



## Radio Market Analysis

KXLS-FM, Channel 239C3  
Lahoma, OK

*Prepared for:*

Chisholm Trail Broadcasting Co.

In support of its application 301-FM

January 10, 2008

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## Exhibit 5-A

### *Engineering Statement of Purpose*

This firm has been retained by Chisholm Trail Broadcasting Co. (Chisholm), to prepare this Radio Market Analysis for station KXLS-FM.

The "Market Area" for this purpose is defined as the overlap area between stations KNID, Channel 259C1, Alva, Oklahoma; KQOB, Channel 245C, Enid, Oklahoma; KCRC, 1390 kHz, Enid, Oklahoma; KXLS, Channel 239C3, Lahoma, Oklahoma, and NEW-CP 296C2, North Enid, Oklahoma (BMPH-20070119AHK). Chisholm and sister company Champlin Broadcasting, Inc. (Champlin) have an attributable interest in all of these facilities. Chisholm and Champlin are commonly owned.

Champlin also owns KFXV, 1640 kHz, which is the sister station of KCRC-AM. This station is noted here for reference only, and is not included in tabulations contained herein.

An analysis determined that 57 stations city-grade contours intersected or were contained within the Market Area. This study depicts only 18 of these stations. In order to own the five stations referenced above (KNID, KQOB, KCRC, KXLS, and NEW-CP), Section 73.3555(a) of the Commission's rules requires that there be a minimum of 15 stations in the radio market. Therefore, this application is in compliance with the Commission's rules.

Exhibit 5-C is a tabular study depicting license details of all stations included in Exhibit 5-D, which is a graphical representation of the Market Area.

The proposed facility change for KXLS-FM will not create a Market Growth Area, since the proposed 70 dbu contour is entirely contained within other contours for the stations under study. The Market Growth Area is defined as the additional area that would potentially be added to the Market Area, should the application for upgrade be approved by the Commission. An analysis determined that the proposed facility change for KXLS-FM would have no impact on the total station count in the Market Area.



## Exhibit 5-B

### *Engineer's Certification*

I, William H. Nolan, with offices at 1632 S. Maize Road, Wichita, KS, have been retained for the purpose of preparing the technical data forming this report.

My work is a matter of record before the Federal Communications Commission. I have filed numerous applications that have been subsequently granted by the Commission, including the 301-FM application for the KXLS (FM) construction permit. I have spent over 26 years in the broadcast industry, and have designed and constructed numerous radio stations in that time, including AM and FM facilities.

I declare under penalty of perjury that the contents of this report are true and accurate to the best of my knowledge and belief.

Signed: *William H. Nolan* Date: 01/08/2008

William H. Nolan  
Managing Member  
Broadcast Technical Associates, LLC



## Exhibit 5-C

### *Tabulation of Radio Stations Depicted in the Market Area*

*	KCRC (AM)	1390 kHz	Enid, Oklahoma
*	KNID (FM)	Channel 259C1	Alva, Oklahoma
*	KQOB (FM)	Channel 245C	Enid, Oklahoma
*	KXLS (FM)	Channel 239C3	Lahoma, Oklahoma
*	NEW (CP)	Channel 296C2	North Enid, Oklahoma
+	KALV (AM)	1430 kHz	Alva, Oklahoma
+	KATT (FM)	Channel 263C	Oklahoma City, Oklahoma
+	KEBC (AM)	1340 kHz	Oklahoma City, Oklahoma
+	KGFY (FM)	Channel 288A	Stillwater, Oklahoma
+	KGWA (AM)	960 kHz	Enid, Oklahoma
+	KHBZ (FM)	Channel 234C	Oklahoma City, Oklahoma
+	KIMY (FM)	Channel 230A	Watonga, Oklahoma
+	KJYO (FM)	Channel 274C	Oklahoma City, Oklahoma
+	KKNG (FM)	Channel 227C1	Newcastle, Oklahoma
+	KKWD (FM)	Channel 250A	Edmond, Oklahoma
+	KMGL (FM)	Channel 281C	Oklahoma City, Oklahoma
+	KOCY (AM)	1560 kHz	Del City, Oklahoma
+	KOFM (FM)	Channel 276 C3	Enid, Oklahoma

