

EXHIBIT 5  
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MULTIPLE OWNERSHIP CONSIDERATIONS

Big Mack Broadcasting, Inc.  
Joplin, MO

The proposed KIXQ facilities will have principal community contour overlap with three other commonly owned stations:

KSYN	Joplin, MO	Channel 223C1
KJMK	Webb City, MO	Channel 230C2
KXDG	Webb City, MO	Channel 250A

It should be noted that KSYN is in the process of filing an application which proposes a one-step upgrade to Channel 223C0 from the same transmitter site as the KIXQ facilities proposed herein. Figure 5.0 shows the predicted principal community contour for the proposed KIXQ facilities in relation to the principal community contours of these three commonly owned stations. The 3.16 mV/m contours for KJMK, KXDG, and the licensed KSYN facilities were projected utilizing each station's notified facilities from the FCC's Consolidated Database System ("CDBS") and terrain data extracted from the NGDC 30 second terrain database. The 3.16 mV/m contour for the proposed KIXQ facilities and the proposed KSYN facilities were projected using the actual proposed operating facilities and terrain data from the NGDC 30 second terrain database. As depicted in this figure, these four stations form one market that must be analyzed under two separate scenarios for compliance with the FCC's multiple ownership rules. It should also be noted that the principal community contour for the proposed KIXQ facilities will not overlap the principal community contour of any other commonly owned station not specified above.

