

# GRAHAM BROCK, INC.

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BROADCAST TECHNICAL CONSULTANTS

**RADIO MARKET ANALYSIS**  
**APEX BROADCASTING, INC.**  
**KBXG RADIO STATION**  
**LAKE CHARLES, LOUISIANA**  
**April 2004**

**TECHNICAL EXHIBIT**

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**RADIO MARKET ANALYSIS**  
**APEX BROADCASTING, INC.**  
**KBXG RADIO STATION**  
**LAKE CHARLES, LOUISIANA**  
**April 2004**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared on behalf of Apex Broadcasting, Inc. ("Apex"). Apex is proposing to make minor changes in the facilities of KBXG, Channel 258C0, Lake Charles, Louisiana. As a result, the city grade contour of the station will change. Apex is also the licensee of radio stations KLCL, 1470 kHz, Lake Charles, Louisiana; KJMH, Channel 298C2, Lake Arthur, Louisiana; KJEF, 1290 kHz, and KHLA, Channel 225C2, Jennings, Louisiana; and KNUF, Channel 221C3, De Ridder, Louisiana.<sup>1</sup> As a result of the relocation of KBXG, the radio market in which Apex has interests is changed. Because of the overlap of contours between the stations, three distinct radio markets are created. Market #1 consists of FM stations KBXG (proposed) and KNUF licensed. Market #2 consists of FM stations KBXG (proposed), KHLA and KNUF (applied for) and AM station KLCL. Market #3 consists of FM stations KBXG (proposed), KHLA and KJMH and AM station KLCL. Exhibit #1 is a map depicting all the Apex stations.

2. A study, therefore, has been conducted to determine if ownership of these facilities complies with §73.3555 of the Commission's rules. Since the proposed KBXG is a subject station in each of the markets, its contour will be used to define the market boundary, hereinafter

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1) There is a pending application to relocate KNUF and implement a change in community of license to De Quincy, Louisiana (BPH-20031212AAY). This application is considered in this instant review.

referred to as the “Radio Market”. The study will determine the number of other commercial AM and FM stations that either have transmitter sites within, or provide coverage to, the subject radio market. Once this is determined, the subject stations in each of the respective markets will be added to demonstrate compliance with the Commission’s rules.

3. Exhibit #2 is a depiction of the other stations within the KBXG city grade/Radio Market boundary; thirteen commercial AM and FM stations are depicted. Exhibit #3 is a tabulation of the stations in Radio Market #1 [KBXG (proposed) /KNUF (licensed)], a total of fifteen stations, including the subject stations. The number of stations depicted falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules.<sup>2</sup> At the fifteen to twenty-nine stations level, common ownership or control of up to six stations, with no more than four in the same service, is permissible.

4. Exhibit #4 is a tabulation of the stations in Radio Market #2 [KBXG (proposed), KHLA, KNUF (applied for) and KLCL], a total of seventeen stations, including the subject stations. The number of stations depicted falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules.<sup>3</sup> At the fifteen to twenty-nine stations level, common ownership or control of up to six stations, with no more than four in the same service, is permissible.

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2) Although there are additional stations providing service to the Radio Market, they are not considered since the number of stations was ample to demonstrate compliance with the rules based on the number of stations proposed to be commonly owned.

3) See Footnote 2 supra.

5. Exhibit #5 is a tabulation of the stations in Radio Market #3 [KBXG (proposed), KHLA, KJMH and KLCL], listing a total of seventeen stations, including the subject stations. The number of stations depicted falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules.<sup>4</sup> At the fifteen to twenty-nine stations level, common ownership or control of up to six stations, with no more than four in the same service, is permissible. Based on Apex's interests in the above referenced stations in three separate markets, it is demonstrated herein that the proposed relocation of KBXG is in compliance with the Commission's multiple ownership rules, as detailed in §73.3555 of the rules.

7. The foregoing technical statement was prepared on behalf of Apex Broadcasting, Inc., 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 and FM 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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4) See Footnote 2 supra.

