

Ownership Study

This ownership study is provided as an analysis for the aural broadcast markets formed by the proposed modification of KRLW-FM 269A at Walnut Ridge, AR, facility I.D. 70465 to channel 269C2.

KRLW-FM is not located within an Arbitron Metro area; as a consequence, the permitted common ownership is determined using the contour overlap methodology. The attached exhibits include the city grade contours, 3.16 mV/m (70 dBu) (FM) and 5 mV/m (AM), of all stations intersecting any of the mutually overlapping stations, including noncommercial facilities, and exclude any stations with a transmitter site greater than 92 km from any portion of the mutually overlapping area, as well as any commonly owned stations which do not mutually overlap the defined markets.

Exhibits E-1 and E-2 show the reference plot and list of the commonly owned stations within 100 km to be considered with respect to the KRLW-FM modification. The mutually overlapping stations create three markets. Exhibits E-3 to E-11 show each of the defined reference market plots and lists.

Market #1:

KRLW-FM 269C2 Mod.
KPOC(AM)
KPOC-FM
KRLW(AM)

Market total = 19 stations (2 FM and 2 AM).

Anderson Associates

Broadcast Consultants
1519 Euclid Avenue
Bowling Green, KY 42103

Market #2:

KRLW-FM 269C2 Mod.
KFIN(FM)
KPOC(AM)
KRLW(AM)

Market total = 32 stations (2 FM and 2 AM).

Market #3:

KRLW-FM 269C2 Mod.
KBTM(AM)
KFIN(FM)
KNEA(AM)
KRLW(AM)
KWHF(FM)

Market total = 32 stations (3 FM and 3 AM).

It is noted that station KIYS(FM), currently under an LMA by the applicant, is excluded from the mutually overlapping markets and the total market count. As the KIYS(FM) LMA terminates, KIYS(FM) will move completely out of the defined markets with no continuing overlap to Crawfordsville, AR on Channel 270C3, upon program test authority for the contingently filed KRLW-FM commencing application.

As several of the co-owned overlap stations are part of the Jonesboro, AR Arbitron market, a BIA market study for Jonesboro is also included, showing that even if KRLW-FM was to be regarded as part of the Jonesboro market, with the termination of the KIYS(FM) LMA as noted above, the common ownership of the modified KRLW-FM would be allowable by the applicant in the Jonesboro Arbitron market.

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Bowling Green, KY 42103

In accordance with CFR §73.3555(a)(1)(ii) and (iii), the common ownership of the defined markets is permissible.

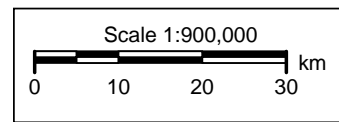
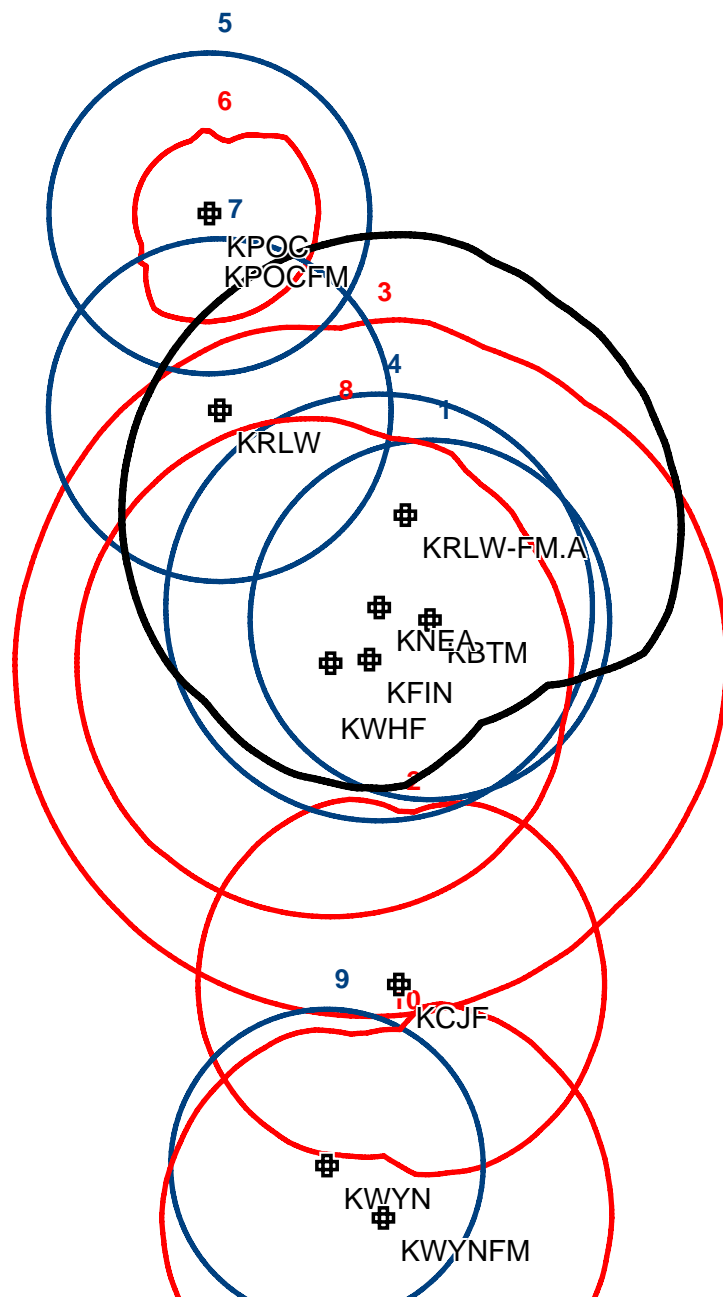


