

Multiple Ownership Study

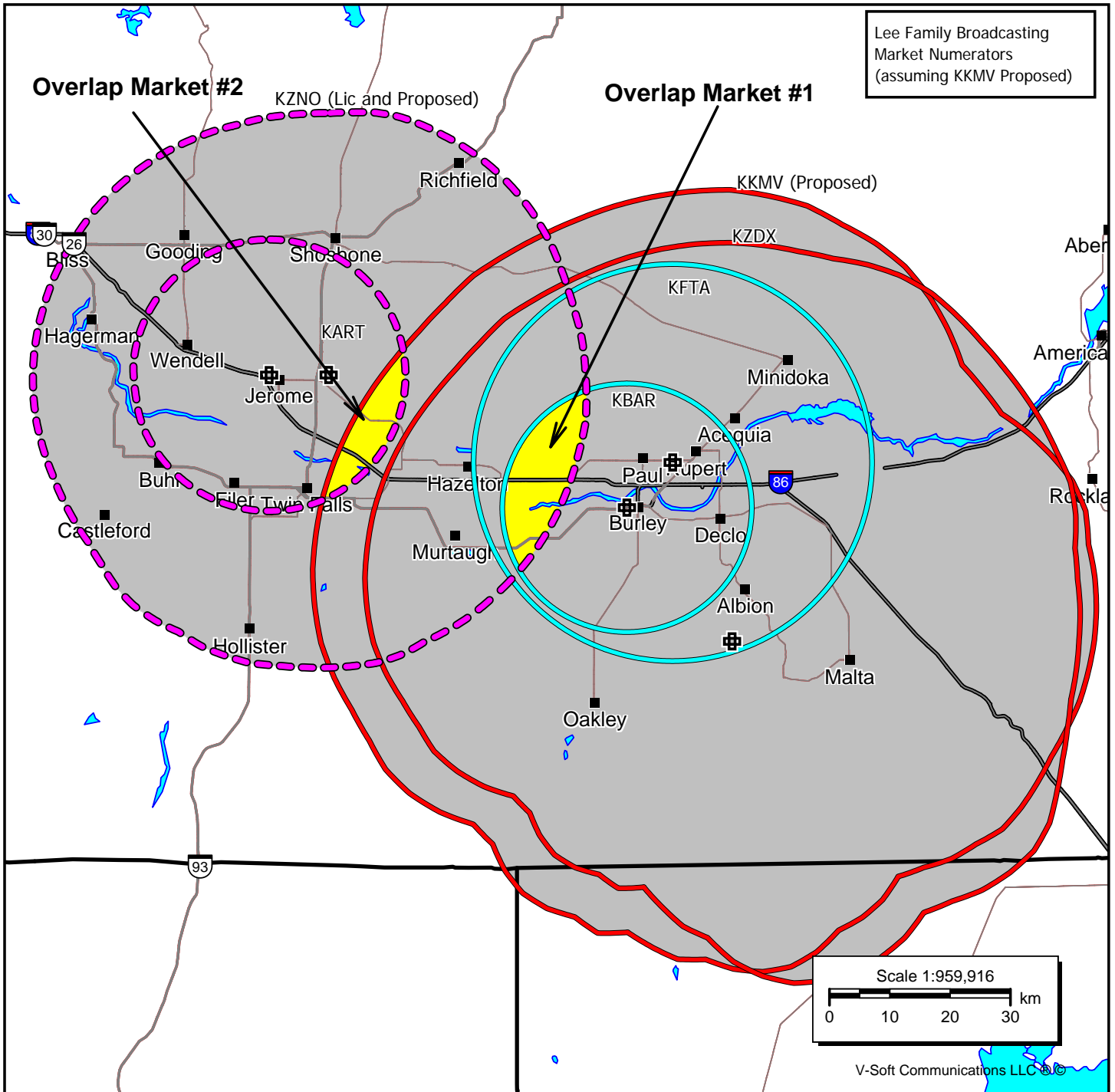
Applicant:	Lee Family Broadcasting, Inc.
Proposed Station and Community:	KKMV(FM) Rupert, ID
County of License:	Minidoka County
County part of an Arbitron Market:	Yes
Station appeared “above the line”:	Yes
Type of Ownership Study:	BIA/Arbitron & Modified Contour Overlap Method
Number of Mutual Overlap Markets:	2

The Community of License for the station subject to this study is located in a county which BIA and Arbitron define as being part of an Arbitron Metro (Twin Falls, ID). Also, stations that are also to be commonly attributable with the above station have appeared “above the line” in an Arbitron Ratings as reported by BIA in the previous two years and are considered “home” to the market. Therefore, both the BIA/Arbitron Method and the Modified Contour Overlap Method shall be employed to demonstrate multiple ownership compliance with Section 73.3555.

