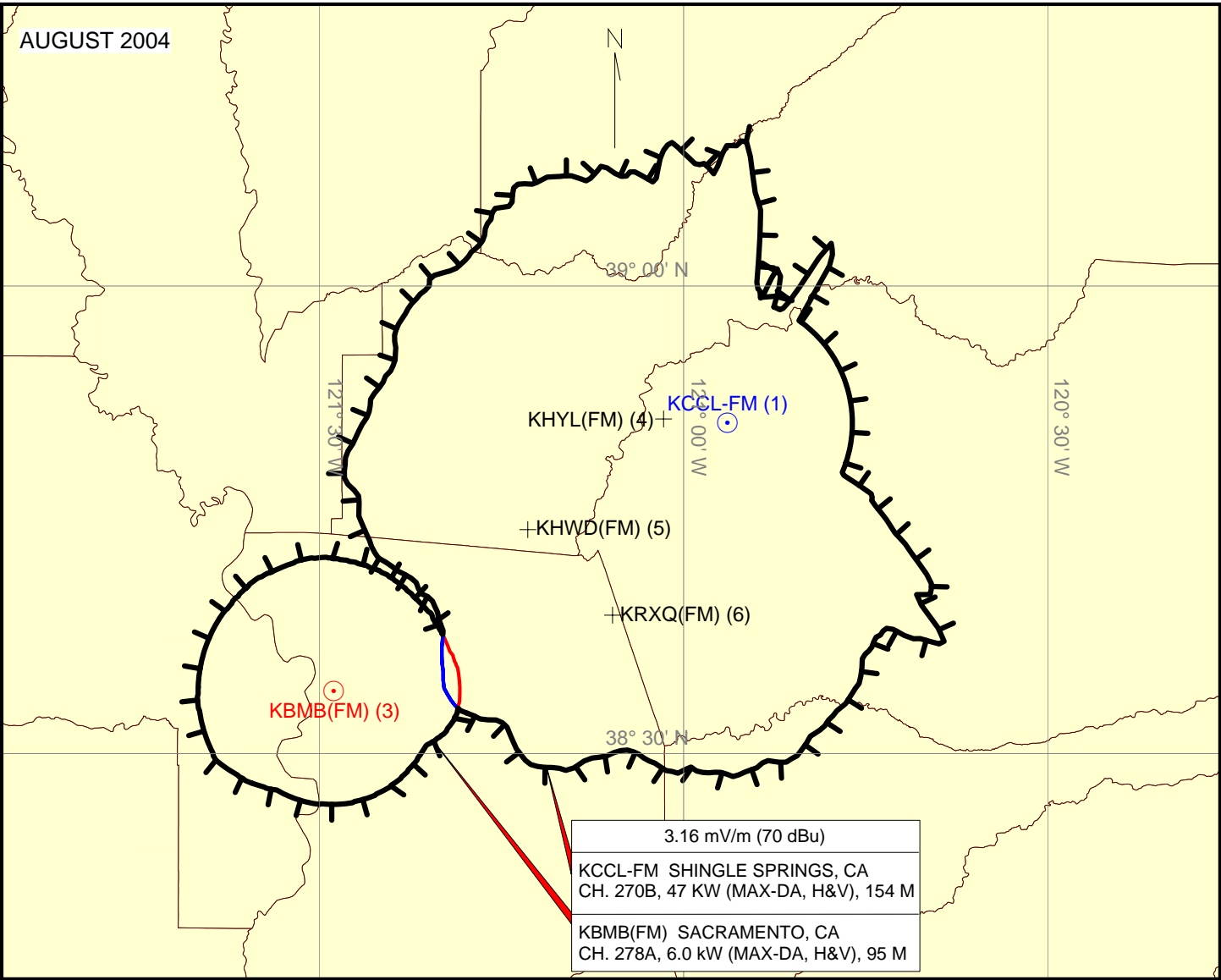
CALCULATED 70 DBU CONTOURS

Prepared for

ENTRAVISION HOLDINGS, LLC

Denny & Associates, P.C. Consulting Engineers

FIGURE 2



Radio Market Boundary



See Figure 4 for identification
of station facilities.

