

LOCAL RADIO MARKET

As noted in this application, Dickey Broadcasting Company (“DBC”) is the licensee of the following full-power radio stations, all serving in the Atlanta, Georgia radio market (as defined by Nielsen):

WIFN(AM), Atlanta, Georgia (FCC Facility ID 1098)
WCNN(AM), North Atlanta, Georgia (FCC Facility ID 56398)
WFOM(AM), Marietta, Georgia (FCC Facility ID 72066)

As reported by Nielsen (*see* attachment to this Exhibit), the Atlanta radio market includes 51 full-power radio stations.¹ Under Section 73.3555(a) of the Commission’s rules, a single entity may hold attributable ownership interests in up to 8 full-power radio stations in the Atlanta market, because it has 45 or more full-power stations, with up to 5 stations in any one service (AM or FM). For purposes of this application, DBC will assume that it is possible that one or more members of the Dickey family may have an attributable interest in Cumulus Media. Cumulus reports that it owns, or otherwise has an attributable interest in, the following four full-power FM radio stations serving in the Atlanta market:

WWWQ(FM), Atlanta, Georgia (FCC Facility ID 73345)
WNNX(FM), College Park, Georgia (FCC Facility ID 6809)
WYAY(FM), Gainesville, Georgia (FCC Facility ID 48727)
WKHX-FM, Marietta, Georgia (FCC Facility ID 73161)

Accordingly, even assuming attributable interests between DBC and Cumulus, grant of the instant application would be in compliance with the Commission’s local ownership rules.²

¹ Translators and sub-channels have not been included in this count.

² Radio Locator reports 52 licensed, full-power radio stations serving in the vicinity of Atlanta, Georgia. *See*:

https://radio-locator.com/cgi-bin/locate?select=city&city=Atlanta&state=GA&band=Both&is_lic=Y&format=&dx=0&radius=&freq=&sort=freq

Atlanta GA

Metro Survey Area Overview

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Radio Metros within the Atlanta GA [MSA](#)

Radio Metros within the Atlanta [DMA](#)

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Available Research

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Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Black	PPM	Monthly
Nielsen	Hispanic	PPM	Monthly

Population Estimates

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Area	Population	Rank
MSA	4,823,200	8
DMA	5,930,100	9

Nielsen Audio no longer publishes TSA data for all markets so we have removed this information from the website.

Ethnic Composition

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Ethnic Group	Population	Pct.	Rank
Black	1,660,900	34.44 %	2
Hispanic	473,000	9.81 %	20

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

MSA Counties

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State	County
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Georgia

- BARROW
- BARTOW
- CARROLL
- CHEROKEE
- CLAYTON
- COBB
- COWETA
- DE KALB
- DOUGLAS
- FAYETTE
- FORSYTH
- FULTON
- GWINNETT
- HENRY
- NEWTON
- PAULDING
- PICKENS
- ROCKDALE
- SPALDING
- WALTON

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

**All
Stations
in the
Atlanta
GA MSA**

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Select
a
heading
to
resort
by:

<u>Station</u>	<u>Format</u>	<u>Power/Freq.</u>	<u>Owner</u>	<u>Rep</u>	<u>Translat or Dial Position</u>
WABE-FM	National Public Radio	100,000/90.1	Bd Of Ed City Atlanta	N/A	N/A
WAEC-AM	Religion	5,000/860	Beasley Media Group	N/A	N/A
WAFS-AM	Business	25,000/1190	Salem Media Group	Salem	N/A
WALR-FM	Urban AC	100,000/104.1	Cox Radio Inc	Christal	93.5
WAMJ-FM	Urban AC	33,000/107.5	Radio One, Inc	Eastman	N/A
WAMJ-F2	Urban AC	33,000/107.5	Radio One, Inc	Eastman	102.9
WAOK-AM	Urban Talk	25,000/1380	Entercom	Entercom	N/A
WAOS-AM	Mexican Regional	20,000/1600	La Favorita Inc	McGavren	N/A
WAZX-AM	Hispanic	50,000/1550	Intelli, LLC	Self	N/A
WBTR-FM	Country	580/92.1	Gradick Communication	N/A	N/A
WBZY-FM	Mexican Regional	61,000/105.3	iHeartMedia Inc	iHeartMedia	N/A
WCLK-FM	Non-Commercial College	6,000/91.9	Clark Atlanta Univ	N/A	N/A
WCNN-AM	Sports	50,000/680	Dickey Brdcst Co	Katz	93.7
WCOH-AM	Sports	1,000/1400	iHeartMedia Inc	iHeartMedia	N/A
WDWD-AM	Religion	12,000/590	Salem Media Group	McGavren	N/A
WEKS-FM	Country	12,000/92.5	Legacy Media	N/A	N/A
WFOM-AM	Sports	1,000/1230	Dickey Brdcst Co	Katz	106.3
WFSH-FM	Adult Contemporary	24,000/104.7	Salem Media Group	Eastman	N/A
WFTD-AM	Spanish Adult Hits	50,000/1080	Prieto Brdcst	Eastman	96.1

WGKA-AM	Talk	14,000/920	Salem Media Group	Eastman	N/A
WGST-AM	News/Talk	50,000/640	iHeartMedia Inc	iHeartMedia	N/A
WHTA-FM	Urban Contemporary	35,000/107.9	Radio One, Inc	Eastman	N/A
WIFN-AM	Sports	1,000/1340	Dickey Brcdst Co	Katz	103.7
WJZA-AM	Spanish New/Talk/Sport	2,500/1310	Davis Bdcst	N/A	N/A
WKHX-FM	Country	100,000/101.5	Cumulus	WW1/Katz	N/A
WLKQ-FM	Mexican Regional	4,200/102.3	Davis Bdcst	Eastman	N/A
WNIV-AM	Religion	5,000/970	Salem Media Group	Salem	N/A
WNNX-FM	Classic Rock	12,500/100.5	Cumulus	WW1/Katz	N/A
WNSY-FM	Mexican Regional	7,000/100.1	Davis Bdcst	Eastman	N/A
WPLO-AM	Spanish Adult Hits	1,500/610	Prieto Brcdst	Tach	95.7
WPZE-FM	Urban Inspirational	3,000/102.5	Radio One, Inc	Eastman	N/A
WQXI-AM	Ethnic-Other	28,000/790	Atlanta Radio Korea	N/A	N/A
WRAS-FM	Non-Commercial College	50,000/87.1	Georgia State Univrsity	N/A	N/A
WRDA-FM	Altern/Modern Rock	20,000/105.7	iHeartMedia Inc	iHeartMedia	N/A
WRDG-FM	Urban Contemporary	2,150/96.7	iHeartMedia Inc	iHeartMedia	N/A
WSB-FM	Adult Contemporary	100,000/98.5	Cox Radio Inc	Christal	N/A
WSB-AM	News	50,000/750	Cox Radio Inc	Christal	N/A
WSBB-FM	News	40,000/95.5	Cox Radio Inc	Christal	N/A
WSRV-FM	Classic Hits	100,000/97.1	Cox Radio Inc	Christal	N/A
WSTR-F3	Urban Contemporary	100,000/94.1	Entercom	McGavren	94.5

WSTR-FM	Hot AC	100,000/94.1	Entercom	Entercom	N/A
WTBS-FM	Urban Contemporary	3,000/87.7	Prism Broadcasting Ne	N/A	N/A
WTSH-FM	Country	100,000/107.1	Women's World Brdcst	Christal	107.1
WTZA-AM	Hispanic	50,000/1010	K & Z Broadcasting,	RegR	N/A
WUBL-FM	Country	78,000/94.9	iHeartMedia Inc	iHeartMedia	N/A
WUMJ-FM	Urban AC	7,900/97.5	Radio One, Inc	Eastman	N/A
WVEE-FM	Urban AC	100,000/103.3	Entercom	Entercom	N/A
WWPW-F3	Urban Contemporary	100,000/92.3	iHeartMedia Inc	iHeartMedia	N/A
WWPW-FM	Contemporary Hit Radio	100,000/96.1	iHeartMedia Inc	iHeartMedia	N/A
WWWE-AM	Talk	5,000/1100	Beasley Media Group	Eastman	N/A
WWWQ-FM	Contemporary Hit Radio	100,000/99.7	Cumulus	WW1/Katz	N/A
WWWQ-F2	Altern/Modern Rock	100,000/99.7	Cumulus	WW1/Katz	98.9
WWWQ-F3	Rhythmic Oldies	100,000/99.7	Cumulus	WW1/Katz	97.9
WXEM-AM	Mexican Regional	5,000/1460	La Favorita Inc	McGavren	N/A
WYAY-FM	News/Talk	77,000/106.7	Cumulus	WW1/Katz	N/A
WZGC-FM	Sports	66,000/92.9	Entercom	Entercom	N/A

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