

**RADIO MARKET ANALYSIS**  
**BICOASTAL MEDIA LICENSES IV, LLC**  
**KACI-FM RADIO STATION**  
**THE DALLES, OREGON**  
**February 2010**

**TECHNICAL STATEMENT**

1. This Technical Statement and attached exhibits were prepared on behalf of Bicoastal Media Licenses IV, LLC (“Bicoastal”), licensee of station KACI-FM, Channel 249C2, The Dalles, Oregon. Bicoastal is submitting an application to make minor changes in the facilities of KACI-FM. Therefore, a Radio Market analysis is needed. Bicoastal is also the licensee of KACI, 1300 kHz, and KMSW, Channel 224C3, The Dalles, Oregon; KIHR, 1340 kHz and KCGB-FM, Channel 288A, Hood River, Oregon. KACI-FM, KACI, KMSW, KIHR and KCGB-FM are not licensed to a metro county in any Arbitron market nor considered “home” in any rated market. A map of the city grade contours of these stations is attached as Exhibit #1.

**NON-RATED MARKET REVIEW**

2. Two distinct radio markets are created by the overlap of contours of the subject stations. Market #1 consists of AM station KIHR and FM station KACI-FM, KCGB-FM and KMSW. Market #2 consists of AM station KACI and FM station KACI-FM, KCGB-FM and KMSW. As the contour of KACI-FM is a subject station in both markets, its city grade contour will be used to define the market boundary. Then the relevant subject stations in each market will be added to determine the number of stations in each market.

3. This study has been conducted to determine if ownership of these facilities complies with §73.3555 of the Commission's rules. The study will determine the number of other AM and FM stations that are contributors to each market. The number of contributors will then be added to the subject stations in the relevant market to show the total number of stations in each market. Only those stations with transmitter sites within 92.0 kilometers will be considered as contributors to the subject markets. No other station in which Bicoastal has an interest will be considered, unless it is a subject station in the market under review.

4. Exhibit #2 is a depiction of the other commercial and non-commercial stations within the KACI-FM market boundary, showing five other stations. Exhibit #3 is a tabulation of the stations in Radio Market #1, which totals nine stations when the four subject stations are included. The number of stations indicated falls in the fourteen or fewer stations tier of §73.3555(a)(1)(iv) of the Commission's rules.<sup>1</sup> At this level, common ownership or control of up to five stations, with no more than three commercial stations in the same service, is permissible, provided the number of stations to be commonly held does not exceed 50% of the stations in the market. Therefore, Radio Market #1 is in compliance.

5. Exhibit #4 is a tabulation of the stations in Radio Market #2, which also totals nine stations when the four subject stations are included. The number of stations indicated falls in the fourteen or fewer stations tier of §73.3555(a)(1)(iv) of the Commission's rules.<sup>2</sup> At this level, common ownership or control of up to five stations, with no more than three commercial stations

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1) There are additional stations; however, they were not considered as there were sufficient stations, based on the number of facilities in each market to be commonly held.

2) See Footnote 1, supra.

in the same service, is permissible, provided the number of stations to be commonly held does not exceed 50% of the stations in the market. Therefore, Radio Market #2 is in compliance.

6. Based on the compliance shown in both of the non-rated markets reviewed, the minor change application for KACI-FM is in compliance with the Commission's multiple ownership rules.

7. The foregoing technical statement was prepared on behalf of Bicoastal Media Licenses IV, LLC, by Graham Brock, Inc., its Technical Consultants. All information contained herein is true and accurate to the best of our belief and knowledge. All data relating to AM and FM facilities in the relevant BIA/Arbitron market was determined using the BIA Financial Network, Inc. Media Access Pro, Version 4.5. BIA database. All AM and FM data was extracted from the CDBS database. We assume no liability for errors or omissions in either database which may be adverse to the information contained herein.

