

RADIO MARKET ANALYSIS
EMMIS AUSTIN RADIO BROADCASTING COMPANY, L.P.
KROX-FM RADIO STATION
BUDA, TEXAS
August 2009

TECHNICAL STATEMENT

1. This technical statement and attached exhibits were prepared on behalf of Emmis Austin Radio Broadcasting Company, L.P. ("Emmis"), licensee of KROX-FM, Channel 268C2, Buda, Texas. Emmis is submitting a minor change application to relocate KROX-FM to a new site, as such a Radio Market Analysis is necessary. KROX-FM is licensed to a community in a metro county in the Austin, Texas Arbitron Market. Emmis is also the licensee of KLBJ, 590 kHz and KLBJ-FM, Channel 229C, Austin, Texas; KBPA, Channel 278C0, San Marcos, Texas; KDHT, Channel 227C, Cedar Park, Texas; and KGSR, Channel 296C2, Bastrop, Texas. All of these stations are also licensed to metro counties in the Austin, Texas. Therefore, a review based on a rated market is necessary.

ARBITRON/BIA RATED MARKET ANALYSIS

2. Since all six subject stations are attributable to the Austin, Texas Arbitron Market (Market #39), an analysis based on the stations in a rated market was undertaken. As shown on Exhibit #1, there are forty-two AM and FM (commercial and non-commercial) stations listed in the Austin, Texas. Emmis is presently, and will continue to be, in control of five FM stations and one AM station in the market. The number of stations indicated falls in the thirty to forty-five stations tier of §73.3555(a)(1)(ii) of the Commission's rules. At this level, common ownership or control of up to seven stations, with no more than four in the same service, is

permissible. However, the combination of stations owned by Emmis existed prior to the change in §73.3555 of the rules and, as such, is grandfathered.¹ Further, pursuant to Note 4, §73.3555 (2003), since the KROX-FM minor change application will not change the concentration of stations in the Austin, Texas Arbitron Market, it is believed that KROX-FM remains grandfathered under the Commission's ownership rules in the Austin market.

3. The foregoing technical statement was prepared on behalf of Emmis Austin Radio Broadcasting Company, L.P. 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 was extracted from the CDBS database. Data regarding the relevant Arbitron market was determined using the BIA MEDIA Access Pro Version 4.3. We assume no liability for errors or omissions in those databases which may be adverse to the information contained herein.

1) Under the former contour overlap analysis rules, Emmis was in compliance with the ownership rules.



FCC Geographic Market Definition for Austin, TX

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designn Date	Home Mkt Rank	Owner	City & State of License	County of License
KASE	FM	100.7	C	Country	Austin, TX	07/02/2003	39	Clear Channel Communications Inc	Austin, TX	Travis
KELG	AM	1440	C	Span/Chrst	Austin, TX	07/02/2003	39	Encino Broadcasting LLC	Manor, TX	Travis
KBPA	FM	103.5	C	Clsc Hits	Austin, TX	07/02/2003	39	Emmis Communications	San Marcos, TX	Hays
KROX	FM	101.5	C	Alternative	Austin, TX	07/02/2003	39	Emmis Communications	Buda, TX	Hays
KZNX	AM	1530	C	Sports	Austin, TX	07/02/2003	39	Simmons Media Group Inc	Creedmoor, TX	Travis
KHFI	FM	96.7	C	Top 40	Austin, TX	07/02/2003	39	Clear Channel Communications Inc	Georgetown, TX	Williamson
KVET	FM	98.1	C	Country	Austin, TX	07/02/2003	39	Clear Channel Communications Inc	Austin, TX	Travis
KFIT	AM	1060	C	Gospel	Austin, TX	07/02/2003	39	Onyx Broadcasting Co	Lockhart, TX	Caldwell
KIXL	AM	970	C	Chrst/Talk	Austin, TX	07/02/2003	39	Starboard Media Foundation Inc D/B/ARelevant	Del Valle, TX	Travis
KDHT	FM	93.3	C	Hip Hop	Austin, TX	07/02/2003	39	Emmis Communications	Cedar Park, TX	Williamson
KLBJ	AM	590	C	News/Talk	Austin, TX	07/02/2003	39	Emmis Communications	Austin, TX	Travis
KLBJ	FM	93.7	C	Clsc Rock	Austin, TX	07/02/2003	39	Emmis Communications	Austin, TX	Travis
KHHL	FM	98.9	C	Mexican	Austin, TX	07/02/2003	39	Border Media Partners LLC	Leander, TX	Williamson
KJCE	AM	1370	C	Talk	Austin, TX	07/02/2003	39	Entercom	Rollingwood, TX	Travis
KFON	AM	1490	C	Norteno	Austin, TX	07/02/2003	39	Border Media Partners LLC	Austin, TX	Travis
KKMJ	FM	95.5	C	Soft Rock	Austin, TX	07/02/2003	39	Entercom	Austin, TX	Travis
KPEZ	FM	102.3	C	ChrsContem	Austin, TX	07/02/2003	39	Clear Channel Communications Inc	Austin, TX	Travis
KXBT	FM	104.9	C	Spanish AC	Austin, TX	07/02/2003	39	Border Media Partners LLC	Dripping Springs, TX	Hays
KYLR	FM	92.1	NC	ChrsContem	Austin, TX	07/02/2003	39	Educational Media Foundation	Hutto, TX	Williamson
KUOL	AM	1470	C	Span/Chrst	Austin, TX	07/02/2003	39	La Radio Cristiana Network Inc	San Marcos, TX	Hays
KWNX	AM	1260	C	Sprts/Span	Austin, TX	07/02/2003	39	Simmons Media Group Inc	Taylor, TX	Williamson
KTXZ	AM	1560	C	Tejano	Austin, TX	07/02/2003	39	Encino Broadcasting LLC	West Lake Hills, TX	Travis
KVET	AM	1300	C	Sprts/Talk	Austin, TX	07/02/2003	39	Clear Channel Communications Inc	Austin, TX	Travis
KAMX	FM	94.7	C	Modern AC	Austin, TX	07/02/2003	39	Entercom	Luling, TX	Caldwell
KGSR	FM	107.1	C	AAA	Austin, TX	07/02/2003	39	Emmis Communications	Bastrop, TX	Bastrop
KXXS	FM	92.5	C	Spanish AC	Austin, TX	07/02/2003	39	Border Media Partners LLC	Elgin, TX	Bastrop
KHZS	FM	107.7	C	Span/Rhym	Austin, TX	07/02/2003	39	Univision	Georgetown, TX	Williamson
KLQB	FM	104.3	C	Mexican	Austin, TX	07/02/2003	39	Univision	Taylor, TX	Williamson
KFMK	FM	105.9	C	Rhymc/Olde	Austin, TX	07/02/2003	39	Aloha Station Trust LLC	Round Rock, TX	Travis
KAZI	FM	88.7	NC	Urban	Austin, TX	07/02/2003	39	Austin Community Radio	Austin, TX	Travis
KOKE	AM	1600	C	Norteno	Austin, TX	07/02/2003	39	Encino Broadcasting LLC	Pflugerville, TX	Travis
KMFA	FM	89.5	NC	Classical	Austin, TX	07/02/2003	39	Capital Broadcasting Association Inc	Austin, TX	Travis
KNLE	FM	88.1	NC	Hot AC	Austin, TX	07/02/2003	39	Ixoye Productions Inc	Round Rock, TX	Williamson