The first scenario assumes KSYN to be operating on FM Channel 223C1 with its presently licensed facilities. Figure 5.1 depicts the composite principal community con-

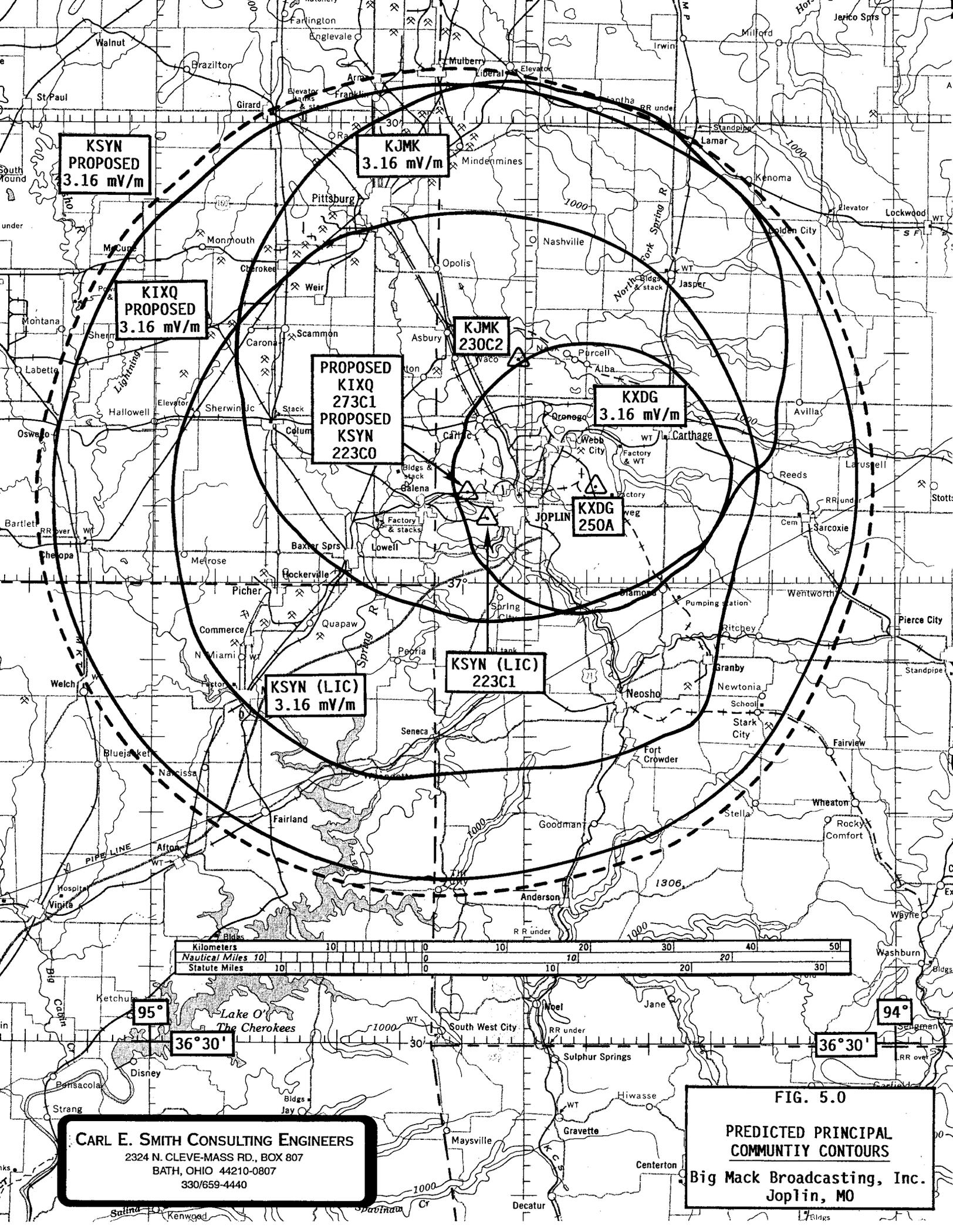
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tour for the market formed by these four commonly owned FM stations under this scenario. Also shown in this figure are the transmitter sites of all operating commercial stations that are located within this composite contour. Table 5.1 is a tabulation of the stations depicted in this figure. As shown by this data, there are 24 stations, including KSYN, KJMK, KXDG, and KIXQ, whose transmitter sites lie within this composite contour. Since it is obvious that the principal community contour of any station whose site is located within this composite contour will overlap this contour, it can be safely said that there are at least twenty-four stations in this market. In fact, this number would be even higher if stations whose transmitter sites are located outside this contour but whose principal community contours overlap this composite contour were included. No such further analysis is necessary in this case, however, since in markets containing 15 to 29 stations, Section 73.3555(a)(1)(iii) of the FCC Rules permits the common ownership of up to six stations, not more than four of which are in the same service. The instant situation involves the common ownership of four FM stations which does not exceed the permitted maximum. Thus, the implementation of the proposed KIXQ facilities will fully comply with the multiple ownership restrictions outlined in Section 73.3555 of the FCC Rules under this scenario.