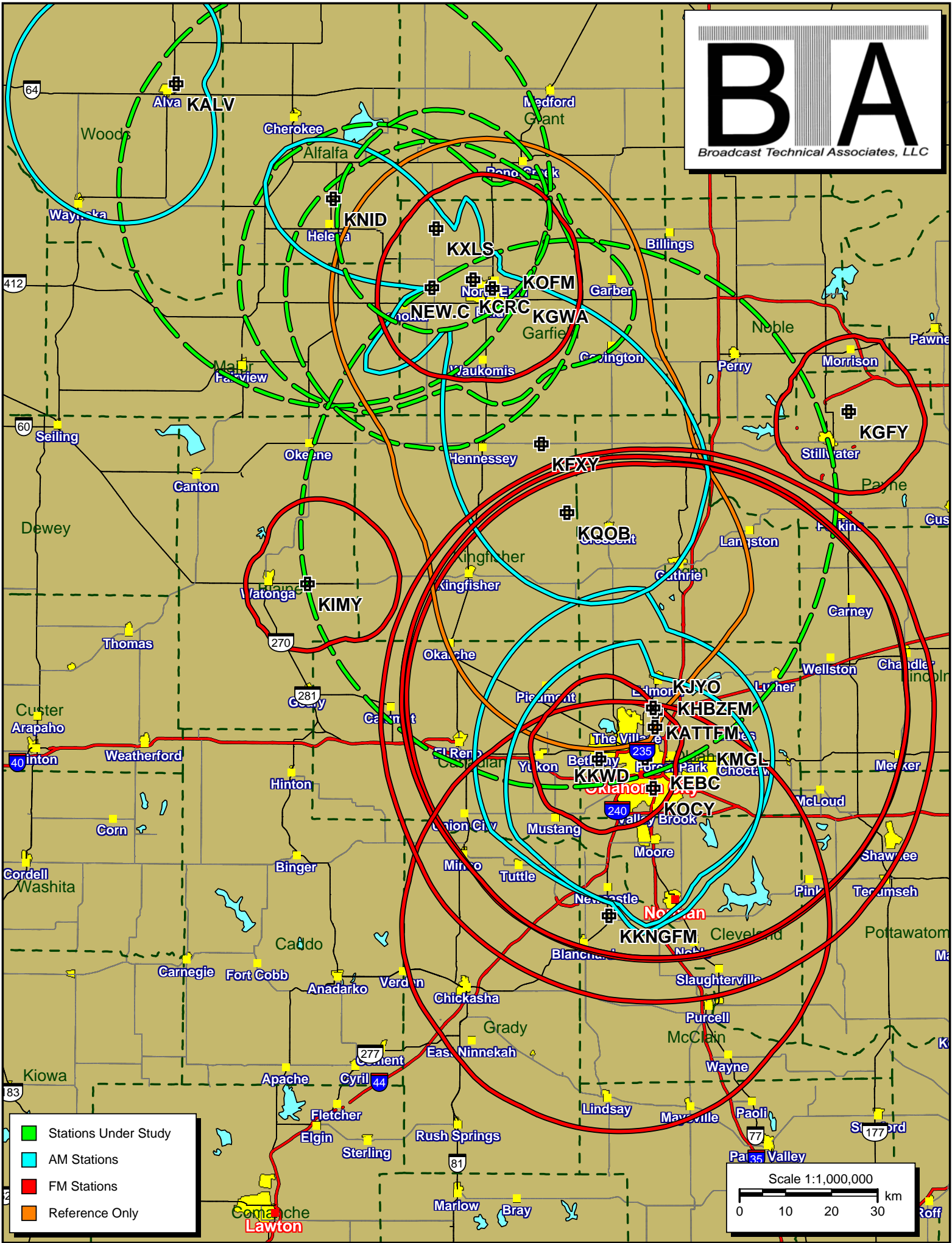
Total Stations: 18

Total AM Stations: 5

Total FM Stations: 13

\* Market Area Stations

+ Contributes city grade contour to Market Area.



- Stations Under Study
- AM Stations
- FM Stations
- Reference Only

