

EXHIBIT 5  
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MULTIPLE OWNERSHIP CONSIDERATIONS  
Blueberry Broadcasting, LLC.

The proposed modifications to the WMCM(FM) and WQSS(FM) operating facilities will continue to comply with the local radio ownership restrictions outlined in Section 73.3555 of the FCC Rules. WMCM and WQSS have and will continue to have overlap with four other commonly owned stations in the area:<sup>1</sup>

WABK-FM - Gardner, Maine  
WVQM(FM)- Augusta, Maine  
WBAK(FM) - Belfast, Maine  
WVOM(AM) - Rockland, Maine

Neither WMCM nor WQSS is considered to be “home” to any Nielsen Audio metro market. Furthermore, neither Rockland nor Camden is located within the boundaries of any metro market. For this reason, as required by Paragraph 286 of the FCC’s July 2, 2003 *Report and Order and Notice of Proposed Rulemaking* in MB Dockets 02-277, 01-235, 01-317, 00-244, and 03-130, it was necessary to conduct contour overlap studies<sup>2</sup> for these commonly owned stations.

Figure 5.0 is a map exhibit depicting the principal community contours for these six stations. The 5 mV/m daytime contour for WVOM was projected utilizing the notified daytime facilities from the FCC’s Consolidated Database System (“CDBS”) and soil conductivity data from FCC Figure M3. The 3.16 mV/m contours for WABK-FM, WVQM,

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<sup>1</sup>Blueberry Broadcasting has other commonly owned stations in the area, but they do not have any principal community contour overlap with WMCM or WQSS and, therefore, were not analyzed as part of this analysis. Nor were they counted as stations in the market if their site was inside the composite contour.

<sup>2</sup>These contour overlap studies were conducted utilizing the modified contour overlap methodology outlined in Paragraph 285 of the FCC’s July 2, 2003 *Report and Order and Notice of Proposed Rulemaking* in MB Dockets 02-277, 01-235, 01-317, 00-244, and 03-130.

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and WBAK were projected using the notified facilities for each station from the CDBS and terrain data extracted from the NGDC 30 second terrain database. The 3.16 mV/M contours for the proposed WMCM and WQSS facilities are based on the facilities specified in the construction permit applications and terrain data from the NGDC 30 second terrain database. As shown in this figure, there are two different areas of common principal community contour overlap between WMCM and WQSS and the other four commonly owned stations. Thus, these six radio stations are considered to form two contour based markets for the purposes of this analysis.

Figure 5.1 depicts the composite principal community contour for the first of these contour based markets, which is defined by WABK-FM, WVQM, WMCM and WQSS. Also shown in this figure are the transmitter sites of all operating stations located within this composite contour<sup>3</sup>. Table 5.1 is a tabulation of the stations depicted in this figure. As shown by this data, there are 16 stations, including WABK-FM, WVQM, WMCM and WQSS, in this contour based market. Thus, it can be safely said that there are at least sixteen stations in the contour based market defined by the principal community contours of these four stations. In fact, the number of stations in this market would be even greater if stations located outside this composite contour whose principal community contours overlap this composite contour were included in this total. No such further analysis is required in this case, however, since, in markets containing between 15 and 29 stations, Section 73.3555(a)(1)(iii) of the FCC Rules permits common ownership of up to six commercial stations, no more than four of which are in the same service. The

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<sup>3</sup>Although WVOM's transmitter site is located within this composite contour, it has not been included in this total because it is commonly owned with the stations whose principal community contours define this market.

