

Multiple Ownership Study

Radio Market: Lake Havasu City, AZ

Pursuant to the Commission's ownership rules in §73.3555, the following Multiple Ownership Study was conducted to determine if a grant of the instant application will comply with the Rules in the Lake Havasu City, Arizona, Radio Market. Lake Havasu City is not a BIA/Arbitron rated market. Therefore, the Revised Contour Overlap Methodology shall be employed.

Mad Dog Wireless, Inc., ("Mad Dog") proposes modifying its license for KZUL-FM in a manner that creates the following Numerator of stations serving the Lake Havasu City Radio Market:

Call Letters: KRCY-FM
File Number: BLH-19991217ACF
Latitude: 34-33-06 N
Longitude: 114-11-37 W
ERP: 1.05 kW
Channel: 244
Frequency: 96.7 MHz
Proposed: 96.9 MHz
(see BMPH-20070130ACE)

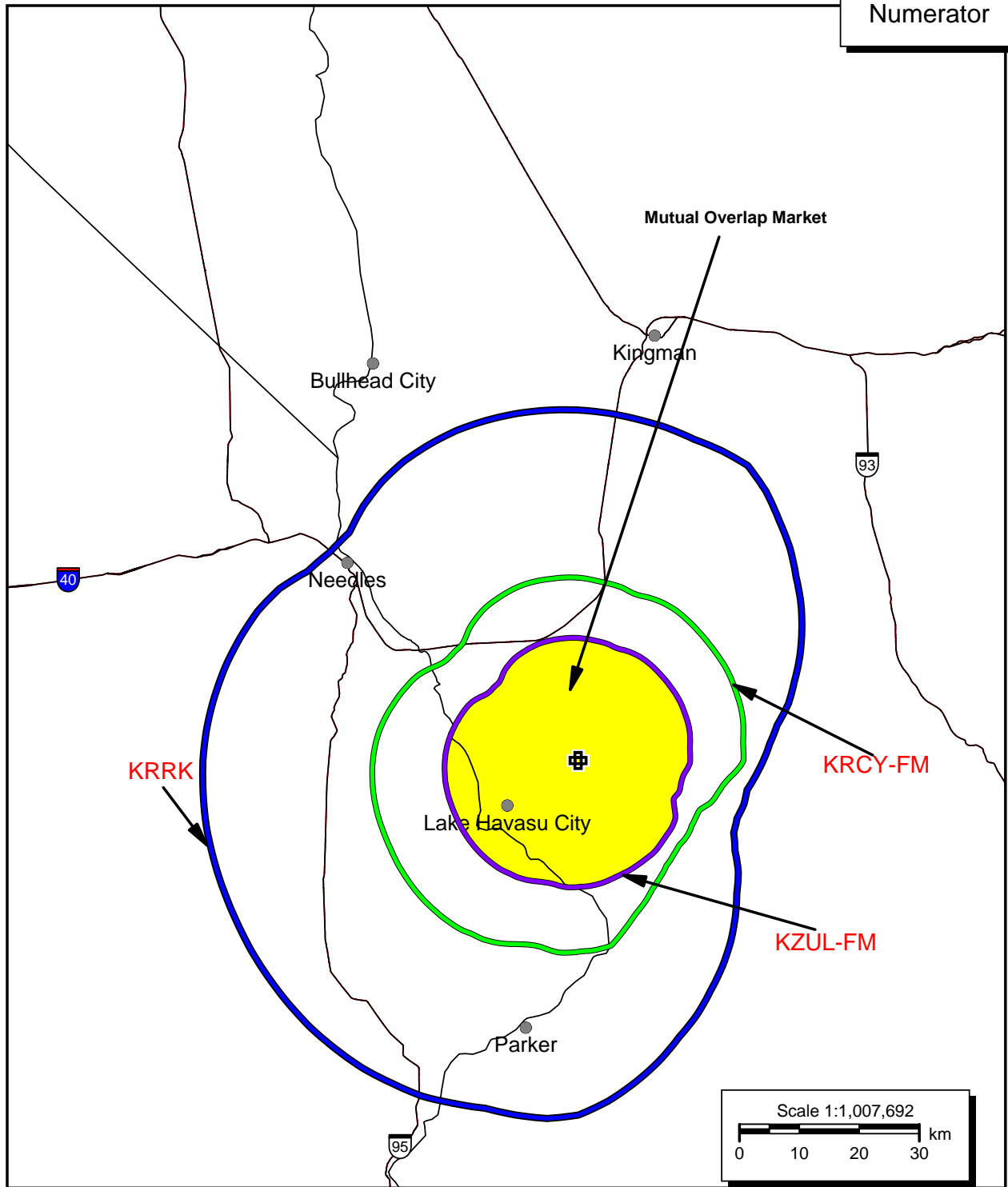
Call Letters: KZULFM
File Number: Proposed
Latitude: 34-33-06 N
Longitude: 114-11-37 W
ERP: .23 kW
Channel: 283
Frequency: 104.5 MHz

