

Multiple Ownership Study

Radio Market: Flagstaff/Prescott, Arizona

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 Flagstaff/Prescott, Arizona, Radio Market. Flagstaff/Prescott is a BIA/Arbitron rated market. Therefore, both the Revised Contour Overlap Methodology and the BIA/Arbitron Methodology shall be employed to determine compliance.

Yavapai Broadcasting Corporation ("Yavapai") proposes herein to modify the facilities of KQST(FM) to specify Channel 275C0 at new antenna site. Contemporaneously, Yavapai proposes to modify the facilities of KKLD(FM) Sedona, AZ, to a new antenna site on Channel 240C with at the new community of license of Clarkdale, AZ. Upon receiving construction permits for both applications, Yavapai certifies that it shall implement both permits simultaneously as the two applications represent a "site swap" for KQST(FM) and KKLD(FM) with equivalent facilities proposed at both sites. Consequently, the instant Multiple Ownership Study was conducted assuming that both construction permits are implemented simultaneously. KKLD(FM) will move to the current KQST(FM) tower as a full C and KQST(FM) shall move to the current KKLD(FM) tower as a C0.

The accompanying "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 below forming two radio overlap markets (the "Numerators").

RADIO MARKET #1 NUMERATOR:

Call Letters: KQST (Proposed)

Latitude: 34-41-11N
Longitude: 112-07-02 W
ERP: 22.5 kW
Channel: 275
Frequency: 102.9 MHz

Call Letters: KVNA

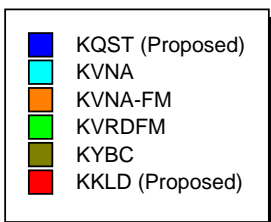
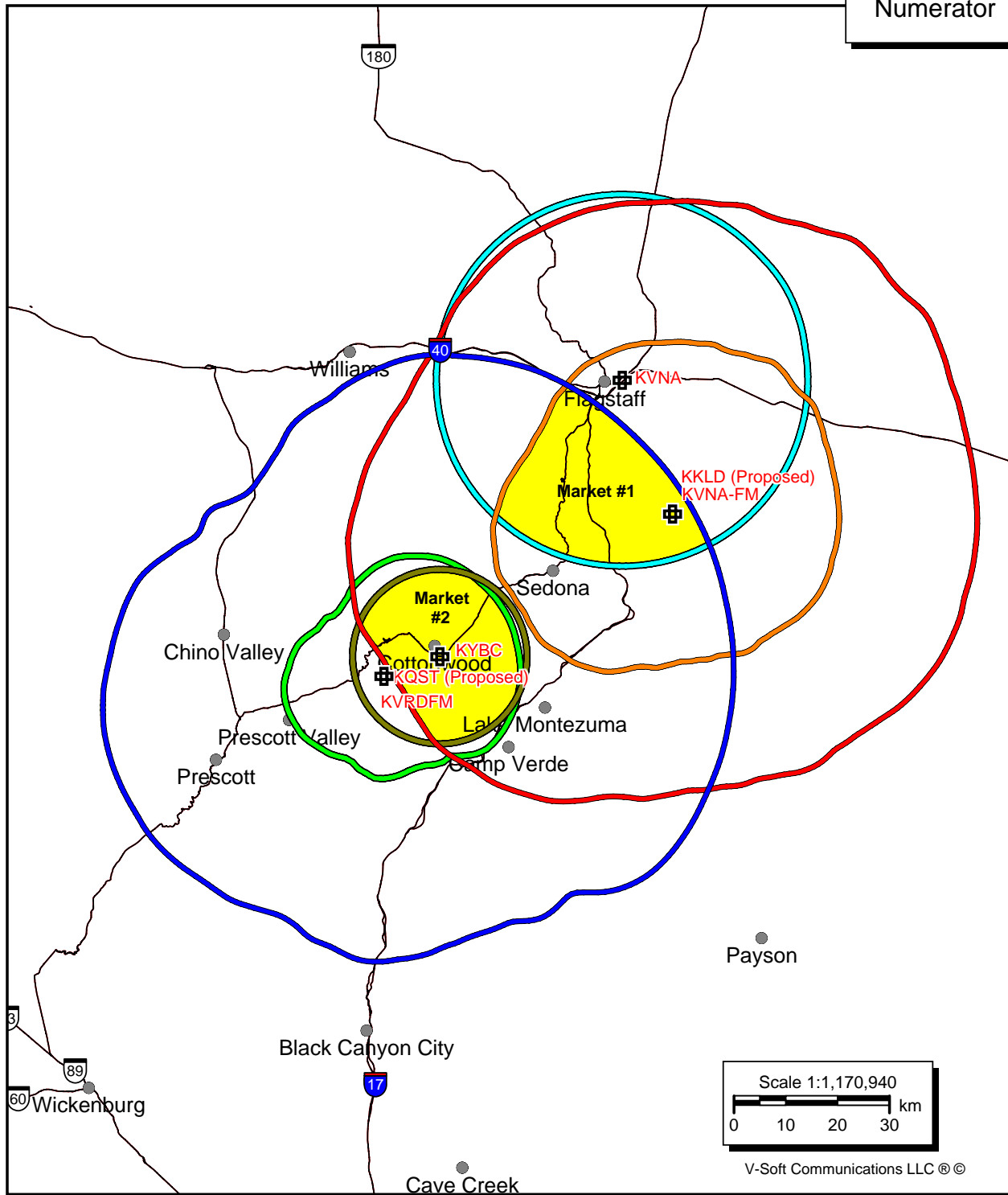
File Number: BL19971007KA
Latitude: 35-12-02 N
Longitude: 111-36-49 W
ERP: 1.00 kW
Frequency: 600 kHz