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

**KBXG Licensed**  
 BLH-19930730KA  
 Latitude: 30-23-59 N  
 Longitude: 093-00-10 W  
 ERP: 100.00 kW  
 Channel: 258C1  
 AMSL Height: 297.0 m

**KBXG Proposed**  
 Latitude: 30-17-26 N  
 Longitude: 093-34-35 W  
 ERP: 100.00 kW  
 Channel: 258C0  
 AMSL Height: 317.0 m

**KHLA**  
 BLH-20020402AAN  
 Latitude: 30-10-48 N  
 Longitude: 093-01-52 W  
 ERP: 30.00 kW  
 Channel: 225C2  
 AMSL Height: 199.0 m

**KJMH**  
 BLH-19980902KA  
 Latitude: 30-12-07 N  
 Longitude: 092-56-47 W  
 ERP: 50.00 kW  
 Channel: 298C2  
 AMSL Height: 143.0 m

**KJEF**  
 Latitude: 30-12-38 N  
 Longitude: 092-39-55 W  
 ERP: 1.00 kW  
 Frequency: 1290 kHz

**KLCL**  
 Latitude: 30-15-31 N  
 Longitude: 093-16-07 W  
 ERP: 5.00 kW  
 Frequency: 1470 KHz

**KNUF 3.16 mV/m**

**KNUF App. 3.16 mV/m**

**KBXG Lic. 3.16 mV/m**

**KBXG Prop. 3.16 mV/m**

**KNUF**  
 BMLH-20010921AAF  
 Latitude: 30-48-35 N  
 Longitude: 093-29-29 W  
 ERP: 12.00 kW  
 Channel: 221C3  
 AMSL Height: 181.0 m

**KNUF App.**  
 BPH-20031212AA Y  
 Latitude: 30-28-47 N  
 Longitude: 093-28-51 W  
 ERP: 25.00 kW  
 Channel: 221C3  
 AMSL Height: 120.0 m

