

Multiple Ownership

The proposed transaction conforms with the Commission's local radio ownership rule, 47 C.F.R. § 73.3555. If the Commission consents to this transaction, Border Media Partners, LLC ("BMP") would hold attributable interests in KESO(FM) and KZSP(FM), South Padre Island, Texas. These two radio stations have principal community contours that overlap with each other, but their contours do not overlap with any other radio stations licensed to BMP or to any of its subsidiaries. In addition, BMP has an attributable interest in radio station KVJY(AM), Pharr, Texas, because it provides programming for the station pursuant to a local marketing agreement. The principal community contour of radio station KVJY(AM) also overlaps with the contours of KESO(FM) and KZSP(FM).

As demonstrated by the attached engineering report and contour map prepared by Dataworld, Inc., an additional 24 radio stations have principle community service contours that overlap with, or have transmitter sites located fully within, the service contours of the KESO(FM), KZSP(FM) or KVJY(FM). Therefore, for purposes of Section 73.3555 of the FCC's rules, the relevant market consists of a total of 27 radio stations, and in markets of this size, the rules permit BMP to hold an attributable interest in up to 6 radio stations (of which 4 may be in the same service).

If the FCC consents to this application, BMP would hold attributable interests in only three radio stations in the relevant market. As a result, the instant application complies with the FCC's currently-effective local radio multiple ownership rule.