KKMV(FM) has contemporaneously filed a minor modification application with commonly attributable station KZNO(FM). KKMV(FM) instantly proposes a one step upgrade from 291C0 to 291C and, consequently, the contour overlap for the station will change accordingly as its ERP is increased. The contemporaneously proposed KZNO(FM) application implements a change in operating channel from 275C1 to 276C1 pursuant to MB Docket 06-72. Therefore, no change in the contour of KZNO(FM) will occur and, therefore, examination of the KZNO(FM) licensed and proposed facility will yield the same results in regard to that station’s compliance with Section 73.3555.

The following map depicts two distinct radio overlap markets for the proposed facility. Market #1 on Map A includes 3 FM stations and 2 AM stations. Meanwhile, Market #2 on Map A includes only one AM and two FM stations. Therefore, both radio markets will be examined herein for contour overlap compliance with Section 73.3555.

MAP "A"



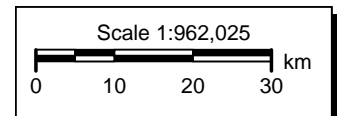
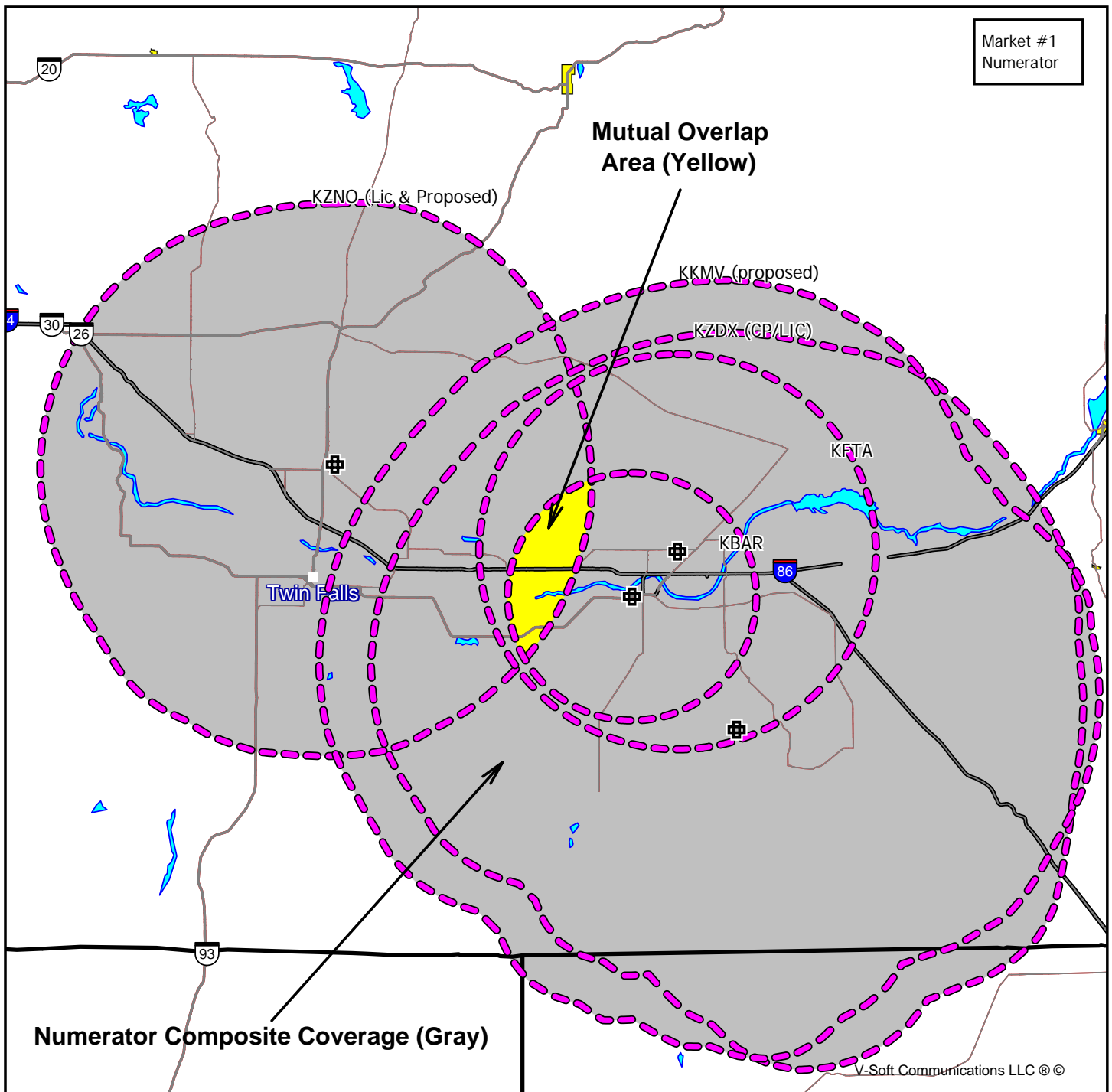
REF
KZNO (Lic and Proposed)
KART

