

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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[Market & Station Updates](#)

[DMA 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 |
|-------|--------|
|-------|--------|

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
Station
s in the
Atlanta
GA M
SA**

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Select
a
headin
g to
resort
by:

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

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

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

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