Call Letters: KVNA-FM

File Number: BMLH20060113ABB
Latitude: 34-58-05 N
Longitude: 111-30-29 W
ERP: 5.30 kW
Channel: 261
Frequency: 100.1 MHz

Call Letters: KKLD (Proposed)

Latitude: 34-58-05 N
Longitude: 111-30-29 W
ERP: 100.00 kW
Channel: 240
Frequency: 95.9 MHz



RADIO MARKET #2 NUMERATOR**Call Letters: KQST (Proposed)**

Latitude: 34-41-11N
Longitude: 112-07-02 W
ERP: 22.5 kW
Channel: 275
Frequency: 102.9 MHz

Call Letters: KVRDFM

File Number: BLH19971110KI
Latitude: 34-41-11 N
Longitude: 112-06-58 W
ERP: 0.30 kW
Channel: 289
Frequency: 105.7 MHz

Call Letters: KYBC

File Number: BL
Latitude: 34-43-15 N
Longitude: 111-59-55 W
ERP: 1.00 kW
Frequency: 1600 MHz

Call Letters: KKLD (Proposed)

Latitude: 34-58-05 N
Longitude: 111-30-29 W
ERP: 100.00 kW
Channel: 240
Frequency: 95.9 MHz

Flagstaff/Prescott Radio Market Denominator:

The Denominator, or the total number of stations in Flagstaff/Prescott Radio Market, includes the Numerator stations listed above **plus** twenty-five (25) 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 both radio markets.

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

TABLE 2: Denominator Stations not Attributable to Yavapai**Call Letters: KAJM**

File Number:
BMLH19981231KA
Latitude: 34-25-48 N
Longitude: 111-30-16 W
ERP: 100.00 kW
Channel: 282
Frequency: 104.3 MHz

Call Letters: KNRJ

File Number: BLH19981230KA
Latitude: 34-25-48 N
Longitude: 111-30-16 W
ERP: 82.00 kW
Channel: 266
Frequency: 101.1 MHz

Call Letters: KYCA

File Number: BL
Latitude: 34-33-03 N
Longitude: 112-27-45 W
ERP: 1.00 kW
Frequency: 1490 kHz

