

Radio Market Analysis

Holladay Licensing of Louisiana, Inc./New South Communications, Inc.

Bastrop/Monroe, Louisiana

Technical Statement

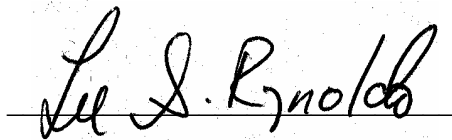
1. New South Communications, Inc. (“New South”) is the licensee of radio stations KJLO-FM, Monroe, LA; KRJO(AM), Monroe, LA; KLIP(FM), Monroe, LA; and KMLB(AM), Monroe, LA¹. (KJLO has a construction permit that changes the station’s coverage, but it does not affect the instant market analysis/ownership study.) Holladay Licensing of Louisiana, Inc. (“Holladay”) is the licensee of KRVV(FM) and KJMG(FM). The instant study addresses ownership concentrations brought forth by the proposed sale of the New South stations to Holladay. This market analysis/ownership study is conducted to show that the proposed sale of the New South stations to Holladay is in compliance with §73.3555(a)(1)(iii).
2. Exhibit 1 shows the principal community contours for each of the aforementioned stations.
3. Section 73.3555(a)(1)(iii) states that in a radio market with between 15 and 29 commercial radio stations, it is allowable for a party to own up to 6 stations, with no more than 4 in the same service. Exhibit 2 is a map showing the principal community contours in this Radio Market. According to this analysis there are 26 stations in this market. Exhibit 3 is a listing of the stations in the market, showing not only the stations in the market, but also the stations that Holladay owns in this market. Exhibits 2 and 3 prove conclusively that Holladay will not exceed the Commission’s

¹ KMLB(AM) is also operating on the expanded band as KRJO-AM, 1680 kHz. Only KRJO is considered in the analysis. However, even if they are both considered in the ownership study, the instant proposal will still satisfy the Commission’s rules.

ownership limits with this sale/transfer, since the market will be defined by four overlapping FM facilities and one AM facility.

4. The foregoing technical statement was prepared on behalf of Holladay by Reynolds Technical Associates, 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 was extracted from the CDBS database. We assume no liability for errors or omissions in that database which may be adverse to the information contained herein.

For Holladay:

A handwritten signature in black ink, reading "Lee S. Reynolds", is written over a horizontal line.

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**Holladay Broadcasting of Louisiana, Inc.
City-Grade Contours that Define
the Monroe Market**