**KLCL 5.0 mV/m**

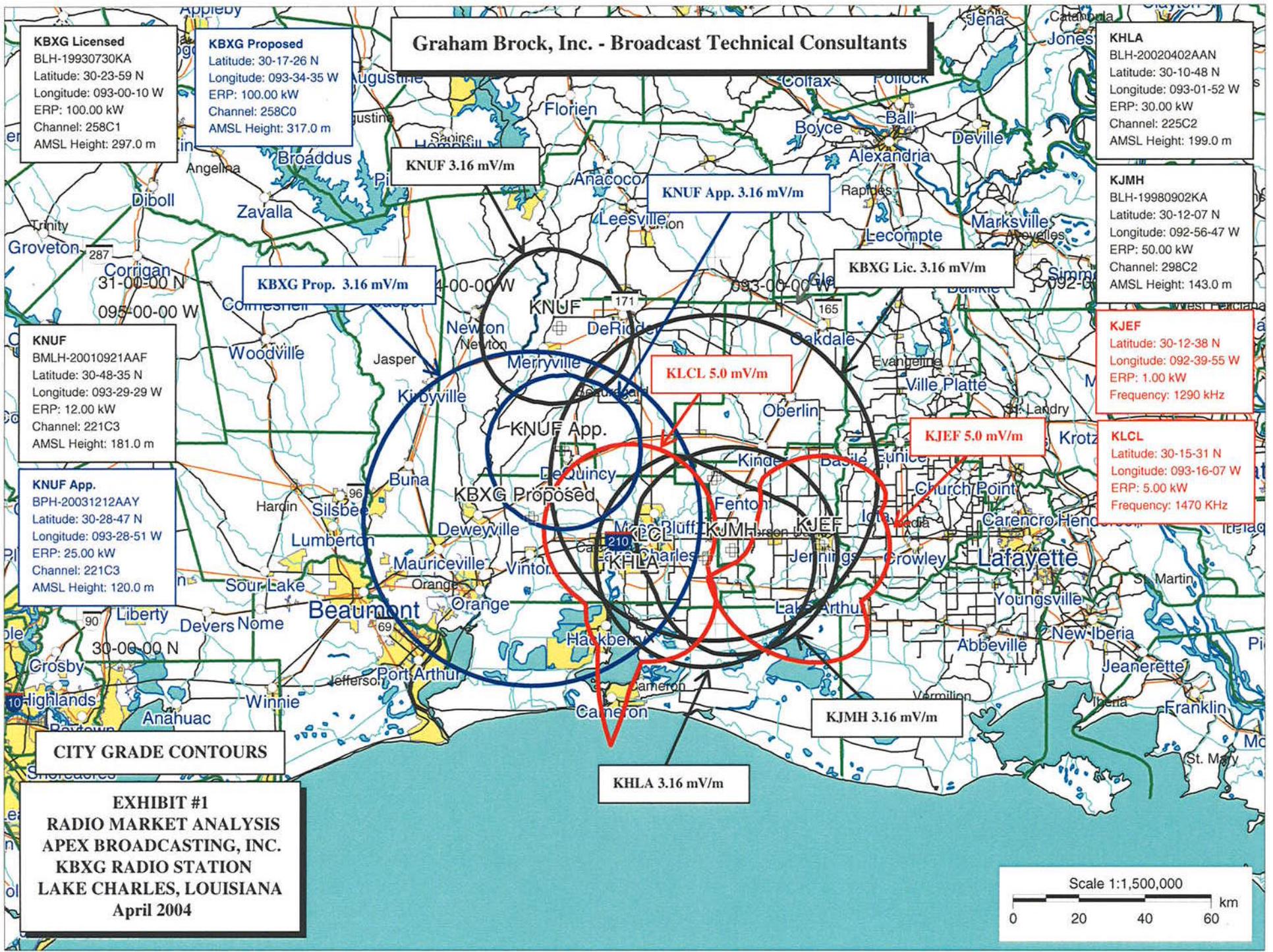
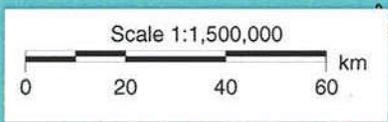
**KJEF 5.0 mV/m**

**KJMH 3.16 mV/m**

**KHLA 3.16 mV/m**

**CITY GRADE CONTOURS**

**EXHIBIT #1  
 RADIO MARKET ANALYSIS  
 APEX BROADCASTING, INC.  
 KBXG RADIO STATION  
 LAKE CHARLES, LOUISIANA  
 April 2004**

