

### **Compliance with 47 C.F.R. § 73.3555**

North American Broadcasting Company, Inc. ("NABCo") and its attributable parties, including Transferee Matthew Mnich, have an attributable interest in one (1) AM station and two (2) FM stations located within the Columbus, Ohio Metro market: WMNI(AM), Columbus, Ohio, WRKZ(FM), Columbus, Ohio, and WJKR(FM), Worthington, Ohio.

Pursuant to the Commission's Rules, a person or entity may have attributable interests in up to five radio stations, including three same-service stations, if there are at least the same number of non-affiliated 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.")

Moreover, in a radio market with between 30 and 44 full-power stations, a person or entity may have attributable interests in up to seven commercial radio stations, including four same-service stations. *See* 47 CFR Sec. 73.3555(a)(1)(ii) ("In a radio market with between 30 and 44 (inclusive) full-power, commercial and noncommercial radio stations, not more than 7 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM)").

Nielsen ranks the Columbus, Ohio Metro Market as #36. *See* attached Radio Online, Nielsen #36 Columbus. Per the attached Columbus, Ohio Metro Survey Area Overview (All Stations in the Columbus, OH MSA), there are at least 39 radio stations in the Columbus, Ohio Metro Market. Consequently, the interest of the Transferee and parties to the Transferee in two-same service, three-total, radio stations in the Columbus, Ohio Metro Market complies with 47 CFR Sec. 73.3555.

Note also that the following 14 full-power stations, which are each licensed to Columbus, Ohio, are, by definition, within the Columbus, Ohio Metro Market, so that attributable interests by a party in three other stations in that market does not exceed 50% of the full-power stations in the market: WCBE(FM), WHKC(FM), WLWQ(FM), WUFM(FM), WSNY(FM), WCOL-FM, WCKX(FM), WBKS(FM), WNCI(FM), WTVN(AM), WWCD(AM), WYTS(AM), WBNS(AM), and WVSG(AM).

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January 2022 PPM

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Greensboro  
Hartford CT  
Indianapolis IN  
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Milwaukee WI  
Nashville TN  
Norfolk VA  
Providence RI  
Raleigh NC  
West Palm Beach

Nielsen Ratings

January 2022 Trends

Birmingham AL  
Buffalo NY  
Fort Myers FL  
Greenville SC  
Richmond VA  
Rochester NY  
Tucson AZ  
Baton Rouge LA  
Louisville KY

## #36 Columbus



January 2022 PPM 6+ Mon-Sun, 6a-12mid

Population: 1,722,000 (Black: 297,400) (Hispanic: 69,900)

Last Updated: 02-24-22 (Nielsen Subscribing Stations Only)

Station	Format	Owner	Nov 21	Dec 21	Hol 21	Jan 22
WBNS-FM	Sports	Radiohio	9.6	10.3	8.2	9.5
WNCI-FM	CHR	iHeartMedia	7.7	7.7	6.8	8.8
WTVN-AM	News/Talk	iHeartMedia	6.7	6.5	6.0	8.5
WCOL-FM	Country	iHeartMedia	7.2	6.9	6.0	7.8
WOSU-FM	News/Talk	Ohio State University	6.2	6.5	6.6	7.7
WLVQ-FM	Classic Rock	Franklin Communications	6.5	5.3	4.1	5.7
WSNY-FM	AC	Franklin Communications	4.7	4.9	5.9	4.9
WODC-FM	Adult Hits	iHeartMedia	4.4	6.5	10.1	3.8
WXMG-FM	Urban AC	Radio One	3.8	2.9	3.6	3.1
WZCB-FM	Urban	iHeartMedia	2.5	2.5	3.3	2.6
WNND-FM	Classic Hits	Franklin Communications	2.2	3.6	2.7	2.3
WVMX-FM	Hot AC	Franklin Communications	1.7	1.7	1.6	2.3
WCKX-FM	Rhythmic CHR	Radio One	1.7	2.3	2.8	1.5
WXZX-FM	Alternative	iHeartMedia	1.9	1.6	1.8	1.3
WJYD-FM	Gospel	Radio One	0.9	1.2	0.7	0.9
WZCB-FM-HD2	Urban AC	iHeartMedia	0.6	0.8	0.6	0.9
WOSA-FM	Classical	Ohio State University	0.6	0.6	0.6	0.8
WBNS-AM	All Sports	Radiohio	0.6	0.5	0.7	0.6
WOSU-FM-HD2-STR	Classical	Ohio State University	0.1	0.1	0.5	0.3
WYTS-AM	Black News	iHeartMedia	0.2	0.1	0.1	0.3
WNCI-FM-HD2	CHR	iHeartMedia	0.1	0.1	0.1	N/A

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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.