Market #1:

The attached map entitled “Market #1 Numerator” depicts the principal community contours of those stations that are commonly attributable to the Applicant forming Market #1. The area shaded gray on this map constitutes the Composite Overlap Area of all stations attributable to the Applicant in Market #1. The area-shaded yellow constitutes the Mutual Overlap Area of the commonly attributable stations in Market #1.

Numerator Stations in Mutual Overlap Market #1: **2 AM and 3 FM**

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
KZNO (Pro/Lic)	FM	276C1	Jerome	ID	BMLH-20040817AAL & Pro	0.0	0.0
KZDX (CP/LIC)	FM	260C	Burley	ID	BLH20040817AAG	80.1	123.1
KKMV (Pro)	FM	291C	Rupert	ID	Proposed	80.1	123.1
KFTA	AM	970	RUPERT	ID	BL19890905AE	58.8	104.0
KBAR	AM	1230	BURLEY	ID	BL	54.1	113.7



REF
KZNO (Lic & Proposed)
KZDX (CP/LIC)
KKMV (proposed)
KFTA
KBAR

The attached map entitled “Market #1 Denominator” depicts the principal community contour overlaps of the stations included in the Denominator listed below. Each Denominator station is a full-power radio station whose principal community contour overlaps or intersects the Composite Overlap Area of Market #1 and each station has its transmitter site located within 92 kilometers from the perimeter of the Numerator’s Mutual Overlap Area of the commonly attributable stations that define Market #1. Any stations which are commonly attributable with the Applicant and do not define Market #1 are not included in the Denominator. Commercial and noncommercial stations have been counted in the Denominator.

