

**Atlantic Coast Radio, LLC**  
**Multiple Ownership Exhibit**

The subject stations are in a long-standing cluster licensed to Atlantic Coast Radio, LLC. This transfer of control application seeks consent to the transfer of two percent of the licensee-LLC's membership rights between its two existing Members.

The existing cluster of five radio stations (three FM and two AM) serves the area in and around Portland, Maine, which is served by at least 10 full-service radio stations. Nielsen's list of stations in the Portland, Maine, market is included in this exhibit showing at least 25 rated stations in the market. Additionally, the Commission LMS database shows that there are 10 full-service radio stations alone with Portland, Maine, as their community of license. Accordingly, this long-standing cluster complies with the 73.3555(a) of the Commission's multiple ownership rules.

Find Radio Online

☐ AM ☒ FM ☐ HD

Nielsen Ratings

September 2022 PPM

Austin TX  
Greensboro  
Hartford CT  
Indianapolis IN  
Jacksonville FL  
Memphis TN  
Milwaukee WI  
Nashville TN  
Norfolk VA  
Providence RI  
Raleigh NC  
West Palm Beach

Nielsen Ratings

September 2022 Trends

Albuquerque NM  
El Paso TX  
Harrisburg PA  
Metro Fairfield County OH  
Bakersfield CA  
Honolulu HI  
Knoxville TN  
Omaha NE  
Tulsa OK

#99 Portland ME



Spring 2022 12+ Mon-Sun, 6a-12mid  
Population: 565,400 (Black: 14,700) (Hispanic: 10,900)  
Last Updated: 07-22-22 (Nielsen Subscribing Stations Only)

Station	Format	Owner	Fall 20	Spr 21	Fall 21	Spr 22
WBLM-FM	Classic Rock	Townsquare Media	6.2	5.7	5.6	7.5
WMEA-FM	Educational	Maine Public Broadcasting	13.3	10.6	8.8	7.5
WPOR-FM	Country	Saga Communications	3.9	4.9	5.4	5.6
WFNK-FM	Classic Hits	Binnie Media Group	4.5	7.8	6.5	5.3
WMGX-FM	Hot AC	Saga Communications	3.4	3.9	4.4	5.2
WTHT-FM	Country	Binnie Media Group	4.7	4.6	4.6	4.2
WHOM-FM	AC	Townsquare Media	4.9	3.5	3.9	3.8
WCLZ-FM	Alternative	Saga Communications	2.1	4.4	1.7	3.4
WYNZ-FM	Classic Hits	Saga Communications	3.4	2.5	2.7	3.0
WBQA-FM	Classical	Maine Public Broadcasting	2.6	3.4	3.7	2.8
WGAN-AM	News/Talk	Saga Communications	6.4	2.9	2.9	2.7
WPEI-FM	All Sports	Atlantic Coast Radio	0.9	1.2	1.7	2.3
WCYY-FM	Alternative	Townsquare Media	1.7	1.9	1.9	2.2
WJBQ-FM	CHR	Townsquare Media	4.1	3.4	3.4	2.2
WYNZ-FM-HD2	Oldies	Saga Communications	N/A	N/A	0.7	1.6
WJJB-FM	All Sports	Atlantic Coast Radio	1.1	1.9	1.4	1.3
WHXR-FM	Rock	Binnie Media Group	1.9	1.2	1.0	1.1
WOXO-FM	Country	Bennett Radio Group	N/A	0.7	1.2	1.1
WHTP-FM	CHR	Mainstream Media	N/A	1.5	N/A	0.9
WOKQ-FM	Country	Townsquare Media	0.2	0.5	0.5	0.9
WBAE-AM	AC	Saga Communications	N/A	N/A	0.3	0.8
WLOB-AM	News/Talk	Atlantic Coast Radio	0.2	0.5	0.8	0.8
WMME-FM	CHR	Townsquare Media	0.6	0.7	0.3	0.5
WHEB-FM	Rock	iHeartMedia	N/A	0.8	1.7	0.3
WZAN-AM	Classic Country	Saga Communications	N/A	1.2	0.5	0.3
WIGY-AM	Eighties	Bennett Radio Group	N/A	0.5	0.2	0.2
WEVJ-FM	News/Talk	New Hampshire Public Radio	0.2	N/A	N/A	N/A

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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# Facilities Search Results

## Services:

Full Power AM  
,Full Power FM

## Facility Status:

LICENSED

## Community City:

Portland, ME

Showing 1 to 10 of 10

Download Results: [Excel](#) | [CSV](#)

Call Sign	Facility ID	FRN	State	City	Service	Licensee Name	Expiration Date
WJBQ	<a href="#">3134</a>	0030479497	ME	PORTLAND	Full Power FM	Townsquare License, LLC	04/01/2030
WLOB	<a href="#">9202</a>	0003771128	ME	PORTLAND	Full Power AM	ATLANTIC COAST RADIO, LLC	04/01/2030
WBLM	<a href="#">22878</a>	0030479497	ME	PORTLAND	Full Power FM	Townsquare License, LLC	04/01/2030
WMEA	<a href="#">39655</a>	0003293008	ME	PORTLAND	Full Power FM	MAINE PUBLIC BROADCASTING CORPORATION	04/01/2030

Call Sign	Facility ID	FRN	State	City	Service	Licensee Name	Expiration Date
WPOR	<a href="#">49982</a>	0009269424	ME	PORTLAND	Full Power FM	SAGA COMMUNICATIONS OF NEW ENGLAND, LLC	04/01/2030
WBAE	<a href="#">49983</a>	0009269424	ME	PORTLAND	Full Power AM	SAGA COMMUNICATIONS OF NEW ENGLAND, LLC	04/01/2030
WYNZ	<a href="#">58536</a>	0009269424	ME	SOUTH PORTLAND	Full Power FM	SAGA COMMUNICATIONS OF NEW ENGLAND, LLC	04/01/2030
WZAN	<a href="#">58538</a>	0009269424	ME	PORTLAND	Full Power AM	SAGA COMMUNICATIONS OF NEW ENGLAND, LLC	04/01/2030
WGAN	<a href="#">58544</a>	0009269424	ME	PORTLAND	Full Power AM	SAGA COMMUNICATIONS OF NEW ENGLAND, LLC	04/01/2030
WMGX	<a href="#">58548</a>	0009269424	ME	PORTLAND	Full Power FM	SAGA COMMUNICATIONS OF NEW ENGLAND, LLC	04/01/2030