Call Letters: KPUB

File Number:
BLED19960119KA
Latitude: 35-14-34 N
Longitude: 111-36-40 W
ERP: 0.50 kW
Channel: 219
Frequency: 91.7 MHz

Call Letters: KNOT

File Number: BL19840326AF
Latitude: 34-32-42 N
Longitude: 112-26-46 W
ERP: 1.00 kW
Frequency: 1450 kHz

Call Letters: KAFF

File Number: BL
Latitude: 35-11-26 N
Longitude: 111-40-37 W
ERP: 5.00 kW
Frequency: 930 kHz

TABLE 2: Denominator Stations not Attributable to Yavapai (Cont'd):

Call Letters: KGCB
 File Number:
 BLED19941212KD
 Latitude: 34-41-15 N
 Longitude: 112-07-02 W
 ERP: 58.00 kW
 Channel: 215
 Frequency: 90.9 MHz

Call Letters: KAHM
 File Number: BLH19960111BK
 Latitude: 34-41-14 N
 Longitude: 112-07-01 W
 ERP: 58.00 kW
 Channel: 271
 Frequency: 102.1 MHz

Call Letters: KVIB
 File Number:
 BLH20050623AAN
 Latitude: 34-14-05 N
 Longitude: 112-22-02 W
 ERP: 41.00 kW
 Channel: 236
 Frequency: 95.1 MHz

Call Letters: KMVA
 File Number:
 BLH20050413ABX
 Latitude: 34-14-05 N
 Longitude: 112-22-02 W
 ERP: 42.00 kW
 Channel: 248
 Frequency: 97.5 MHz

Call Letters: KKFR
 File Number:
 BPH20051107AEH
 Latitude: 34-14-03 N
 Longitude: 112-22-01 W
 ERP: 41.00 kW
 Channel: 252
 Frequency: 98.3 MHz

Call Letters: KFLX
 File Number:
 BLH19991202ABY
 Latitude: 34-58-06 N
 Longitude: 111-30-29 W
 ERP: 5.00 kW
 Channel: 286
 Frequency: 105.1 MHz

Call Letters: KLOD
 File Number: BLH19990510KA
 Latitude: 34-58-05 N
 Longitude: 111-30-29 W
 ERP: 5.30 kW
 Channel: 261
 Frequency: 100.1 MHz

Call Letters: KJTA
 File Number:
 BLED20001219AAQ
 Latitude: 34-58-06 N
 Longitude: 111-30-29 W
 ERP: 9.00 kW
 Channel: 210
 Frequency: 89.9 MHz

Call Letters: KMGH
 File Number:
 BMLH19940818KG
 Latitude: 34-58-08 N
 Longitude: 111-30-28 W
 ERP: 100.00 kW
 Channel: 230
 Frequency: 93.9 MHz

Call Letters: KNAU
 File Number:
 BLED19991014AAT
 Latitude: 34-58-07 N
 Longitude: 111-30-24 W
 ERP: 100.00 kW
 Channel: 204
 Frequency: 88.7 MHz

Call Letters: KSED
 File Number: BLH19940826KB
 Latitude: 34-58-07 N
 Longitude: 111-30-24 W
 ERP: 100.00 kW
 Channel: 298
 Frequency: 107.5 MHz

Call Letters: KAFFFM
 File Number: BLH19891016KC
 Latitude: 34-58-07 N
 Longitude: 111-30-24 W
 ERP: 100.00 kW
 Channel: 225
 Frequency: 92.9 MHz

Call Letters: KAZM
 File Number: BL19811119AA
 Latitude: 34-51-38 N
 Longitude: 111-49-10 W
 ERP: 5.00 kW
 Frequency: 780 kHz

Call Letters: KJZA
 File Number:
 BLED20011022AAX
 Latitude: 35-12-00 N
 Longitude: 112-12-18 W
 ERP: 0.25 kW
 Channel: 208
 Frequency: 89.5 MHz

Call Letters: KNOTFM
 File Number: BLH19930510KC
 Latitude: 34-34-29 N
 Longitude: 112-28-45 W
 ERP: 6.00 kW
 Channel: 256
 Frequency: 99.1 MHz