The second scenario assumes KSYN to be operating on FM Channel 223C0 with its proposed facilities. Figure 5.1 depicts the composite principal community contour for the market formed by these four commonly owned FM stations under this scenario. Also shown in this figure are the transmitter sites of all operating commercial stations that are located within this composite contour. Table 5.1 is a tabulation of the stations depicted in this figure. As shown by this data, there are 24 stations, including KSYN,

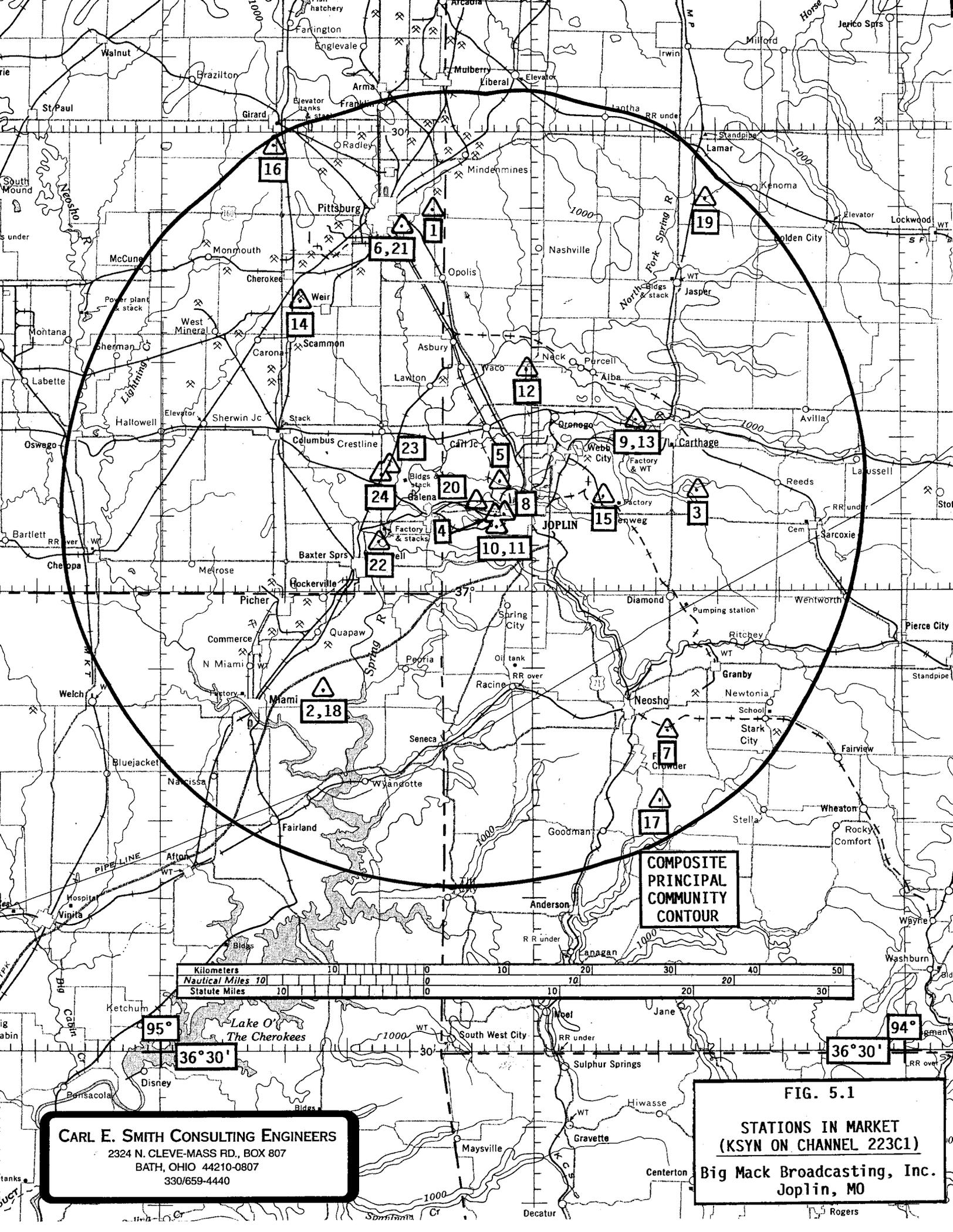
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KJMK, KXDG, and KIXQ, whose transmitter sites lie within this composite contour. Since it is obvious that the principal community contour of any station whose site is located within this composite contour will overlap this contour, it can be safely said that there are at least twenty-four stations in this market. In fact, this number would be even higher if stations whose transmitter sites are located outside this contour but whose principal community contours overlap this composite contour were included. No such further analysis is necessary in this case, however, since in markets containing 15 to 29 stations, Section 73.3555(a)(1)(iii) of the FCC Rules permits the common ownership of up to six stations, not more than four of which are in the same service. The instant situation involves the common ownership of four FM stations which does not exceed the permitted maximum. Thus, the implementation of the proposed KIXQ facilities will fully comply with the multiple ownership restrictions outlined in Section 73.3555 of the FCC Rules under this scenario.

