

Multiple Ownership Compliance

As noted, this application is one of two assignment applications being filed concurrently for Commission consent for Major Keystone LLC to acquire from VP Broadcasting LLC two AM stations and associated FM translator stations, and for VP Broadcasting LLC to acquire from Major Keystone LLC two AM stations and one associated FM translator station, that are the subject of a single Asset Exchange Agreement. The full-service AM stations for which Major Keystone LLC is the proposed Assignee are:

- WEST(AM), 1400 kHz, Easton, Pennsylvania, FCC Facility ID No. 36996
- WHOL(AM), 1600 kHz, Allentown, Pennsylvania, FCC Facility ID No. 36987

Stations WEST(AM) and WHOL(AM) are located within the Allentown-Bethlehem, Pennsylvania Metro market. Major Keystone LLC provides programming for WEST(AM) and WHOL(AM) pursuant to a Local Programming and Marketing Agreement (attached to this application). At present, Major Keystone LLC is the licensee of Station WTKZ(AM), Allentown, Pennsylvania, Facility ID No. 27510. Station WTKZ(AM) will be assigned to VP Broadcasting LLC pursuant to, and at the closing of, the Asset Exchange Agreement.

In sum, at present Major Keystone LLC has an attributable interest (via ownership or programming) in three (3) AM stations located within the Allentown-Bethlehem, Pennsylvania Metro market, and at the closing of the Asset Exchange Agreement Major Keystone LLC will have an attributable interest in two (2) AM stations located within the Allentown-Bethlehem, Pennsylvania Metro market.

Pursuant to the Commission's Rules, a single entity may have attributable interests in three same-service stations if there are at least three additional stations in that market. See 47 CFR Sec. 73.3555(a)(1)(iv) ("In a radio market with 14 or fewer full-power, commercial and noncommercial radio stations, not more than 5 commercial radio stations in total and not more than 3 commercial stations in the same service (AM or FM); provided, however, that no person or single entity (or entities under common control) may have a cognizable interest in more than 50% of the full-power, commercial and noncommercial radio stations in such market unless the combination of stations comprises not more than one AM and one FM station.").

Nielsen ranks the Allentown-Bethlehem, Pennsylvania Metro Market as #74, with over 20 stations in market. See attached Radio Online, Nielsen #74 Allentown-Bethlehem; see also attached Allentown-Bethlehem, PA Metro Survey Area Overview (All Stations in the Allentown-Bethlehem, PA MSA).

Note also that the following seven stations, which are each licensed to Allentown, Pennsylvania, are, by definition, within the Allentown-Bethlehem, PA Metro Market, so that attributable interests by one party in three other stations in that market would not exceed 50% of the full-power stations in the market: WJCS(FM), WAEB(AM), WAEB-FM, WSAN(AM), WLEV(FM), WDIY(FM) and WMUH(FM).

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December 2021 PPM

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Norfolk VA
Orlando FL
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Nielsen Ratings

December 2021 Trends

Akron OH
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Harrisburg PA
Lancaster PA
Lincoln NE
Myrtle Beach SC
New London CT
Omaha NE
Wilmington DE
York PA

#74 Allentown-Bethlehem



December 2020 Trends 12+ Mon-Sun, 6a-12mid

Population: 736,400 (Black: 43,300) (Hispanic: 123,700)

Last Updated: 01-14-22 (Nielsen Subscribing Stations Only)

Station	Format	Owner	Sep 21	Oct 21	Nov 21	Dec 21
WODE-FM	Classic Rock	Cumulus Media	11.0	13.1	12.6	11.9
WAEB-FM	CHR	iHeartMedia	8.8	8.9	9.8	8.7
WCTO-FM	Country	Cumulus Media	8.3	7.0	6.2	6.8
WAEB-AM	News/Talk	iHeartMedia	3.3	3.0	4.3	5.6
WLEV-FM	AC	Cumulus Media	5.2	3.9	4.5	5.6
WLEV-FM-HD2	Spanish Tropical	Cumulus Media	6.4	6.8	4.6	4.9
WZZO-FM	Rock	iHeartMedia	4.5	4.3	4.1	4.4
WDAS-FM	Urban AC	iHeartMedia	0.5	0.7	0.8	1.1
WMMR-FM	Rock	Beasley Media	1.0	1.5	1.1	1.1
WUSL-FM	Urban	iHeartMedia	1.3	1.5	1.6	1.1
WHOL-AM	Urban	VP Broadcasting	0.7	0.9	0.7	1.0
WHYY-FM	News/Talk	WHYY	1.0	1.1	1.4	1.0
WIOQ-FM	CHR	iHeartMedia	0.9	0.9	0.8	1.0
WKXW-FM	Talk	Townsquare Media	0.7	0.8	0.8	1.0
WIP-FM	Sports	Audacy	1.2	1.2	1.1	0.8
WVIA-FM	Classical	Northeastern Pennsylvania Educational Te	N/A	N/A	N/A	0.8
WAEB-FM-HD3	Hot AC	iHeartMedia	0.4	N/A	N/A	0.4
WLVR-FM	News/Talk	Lehigh University	0.3	0.3	0.3	0.4
WOR-AM	News/Talk	iHeartMedia	0.8	0.5	0.5	0.4
WRFF-FM	Alternative	iHeartMedia	0.7	0.5	0.5	0.4
WEEX-AM	All Sports	Cumulus Media	0.1	0.3	0.3	0.3
WWYY-FM	Country	Cumulus Media	0.7	0.5	0.5	0.3
WSAN-AM	Oldies	iHeartMedia	0.1	0.1	0.1	0.1
WSBG-FM	AC	Southern Belle	0.5	0.4	0.1	0.1

Totals are Persons 12+, Mon-Sun, 6am-midnight

This profile contains an quarter hour rating (AQH) share of persons, ages 12+, Monday through Sunday in the Metro Survey Area.