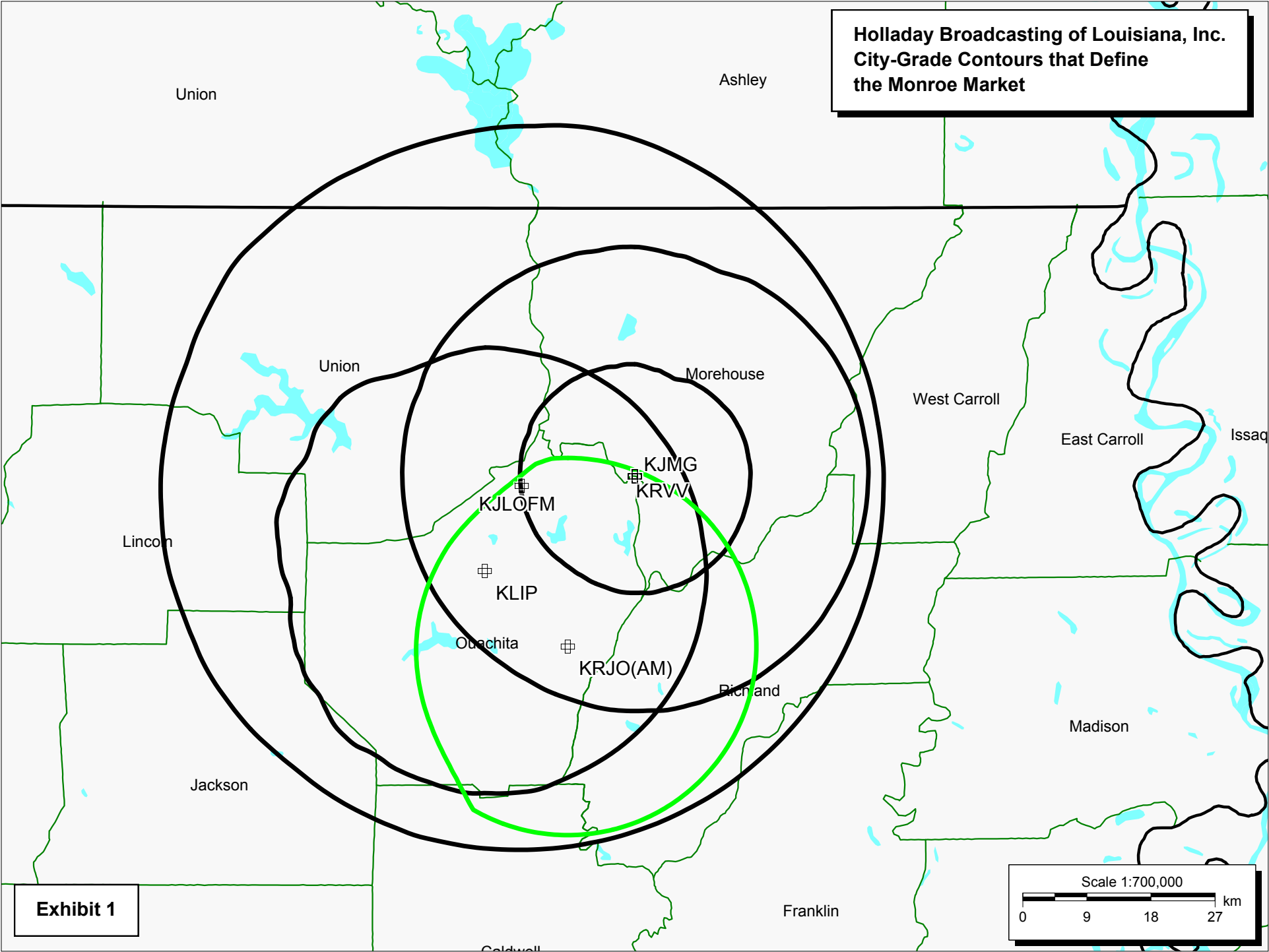
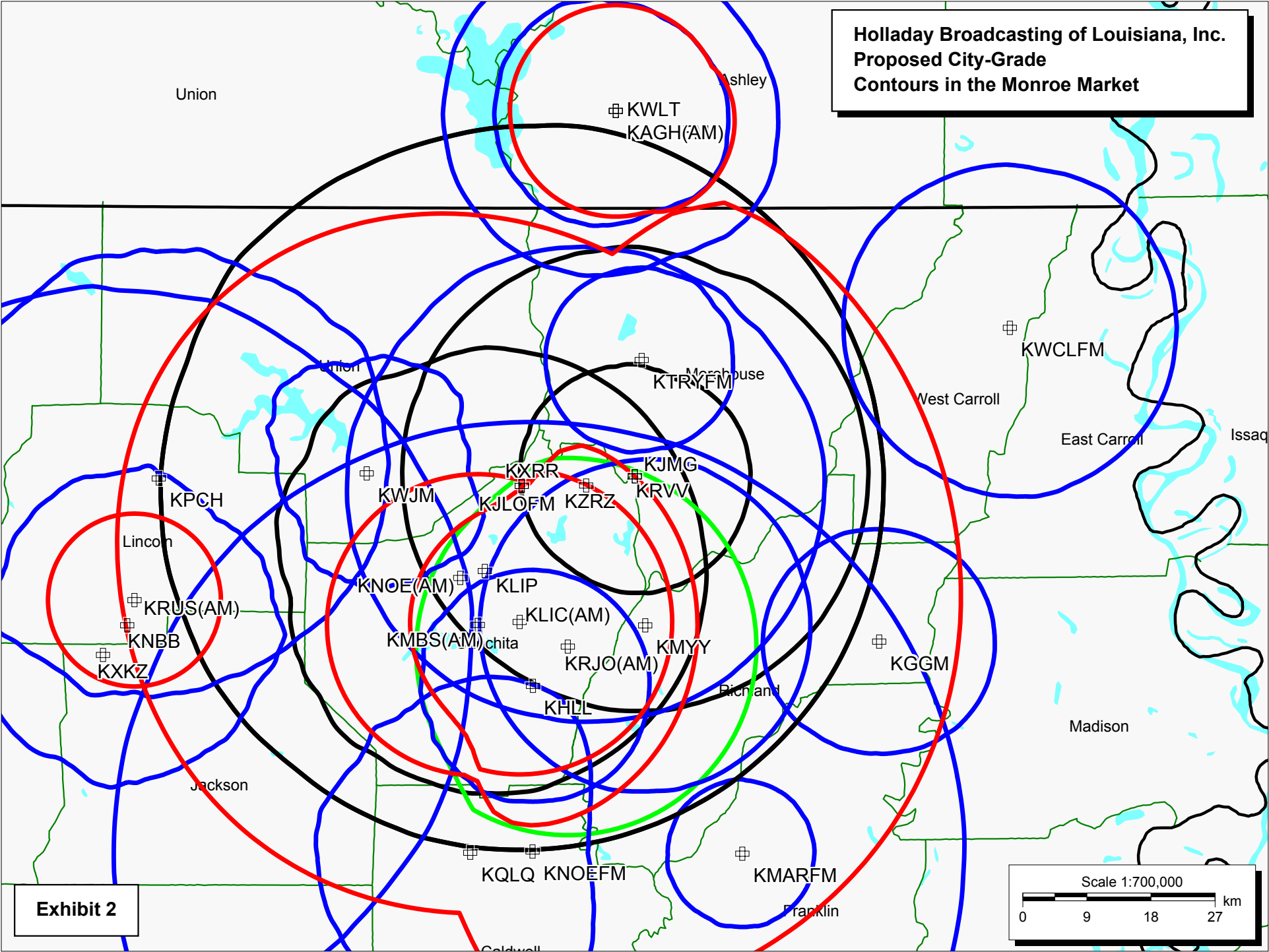


