

## **Multiple Ownership Analysis<sup>1</sup>**

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)<sup>2</sup>, 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).

---

<sup>1</sup> 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.

<sup>2</sup> § 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

[Top](#)

Select a heading to resort by:

[Expand All](#)  
[Collapse All](#)

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

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