

## **Multiple Ownership Study**

**Applicant:** The Montana Radio Company, LLC

**Proposed Station and Community:** KZUS(FM) Helena Valley Northeast, MT  
KINX(FM) Helena Valley Southeast, MT

**County of License:** Lewis and Clark County

**BIA/Arbitron Market:** No

**Type of Ownership Study:** Modified Contour Overlap Method

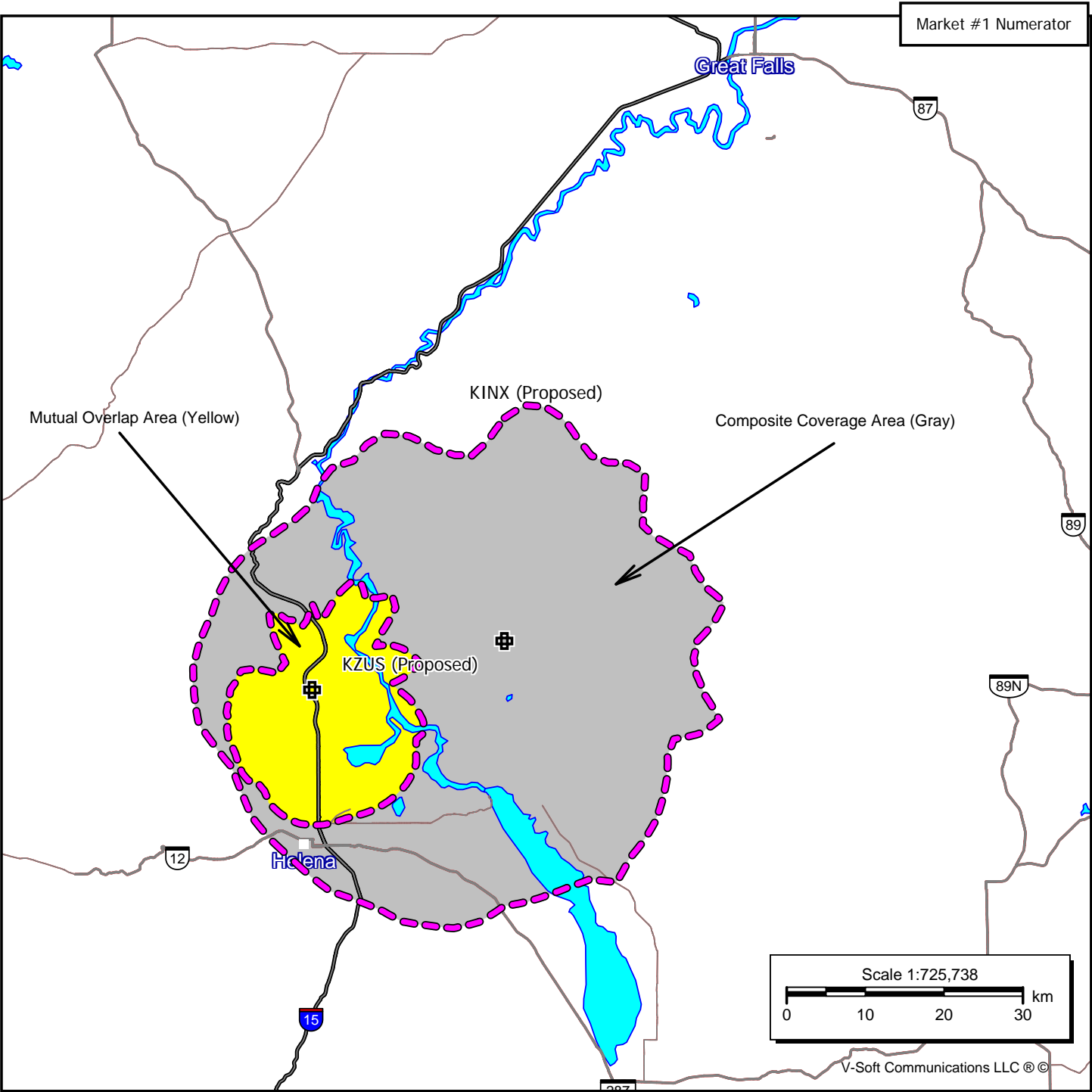
**Number of Mutual Overlap Markets:** 1

The Montana Radio Company, LLC (“TMRC”) licensee of KZUS(FM), proposes to relocate KZUS(FM) to Helena Valley Northeast on Channel 270A. Contemporaneously, Fisher Radio Regional Group, Inc. (“Fisher”) has proposed to relocate KINX(FM) to Helena Valley Southeast, MT, on Channel 297C2 and assign KINX(FM) to TMRC. The KZUS(FM) and KINX(FM) relocation proposals are not contingent upon one another in any way. Either or both relocations could be approved or denied. And, of course, KINX(FM) will only become attributable to TMRC upon consummation of the pending assignment. In the event that the KINX(FM) assignment is consummated and both the KINX(FM) and KZUS(FM) modification applications have been approved, TMRC will have its greatest concentration of stations in the mutual overlap market in question. If only one station is approved to relocate, the approved TMRC station will be a “standalone.” Therefore, the