

RADIO MARKET ANALYSIS
CMP KC LICENSING, LLC
KMJK RADIO STATION
NORTH KANSAS CITY, MISSOURI
September 2011

TECHNICAL STATEMENT

1. This technical statement and attached exhibits were prepared on behalf of CMP KC Licensing, LLC (“CMP KC”)¹, proposed assignee of KMJK, Channel 297C1, North Kansas City, Missouri. CMP KC is also the licensee of KCHZ, Channel 239C1, Ottawa, Kansas. CMI also has an attributable interest in CMP Houston-KC, LLC, the licensee of KCMO, 710 kHz, Kansas City, Kansas; KCMO-FM, Channel 235C0, Shawnee, Missouri; KCJK, Channel 286C1, Garden City, Missouri; and KCFX, Channel 266C1, Harrisonville, Missouri.²

2. KJMK, KCMO, KCMO-FM, KCJK and KCFX are each licensed to a community in a metro county in the Kansas City, Kansas Arbitron market. KCHZ is not a metro station in the Kansas City market, but is considered “home” to that market. Therefore, this review will verify compliance of commonly owned stations in both rated and non-rated markets.

KANSAS CITY, MISSOURI-KANSAS ARBITRON/BIA MARKET REVIEW

3. As shown on Exhibit #1, there are forty-five AM and FM (commercial and non-commercial) stations in the Kansas City, Missouri/Kansas Arbitron Market (Market #32). CMI would be in control of five FM stations and one AM station in the market. The number of stations depicted falls in the forty-five or more stations tier of §73.3555(a)(1)(i) of the

1) An indirect subsidiary of Cumulus Media, Inc. (“CMI”).

2) CMI has attributable interests in the licensee of stations KDVB, Channel 245A, Effingham, Kansas (with a permit to upgrade to Channel 245C2); KTOP-FM, Channel 275C2, St. Marys, Kansas; KMAJ-FM, Channel 299C1, Carbondale, Kansas; and KWIC, Channel 257C3; KDVV, Channel 262C0 (with a permit to upgrade to Channel 262C); KMAJ, 1440 kilohertz; and KTOP, 1490 kilohertz, Topeka, Kansas. The KMJK facility does not have contour overlap with any of these facilities; therefore, they are not considered further.

Commission's rules. At this level, common ownership or control of up to eight stations, with no more than five in the same service, is permissible. Therefore, CMI is in compliance in the rated Kansas City, Kansas/Missouri market.

REVISED CONTOUR OVERLAP ANALYSIS

4. Attached as Exhibit #2 is a map depicting the city grade contours of the commonly owned facilities. The city grade contour of KMJM overlaps with the city grade contour of KCHZ and the remainder of the Kansas City area CMI attributable stations. Based on the area of overlap of these facilities, a single distinct overlap market is created.

5. A study has been conducted to determine if ownership of these facilities complies with §73.3555 of the Commission's rules. The city grade contour of KJMK, KCHZ, and KCMO will be used to define the market boundary. We will determine the number of contributing stations which have sites within or provide city grade service to the Radio Market boundary. To this total, we will then add the subject stations in the respective market to demonstrate compliance with the rules. Only those stations with transmitter sites within 92.0 kilometers will be considered as contributors to the market. No other stations in which CMI has an interest will be considered, unless it is a subject station in the market under review.

6. Exhibit #3A (AM stations) and #3B (FM stations) are maps depicting of the stations (commercial and non-commercial) providing service to the Radio Market boundary. Thirty-nine stations are depicted. Exhibit #4 is a tabulation of the stations in the Radio Market. A total of forty-six stations are shown, including the eight subject stations.³ The number of stations in the

3) There are numerous other stations in the market. They were not considered, however, as there were a sufficient number of stations to allow for common ownership of the stations under study.

Radio Market falls in the forty-five or more stations tier of §73.3555(a)(1)(i) of the Commission's rules. At this level, common ownership or control of up to eight stations, with no more than five in the same service, is permissible. As such, CMI is in compliance in the non-rated Radio Market.

7. Based on the compliance shown in both rated and non-rated markets, the proposed transfer is in compliance with §73.3555 of the rules, with regard to the above referenced stations.

8. The foregoing technical statement was prepared on behalf of CMP KC Licensing, LLC 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 4.6. We assume no liability for errors or omissions in those databases which may be adverse to the information contained herein.



