

The instant proposal requests a minor change for a station which home to the Muskegon, MI Nielsen Radio Market. Exhibit A depicts the principal community contour of the facility proposed herein and the principal community contours of the radio stations in which the applicant currently holds attributable interest. As shown in Exhibit A, the proposed WLAW-FM principal community contour overlaps only the principal community contours of attributable stations which are licensed to communities which are located within Nielsen Radio Metro Areas. Accordingly, this material demonstrates that the proposed facility complies with Section 73.3555 of the FCC Rules as it applies only to Nielsen-rated Geographic radio markets.

Multiple Ownership Geographic Market Analysis, Muskegon, MI

Attached is a BIA Market Report which lists the 17 stations counted in the Muskegon, MI Geographic Market. The Applicant holds attributable interest in 4 FM Stations (WLAW-FM, WLCS, WVIB and WWSN) and one AM station (WLAW) in the market.

Pursuant to Section 73.3555(a)(1)(iii) of the FCC Rules, the applicant is permitted to own five radio stations (four in the same service) provided the market contains at least 10 other stations in which the applicant holds no cognizable interest. Because the Geographic Market contains 12 other stations in which the applicant holds no cognizable interest, the proposed minor change application maintains compliance with the multiple ownership criteria set forth in Section 73.3555 of the FCC Rules.

Multiple Ownership Geographic Market Analysis, Grand Rapids, MI

Attached is a BIA Market Report which lists the 38 stations counted in the Grand Rapids, MI Geographic Market. The Applicant holds attributable interest in 4 FM Stations (WHTS FM, WKLQ FM, WLAV FM, WTNR FM) and 1 AM station (WJRW) in the market.

Pursuant to Section 73.3555(a)(1)(iii) of the FCC Rules, the applicant is permitted to own five radio stations (four in the same service) provided the market contains at least 10 other stations in which the applicant holds no cognizable interest. Because the Geographic Market contains 33 other stations in which the applicant holds no cognizable interest, the proposed minor change application maintains compliance with the multiple ownership criteria set forth in Section 73.3555 of the FCC Rules.

This statement and the supporting Exhibits and Table were prepared by me or under my direct supervision and are believed to be true and correct.

DATED: February 23, 2023

Carl E. Gluck, CPBE

Attributable Stations City-Grade Coverage Contours

FM Stations: 3.16 mV/m (70 dBu) Contour F(50,50)

AM Stations: 5.0 mV/m Daytime Groundwave Contour

Exhibit A

Feb, 2023

Key to City-Grade Contours

■ FM Minor Change Application

■ Presently Owned FM Station

■ Presently Owned AM Station

* All AM Stations Dashed

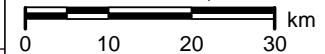
Grand Rapids Nielsen Radio Market

Muskegon-Nielsen Radio Market

- 1 - WLAV-FM-LIC, Grand Rapids, MI (245)
- 2 - WHTS(FM), Coopersville, MI (287)
- 3 - WKLQ(FM), Holland, MI (233)
- 4 - WTNR(FM), Greenville, MI (297)
- 5 - WJRW(AM), Grand Rapids, MI
- WLAW-FM.A (248)
- 7 - WLCS(FM), North Muskegon, MI (252)
- 8 - WVIB(FM), Holton, MI (261)
- 9 - WWSN(FM), Newaygo, MI (223)
- 10 - WLAW(AM), Whitehall, MI



