

## Multiple Ownership Study

**Applicant:** Eagle Rock Broadcasting Inc.  
**Proposed Station and Community:** KZDX(FM) Burley, ID  
**County of License:** Cassia County and Minidoka County  
**County part of an Arbitron Market:** Yes (Twin Falls, ID)\*  
**Type of Ownership Study:** BIA/Arbitron & Modified Contour Overlap Method  
**Number of Mutual Overlap Markets:** 1

\*The Twin Falls Arbitron survey commenced in the Spring of 2007. Therefore, the proposed station has not yet been a part of any Arbitron market for two years. Therefore, in an abundance of caution, both the BIA/Arbitron Method and the Modified Contour Overlap Method shall be employed to demonstrate multiple ownership compliance with Section 73.3555 since the Community of License for the station subject to this study is located in a county that BIA and Arbitron now define as being part of an Arbitron Metro.

### 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 2 FM**

Call Coordinates Dist Bear Chan Pwr(kW) City State File #

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1 KZDX 422006N 1133615W 0 0 228C 60 Burley ID (Proposed)  
4 KBAR.L 423205N 1134854W 28.2 322 1230 1 BURLEY ID BL  
11 KFTA.L 423607N 1134321W 31.2 341 970 2.5 RUPERT ID BL19890905AE  
14 KKMV.L 422006N 1133615W 0 0 291C0 25 Rupert ID BLH20040809AAC

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: 22 Stations**

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 Call Coordinates Dist Bear Chan Pwr(kW) City State File #  
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- 1 KZDX 422006N 1133615W 0 0 228C 60 Burley ID (Proposed)**
- 2 KART.L 424351N 1143217W 88.4 300 1400 1 JEROME ID BL
- 3 KAWZ.L 424347N 1142452W 79.7 303 210C0 100 Twin Falls ID BLED20060403ANA
- 4 KBAR.L 423205N 1134854W 28.2 322 1230 1 BURLEY ID BL**
- 5 KBSW.L 424348N 1142506W 80 303 219C3 4.5 Twin Falls ID BLED19980820KB
- 6 KBSY.L 422142N 1132717W 12.7 76 203C3 0.44 Burley ID BLED19980925KE
- 7 KCIR.L 422007N 1133617W 0.1 303 214C 20 Twin Falls ID BMLED19920811KA
- 8 KEFX.L 424347N 1142452W 79.7 303 205C0 100 Twin Falls ID BLED20060403AUG
- 9 KEZJ.L 423236N 1142814W 74.9 288 1450 1 TWIN FALLS ID BL
- 10 KEZJFM.L 424342N 1142448W 79.6 303 239C1 100 Twin Falls ID BLH20040916ACS
- 11 KFTA.L 423607N 1134321W 31.2 341 970 2.5 RUPERT ID BL19890905AE**
- 12 KIKX.L 431645N 1140914W 114.1 337 284C 100 Ketchum ID BMLH20061114ABQ
- 13 KIRQ.L 424354N 1142504W 80.1 303 271C3 5.2 Twin Falls ID BLH20070514ABY
- 14 KKMV.L 422006N 1133615W 0 0 291C0 25 Rupert ID BLH20040809AAC**
- 15 KLIX.L 423306N 1142203W 67.3 291 1310 5 TWIN FALLS ID BL19811211AG
- 16 KLIXFM.L 423305N 1143059W 78.8 288 243C1 100 Twin Falls ID BMLH20060905ACF
- 17 KMOV.L 424354N 1142504W 80.1 303 275C1 100 Jerome ID BMLH20040817AAL
- 18 KSNQ.L 424342N 1142448W 79.6 303 252C1 100 Twin Falls ID BLH20041119ADY
- 19 KTFI.L 423345N 1143234W 81.2 288 1270 5 TWIN FALLS ID BL19980911AD
- 20 KTFY.L 424348N 1142506W 80 303 201C1 60 Buhl ID BLED20050811AAA
- 21 KTPZ.L 424354N 1142504W 80.1 303 232C3 4.9 Hazelton ID BLH20070514ABZ
- 22 KYUN.L 431645N 1140914W 114.1 337 294C 100 Hailey ID BLH20061103AAJ

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.

**BIA/Arbitron Market:**

The stations listed in the Numerator comprise those stations that are 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 and NCE Stations which BIA/Arbitron define as being home to this radio market.

