

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 AM and FM Translator stations that are the subject of a single Asset Purchase Agreement. The AM and FM Translator stations for which Major Keystone LLC is the proposed Assignee are:

- WIOV(AM), Reading, Pennsylvania, Facility ID 55307
- WARM(AM), Scranton, Pennsylvania, Facility ID 70504
- WGLD(AM), Manchester Township, Pennsylvania, Facility ID 55352
- WTKZ(AM), Allentown, Pennsylvania, Facility ID 27510
- FM Translator W253CK, Reading, Pennsylvania, Facility ID 200867
- FM Translator W296EA, Manchester Township, Pennsylvania, Facility ID 200873

Only one of the foregoing full-service stations is in the same market as a full-service station in which Major Keystone LLC or its attributable parties holds an attributable interest: Station WTKZ(AM), Allentown, Pennsylvania, Facility ID 27510, is within the Allentown-Bethlehem, Pennsylvania Metro market, as are WEST(AM), 1400 kHz, Easton, Pennsylvania, FCC Facility ID No. 36996, and WHOL(AM), 1600 kHz, Allentown, Pennsylvania, FCC Facility ID No. 36987. Major Keystone LLC provides programming for WEST(AM) and WHOL(AM) via a Local Programming and Marketing Agreement.

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, PA Metro Market as #74, with over 20 stations in market. See attached Radio Online, Nielsen #74 Allentown-Bethlehem.

Note also that the following seven stations, which are each licensed to Allentown, Pennsylvania, are, by definition, in 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).

Find Radio Online

AM FM HD

Nielsen Ratings
July 2021 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
July 2021 Trends

- Chattanooga TN
- Huntsville AL
- Jackson MS
- Madison WI
- Colorado Springs
- Des Moines IA
- Mobile AL
- Spokane WA
- Wichita KS

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Bench - Walnut

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#74 Allentown-Bethlehem

July 2020 Trends 12+ Mon-Sun, 6a-12mid
Population: 736,400 (Black: 43,300) (Hispanic: 123,700)
Last Updated: 08-19-21 (Nielsen Subscribing Stations Only)

Station	Format	Owner	Apr 21	May 21	Jun 21	Jul 21
WODE-FM	Classic Rock	Cumulus Media	12.1	11.9	11.5	9.9
WAEB-FM	CHR	iHeartMedia	8.8	9.2	9.3	9.4
WCTO-FM	Country	Cumulus Media	7.2	7.5	7.7	8.2
WLEV-FM	AC	Cumulus Media	6.4	6.3	5.1	6.0
WZZO-FM	Rock	iHeartMedia	4.0	4.4	4.7	4.8
WAEB-AM	News/Talk	iHeartMedia	3.8	3.3	4.1	4.6
WLEV-FM-HD2	Spanish Tropical	Cumulus Media	2.1	2.8	2.9	3.5
WHOL-AM	Urban	VP Broadcasting	N/A	1.7	2.8	2.2
WIOQ-FM	CHR	iHeartMedia	0.6	0.8	1.0	1.2
WUSL-FM	Urban	iHeartMedia	0.7	0.7	1.0	1.2
WHYY-FM	News/Talk	WHYY	1.4	1.5	1.4	1.0
WIP-FM	Sports	Audacy	0.7	1.1	1.2	1.0
WWYY-FM	Country	Cumulus Media	0.3	0.7	0.7	0.9
WMMR-FM	Rock	Beasley Media	0.9	1.1	0.8	0.8
WDAS-FM	Urban AC	iHeartMedia	1.4	1.5	1.1	0.7
WOR-AM	News/Talk	iHeartMedia	0.4	0.4	0.7	0.7
WRFF-FM	Alternative	iHeartMedia	0.4	0.4	0.4	0.4
WLVR-FM	News/Talk	Lehigh University	0.3	0.4	0.1	0.3
WEEX-AM	All Sports	Cumulus Media	0.3	0.1	0.1	0.1
WSAN-AM	Talk	iHeartMedia	N/A	N/A	N/A	0.1
WSBG-FM	AC	Southern Belle	N/A	N/A	0.1	0.1
WAEB-FM-HD3	Hot AC	iHeartMedia	0.4	N/A	0.4	N/A
WEST-AM	Urban	VP Broadcasting	1.1	N/A	N/A	N/A
WKXW-FM	Talk	Townsquare License	N/A	N/A	0.7	N/A
WVIA-FM	Classical	Northeastern Pennsylvania Educational Te	N/A	N/A	0.3	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.

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

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