

MULTIPLE SERVICES STUDY

for

Dean Radio.TV, LLC

Associated with the Purchase of Station(s)

KWIX(AM) – Moberly, MO

KIRK(FM) – Macon, MO

KRES(FM) – Moberly, MO

“Market #3”

February 2007

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MUNN-REESE, INC.

Broadcast Engineering Consultants
Coldwater, MI 49036

ENGINEERING STATEMENT

This firm was retained to determine the minimum number of principal community radio contours available from stations authorized for commercial and non-commercial service associated with the purchase of stations KWIX(AM), Moberly, MO; KIRK(FM), Macon, MO and KRES(FM) Moberly, MO, by Dean Radio.TV, LLC. The proposed stations do not reside in a listed Arbitron Metro Market as reported by BIA, therefore this study has been conducted under the *Interim Contour-overlap Methodology*. The separate and distinct "Market #3" resulting from this purchase is comprised of KWIX(AM), KIRK(FM) and KRES(FM). Other markets resulting from associated purchases, but not affecting "Market #3" have been addressed in separate studies.

The existing facilities of the stations included in this report were determined by the use of currently updated copies of the FCC computer databases of AM and FM stations. The listed facilities served as the basis for the computation of the respective principal community contours. The accuracy of the results of this study is understood to be limited to the accuracy of these databases. The FCC databases give no indication of licensed facilities that may be inoperative, construction permit facilities that may now be operating under program test authority (but have not yet been issued a license) or facilities which may have been licensed since the last update. Therefore, some stations may have been included or excluded erroneously. However, unless otherwise indicated, all licensed facilities known to be inoperative and all known applications and construction permit facilities, have been eliminated from consideration in this study.

For AM stations, Map M-3 soil conductivity values and the authorized licensed transmitting facilities served as the basis for the computation of the predicted 5.0 mV/m groundwave contour in accordance with §73.183 of the FCC Rules. The distance to the contour was computed for seventy-two (72) equally spaced azimuths beginning with 0° True. For FM stations, the authorized Center of Radiation and ERP values were utilized to compute the predicted 3.16 mV/m (70 dBu) contour as provided in §73.313 of the Rules. The predicted FM contours shown in this report are based on the use of 72 equally spaced terrain radials beginning with 0° True.

As stated before, the unique and distinct "Market #3" associated with this purchase has been defined, in accordance with §73.3555 of the FCC Rules, as the area within the total perimeter formed by the combined principal community contours of KWIX(AM), KIRK(FM) and KRES(FM).

Exhibit 1.0 shows the twenty two (22) stations under common control or proposed to be under common control which are relevant for this purchase. To aid in identifying the respective contours, currently owned AM contours have been shown with solid red lines, and currently owned FM contours have been shown with solid blue lines. The stations to be purchased have been shown with dotted lines. The "Market #3" common overlap area has been designated as well, as has the common overlap areas for other markets resulting from this purchase, however only "Market #3" will be discussed in this report. (Separate reports have been prepared for each market.)

The market defining contours have been shown in **Exhibit 2.0** of this report along with a minimum number of principal community contours entering the market. The defining contours have been shown with green lines on this map. Contours entering the market have been denoted in orange lines for AM stations and purple lines for FM stations. The contours shown only represent enough stations to satisfy the minimum requirement of the Rules. A complete tabulation of stations entering the market will be supplied upon request.

ENGINEERING STATEMENT (continued)

Under the current rules, the market falls at least within the minimum limitations set forth in §73.3555 (a)(1)(iv): ***In a radio market with 14 or fewer full-power, commercial and noncommercial radio stations, not more than 5 commercial radio stations in total and not more than 3 commercial stations in the same service (AM or FM); 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.*** The principal community contours of at least five (5) other stations entering the market are shown in ***Exhibit 2.0***. Including the one (1) AM and two (2) FM stations which define the market, there are at least eight (8) aural services in this market. Thus, Dean Radio will hold no more than a 37.5% total market share meeting the minimum requirement for a market share of this size. ***Exhibit 3.0*** lists the facilities of the individual stations used in this report.

CERTIFICATION

I hereby certify, subject to penalties for perjury, that the contents of this Engineering Statement are true and accurate to the best of my knowledge and belief.


February 21, 2007

MUNN-REESE, INC.

