



## Radio Market Analysis

Proposed Facility Channel 296C3  
Alva, OK

*Prepared for:*

Champlin Broadcasting, Inc.

In support of its application 301-FM

Auction No. 62, MM-FM436-C3

April 18, 2006

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## Exhibit 5-A

### *Engineering Statement of Purpose*

This firm has been retained by Champlin Broadcasting, Inc. (Champlin), to prepare this Radio Market Analysis for proposed facility 296C3. Champlin was identified as the winning bidder in FCC Auction No. 62, for Permit No. MM-FM436-C3 at Alva, OK.

The "Market Area" for this purpose is defined as the overlap area between stations KNID, Channel 259C1, Alva, Oklahoma; KCRC, 1390 kHz, Enid, Oklahoma, and the proposed facility 296C3, Alva, Oklahoma. Champlin and sister company Chisholm Trail Broadcasting Co. (CTB) have an attributable interest in all of these facilities. Champlin and CTB are commonly owned.

Section 73.3555(a)(1)(iv) of the Commission's rules states, "In a radio market with 14 or fewer full-power, commercial and noncommercial radio stations, not more than 5 commercial radio stations in total and not more than 3 commercial stations in the same service (AM or FM); provided, however, that no person or single entity (or entities under common control) may have a cognizable interest in more than 50% of the full-power, commercial and noncommercial radio stations in such market unless the combination of stations comprises not more than one AM and one FM station." This application is in compliance with the Commission's rules, since there is no minimum station count required in the market for Champlin's proposed 3 station ownership scenario. An analysis determined that 15 station's city-grade contours intersected or were contained within the Market Area.

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 296C3 will have a negligible impact on the size of the Market Area. The "Market Growth Area" as depicted in Exhibit 5-D, consists of 285.24 square kilometers. This 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. The population, according to the 2000 U.S. Census, is 125 persons. An analysis determined that the proposed facility 296C3 would have no impact on the total station count in the Market Area.



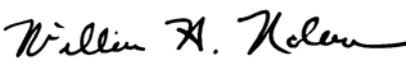
## Exhibit 5-B

### *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 24 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:  Date: 04/18/2006

William H. Nolan  
Managing Member  
Broadcast Technical Associates, LLC



## Exhibit 5-C

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

*	Alva (FM)	Channel 296C3	Alva, Oklahoma
*	KCRC (AM)	1390 kHz	Enid, Oklahoma
*	KNID (FM)	Channel 259C1	Alva, Oklahoma
+	KALV (AM)	1430 kHz	Alva, Oklahoma
+	KJTH (FM)	Channel 209C0	Ponca City, Oklahoma
+	KKRD (FM)	Channel 216A	Enid, Oklahoma
+	KOFM (FM)	Channel 276C3	Enid, Oklahoma
+	KOKP (AM)	1020 kHz	Perry, Oklahoma
+	KGWA (AM)	960 kHz	Enid, Oklahoma
+	KPAK (FM)	Channel 248C2	Alva, Oklahoma
+	KREJ (FM)	Channel 269C2	Medicine Lodge, Kansas
+	KRMG (AM)	740 kHz	Tulsa, OK
+	KSNS (FM)	Channel 218C2	Medicine Lodge, Kansas
+	KTOK (AM)	1000 kHz	Oklahoma City, Oklahoma
+	WKY (AM)	930 kHz	Oklahoma City, Oklahoma

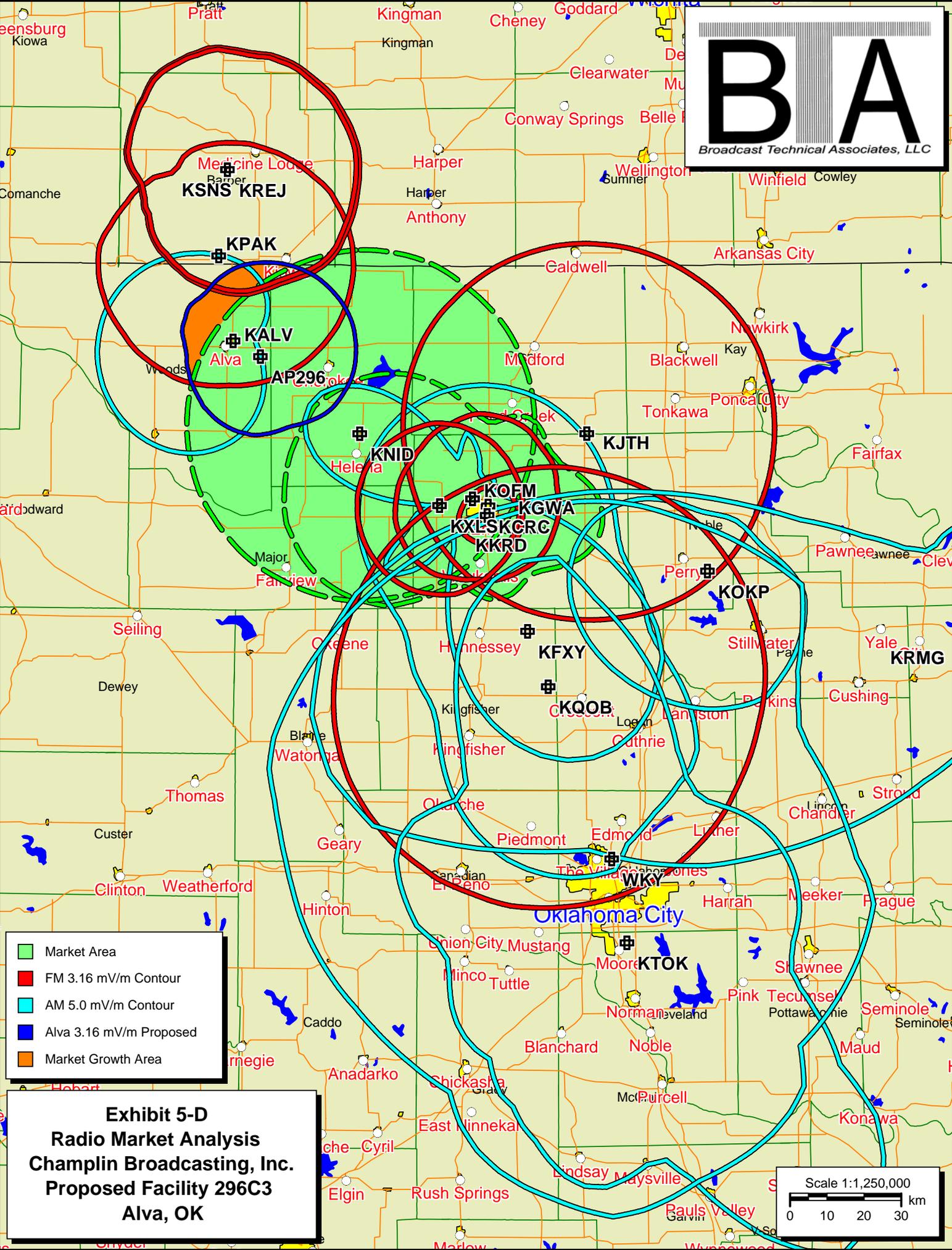
Total Stations: 15

Total AM Stations: 7

Total FM Stations: 8

\* Market Area Stations

+ Contributes city grade contour to Market Area.



- Market Area
- FM 3.16 mV/m Contour
- AM 5.0 mV/m Contour
- Alva 3.16 mV/m Proposed
- Market Growth Area

**Exhibit 5-D**  
**Radio Market Analysis**  
**Champlin Broadcasting, Inc.**  
**Proposed Facility 296C3**  
**Alva, OK**