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed



FCC Geographic Market Definition for Austin, TX

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KOOP	FM	91.7	NC	DARK	Austin, TX	07/02/2003	39	TX Educational Community Broadcasting Corp Inc	Hornsby, TX	Travis
KTSW	FM	89.9	NC	Alternative	Austin, TX	07/02/2003	39	Texas State University-San Marcos	San Marcos, TX	Hays
KUT	FM	90.5	NC	Variety	Austin, TX	07/02/2003	39	University of Texas	Austin, TX	Travis
KVRX	FM	91.7	NC	Alternative	Austin, TX	07/02/2003	39	University of Texas	Austin, TX	Travis
KHIB	FM	88.5	NC	Christian	Austin, TX	07/02/2003	39	Houston Christian Broadcasters Inc	Bastrop, TX	Bastrop
KLLR	FM	91.9	NC	ChrsContem	Austin, TX	10/06/2004	39	Educational Media Foundation	Dripping Springs, TX	Hays
KITY	FM	102.9	C	Oldies	Austin, TX	01/07/2008	39	King, Bryan	Llano, TX	Llano
KLGO	FM	99.3	C	Religion	Austin, TX	04/24/2006	39	REO Radio Group LLC	Thorndale, TX	Milam
KALD	FM	0.0	NC	Christian	Austin, TX		39	p From His Heart Ministries Inc	,	

Number of Stations in Geographic Market 42

Previous Stations in Geographic Market

KMLR	FM	106.3	C	ChrsContem		02/02/2005	0	Educational Media Foundation	Gonzales, TX	Gonzales
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AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT

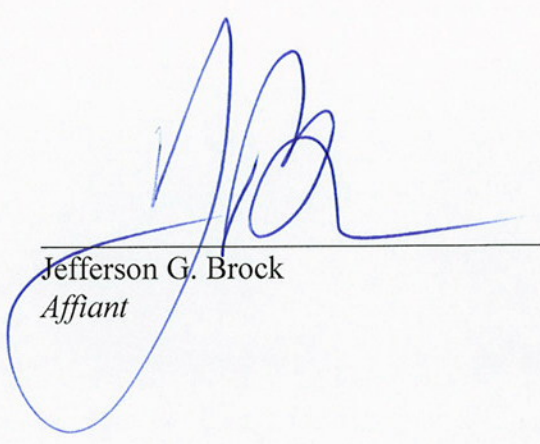
State of Georgia)
St. Simons Island) ss:
County of Glynn)

JEFFERSON G. BROCK, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Emmis Radio Austin Broadcasting Company, L.P., 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.

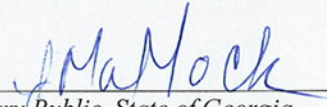
The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

This the 20th day of August 2009.



Jefferson G. Brock
Affiant

*Sworn to and subscribed before me
this the 20th day of August 2009*



Notary Public, State of Georgia
My Commission Expires: June 16, 2012