

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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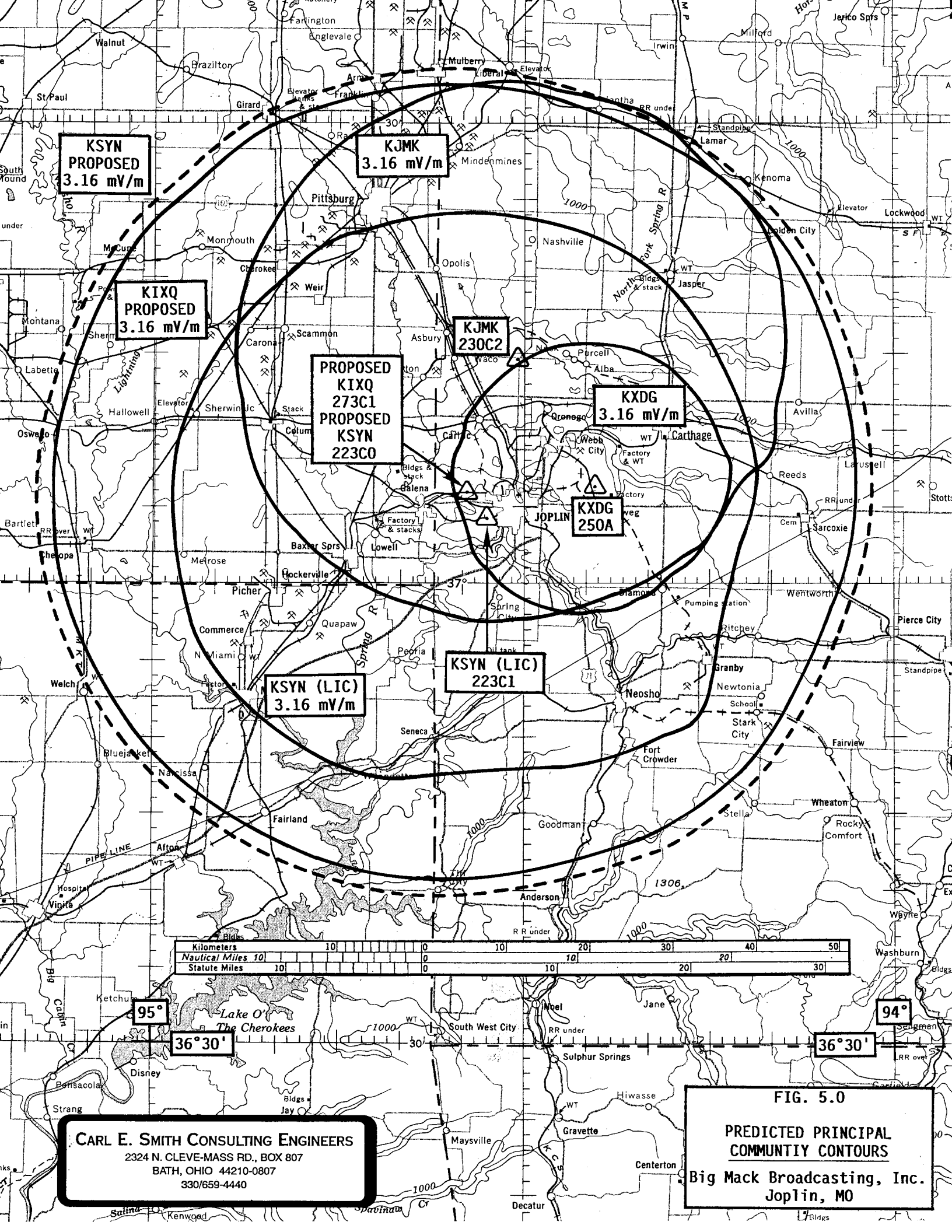
tour for the market formed by these four commonly owned FM stations under this scenario. Also shown in this figure are the transmitter sites of all operating commercial stations that are located within this composite contour. Table 5.1 is a tabulation of the stations depicted in this figure. As shown 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.