$[AQH \text{ Persons to a Station} / AQH \text{ Persons to All Stations}] \times 100 = \text{Share (\%)}$

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## Markets

# Columbus, OH

## Metro Survey Area Overview



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## Available Research

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Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly

## Population Estimates (based on Persons 12+)

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Area	Population	Rank
MSA	1,763,300	36
DMA	2,273,300	33

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
Black	313,100	17.76 %	25
Hispanic	75,500	4.28 %	88

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

## MSA Counties

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State	County
Ohio	DELAWARE
	FAIRFIELD
	FRANKLIN
	LICKING
	MADISON
	PICKAWAY
	UNION

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

## All Stations in the Columbus, OH 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>WBNS-FM</u>	<u>Sports</u>	20,500/97.1	<u>TEGNA Inc.</u>	<u>KRG-Christal</u>	N/A
<u>WBNS-AM</u>	<u>Sports</u>	5,000/1460	<u>TEGNA Inc.</u>	<u>KRG-Christal</u>	N/A
<u>WCBE-FM</u>	<u>National Public Radio</u>	11,000/90.5	<u>Columbus City Sch Dt</u>	<u>N/A</u>	N/A
<u>WCKX-FM</u>	<u>Rhythmic CHR</u>	1,900/107.5	<u>Radio One, Inc</u>	<u>KRG-Eastman</u>	N/A
<u>WCLT-FM</u>	<u>Country</u>	50,000/100.3	<u>WCLT Radio Inc</u>	<u>Tach</u>	N/A