Scale 1:908,120



FCC Geographic Market Definition for Grand Rapids, MI

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WBCT	FM	93.7	C	Country	Grand Rapids, MI	07/02/2003	68	iHeartMedia Inc	Grand Rapids, MI	Kent
WBFX	FM	101.3	C	Rock	Grand Rapids, MI	07/02/2003	68	iHeartMedia Inc	Grand Rapids, MI	Kent
WBLU	FM	88.9	NC	Cls/Jaz/NPR	Grand Rapids, MI	07/02/2003	68	Blue Lake Fine Art Camp	Grand Rapids, MI	Kent
WCSG	FM	91.3	NC	ChrsContem	Grand Rapids, MI	07/02/2003	68	Cornerstone University	Grand Rapids, MI	Kent
WFGR	FM	98.7	C	Clsc Hits	Grand Rapids, MI	07/02/2003	68	Townsquare Media Incorporated	Grand Rapids, MI	Kent
WFUR	AM	1570	C	Religion	Grand Rapids, MI	07/02/2003	68	Kuiper Stations	Grand Rapids, MI	Kent
WGHN	AM	1370	C	Oldies	Grand Rapids, MI	07/02/2003	68	WGHN Inc	Grand Haven, MI	Ottawa
WGHN	FM	92.1	C	AC	Grand Rapids, MI	07/02/2003	68	WGHN Inc	Grand Haven, MI	Ottawa
WGNB	FM	89.3	NC	Religion	Grand Rapids, MI	07/02/2003	68	Moody Bible Institute of Chicago Incorporated	Zeeland, MI	Ottawa
WGRD	FM	97.9	C	Rock	Grand Rapids, MI	07/02/2003	68	Townsquare Media Incorporated	Grand Rapids, MI	Kent
WGVU	AM	1480	NC	DARK	Grand Rapids, MI	07/02/2003	68	Grand Valley State University	Kentwood, MI	Kent
WGVU	FM	88.5	NC	NPR/Nws/Ja	Grand Rapids, MI	07/02/2003	68	Grand Valley State University	Allendale, MI	Ottawa
WHTC	AM	1450	C	News/Talk	Grand Rapids, MI	07/02/2003	68	Midwest Communications Incorporated	Holland, MI	Ottawa
WHTS	FM	105.3	C	Hot AC	Grand Rapids, MI	06/15/2006	68	Cumulus Media Holdings Inc	Coopersville, MI	Ottawa
WJQK	FM	99.3	C	ChrsContem	Grand Rapids, MI	07/02/2003	68	Lanser Broadcasting Corp	Zeeland, MI	Ottawa
WJRW	AM	1340	C	Sports	Grand Rapids, MI	07/02/2003	68	Cumulus Media Holdings Inc	Grand Rapids, MI	Kent
WKLQ	FM	94.5	C	AAA	Grand Rapids, MI	07/02/2003	68	Cumulus Media Holdings Inc	Holland, MI	Ottawa
WLAV	FM	96.9	C	Clsc Rock	Grand Rapids, MI	07/02/2003	68	Cumulus Media Holdings Inc	Grand Rapids, MI	Kent
WLHT	FM	95.7	C	Hot AC	Grand Rapids, MI	07/02/2003	68	Townsquare Media Incorporated	Grand Rapids, MI	Kent
WMAX	FM	96.1	C	Sports	Grand Rapids, MI	07/02/2003	68	iHeartMedia Inc	Holland, MI	Ottawa
WMCQ	FM	91.7	NC	Chrst/Talk	Grand Rapids, MI	07/02/2003	68	American Family Association Incorporated	Muskegon, MI	Muskegon
WMJH	AM	810	C	Mexican	Grand Rapids, MI	07/02/2003	68	Cano's Broadcasting LLC	Rockford, MI	Kent
WMPA	FM	93.1	C	Clsc Rock	Grand Rapids, MI	10/05/2012	68	p West Central Michigan Media Ministries	Ferrysburg, MI	Ottawa
WNHG	FM	89.7	NC	ChrsContem	Grand Rapids, MI	07/02/2003	68	West Central Michigan Media Ministries	Grand Rapids, MI	Kent
WNWZ	AM	1410	C	HpHop/Rhy	Grand Rapids, MI	07/02/2003	68	Townsquare Media Incorporated	Grand Rapids, MI	Kent
WOOD	AM	1300	C	Nws/Tik/Spt	Grand Rapids, MI	07/02/2003	68	iHeartMedia Inc	Grand Rapids, MI	Kent
WPNW	AM	1260	C	Tik/Nws/Spt	Grand Rapids, MI	07/02/2003	68	Lanser Broadcasting Corp	Zeeland, MI	Ottawa
WPRR	AM	1680	C	Talk	Grand Rapids, MI	07/02/2003	68	Goodrich Radio LLC	Ada, MI	Kent
WSRW	FM	105.7	C	Soft Rock	Grand Rapids, MI	07/02/2003	68	iHeartMedia Inc	Grand Rapids, MI	Kent
WTHS	FM	89.9	NC	Alternative	Grand Rapids, MI	07/02/2003	68	Hope College	Holland, MI	Ottawa
WTKG	AM	1230	C	News/Talk	Grand Rapids, MI	07/02/2003	68	iHeartMedia Inc	Grand Rapids, MI	Kent
WTNR	FM	107.3	C	Country	Grand Rapids, MI	07/02/2003	68	Cumulus Media Holdings Inc	Greenville, MI	Montcalm
WTRV	FM	100.5	C	Soft AC	Grand Rapids, MI	07/02/2003	68	Townsquare Media Incorporated	Walker, MI	Kent
WVGR	FM	104.1	NC	Nws/Tik/Inf	Grand Rapids, MI	07/02/2003	68	Regents of The University of Michigan	Grand Rapids, MI	Kent

