

RADIO MARKET ANALYSIS
APEX BROADCASTING, INC.
KTSR RADIO STATION
DE QUINCY, LOUISIANA
May 2006

TECHNICAL STATEMENT

1. This technical statement and attached exhibits were prepared on behalf of Apex Broadcasting, Inc. ("Apex"), licensee of station KTSR, Channel 221C3, De Quincy, Louisiana. Apex is proposing to make minor changes in the facilities of KTSR by correcting the geographic coordinates. Apex is also the licensee of KNGT, Channel 258C1, Lake Charles, Louisiana¹; KHLA, Channel 225C2, Jennings, Louisiana; KJMH, Channel 298C2, Lake Arthur, Louisiana; and KLCL, 1470 kHz, Lake Charles, Louisiana.² KTSR, KNGT and KLCL are all licensed to communities within a metro county in the Lake Charles, Louisiana Arbitron Market (Market #229). KHLA and KJMH are considered "home" to the Lake Charles, Louisiana Market, but are licensed to communities in a non-metro county. As a result, a hybrid ownership analysis was conducted. The review will verify compliance of common ownership of metro stations in the same market under the Arbitron/BIA rated market rules, as well as a revised contour overlap study involving the non-metro stations.

ARBITRON/BIA MARKET REVIEW

2. As shown on Exhibit #1, there are sixteen AM and FM (commercial and non-commercial) stations listed in the Lake Charles, Louisiana Market. Apex would be in control of

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- 1) There is also an outstanding construction permit for KNGT, which is considered in this instant review.
- 2) Apex is also the licensee of KJEF, 1290 kHz, Jennings, Louisiana. KJEF is not licensed to a community in a metro county nor does the corrected/proposed KTSR contour have a common area of overlap with KJEF. As such, KJEF is not considered a subject station for this review nor is it considered contributing station in the market.

three FM stations in the market. The number of stations indicated falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules. At this level, common ownership or control of up to six stations, with no more than four in the same service, is permissible. Therefore, control of KTSR, KNGT and KLCL in the Lake Charles, Louisiana Market is believed to be in compliance with the Commission's radio ownership rules for rated markets.

REVISED CONTOUR OVERLAP ANALYSIS

3. Since KHLA and KJMH are licensed to non-metro counties and have contour overlap with the other three Apex stations³, a study has been conducted to verify that the proposed application for KTSR is also in compliance with the Commission's multiple ownership rules. The city grade contours of these five stations are shown on Exhibit #2. As noted, the locations of the city grade contours of the stations create a distinct radio market.

4. The city grade contour KNGT encompasses most of the contours of KTSR, KLCL, KHLA and KJMH. Therefore the contour of KNGT will be used to determine the number of other stations in the market to which the subject stations will be added. 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 facility controlled by Apex will be considered as a market contributor, unless it is a subject station in the radio market under study.

3) Including the KNGT CP.

5. Exhibit #3 is a depiction of the AM and FM stations (commercial and non-commercial) providing service to the Radio Market boundary. Exhibit #4 is a tabulation of the stations in the Radio Market. A total of sixteen stations are shown, including the five subject stations.⁴ 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. At this level, common ownership or control of up to six stations, with no more than four in the same service, is permissible. Based on this number of facilities, it has been herein demonstrated that the non-rated Radio Market is in compliance with the Commission's rules.

6. Based on the individual compliance shown in the rated and non-rated markets, the minor change application for KTSR is in compliance with the Commission's 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 in the relevant BIA/Arbitron market was determined using the BIA Financial Network, Inc. Media Access Pro, Version 4.0. BIA database. Technical data related to AM and FM facilities was extracted from the Commission's CDBS database. We assume no liability for errors or omissions in either database which may be adverse to the information contained herein.

4) While there many are other stations contributing service to the market, they are not considered as there are sufficient stations based on the number of facilities to commonly held.



