

Southwest Arkansas Media, LLC  
Purchase of Four Stations in Arkansas  
Section 73.3555 Compliance – Multi-Ownership

The applicant purposes the purchase of four stations, KBOK (AM), KVRG (AM), KYXK (FM) and KDEL-FM. The applicant does not have an interest in any other stations in this market.

The BIA market report shows that there are eleven stations in the Hot Springs market. The Section 73.3555 states that “(a)(1) Local radio ownership rule. A person or single entity (or entities under common control) may have a cognizable interest in licenses for AM or FM radio broadcast stations in accordance with the following limits: ...”(iv) In a radio market with 14 or fewer full-power, commercial and noncommercial radio stations, not more than 5 commercial radio stations in total and not more than 3 commercial stations in the same service (AM or FM); provided, however, that no person or single entity (or entities under common control) may have a cognizable interest in more than 50% of the full-power, commercial and noncommercial radio stations in such market unless the combination of stations comprises not more than one AM and one FM station.”. The applicant will own two FM and two AM stations, for a total of four.

The 70 dBu (3.14 mV/m) contour was used to calculate the FM coverage areas. The 5 mV/m contour was used to calculate AM station coverage.



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# Southwest Arkansas Media, LLC Multiple Ownership Study