**Numerator Stations:                    2 AM and 2 FM**

1 KZDX 422006N 1133615W 0 0 228C 60 Burley ID (Proposed)  
4 KBAR.L 423205N 1134854W 28.2 322 1230 1 BURLEY ID BL  
11 KFTA.L 423607N 1134321W 31.2 341 970 2.5 RUPERT ID BL19890905AE  
14 KKMV.L 422006N 1133615W 0 0 291C0 25 Rupert ID BLH20040809AAC

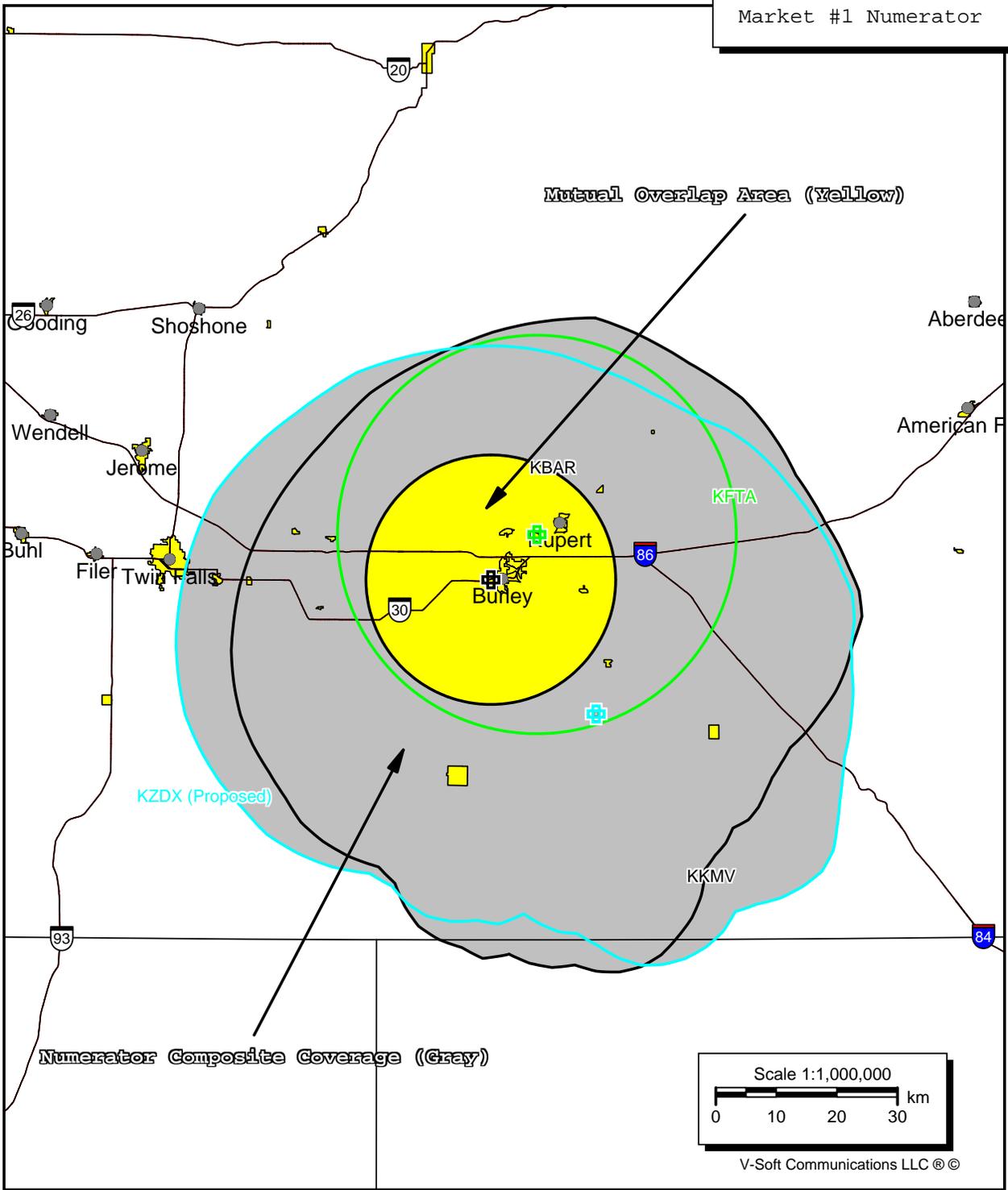
**Denominator Stations (Commercial and NCE):                    29 Stations**

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

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 the subject BIA/Arbitron Market.

