

**RADIO MARKET ANALYSIS**  
**RADIO/TELEVISION CROSS OWNERSHIP REVIEW**  
**DOUBLE O MISSOURI CORPORATION**  
**KSIS/KSDL RADIO STATIONS**  
**SEDALIA, MISSOURI**  
**KXXK RADIO STATION**  
**KNOB NOSTER, MISSOURI**  
**May 2006**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared on behalf of Double O Missouri Corporation ("Double O"), proposed assignee KSIS, 1050 kHz, and KSDL, Channel 222A, Sedalia, Missouri and KXXK, Channel 289C2, Knob Noster, Missouri. Principals of Double O have attributable interests in the Barrington Broadcasting Missouri Corporation, licensee of KRCG, Channel 13Z (KRCG-DT, Channel 12), Jefferson City, Missouri. Therefore a Radio Market analysis and Radio/Television cross ownership review has been undertaken.

**RADIO MARKET ANALYSIS**

2. KSIS, KSDL and KXXK 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, a single radio market is created. 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 KSIS, KSDL and KXXK are in compliance with the Commission's multiple ownership rules. The contours of the subject stations are used to define the market boundary, hereinafter referred to as the "Radio Market". 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 KSIS/KSDL/KXXK radio market, which shows a total of nine stations, including the three subject stations. Exhibit #3 is a tabulation of the stations in the Radio Market. 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). Based on this number of facilities, it has been herein demonstrated that the assignment of KSIS, KSDL and KXXK to Double O is in compliance with §73.3555 of the Commission's rules.

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

5. 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 television station.

6. As indicated on Exhibit #4, the Grade A contour does not reach the communities of either Sedalia or Knob Noster, Missouri.<sup>1</sup> Further, the relevant contours of the subject radio stations do not reach the community of Jefferson City, Missouri. As such, there are no Radio/Television cross ownership issues created as a result of the acquisition of KSIS, KSDL and KXXK by Double O.

7. 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.

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1) Further it is noted that the two pertinent DTV contours of KRCG do not completely encompass either Sedalia or Knob Noster, Missouri.



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


BLH-20060201BBK  
Latitude: 38-44-03 N  
Longitude: 093-13-31 W  
ERP: 6.00 kW  
Channel: 222A  
Frequency: 92.3 MHz

BLH-20030912ABU  
Latitude: 38-45-32 N  
Longitude: 093-25-32 W  
ERP: 38.00 kW  
Channel: 289C2  
Frequency: 105.7 MHz

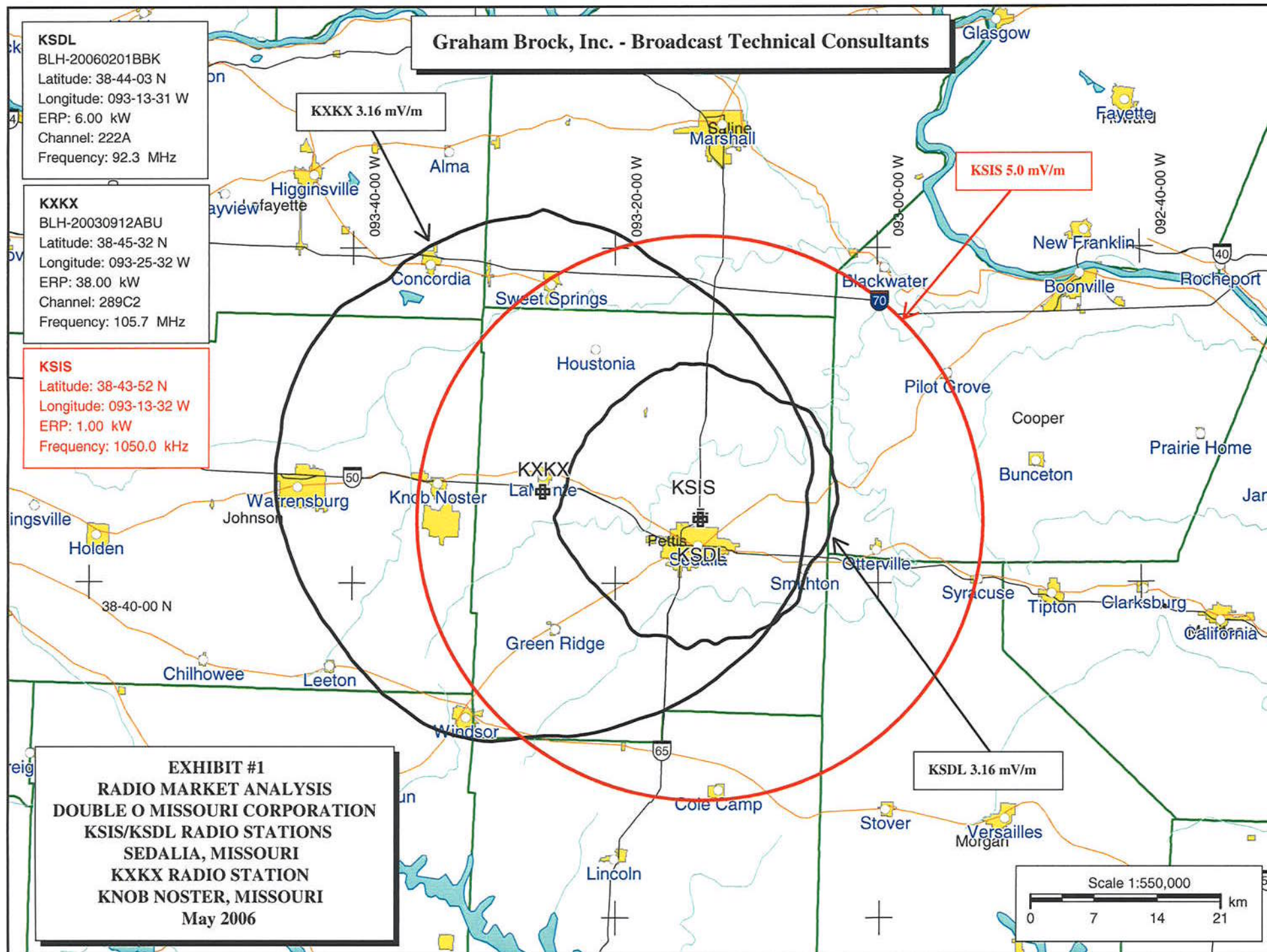
Latitude: 38-43-52 N  
Longitude: 093-13-32 W  
ERP: 1.00 kW  
Frequency: 1050.0 kHz