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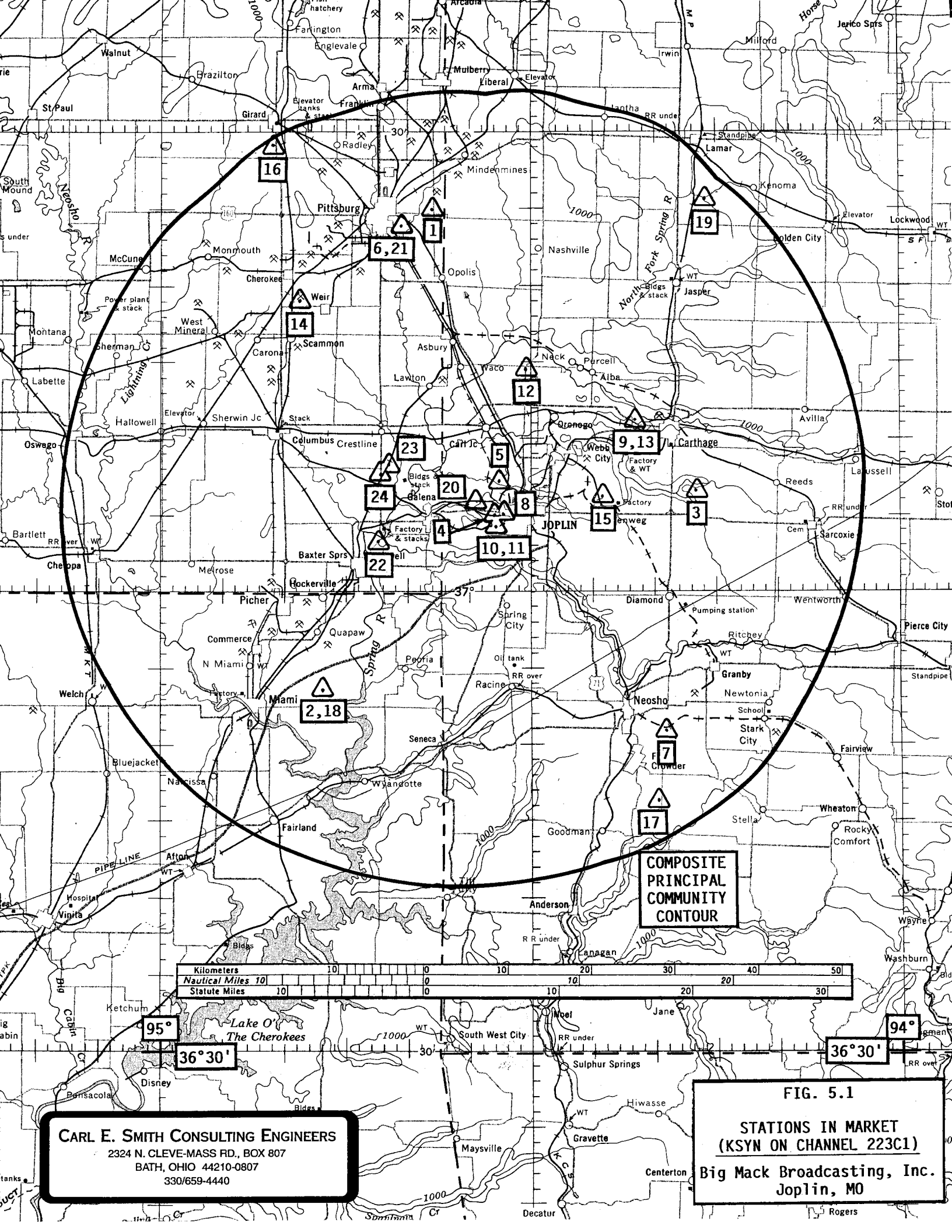


TABLE 5.1

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

| <u>Station</u> | <u>Call</u> | <u>Frequency/<br/>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 |