instant multiple ownership study will examine the “worst case” multiple ownership scenario for KINX(FM) and KZUS(FM) assuming that both relocations are approved and TMRC consummates the KINX(FM) assignment.

None of the current or proposed communities of license for the stations subject to this study is located in a county which BIA and Arbitron define as being part of an Arbitron Metro nor has the station appeared “above the line” in any Arbitron Ratings as reported by BIA in the previous two years. Therefore, the Modified Contour Overlap Method shall be employed to demonstrate multiple ownership compliance with Section 73.3555.

### **Market #1:**

The attached map entitled “Market #1 Numerator” depicts the principal community contours of those stations that are commonly attributable to the Applicant forming Market #1. The area shaded gray on this map constitutes the Composite Overlap Area of all stations attributable to the Applicant in Market #1. The area-shaded yellow constitutes the Mutual Overlap Area of the commonly attributable stations in Market #1.



REF
KINX (Proposed)
KZUS (Proposed)

**Numerator Stations in Mutual Overlap Market #1:****0 AM and 2 FM**

Call	Sign	Lic	Chan.	Svc	Cls	City	ST	DA	Power
KZUS	PRO	270	M	A		Helena Valley NE	MT	No	0.55
KINX	PRO	297	M	C2		Helena Valley SE	MT	No	1.83