FCC Geographic Market Definition for Kansas City, MO-KS

EXHIBIT #1

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KAYX	FM	92.5	C	Relgn/Talk	Kansas City, MO-KS	07/02/2003	32	Bott Radio Network	Richmond, MO	Ray
KBEQ	FM	104.3	C	Country	Kansas City, MO-KS	07/02/2003	32	Wilks Broadcast Group LLC	Kansas City, MO	Jackson
KCCV	AM	760	C	Relgn/Talk	Kansas City, MO-KS	07/02/2003	32	Bott Radio Network	Overland Park, KS	Johnson
KCCV	FM	92.3	C	Relgn/Talk	Kansas City, MO-KS	07/02/2003	32	Bott Radio Network	Olathe, KS	Johnson
KCFX	FM	101.1	C	Clsc Rock	Kansas City, MO-KS	07/02/2003	32	Cumulus Broadcasting Inc	Harrisonville, MO	Cass
KCHZ	FM	95.7	C	CHR	Kansas City, MO-KS	07/02/2003	32	Cumulus Broadcasting Inc	Ottawa, KS	Franklin
KCJK	FM	105.1	C	Jack	Kansas City, MO-KS	07/02/2003	32	Cumulus Broadcasting Inc	Garden City, MO	Cass
KCKC	FM	102.1	C	Modern AC	Kansas City, MO-KS	07/02/2003	32	Wilks Broadcast Group LLC	Kansas City, MO	Jackson
KCMO	FM	94.9	C	Oldies	Kansas City, MO-KS	07/02/2003	32	Cumulus Broadcasting Inc	Shawnee, KS	Johnson
KCMO	AM	710	C	Talk	Kansas City, MO-KS	07/02/2003	32	Cumulus Broadcasting Inc	Kansas City, MO	Jackson
KCNW	AM	1380	C	Chrst/Talk	Kansas City, MO-KS	07/02/2003	32	Wilkins Communications Network Inc	Fairway, KS	Johnson
KCSP	AM	610	C	Sports	Kansas City, MO-KS	07/02/2003	32	Entercom	Kansas City, MO	Jackson
KCTE	AM	1510	C	Talk	Kansas City, MO-KS	07/02/2003	32	Union Broadcasting Inc	Independence, MO	Jackson
KCTO	AM	1160	C	Talk/AC	Kansas City, MO-KS	08/19/2006	32	Alpine Broadcasting Corporation (MO)	Cleveland, MO	Cass
KCUR	FM	89.3	NC	Nws/Tlk/Inf	Kansas City, MO-KS	07/02/2003	32	University of Missouri	Kansas City, MO	Jackson
KCWJ	AM	1030	C	Christian	Kansas City, MO-KS	07/02/2003	32	Stayton, D T	Blue Springs, MO	Jackson
KCXL	AM	1140	C	Tlk/AC/Old	Kansas City, MO-KS	07/02/2003	32	Alpine Broadcasting Corporation (MO)	Liberty, MO	Clay
KCZZ	AM	1480	C	Span/Chrst	Kansas City, MO-KS	07/02/2003	32	Davidson Media Group LLC	Mission, KS	Johnson
KDTD	AM	1340	C	Mexican	Kansas City, MO-KS	07/02/2003	32	Davidson Media Group LLC	Kansas City, KS	Wyandotte
KEXS	AM	1090	C	Chrst/Talk	Kansas City, MO-KS	07/02/2003	32	Catholic Radio Network Inc	Excelsior Springs, MO	Clay
KFKF	FM	94.1	C	Country	Kansas City, MO-KS	07/02/2003	32	Wilks Broadcast Group LLC	Kansas City, KS	Wyandotte
KGGN	AM	890	C	Gospel	Kansas City, MO-KS	07/02/2003	32	Mortenson Broadcasting Company Incorporated	Gladstone, MO	Clay
KGSP	FM	90.5	NC	Alternative	Kansas City, MO-KS	07/02/2003	32	Park College Board Trustees	Parkville, MO	Platte
KKFI	FM	90.1	NC	Variety	Kansas City, MO-KS	07/02/2003	32	Mid-Coast Radio Project Inc	Kansas City, MO	Jackson
KKLO	AM	1410	C	Chrst/Cntry	Kansas City, MO-KS	07/02/2003	32	New Life Evangelistic Center Incorporated	Leavenworth, KS	Leavenworth
KLEX	AM	1570	C	Relgn/Talk	Kansas City, MO-KS	07/02/2003	32	Bott Radio Network	Lexington, MO	Lafayette
KLJC	FM	88.5	NC	ChrsContem	Kansas City, MO-KS	07/02/2003	32	Calvary Bible College	Kansas City, MO	Jackson
KLRX	FM	97.3	NC	ChrsContem	Kansas City, MO-KS	07/02/2003	32	Educational Media Foundation	Lee's Summit, MO	Jackson
KMBZ	AM	980	C	Nws/Tlk/Inf	Kansas City, MO-KS	07/02/2003	32	Entercom	Kansas City, MO	Jackson
KMBZ	FM	98.1	C	Nws/Tlk/Inf	Kansas City, MO-KS	07/02/2003	32	Entercom	Kansas City, KS	Wyandotte
KMJK	FM	107.3	C	Urban AC	Kansas City, MO-KS	07/02/2003	32	p Knoblauch, Scott	North Kansas City, MO	Clay
KMXV	FM	93.3	C	CHR	Kansas City, MO-KS	07/02/2003	32	Wilks Broadcast Group LLC	Kansas City, MO	Jackson
KPHN	AM	1190	C	Family Hits	Kansas City, MO-KS	07/02/2003	32	ABC/Disney	Kansas City, MO	Jackson

