

Multiple Ownership Study

Applicant: Winton Road Broadcasting Co., LLC

Proposed Station and Community: KAYF(FM) Bayfield, CO

County of License: La Plata County, Colorado

BIA/Arbitron Market: No

Type of Ownership Study: Modified Contour Overlap Method

Number of Mutual Overlap Markets: 1

The Community of License for the station subject to this study is not located in a county which BIA and Arbitron define as being part of an Arbitron Metro nor has the station appeared “above the line” in any Arbitron Ratings as reported by BIA in the previous two years. Therefore, the Modified Contour Overlap Method shall be employed to demonstrate multiple ownership compliance with Section 73.3555.

Market #1:

The attached map entitled “Market #1 Numerator” depicts the principal community contours of those stations that are commonly attributable to the Applicant forming Market #1. The area shaded gray on this map constitutes the Composite Overlap Area of all stations attributable to the Applicant in Market #1.¹ The area-shaded yellow constitutes the Mutual Overlap Area of the commonly attributable stations in Market #1.

Numerator Stations in Mutual Overlap Market #1: **0 AM and 3 FM**

Call Coordinates Dist Bear Chan Pwr(kW) City State File #

1 KAYF.PRO 372021N 1074925W 29 95 225C2 9.2 Bayfield CO PROPOSED
2 KISZFM.L 372148N 1080900W 60.4 74 250C 100 Cortez CO BLH19780921AG
3 KPTE.L 372021N 1074925W 29 95 259C2 9.2 Durango CO BLH19950711KC

The attached map entitled “Market #1 Denominator” depicts the principal community contour overlaps of the stations included in the Denominator listed below. Each

¹ Attributable nearby stations KDGO(AM), KRWN(FM), KENN(AM), KRTZ(FM), KVFC(AM), and New(FM) CP Shiprock, NM, to not share a common overlap area with KAYF(FM) and are not considered in either the Numerator or Denominator.

Denominator station is a full-power radio station whose principal community contour overlaps or intersects the Composite Overlap Area of Market #1 and each station has its transmitter site located within 92 kilometers from the perimeter of the Numerator's Mutual Overlap Area of the commonly attributable stations that define Market #1. Any stations which are commonly attributable with the Applicant and do not define Market #1 are not included in the Denominator. Commercial and noncommercial stations have been counted in the Denominator.

Denominator Stations in Mutual Overlap Market #1: 29 Stations

Call Coordinates Dist Bear Chan Pwr(kW) City State File #

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1 KAYF.PRO 372021N 1074925W 29 95 225C2 9.2 Bayfield CO PROPOSED
2 KISZFM.L 372148N 1080900W 60.4 74 250C 100 Cortez CO BLH19780921AG
3 KPTE.L 372021N 1074925W 29 95 259C2 9.2 Durango CO BLH19950711KC

4 KWYKFM.L 364154N 1081318W 74.1 184 235C1 100 Aztec NM BLH19891024KF
5 KAZX.L 364852N 1075332W 65.1 159 275C0 100 Kirtland NM BLH20060309ABN
6 KCQL.L 364917N 1075958W 61.6 167 1340 1 AZTEC NM BL
7 KDAG.L 364852N 1075332W 65.1 159 245C0 100 Farmington NM BLH20060309AED
8 KDUR.L 371631N 1075200W 26.9 111 220A 0.205 Durango CO BLED19810223AL
9 KIQX.L 372146N 1074737W 31.6 90 267C 30 Durango CO BLH20020515AAR
10 KIUP.L 371818N 1075125W 26.8 104 930 5 DURANGO CO BL19970117AI
11 KKDC.L 372759N 1083128W 35.1 289 227C2 50 Dolores CO BMLH20040324AFK
12 KKFG.L 363833N 1074654W 86.5 157 283C 100 Bloomfield NM BLH19890104KB
13 KLJH.L 372146N 1074740W 31.5 90 296C 100 Bayfield CO BLH20050919ABQ
14 KLLV.L 371102N 1080454W 20.8 163 550 1.8 BREEN CO BL19890828AG
15 KNDN.L 364348N 1081347W 70.6 185 960 5 FARMINGTON NM BL19780717AL
16 KNMI.L 364016N 1081354W 77.2 185 205C2 6.2 Farmington NM BLED19910131KA
17 KPCL.L 364146N 1081313W 74.3 184 239C1 100 Farmington NM BMLH20051212ABU
18 KRSJ.L 372146N 1074737W 31.6 90 263C 30 Durango CO BLH20020522AAF
19 KRYD.L 381857N 1081147W 105.8 357 285C1 24 Norwood CO BLH20041216ABU
20 KRZE.L 364903N 1080547W 60.8 175 1280 5 FARMINGTON NM BL19811119AB
21 KSJD.L 372857N 1083034W 34.5 292 218A 1.2 Cortez CO BLED20060810AIL
22 KSJE.L 364152N 1081314W 74.1 184 215C3 15 Farmington NM BLED19901108KB
23 KSUT.L 370551N 1073732W 55.1 122 217A 0.43 Ignacio CO BLED19800318AG
24 KTCF.L 372807N 1083248W 37 288 208A 0.5 Dolores CO BMLED20060112AFC
25 KTDU.L 371543N 1075424W 24.3 117 203A 4 Trimble CO BLED20050413ACB
26 KTGW.L 364146N 1081313W 74.3 184 219C3 20 Fruitland NM BMLED20051212ABP
27 KTRAFM.L 364852N 1075332W 65.1 159 271C 100 Farmington NM BMLH20010529ABL
28 KUSW.L 364016N 1081354W 77.2 185 201C3 4.1 Flora Vista NM BLED20080204AAE
29 KUTE.L 372151N 1074656W 32.6 89 211C1 3 Ignacio CO BLED19980717KA
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In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, the Applicant may not be commonly attributable to more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM).