Christopher Anderson March 30, 2009
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E-1 KRLW-FM Commonly Owned Stations Reference Plot

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E-2 KRLW-FM Commonly Owned Stations Reference List

Ownership Study

Center = 35 57 14 N, 90 41 41 W

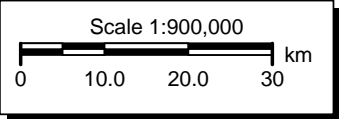
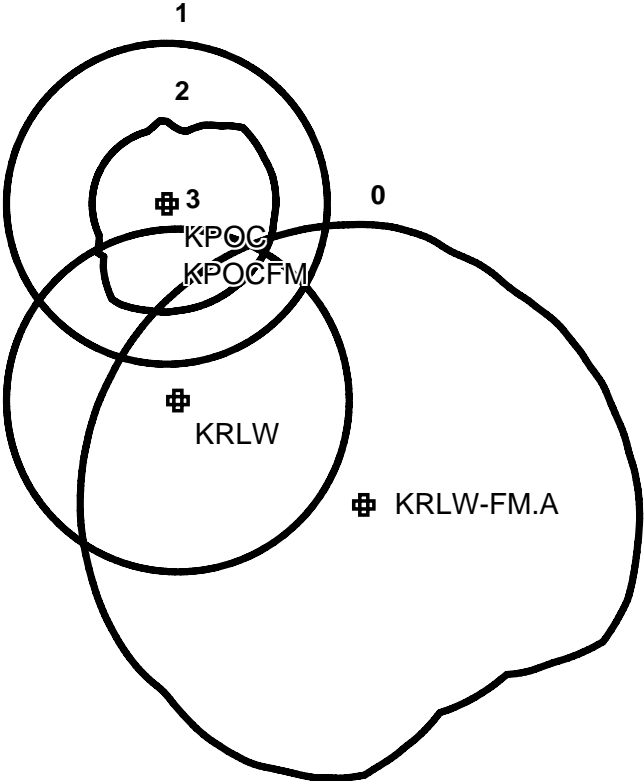
03-27-2009

	Call	Coordinates	Dist	Bear	Chan	Pwr(kW)	City	State	File #
1	KRLW-F	355714N 904141W			269C2	10.50	User Reference		
2	KBTM.L	355029N 903944W			1230	001.0	User Reference		
3	KCJF.L	352701N 904211W			280C3	12.50	User Reference		
4	KFIN.L	354756N 904431W			300C1	100.00	User Reference		
5	KNEA.L	355117N 904345W			970	001.0	User Reference		
6	KPOC.L	361638N 905716W			1420	001.0	User Reference		
7	KPOCFM.L	361638N 905716W			281A	6.00	User Reference		
8	KRLW.L	360358N 905624W			1320	001.0	User Reference		
9	KWHF.L	354742N 904735W			240C2	34.00	User Reference		
10	KWYN.L	351521N 904749W			1400	001.0	User Reference		
11	KWYNFM.L	351159N 904323W			223C2	35.00	User Reference		

