

Multiple Ownership Analysis¹

This transaction involves the assignment of two full power commercial AM radio stations (WELM & WLKY) and one full power commercial FM radio station (WOKN-FM), along with four (4) FM translators that are not relevant to this analysis. The proposed assignee has no other attributable stations in the Elmira-Corning NY market. This analysis considers the existing attributable stations on a market basis for purposes of determining compliance with the multiple ownership limits set forth in 47 C.F.R. §73.3555(a).

Elmira-Corning, NY Rated Market

Elmira-Corning NY is #225 Nielsen/Arbitron Rated Market, and has at least 30 full power commercial and noncommercial AM and FM stations. See Exhibit A. Under 47 C.F.R. §73.3555(a)(1)(ii)², in a market with 30 to 44 full time stations, a party may own, operate or control up to 7 commercial radio stations, not more than 4 of which are in the same service. The proposed transfer of control will result in the assignee having an attributable interest in a total of three (3) commercial radio stations in this rated market, two of which are in the same service (assuming the Pending Transaction is consummated). Thus, ownership of these three commercial stations complies with the radio multiple ownership rules in 47 C.F.R. §73.3555(a).

¹ Compliance for this transaction is analyzed herein in accordance with the FCC's 2016 multiple ownership rules, as reinstated and revised in the FCC's December 20, 2019 Order, DA 19-1303. For clarity, the transaction does not implicate the reinstated "eight voices" test, prohibition on top-four combinations in the local television rules; newspaper/broadcast cross-ownership rules; or attribution of joint sales agreements.

² § 73.3555 Multiple ownership.

(a)(1) Local radio ownership rule. A person or single entity (or entities under common control) may have a cognizable interest in licenses for AM or FM radio broadcast stations in accordance with the following limits:

(i) In a radio market with 45 or more full-power, commercial and noncommercial radio stations, not more than 8 commercial radio stations in total and not more than 5 commercial stations in the same service (AM or FM);

(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);

(iii) In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, not more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM); and

(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.

EXHIBIT "A"

All Stations in the Elmira-Corning NY MSA

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Station	Format	Power/Freq.	Owner	Rep	Translator Dial Position
WABH-AM	Country	10,000/1380	Tower Broadcasting, L	McGavren	100.3
WCBA-AM	Sports	1,000/1350	Great Rd	Loc Focus	99.9
WCBF-FM	Country	1,300/96.1	Seven Mountains Media	KRG-Eastman	N/A
WCBF-F2	Urban Contemporary	1,300/96.1	Seven Mountains Media	KRG-Eastman	101.9
WCDN-FM	Non-Commercial	4,000/90.3	Family Life Ministries	N/A	N/A
WCID-FM	Non-Commercial	3,800/101.1	Family Life Ministries	N/A	N/A
WCIQ-FM	Non-Commercial	610/97.7	Family Life Ministries	Loc Focus	N/A
WCIH-FM	Non-Commercial	1,150/94.3	Family Life Ministries	McGavren	N/A
WCIK-FM	Non-Commercial	1,400/103.1	Family Life Ministries	N/A	N/A
WCIM-FM	Non-Commercial	1,000/104.9	Family Life Ministries	N/A	N/A
WCKR-FM	Hot AC	2,550/92.1	PMJ Communications	Brdcst S	N/A
WDNY-FM	Classic Rock	570/93.9	Genesee Media Corp	Loc Focus	N/A
WELM-AM	Contemporary Hit Radio	5,000/1410	Tower Broadcasting, L	McGavren	106.5
WENI-FM	Classic Rock	1,250/92.7	Seven Mountains Media	KRG-Eastman	N/A
WENI-AM	Country	1,000/1450	Seven Mountains Media	KRG-Eastman	103.3
WFIZ-FM	Contemporary Hit Radio	850/95.5	Saga Comm	KRG-Katz	94.9
WFIZ-F2	Classic Hits	850/95.5	Saga Comm	KRG-Katz	107.7
WHGL-FM	Country	3,600/100.3	Cantroair Comm	N/A	N/A
WKPQ-FM	Country	43,000/105.3	Seven Mountains Media	KRG-Eastman	N/A
WLEA-AM	News/Talk	2,500/1480	PMJ Communications	N/A	106.9
WLNL-AM	News/Talk	5,000/1000	Trinity Media	N/A	N/A
WLVY-AM	Contemporary Hit Radio	5,000/1600	Tower Broadcasting, L	McGavren	93.9
WMAJ-AM	Adult Contemporary	1,000/1230	Seven Mountains Media	KRG-Eastman	106.7
WMTT-FM	Classic Rock	12,000/94.7	Seven Mountains Media	KRG-Eastman	95.1
WNGZ-AM	Album Oriented Rock	880/1490	Seven Mountains Media	KRG-Eastman	93.1
WNKI-FM	Contemporary Hit Radio	40,000/106.1	Seven Mountains Media	KRG-Eastman	95.7
WOKN-FM	Country	1,700/99.5	Tower Broadcasting, L	McGavren	102.5
WPGO-AM	Christian AC	4,100/820	Montrose Brdcstg Corp	N/A	101.3
WPHD-FM	Classic Hits	1,200/98.7	Seven Mountains Media	KRG-Eastman	N/A
WSQE-FM	National Public Radio	3,600/91.1	WSKG Public Telecom	N/A	N/A
WVIN-FM	Classic Hits	4,500/98.3	Tower Broadcasting, L	McGavren	N/A
WZHD-FM	Classic Hits	3,900/97.1	Seven Mountains Media	KRG-Eastman	95.3

Available Research [Top](#)

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	Sp/Fa; Fa/Sp

Population Estimates (based on Persons 12+) [Top](#)

Area	Population	Rank
MSA	150,400	225
DMA	201,500	181

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+) [Top](#)

Ethnic Group	Population	Pct.	Rank
Black	7,500	4.99%	215
Hispanic	3,700	2.46%	238

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

MSA Counties [Top](#)

State	County
New York	CHEMUNG
	STEBEN NORTH
	STEBEN SOUTH

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