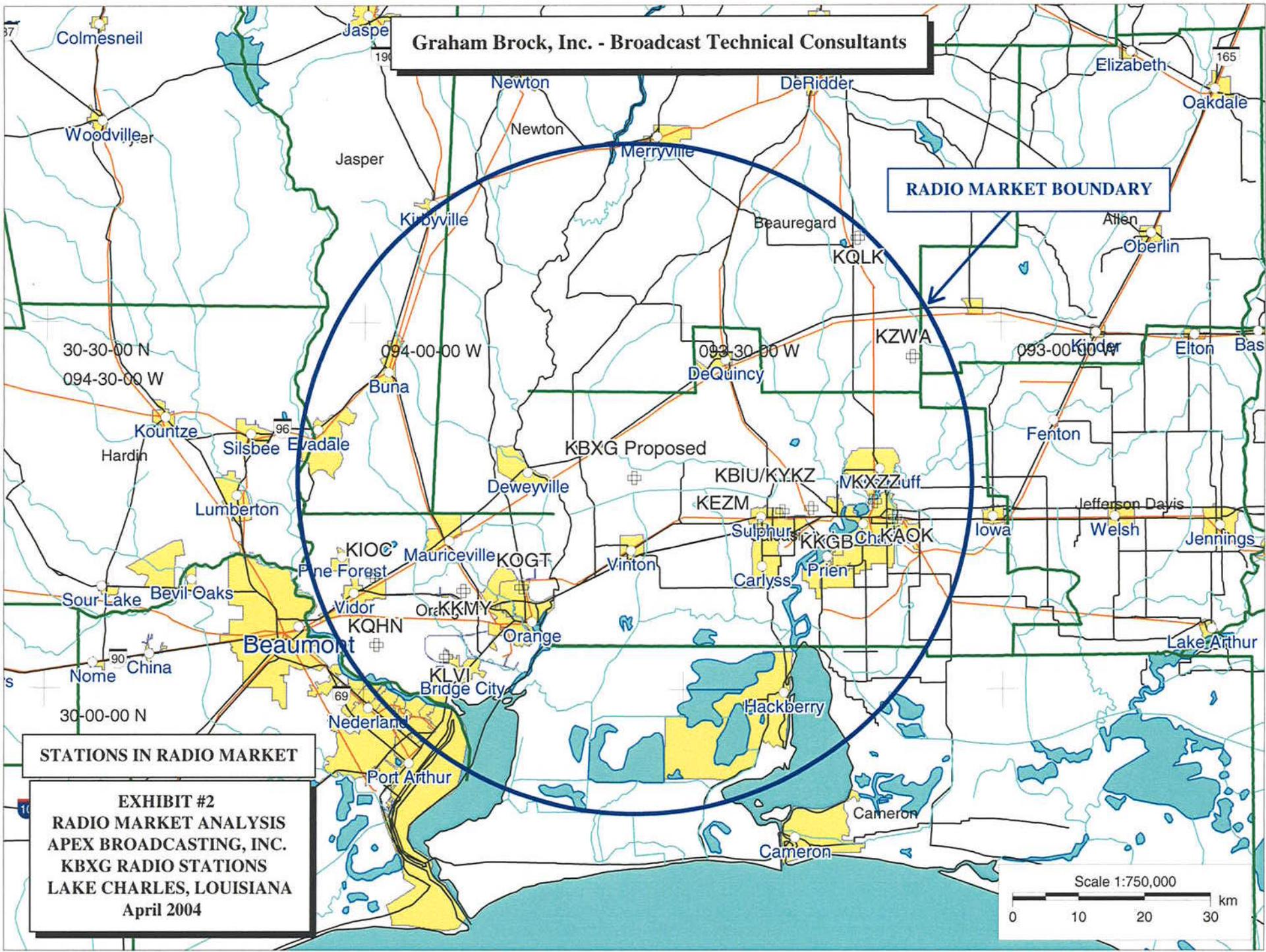
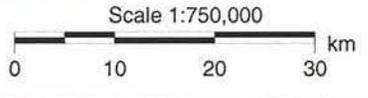


**Graham Brock, Inc. - Broadcast Technical Consultants**

**RADIO MARKET BOUNDARY**

**STATIONS IN RADIO MARKET**

**EXHIBIT #2  
RADIO MARKET ANALYSIS  
APEX BROADCASTING, INC.  
KBXG RADIO STATIONS  
LAKE CHARLES, LOUISIANA  
April 2004**



**RADIO MARKET ANALYSIS**  
**APEX BROADCASTING, INC.**  
**KBXG RADIO STATION**  
**LAKE CHARLES, LOUISIANA**  
**April 2004**

**EXHIBIT #3**

**Tabulation of Stations in Radio Market #1**

**AM Stations**

KLVI	560 kHz	Beaumont, Texas
KEZM	1310 kHz	Sulphur, Louisiana
KAOK	1400 kHz	Lake Charles, Louisiana
KQHN	1510 kHz	Nederland, Texas
KXZZ	1580 kHz	Lake Charles, Louisiana
KOGT	1600 kHz	Orange, Texas

Total AM Stations - 6

**FM Stations**

* KNUF	Ch 221C3	De Ridder, Louisiana
KYKZ	Ch 241C1	Lake Charles, Louisiana
KQLK	Ch 250C2	De Ridder, Louisiana
* KBXG	Ch 258C0	Lake Charles, Louisiana
KKGB	Ch 267C3	Sulphur, Louisiana
KBIU	Ch 279C1	Lake Charles, Louisiana
KKMY	Ch 283C1	Orange, Texas
KZWA	Ch 285C3	Moss Bluff, Louisiana
KIOC	Ch 291C	Orange, Louisiana

Total FM Stations - 9

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 15**

\* Subject station.

