

Multiple Ownership Compliance Analysis

As a result of the proposed transaction in this application, Heart of Wisconsin Media, Inc. (“HWM”) will be the licensee of 2 full-power broadcast stations listed as “home” to the Wausau-Stevens Point, Wisconsin BIA Market (“Wausau-Stevens Point Market”):

WFHR(AM), Wisconsin Rapids, Wisconsin (Facility ID No. 73053)
WLJY(FM), Nekoosa, Wisconsin (Facility ID No. 85832)

HWM is currently the licensee of WCWI(AM), Adams, Wisconsin (Facility ID No. 57267).

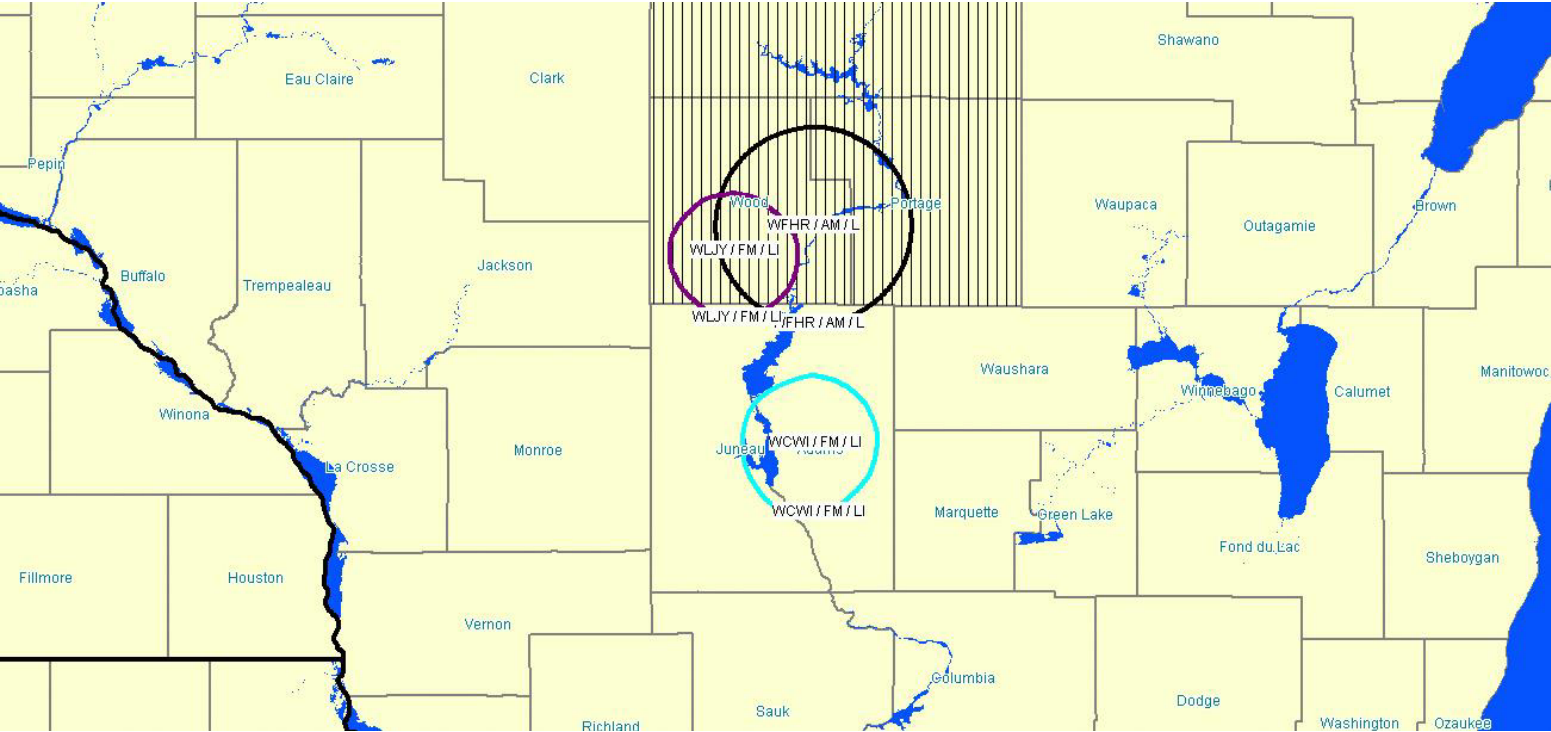
WFHR and WLJY are listed as “home” to the Wausau-Stevens Point Market by BIA. WCWI, however, is not listed as “home” to the Wausau-Stevens Point Market or any other BIA Market. Furthermore, as demonstrated by the map attached hereto as **Attachment A**, WCWI’s service contour does not overlap those of either WFHR or WLJY. As a result, this application demonstrates compliance with the Commission’s multiple ownership rules under only the Metro Market Methodology as the Interim Contour Overlap Methodology is not applicable.