Therefore, the proposal complies with Section 73.3555 in Market #1.

Numerator Composite Coverage (Gray)

llo

KISZ-FM

Telluride

KPTE

Dolores

Cortez

Mancos

Durango

KAYF

Bayfield

Shiprock

Aztec

Farmington

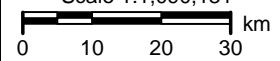
Bloomfield

- KAYF
- KPTE
- KISZ-FM

Mutual Overlap Area (Yellow)

V-Soft Communications LLC ©

Scale 1:1,090,181

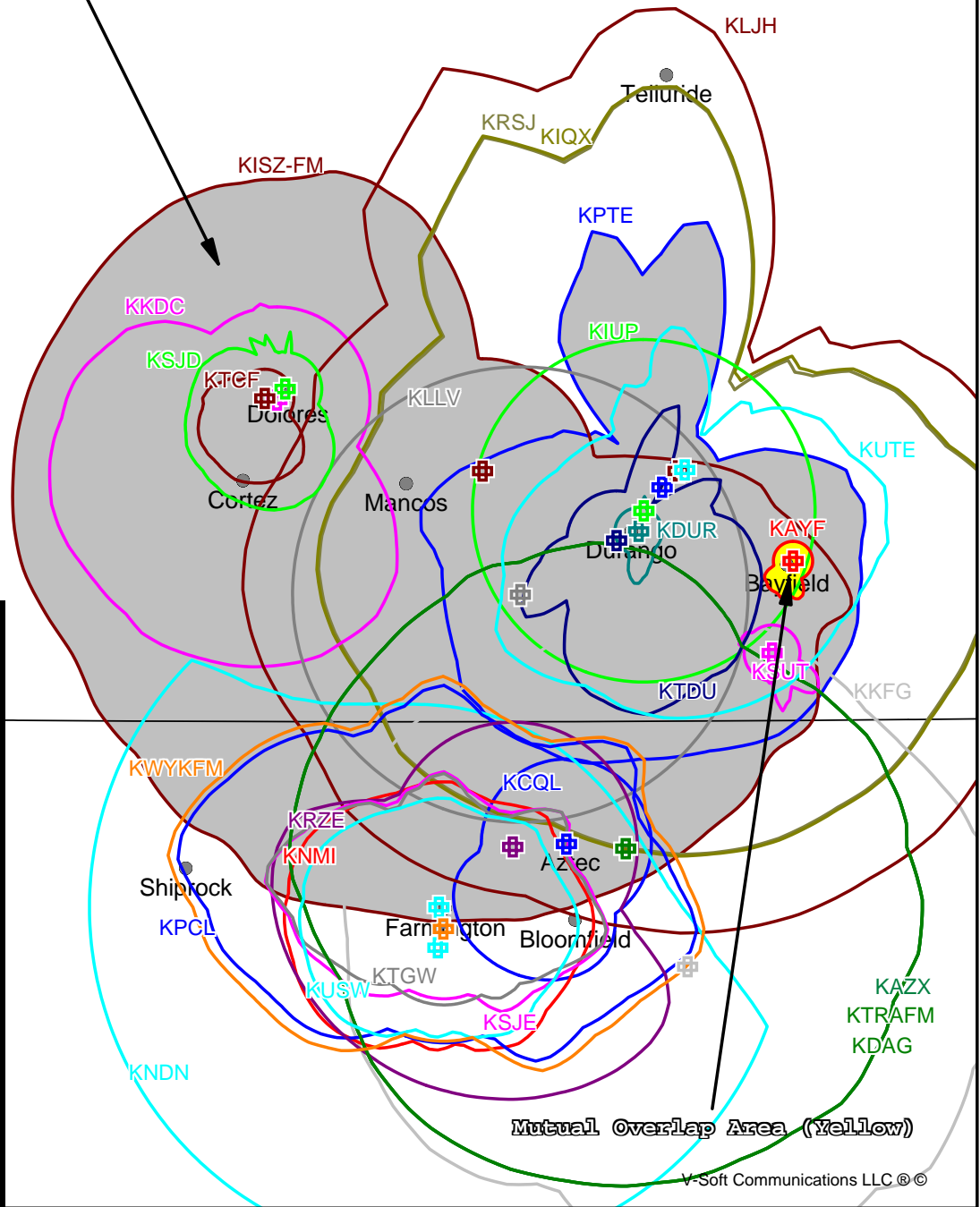


Market #1 Denominator

Numerator Composite Coverage (Gray)

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- KAYF
- KPTE
- KISZ-FM
- KRSJ
- KIQX
- KAZX
- KCQL
- KDAG
- KDUR
- KIUP
- KKDC
- KKFG
- KLJH
- KLLV
- KNDN
- KNMI
- KPCL
- KRZE
- KSJD
- KSJE
- KSUT
- KTCF
- KTDU
- KTGW
- KTRAFM
- KUSW
- KUTE
- KWYKFM



Mutual Overlap Area (Yellow)

V-Soft Communications LLC ©

Scale 1:1,090,181