Denominator Stations in Mutual Overlap Market #1: 23 Stations

Total number of overlapping contours: 23

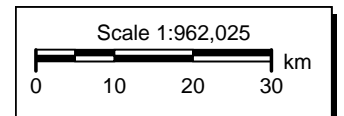
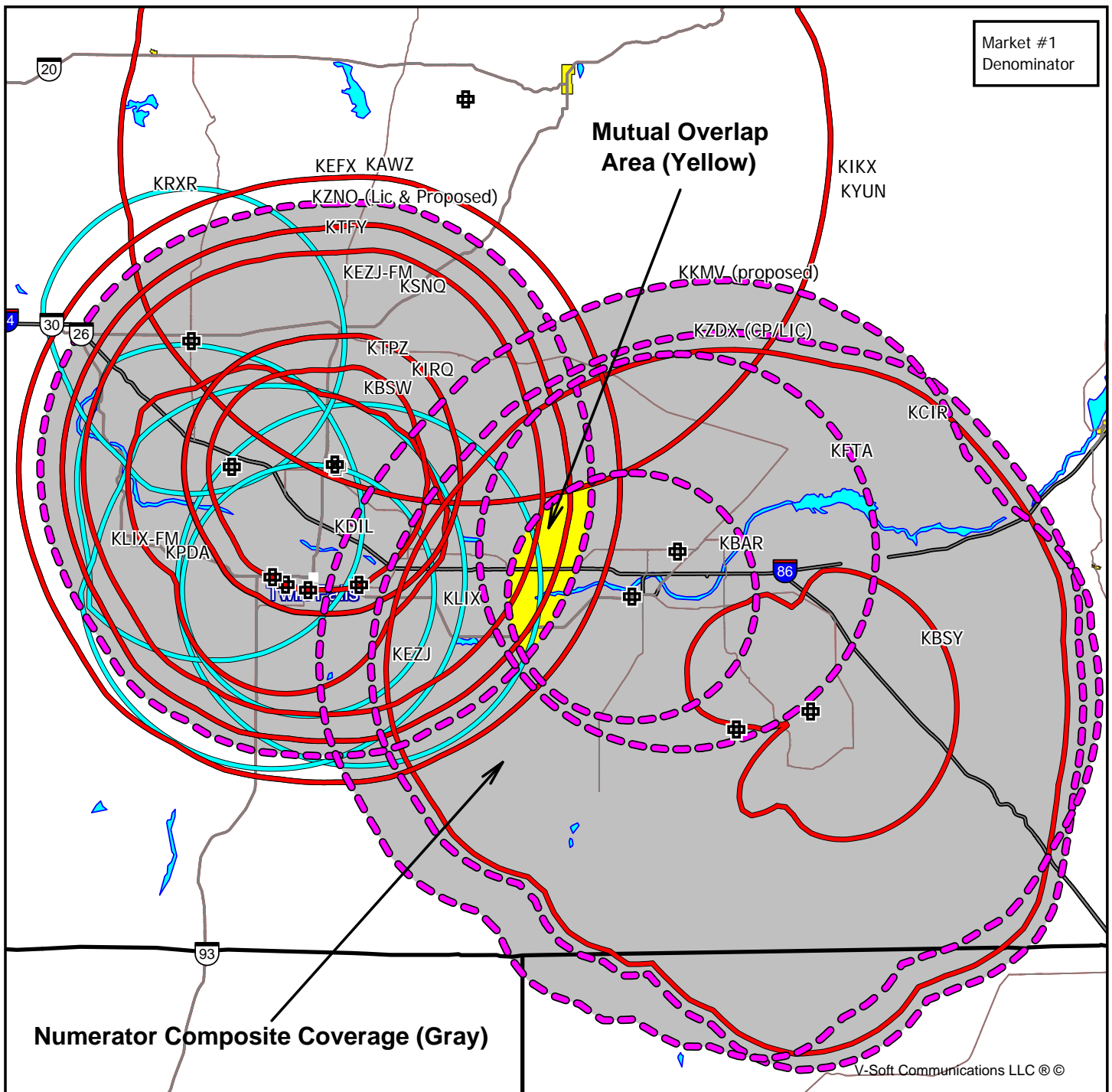
Reference:

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
KZNO (Pro/Lic)	FM	276C1	Jerome	ID	BMLH-20040817AAL & Pro	0.0	0.0
KZDX (CP/LIC)	FM	260C	Burley	ID	BLH20040817AAG	80.1	123.1
KKMV (Pro)	FM	291C	Rupert	ID	Proposed	80.1	123.1
KFTA	AM	970	RUPERT	ID	BL19890905AE	58.8	104.0
KBAR	AM	1230	BURLEY	ID	BL	54.1	113.7
KTFY	FM	201C1	Buhl	ID	BLED20050811AAA	0.2	193.8
KBSY	FM	203C3	Burley	ID	BLED19980925KE	89.1	117.1
KEFX	FM	205C0	Twin Falls	ID	BLED20060403AUG	0.3	128.4
KAWZ	FM	210C0	Twin Falls	ID	BLED20060403ANA	0.3	128.4
KCIR	FM	214C	Twin Falls	ID	BMLD20110803ABG	80.0	123.1
KBSW	FM	219C3	Twin Falls	ID	BLED19980820KB	0.2	193.8
KTPZ	FM	224C3	Hazelton	ID	BLH20110804ABB	0.0	0.0
KEZJ-FM	FM	239C1	Twin Falls	ID	BLH20081203AEH	0.5	135.5
KLIX-FM	FM	243C1	Twin Falls	ID	BMLH20060905ACF	21.6	202.0
KSNQ	FM	252C1	Twin Falls	ID	BLH20091208ABK	0.5	135.5
KIRQ	FM	271C3	Twin Falls	ID	BLH20070514ABY	0.0	0.0
KIKX	FM	284C	Ketchum	ID	BMLH20061114ABQ	64.5	19.4
KYUN	FM	294C	Hailey	ID	BLH20061103AAJ	64.5	19.4
KPDA	AM	1270	TWIN FALLS	ID	BL19980911AD	21.4	208.7
KEZJ	AM	1450	TWIN FALLS	ID	BL	21.4	191.7
KRXR	AM	1480	GOODING	ID	BL20001106ACD	31.5	310.4
KDIL	AM	940	JEROME	ID	BL20101019ACX	17.1	268.4
KLIX	AM	1310	TWIN FALLS	ID	BL19811211AG	20.4	168.3

Distance and bearing calculations from coordinates: 42-43-54 N, 114-25-04 W

In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, the Applicant may not be commonly attributable to more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM).

