

RADIO MARKET ANALYSIS
CUMULUS LICENSING LLC
KNRQ-FM RADIO STATION
TUALATIN, OREGON
March 2008

TECHNICAL STATEMENT

1. This technical statement and attached exhibits were prepared of behalf on Cumulus Licensing LLC ("Cumulus"), licensee of station KNRQ-FM, Channel 250C, Eugene, Oregon and permittee of KNRQ-FM, Channel 250A, Tualatin, Oregon. Cumulus is proposing to modify the outstanding KNRQ-FM permit by upgrading to Channel 250C2. Therefore, a Radio Market Analysis is necessary. KNRQ-FM's new community of license is located within a metro county in the Portland, Oregon Arbitron Market (Market #23). This is the only station in which Cumulus has an interest in the market. Further, Cumulus has no stations which have city grade contour overlap with the proposed KNRQ-FM.

2. As shown on Exhibit #1, there are fifty-six AM and FM (commercial and non-commercial) stations listed in the Portland, Oregon Arbitron market (fifty-seven with KNRQ-FM). Cumulus would be in control of one FM station. The number of stations indicated falls in the forty-five or more stations tier of §73.3555(a)(1)(i) of the Commission's rules. At this level, common ownership or control of up to eight stations, with no more than five in the same service, is permissible. Therefore, Cumulus's ownership of one FM station in the market would be in compliance with the Commission's rules.

3. The foregoing technical statement was prepared on behalf of Cumulus Licensing LLC 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 in the relevant BIA/Arbitron market was determined using the BIA Financial Network, Inc. Media Access Pro, Version 4.2. BIA database. We assume no liability for errors or omissions in the database which may be adverse to the information contained herein.



FCC Geographic Market Definition for Portland, OR

Call Letters	AM/ FM	Type		Home Market	Market		Owner	City & State of License	County of License
		Freq	Station		Designn Date	Mkt Rank			
KRSK	FM	105.1	C	Hot AC	07/02/2003	23	Entercom	Salem, OR	Marion
KBMS	AM	1480	C	Urban	07/02/2003	23	Bennett, Christopher & Gloria	Vancouver, WA	Clark
KRYP	FM	93.1	C	Talk	08/02/2006	23	Salem Communications Corporation	Gladstone, OR	Clackamas
KBZY	AM	1490	C	AC	07/02/2003	23	Capital Broadcasting Inc (OR)	Salem, OR	Marion
KPJG	AM	1220	C	Chrst/Talk	07/02/2003	23	KCCS LLC	Salem, OR	Marion
KTRO	AM	910	C	Talk	07/02/2003	23	p Salem Communications Corporation	Vancouver, WA	Clark
KLYC	AM	1260	C	Oldies	07/02/2003	23	Bohnsack Strategies	McMinnville, OR	Yamhill
KEX	AM	1190	C	FuSvc/AC	07/02/2003	23	p Clear Channel	Portland, OR	Multnomah
KYKN	AM	1430	C	Nws/Tlk/Spt	07/02/2003	23	Willamette Broadcasting Company	Keizer, OR	Marion
KGON	FM	92.3	C	Clsc Rock	07/02/2003	23	Entercom	Portland, OR	Multnomah
KPOJ	AM	620	C	Talk	07/02/2003	23	p Clear Channel	Portland, OR	Multnomah
KINK	FM	101.9	C	AAA	07/02/2003	23	CBS Radio	Portland, OR	Multnomah
KWJJ	FM	99.5	C	Country	07/02/2003	23	Entercom	Portland, OR	Multnomah
KKCW	FM	103.3	C	AC	07/02/2003	23	p Clear Channel	Beaverton, OR	Washington
KXMG	AM	1150	C	Span/Top40	07/02/2003	23	Bustos Media Enterprises LLC	Portland, OR	Multnomah
KKRZ	FM	100.3	C	CHR	07/02/2003	23	p Clear Channel	Portland, OR	Multnomah
KFXX	AM	1080	C	Sprts/Talk	07/02/2003	23	Entercom	Portland, OR	Multnomah
KLTH	FM	106.7	C	Oldies	07/02/2003	23	CBS Radio	Lake Oswego, OR	Clackamas
KPDQ	AM	800	C	Chrst/Talk	07/02/2003	23	Salem Communications Corporation	Portland, OR	Multnomah
KPDQ	FM	93.9	C	Chrst/Talk	07/02/2003	23	Salem Communications Corporation	Portland, OR	Multnomah
KUFO	FM	101.1	C	AOR	07/02/2003	23	CBS Radio	Portland, OR	Multnomah
KMUZ	AM	1010	C	Mexican	07/02/2003	23	Bustos Media Enterprises LLC	Milwaukie, OR	Clackamas
KSZN	AM	1230	C	Span/Sprts	07/02/2003	23	Bustos Media Enterprises LLC	Gresham, OR	Multnomah
KKSN	AM	1390	C	Sprts/Talk	07/02/2003	23	Entercom	Salem, OR	Marion
KFIS	FM	104.1	C	ChrsContem	07/02/2003	23	Salem Communications Corporation	Scappoose, OR	Columbia
KUIK	AM	1360	C	Nws/Tlk/Spt	07/02/2003	23	Dolphin Communications Incorporated	Hillsboro, OR	Washington
KKPZ	AM	1330	C	Christian	07/02/2003	23	Crawford Broadcasting Company	Portland, OR	Multnomah
KUPL	FM	98.7	C	Country	07/02/2003	23	CBS Radio	Portland, OR	Multnomah
KKAD	AM	1550	C	Adlt Stndrd	07/02/2003	23	Pamplin Communications Corporation	Vancouver, WA	Clark
KWIP	AM	880	C	Mexican	07/02/2003	23	Valley Broadcasting Associates LLC	Dallas, OR	Polk
KYCH	FM	97.1	C	Variety Hit	07/02/2003	23	Entercom	Portland, OR	Multnomah
KWBY	AM	940	C	Mexican	07/02/2003	23	Coss, Donald D.	Woodburn, OR	Marion
KXL	AM	750	C	Nws/Tlk/Spt	07/02/2003	23	Rose City Radio Corporation	Portland, OR	Multnomah

