

**RADIO MARKET ANALYSIS**  
**THE SENTINEL PUBLISHING CO., INC.**  
**WDHA-FM, DOVER, NEW JERSEY**  
**WMTR, MORRISTOWN, NEW JERSEY**  
**WRAT-FM, POINT PLEASANT, NEW JERSEY**  
**WWTR, BRIDGEWATER, NEW JERSEY**  
**May 2001**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared on behalf of The Sentinel Publishing Co., Inc. ( SPC ), proposed assignee of radio stations WDHA-FM, Channel 288A, Dover, New Jersey; WMTR, 1250 kHz, Morristown, New Jersey; WRAT-FM, Channel 240A, Point Pleasant, New Jersey; and WWTR, 1170 kHz, Bridgewater, New Jersey. SPC also has attributable interests in the licenses of WCTC, 1450 kHz, and WMGQ, Channel 252A, New Brunswick, New Jersey. None of the 3.16 mV/m contours of the FM stations overlap. The 5.0 mV/m contour of WWTR overlaps with the 5.0 mV/m contour of WCTC and the 3.16 mV/m contour of WMGQ. This results in SPC having attributable interests in two AM facilities and one FM facility in the same market. Exhibit #1 is a map depicting all of the SPC stations (including the subject stations).

2. A study has, therefore, been conducted to determine if ownership of these facilities complies with §73.3555 of the Commission's rules. The principal community contours of the three subject stations therefore establish the market boundary, hereinafter referred to as the "Radio Market". The study will determine the number of other commercial AM and FM stations which either have transmitter sites within the subject radio market, or have principal community contour overlap with the subject stations.

3. Exhibit #2 is a depiction of the Radio Market with the transmitter sites or city grade contours of eight commercial AM and FM stations, including the subject stations. Exhibit #3 is a tabulation of the stations in the subject radio market. The number of stations depicted falls in the fourteen or fewer stations tier of §73.3555(a)(1)(iv) of the Commission's rules.<sup>1</sup> At the fourteen or fewer stations level, common ownership or control of up to five stations, with no more than three in the same service, is permissible (provided the number of stations to be commonly owned does not exceed more than 50% of the subject market). Therefore, SPC's interests in two AM stations and one FM station in the same radio market are in compliance with the Commission's rules. Therefore, SPC's proposed ownership of WDHA-FM, WMTR, WRAT-FM and WWTR is in compliance with §73.3555 of the rules.

4. The foregoing technical statement was prepared on behalf of The Sentinel Publishing Co., Inc., by Graham Brock, Inc., its Technical Consultants. All information contained herein is true and accurate to the best of our belief and knowledge. All data relating to AM and FM facilities was extracted from the CDBS database. We assume no liability for errors or omissions in that database which may be adverse to the information contained herein.

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1) Although there are additional stations providing service to the Radio Market, they are not considered since the number of stations was ample to demonstrate compliance with the rules based on the number of stations proposed to be commonly owned.

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**EXHIBIT #3**

**Tabulation of Stations in Radio Market**

**AM Stations**

+ WABC	770 kHz	New York, NY
* WWTR	1170 kHz	Bridgewater, NJ
* WCTC	1450 kHz	New Brunswick, NJ

Total AM Stations - 3

**FM Stations**

+ WFME	Ch 234B	Newark, NJ
* WMCQ	Ch 252A	New Brunswick, NJ
WAWZ	Ch 256B	Zarephath, NJ
+ WKXW	Ch 268B	Trenton, NJ
+ WPRB	Ch 277B	Princeton, NJ

Total FM Stations - 5

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 8**

- \* Subject station
- + City grade contour provides service to Radio Market