Therefore, the proposal complies with Section 73.3555 in Market #1.



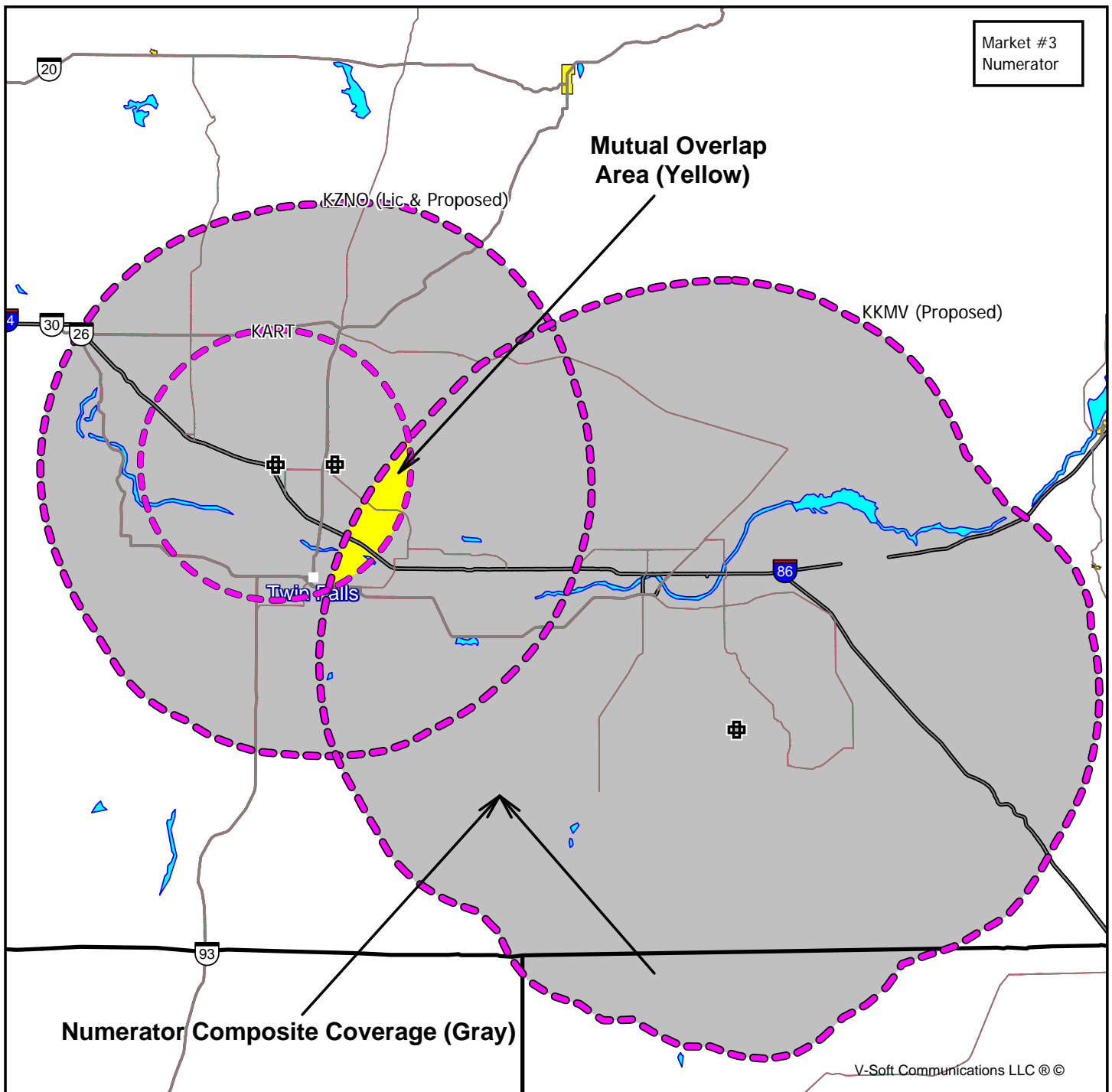
REF
KZNO (Lic & Proposed)
KZDX (CP/LIC)
KCMV (proposed)
KFTA
KBAR