Number in list= 11

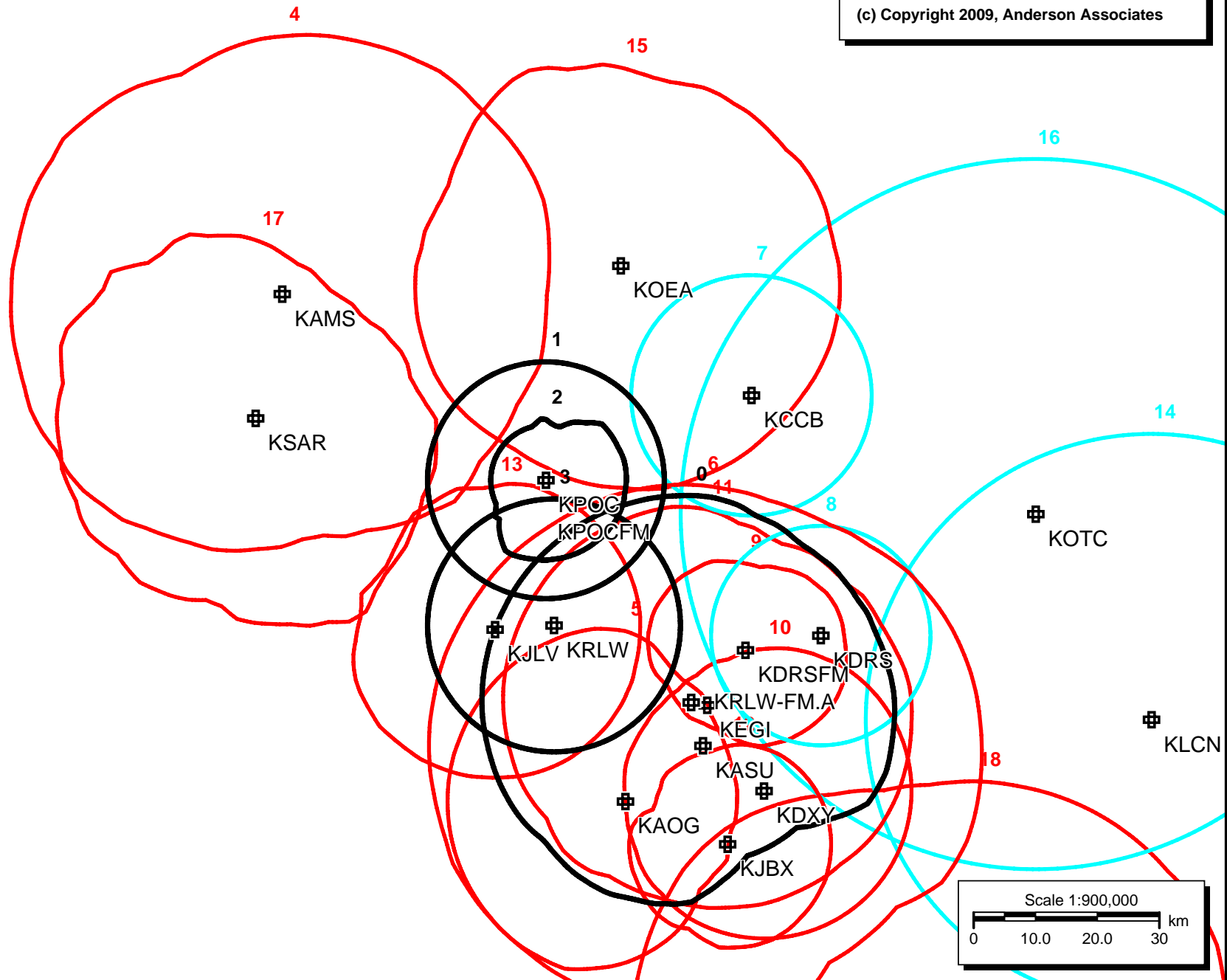
E-3 KRLW-FM Market #1 Reference Plot

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E-4 KRLW-FM Market #1 Market Plot

