

## Multiple Ownership Study

KSNZ(FM) & KBPD(FM)

Route 66 Media, LLC

This report is to demonstrate compliance with 47 C.F.R. § 73.3555(a) for the proposed transfer of station KBPD(FM) Wheeler TX to Route 66 Media, LLC, the licensee of KSNZ (FM) Shamrock TX.

Both stations are the only licensed commercial service for each of their communities; Wheeler also has one non-commercial educational station licensed to it. Both Shamrock and Wheeler are located in Wheeler County, Texas which is a part of the Neilson Television market of Amarillo Texas, but is not a part of any recognized Nielson Radio market.

Therefore, the definition of the market for the purpose of compliance with 47 C.F.R. § 73.3555(a) is made up of the contours of the two stations and those which intersect them. As the licensed contour of KSNZ(FM) fully encompasses the licensed contour of KBPD(FM) the stations which intersect the KSNZ(FM) contour will define the relevant market.

The market is comprised of the following:

### AM Stations:

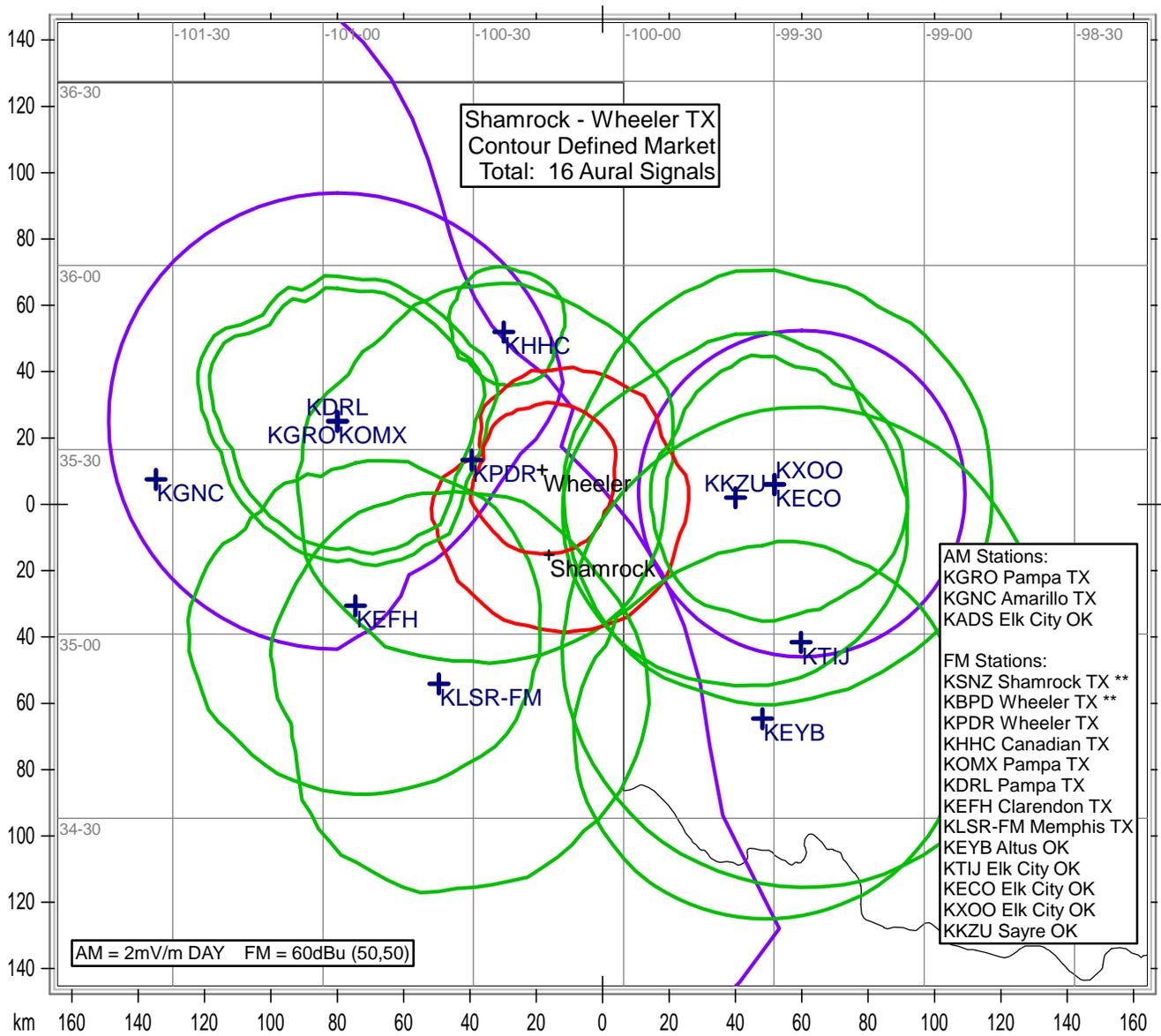
KGRO Pampa TX  
KGNC Amarillo TX  
KADS Elk City OK

### FM Stations:

KSNZ Shamrock TX \*\*  
KBPD Wheeler TX \*\*  
KPDR Wheeler TX  
KHHC Canadian TX  
KOMX Pampa TX  
KDRL Pampa TX  
KEFH Clarendon TX  
KLSR-FM Memphis TX  
KEYB Altus OK  
KTIJ Elk City OK  
KECO Elk City OK  
KXOO Elk City OK  
KKZU Sayre OK

\*\* The stations pertinent to the proposed Assignment

Together these make up the contour defined market, for a total of 16 aural signals. See the attached map showing these contours and market definition.



State Borders
  Lat/Lon Grid