**Graham Brock, Inc. - Broadcast Technical Consultants**

**KACI-FM Proposed**  
 Latitude: 45-38-58 N  
 Longitude: 121-16-25 W  
 ERP: 5.10 kW  
 Channel: 228C2  
 Frequency: 93.5 MHz  
 AMSL Height: 613.0 m  
 Horiz. Pattern: Omni  
 Prop Model : FCC

**KCGB-FM**  
 BLH-20061030AAG  
 Latitude: 45-39-45 N  
 Longitude: 121-28-14 W  
 ERP: 1.00 kW  
 Channel: 288A  
 Frequency: 105.5 MHz  
 AMSL Height: 662.0 m  
 Horiz. Pattern: Omni  
 Prop Model : FCC

**KMSW**  
 BLH-20071009ABE  
 Latitude: 45-38-58 N  
 Longitude: 121-16-25 W  
 ERP: 3.40 kW  
 Channel: 224C3  
 Frequency: 92.7 MHz  
 AMSL Height: 613.0 m  
 Horiz. Pattern: Omni  
 Prop Model : FCC

**KACI**  
 Latitude: 45-34-54 N  
 Longitude: 121-07-53 W  
 ERP: 1.00 kW  
 Frequency: 1300.0 KHz  
 Prop Model : FCC/M3

**KIHR**  
 Latitude: 45-42-06 N  
 Longitude: 121-32-05 W  
 ERP: 1.00 kW  
 Frequency: 1340.0 MHz  
 Prop Model : FCC/M3

KCGB-FM 3.16 mV/m

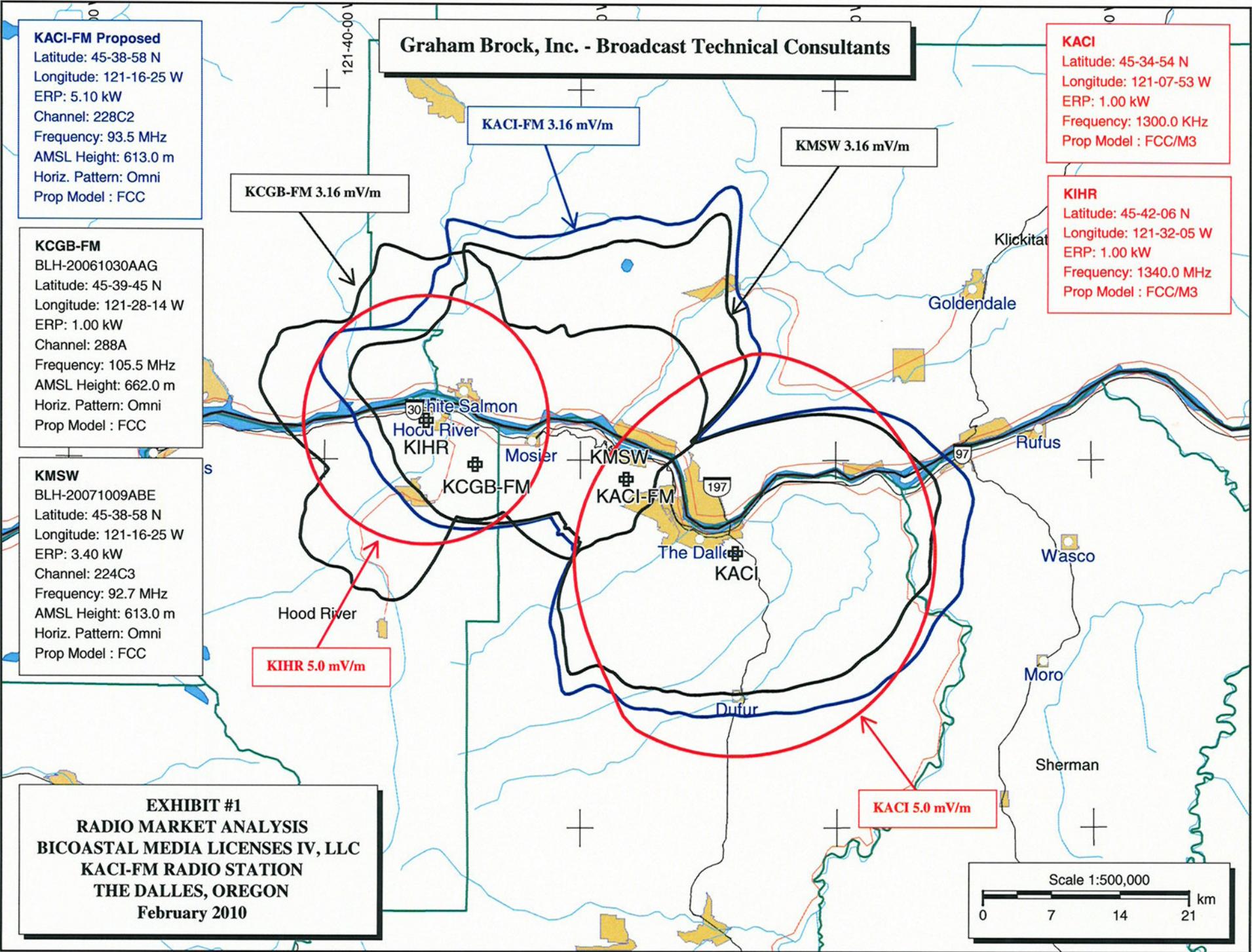
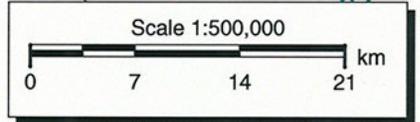
KACI-FM 3.16 mV/m