(c) Copyright 2009, Anderson Associates



E-5 KRLW-FM Market #1 List

Ownership Study

Center = 35 57 14 N, 90 41 41 W

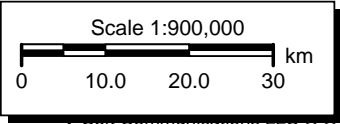
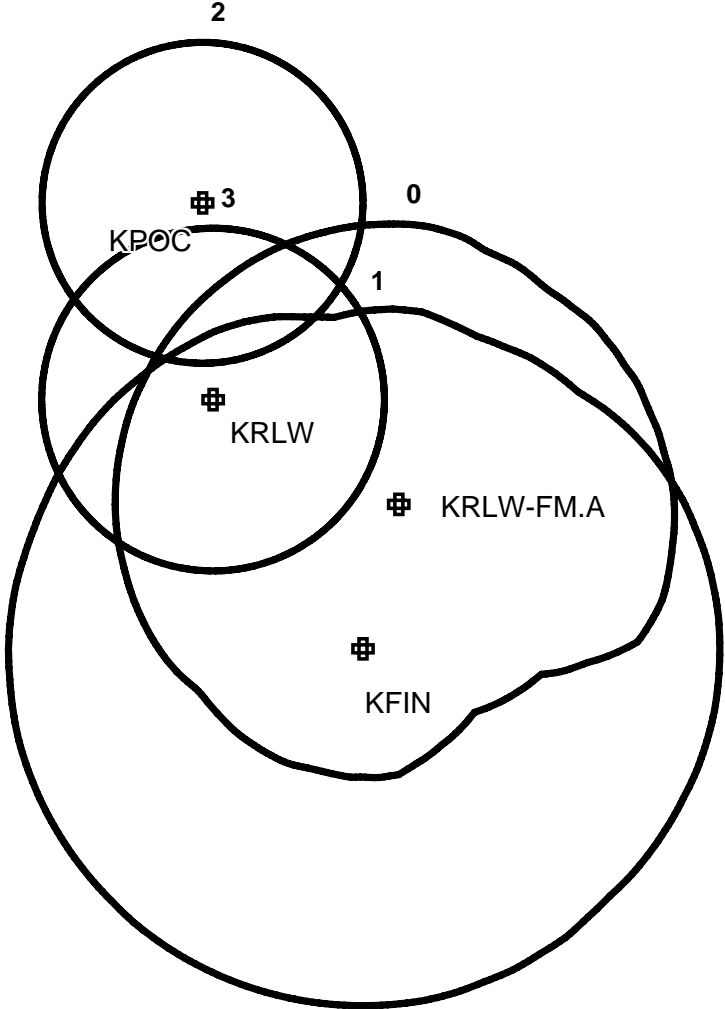
03-29-2009

Call	Coordinates		Dist	Bear	Chan	Pwr(kW)	City	State	File #
0	KRLW-F	355714N 904141W			269C2	10.50	User Reference		
1	KPOC.L	361638N 905716W			1420	001.0	User Reference		
2	KPOCFM.L	361638N 905716W			281A	6.00	User Reference		
3	KRLW.L	360358N 905624W			1320	001.0	User Reference		
4	KAMS.L	363249N 912547W	93.2	315	236C1	100	Mammoth Sprin	AR	BLH19881108KC
5	KAOG.L	354836N 904845W	19.2	213	213C2	40	Jonesboro	AR	BLED20000127AAM
6	KASU.L	355327N 904026W	7.2	165	220C1	100	Jonesboro	AR	BLED19940314KB
7	KCCB.L	362400N 903505W	50.5	11	1260	1	CORNING	AR	BL
8	KDRS.L	360301N 902744W	23.5	62	1490	1	PARAGOULD	AR	BL20001020ADD
9	KDRSFM.L	360146N 903550W	12.1	46	296A	3	Paragould	AR	BLH20000128AAK
10	KDXY.L	354929N 903354W	18.5	140	285C3	13.5	Lake City	AR	BLH19940705KE
11	KEGI.L	355659N 903958W	2.6	100	263C2	38	Jonesboro	AR	BLH20021021ABC
12	KJBX.L	354451N 903749W	23.6	165	294A	6	Trumann	AR	BLH19910410KC
13	KJLV.L	360336N 910244W	33.8	290	287C3	25	Hoxie	AR	BMLED20011017AEE
14	KLCN.L	355527N 895218W	74.3	92	910	5	BLYTHEVILLE	AR	BL
15	KOEA.L	363520N 904910W	71.3	351	248C2	40	Doniphan	MO	BLH19890313KE
16	KOTC.L	361329N 900431W	63.4	61	830	10	KENNETT	MO	BL19870831AD
17	KSAR.L	362158N 912835W	83.9	303	222C2	50	Thayer	MO	BLH20001031ACL
18	WYPL.L	352803N 901127W	70.7	139	207C0	100	Memphis	TN	BLED20040519ADN