<u>Station</u>	<u>Format</u>	<u>Power/Freq.</u>	<u>Owner</u>	<u>Rep</u>	<u>Translator Dial Position</u>
<u>WCLT-AM</u>	<u>Adult Contemporary</u>	500/1430	<u>WCLT Radio Inc</u>	<u>Tach</u>	98.7
<u>WCOL-FM</u>	<u>Country</u>	22,000/92.3	<u>iHeartMedia Inc</u>	<u>iHeartMedia</u>	N/A
<u>WCOL-F2</u>	<u>Country</u>	22,000/92.3	<u>iHeartMedia Inc</u>	<u>iHeartMedia</u>	N/A
<u>WCVO-FM</u>	<u>Christian AC</u>	6,000/104.9	<u>One Connection Media</u>	<u>Salem</u>	N/A
<u>WHIZ-FM</u>	<u>Contemporary Hit Radio</u>	16,000/92.7	<u>SE Ohio Brdcst</u>	<u>RegR</u>	102.3
<u>WHKC-FM</u>	<u>Non-Commercial</u>	15,000/91.5	<u>Christian Brdcst Servc</u>	<u>N/A</u>	N/A
<u>WHTD-FM</u>	<u>Rhythmic CHR</u>	6,000/106.3	<u>Radio One, Inc</u>	<u>KRG-Eastman</u>	N/A
<u>WHTH-AM</u>	<u>Country</u>	1,000/790	<u>Runnymede Inc</u>	<u>Self</u>	107.7
<u>WJKR-FM</u>	<u>Adult Hits</u>	6,000/103.9	<u>North American Bdcst</u>	<u>McGavren</u>	N/A
<u>WJYD-FM</u>	<u>Urban Inspirational</u>	6,000/107.1	<u>Radio One, Inc</u>	<u>KRG-Eastman</u>	N/A
<u>WLOH-AM</u>	<u>Country</u>	500/1320	<u>WLOH Radio Company</u>	<u>Brdcst S</u>	99.3
<u>WLVQ-FM</u>	<u>Classic Rock</u>	18,000/96.3	<u>Saga Comm</u>	<u>KRG-Katz</u>	N/A
<u>WMNI-AM</u>	<u>Soft AC</u>	1,000/920	<u>North American Bdcst</u>	<u>McGavren</u>	95.1
<u>WNCI-FM</u>	<u>Contemporary Hit Radio</u>	175,000/97.9	<u>iHeartMedia Inc</u>	<u>iHeartMedia</u>	N/A
<u>WNCI-F2</u>	<u>Rhythmic CHR</u>	175,000/97.9	<u>iHeartMedia Inc</u>	<u>iHeartMedia</u>	N/A
<u>WNKO-FM</u>	<u>Classic Hits</u>	22,000/101.7	<u>Runnymede Inc</u>	<u>Self</u>	N/A
<u>WNND-FM</u>	<u>Classic Hits</u>	4,200/103.5	<u>Saga Comm</u>	<u>KRG-Katz</u>	N/A
<u>WNNP-FM</u>	<u>Classic Hits</u>	3,400/104.3	<u>Saga Comm</u>	<u>KRG-Katz</u>	N/A
<u>WODC-FM</u>	<u>Adult Hits</u>	32,000/93.3	<u>iHeartMedia Inc</u>	<u>iHeartMedia</u>	N/A
<u>WOSA-FM</u>	<u>Non-Commercial College</u>	6,000/101.1	<u>Ohio State Univ</u>	<u>N/A</u>	N/A
<u>WOSU-FM</u>	<u>Non-Commercial College</u>	40,000/89.7	<u>Ohio State Univ</u>	<u>N/A</u>	N/A
<u>WQCD-AM</u>	<u>Altern/Modern Rock</u>	500/1550	<u>Delmar Communications</u>	<u>N/A</u>	92.9
<u>WRFD-AM</u>	<u>Religion</u>	23,000/880	<u>Salem Media Group</u>	<u>Salem</u>	104.5
<u>WRKZ-FM</u>	<u>Album Oriented Rock</u>	20,000/99.7	<u>North American Bdcst</u>	<u>McGavren</u>	N/A
<u>WSNY-FM</u>	<u>Adult Contemporary</u>	22,000/94.7	<u>Saga Comm</u>	<u>KRG-Katz</u>	N/A
<u>WTOH-FM</u>	<u>News/Talk</u>	2,600/98.9	<u>Salem Media Group</u>	<u>Self</u>	N/A
<u>WTVN-AM</u>	<u>News/Talk</u>	5,000/610	<u>iHeartMedia Inc</u>	<u>iHeartMedia</u>	N/A
<u>WUFM-FM</u>	<u>Non-Commercial</u>	5,000/88.7	<u>Spirit Comm</u>	<u>Self</u>	N/A
<u>WVKO-FM</u>	<u>Mexican Regional</u>	1,600/103.1	<u>Lazo Media, LLC</u>	<u>Self</u>	N/A
<u>WVMX-FM</u>	<u>Hot AC</u>	3,000/107.9	<u>Saga Comm</u>	<u>KRG-Katz</u>	N/A
<u>WVNO-FM</u>	<u>Adult Contemporary</u>	40,000/106.1	<u>Johnny Appleseed</u>	<u>Loc Focus</u>	N/A
<u>WVSG-AM</u>	<u>Religion</u>	6,500/820	<u>St. Gabariel Radio</u>	<u>N/A</u>	N/A

<u>Station</u>	<u>Format</u>	<u>Power/Freq.</u>	<u>Owner</u>	<u>Rep</u>	<u>Translator Dial Position</u>
<u>WWCD-AM</u>	<u>Altern/Modern Rock</u>	3,200/1580	<u>ICS Communications Inc</u>	<u>McGavren</u>	92.9
<u>WWLG-FM</u>	<u>Mexican Regional</u>	15,000/102.5	<u>SE Ohio Brdcst</u>	<u>KRG-Eastman</u>	N/A
<u>WXMG-FM</u>	<u>Urban AC</u>	21,000/95.5	<u>Radio One, Inc</u>	<u>KRG-Eastman</u>	N/A
<u>WXZX-FM</u>	<u>Altern/Modern Rock</u>	2,400/105.7	<u>iHeartMedia Inc</u>	<u>iHeartMedia</u>	N/A
<u>WYTS-AM</u>	<u>News</u>	1,000/1230	<u>iHeartMedia Inc</u>	<u>iHeartMedia</u>	105.3
<u>WZCB-FM</u>	<u>Urban Contemporary</u>	3,000/106.7	<u>iHeartMedia Inc</u>	<u>iHeartMedia</u>	N/A
<u>WZNP-FM</u>	<u>Non-Commercial</u>	5,500/89.3	<u>One Connection Media</u>	<u>N/A</u>	N/A