

FCC FORM 314 – EXHIBIT 11

**PRINCIPALS OF SAGA COMMUNICATIONS
OF NORTH CAROLINA, LLC**

AS OF 10/1/2004

Saga Communications, Inc., a publicly-traded corporation, is the sole member of Saga Broadcasting, LLC, which is the sole stockholder of Franklin Communications, Inc., which is the sole member of Saga Communications of North Carolina, LLC.

The officers of Franklin Communications, Inc., are all U. S. citizens, and are listed as follows (the sole member is Saga Broadcasting, LLC.):

Edward K. Christian
21 Newberry Place
Grosse Pointe Farms, MI 48236
President

Alan Goodman
3340 Fishinger Mill Drive
Hilliard, OH 43026
Vice President

Marcia K. Lobaito
42331 Arcadia Drive
Sterling Heights, MI 48236
Secretary

Samuel D. Bush
175 Vendome
Grosse Pointe Farms, MI 48236
Treasurer

The officers of **Saga Broadcasting, LLC**, are all U. S. citizens, and are listed as follows (the sole member of Saga Broadcasting, LLC, is Saga Communications, Inc.):

Edward K. Christian
21 Newberry Place
Grosse Pointe Farms, MI 48236
President

Marcia K. Lobaito
42331 Arcadia Drive
Sterling Heights, MI 48236
Vice President/Secretary

Samuel D. Bush
175 Vendome
Grosse Pointe Farms, MI 48236
Vice President/Treasurer

Rick W. Staeb
2573 Mountain View Road
Ferndale, WA 98248
Vice President

Jeff Pryor
8308 N. Navarro
Victoria, TX 77901
Vice President

David Cavileer
3015 East Reed Road
Greenville, MS 38703

The officers and directors of **Saga Communications, Inc.** are all U. S. citizens and are as follows:

Edward K. Christian
21 Newberry Place
Grosse Pointe Farms, MI 48236
President/Chief Executive Officer/Chairman/Director
(Mr. Christian votes approximately **56%** of the stock of the corporation and holds approximately **12%** of the **equity** of the corporation.)

Steven J. Goldstein
37 Colony Road
Westport, CT 06880
Executive Vice President/Group Program Director

Samuel D. Bush
175 Vendome
Grosse Pointe Farms, MI 48236
Vice President/Treasurer/Chief Financial Officer

Warren Lada
4878 Old Post Court
Bloomfield Hills, MI 48301
Senior Vice President – Operations

Catherine Bobinski
843 Lakeland
Grosse Pointe Farms, MI 48230
Vice President/Chief Accounting Officer

Marcia K. Lobaito
42331 Arcadia Drive
Sterling Heights, MI 48301
Vice President and Corporate Secretary

Jonathan Firestone
1101 Balboa Avenue
Laguna Beach, CA 92651
Director

Donald Alt
5059 Summer Beach Blvd.
Amelia Island, FL 32034
Director

Gary Stevens
1107 Olympic Way West
Seattle, WA 98119
Director

Robert J. Maccini
171 Westminster
Providence, RI 02903
Director

Brian Brady
2161 White Owl Way
Okemos, MI 48864
Director

Clark R. Browne, Jr.
c/o WSTR Radio
3350 Peachtree Road
Penthouse Suite
Atlanta, GA 30326
Director

NOTE

Pursuant to Attribution of Ownership Interests, 97 FCC 2d 997 (1984), information has been reported only for those individuals who are officers and directors and the single majority voting shareholder of Saga Communications, Inc. Each share of Class B Common Stock (which is held only by the single majority voting shareholder) entitles the holder thereof to one vote in the election of directors and ten votes on the other matters to be voted upon at the annual meeting of the corporation. See *Review of the Commission's Regulations Governing Attribution of Broadcast and Cable/MDS Interests* (MM Docket Nos. 94-150, 92-51 and 87-154), 16 FCC Rcd 22310 (2001). Saga Communications, Inc., will provide the Commission's staff with information regarding the other stockholders of the corporation upon request.