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed

FCC Geographic Market Definition for Grand Rapids, MI

Call Letters	AM/ FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WVHF	AM	1140	NC	Religion	Grand Rapids, MI	07/02/2003	68	Holy Family Radio	Kentwood, MI	Kent
WYCE	FM	88.1	NC	AAA	Grand Rapids, MI	07/02/2003	68	Grand Rapids Cable Access Center	Wyoming, MI	Kent
WYGR	AM	1530	C	Country	Grand Rapids, MI	07/02/2003	68	WYGR Broadcasting	Wyoming, MI	Kent
WYHA	FM	102.9	C	ChrsContem	Grand Rapids, MI	07/02/2003	68	Bible Broadcasting Network Inc	Grand Rapids, MI	Kent

Number of Stations in Geographic Market 38

Previous Stations in Geographic Market

WMFN	AM	640	C	Span/Talk	Chicago, IL	01/31/2018	3	Birach Broadcasting Corporation	Peotone, IL	Will
WSNX	FM	104.5	C	CHR	Muskegon, MI	01/11/2007	225	iHeartMedia Inc	Muskegon, MI	Muskegon

FCC Geographic Market Definition for Muskegon, MI

Call Letters	AM/ FM	Freq	Type Station	Format	Home Market	Market Designn Date	Home Mkt Rank	Owner	City & State of License	County of License
WBLV	FM	90.3	NC	Clsc/Jazz	Muskegon, MI	07/02/2003	225	Blue Lake Fine Art Camp	Twin Lake, MI	Muskegon
WGVS	AM	850	NC	DARK	Muskegon, MI	07/02/2003	225	Grand Valley State University	Muskegon, MI	Muskegon
WGVS	FM	95.3	NC	NPR/Nws/Ja	Muskegon, MI	07/02/2003	225	Grand Valley State University	Whitehall, MI	Muskegon
WHEY	FM	88.9	NC	Relig Music	Muskegon, MI	11/25/2008	225	Muskegon Community Radio Broadcast Company	North Muskegon, MI	Muskegon
WKBZ	AM	1090	C	News/Talk	Muskegon, MI	07/02/2003	225	iHeartMedia Inc	Muskegon, MI	Muskegon
WLAW	AM	1490	C	Country	Muskegon, MI	07/02/2003	225	Cumulus Media Holdings Inc	Whitehall, MI	Muskegon
WLAW	FM	97.5	C	Country	Muskegon, MI	07/02/2003	225	Cumulus Media Holdings Inc	Whitehall, MI	Muskegon
WLCS	FM	98.3	C	Clsc Hits	Muskegon, MI	07/02/2003	225	Cumulus Media Holdings Inc	North Muskegon, MI	Muskegon
WMCQ	FM	91.7	NC	Chrst/Talk	Grand Rapids, MI	07/02/2003	68	American Family Association Incorporated	Muskegon, MI	Muskegon
WMRR	FM	101.7	C	Clsc Rock	Muskegon, MI	07/02/2003	225	iHeartMedia Inc	Muskegon Heights, MI	Muskegon
WMUS	FM	107.9	C	Country	Muskegon, MI	07/02/2003	225	iHeartMedia Inc	Muskegon, MI	Muskegon
WOOD	FM	106.9	C	Nws/Tlk/Spt	Muskegon, MI	07/02/2003	225	iHeartMedia Inc	Muskegon, MI	Muskegon
WSMZ	FM	88.3	NC	ChrsContem	Muskegon, MI	11/22/2010	225	Smile FM	Crystal Valley, MI	Oceana
WSNX	FM	104.5	C	CHR	Muskegon, MI	01/11/2007	225	iHeartMedia Inc	Muskegon, MI	Muskegon
WVIB	FM	100.1	C	Urban AC	Muskegon, MI	07/02/2003	225	Cumulus Media Holdings Inc	Holton, MI	Muskegon
WWKR	FM	94.1	C	Clsc Rock	Muskegon, MI	03/25/2008	225	Synergy Media Inc	Hart, MI	Oceana
WWSN	FM	92.5	C	AC	Muskegon, MI	09/12/2006	225	Cumulus Media Holdings Inc	Newaygo, MI	Newaygo

Number of Stations in Geographic Market 17

Previous Stations in Geographic Market

WHTS	FM	105.3	C	Hot AC	Grand Rapids, MI	06/15/2006	68	Cumulus Media Holdings Inc	Coopersville, MI	Ottawa
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