

FCC Form 301-FM
Section II(4)(b)
Application for Modification
Construction Permit
FCC File No. BNPH-20110630AGY
Hispanic Target Media, Inc.
FM Channel 240C2
Alamogordo, New Mexico
Facility ID 189481

May 21, 2014

Exhibit 5
Multiple Ownership Analysis

This firm has been retained by Hispanic Target Media, Inc., Permittee of Radio Station KZHM(FM) at Alamogordo, NM to prepare this Engineering Statement to demonstrate that this application is in compliance with the Commission's Multiple Ownership Rules.

Hispanic Target Media, Inc. has a number of applications/licenses that have been reviewed in preparing this Multiple Ownership Statement. There are a total of 3 other facilities that need to be considered that are pending/licensed facilities in which Hispanic Target Media, or any of its principals, have an interest. There is city grade overlap between this application and a) the facilities authorized at Carrizozo, New Mexico, (FCC File No. BNPH-20120529ALH, Facility ID 190395), and the authorized facilities at Tularosa, New Mexico, (FCC File No. BNPH-20120529AHO, Facility ID 190396). These overlapping city grade contours form a 3 station market that has to be analyzed to demonstrate compliance with the Commission's Multiple Ownership Rules. All of the facilities are located outside of any Arbitron defined market and compliance with the Commission's Multiple Ownership Rules is being demonstrated using the contour overlap provisions of the Rules.

Market Definition

The market that requires analysis is defined by the following facilities:

1. This application for a Construction Permit seeking to amend the present Construction Permit, (FCC File No. BNPH-20110630AGY, Facility ID 189481), to allow relocation to a new transmitting site at Alamogordo, New Mexico.
2. A Construction Permit for a new FM station to be operated on FM Channel 274C2 at Tularosa, New Mexico), FCC File No. BNPH-20120529AHO, Facility ID 190396).
3. A Construction Permit for a new FM station to be operated on FM Channel 261C2 at Carrizozo, New Mexico, (FCC File No. BNPH-20120529ALH, Facility ID 190395).

Other signals in the market were analyzed and it was found that the following additional facilities produce a city grade¹ contour that overlaps the market defined above.

4. Radio Station KNMA(FM), Tularosa, New Mexico. Facility ID 122932, FCC File No. BLED-20080505ACS.
5. Radio Station KKLb(FM), Ruidoso, New Mexico. Facility ID 91581, FCC File No. BLED-20101201ABW.
6. Radio Station KIDX(FM), Ruidoso, New Mexico. Facility ID 87732, FCC File No. BLH-20010228AAI.
7. Radio Station KLAG(FM), Alamogordo, New Mexico. Facility ID 81333, FCC File No. BMLED- 20131107AGU.
8. Radio Station KYCM(FM), Alamogordo, New Mexico. Facility ID 93483, FCC File No. BLED-20061005ACQ.

¹ A city grade signal is defined as the 70 dbu f(50,50) contour for an FM station and the 5 mv/m contour of an AM station.

The city grade contours of the above facilities are shown on the attached Exhibit E-1 with the map tags labeled to correspond with the above listed numerical designation.

The Commission's Rules, Section 73.3555(a)(iv), provides that a person or single entity (or entities under common control) may have a cognizable interest in licenses for AM or FM radio broadcast stations limited by the number of aural signals in the defined market. In a radio market with 14 or fewer full-power, commercial and noncommercial radio stations, a person or single entity may have an interest in not more than 5 commercial radio stations in total and not more than 3 commercial stations in the same service (AM or FM) can be owned or controlled by a single entity; provided, however, that no person or single entity (or entities under common control) may have a cognizable interest in more than 50% of the full-power, commercial and noncommercial radio stations in such market unless the combination of stations comprises not more than one AM and one FM station.

CONCLUSION

A grant of this application for the modification of Construction Permit, (FCC File No. BNPH-20110630AGY, Facility ID 189481), as requested by Hispanic Target Media, Inc., for Radio Station KZHM(FM) at Alamogordo, New Mexico would result in that entity having an interest in fewer than 50% of the facilities in the defined market² in full compliance with Section 73.3555(a)(iv) of the Commission's Rules.

² Contour analysis was truncated once it was determined that the application was in compliance with Section 73.3555(a)(iv) of the Commission's Rules.

CERTIFICATION

This engineering statement has been prepared by the undersigned and is true and correct to the best of his knowledge and belief, and is submitted in good faith. My qualifications are a matter of record before the Commission.

The undersigned is aware that this document is being filed with the Federal Communications Commission in connection with FCC Form 301-FM filed by Hispanic Target Media, Inc. and hereby consents to its use for that purpose.

Dated this 21st day of May 2014.