Market #2:

The attached map entitled “Market #2 Numerator” depicts the principal community contours of those stations that are commonly attributable to the Applicant forming Market #2. The area shaded gray on this map constitutes the Composite Overlap Area of all stations attributable to the Applicant in Market #2. The area-shaded yellow constitutes the Mutual Overlap Area of the commonly attributable stations in Market #2.

Numerator Stations in Mutual Overlap Market #2: **1 AM and 2 FM**

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
KZNO (Pro/Lic)	FM	276C1	Jerome	ID	BMLH-20040817AAL & Pro	0.0	0.0
KKMV (Pro)	FM	291C	Rupert	ID	Proposed	80.1	123.1
KART	AM	1400	Jerome	ID	BL	9.9	269.0



The attached map entitled “Market #2 Denominator” depicts the principal community contour overlaps of the stations included in the Denominator listed below. Each Denominator station is a full-power radio station whose principal community contour overlaps or intersects the Composite Overlap Area of Market #2 and each station has its transmitter site located within 92 kilometers from the perimeter of the Numerator’s Mutual Overlap Area of the commonly attributable stations that define Market #2. Any stations which are commonly attributable with the Applicant and do not define Market #2 are not included in the Denominator. Commercial and noncommercial stations have been counted in the Denominator.

Denominator Stations in Mutual Overlap Market #2: 21 Stations

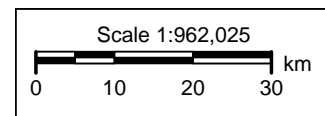
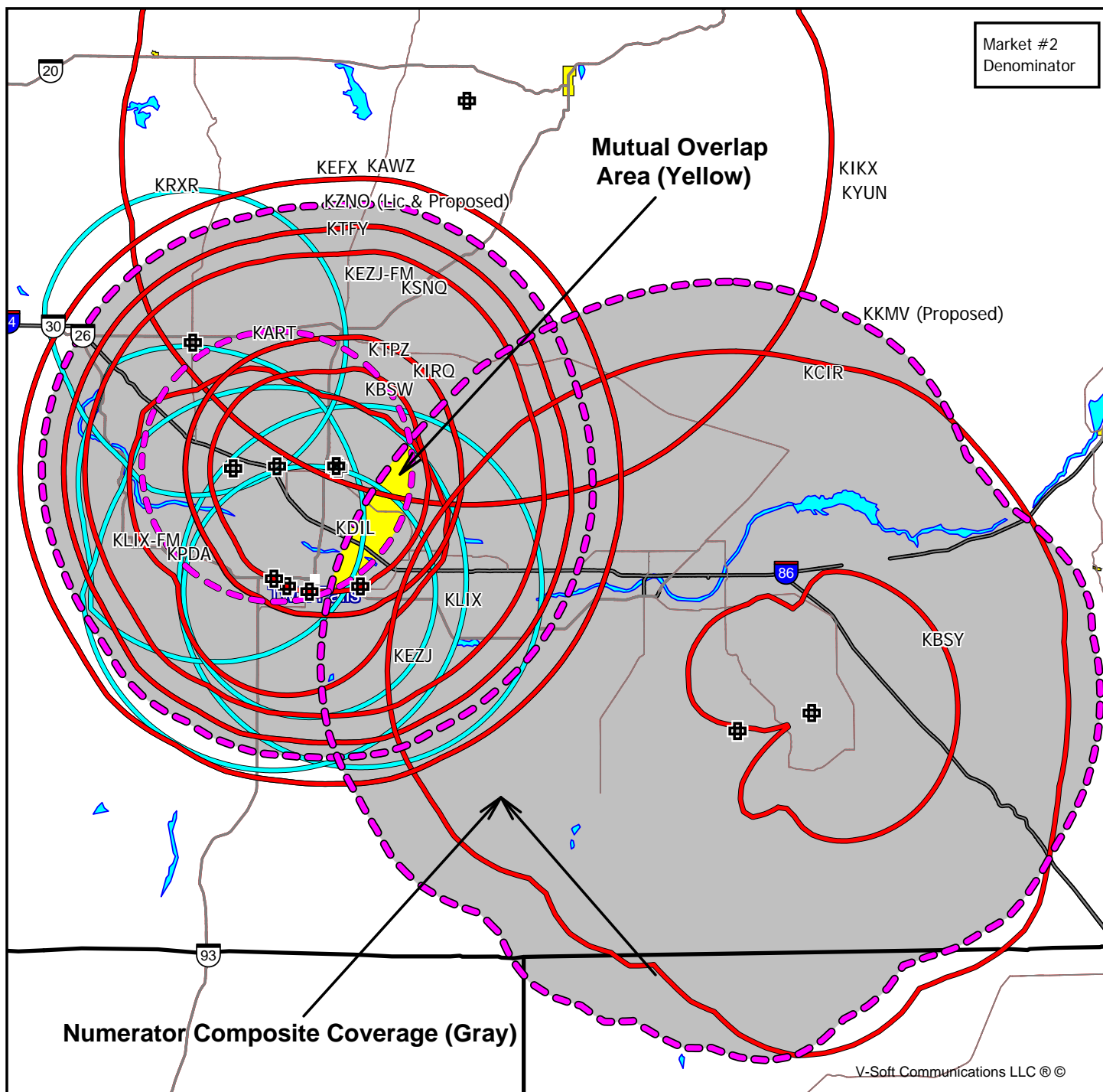
Total number of overlapping contours: 21