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**April 2004**

**EXHIBIT #4**

**Tabulation of Stations in Radio Market #2**

**AM Stations**

KLVI	560 kHz	Beaumont, Texas
KEZM	1310 kHz	Sulphur, Louisiana
KAOK	1400 kHz	Lake Charles, Louisiana
* KLCL	1470 kHz	Lake Charles, Louisiana
KQHN	1510 kHz	Nederland, Texas
KXZZ	1580 kHz	Lake Charles, Louisiana
KOGT	1600 kHz	Orange, Texas

Total AM Stations - 7

**FM Stations**

* KNUF	Ch 221C3	De Quincy, Louisiana
* KHLA	Ch 225C2	Jennings, Louisiana
KYKZ	Ch 241C1	Lake Charles, Louisiana
KQLK	Ch 250C2	De Ridder, Louisiana
* KBXG	Ch 258C0	Lake Charles, Louisiana
KKGB	Ch 267C3	Sulphur, Louisiana
KBIU	Ch 279C1	Lake Charles, Louisiana
KKMY	Ch 283C1	Orange, Texas
KZWA	Ch 285C3	Moss Bluff, Louisiana
KIOC	Ch 291C	Orange, Louisiana

Total FM Stations - 10

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 17**

\* Subject station.

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**April 2004**

**EXHIBIT #5**

**Tabulation of Stations in Radio Market #3**

**AM Stations**

KLVI	560 kHz	Beaumont, Texas
KEZM	1310 kHz	Sulphur, Louisiana
KAOK	1400 kHz	Lake Charles, Louisiana
* KLCL	1470 kHz	Lake Charles, Louisiana
KQHN	1510 kHz	Nederland, Texas
KXZZ	1580 kHz	Lake Charles, Louisiana
KOGT	1600 kHz	Orange, Texas

Total AM Stations - 7

**FM Stations**

* KHLA	Ch 225C2	Jennings, Louisiana
KYKZ	Ch 241C1	Lake Charles, Louisiana
KQLK	Ch 250C2	De Ridder, Louisiana
* KBXG	Ch 258C0	Lake Charles, Louisiana
KKGB	Ch 267C3	Sulphur, Louisiana
KBIU	Ch 279C1	Lake Charles, Louisiana
KKMY	Ch 283C1	Orange, Texas
KZWA	Ch 285C3	Moss Bluff, Louisiana
KIOC	Ch 291C	Orange, Louisiana
* KJMH	Ch 298C2	Lake Arthur, Louisiana

Total FM Stations - 10

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 17**

\* Subject station.

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

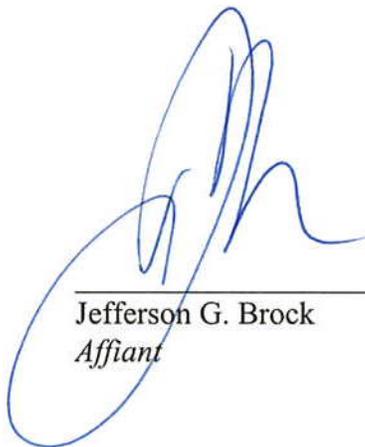
State of Georgia )  
St. Simons Island ) ss:  
County of Glynn )

**JEFFERSON G. BROCK**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Apex Broadcasting, Inc., 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.

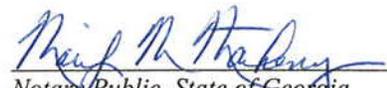
*This the 15th day of April, 2004.*



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Jefferson G. Brock  
*Affiant*

*Sworn to and subscribed before me  
this the 15th day of April, 2004.*

  
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Notary Public, State of Georgia  
My Commission Expires: September 3, 2007