

**ENGINEERING EXHIBIT
IN SUPPORT OF AN APPLICATION
FOR ASSIGNMENT OF THE LICENSE OF
STATION KBMB(FM)
SACRAMENTO, CALIFORNIA
PREPARED FOR
ENTRAVISION HOLDINGS, LLC**

ENGINEERING STATEMENT

This engineering exhibit was prepared on behalf of Entravision Holdings, LLC (hereinafter Entravision), prospective assignee in an application seeking consent to assign the license of commercial FM station KBMB, Sacramento, California. Entravision is also the current licensee of KCCL-FM, Shingle Springs, California. The principal community contours, as defined in the Federal Communications Commission (FCC) Rules,¹ for the licensed KBMB facilities and the licensed KCCL-FM facilities overlap. Accordingly, there is one radio market of interest: the radio market formed by the overlapping principal community contours of KBMB and KCCL-FM. This study demonstrates that the radio market defined by the overlapping

¹ The principal community contour for AM stations is the predicted or measured 5-millivolt-per-meter groundwave contour computed in accordance with Section 73.183 or Section 73.186 of the FCC Rules. The principal community contour for FM stations is the predicted 3.16-millivolt-per-meter (70 dBμV/m) contour computed in accordance with Section 73.313 of the FCC Rules.

principal community contours for KBMB and KCCL-FM has a sufficient number of licensed, operating commercial radio stations to qualify Entravision for the ownership of both KBMB and KCCL-FM in accordance with the technical requirements of Section 73.3555 of the FCC Rules governing multiple ownership of commercial radio stations.

STATION FACILITIES USED FOR STUDY

KCCL-FM, Shingle Springs, California, (FCC Facility No. 50302) is licensed (FCC File No. BLH-20010925AAQ) to operate on FM channel 270B (101.9 megahertz (MHz)) at a transmitter site located at geographic coordinates 38° 51' 12" North Latitude, 120° 56' 23" West Longitude referenced to the 1927 North American Datum (NAD 27), using 47 kilowatts (kW) maximum effective radiated power (ERP), circularly polarized, and 154 meters antenna radiation center height above average terrain (HAAT).

KBMB(FM), Sacramento, California, (FCC Facility No. 20435) is licensed (FCC File No. BLH-20000128AAE) to operate on FM channel 278A (103.5 MHz) at a transmitter site located at geographic coordinates 38° 33'

59" North Latitude, 121° 28' 47" West Longitude (NAD 27), using 6.0 kW maximum ERP, circularly polarized, and 95 meters antenna radiation center HAAT.

RADIO MARKET STUDY

Figure 1 of this engineering exhibit is a map on which the locations of the predicted principal community contours for KCCL-FM and KBMB(FM) are plotted. As the map of Figure 1 shows, the composite principal community contour for KCCL-FM and KBMB(FM) defines the radio market.

Entravision proposes common ownership of two commercial FM radio stations in a single radio market. Section 73.3555 of the FCC Rules allows a single entity to own, operate, or control as many as eight commercial radio stations in a single radio market depending on the number of other commercial radio stations in the radio market. In the most restrictive radio market defined in Section 73.3555(a)(1)(iv) of the FCC Rules where there are 14 or fewer commercial radio stations, a single entity may own, operate, or control up to five commercial radio stations provided that no more than three of the commonly owned, operated, or controlled stations are in the same radio

service (AM or FM) and that the total number of commercial radio stations owned, operated, or controlled does not constitute more than half of the total number of commercial radio stations in the radio market.

To demonstrate the compliance of Entravision's proposal with the requirements of Section 73.3555 of the FCC Rules in the most restrictive case of 14 or fewer stations in the radio market, the sites for three additional licensed, operating commercial radio stations located inside the KCCL-FM/KBMB(FM) radio market were plotted on the map of Figure 1 of this engineering exhibit. Since the sites for these three additional stations are located inside the KCCL-FM/KBMB(FM) radio market boundary, it is axiomatic that the principal community contours for the three additional stations overlap the boundary of the KCCL-FM/KBMB(FM) radio market.

As Figure 1 shows, there are at least five licensed, operating commercial stations in the KCCL-FM/KBMB(FM) radio market, and Entravision proposes common ownership of only two of the FM stations in the radio market. Since Entravision proposes common ownership of fewer than three stations in the same service in the radio market, this proposal does not

exceed the maximum number of stations permitted under Section 73.3555(a)(1)(iv) of the FCC Rules for a market of this size. Further, since the principal community contours for three additional stations overlap the boundary of the KCCL-FM/KBMB(FM) radio market, this proposal also complies with the requirement of Section 73.3555(a)(1)(iv) of the FCC Rules that in markets with 14 or fewer stations, a single entity not own, operate, or control more than half of the total number of commercial radio stations in the radio market.

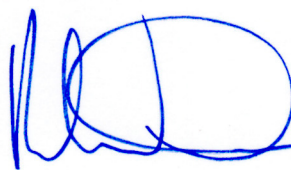
The facilities for the stations with contour and site locations depicted in Figure 1 of this exhibit are tabulated in Figure 2 of this exhibit.

CONCLUSION

There are at least five commercial radio stations in the radio market defined by the overlapping KCCL-FM and KBMB(FM) principal community contours. Thus, Entravision's ownership of KCCL-FM and KBMB(FM) comports with the requirements of Section 73.3555 of the FCC Rules governing multiple ownership of commercial radio stations.