By


Justin W. Asher, Project Engineer

By


Wayne S. Reese, President

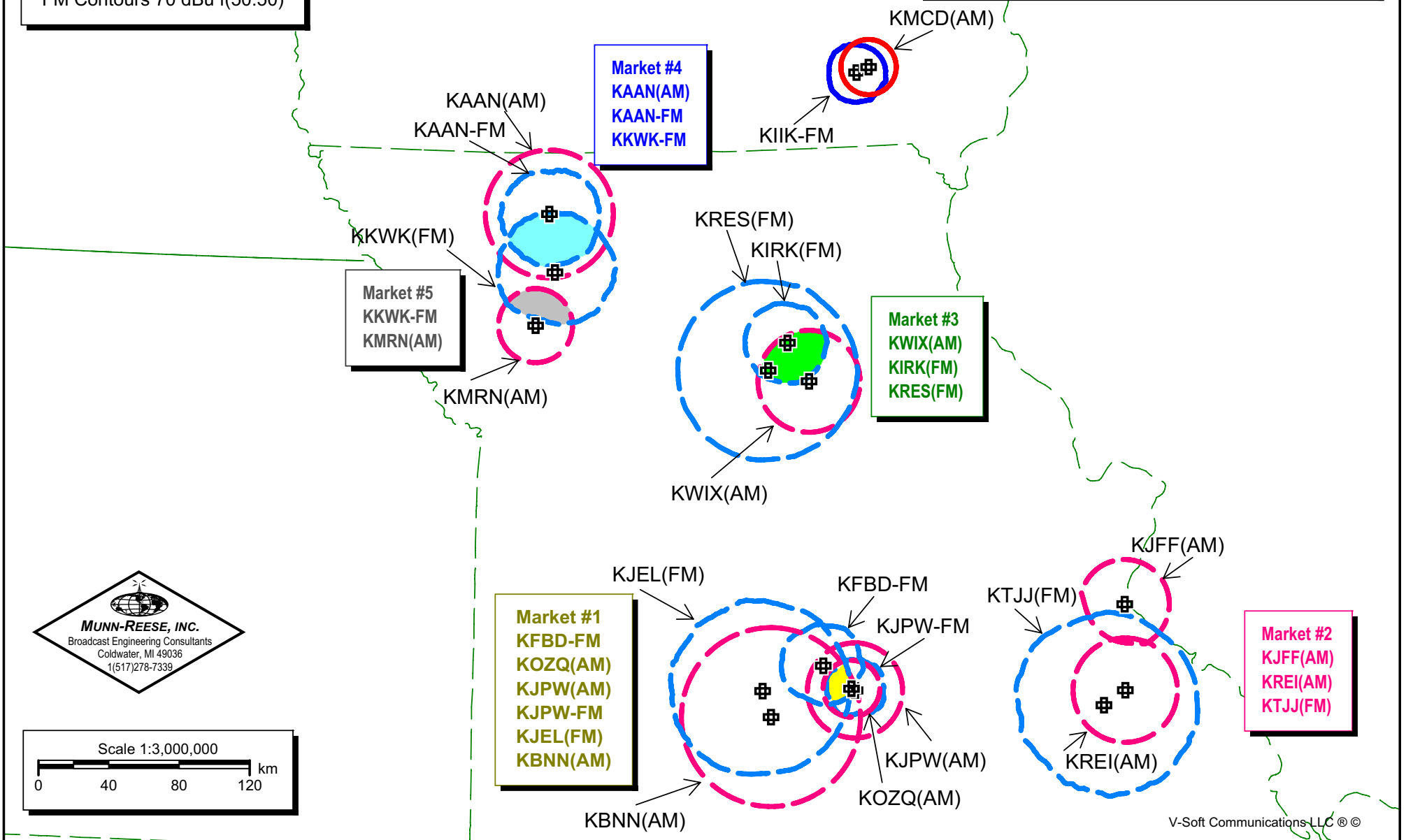
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Coldwater, MI 49036

Co-owned AM Stations: ———
 AM Stations to be Purchased: - - - - -
 Co-owned FM Stations: ———
 FM Stations to be Purchased: - - - - -

AM Contours: 5.0 mV/m
 FM Contours 70 dBu f(50:50)

Exhibit 1.0 Map of "Market(s) 1-5" and Relevant Commonly Owned Stations



- Stations Defining The Market
- AM Stations Entering The Market
- FM Stations Entering The Market

Exhibit 2.0 Map of Stations Entering "Market 3"

AM Contours: 5.0 mV/m
FM Contours: 70.0 dBu f(50:50)