FCC Geographic Market Definition for Lake Charles, LA

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KAOK	AM	1400	C	Nws/Tlk/Spt	Lake Charles, LA	07/02/2003	229	Cumulus Broadcasting Inc	Lake Charles, LA	Calcasieu
KBIU	FM	103.3	C	Hot AC	Lake Charles, LA	07/02/2003	229	Cumulus Broadcasting Inc	Lake Charles, LA	Calcasieu
KEZM	AM	1310	C	Sports	Lake Charles, LA	07/02/2003	229	Merchant Broadcasting Incorporated	Sulphur, LA	Calcasieu
KHLA	FM	92.9	C	Oldies	Lake Charles, LA	07/02/2003	229	Apex Broadcasting Inc (SC)	Jennings, LA	Jefferson Davis
KJEF	AM	1290	C	FullService	Lake Charles, LA	07/02/2003	229	Apex Broadcasting Inc (SC)	Jennings, LA	Jefferson Davis
KJMH	FM	107.5	C	Urban AC	Lake Charles, LA	07/02/2003	229	Apex Broadcasting Inc (SC)	Lake Arthur, LA	Jefferson Davis
KKGB	FM	101.3	C	Clisc Rock	Lake Charles, LA	07/02/2003	229	Cumulus Broadcasting Inc	Sulphur, LA	Calcasieu
KLCL	AM	1470	C	FSv/Tlk/Spt	Lake Charles, LA	07/02/2003	229	Apex Broadcasting Inc (SC)	Lake Charles, LA	Calcasieu
KNGT	FM	99.5	C	Country	Lake Charles, LA	07/02/2003	229	Apex Broadcasting Inc (SC)	Lake Charles, LA	Calcasieu
KOJO	FM	91.1	NC	Christian	Lake Charles, LA	07/02/2003	229	Radio Maria Inc	Lake Charles, LA	Calcasieu
KQLK	FM	97.9	C	Top 40	Lake Charles, LA	07/02/2003	229	Cumulus Broadcasting Inc	De Ridder, LA	Beauregard
KTSR	FM	92.1	C	Hot AC	Lake Charles, LA	09/17/2004	229	Apex Broadcasting Inc (SC)	De Quincy, LA	Calcasieu
KXZZ	AM	1580	C	Rhythm/Blue	Lake Charles, LA	07/02/2003	229	Cumulus Broadcasting Inc	Lake Charles, LA	Calcasieu
KYKZ	FM	96.1	C	Country	Lake Charles, LA	07/02/2003	229	Cumulus Broadcasting Inc	Lake Charles, LA	Calcasieu
KYLC	FM	90.3	NC	Christian	Lake Charles, LA	07/02/2003	229	American Family Association Incorporated	Lake Charles, LA	Calcasieu
KZWA	FM	104.9	C	Urban AC	Lake Charles, LA	07/02/2003	229	B & C Broadcasting Inc	Moss Bluff, LA	Calcasieu

Number of Stations in Geographic Market 16

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed

Graham Brock, Inc. - Broadcast Technical Consultants

KTSR Corrected
 Latitude: 30-13-16 N
 Longitude: 093-18-40 W
 ERP: 13.50 kW
 Channel: 221C3
 AMSL Height: 137.1 m

