

**RADIO MARKET ANALYSIS**  
**CONNOISSEUR MEDIA OF ERIE, LLC**  
**WRKT RADIO STATION**  
**NORTH EAST, PENNSYLVANIA**  
**May 2011**

**TECHNICAL STATEMENT**

1. This Technical Statement and attached exhibits were prepared on behalf of Connoisseur Media of Erie, LLC ("CME"), licensee of WRKT, Channel 265B1, North East, Pennsylvania. CME is submitting an application for minor change for WRKT, therefore, a radio market analysis is needed. CME is also the licensee of WFNN, 1330 kHz; WJET, 1400 kHz; WRTS, Channel 279B; WXBB, Channel 234A, Erie, Pennsylvania; and WTWF, Channel 229A, Fairview, Pennsylvania. All six stations are licensed to communities within a metro county in the Erie, Pennsylvania Arbitron market. Therefore, this review will verify compliance of commonly owned stations in a rated market.

**ERIE, PENNSYLVANIA ARBITRON MARKET**

2. As shown on Exhibit #1, there are twenty AM and FM (commercial and non-commercial) stations listed in the Erie, Pennsylvania Arbitron Market (Market #170). CME would control four FM stations and two AM stations in the market. The number of stations indicated falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules. At this level, common ownership or control of up to six stations, with no more than four in the same service, is permissible. Therefore, CME would be in compliance in the rated Erie, Pennsylvania market.

3. Based on the compliance shown in the rated market, the proposed minor change application for WRKT is in compliance with the Commission's multiple ownership rules.

4. The foregoing technical statement was prepared on behalf of Connoisseur Media of Erie, LLC, by Graham Brock, Inc., their 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 in the relevant BIA/Arbitron market was determined using the BIA Financial Network, Inc. Media Access Pro, Version 4.6. BIA database. Technical data related to AM and FM facilities was extracted from the Commission's CDBS database. We assume no liability for errors or omissions in either database which may be adverse to the information contained herein.



## FCC Geographic Market Definition for Erie, PA

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WCTL	FM	106.3	C	ChrsContem	Erie, PA	07/02/2003	170	Inspiration Time Inc	Union City, PA	Erie
WEFR	FM	88.1	NC	Religion	Erie, PA	07/02/2003	170	Family Stations Inc	Erie, PA	Erie
WERG	FM	90.5	NC	Alternative	Erie, PA	07/02/2003	170	Gannon University	Erie, PA	Erie
WFNN	AM	1330	C	Sports	Erie, PA	07/02/2003	170	Connoisseur Media LLC	Erie, PA	Erie
WFSE	FM	88.9	NC	Alternative	Erie, PA	07/02/2003	170	Edinboro University of Pennsylvania	Edinboro, PA	Erie
WHYP	AM	1370	C	Oldes/AC	Erie, PA	07/02/2003	170	Corry Communications Corp	Corry, PA	Erie
WJET	AM	1400	C	News/Talk	Erie, PA	07/02/2003	170	Connoisseur Media LLC	Erie, PA	Erie
WMCE	FM	88.5	NC	Cls/Jaz/Ecl	Erie, PA	07/02/2003	170	Mercyhurst College	Erie, PA	Erie
WNAE	FM	102.7	C	Country	Erie, PA	12/08/2010	170	Family Life Ministries	Clarendon, PA	Warren
WPSE	AM	1450	C	BusNw/Sprt	Erie, PA	07/02/2003	170	Penn State University	Erie, PA	Erie
WQHZ	FM	102.3	C	Clsc Rock	Erie, PA	07/02/2003	170	p Cumulus Broadcasting Inc	Erie, PA	Erie
WQLN	FM	91.3	NC	Cls/Jaz/Nws	Erie, PA	07/02/2003	170	Public Broadcasting of Northwest Pennsylvania	Erie, PA	Erie
WRIE	AM	1260	C	Sports	Erie, PA	07/02/2003	170	p Cumulus Broadcasting Inc	Erie, PA	Erie
WRKT	FM	100.9	C	Rock	Erie, PA	07/02/2003	170	Connoisseur Media LLC	North East, PA	Erie
WRTS	FM	103.7	C	Hot AC	Erie, PA	07/02/2003	170	Connoisseur Media LLC	Erie, PA	Erie
WTWF	FM	93.9	C	Country	Erie, PA	07/02/2003	170	Connoisseur Media LLC	Fairview, PA	Erie
WXBB	FM	94.7	C	Adult Hits	Erie, PA	07/02/2003	170	Connoisseur Media LLC	Erie, PA	Erie
WXKC	FM	99.9	C	AC	Erie, PA	07/02/2003	170	p Cumulus Broadcasting Inc	Erie, PA	Erie
WXTA	FM	97.9	C	Country	Erie, PA	07/02/2003	170	p Cumulus Broadcasting Inc	Edinboro, PA	Erie
WYNE	AM	1530	NC	Oldies	Erie, PA	07/02/2003	170	Mercyhurst College	North East, PA	Erie

Number of Stations in Geographic Market    20

### Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed

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**EXHIBIT #1**

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

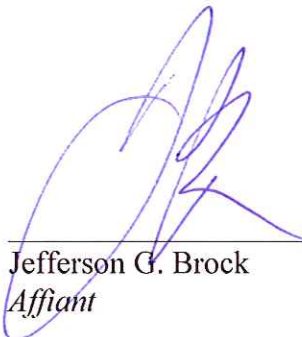
*State of Georgia    )*  
*St. Simons Island    ) ss:*  
*County of Glynn    )*

**JEFFERSON G. BROCK**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Connoisseur Media of Erie, 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 5th day of May 2011.*

  
\_\_\_\_\_  
Jefferson G. Brock  
*Affiant*

*Sworn to and subscribed before me  
this the 5th day of May 2011*

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