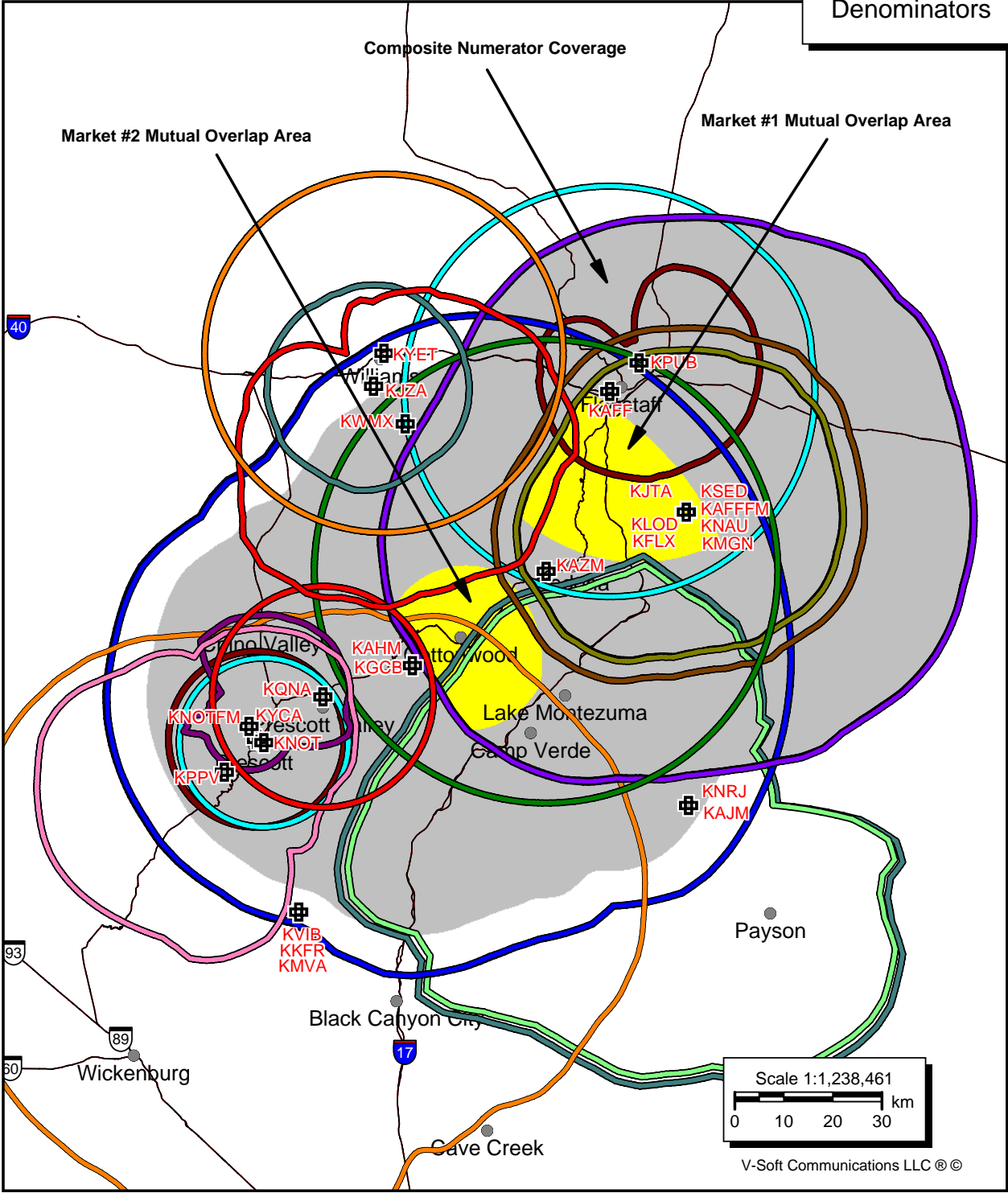
Call Letters: KPPV
 File Number: BLH19930204KB
 Latitude: 34-29-25 N
 Longitude: 112-32-00 W
 ERP: 3.70 kW
 Channel: 294
 Frequency: 106.7 MHz