Reference:

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
KZNO (Pro/Lic)	FM	276C1	Jerome	ID	BMLH-20040817AAL & Pro	0.0	0.0
KKMV (Pro)	FM	291C	Rupert	ID	Proposed	80.1	123.1
KART	AM	1400	Jerome	ID	BL	9.9	269.0
KTFY	FM	201C1	Buhl	ID	BLED20050811AAA	0.2	193.8
KBSY	FM	203C3	Burley	ID	BLED19980925KE	89.1	117.1
KEFX	FM	205C0	Twin Falls	ID	BLED20060403AUG	0.3	128.4
KAWZ	FM	210C0	Twin Falls	ID	BLED20060403ANA	0.3	128.4
KCIR	FM	214C	Twin Falls	ID	BMLED20110803ABG	80.0	123.1
KBSW	FM	219C3	Twin Falls	ID	BLED19980820KB	0.2	193.8
KTPZ	FM	224C3	Hazelton	ID	BLH20110804ABB	0.0	0.0
KEZJ-FM	FM	239C1	Twin Falls	ID	BLH20081203AEH	0.5	135.5
KLIX-FM	FM	243C1	Twin Falls	ID	BMLH20060905ACF	21.6	202.0
KSNQ	FM	252C1	Twin Falls	ID	BLH20091208ABK	0.5	135.5
KIRQ	FM	271C3	Twin Falls	ID	BLH20070514ABY	0.0	0.0
KIKX	FM	284C	Ketchum	ID	BMLH20061114ABQ	64.5	19.4
KYUN	FM	294C	Hailey	ID	BLH20061103AAJ	64.5	19.4
KPDA	AM	1270	TWIN FALLS	ID	BL19980911AD	21.4	208.7
KEZJ	AM	1450	TWIN FALLS	ID	BL	21.4	191.7
KRXR	AM	1480	GOODING	ID	BL20001106ACD	31.5	310.4
KDIL	AM	940	JEROME	ID	BL20101019ACX	17.1	268.4
KLIX	AM	1310	TWIN FALLS	ID	BL19811211AG	20.4	168.3

In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, the Applicant may not be commonly attributable to more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM).

Therefore, the proposal complies with Section 73.3555 in Market #2.



REF
KZNO (Lic & Proposed)
KKMV (Proposed)
KART

BIA/Arbitron Market:

The stations listed in the Numerator comprise those stations that will be commonly attributable to principals of the station subject to this study that are home to the subject BIA/Arbitron Market. The Denominator consists of Commercial Stations which BIA/Arbitron define as being home to this radio market and Non-Commercial stations which are not rated by BIA/Arbitron but whose Community of License are located in a county which BIA/Arbitron define as this radio market.