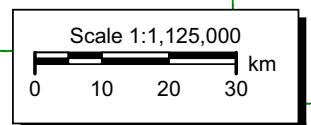
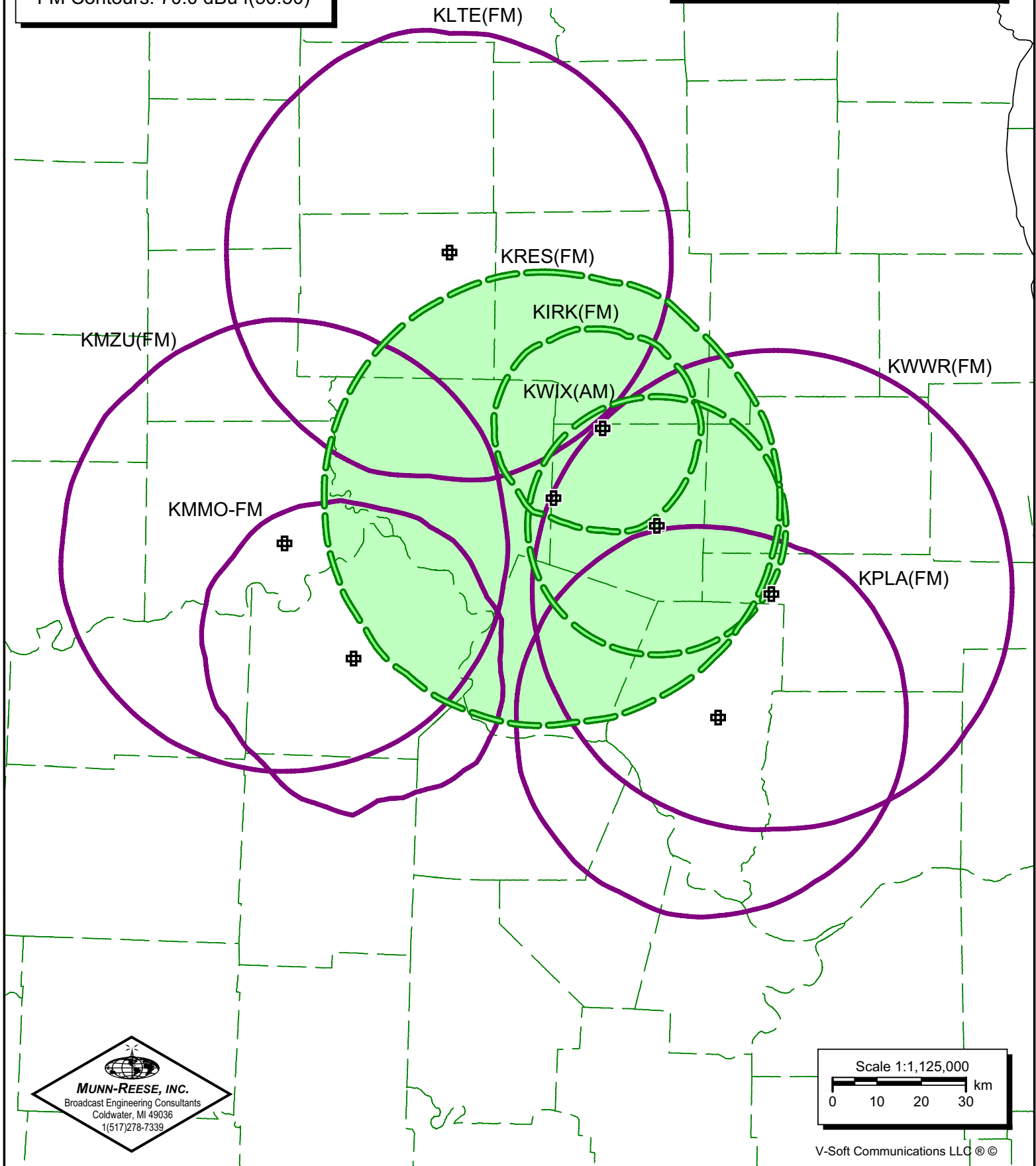


Exhibit 3.0

Tabulation of Select Entering "Market 3"

Stations Entering Market 3: (No Less than 8 Stations)

Duopoly Study Center = 37 56 50 N, 92 21 18 W 02-20-2007

Call	Coordinates	Chan	(kW)	City	St	File #
<i>KIRK.L*</i>	<i>393602N 923424W</i>	<i>260C3</i>	<i>12.5</i>	<i>Macon</i>	<i>MO</i>	<i>BLH19980625KA</i>
<i>KRES.L*</i>	<i>392735N 924207W</i>	<i>284C</i>	<i>100.0</i>	<i>Moberly</i>	<i>MO</i>	<i>BLH19830124BA</i>
<i>KWIX.L*</i>	<i>392411N 922557W</i>	<i>1230</i>	<i>000.4</i>	<i>Moberly</i>	<i>MO</i>	<i>BL19930920AC</i>
KLTE.L	395723N 925829W	300C1	100.0	Kirksville	MO	BLH19910605KD
KMMOFM.L	390803N 931319W	275C1	100.0	Marshall	MO	BLH19931213KB
KMZU.L	392159N 932412W	264C1	99.0	Carrollton	MO	BLH19900917KA
KPLA.L	390052N 921632W	268C1	42.0	Columbia	MO	BLH19980306KB
KWWR.L	391549N 920806W	239C	100.0	Mexico	MO	BLH20000530ACL

** Indicates stations defining the market*

Only a minimum number of stations have been shown which insures compliance with the Rules. A complete tabulation of stations entering the market will be supplied upon request. Co-owned stations entering, but not defining the market, have been omitted. In addition, all stations whose transmitter sites reside more than 92 km from the perimeter of the area of mutual overlap of the commonly attributable stations have been omitted.