Call Letters: KQNA
 File Number: BL19860707AI
 Latitude: 34-37-46 N
 Longitude: 112-18-56 W
 ERP: 1.00 kW
 Frequency: 1130 kHz

Call Letters: KWMX
 File Number: BLH19970609KA
 Latitude: 35-07-52 N
 Longitude: 112-08-03 W
 ERP: 10.50 kW
 Channel: 244
 Frequency: 96.7 MHz

Call Letters: KYET
 File Number: BL19841015AA
 Latitude: 35-15-38 N
 Longitude: 112-10-55 W
 ERP: 10.00 kW
 Frequency: 1180 kHz

Denominators



The contour overlap method for both of the Flagstaff/Prescott Radio Market Numerators shows both markets as having at least 29 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 Flagstaff/Prescott Radio Markets #1 and #2, Yavapai or parties holding attributable interests in Yavapai will have an attributable interest in not more than four (4) total stations. Three (3) stations are in the FM service and one (1) station is in the AM service.

Flagstaff/Prescott Arbitron Market Examination:

The Flagstaff/Prescott radio market, as surveyed by Arbitron and reported by BIA, includes the AM and FM commercial and non-commercial stations listed in the following table. As can be shown by the table, the Flagstaff/Prescott radio market includes thirty-seven (37) operating stations. In such a Market, Commission Rules allow a party to have a cognizable interest in up to seven (7) full-power commercial radio stations, not more than 4 of which are in the same service (AM or FM).

As indicated above, Yavapai or parties holding attributable interests in Yavapai propose to hold attributable interests in a total of six (6) radio stations (4 FM and 2 AM) that BIA classifies as having the Flagstaff/Prescott Arbitron Metro Market as their “home” market, a total that complies with §73.3555 using the Arbitron Market methodology.

Consequently, it would appear as if the number of proposed stations commonly attributable with Yavapai **shall comply with §73.3555 in the Flagstaff/Prescott Radio Market using both the Arbitron Methodology and the Revised Contour Overlap Methodology.**