Numerator Stations:

3 AM and 3 FM

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
KZNO (Pro)	FM	275C1	Jerome	ID	Proposed		
KART	AM	1400	Jerome	ID	BL		
KZDX (CP/LIC)	FM	260C	Burley	ID	BLH20040817AAG	80.1	123.1
KKMV (Lic/Pro)	FM	291C0	Rupert	ID	BLH20040809AAC / Pro	80.1	123.1
KFTA	AM	970	RUPERT	ID	BL19890905AE	58.8	104.0
KBAR	AM	1230	BURLEY	ID	BL	54.1	113.7

Denominator Stations:

33 Stations

<u>KART</u>	AM	1400	Twin Falls (Sun Valley), ID (231)	Country
<u>KAWZ</u>	FM	89.9	Twin Falls (Sun Valley), ID (231)	Christian
<u>KBAR</u>	AM	1230	Twin Falls (Sun Valley), ID (231)	News/Talk
<u>KBSS</u>	FM	91.1	Twin Falls (Sun Valley), ID (231)	NPR/Talk
<u>KBSW</u>	FM	91.7	Twin Falls (Sun Valley), ID (231)	Clsc/NPR
<u>KBSY</u>	FM	88.5	Twin Falls (Sun Valley), ID (231)	NPR
<u>KBWE</u>	FM	91.9	Twin Falls (Sun Valley), ID (231)	CP - NOA
<u>KCIR</u>	FM	90.7	Twin Falls (Sun Valley), ID (231)	ChrsContemp
<u>KDIL</u>	AM	940	Twin Falls (Sun Valley), ID (231)	Span/AdHts
<u>KDPI</u>	FM	89.3	Twin Falls (Sun Valley), ID (231)	CP - NOA
<u>KECH-FM</u>	FM	95.3	Twin Falls (Sun Valley), ID (231)	Clsc Rock
<u>KEFX</u>	FM	88.9	Twin Falls (Sun Valley), ID (231)	Christian
<u>KEZJ</u>	AM	1450	Twin Falls (Sun Valley), ID (231)	Jazz
<u>KEZJ-FM</u>	FM	95.7	Twin Falls (Sun Valley), ID (231)	Country
<u>KFTA</u>	AM	970	Twin Falls (Sun Valley), ID (231)	Mexican
<u>KIKX</u>	FM	104.7	Twin Falls (Sun Valley), ID (231)	Adult Hits
<u>KIRQ</u>	FM	102.1	Twin Falls (Sun Valley), ID (231)	Rock
<u>KKMV</u>	FM	106.1	Twin Falls (Sun Valley), ID (231)	Country
<u>KLIX</u>	AM	1310	Twin Falls (Sun Valley), ID (231)	News/Talk
<u>KLIX-FM</u>	FM	96.5	Twin Falls (Sun Valley), ID (231)	Oldies
<u>KZNO</u>	FM	103.1	Twin Falls (Sun Valley), ID (231)	Sports (Proposed)
<u>KPDA</u>	AM	1270	Twin Falls (Sun Valley), ID (231)	Mexican

<u>KRXR</u>	AM	1480	Twin Falls (Sun Valley), ID (231)	Mexican
<u>KSKI-FM</u>	FM	103.7	Twin Falls (Sun Valley), ID (231)	AAA
<u>KSNQ</u>	FM	98.3	Twin Falls (Sun Valley), ID (231)	Clsc Rock
<u>KTFI</u>	AM	1340	Twin Falls (Sun Valley), ID (231)	Religion
<u>KTFY</u>	FM	88.1	Twin Falls (Sun Valley), ID (231)	ChrsContemp
<u>KTPZ</u>	FM	92.7	Twin Falls (Sun Valley), ID (231)	Pop/CHR
<u>KWRV</u>	FM	91.9	Twin Falls (Sun Valley), ID (231)	Classical
<u>KXML</u>	FM	99.9	Twin Falls (Sun Valley), ID (231)	CP - NOA
<u>KYUN</u>	FM	106.7	Twin Falls (Sun Valley), ID (231)	Country
<u>KYZK</u>	FM	107.5	Twin Falls (Sun Valley), ID (231)	Smooth Jazz
<u>KZDX</u>	FM	93.5	Twin Falls (Sun Valley), ID (231)	Hot AC

- (see attached BIA/Arbitron Roster of stations included in this market)

In a radio market with between 30 and 44 (inclusive) full-power, commercial and noncommercial radio stations, the Applicant may not be commonly attributable to more than 7 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM).

Therefore, the proposal complies with Section 73.3555 in the subject BIA/Arbitron Market.