Pursuant to the BIA Market Report attached hereto as **Attachment B**, the Wausau-Stevens Point Market is currently comprised of 29 full-power commercial and non-commercial broadcast stations. In radio markets comprised of 15-29 or more full-power commercial and non-commercial broadcast stations, Section 73.3555(a)(1)(iii) of the Commission’s rules permits licensees to own up to 6 full-power commercial broadcast stations – no more than 4 of which may be in the same service.

Accordingly, as HWM will have an attributable interest in 2 full-power broadcast stations in the Wausau-Stevens Point Market following the consummation of the above-referenced transaction, HWM will be in compliance with the Commission’s multiple ownership rules.

Attachment A

WFHR, WLJY, and WCWI Service Contours Map



BIAMapX:	Latitude: N44-06-58.01 Longitude: W089-56-42.48	BIAMapX Copyright 1995-2007 BIA Financial Network, Inc.
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Station / Service / Status

- WCWI / FM / LI
- WFHR / AM / L
- WLJY / FM / LI

Market

- Appleton-Oshkosh, WI - Radio
- Eau Claire, WI - Radio
- La Crosse, WI - Radio
- Madison, WI - Radio
- Rockford, IL - Radio
- Wausau-Stevens Point, WI - Radio

BIAMapX:

Latitude: N44-06-58.01
Longitude: W089-56-42.48

BIAMapX Copyright 1995-2007 BIA Financial Network, Inc.