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

"p" indicates pending sale to owner listed



FCC Geographic Market Definition for Kansas City, MO-KS

Call Letters	AM/FM	Freq	Type	Station Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KPRS	FM	103.3	C	Urban	Kansas City, MO-KS	07/02/2003	32	Carter Broadcast Group Inc	Kansas City, MO	Jackson
KPRT	AM	1590	C	Gospel	Kansas City, MO-KS	07/02/2003	32	Carter Broadcast Group Inc	Kansas City, MO	Jackson
KQRC	FM	98.9	C	AOR	Kansas City, MO-KS	07/02/2003	32	Entercom	Leavenworth, KS	Leavenworth
KRBZ	FM	96.5	C	Alternative	Kansas City, MO-KS	07/02/2003	32	Entercom	Kansas City, MO	Jackson
KUDL	AM	1660	C	Classical	Kansas City, MO-KS	07/02/2003	32	Entercom	Kansas City, KS	Wyandotte
KWJC	FM	91.9	NC	Variety	Kansas City, MO-KS	07/02/2003	32	William Jewell Coll	Liberty, MO	Clay
KWJP	FM	89.7	NC	Country	Kansas City, MO-KS	06/28/2011	32	Gospel to the Nations Ministries Inc	Paola, KS	Miami
KYRV	FM	88.1	NC	Chrst/Talk	Kansas City, MO-KS	07/02/2003	32	Full Smile Inc	Concordia, MO	Lafayette
KYYS	AM	1250	C	Mexican	Kansas City, MO-KS	07/02/2003	32	Entercom	Kansas City, KS	Wyandotte
KZPT	FM	99.7	C	Hot AC	Kansas City, MO-KS	07/02/2003	32	Entercom	Kansas City, MO	Jackson
WDAF	FM	106.5	C	Country	Kansas City, MO-KS	07/02/2003	32	Entercom	Liberty, MO	Clay
WHB	AM	810	C	Sports	Kansas City, MO-KS	07/02/2003	32	Union Broadcasting Inc	Kansas City, MO	Jackson

Number of Stations in Geographic Market 45

Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed

Graham Brock, Inc. - Broadcast Technical Consultants

KMJK
 BLH-20071003AO
 Latitude: 39-05-40 N
 Longitude: 094-05-47 W
 ERP: 100.00 kW
 Channel: 297C1

KCHZ
 BMLH-20031103ADD
 Latitude: 39-00-45 N
 Longitude: 095-01-46 W
 ERP: 98.00 kW
 Channel: 239C1
 Frequency: 95.7 MHz

KCFX
 BLH-20030424AAS
 Latitude: 39-01-20 N
 Longitude: 094-30-49 W
 ERP: 100.00 kW
 Channel: 266C0

KCJK
 BLH-20010620AAM
 Latitude: 39-05-26 N
 Longitude: 094-28-18 W
 ERP: 69.00 kW
 Channel: 286C1

KCMO-FM
 BLH-20021203ACE
 Latitude: 39-05-26 N
 Longitude: 094-28-18 W
 ERP: 100.00 kW
 Channel: 235C0