KMSW 3.16 mV/m

KIHR 5.0 mV/m

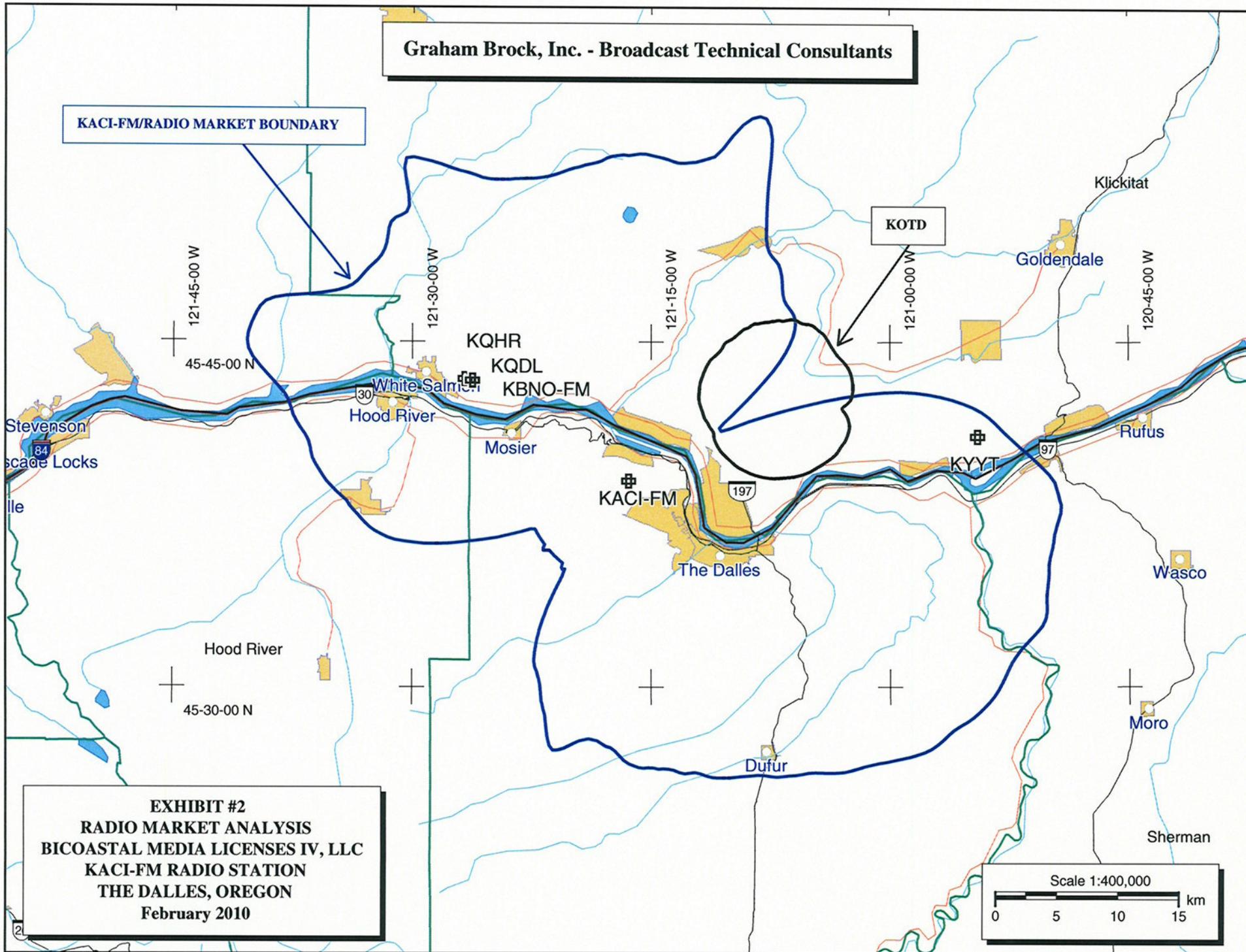
KACI 5.0 mV/m

**EXHIBIT #1**  
**RADIO MARKET ANALYSIS**  
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**February 2010**

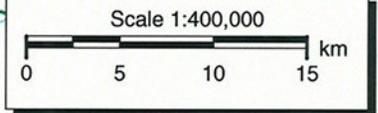


Graham Brock, Inc. - Broadcast Technical Consultants

KACI-FM/RADIO MARKET BOUNDARY



**EXHIBIT #2**  
**RADIO MARKET ANALYSIS**  
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**EXHIBIT #3**

**Tabulation of Stations in Radio Market #1**

**AM Stations**

* KIHR	1340 kHz	Hood River, Oregon
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Total AM Stations - 1

**FM Stations**

KQHR	Ch 201C2	The Dalles, Oregon
KBNO-FM	Ch 207A	White Salmon, Oregon
+ KOTD	Ch 209A	The Dalles, Oregon
KQDL	Ch 211A	Hood River, Oregon
* KMSW	Ch 224C3	The Dalles, Oregon
* KACI-FM	Ch 228C2	The Dalles, Oregon
KYYT	Ch 272C2	Goldendale, Oregon
* KCGB-FM	Ch 288A	Hood River, Oregon

Total FM Stations - 8

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 9**

- \* Subject station.
- + Provides city grade contour to market.

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**EXHIBIT #4**

**Tabulation of Stations in Radio Market #2**

**AM Stations**

*	KACI	1300 kHz	The Dalles, Oregon
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Total AM Stations - 1