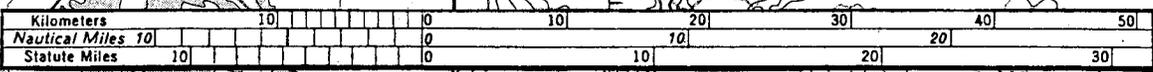


**FIG. 5.0**  
**PREDICTED PRINCIPAL COMMUNITY CONTOURS**  
**Big Mack Broadcasting, Inc.**  
**Joplin, MO**

**CARL E. SMITH CONSULTING ENGINEERS**  
 2324 N. CLEVE-MASS RD., BOX 807  
 BATH, OHIO 44210-0807  
 330/659-4440



**COMPOSITE  
PRINCIPAL  
COMMUNITY  
CONTOUR**



95°      36° 30'      94°

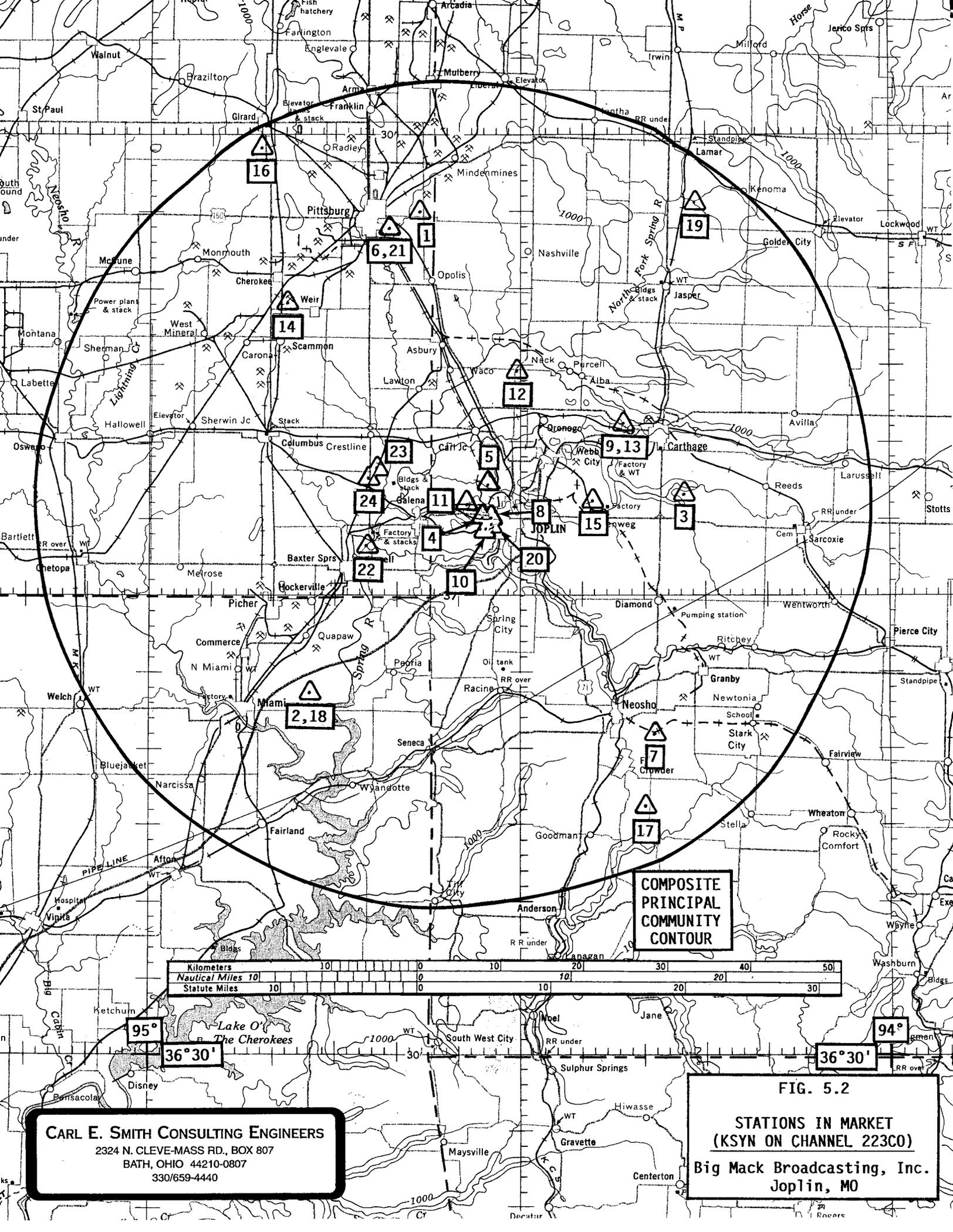
**CARL E. SMITH CONSULTING ENGINEERS**  
 2324 N. CLEVE-MASS RD., BOX 807  
 BATH, OHIO 44210-0807  
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**FIG. 5.1**  
**STATIONS IN MARKET**  
**(KSYN ON CHANNEL 223C1)**  
**Big Mack Broadcasting, Inc.**  
**Joplin, MO**