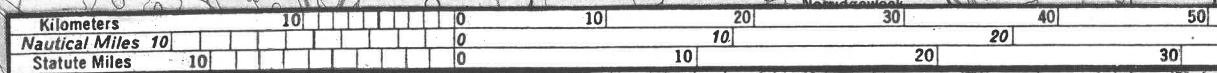
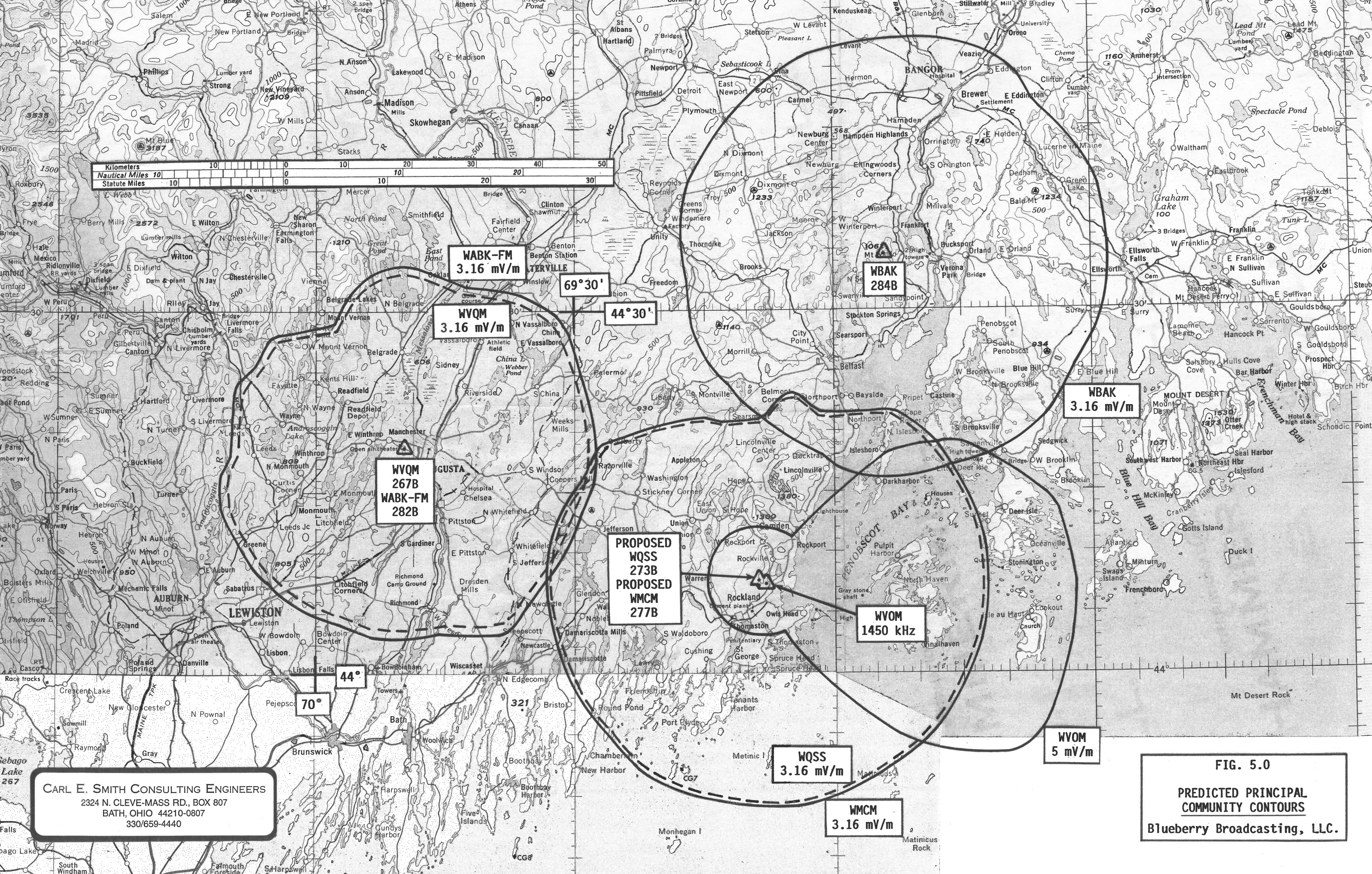
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instant situation involves the common ownership of four FM stations in this contour based market, which does not exceed the permitted maximum.

