

TECHNICAL NARRATIVE

This Technical Narrative and attached exhibits were prepared on behalf of Zimmer Radio of Mid-Missouri, Inc. ("Zimmer"), licensee of KZWV, Facility ID #165951, Channel 270C2, Eldon, MO. Zimmer herein proposes to amend FCC Form 301 minor change application BPH-20150805AAU to modify KZWV to operate from a new transmit location. This will require the construction of a new tower, 499 feet in overall height. The Federal Aviation Administration has been notified by filing a Form 7460-1 Notice of Proposed Construction application. Zimmer will also complete a Section 106 review and Phase One NEPA study and consult with the SHPO/THPO to determine if the proposed construction will have a significant environmental effect.

The proposed new KZWV facility would operate with on Channel 270C2 with an effective radiated power of 27.5 kW non-directional at 145 meters above ground and 203 meters height above average terrain. The proposed KZWV modification is mutually exclusive to the current KZWV licensed facility.

The Application Site coordinates are 38 degrees 22 minutes 13.7 seconds North Latitude, 92 degrees 24 minutes 52.7 seconds West Longitude. Based on the attached Channel Study, the site is fully spaced to all full power FM stations under Section 73.207 with two exceptions. The proposed application is short spaced to KQXQ, Channel 269A, Cuba, MO by 10.8 km. It is also short spaced to KPLA, Channel 268C1, Columbia, MO by 6.0 km. Zimmer proposes to adopt Section 73.215 contour protection with respect to KQXQ and KPLA.

The KZWV Application Site F(50,50) 70 dBu City Contour easily covers 100% of the Eldon, Missouri corporate boundaries.

No interference will be delivered to or received from any Class D FM station, FM Translator or low power FM (LPFM) facility. A study has been undertaken to show the proposed KZWV facility is in compliance with the Commission's radio frequency emission standards.

The current licensed KZWV Channel 270C2 facility serves within the FCC F(50,50) 60 dBu protected contour an area of 8,624.5 sq. km and 190,662 persons (2010 U.S. Census). The proposed KZWV Channel 270C2 facility would serve within the FCC F(50,50) 60 dBu protected contour an area of 8587.8 sq. km. and 208,707 persons (2010 U.S. Census). Thus granting of this instant application will result in a net loss in area served of 36.7 sq. km and a net gain in population served of 18,045 persons.