

## **Multiple Ownership Study**

**Applicant:** GAP Broadcasting Pocatello License, LLC

**Proposed Station and Community:** KEGE(FM) Pocatello, ID

**County of License:** Bannock County

**BIA/Arbitron Market:** No

**Type of Ownership Study:** Modified Contour Overlap Method

**Number of Mutual Overlap Markets:** 1

The Applicant hereby proposes to acquire station KEGE(FM) Pocatello, ID. The Community of License for the station subject to this study is not located in a county which BIA and Arbitron define as being part of an Arbitron Metro nor has the station appeared “above the line” in any Arbitron Ratings as reported by BIA in the previous two years. Therefore, the Modified Contour Overlap Method shall be employed to demonstrate multiple ownership compliance with Section 73.3555.

### **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 4 FM

1 KEGE(CP) 425226N 1123047W 0 0 221C2 12 Pocatello ID BMPH20041223ABE  
9 KID.L 433335N 1115515W 90.1 32 590 5 IDAHO FALLS ID BL  
10 KID-FM.L 432951N 1123950W 70.4 350 241C 100 Idaho Falls ID BMLH20060831AAG  
13 KLLP.L 425226N 1123047W 0 0 253C2 7 Chubbuck ID BLH20061221AAG  
18 KPKY.L 425226N 1123047W 0 0 235C 100 Pocatello ID BMLH20061221AAH  
28 KWIK.L 425514N 1122717W 7 42 1240 1 POCATELLO ID BL

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:    29 Stations**

1 KEGE(CP) 425226N 1123047W 0 0 221C2 12 Pocatello ID BMPH20041223ABE  
2 KBJX.L 433234N 1115307W 90.1 34 292C1 100 Shelley ID BLH19991215ABL  
3 KBLI.L 431004N 1122208W 34.7 19 690 1 BLACKFOOT ID BL20001018ACC  
4 KBLV.L 433115N 1115933W 83.4 30 1260 5 IDAHO FALLS ID BL  
5 KBRV.L 423839N 1113641W 78.1 108 790 5 SODA SPRINGS ID BL20060130AYP  
6 KCVI.L 433003N 1123943W 70.7 350 268C 100 Blackfoot ID BMLH20030825ANH  
7 KFTZ.L 432106N 1120022W 67.2 37 277C1 100 Idaho Falls ID BLH19940420KB  
8 KGTM.L 433234N 1115307W 90.1 34 251C1 100 Rexburg ID BLH20011127ABJ  
9 KID.L 433335N 1115515W 90.1 32 590 5 IDAHO FALLS ID BL  
10 KID-FM.L 432951N 1123950W 70.4 350 241C 100 Idaho Falls ID BMLH20060831AAG  
11 KISUFM.L 425146N 1123103W 1.3 196 216C2 4.5 Pocatello ID BLED20041202ADT  
12 KLCE.L 433003N 1123943W 70.7 350 247C 100 Blackfoot ID BMLH20030825ANI  
13 KLLP.L 425226N 1123047W 0 0 253C2 7 Chubbuck ID BLH20061221AAG  
14 KLRI.L 433004N 1123944W 70.7 350 208C0 78 Rigby ID BLED20050729DTE  
15 KMGI.L 425157N 1123046W 0.9 178 273C 100 Pocatello ID BLH19871216KF  
16 KORR.L 425146N 1123103W 1.3 196 281C1 56 American Fall ID BLH19941220KB  
17 KOUU.L 425727N 1122546W 11.5 36 1290 50 POCATELLO ID BL20070502AHF  
18 KPKY.L 425226N 1123047W 0 0 235C 100 Pocatello ID BMLH20061221AAH  
19 KZJB.L 425146N 1123103W 1.3 196 212C3 0.91 Pocatello ID BLED20050727ACZ  
20 KPTO.L 425643N 1122457W 11.2 44 1440 2.5 POCATELLO ID BL20050118ALT  
21 KQEO.L 433233N 1115304W 90.2 34 296C1 82 Idaho Falls ID BLH20030408ABD  
22 KQPI.C 424831N 1122910W 7.6 163 258C2 2.2 Aberdeen ID BMPH20080107AAN  
23 KRTK.L 425538N 1123003W 6 9 1490 1 CHUBBUCK ID BL19801219AB  
24 KSEI.L 425744N 1122950W 9.9 7 930 5 POCATELLO ID BL  
25 KSPZ.L 433123N 1120036W 82.9 29 980 5 AMMON ID BL19830308AA  
26 KTHK.L 432106N 1120022W 67.2 37 288C1 100 Idaho Falls ID BLH19931014KD  
27 KUPIFM.L 433233N 1115304W 90.2 34 256C1 100 Idaho Falls ID BLH19851101KB  
28 KWIK.L 425514N 1122717W 7 42 1240 1 POCATELLO ID BL  
29 KZBQ.L 425157N 1123046W 0.9 178 229C 100 Pocatello ID BMLH20000616AAS

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.