Figure 5.2 depicts the composite principal community contour for the second of these contour based markets, which is defined by WVOM, WBAK, WMCM and WQSS. Also shown in this figure are the transmitter sites of all operating stations located within this composite contour. Table 5.2 is a tabulation of the stations depicted in this figure. As shown by this data, there are 17 stations, including WVOM, WBAK, WMCM and WQSS, in this contour based market. Thus, it can be safely said that there are at least seventeen stations in the contour based market defined by the principal community contours of these four stations. In fact, the number of stations in this market would be even greater if stations located outside this composite contour whose principal community contours overlap this composite contour were included in this total. No such further analysis is required in this case, however, since, in markets containing between 15 and 29 stations, Section 73.3555(a)(1)(iii) of the FCC Rules permits common ownership of up to six commercial stations, no more than four of which are in the same service. The instant situation involves the common ownership of one AM station and three FM stations in this contour based market, which does not exceed the permitted maximum.

Based on the above information, the proposed modified facilities will continue to fully comply with the FCC's local radio ownership rule.





**WABK-FM**  
3.16 mV/m

**WVQM**  
3.16 mV/m

**WBAK**  
284B

**WBAK**  
3.16 mV/m

**WVQM**  
267B  
**WABK-FM**  
282B

**PROPOSED**  
**WQSS**  
273B  
**PROPOSED**  
**WMCM**  
277B

**WVOM**  
1450 kHz

**WQSS**  
3.16 mV/m

**WVOM**  
5 mV/m

**WMCM**  
3.16 mV/m

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**FIG. 5.0**  
**PREDICTED PRINCIPAL**  
**COMMUNITY CONTOURS**  
**Blueberry Broadcasting, LLC.**