**EXHIBIT #1**  
**RADIO MARKET ANALYSIS**  
**DOUBLE O MISSOURI CORPORATION**  
**KSIS/KSDL RADIO STATIONS**  
**SEDALIA, MISSOURI**  
**KXXK RADIO STATION**  
**KNOB NOSTER, MISSOURI**  
**May 2006**

Scale 1:550,000



0 7 14 21 km





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

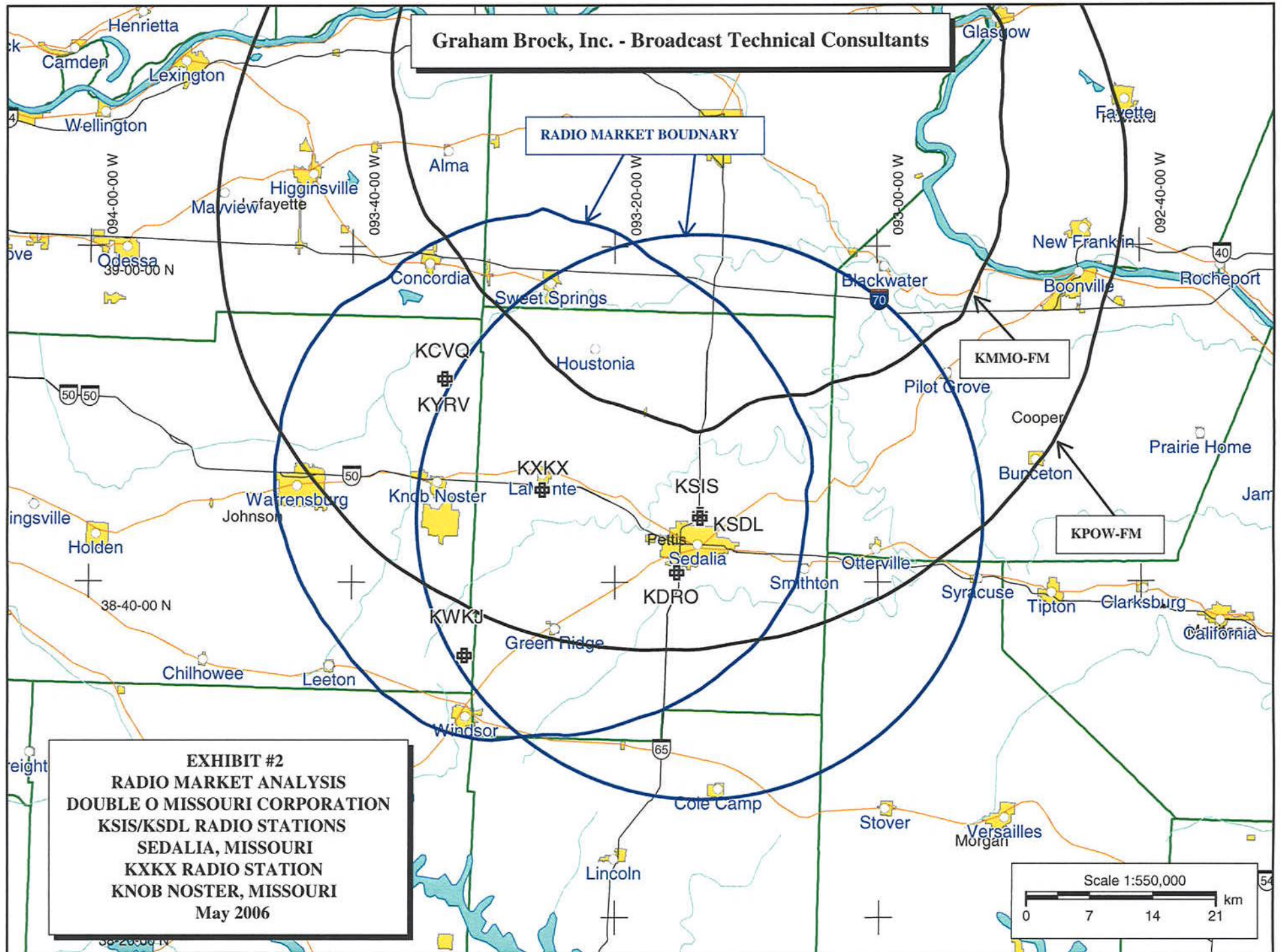
**RADIO MARKET BOUNDARY**

**KMMO-FM**

**KPOW-FM**

**EXHIBIT #2**  
**RADIO MARKET ANALYSIS**  
**DOUBLE O MISSOURI CORPORATION**  
**KSIS/KSDL RADIO STATIONS**  
**SEDALIA, MISSOURI**  
**KXXK RADIO STATION**  
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Scale 1:550,000  
0 7 14 21 km



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**EXHIBIT #3**

**Tabulation of Stations in Radio Market**

**AM Stations**

*	KSIS	1050 kHz	Sedalia, Missouri
	KDRO	1490 kHz	Sedalia, Missouri

Total AM Stations - 2

**FM Stations**

	KYRV	Ch 201A	Concordia, Missouri
	KCVO	Ch 209A	Knob Noster, Missouri
*	KSDL	Ch 222A	Sedalia, Missouri
+	KPOW-FM	Ch 249C1	La Monte, Missouri
	KWKJ	Ch 253A	Windsor, Missouri
+	KMMO-FM	Ch 275C1	Marshall, Missouri
*	KXXK	Ch 289C2	Knob Noster, Missouri

Total FM Stations - 7

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 9**

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