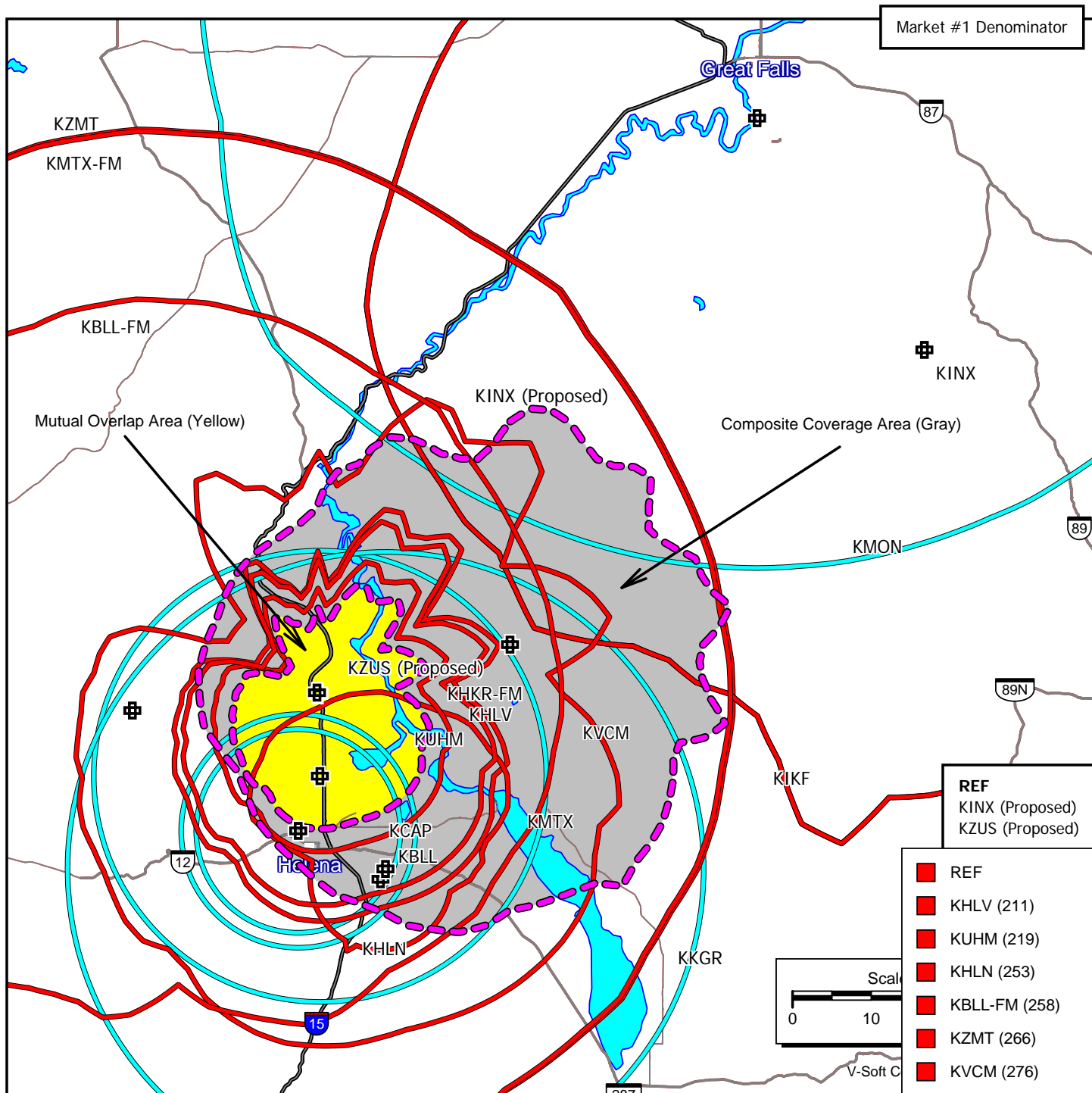
The attached map entitled "Market #1 Denominator" depicts the principal community contour overlaps of the stations included in the Denominator listed below. Each Denominator station is a full-power radio station whose principal community contour overlaps or intersects the Composite Overlap Area of Market #1 and each station has its transmitter site located within 92 kilometers from the perimeter of the Numerator's Mutual Overlap Area of the commonly attributable stations that define Market #1. Any stations which are commonly attributable with the Applicant and do not define Market #1 are not included in the Denominator. Commercial and noncommercial stations have been counted in the Denominator.

**Denominator Stations in Mutual Overlap Market #1:****17 Stations**

Call	Sign	Lic	Chan.	Svc	Cls	City	ST	DA	Power
KZUS	PRO	270	M	A		Helena Valley NE	MT	No	0.55
KINX	PRO	297	M	C2		Helena Valley SE	MT	No	1.83
KHLV	LIC	211	M	C3		Helena	MT	No	3.5
KUHM	LIC	219	M	A		Helena	MT	No	0.91
KHLN	LIC	253	M	A		Montana City	MT	No	6.0
KBLL-FM	LIC	258	M	C1		Helena	MT	No	12.5
KZMT	LIC	266	M	C		Helena	MT	No	95.0
KVCM	LIC	276	M	C1		Helena	MT	No	30.0
KHKR-FM	LIC	281	M	C3		East Helena	MT	No	5.0
KIKF	LIC	285	M	C		Cascade	MT	No	94.0
KMTX-FM	LIC	287	M	C		Helena	MT	No	100.0
KINX	LIC	297	M	C		Great Falls	MT	No	94.0
KKGR		680				EAST HELENA	MT		
KBLL		1240				HELENA	MT		
KCAP		1340				HELENA	MT		
KMTX		950				HELENA	MT		
KMON		560				GREAT FALLS	MT		

In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, the Applicant may not be commonly attributable to more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM).

Therefore, the proposal complies with Section 73.3555 in Market #1.



- REF
- KHLV (211)
- KUHM (219)
- KHLN (253)
- KBLL-FM (258)
- KZMT (266)
- KVCN (276)
- KHKR-FM (281)
- KICF (285)
- KMTX-FM (287)
- KINX (297)
- KKGR
- KBLL
- KCAP
- KMTX
- KMON

Numerator: 0 AM and 2 FM

Denominator: 17 Stations

Complies with Section 73.3555.