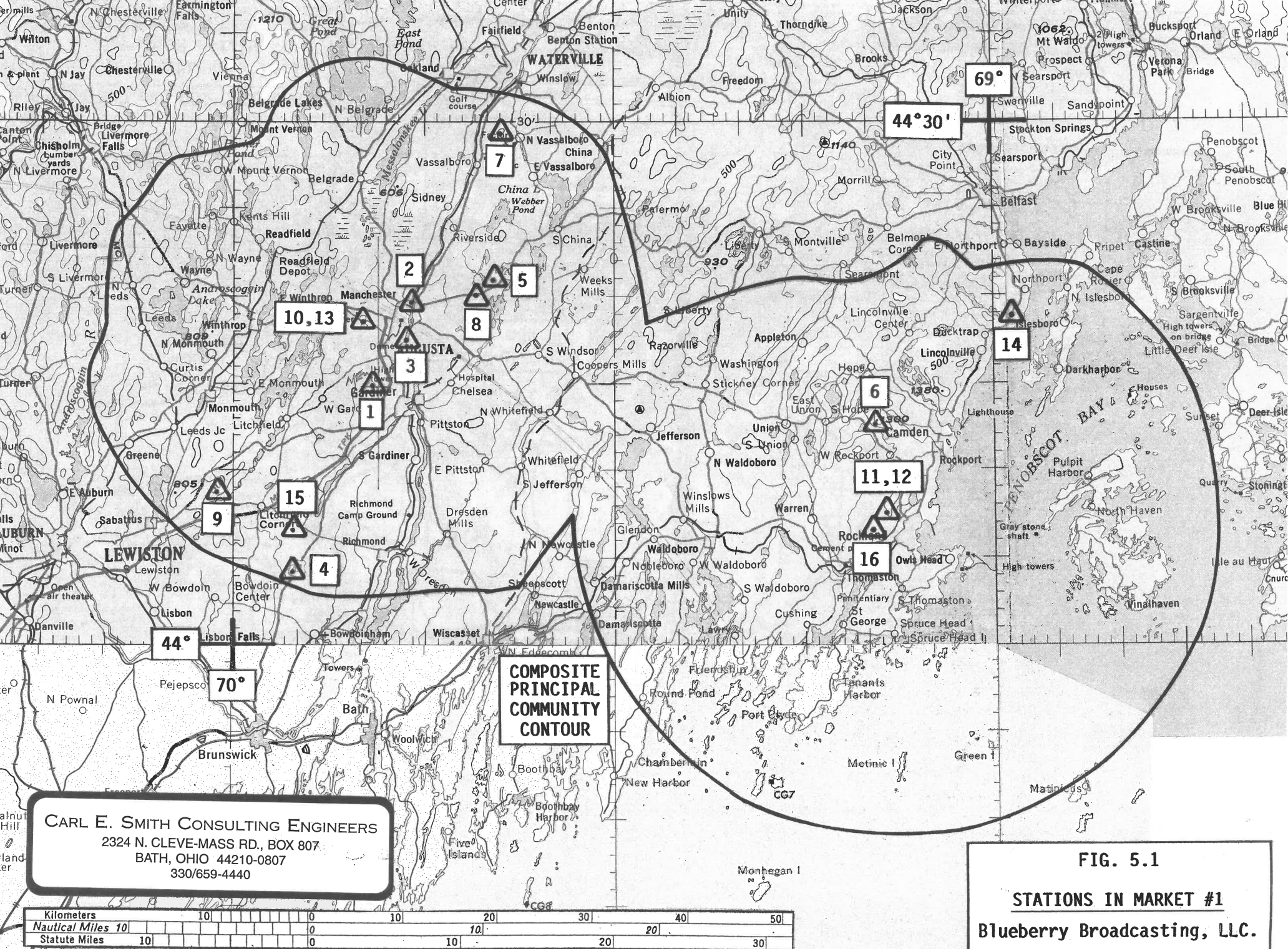


TABLE 5.1

STATIONS IN MARKET #1  
Blueberry Broadcasting, LLC.

<u>Station</u>	<u>Call</u>	<u>Frequency/ Channel</u>	<u>Location</u>
1	WHTP	1280	Gardiner, ME
2	WMDR	1340	Augusta, ME
3	WJZN	1400	Augusta, ME
4	WMEY	201B	Bowdoin, ME
5	WWTP	208A	Augusta, ME
6	WMEP	213B	Camden, ME
7	WMEW	217A	Waterville, ME
8	WMME-FM	222B	Augusta, ME
9	WARX	230B	Lewiston, ME
10	WVQM	267B	Augusta, ME
11	WQSS	273B	Camden, ME
12	WMCM	277B	Rockland, ME
13	WABK-FM	282B	Gardiner, ME
14	WBYA	288B1	Islesboro, ME
15	WBCI	290B	Bath, ME
16	WBQX	295B	Thomaston, ME



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TABLE 5.2

STATIONS IN MARKET #2  
Blueberry Broadcasting, LLC.

<u>Station</u>	<u>Call</u>	<u>Frequency/ Channel</u>	<u>Location</u>
1	WZON	620	Bangor, ME
2	WGUY	1230	Veazie, ME
3	WBAN	1340	Veazie, ME
4	WHZP	1400	Veazie, ME
5	WVOM	1450	Rockland, ME
6	WHSN	207A	Bangor, ME
7	WERU-FM	210B	Blue Hill, ME
8	WMEP	213B	Camden, ME
9	WEZQ	225B	Bangor, ME
10	WWMJ	239B	Ellsworth, ME
11	WKIT-FM	262B	Brewer, ME
12	WKVV	269B1	Searsport, ME
13	WQSS	273B	Camden, ME
14	WMCM	277B	Rockland, ME
15	WBAK	284B	Belfast, ME
16	WBYA	288B1	Islesboro, ME
17	WBQX	295B	Thomaston, ME