KCMO
 Latitude: 39-19-08 N
 Longitude: 094-29-48 W
 ERP: 10.00 kW
 Frequency: 45.0 kHz

KCHZ 3.16 mV/m

KCMO 5.0 mV/m

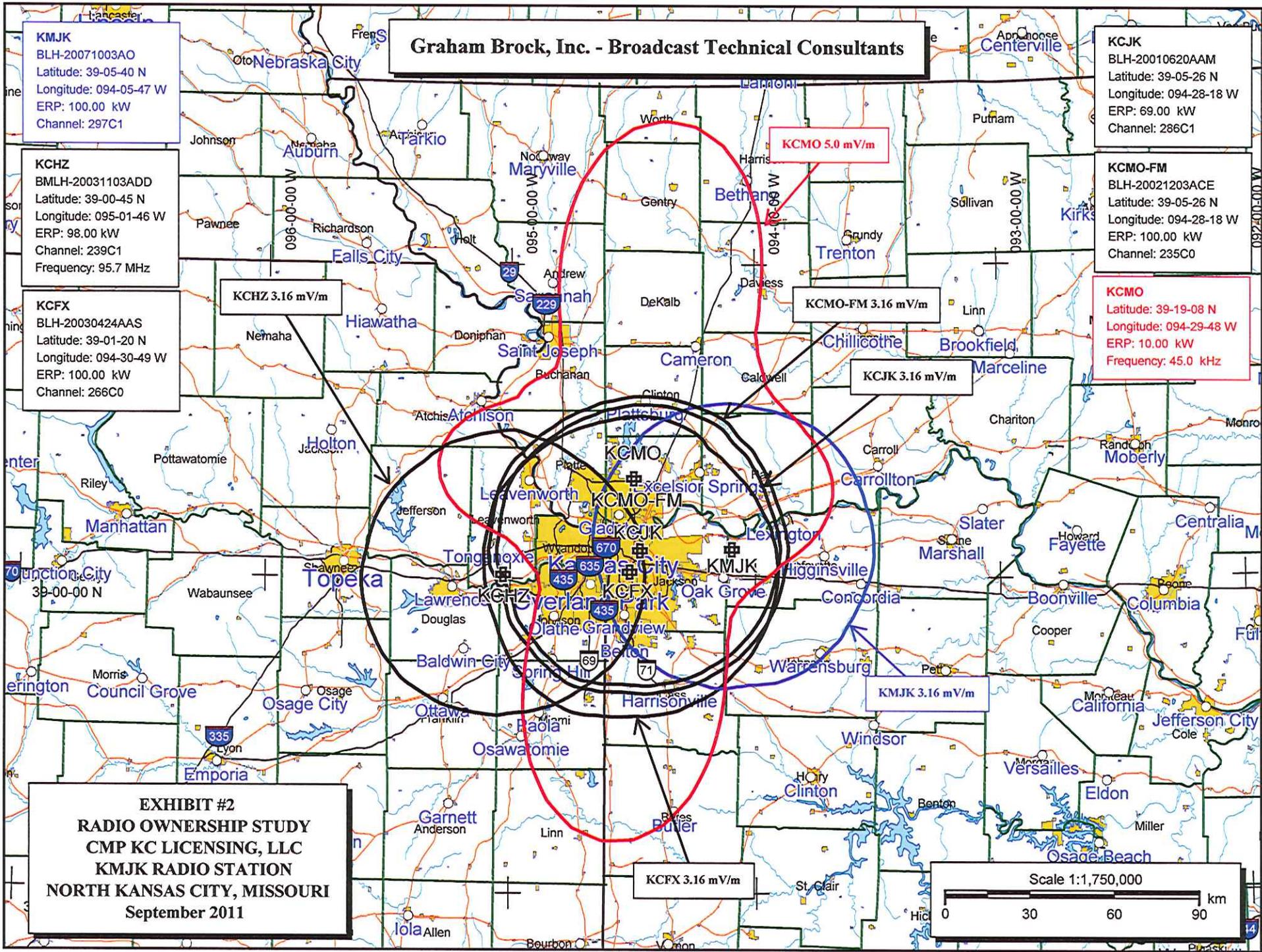
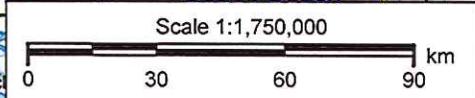
KCMO-FM 3.16 mV/m