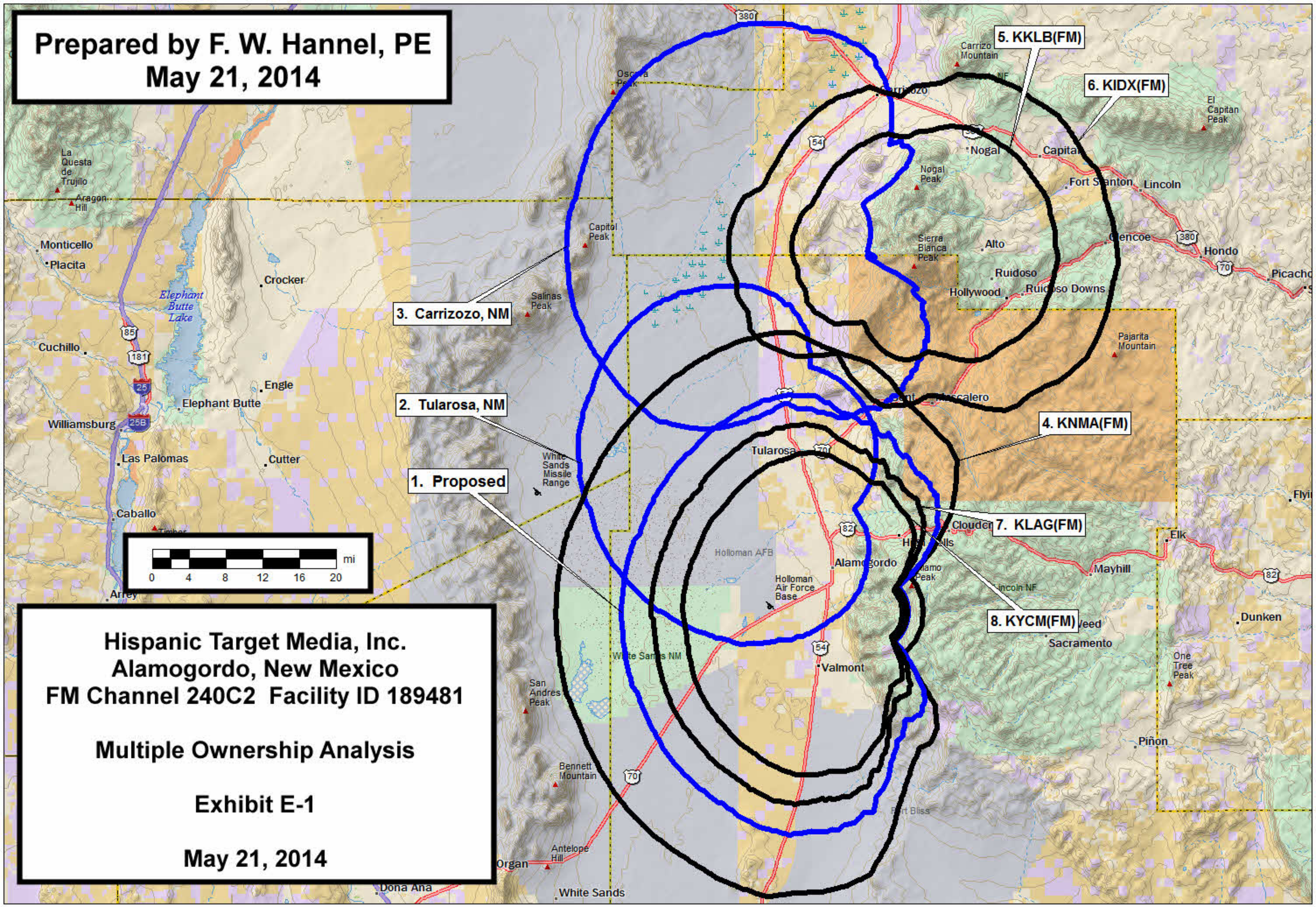
Respectfully,

A handwritten signature in black ink, appearing to read "F. W. Hannel", written over a horizontal line.

F. W. Hannel, PE

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Prepared by F. W. Hannel, PE
May 21, 2014



3. Carrizozo, NM

2. Tularosa, NM

1. Proposed

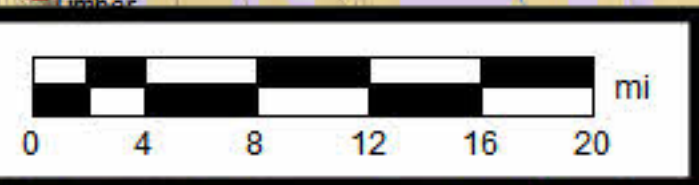
5. KKLB(FM)

6. KIDX(FM)

4. KNMA(FM)

7. KLAG(FM)

8. KYCM(FM)



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Exhibit E-1

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