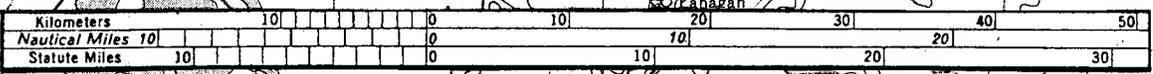
TABLE 5.1

STATIONS IN MARKET  
(KSYN ON CHANNEL 223C1)  
 Big Mack Broadcasting, Inc.  
 Joplin, MO

<u>Station</u>	<u>Call</u>	<u>Frequency/ Channel</u>	<u>Location</u>
1	KKOW	860	Pittsburg, KS
2	KVIS	910	Miami, OK
3	KKLL	1100	Webb City, MO
4	KWAS	1230	Joplin, MO
5	KOCR	1310	Joplin, MO
6	KSEK	1340	Pittsburg, KS
7	KBTN	1420	Neosho, MO
8	KQYX	1450	Joplin, MO
9	KDMO	1490	Carthage, MO
10	WMBH	1560	Joplin, MO
11	KSYN (Lic.)	223C1	Joplin, MO
12	KJMK	230C2	Webb City, MO
13	KMXL	236C2	Carthage, MO
14	KKOW-FM	245C1	Pittsburg, KS
15	KDXG	250A	Webb City, MO
16	KSEK-FM	256A	Girard, KS
17	KBTN-FM	259A	Neosho, MO
18	KGLC	265A	Miami, OK
19	KHST	269A	Lamar, MO
20	KIXQ	273C1	Joplin, MO
21	KWXD	278C3	Asbury, MO
22	KCAR-FM	282A	Galena, KS
23	KJML	287C3	Columbus, MO
24	KMOQ	296A	Baxter Springs, KS



**COMPOSITE  
PRINCIPAL  
COMMUNITY  
CONTOUR**



95°  
36°30'

94°  
36°30'

**CARL E. SMITH CONSULTING ENGINEERS**  
2324 N. CLEVE-MASS RD., BOX 807  
BATH, OHIO 44210-0807  
330/659-4440

**FIG. 5.2**  
**STATIONS IN MARKET**  
**(KSYN ON CHANNEL 223C0)**  
**Big Mack Broadcasting, Inc.**  
**Joplin, MO**

TABLE 5.2

STATIONS IN MARKET  
(KSYN ON CHANNEL 223C0)  
 Big Mack Broadcasting, Inc.  
 Joplin, MO

<u>Station</u>	<u>Call</u>	<u>Frequency/ Channel</u>	<u>Location</u>
1	KKOW	860	Pittsburg, KS
2	KVIS	910	Miami, OK
3	KKLL	1100	Webb City, MO
4	KWAS	1230	Joplin, MO
5	KOCR	1310	Joplin, MO
6	KSEK	1340	Pittsburg, KS
7	KBTN	1420	Neosho, MO
8	KQYX	1450	Joplin, MO
9	KDMO	1490	Carthage, MO
10	WMBH	1560	Joplin, MO
11	KSYN (Prop.)	223C0	Joplin, MO
12	KJMK	230C2	Webb City, MO
13	KMXL	236C2	Carthage, MO
14	KKOW-FM	245C1	Pittsburg, KS
15	KDXG	250A	Webb City, MO
16	KSEK-FM	256A	Girard, KS
17	KBTN-FM	259A	Neosho, MO
18	KGLC	265A	Miami, OK
19	KHST	269A	Lamar, MO
20	KIXQ	273C1	Joplin, MO
21	KWXD	278C3	Asbury, MO
22	KCAR-FM	282A	Galena, KS
23	KJML	287C3	Columbus, MO
24	KMOQ	296A	Baxter Springs, KS