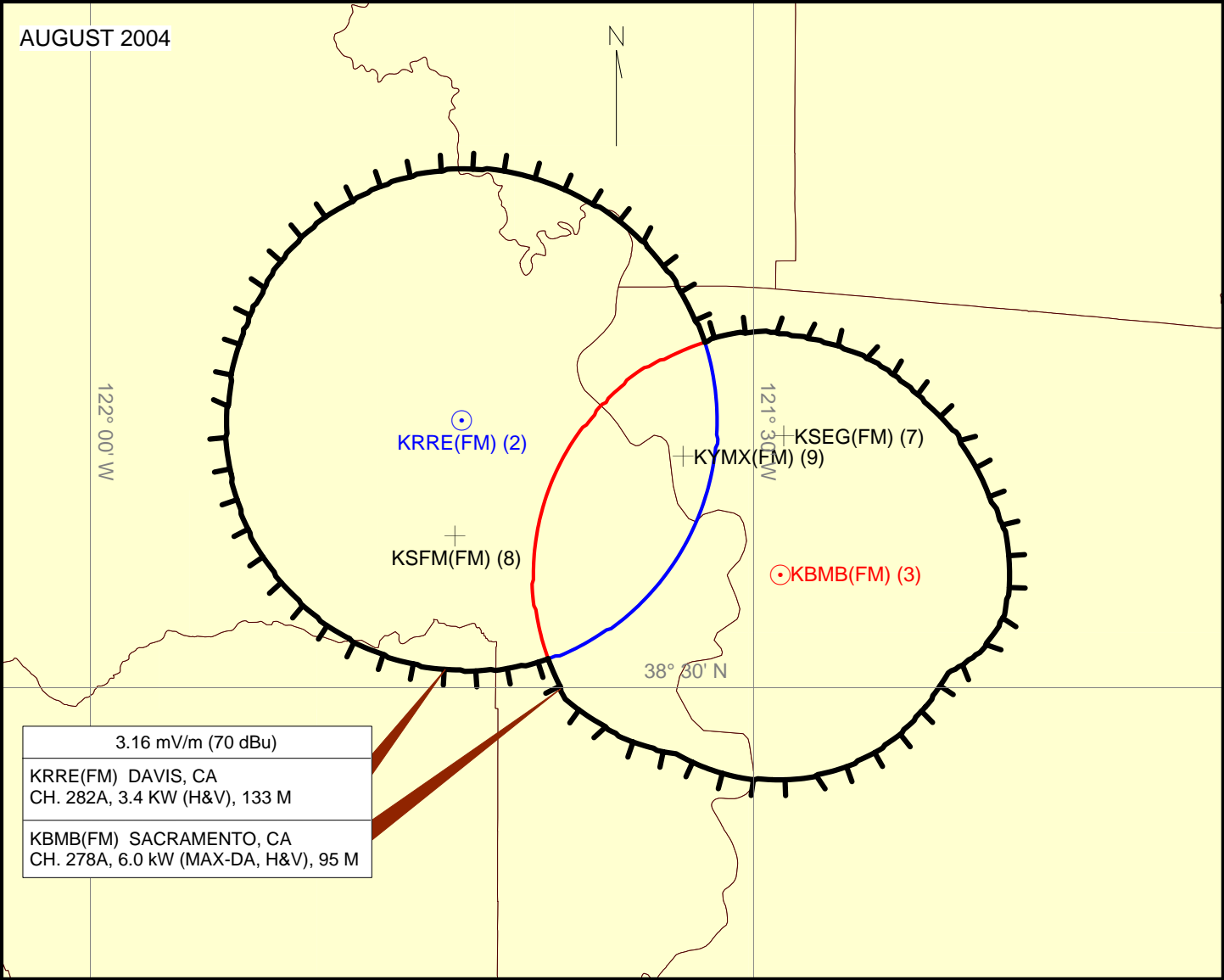
KCCL-FM/KBMB(FM) RADIO MARKET AND SOME OTHER AURAL SERVICES

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FIGURE 3



Radio Market Boundary

0 7.5 15



kilometers

See Figure 4 for identification
of station facilities.

KRRE(FM)/KBMB(FM) RADIO MARKET AND SOME OTHER AURAL SERVICES

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RADIO MULTIPLE OWNERSHIP STUDY

**PROPOSED COMMONLY OWNED RADIO STATIONS
AND ADDITIONAL LICENSED COMMERCIAL RADIO STATIONS
IN THE KCCL-FM/KBMB(FM) AND KRRE(FM)/KBMB(FM) RADIO MARKETS**

- | | |
|--|---|
| 1. KCCL-FM, Ch 270B
Shingle Springs, CA
FCC Facility ID: 50302
38° 51' 12" NL; 120° 56' 23" WL
47 kW(Max-DA, H&V), 154 m | 5. KHWD(FM), Ch 229B1
Roseville, CA
FCC Facility ID: 11273
38° 44' 22" NL; 121° 12' 50" WL
25 kW (H&V), 100 m |
| 2. KRRE(FM), Ch 282A
Davis, CA
FCC Facility ID: 53653
38° 39' 26" NL; 121° 43' 12" WL
3.4 kW (H&V), 133 m | 6. KRXQ(FM), Ch 253B
Sacramento, CA
FCC Facility ID: 20354
38° 38' 53" NL; 121° 05' 51" WL
50 kW (H&V), 151 m |
| 3. KBMB(FM), Ch 278A
Sacramento, CA
FCC Facility ID: 20435
38° 33' 59" NL; 121° 28' 47" WL
6.0 kW(Max-DA, H&V), 95 m | 7. KSEG(FM), Ch 245B
Sacramento, CA
FCC Facility ID: 11281
38° 38' 53" NL; 121° 28' 38" WL
50 kW (H&V), 152 m |
| 4. KHYL(FM), Ch 266B
Auburn, CA
FCC Facility ID: 10144
38° 51' 28" NL; 121° 01' 39" WL
36 kW (H&V), 176 m | 8. KSFM(FM), Ch 273B
Woodland, CA
FCC Facility ID: 59598
38° 35' 20" NL; 121° 43' 30" WL
50 kW (H&V), 152 m |

9. KYMX(FM), Ch 241B
Sacramento, CA
FCC Facility ID: 72116
38° 38' 09" NL; 121° 33' 11" WL
50 kW (H&V), 145 m