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CALLS	AM or FM	Format	Market Name	Market Rank	City of License	State	County of License	Licensee Name
KYBC	AM	Adlt Stndrd	Flagstaff-Prescott, AZ	153	Cottonwood	AZ	Yavapai	Yavapai Broadcasting Corporation
KVNA	AM	Nws/Tlk/Spt	Flagstaff-Prescott, AZ	153	Flagstaff	AZ	Coconino	Yavapai Broadcasting Corporation
KQST	FM	CHR	Flagstaff-Prescott, AZ	153	Sedona	AZ	Coconino	Yavapai Broadcasting Corporation
KVRD	FM	Country	Flagstaff-Prescott, AZ	153	Cottonwood	AZ	Yavapai	Yavapai Broadcasting Corporation
KKLD	FM	Oldies	Flagstaff-Prescott, AZ	153	Cottonwood	AZ	Yavapai	Yavapai Broadcasting Corporation
KVNA	FM	Hot AC	Flagstaff-Prescott, AZ	153	Flagstaff	AZ	Coconino	Yavapai Broadcasting Corporation
KGCB	FM	ChrsContemp	Flagstaff-Prescott, AZ	153	Prescott	AZ	Yavapai	Grand Canyon Broadcasters Inc
KYET	AM	DARK	Flagstaff-Prescott, AZ	153	Williams	AZ	Coconino	Grand Canyon Gateway Broadcasting LLC
KWMX	FM	Oldies	Flagstaff-Prescott, AZ	153	Williams	AZ	Coconino	Grenax Broadcasting II LLC
KSED	FM	Country	Flagstaff-Prescott, AZ	153	Sedona	AZ	Coconino	Grenax Broadcasting II LLC
KFLX	FM	Rock	Flagstaff-Prescott, AZ	153	Kachina Village	AZ	Coconino	Grenax Broadcasting II LLC
KAFF	FM	Country	Flagstaff-Prescott, AZ	153	Flagstaff	AZ	Coconino	Guyann Corporation
KAFF	AM	Country	Flagstaff-Prescott, AZ	153	Flagstaff	AZ	Coconino	Guyann Corporation
KNOT	AM	BgBnd/Oldes	Flagstaff-Prescott, AZ	153	Prescott	AZ	Yavapai	Guyann Corporation
KTMG	FM	Country	Flagstaff-Prescott, AZ	153	Prescott	AZ	Yavapai	Guyann Corporation
KMGN	FM	Clsc Rock	Flagstaff-Prescott, AZ	153	Flagstaff	AZ	Coconino	Guyann Corporation
KJTA	FM	Religion	Flagstaff-Prescott, AZ	153	Flagstaff	AZ	Coconino	Joy Public Broadcasting Corp
KZGL	FM	NwRck/Althv	Flagstaff-Prescott, AZ	153	Mayer	AZ	Yavapai	KKLD License Subsidiary LLC
KPGE	AM	Country	Flagstaff-Prescott, AZ	153	Page	AZ	Coconino	Lake Powell Communications, Inc.
KXAZ	FM	AC	Flagstaff-Prescott, AZ	153	Page	AZ	Coconino	Lake Powell Communications, Inc.
KFPB	FM	Country	Flagstaff-Prescott, AZ	153	Chino Valley	AZ	Yavapai	Prescott Radio Partners
KPPV	FM	AC	Flagstaff-Prescott, AZ	153	Prescott Valley	AZ	Yavapai	Prescott Valley Bcst
KQNA	AM	Nws/Tlk/Var	Flagstaff-Prescott, AZ	153	Prescott Valley	AZ	Yavapai	Prescott Valley Broadcasting Co. Inc
KZKE	FM	Oldies	Flagstaff-Prescott, AZ	153	Seligman	AZ	Yavapai	Route 66 Broadcasting LLC
KFTT	FM	Adlt Stndrd	Flagstaff-Prescott, AZ	153	Bagdad	AZ	Yavapai	Smoke and Mirrors, LLC
KYCA	AM	News/Talk	Flagstaff-Prescott, AZ	153	Prescott	AZ	Yavapai	Southwest Broadcasting Co.
KJZA	FM	Jazz/NPR	Flagstaff-Prescott, AZ	153	Drake	AZ	Coconino	St Paul Bible College
KAHM	FM	Easy	Flagstaff-Prescott, AZ	153	Prescott	AZ	Yavapai	SW FM Bcstg Company
KAZM	AM	Nws/Tlk/Spt	Flagstaff-Prescott, AZ	153	Sedona	AZ	Coconino	Tabback Broadcasting Co.
KGHR	FM	Country	Flagstaff-Prescott, AZ	153	Tuba City	AZ	Coconino	Tuba City High School Board Inc
KSGC	FM	Hot AC	Flagstaff-Prescott, AZ	153	Tusayan	AZ	Coconino	Tusayan Bcstg Co
KNAD	FM	NPR/Clscl	Flagstaff-Prescott, AZ	153	Page	AZ	Coconino	Univ of Arizona Board of Regents
KNAQ	FM	NPR/Clscl	Flagstaff-Prescott, AZ	153	Prescott	AZ	Yavapai	Univ of Arizona Board of Regents
KNAU	FM	NPR/Clscl	Flagstaff-Prescott, AZ	153	Flagstaff	AZ	Coconino	Univ of Arizona Board of Regents
KPUB	FM	NPR/Clscl	Flagstaff-Prescott, AZ	153	Flagstaff	AZ	Coconino	Univ of Arizona Board of Regents
KNAG	FM	NPR/Clscl	Flagstaff-Prescott, AZ	153	Grand Canyon	AZ	Coconino	Univ of Arizona Board of Regents
KTBA	AM	Religion	Flagstaff-Prescott, AZ	153	Tuba City	AZ	Coconino	Western Indian Ministries Inc