A share is the percentage of those listening to radio in the MSA who are listening to a particular radio station.

Average Quarter-Hour Persons (AQH Persons) is the average number of persons listening to a particular station for at least five minutes during a 15-minute period.

[AQH Persons to a Station / AQH Persons to All Stations] x 100 = Share (%)

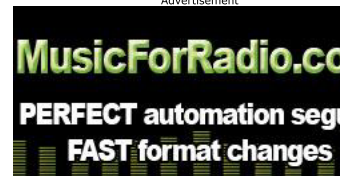
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Allentown-Bethlehem, PA

Metro Survey Area Overview



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Radio Metros within the Allentown-Bethlehem, PA [MSA](#)

Radio Metros within the Philadelphia [DMA](#)

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Available Research

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Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg

Population Estimates (based on Persons 12+)

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Area	Population	Rank
MSA	756,000	73
DMA	7,212,200	4

Nielsen Audio no longer publishes TSA data for all markets so we have removed this information from the website.

Ethnic Composition (based on Persons 12+)

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Ethnic Group	Population	Pct.	Rank
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Black	46,800	6.19 %	115
Hispanic	135,300	17.90 %	59

Source: Nielsen's Audio and Television Market Population Estimates; released annually

MSA Counties

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State	County
New Jersey	WARREN
Pennsylvania	CARBON
	LEHIGH
	NORTHAMPTON

Source: Nielsen's MSA and DMA Country Definitions; released annually

All Stations in the Allentown-Bethlehem, PA MSA

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<u>Station</u>	<u>Format</u>	<u>Power/Freq.</u>	<u>Owner</u>	<u>Rep</u>	<u>Translator Dial Position</u>
<u>WAEB-FM</u>	<u>Hot AC</u>	50,000/104.1	<u>iHeartMedia Inc</u>	<u>iHeartMedia</u>	N/A
<u>WAEB-AM</u>	<u>News/Talk</u>	3,600/790	<u>iHeartMedia Inc</u>	<u>iHeartMedia</u>	N/A
<u>WBYN-AM</u>	<u>News/Talk</u>	4,000/1160	<u>Connoisseur Media</u>	<u>N/A</u>	N/A
<u>WBYO-FM</u>	<u>Non-Commercial</u>	900/88.9	<u>Four Rivers Comm Bcstg</u>	<u>N/A</u>	N/A
<u>WCTO-FM</u>	<u>Country</u>	50,000/96.1	<u>Cumulus</u>	<u>KRG-Christal</u>	107.1
<u>WDIY-FM</u>	<u>National Public Radio</u>	300/88.1	<u>Lehigh Vly Cmty Brdcst</u>	<u>N/A</u>	93.3
<u>WEEX-AM</u>	<u>Sports</u>	840/1230	<u>Cumulus</u>	<u>KRG-Christal</u>	94.7
<u>WEST-AM</u>	<u>Urban Contemporary</u>	1,000/1400	<u>HispanicBdcstg Radio</u>	<u>McGavren</u>	99.5
<u>WGPA-AM</u>	<u>Adult Contemporary</u>	250/1100	<u>CC Broadcasting, LLC</u>	<u>N/A</u>	98.5
<u>WHOL-AM</u>	<u>Urban Contemporary</u>	1,000/1600	<u>HispanicBdcstg Radio</u>	<u>McGavren</u>	106.9
<u>WLEV-FM</u>	<u>Adult Contemporary</u>	11,000/100.7	<u>Cumulus</u>	<u>KRG-Christal</u>	N/A
<u>WLEV-F3</u>	<u>Spanish Contemporary</u>	11,000/100.7	<u>Cumulus</u>	<u>Self</u>	92.1
<u>WLEV-F2</u>	<u>Tropical</u>	11,000/100.7	<u>Cumulus</u>	<u>N/A</u>	92.9
<u>WLSH-AM</u>	<u>Adult Standards</u>	5,000/1410	<u>CC Broadcasting, LLC</u>	<u>N/A</u>	N/A
<u>WODE-FM</u>	<u>Classic Hits</u>	50,000/99.9	<u>Cumulus</u>	<u>KRG-Christal</u>	N/A
<u>WRNJ-AM</u>	<u>Adult Contemporary</u>	2,000/1510	<u>Radio New Jersey Inc</u>	<u>N/A</u>	92.7
<u>WSAN-AM</u>	<u>Oldies</u>	5,000/1470	<u>iHeartMedia Inc</u>	<u>iHeartMedia</u>	N/A
<u>WTKZ-AM</u>	<u>Sports</u>	750/1320	<u>Cumulus</u>	<u>KRG-Christal</u>	N/A
<u>WWYY-FM</u>	<u>Country</u>	840/107.1	<u>Cumulus</u>	<u>KRG-Christal</u>	N/A
<u>WXPJ-FM</u>	<u>Non-Commercial College</u>	5,400/91.9	<u>Univ of Penn</u>	<u>N/A</u>	104.9
<u>WZZO-FM</u>	<u>Album Oriented Rock</u>	30,000/95.1	<u>iHeartMedia Inc</u>	<u>iHeartMedia</u>	N/A