KCJK 3.16 mV/m

KMJK 3.16 mV/m

KCFX 3.16 mV/m

EXHIBIT #2
RADIO OWNERSHIP STUDY
CMP KC LICENSING, LLC
KMJK RADIO STATION
NORTH KANSAS CITY, MISSOURI
September 2011



RADIO MARKET ANALYSIS
CMP KC LICENSING, LLC
KMJK RADIO STATION
NORTH KANSAS CITY, MISSOURI
September 2011

EXHIBIT #4

Tabulation of Stations in Radio Market

AM Stations

KCSP	610 kHz	Kansas City, Missouri
KMBZ	680 kHz	Kansas City, Missouri
* KCMO	710 kHz	Kansas City, Missouri
KCCV	760 kHz	Overland Park, Kansas
WHB	810 kHz	Kansas City, Missouri
KGGN	890 kHz	Gladstone, Missouri
KCXJ	1030 kHz	Blue Springs, Missouri
KEXS	1090 kHz	Excelsior Springs, Missouri
KCXL	1140 kHz	Liberty, Missouri
KCTO	1160 kHz	Cleveland, Kansas
KPHN	1190 kHz	Kansas City, Missouri
KYYS	1250 kHz	Kansas City, Kansas
KLWN	1320 kHz	Larence, Kansas
KDTD	1340 kHz	Kansas City, Kansas
KCNW	1380 kHz	Fairway, Kansas
KKLO	1410 kHz	Leavenworth, Kansas
KCZZ	1480 kHz	Mission, Kansas
KCTE	1510 kHz	Independence, Kansas
KLEX	1570 kHz	Lexington, Missouri
KPRT	1590 kHz	Kansas City, Missouri
KUDL	1660 kHz	Kansas City, Kansas

Total AM Stations - 21

RADIO MARKET ANALYSIS
CMP KC LICENSING, LLC
KMJK RADIO STATION
NORTH KANSAS CITY, MISSOURI
September 2011

EXHIBIT #4 (continued)

Tabulation of Stations in Radio Market

FM Stations

+	KYRV	Ch 201A	Concordia, Missouri
	KLJC	Ch 203C1	Kansas City, Missouri
	KKFI	Ch 211C1	Kansas City, Missouri
	KJHK	Ch 214A	Lawrence, Kansas
	KTBG	Ch 215C1	Warrensburg, Missouri
	KANU	Ch 218C1	Lawrence, Kansas
	KWJC	Ch 220C3	Liberty, Missouri
	KCCV-FM	Ch 222C3	Olathe, Kansas
	KAYX	Ch 223A	Richmond, Missouri
	KMXV	Ch 227C0	Kansas City, Missouri
	KFKF-FM	Ch 231C0	Kansas City, Kansas
*	KCMO-FM	Ch 235C0	Shawnee, Missouri
*	KCHZ	Ch 239C1	Ottawa, Kansas
	KRBZ	Ch 243C0	Kansas City, Missouri
	KLRX	Ch 247C1	Lee's Summit, Missouri
	KMBZ-FM	Ch 251C0	Kansas City, Kansas
	KQRC-FM	Ch 255C0	Leavenworth, Kansas
	KZPT	Ch 259C0	Kansas City, Missouri
*	KCFX	Ch 266C1	Harrisonville, Missouri
	KCKC	Ch 271C0	Kansas City, Missouri
	KPRS	Ch 277C	Kansas City, Missouri
	KBEQ-FM	Ch 282C0	Kansas City, Missouri
*	KCJK	Ch 286C1	Garden City, Missouri
	KLZR	Ch 290C1	Lawrence, Kansas
	WDAF-FM	Ch 293C1	Liberty, Missouri
*	KMJK	Ch 297C1	North Kansas City, Missouri

Total FM Stations - 26

GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 47

- * Subject station.
- + Stations provides coverage to subject market.

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 CMP KC Licensing, LLC 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.

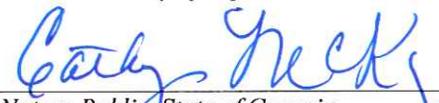
The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

This the 19th day of September 2011.



Jefferson G. Brock
Affiant

*Sworn to and subscribed before me
this the 19th day of September 2011*



Notary Public, State of Georgia
My Commission Expires: March 14, 2015