Market #1 Numerator







# FCC Geographic Market Definition for Twin Falls (Sun Valley), ID

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KART	AM	1400	C	Country	Twin Falls (Sun Valley), ID	07/02/2003	236	KART Broadcasting Company Incorporated	Jerome, ID	Jerome
KBAR	AM	1230	C	News/Talk	Twin Falls (Sun Valley), ID	07/02/2003	236	Eagle Rock Broadcasting Inc	Burley, ID	Cassia
KEZJ	AM	1450	NC	Jazz	Twin Falls (Sun Valley), ID	07/02/2003	236	College of Southern Idaho	Twin Falls, ID	Twin Falls
KEZJ	FM	95.7	C	Country	Twin Falls (Sun Valley), ID	07/02/2003	236	GAP Broadcasting II LLC	Twin Falls, ID	Twin Falls
KLIX	AM	1310	C	News/Talk	Twin Falls (Sun Valley), ID	07/02/2003	236	GAP Broadcasting II LLC	Twin Falls, ID	Twin Falls
KLIX	FM	96.5	C	Oldies	Twin Falls (Sun Valley), ID	07/02/2003	236	GAP Broadcasting II LLC	Twin Falls, ID	Twin Falls
KZDX	FM	99.9	C	Hot AC	Twin Falls (Sun Valley), ID	07/02/2003	236	Eagle Rock Broadcasting Inc	Burley, ID	Cassia
KKMV	FM	106.1	C	Country	Twin Falls (Sun Valley), ID	07/02/2003	236	Tri-Market Radio Broadcasters	Rupert, ID	Minidoka
KSKI	FM	103.7	C	Alternative	Twin Falls (Sun Valley), ID	07/02/2003	236	p Devine, Christopher	Sun Valley, ID	Blaine
KTFI	AM	1270	C	Talk	Twin Falls (Sun Valley), ID	07/02/2003	236	Locally Owned Radio LLC	Twin Falls, ID	Twin Falls
KFTA	AM	970	C	Mexican	Twin Falls (Sun Valley), ID	07/02/2003	236	Tri-Market Radio Broadcasters	Rupert, ID	Minidoka
KECH	FM	95.3	C	Clsc Rock	Twin Falls (Sun Valley), ID	07/02/2003	236	p Devine, Christopher	Sun Valley, ID	Blaine
KRXR	AM	1480	C	Mexican	Twin Falls (Sun Valley), ID	07/02/2003	236	Juarez, Maria Elena	Gooding, ID	Gooding
KIKX	FM	104.7	C	Clsc Rock	Twin Falls (Sun Valley), ID	07/02/2003	236	Locally Owned Radio LLC	Ketchum, ID	Blaine
KMVX	FM	102.9	C	AC	Twin Falls (Sun Valley), ID	07/02/2003	236	KART Broadcasting Company Incorporated	Jerome, ID	Jerome
KAYN	FM	100.7	C	Oldies	Boise, ID	07/02/2003	102	FM Idaho Co LLC	Gooding, ID	Gooding
KAWZ	FM	89.9	NC	Christian	Twin Falls (Sun Valley), ID	07/02/2003	236	Calvary Chapel of Twin Falls Inc	Twin Falls, ID	Twin Falls
KBSW	FM	91.7	NC	Clsc/NPR	Twin Falls (Sun Valley), ID	07/02/2003	236	Idaho State Board of Education	Twin Falls, ID	Twin Falls
KBSY	FM	88.5	NC	NPR	Twin Falls (Sun Valley), ID	07/02/2003	236	Idaho State Board of Education	Burley, ID	Cassia
KCIR	FM	90.7	NC	ChrsContem	Twin Falls (Sun Valley), ID	07/02/2003	236	Faith Communications Corporation	Twin Falls, ID	Twin Falls
KEFX	FM	88.9	NC	Altve/Chrst	Twin Falls (Sun Valley), ID	07/02/2003	236	Calvary Chapel of Twin Falls Inc	Twin Falls, ID	Twin Falls
KWRV	FM	91.9	NC	Classical	Twin Falls (Sun Valley), ID	07/02/2003	236	Minnesota Public Radio	Sun Valley, ID	Blaine
KYZK	FM	107.5	C	BgBnd/SmJ	Twin Falls (Sun Valley), ID	07/02/2003	236	p Devine, Christopher	Sun Valley, ID	Blaine
KSNQ	FM	98.3	C	Clsc Rock	Twin Falls (Sun Valley), ID	09/14/2004	236	Intermart Broadcasting	Twin Falls, ID	Twin Falls
KBSS	FM	91.1	NC	NPR/Talk	Twin Falls (Sun Valley), ID	10/08/2004	236	Idaho State Board of Education	Sun Valley, ID	Blaine
KTFY	FM	88.1	NC	ChrsContem	Twin Falls (Sun Valley), ID		236	Idaho Conference of Seventh-Day Adventists Inc	Buhl, ID	Twin Falls
KTPZ	FM	94.3	C	Pop/CHR	Twin Falls (Sun Valley), ID	12/13/2005	236	Locally Owned Radio LLC	Hazelton, ID	Jerome
KIRQ	FM	102.1	C	Rock	Twin Falls (Sun Valley), ID	12/13/2005	236	p Locally Owned Radio LLC	Twin Falls, ID	Twin Falls
KYUN	FM	106.7	C	Country	Twin Falls (Sun Valley), ID		236	Locally Owned Radio LLC	Hailey, ID	Blaine

Number of Stations in Geographic Market 29

## Previous Stations in Geographic Market

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed