

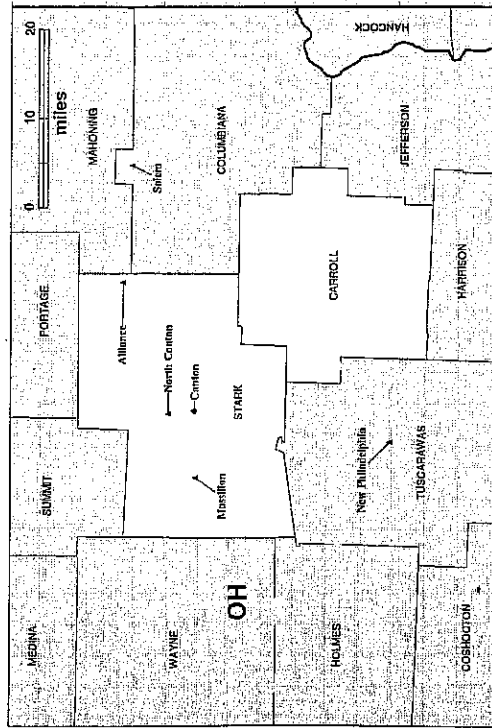
Attachment 16C

Assignee proposes to acquire Stations WHBC AM and FM in Canton, OH. There are 13 full power commercial radio stations in the Canton, OH Arbitron Market. Thus, common ownership of five radio stations, not more than three of which are in the same radio service, is permissible in the Canton, OH Arbitron Market.

Assignee's proposal to own one AM station and one FM station is consistent with multiple ownership limits in the Canton, OH Arbitron Market.

Metro Rank: 129
Revenue Rank: 165

Canton, OH Market Overview



Metro Counties / Population (000)

Carroll, OH	29.2
Stark, OH	380.5
	409.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	2003	2004	2005	2006	2007	2008	Δ 03-08
ESTIMATED GROSS REVENUES	\$11,800	\$12,300	\$12,300	\$12,200	\$11,900	\$11,200	-1.1%
★ ★	Δ 07-08	2009	2010	2011	2012	2013	Δ 08-13
	-5.9%	\$9,400	\$9,200	\$9,400	\$9,600	\$9,900	-2.3%
Revenue/Retail Expend	\$3,851,000	\$3,541,000	\$3,011,000				Est. Breakout
Revenue/Capita	\$28.98	\$27.34	\$24.22				Local 80%
							National 20%

Demographic and Economic Overview

(000's, except Retail Expenditures and ADI in 000,000's)

	2003	2008	Growth Rate	2008	2013	Growth Rate
MSA Population	407.2	409.7	0.1%	409.7	408.8	0.0%
Households	161.5	162.3	0.1%	162.3	162.9	0.1%
Retail Expenditures	3,061.1	3,167.4	0.7%	3,167.4	3,288.4	0.8%
Aggreg. Disp. Income	7,579.7	7,629.2	0.1%	7,629.2	8,072.2	1.1%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	197.4	29.4	17.2	19.4	23.4	25.1	30.6	52.3
Women (000)	212.3	29.4	15.7	18.5	25.1	26.3	32.4	64.9
Total	409.7	58.8	33.0	37.9	48.5	51.4	63.0	117.2
Percentage	100.0%	14.3%	8.0%	9.3%	11.8%	12.5%	15.4%	28.6%
Per Capita	\$22,039							
Ethnic Population:								
White	90.1%							
Black	7.0%							
Asian	0.9%							
Hispanic	1.1%							
Avg Household	\$53,949							

Market Summary

FM Classes	Class A	Class B	Class C	Viable Stations	All FMs	All AMs	Total
# Stations	2	5		6	7	6	13
Tot 12+	5.9	28.8		34.3	34.7	9.3	44.0
Avg 12+	3.0	5.8		78.0	5.0	1.6	3.4
Tot LCS	13.4	65.5		78.0	78.9	21.1	100.0
Avg LCS	6.7	13.1		13.0	11.3	3.5	7.7

Competitive Overview

Metro Rank: 129

Some stations also rated in Akron and Youngstown-Warren.

FM Stations

City of License	FCC Class	Freq	Power (kW)	HAAT	C Owner	Year Date Std Acq'd	Sales Price (\$000)	L M A	2008 Est Revenue (\$000)	Power Ratio	Avg '08 Local Comm	2009		2008		2007		2006		2005	
												Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
WUJQ Alliance	B	92.5	50.0	499	b D A Peterson Inc	47			950	0.63	13.5	6.1	5.3	6.5	6.0	6.2	5.4	4.8	4.7	4.7	
WHBC Canton	B	94.1	45.0	515	c NextMedia Group	48	0010		3,800	2.08	16.3	6.8	5.5	7.9	7.2	9.4	10.5	10.4	8.8	8.8	
WNPQ New Philadelphia	A	95.9	4.1	397	Tuscarawas Bcstg	69			300		0.9	0.4	1.1	0.4	0.4	0.6	0.9	0.4	0.4	0.4	
WKDD Munroe Falls	B	98.1	50.0	453	Clear Channel	61	0807		n/a		8.8	3.6	3.3	4.0	4.1	4.7	4.6	5.0	4.5	4.5	
WHOF North Canton	A	101.7	6.0	266	d Clear Channel	68	0807	g	700	0.53	11.9	5.5	6.8	5.7	5.3	4.5	0.0	0.4	0.0	0.0	
WQXK Salem	B	105.1	88.0	446	a Cumulus Bcstg Inc	58	0010		n/a		15.3	6.8	6.8	7.9	6.2	8.1	7.2	6.2	6.4	6.4	
WRQK Canton	B	106.9	27.5	338	d Clear Channel	61	0810 p	sw	1,850	1.72	9.6	5.5	5.5	3.8	5.1	3.8	4.6	5.4	4.9	4.9	
# FM Stations - 7												# Combos - 2									
FM TOTALS												76.3 34.7 34.3 36.2 34.3 37.3 33.2 32.6 29.7									

Multicasting Stations

Calls	City of License	Freq	Power (kW)	HAAT	C Owner	Year Std	Format	AHB 12+ Metro Shares (see rights)									
								Spring 2009	Fall 2008	Spring 2008	Fall 2007	Spring 2007	Fall 2006	Spring 2006	Fall 2005	Spring 2005	
WHOF-HD2	North Canton	101.7	6.0	266	d Clear Channel	07	70s Hits	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRQK-HD2	Canton	106.9	27.5	338	d Clear Channel	07	Blues	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# Multicasting Stations - 2								Multicasting TOTALS									
								0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

AM Stations

City of License	FCC Class	Power (kW)	Day Night	Sales Price (\$000)	L M A	2008 Est Revenue (\$000)	Power Ratio	Avg '08 Local Comm	AHB '12+ Metro Shares (see rights)													
									Spring 2009	Fall 2008	Spring 2008	Fall 2007	Spring 2007	Fall 2006	Spring 2006	Fall 2005	Spring 2005					
Callis		Freq		Year Date																		
				Std Acq'd																		
				C Owner																		
WCEr	D	900	0.5	0.08	Melodydynamic Bcstg	47	9107	85	Rlg/Sp/Tlk		75	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
WTIG	D	990	0.3	0.11	WTIG Inc	57	9109	110	Sports		75	0.0	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.4
WILB	D	1060	15.0	cp	Living Bread Radio	46	0404	300	Relgrn/Talk		75	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
WDPN	B	1310	1.0	0.48	b D A Peterson Inc	53			Soft AC		200	3.8	1.5	1.8	2.0	1.5	1.3	1.3	1.4	1.4	1.2	1.2
WHBC	B	1480	15.0	5.00	c NextMedia Group	25	0010	c1	News/Talk		3,050	1.47	7.8	8.4	7.9	9.2	8.3	10.7	11.4	13.0	13.0	13.0
WINW	D	1520	1.0	0.00	Pinelbrook Corp	66	9610	75	CCmp/Gospl		75	1.0	0.0	0.7	0.0	0.9	0.0	1.1	1.0	1.0	1.0	1.0
# AM Stations - 6										# Combos - 2												
AM TOTALS										23.7 9.3 11.3 9.9 12.0 10.0 13.5 13.8 15.6												
44.0 45.6 46.1 46.3 47.3 46.7 46.4 45.3																						
Total Local Commercial Share																						

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

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Metro Rank: 129