**FM Stations**

	KQHR	Ch 201C2	The Dalles, Oregon
	KBNO-FM	Ch 207A	White Salmon, Oregon
+	KOTD	Ch 209A	The Dalles, Oregon
	KQDL	Ch 211A	Hood River, Oregon
*	KMSW	Ch 224C3	The Dalles, Oregon
*	KACI-FM	Ch 228C2	The Dalles, Oregon
	KYYT	Ch 272C2	Goldendale, Oregon
*	KCGB-FM	Ch 288A	Hood River, Oregon

Total FM Stations - 8

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 9**

- \* Subject station.
- + Provides city grade contour to market.

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

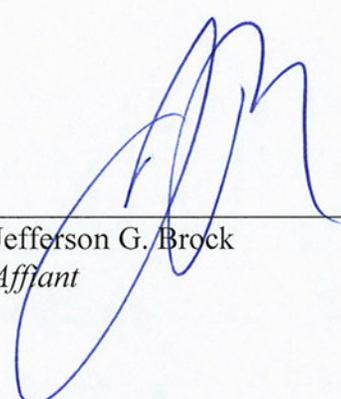
*State of Georgia )*  
*St. Simons Island ) ss:*  
*County of Glynn )*

**JEFFERSON G. BROCK**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Bicoastal Media Licenses IV, LLC, to prepare the attached Technical Exhibit.

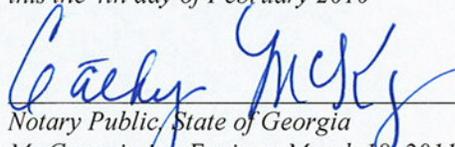
His qualifications are a matter of record before the Federal Communications Commission. He has been active in Broadcast Engineering since 1979.

The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

*This the 4th day of February 2010.*

  
\_\_\_\_\_  
Jefferson G. Brock  
*Affiant*

*Sworn to and subscribed before me  
this the 4th day of February 2010*

  
\_\_\_\_\_  
*Notary Public, State of Georgia  
My Commission Expires: March 18, 2011*