

Exhibit Pursuant to Section 73.3535 of the Commission's Rules

As indicated in the Interest Holder Exhibit, both the Applicant and its interest holders hold interests in other broadcast stations. Moreover, the city grade contour of the proposed facility does overlap with the city grade contour of Applicant's station WMOM, Pentwater, Michigan. However, based on the attached report, the market created by the overlapping contours of WMOM and the proposed facility contains a sufficient number of stations that are neither owned nor controlled by Hit Radio Media for this application to satisfy Section 73.3555 of the Commission's rules. None of Applicant or its interest holders' other broadcast stations have city grade contours that overlap the proposed facility. Therefore, Applicant and its interest holders certify their compliance with Section 73.3555 of the Commission's rules.

MULTIPLE SERVICES STUDY

Associated with the
Co-ownership or control of Stations by

Hit Radio Media LLC

WMOM(FM) – Pentwater MI
Auction Station AU9814902 Custer, MI

Interim Contour Methodology

September 2021

CERTIFICATION OF ENGINEERS

The firm of Munn-Reese, Broadcast Engineering Consultants, with offices at 385 Airport Drive, Coldwater, Michigan, has been retained for the purpose of preparing the technical data forming this report.

The data utilized in this report was taken from the FCC Secondary Database and data on file. While this information is believed accurate, errors or omissions in the database and file data are possible. This firm may not be held liable for damages as a result of such data errors or omissions.

The report has been prepared by properly trained electronics specialists under the direction of the undersigned whose qualifications are a matter of record before the Federal Communications Commission.

I declare under penalty of the laws of perjury that the contents of this report are true and accurate to the best of my knowledge and belief.

September 7, 2021

MUNN-REESE



By _____

Bruce Bellamy, President

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MUNN-REESE
Broadcast Engineering Consultants
Coldwater, MI 49036

Engineering Statement

This firm was retained to determine whether the Hit Radio Media LLC continued ownership or of its current attributable broadcast interests (WMOM(FM) – Pentwater, MI and with the acquisition of Auction Station AU9814902 Custer, MI complies with the Commission's multiple ownership rule, 47 C.F.R. Section 73.3555. Portions of these holdings are subject to analysis under the *Interim Contour-overlap Methodology*. This study addresses the *Interim Contour-overlap Methodology* portion of these holdings.

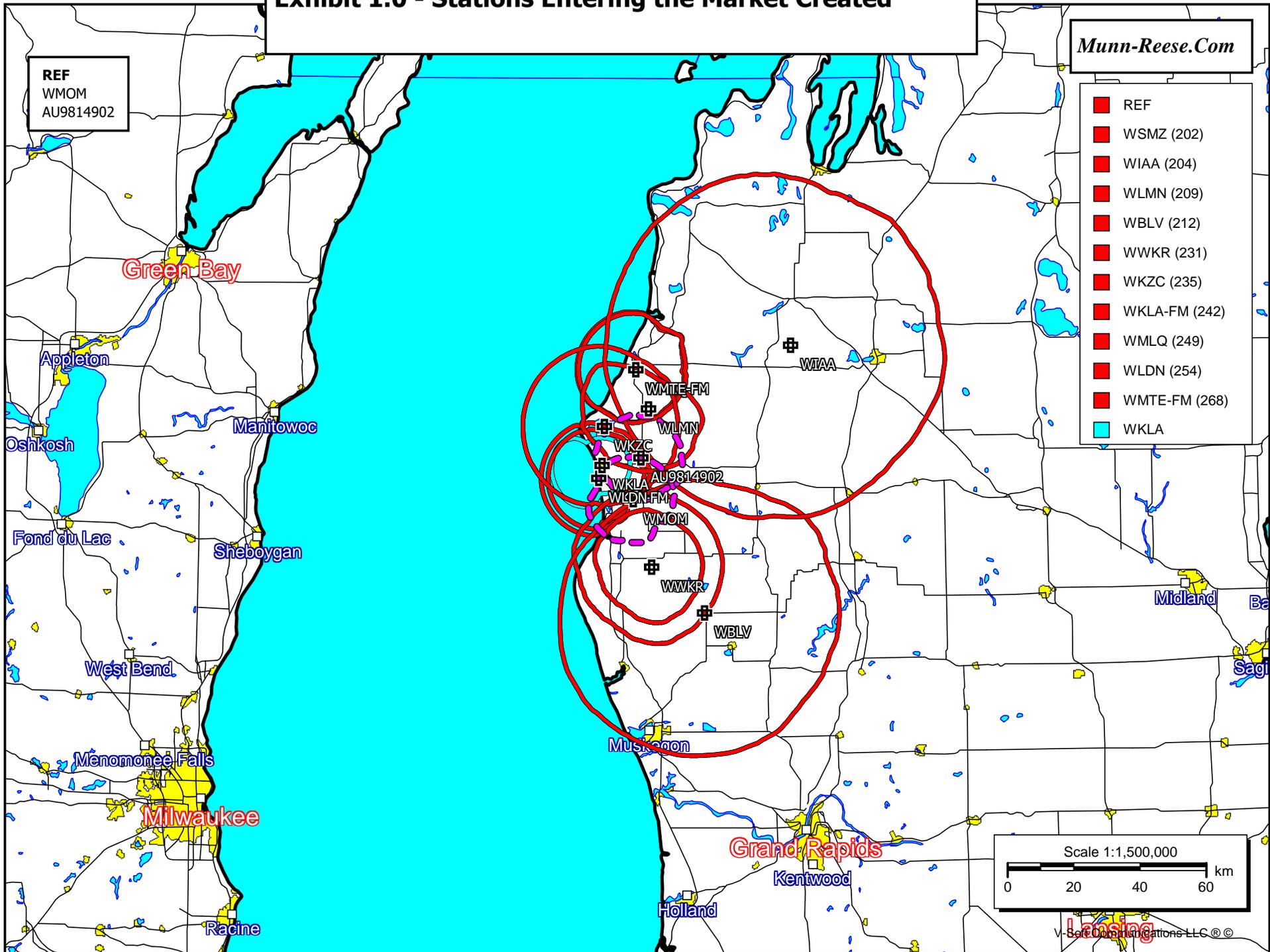
One new market is created consisting of the two FM stations. Per §73.3555 (a)(1)(iv): ***In a radio market with between 14 or fewer commercial and noncommercial radio stations, not more than 5 commercial radio stations in total or not more than 3 commercial stations in the same service (AM or FM).***