CERTIFICATION

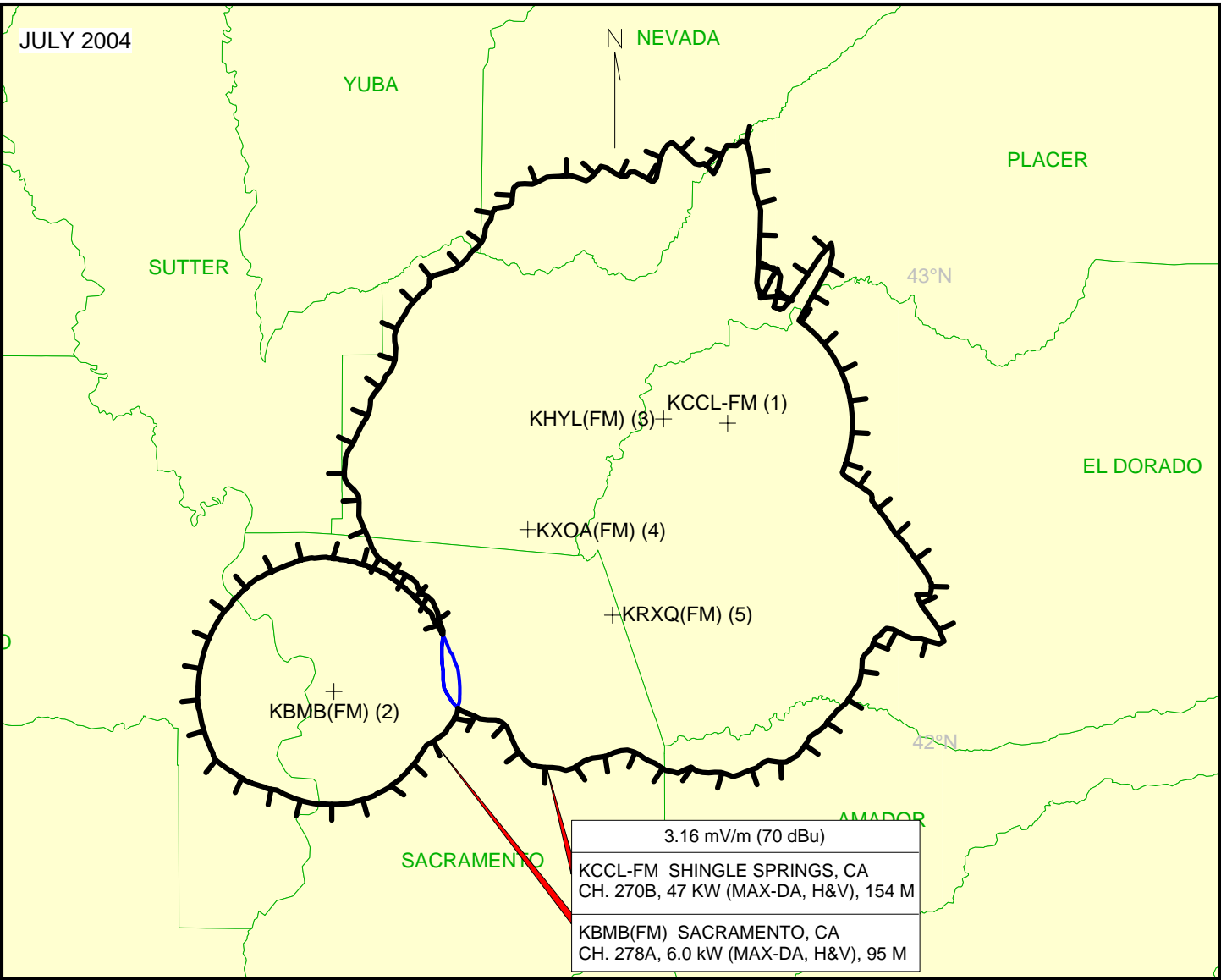
I certify under penalty of perjury that the foregoing is true and correct. Executed on July 27, 2004.



Robert W. Denny, Jr., P.E.



FIGURE 1



Radio Market Boundary



See Figure 2 for identification
of station facilities.

KCCL-FM/KBMB(FM) RADIO MARKET AND SOME OTHER AURAL SERVICES

Prepared for

ENTRAVISION HOLDINGS, LLC

Denny & Associates, P.C. Consulting Engineers

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RADIO MULTIPLE OWNERSHIP STUDY

**PROPOSED COMMONLY OWNED RADIO STATIONS
AND ADDITIONAL LICENSED COMMERCIAL RADIO STATIONS
IN THE KCCL-FM/KBMB(FM) RADIO MARKET¹**

- | | |
|---|---|
| 1. KCCL-FM, Ch 270B
Shingle Springs, CA
FCC Facility No. 50302
38° 51' 12" NL; 120° 56' 23" WL
47 kW(Max-DA, H&V), 154 m | 4. KHWD(FM), Ch 229B1
Roseville, CA
FCC Facility No. 11273
38° 44' 22" NL; 121° 12' 50" WL
25 kW (H&V), 100 m |
| 2. KBMB(FM), ² Ch 278A
Sacramento, CA
FCC Facility No. 20435
38° 33' 59" NL; 121° 28' 47" WL
6.0 kW(Max-DA, H&V), 95 m | 5. KRXQ(FM) Ch 253B
Sacramento, CA
FCC Facility No. 20354
38° 38' 53" NL; 121° 05' 51" WL
50 kW (H&V), 151 m |
| 3. KHYL(FM), Ch 266B
Auburn, CA
FCC Facility No. 10144
38° 51' 28" NL; 121° 01' 39" WL
36 kW (H&V), 176 m | |

¹ All facility data reported herein were extracted from the FCC CDBS database.

² Station proposed for common ownership with KCCL-FM.