Call Letters: KRRK
File Number: BLH20021101AAC
Latitude: 34-33-06 N
Longitude: 114-11-37 W
ERP: 20.00 kW
Channel: 266
Frequency: 101.1 MHz

The accompanying map entitled "Numerator" illustrates the area encompassed by the principal community contours (predicted 5 mV/m groundwave AM contours and predicted 3.16 mV/m FM contours) of the stations listed above.

As shown in the map entitled "Numerator" and in Table 1, below, parties holding attributable interests in Mad Dog propose holding attributable interests in the following facilities in the Lake Havasu City Radio Market creating the market's "Numerator."

Numerator



- KRCY-FM
- KRRK
- KZUL-FM

TABLE 1 – Lake Havasu City Radio Market Numerator

<u>Radio Market</u>	<u>FM Stations</u>	<u>AM Stations</u>
Lake Havasu City	KRRK, KZUL, KRCY-FM	

Lake Havasu City Radio Market Examination:

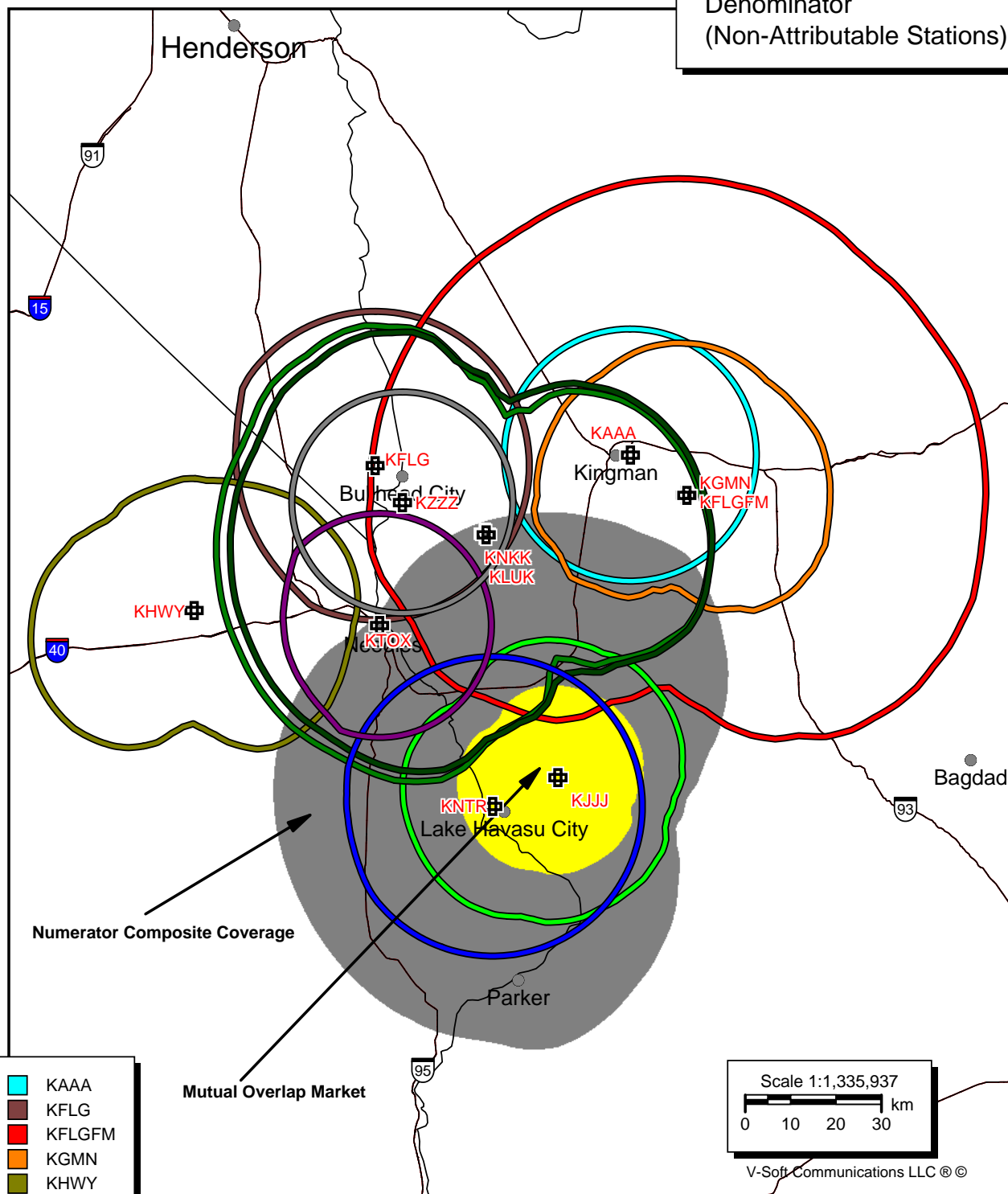
The Denominator, or the total number of stations in Lake Havasu City Radio Market, include the three (3) Numerator stations listed in Table 1 **plus** thirteen (13) additional stations listed in Table 2 and depicted on the map entitled “Denominator.”