Number in list= 19

E-6 KRLW-FM Market #2 Reference Plot

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Scale 1:900,000

0 10.0 20.0 30 km

Scale 1:900,000

0 10.0 20.0 30 km

E-8 KRLW-FM Market #2 List

Ownership Study

Center = 35 57 14 N, 90 41 41 W

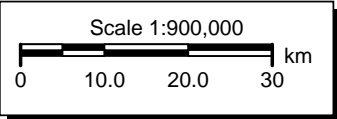
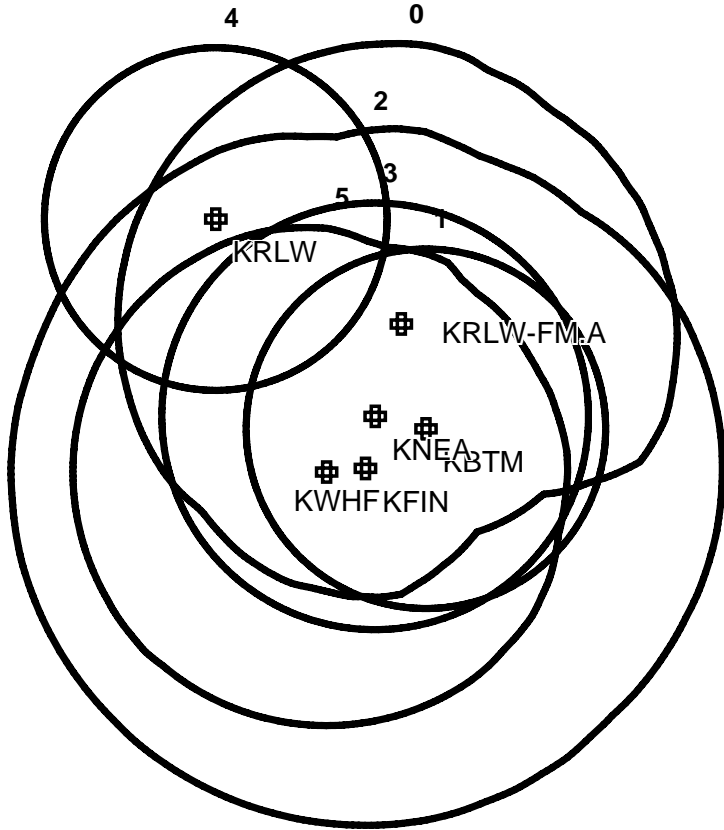
03-29-2009

Call	Coordinates	Dist	Bear	Chan	Pwr(kW)	City	State	File #
0	KRLW-F	355714N 904141W		269C2	10.50	User Reference		
1	KFIN.L	354756N 904431W		300C1	100.00	User Reference		
2	KPOC.L	361638N 905716W		1420	001.0	User Reference		
3	KRLW.L	360358N 905624W		1320	001.0	User Reference		
4	KAMS.L	363249N 912547W	93.2	315	236C1	100	Mammoth Sprin	AR BLH19881108KC
5	KAOG.L	354836N 904845W	19.2	213	213C2	40	Jonesboro	AR BLED20000127AAM
6	KASU.L	355327N 904026W	7.2	165	220C1	100	Jonesboro	AR BLED19940314KB
7	KCCB.L	362400N 903505W	50.5	11	1260	1	CORNING	AR BL
8	KDRS.L	360301N 902744W	23.5	62	1490	1	PARAGOULD	AR BL20001020ADD
9	KDRSFM.L	360146N 903550W	12.1	46	296A	3	Paragould	AR BLH20000128AAK
10	KDXY.L	354929N 903354W	18.5	140	285C3	13.5	Lake City	AR BLH19940705KE
11	KEGI.L	355659N 903958W	2.6	100	263C2	38	Jonesboro	AR BLH20021021ABC
12	KHLS.L	355356N 895248W	73.8	94	242C1	100	Blytheville	AR BLH20020723AAB
13	KJBR.L	353434N 902951W	45.6	157	229A	6	Marked Tree	AR BLED20070904AAC
14	KJBX.L	354451N 903749W	23.6	165	294A	6	Trumann	AR BLH19910410KC
15	KJLV.L	360336N 910244W	33.8	290	287C3	25	Hoxie	AR BMLED20011017AEE
16	KLCN.L	355527N 895218W	74.3	92	910	5	BLYTHEVILLE	AR BL
17	KNBY.L	353638N 911502W	63.1	232	1280	1	NEWPORT	AR BL
18	KOEA.L	363520N 904910W	71.3	351	248C2	40	Doniphan	MO BLH19890313KE
19	KOKR.L	352916N 912613W	84.8	232	244C2	40	Newport	AR BLH19971020KD
20	KOSE.L	354103N 895857W	71	114	860	1	WILSON	AR BL19970509AC
21	KOTC.L	361329N 900431W	63.4	61	830	10	KENNETT	MO BL19870831AD
22	KQPN.L	351446N 900849W	92.9	147	730	1	WEST MEMPHIS	AR BL20060510ACE
23	KSAR.L	362158N 912835W	83.9	303	222C2	50	Thayer	MO BLH20001031ACL
24	KXRL.L	352231N 904322W	64.2	182	211C3	9	Cherry Valley	AR BLED20071218ABJ
25	KZLE.L	355329N 914331W	93.3	266	226C1	99	Batesville	AR BLH20030508ACQ
26	WCRV.L	345935N 895358W	128.7	145	640	50	COLLIERVILLE	TN BL19910906AC
27	WDIA.L	351605N 900103W	97.8	141	1070	50	MEMPHIS	TN BL14443
28	WGSF.L	351059N 895617W	109.6	141	1030	50	MEMPHIS	TN BL19841106AB
29	WREC.L	351151N 900031W	104.5	143	600	5	MEMPHIS	TN BL19800411AD
30	WSMB.L	351323N 900233W	100.3	143	680	10	MEMPHIS	TN BL
31	WYPL.L	352803N 901127W	70.7	139	207C0	100	Memphis	TN BLED20040519ADN

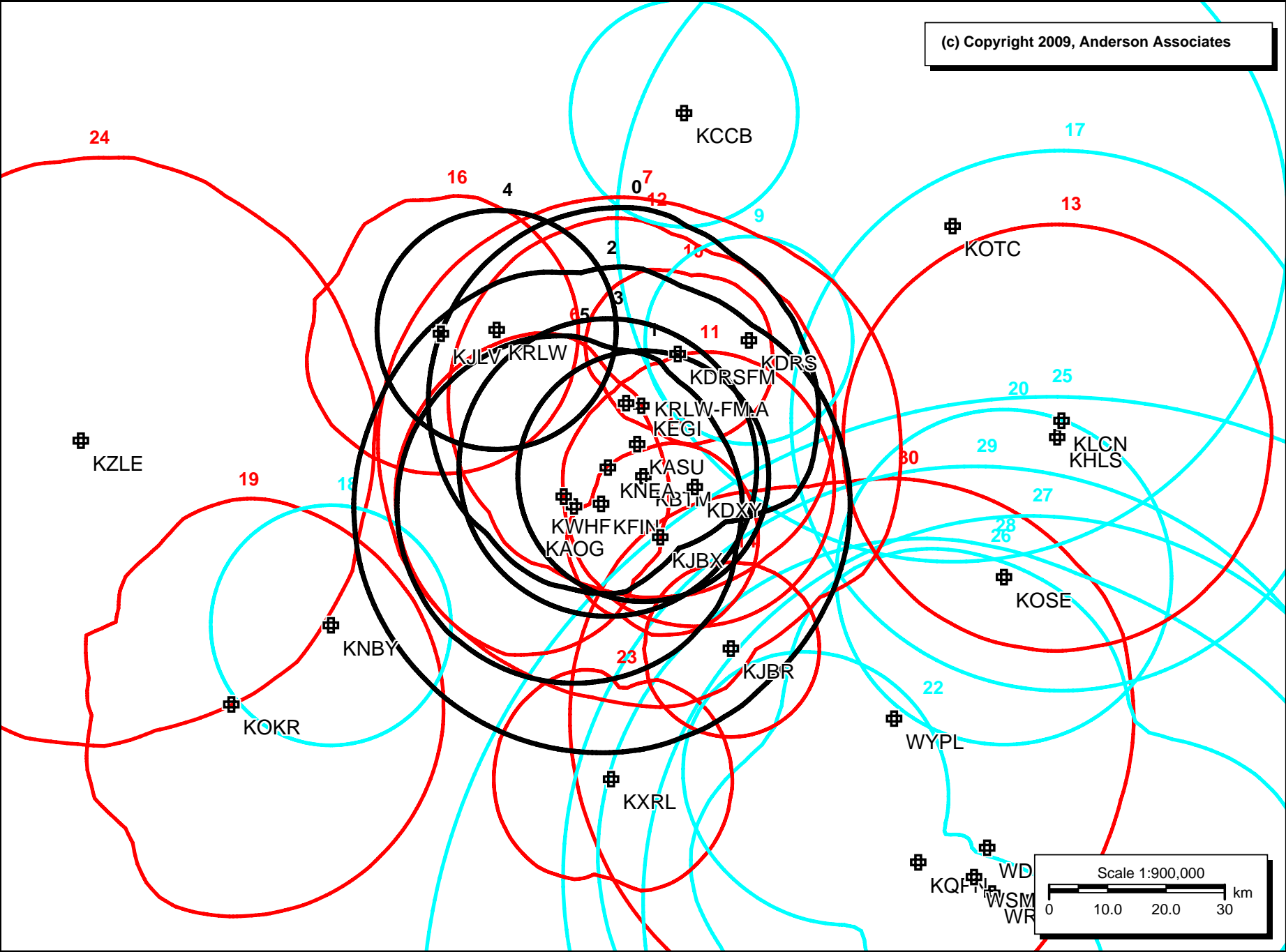
Number in list= 32

E-9 KRLW-FM Market #3 Reference Plot

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E-10 KRLW-FM Market #3 Plot



E-11 KRLW-FM Market #3 List

Ownership Study

Center = 35 57 14 N, 90 41 41 W

03-29-2009

Call	Coordinates	Dist	Bear	Chan	Pwr(kW)	City	State	File #
0	KRLW-F	355714N 904141W		269C2	10.50	User Reference		
1	KBTM.L	355029N 903944W		1230	001.0	User Reference		
2	KFIN.L	354756N 904431W		300C1	100.00	User Reference		
3	KNEA.L	355117N 904345W		970	001.0	User Reference		
4	KRLW.L	360358N 905624W		1320	001.0	User Reference		
5	KWHF.L	354742N 904735W		240C2	34.00	User Reference		
6	KAOG.L	354836N 904845W	19.2	213	213C2	40	Jonesboro	AR BLED20000127AAM
7	KASU.L	355327N 904026W	7.2	165	220C1	100	Jonesboro	AR BLED19940314KB
8	KCCB.L	362400N 903505W	50.5	11	1260	1	CORNING	AR BL
9	KDRS.L	360301N 902744W	23.5	62	1490	1	PARAGOULD	AR BL20001020ADD
10	KDRSFM.L	360146N 903550W	12.1	46	296A	3	Paragould	AR BLH20000128AAK
11	KDXY.L	354929N 903354W	18.5	140	285C3	13.5	Lake City	AR BLH19940705KE
12	KEGI.L	355659N 903958W	2.6	100	263C2	38	Jonesboro	AR BLH20021021ABC
13	KHLS.L	355356N 895248W	73.8	94	242C1	100	Blytheville	AR BLH20020723AAB
14	KJBR.L	353434N 902951W	45.6	157	229A	6	Marked Tree	AR BLED20070904AAC
15	KJBX.L	354451N 903749W	23.6	165	294A	6	Trumann	AR BLH19910410KC
16	KJLV.L	360336N 910244W	33.8	290	287C3	25	Hoxie	AR BMLED20011017AEE
17	KLCN.L	355527N 895218W	74.3	92	910	5	BLYTHEVILLE	AR BL
18	KNBY.L	353638N 911502W	63.1	232	1280	1	NEWPORT	AR BL
19	KOKR.L	352916N 912613W	84.8	232	244C2	40	Newport	AR BLH19971020KD
20	KOSE.L	354103N 895857W	71	114	860	1	WILSON	AR BL19970509AC
21	KOTC.L	361329N 900431W	63.4	61	830	10	KENNETT	MO BL19870831AD
22	KQPN.L	351446N 900849W	92.9	147	730	1	WEST MEMPHIS	AR BL20060510ACE
23	KXRL.L	352231N 904322W	64.2	182	211C3	9	Cherry Valley	AR BLED20071218ABJ