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed



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Call Letters	AM/FM	Type	Freq	Station	Format	Home Market	Market			City & State of License	County of License
							Designtn	Home Mkt	Owner		
							Date	Rank			
KXJM	FM	95.5	C	CHR/Rhymc	Portland, OR	Portland, OR	07/02/2003	23	Rose City Radio Corporation	Portland, OR	Multnomah
KCMD	AM	970	C	Talk	Portland, OR	Portland, OR	07/02/2003	23	CBS Radio	Portland, OR	Multnomah
KXPD	AM	1040	C	Mexican	Portland, OR	Portland, OR	07/02/2003	23	Churchill Communications LLC	Tigard, OR	Washington
KCKX	AM	1460	C	Span/Chrst	Portland, OR	Portland, OR	07/02/2003	23	Coss, Donald D.	Stayton, OR	Marion
KGDD	AM	1520	C	Mexican	Portland, OR	Portland, OR	07/02/2003	23	Bustos Media Enterprises LLC	Oregon City, OR	Clackamas
KBNP	AM	1410	C	Bus News	Portland, OR	Portland, OR	07/02/2003	23	Gottlieb, Alan M.	Portland, OR	Multnomah
KNRK	FM	94.7	C	Modern	Portland, OR	Portland, OR	07/02/2003	23	Entercom	Camas, WA	Clark
KVMX	FM	107.5	C	Rhymc/AC	Portland, OR	Portland, OR	07/02/2003	23	CBS Radio	Banks, OR	Washington
KBPS	AM	1450	NC	Variety	Portland, OR	Portland, OR	07/02/2003	23	Multnomah County School District # 1	Portland, OR	Multnomah
KPAM	AM	860	C	News/Talk	Portland, OR	Portland, OR	07/02/2003	23	Pamplin Communications Corporation	Troutdale, OR	Multnomah
KBOO	FM	90.7	NC	Variety	Portland, OR	Portland, OR	07/02/2003	23	KBOO Foundation	Portland, OR	Multnomah
KBPS	FM	89.9	NC	Classical	Portland, OR	Portland, OR	07/02/2003	23	KBPS Public Radio Foundation	Portland, OR	Multnomah
KBVM	FM	88.3	NC	RlgMs/Educ	Portland, OR	Portland, OR	07/02/2003	23	Catholic Broadcasting North West	Portland, OR	Multnomah
KDZR	AM	1640	C	Family Hits	Portland, OR	Portland, OR	07/02/2003	23	ABC/Disney	Lake Oswego, OR	Clackamas
KQOL	FM	105.9	C	Clsc Hits	Portland, OR	Portland, OR	07/02/2003	23	p Clear Channel	Vancouver, WA	Clark
KLVP	FM	88.7	NC	ChrsContem	Portland, OR	Portland, OR	07/02/2003	23	Educational Media Foundation	Cherryville, OR	Clackamas
KMHD	FM	89.1	NC	Jazz/RhyBl	Portland, OR	Portland, OR	07/02/2003	23	Mt Hood Community College District	Gresham, OR	Multnomah
KOPB	FM	91.5	NC	Info/News	Portland, OR	Portland, OR	07/02/2003	23	Oregon Public Broadcasting	Portland, OR	Multnomah
KRRC	FM	97.9	NC	Variety	Portland, OR	Portland, OR	07/02/2003	23	Reed College	Portland, OR	Multnomah
KSLC	FM	90.3	NC	Alternative	Portland, OR	Portland, OR	07/02/2003	23	Linfield College	McMinnville, OR	Yamhill
KZRI	FM	90.3	NC	Chrst/Rock	Portland, OR	Portland, OR	07/02/2003	23	Educational Media Foundation	Welches, OR	Clackamas
KWBX	FM	90.3	NC	Chrst/Rock	Portland, OR	Portland, OR	07/02/2003	23	Corban College	Salem, OR	Marion
KAJC	FM	90.1	NC	Relig Music	Portland, OR	Portland, OR	04/26/2005	23	CSN International	Salem, OR	Marion

Number of Stations in Geographic Market 56

Previous Stations in Geographic Market

"C" - Commercial Station; "NC" - Non Commercial Station

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