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

**KXXK**  
BLH-20030912ABU  
Latitude: 38-45-32 N  
Longitude: 093-25-32 W  
ERP: 38.00 kW  
Channel: 289C2  
Frequency: 105.7 MHz

**KSDL**  
BLH-20060201BBK  
Latitude: 38-44-03 N  
Longitude: 093-13-31 W  
ERP: 6.00 kW  
Channel: 222A  
Frequency: 92.3 MHz

**KSIS**  
Latitude: 38-43-52 N  
Longitude: 093-13-32 W  
ERP: 1.00 kW  
Frequency: 1050.0 kHz

KXXK 1.0 mV/m (60 dBu)

KSDL 1.0 mV/m (60 dBu)

KRCG-DT CONTOURS (43 dBu/36 dBu)

**KRCG**  
BMLCT-20041028AGR  
Latitude: 38-41-30 N  
Longitude: 092-05-44 W  
ERP: 316.00 kW  
Channel: 13Z  
Frequency: 213.0 MHz

**KRCG-DT**  
BLC DT-20030709ABP  
Latitude: 38-41-30 N  
Longitude: 092-05-44 W  
ERP: 15.10 kW  
Channel: 12  
Frequency: 207.0 MHz

KRCG GRADE A (71 dBu)

KSIS 2.0 mV/m

**EXHIBIT #4**  
**RADIO MARKET ANALYSIS**  
**(TV/RADIO CROSS OWNERSHIP)**  
**DOUBLE O MISSOURI CORPORATION**  
**KSIS/KSDL RADIO STATIONS**  
**SEDALIA, MISSOURI**  
**KXXK RADIO STATION**  
**NOB NOSTER, MISSOURI**  
**May 2006**

Scale 1:1,000,000  
0 20 40 60 km

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

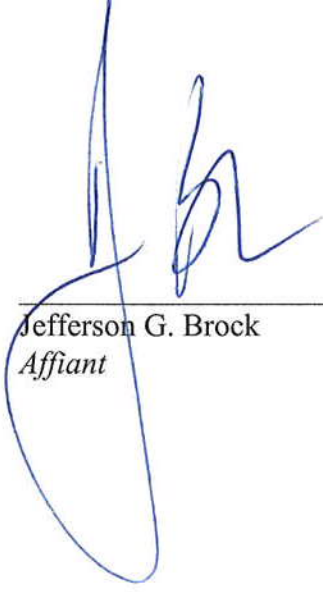
*State of Georgia    )*  
*St. Simons Island    ) ss:*  
*County of Glynn    )*

**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