

Montana's Superstation Network

KBZM KKQX KSCY

Southwestern Montana's rugged terrain offers a challenging operating environment for radio and TV broadcasters. From river valleys to snow capped mountain peaks and open ranch lands, the topography of the region makes it difficult if not impossible for a single station, combo or even group of stations to fully cover the entire landscape...until *Montana's Superstation Network* was created: two stations with a common format and personalities, transmitting from separate sites!

KBZM-FM is licensed to Big Sky, MT, and occupies a transmitter site in Madison County at the summit of Lone Mountain at Big Sky Resort. With an antenna topping out at over 11,166 feet AMSL, KBZM is the third highest FM transmitter in the continental United States. As a licensed Class C-1 FM (100,000 watts) and operating at over two miles above sea level, KBZM's regional coverage potential is unmatched by any other FM station in this part of the country. KBZM is more commonly known as "The Eagle," broadcasting at 104.7 on the FM dial and programs a classic rock format with live and local air personalities all day. KBZM went on the air the day before Thanksgiving in 2003.

In late 2005 the company put a second FM station on the air to better serve the population center of the Gallatin Valley in Bozeman-Belgrade and to address 104.7 signal "shadowing" toward the valley from the Lone Peak site. **KKQX-FM** is licensed to Manhattan, MT, and operates from a transmitter site in the "High Flat" area near Four Corners just west of Bozeman at the epicenter of growth in the valley. As the Eagle's sister station at 105.7 (and also known as the Eagle), KKQX programs the same format with identical imaging as KBZM, but with a completely separate commercial inventory. The two stations are not simulcast but operate as independent entities, together comprising *Montana's Superstation Network*, offering listeners unparalleled access to the format and commercial advertisers two separate choices: KKQX to directly reach a 35 to 40 mile radius and KBZM to deliver the larger region, from Yellowstone Park and northeastern Idaho to Butte, Anaconda and Deer Lodge...Big Sky, Ennis and the Madison Valley up to Helena, east toward Big Timber and deep into the Paradise Valley and back into the Park. Today as a practical matter, Eagle listeners tune in to whichever channel (104.7 or 105.7) comes in best at their particular location and advertisers choose one channel or the other...or both... depending on their needs.

The company's third FM hit the airwaves in mid-2008 adding the area's first and still only hot country station to the radio dial along with a demographically attractive and popular format to complement our existing Eagle stations. **KSCY-FM** or K-SKY as it's better known, rolled out ten thousand songs in a row over its first month in operation to drive home its "more music" and "20 in-a-row" mantra. K-SKY 106.9 utilizes the same operating platform as the two Eagle stations with only two commercial breaks per hour, major market-style imaging, highly researched music and local air personalities. Recently when we produced a promo for the Blake Shelton concert in Bozeman, the promoters said it was one of the four or five best they'd heard out on tour. Our creative work in news, public affairs, public service announcements, specialty programming and commercials has been recognized more than any other radio broadcaster in the state by the Montana Broadcasters Association.