

**BELLOWING OX PROPERTIES, INC.**  
**POINT SYSTEM FACTORS NARRATIVE**

The proposed station will be located in Grant County, Wisconsin, which appears to be outside all Nielsen defined radio markets.

At least eighty (80) percent of our directors reside within 20 miles of the proposed transmitter site

Our proposed transmitter site is located in Platteville, Wisconsin at 42° 43' 59.8" north latitude and 90° 29' 00.7" west longitude.

Tom Cullen and Melissa Cullen have resided at 9173 Union Road, Platteville, Wisconsin, since September 24, 2016. We have determined the NAD83 coordinates of this location at 42° 50' 7.2" north latitude and 90° 31' 40.9" west longitude. This location is 11.907 kilometers (7.399 miles) from the proposed transmitter site.

Rob Winter and Jenny Winter have resided at 407 S. Adams Street in Lancaster, Wisconsin since 2000. We have determined the NAD83 coordinates of this location at 42° 50' 41.5" north latitude and 90° 42' 27.5" west longitude. This location is 22.134 kilometers (13.753 miles) from the proposed transmitter site.

Christopher Polley has resided at 974 Indian Ridge in Dubuque, Iowa since 1999. We have determined the NAD83 coordinates of this location at 42° 28' 35.0" north latitude and 90° 40' 33.2" west longitude. This location is 32.611 kilometers (20.264 miles) from the proposed transmitter site. If the 20 mile limit stated in the

FCC Rules allows for rounding to the nearest whole mile, then Mr. Polley would qualify as local. However, since four of our five directors have resided within 20 miles of the proposed transmitter site for at least the past two years, our application qualifies as local and is entitled to receive point system credit for it. These individuals pledge to maintain their local residence going forward.