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

KNGT.CP
 BPH-20040428AAG
 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

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

KLCL 5.0 mV/m

KJEF 5.0 mV/m

KTSR APP 3.16 mV/m

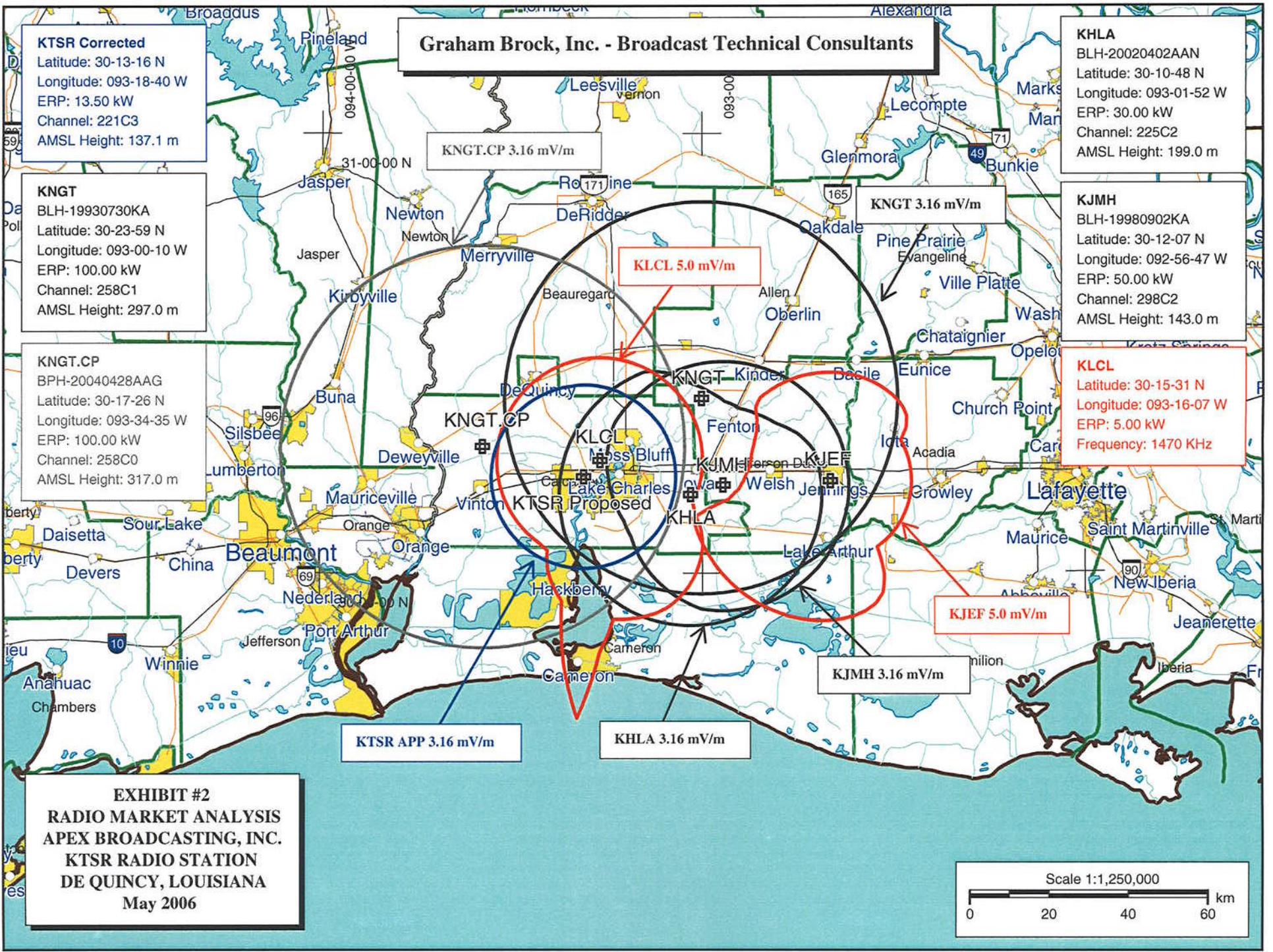
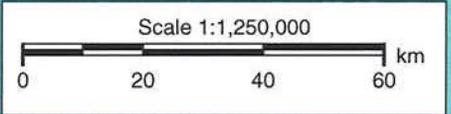
KHLA 3.16 mV/m

KJMH 3.16 mV/m

KNGT.CP 3.16 mV/m

KNGT 3.16 mV/m

EXHIBIT #2
RADIO MARKET ANALYSIS
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EXHIBIT #4

Tabulation of Stations in Radio Market

AM Stations

+ KLVI	560 kHz	Beaumont, Texas
KEZM	1310 kHz	Sulphur, Louisiana
KAOK	1400 kHz	Lake Charles, Louisiana
* KLCL	1470 kHz	Lake Charles, Louisiana
KXZZ	1580 kHz	Lake Charles, Louisiana

Total AM Stations - 5

FM Stations

* KTSR	Ch 221C3	De Quincy, Louisiana
* KHLA	Ch 225C2	Jennings, Louisiana
KYKZ	Ch 241C1	Lake Charles, Louisiana
KQLK	Ch 250C2	De Ridder, Louisiana
* KBXG	Ch 258C1	Lake Charles, Louisiana
KKGB	Ch 267C3	Sulphur, Louisiana
KBIU	Ch 277C2	Lake Charles, Louisiana
+ KKMY	Ch 283C1	Orange, Texas
KZWA	Ch 285C3	Moss Bluff, Louisiana
+ KIOC	Ch 291C	Orange, Texas
* KJMH	Ch 298C2	Lake Arthur, Louisiana

Total FM Stations - 11

GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 16

- * Subject station.
- + Provides city grade service to market.

AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT

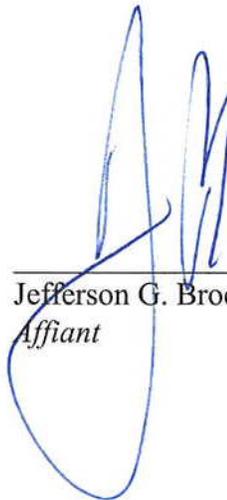
State of Georgia)
St. Simons Island) ss:
County of Glynn)

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 8th day of May 2006



Jefferson G. Brock
Affiant

*Sworn to and subscribed before me
this the 8th day of May 2006*



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