For the one new market defining contours have been shown in ***Exhibit 1.0*** of this report along with enough additional principal community contours entering the market. The defining contours have been shown with purple dashed lines on this map. AM contours entering the market have been denoted in light blue lines. FM contour entering the market have been shown in red lines. Co-owned or controlled stations entering the market, but not defining the market have been omitted. ***Exhibit 1.1*** is a tabulation of the stations. There are more than enough stations entering the market giving Hit Radio Media LLC control of less than 50% of the market demonstrating compliance with §73.3555 (a)(1)(iv).

The existing facilities of the stations included in this report were determined by the use of currently updated copies of the FCC computer databases of AM and FM stations. The listed facilities served as the basis for the computation of the respective principal community contours. The accuracy of the results of this study is understood to be limited to the accuracy of these databases. The FCC databases give no indication of licensed facilities that may be inoperative, construction permit facilities that may now be operating under program test authority (but have not yet been issued a license) or facilities which may have been licensed since the last update. Therefore, some stations may have been included or excluded erroneously. However, unless otherwise indicated, all licensed facilities known to be inoperative and all known applications and construction permit facilities, have been eliminated from consideration in this study.

For AM stations, Map M-3 soil conductivity values and the authorized licensed transmitting facilities served as the basis for the computation of the predicted 5.0 mV/m groundwave contour in accordance with §73.183 of the FCC Rules. The distance to the contour was computed for seventy-two (72) equally spaced azimuths beginning with 0° True. For FM stations, the authorized Center of Radiation and ERP values were utilized to compute the predicted 3.16 mV/m (70 dBu) contour as provided in §73.313 of the Rules. The predicted FM contours shown in this report are based on the use of 72 equally spaced terrain radials beginning with 0° True.

Exhibit 1.0 - Stations Entering the Market Created



REF
WMOM
AU9814902

Munn-Reese.Com

- REF
- WSMZ (202)
- WIAA (204)
- WLMN (209)
- WBLV (212)
- WWKR (231)
- WKZC (235)
- WKLA-FM (242)
- WMLQ (249)
- WLDN (254)
- WMTE-FM (268)
- WKLA

Scale 1:1,500,000
0 20 40 60 km

Lansing
V-Soft Communications LLC ©

Total number of overlapping contours: 13

Reference:

Callsign	Type	Chan City	St	File Number	Dist (km)	Azi (deg)
WMOM	FM	274A Pentwater	MI	0000145217	0.0	0.0
AU9814902	FM	260A Custer	MI	RM11689	12.8	10.0

Overlapping Contours:

Callsign	Type	Chan City	St	File Number	Dist (km)	Azi (deg)
WSMZ	FM	202A Crystal Valley	MI	BLED20110103AAH	21.1	164.9
WIAA	FM	204C0 Interlochen	MI	BLED19900105KB	66.4	45.5
WLMN	FM	209C3 Manistee	MI	BLED20100728AFC	27.7	9.4
WBLV	FM	212C1 Twin Lake	MI	BLED20151020AAA	40.2	147.9
WWKR	FM	231C3 Hart	MI	BLH20071126AJL	21.1	164.9
WKZC	FM	235C3 Scottville	MI	BLH19931022KC	23.7	338.3
WKLA-FM	FM	242A Ludington	MI	BLH20160819ABD	12.2	301.7
WMLQ	FM	249A Manistee	MI	BMLH20060224AAW	39.1	1.0
WLDN	FM	254A Ludington	MI	BLH20131230AMF	12.2	301.7
WMTE-FM	FM	268A Manistee	MI	BLH20150130AQB	39.1	1.0
WKLA	AM	1450 LUDINGTON	MI	BL19850409AF	13.9	317.4

Distance and bearing calculations from coordinates: 43-51-32.98 N, 086-18-24.72 W

Duopoly Options:

TV: Not Included

FM: 3.16 mV/m (70 dBu); Include NCE

AM: 5.0 mV/m

Stations more than 92 km from the common area were excluded.