24	KZLE.L	355329N 914331W	93.3	266	226C1	99	Batesville	AR BLH20030508ACQ
25	WCRV.L	345935N 895358W	128.7	145	640	50	COLLIERVILLE	TN BL19910906AC
26	WDIA.L	351605N 900103W	97.8	141	1070	50	MEMPHIS	TN BL14443
27	WGSF.L	351059N 895617W	109.6	141	1030	50	MEMPHIS	TN BL19841106AB
28	WREC.L	351151N 900031W	104.5	143	600	5	MEMPHIS	TN BL19800411AD
29	WSMB.L	351323N 900233W	100.3	143	680	10	MEMPHIS	TN BL
30	WYPL.L	352803N 901127W	70.7	139	207C0	100	Memphis	TN BLED20040519ADN
31	WYPL.L	352803N 901127W	70.7	139	207C0	100	Memphis	TN BLED20040519ADN

Number in list= 32



FCC Geographic Market Definition for Jonesboro, AR

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KBTM	AM	1230	C	Nws/Tlk/Spt	Jonesboro, AR	07/02/2003	294	Caldwell, Bobby	Jonesboro, AR	Craighead
KDXY	FM	104.9	C	Country	Jonesboro, AR	07/02/2003	294	Saga Communications Inc	Lake City, AR	Craighead
KFIN	FM	107.9	C	Country	Jonesboro, AR	07/02/2003	294	Caldwell, Bobby	Jonesboro, AR	Craighead
KIYS	FM	101.9	C	CHR	Jonesboro, AR	07/02/2003	294	Clear Channel Communications Inc	Jonesboro, AR	Craighead
KNEA	AM	970	C	Sprts/Talk	Jonesboro, AR	07/02/2003	294	Caldwell, Bobby	Jonesboro, AR	Craighead
KEGI	FM	100.5	C	Clsc Hits	Jonesboro, AR	07/02/2003	294	Saga Communications Inc	Jonesboro, AR	Craighead
KJBX	FM	106.7	C	AC	Jonesboro, AR	07/02/2003	294	Saga Communications Inc	Trumann, AR	Poinsett
KWHF	FM	95.9	C	Country	Jonesboro, AR	07/02/2003	294	Caldwell, Bobby	Harrisburg, AR	Poinsett
KAOG	FM	90.5	NC	Christian	Jonesboro, AR	07/02/2003	294	American Family Association Incorporated	Jonesboro, AR	Craighead
KASU	FM	91.9	NC	Variety	Jonesboro, AR	07/02/2003	294	Arkansas State University	Jonesboro, AR	Craighead
KLRM	FM	90.7	NC	ChrsContem	Jonesboro, AR	07/19/2005	294	Educational Media Foundation	Melbourne, AR	Izard

Number of Stations in Geographic Market 11

Previous Stations in Geographic Market