



## Radio Market Analysis

Station KQOB (FM) Channel 245C  
Enid, OK

*Prepared for:*  
Chisholm Trail Broadcasting Co.

In support of its application 301-FM Minor Change

File Number: BPH-20031112AGJ

March 5, 2005

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## Exhibit III-A

### *Engineering Statement of Purpose*

This firm has been retained by Chisholm Trail Broadcasting Co. (CTB), to prepare this Radio Market Analysis for station KQOB (FM). This Radio Market Analysis supports form 301-FM, file no. BPH-20031112AGJ.

The "Market Area" for this purpose is defined as the overlap area between stations KNID, Channel 259C1, Alva, Oklahoma; KQOB, Channel 245C, Enid, Oklahoma; KCRC, 1390 kHz, Enid, Oklahoma; KFNY, 1640 kHz, Enid, OK, and KXLS, Channel 239C3, Lahoma, Oklahoma. CTB has an attributable interest in all of these facilities.

An analysis determined that 45 stations city-grade contours intersected or were contained within the Market Area. This study depicts only 17 of these stations. In order to own four of the stations referenced above (KNID, KQOB, KCRC, and KXLS),<sup>1</sup> Section 73.3555(a) of the Commission's rules requires that there be a minimum of 14 stations in the radio market. Therefore, this application is in compliance with the Commission's rules.

Exhibit III-C is a tabular study depicting license details of all stations included in Exhibit III-D, which is a graphical representation of the Market Area.

The proposed upgrade of station KQOB has a minimal impact on the size of the Market Area. This is defined as the additional area that would potentially be added to the Market Area, should the application for upgrade be approved by the Commission. An analysis determined that the upgrade of station KQOB would increase the population served by 7,331 persons (2000 U.S. Census), or 1.2 percent of the population served by the current KQOB license.

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<sup>1</sup> As reflected above, KFNY (AM) is an expanded band station and may be disregarded for multiple ownership purposes.



## Exhibit III-B

### *Engineer's Certification*

I, William H. Nolan, with offices at 1632 S. Maize Road, Wichita, KS, have been retained for the purpose of preparing the technical data forming this report.

My work is a matter of record before the Federal Communications Commission. I have filed numerous applications that have been subsequently granted by the Commission, including the 301-FM application for the KXLS (FM) construction permit. I have spent 23 years in the broadcast industry, and have designed and constructed numerous radio stations in that time, including AM and FM facilities.

I declare under penalty of perjury that the contents of this report are true and accurate to the best of my knowledge and belief.

Signed:  Date: 03/04/2005

William H. Nolan  
Managing Member  
Broadcast Technical Associates, LLC



## Exhibit III-C

### *Tabulation of Radio Stations Depicted in the Market Area*

*	KCRC (AM)	1390 kHz	Enid, Oklahoma
*	KNID (FM)	Channel 259C1	Alva, Oklahoma
*	KQOB (FM)	Channel 245C	Enid, Oklahoma
*	KXLS (FM)	Channel 239C3	Lahoma, Oklahoma
*	KFNY (AM)	1640 kHz	Enid, Oklahoma
+	KALV (AM)	1430 kHz	Alva, Oklahoma
+	KATT (FM)	Channel 263C	Oklahoma City, Oklahoma
+	KEBC (AM)	1340 kHz	Oklahoma City, Oklahoma
+	KGFY (FM)	Channel 288A	Stillwater, Oklahoma
+	KGWA (AM)	960 kHz	Enid, Oklahoma
+	KHBZ (FM)	Channel 234C	Oklahoma City, Oklahoma
+	KIMY (FM)	Channel 230A	Watonga, Oklahoma
+	KJYO (FM)	Channel 274C	Oklahoma City, Oklahoma
+	KKNG (FM)	Channel 227C1	Newcastle, Oklahoma
+	KKWD (FM)	Channel 250A	Edmond, Oklahoma
+	KMGL (FM)	Channel 281C	Oklahoma City, Oklahoma
+	KOCY (AM)	1560 kHz	Del City, Oklahoma
+	KOFM (FM)	Channel 276 C3	Enid, Oklahoma

Total Stations: 18

Total AM Stations: 6

Total FM Stations: 12

\* Market Area Stations

+ Contributes city grade contour to Market Area.