Attachment B

Wausau-Stevens Point, Wisconsin BIA Market Report

FCC Geographic Market Definition for Wausau-Stevens Point, WI

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WAVL	FM	100.5	C	AC	Wausau-Stevens Point, WI	01/01/2010	178	Sunrise Broadcasting LLC	Rothschild, WI	Marathon
WBCV	FM	107.9	C	Adult Hits	Wausau-Stevens Point, WI	07/02/2003	178	NRG Media Limited Liability Company	Wausau, WI	Marathon
WCLQ	FM	89.5	NC	Christian	Wausau-Stevens Point, WI	07/02/2003	178	Christian Life Communications	Wausau, WI	Marathon
WCWB	FM	104.9	C	Country	Wausau-Stevens Point, WI	07/02/2003	178	Muzzy Broadcasting LLC	Marathon, WI	Portage
WDEZ	FM	101.9	C	Cntry/Polka	Wausau-Stevens Point, WI	07/02/2003	178	Midwest Communications Incorporated	Wausau, WI	Marathon
WDLB	AM	1450	C	Clsc Hits	Wausau-Stevens Point, WI	07/02/2003	178	Seehafer Broadcasting Corp	Marshfield, WI	Wood
WFHR	AM	1320	C	Nws/Tlk/Spt	Wausau-Stevens Point, WI	07/02/2003	178	Seehafer Broadcasting Corp	Wisconsin Rapids, WI	Wood
WGLX	FM	103.3	C	Clsc Rock	Wausau-Stevens Point, WI	07/02/2003	178	NRG Media Limited Liability Company	Wisconsin Rapids, WI	Wood
WGNV	FM	88.5	NC	ChrsContem	Wausau-Stevens Point, WI	07/02/2003	178	Family Radio Network, The	Milladore, WI	Wood
WHRM	FM	90.9	NC	NPR/Clsc	Wausau-Stevens Point, WI	07/02/2003	178	State of Wisconsin - Educational Communications	Wausau, WI	Marathon
WHTQ	FM	96.7	C	CHR	Wausau-Stevens Point, WI	07/02/2003	178	NRG Media Limited Liability Company	Whiting, WI	Portage
WIFC	FM	95.5	C	CHR	Wausau-Stevens Point, WI	07/02/2003	178	Midwest Communications Incorporated	Wausau, WI	Marathon
WLBL	AM	930	NC	News/Talk	Wausau-Stevens Point, WI	07/02/2003	178	State of Wisconsin - Educational Communications	Auburndale, WI	Wood
WLBL	FM	91.9	NC	News/Talk	Wausau-Stevens Point, WI	07/02/2003	178	State of Wisconsin - Educational Communications	Wausau, WI	Marathon
WLJY	FM	105.5	C	AC	Wausau-Stevens Point, WI	08/11/2003	178	Seehafer Broadcasting Corp	Nekoosa, WI	Wood
WMMA	FM	93.9	C	Religion	Wausau-Stevens Point, WI	07/02/2003	178	Immaculate Heart Media Inc	Nekoosa, WI	Wood
WOSQ	FM	92.3	C	Sports	Wausau-Stevens Point, WI	07/02/2003	178	Seehafer Broadcasting Corp	Spencer, WI	Marathon
WOZZ	FM	94.7	C	Rock	Wausau-Stevens Point, WI	07/02/2003	178	Midwest Communications Incorporated	Mosinee, WI	Marathon
WPCN	AM	1010	C	Oldies	Wausau-Stevens Point, WI	07/02/2003	178	Muzzy Broadcasting LLC	Stevens Point, WI	Portage
WRAO	FM	91.7	NC	Religion	Wausau-Stevens Point, WI	08/11/2014	178	Wisconsin Rapids Seventh-Day Adventist Church	Wisconsin Rapids, WI	Wood
WRIG	AM	1390	C	Sports	Wausau-Stevens Point, WI	07/02/2003	178	Midwest Communications Incorporated	Schofield, WI	Marathon
WSAU	AM	550	C	News/Talk	Wausau-Stevens Point, WI	07/02/2003	178	Midwest Communications Incorporated	Wausau, WI	Marathon
WSAU	FM	99.9	C	News/Talk	Wausau-Stevens Point, WI	07/02/2003	178	Midwest Communications Incorporated	Rudolph, WI	Wood
WSPT	FM	97.9	C	Clsc Hits	Wausau-Stevens Point, WI	07/02/2003	178	Muzzy Broadcasting LLC	Stevens Point, WI	Portage
WWSP	FM	89.9	NC	Alternative	Wausau-Stevens Point, WI	07/02/2003	178	University of Wisconsin	Stevens Point, WI	Portage
WXCO	AM	1230	C	Sports	Wausau-Stevens Point, WI	07/02/2003	178	Sunrise Broadcasting LLC	Wausau, WI	Marathon
WXPW	FM	91.9	NC	Variety	Wausau-Stevens Point, WI	07/02/2003	178	White Pine Community Broadcasting	Wausau, WI	Marathon
WXVM	FM	104.1	C	Christian	Wausau-Stevens Point, WI	07/02/2003	178	WRVM Inc	Merrill, WI	Lincoln
WYTE	FM	106.5	C	Country	Wausau-Stevens Point, WI	07/02/2003	178	NRG Media Limited Liability Company	Marshfield, WI	Wood

Number of Stations in Geographic Market 29

Previous Stations in Geographic Market

WYNW	FM	92.9	NC	Religion	08/12/2008	0	Immaculate Heart Media Inc	Biramwood, WI	Shawano
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"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed

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