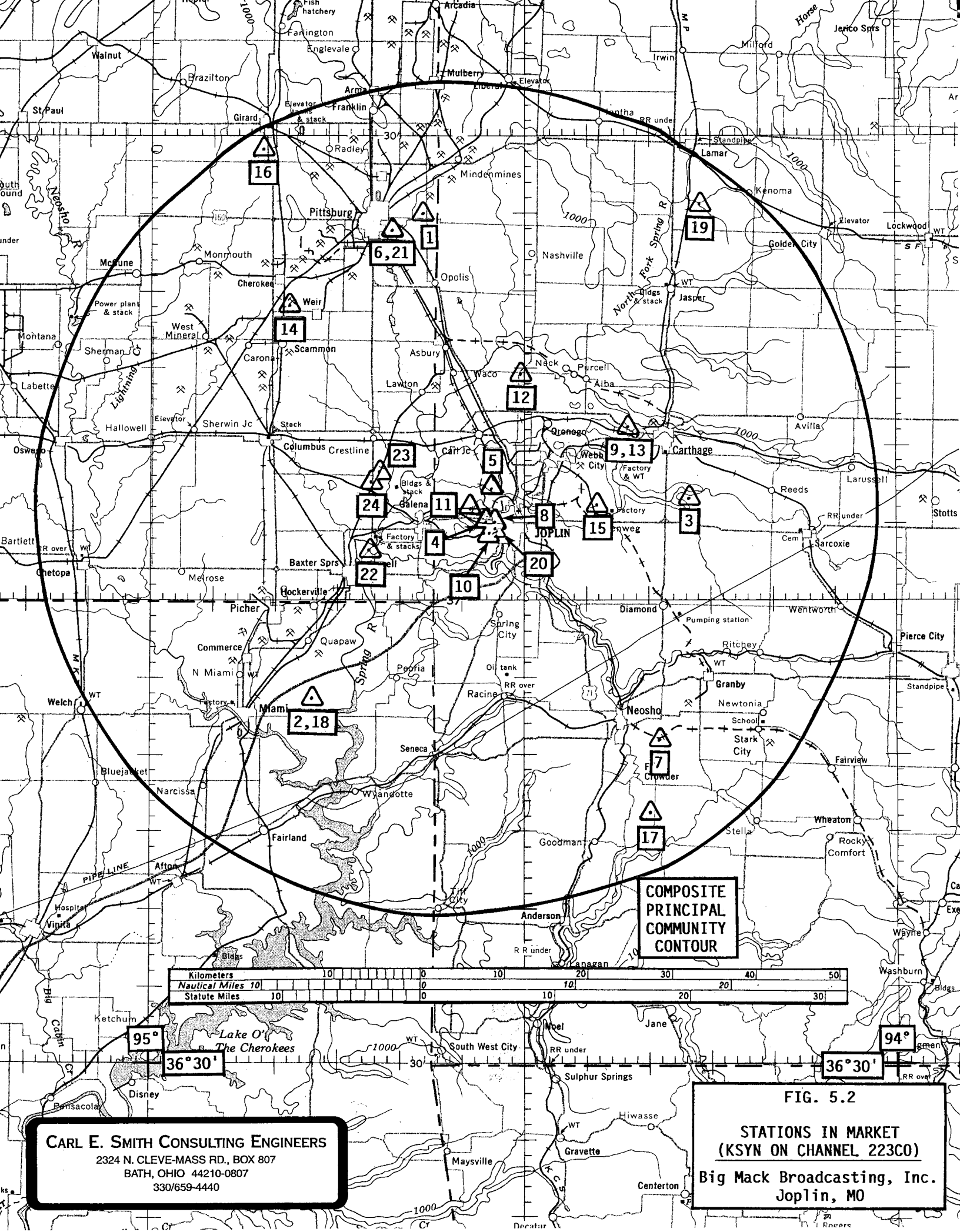


TABLE 5.2

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

| <u>Station</u> | <u>Call</u>  | <u>Frequency/<br/>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 |