The radio stations listed in Table 2 satisfy the following requirements:

- Each is a full-power radio station whose principal community contour overlaps or intersects at least one of the principal community contours that define the radio market; and
- Each station has its transmitter site located within 92 kilometers from the perimeter of the area of mutual overlap of the commonly attributable stations that define the radio market.

Any stations which are commonly attributable with Mad Dog and do not define the radio market are not included in the Denominator. Commercial and noncommercial stations have been counted in the Denominator.

Denominator
(Non-Attributable Stations)



- KAAA
- KFLG
- KFLGFM
- KGMN
- KHWY
- KJJJ
- KLUK
- KNKK
- KNTR
- KTOX
- KZZZ

TABLE 2: Denominator Stations not Attributable to Mad Dog

Call Letters: KAAA
File Number:
BL19971008KC
Latitude: 35-11-26 N
Longitude: 114-01-04 W
ERP: 1.00 kW
Frequency: 1230 kHz

Call Letters: KFLG
File Number:
BL19920414AB
Latitude: 35-10-10 N
Longitude: 114-38-02 W
ERP: 1.00 kW
Frequency: 1000 MHz

Call Letters: KFLGFM
File Number:
BLH19870511KB
Latitude: 35-06-40 N
Longitude: 113-53-08 W
ERP: 46.00 kW
Channel: 234
Frequency: 94.7 MHz

Call Letters: KGMN
File Number:
BMLH20020213AAY
Latitude: 35-06-37 N
Longitude: 113-52-55 W
ERP: 0.91 kW
Channel: 261
Frequency: 100.1 MHz

Call Letters: KHWY
File Number:
BLH19950822KB
Latitude: 34-52-50 N
Longitude: 115-04-05 W
ERP: 10.00 kW
Channel: 255
Frequency: 98.9 MHz

Call Letters: KJJJ
File Number:
BMLH20010514AAR
Latitude: 34-33-06 N
Longitude: 114-11-37 W
ERP: 1.05 kW
Channel: 272
Frequency: 102.3 MHz

Call Letters: KLUK
File Number:
BLH19950502KA
Latitude: 35-02-06 N
Longitude: 114-22-09 W
ERP: 29.50 kW
Channel: 250
Frequency: 97.9 MHz

Call Letters: KNKK
File Number:
BLH20020708AAZ
Latitude: 35-01-58 N
Longitude: 114-21-57 W
ERP: 16.50 kW
Channel: 296
Frequency: 107.1 MHz

Call Letters: KNTR
File Number:
BL19790315AC
Latitude: 34-29-41 N
Longitude: 114-20-59 W
ERP: 1.00 kW
Frequency: 980 kHz

Call Letters: KTOX
File Number: BL
Latitude: 34-51-10 N
Longitude: 114-37-19 W
ERP: 1.00 kW
Frequency: 1340 kHz

Call Letters: KZZZ
File Number:
BL19840522AJ
Latitude: 35-05-47 N
Longitude: 114-34-04 W
ERP: 1.00 kW
Frequency: 1490 MHz

The contour overlap method for the Lake Havasu City Radio Market shows the market as having at least 16 or more “home” commercial and noncommercial educational full-power stations. In such a market, Commission Rules allow a party to have an attributable interest in up to six (6) full-power commercial radio stations, not more than four (4) of which are in the same service (AM or FM). In the Lake Havasu City Radio Market, Mad Dog or parties holding attributable interests in Mad Dog will have an attributable interest in not more than three (3) total stations with both stations in the FM service.

Consequently, it would appear as if the number of proposed stations commonly attributable with RBG **shall comply with §73.3555 in the Lake Havasu City Radio Market using the Revised Contour Overlap Methodology.**

A handwritten signature in black ink, appearing to read 'Kevin Terry', with a stylized, flowing script.

Kevin Terry
Consulting Engineer
Mad Dog Wireless, Inc.
(801) 560-9595