Exhibit 1

**Holladay Broadcasting of Louisiana, Inc.
Proposed City-Grade
Contours in the Monroe Market**



**Engineering Statement
KRVV/KJMG, Bastrop, Louisiana**

Stations in the Holladay Broadcasting of Louisiana, Inc. Monroe Radio Market

<u>Call</u>	<u>Lat</u>	<u>Long</u>	<u>Chan.</u>	<u>Pwr.</u>	<u>City</u>	<u>State</u>	<u>File #</u>
KAGH	330805	915649	800	0.2	CROSSETT	AR	BL-19950524AD
KAGHFM	330805	915649	285A	3	Crossett	AR	BLH7794
KGGM	322745	913313	228A	6	Delhi	LA	BLH19910916KA
KHLL	322425	920413	265A	6	Richwood	LA	BLH19950306KB
KJLOFM*	323936	920515	281C	100	Monroe	LA	BLH19880812KE
KJMG*	324020	915506	247A	5.9	Bastrop	LA	BLH19960906KD
KLIC	322916	920525	1230	1	MONROE	LA	BL--
KLIP*	323308	920833	287C2	50	Monroe	LA	BLH19930510KB
KMARFM	321140	914530	240A	3	Winnsboro	LA	BLH4482
KMBS	322902	920910	1310	5	WEST MONROE	LA	BL-19870624AA
KMYF	322901	915410	222C3	11.5	Rayville	LA	BLH19990603KG
KNBB	322853	924037	257C3	15.5	Ruston	LA	BLH19990602KA
KNOE	323236	921045	540	5	MONROE	LA	BL--
KNOEFM	321150	920414	270C	100	Monroe	LA	BLH19980615KB
KPCH	324003	923750	249C2	50	Dubach	LA	BLH19980714KC
KRJO*	322724	920106	1680	10	MONROE	LA	BL-20010529ACS
KRUS	323048	923956	1490	1	RUSTON	LA	BL--
KRVV*	324020	915506	261C2	50	Bastrop	LA	BLH19900611KD
KTRYFM	324910	915429	232A	3	Bastrop	LA	BLH6141
KWCLFM	325132	912122	244C3	23	Oak Grove	LA	BLH19990419KD
KWJM	324031	921910	224A	6	Farmerville	LA	BLH19930714KZ
KWLT	330805	915649	274C3	25	North Crossett	AR	BLH19950524KE
KXKZ	322638	924242	298C	100	Ruston	LA	BLH19880324KB
KXRR	323936	920515	291C	100	Monroe	LA	BLH19880714IA
KYEA	320802	921013	276C3	22	Columbia	LA	BLH19931208KA
KZRZ	323938	915928	252C2	50	West Monroe	LA	BLH19930331KA

Number of stations = 26

* - Stations currently or proposed to be owned by Holladay Broadcasting of Louisiana, Inc.