

**RADIO MARKET ANALYSIS**  
**REGENT BROADCASTING OF PEORIA, INC.**  
**WIXO/WZPR RADIO STATIONS**  
**PEORIA, ILLINOIS**  
**WVEL/WGLO RADIO STATIONS**  
**PEKIN, ILLINOIS**  
**WFYR RADIO STATION**  
**ELMWOOD, ILLINOIS**  
**March 2010**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared on behalf of Regent Broadcasting of Peoria, Inc. ("Regent"), proposed assignee of WIXO<sup>1</sup>, Channel 289B, Peoria, Illinois; WVEL, 1140 kHz and WGLO, Channel 238B1, Pekin, Illinois and WFYR, Channel 247B1, Elmwood, Illinois. Principals of Regent have attributable interest in the licensee of WZPW, Channel 222B1, Peoria, Illinois.<sup>2</sup> Each of these stations is licensed to a community in a metro county in the Peoria, Illinois Arbitron Market. Therefore, this review will verify compliance with the Commission's multiple ownership rules in a rated market.

**PEORIA, ILLINOIS ARBITRON/BIA MARKET REVIEW**

2. As shown on Exhibit #1, there are twenty-two AM and FM (commercial and non-commercial) stations listed in the Peoria, Illinois Arbitron Market (Market #150). Regent would be in control of four FM stations and one AM station in the same rated market. The number of stations indicated falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules. At this level, common ownership or control of up to six stations, with no

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1) There is an outstanding permit for WIXO which is also considered in this instant review.  
2) The licensee of WZPW is B & G Broadcasting, Inc.

more than four in the same service, is permissible. Therefore, Regent's control of WIXO, WZPW, WVEL, WGLO and WFYR (four FM stations and one AM) in the Peoria, Illinois Arbitron Market is in compliance with the Commission's multiple rules.

3. Based on the foregoing, the proposed assignment of WIXO, WZPW, WVEL, WGLO and WFYR to Regent is in compliance with §73.3555 of the rules.

4. The foregoing technical statement was prepared on behalf of Regent Broadcasting of Peoria, 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 in the relevant BIA/Arbitron market was determined using the BIA Financial Network, Inc. Media Access Pro, Version 4.5 BIA database. Technical data related to AM and FM facilities was extracted from the Commission's CDBS database. We assume no liability for errors or omissions in that database which may be adverse to the information contained herein.



### FCC Geographic Market Definition for Peoria, IL

Call Letters	AM/FM	Freq	Type	Station Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WBNH	FM	88.5	NC	Christian	Peoria, IL	07/02/2003	150	Central Illinois Radio Fellowship	Pekin, IL	Tazewell
WCBU	FM	89.9	NC	Classical	Peoria, IL	07/02/2003	150	Bradley University	Peoria, IL	Peoria
WCDD	FM	107.9	C	Clsc Hits	Peoria, IL	07/28/2005	150	WPW Broadcasting Incorporated	Canton, IL	Fulton
WCIC	FM	91.5	NC	ChrsContem	Peoria, IL	07/02/2003	150	Illinois Bible Institute	Pekin, IL	Tazewell
WDQX	FM	102.3	C	80s Hits	Peoria, IL	07/02/2003	150	Triad Broadcasting Company	Morton, IL	Tazewell
WFYR	FM	97.3	C	Country	Peoria, IL	07/02/2003	150	Regent Communications Inc	Elmwood, IL	Peoria
WGLO	FM	95.5	C	Clsc Rock	Peoria, IL	07/02/2003	150	Regent Communications Inc	Pekin, IL	Tazewell
WHPI	FM	101.1	C	Oldies	Peoria, IL	07/02/2003	150	Independence Media Holdings LLC	Glasford, IL	Peoria
WIRL	AM	1290	C	Country	Peoria, IL	07/02/2003	150	Triad Broadcasting Company	Peoria, IL	Peoria
WIXO	FM	105.7	C	Rock	Peoria, IL	07/02/2003	150	Regent Communications Inc	Peoria, IL	Peoria
WMBD	AM	1470	C	News/Talk	Peoria, IL	07/02/2003	150	Triad Broadcasting Company	Peoria, IL	Peoria
WOAM	AM	1350	C	DARK	Peoria, IL	07/02/2003	150	Kelly Communications Inc	Peoria, IL	Peoria
WPBG	FM	93.3	C	Oldies	Peoria, IL	07/02/2003	150	Triad Broadcasting Company	Peoria, IL	Peoria
WPEO	AM	1020	C	Chrst/Talk	Peoria, IL	07/02/2003	150	Pinebrook Foundation Inc	Peoria, IL	Peoria
WPIA	FM	98.5	C	CHR	Peoria, IL	07/02/2003	150	Independence Media Holdings LLC	Eureka, IL	Woodford
WPMJ	FM	94.3	C	Relig Music	Peoria, IL	07/02/2003	150	CRCI LLC	Chillicothe, IL	Peoria
WSWT	FM	106.9	C	Lite Rock	Peoria, IL	07/02/2003	150	Triad Broadcasting Company	Peoria, IL	Peoria
WVEL	AM	1140	C	Chrst/BkGsp	Peoria, IL	07/02/2003	150	Regent Communications Inc	Pekin, IL	Tazewell
WWCT	FM	99.9	C	Modern	Peoria, IL	07/02/2003	150	Independence Media Holdings LLC	Bartonville, IL	Peoria
WXCL	FM	104.9	C	Country	Peoria, IL	07/02/2003	150	Triad Broadcasting Company	Pekin, IL	Tazewell
WZPN	FM	96.5	C	Sports	Peoria, IL	07/02/2003	150	Independence Media Holdings LLC	Farmington, IL	Fulton
WZPW	FM	92.3	C	Rhymc/CHR	Peoria, IL	07/02/2003	150	Regent Communications Inc	Peoria, IL	Peoria

Number of Stations in Geographic Market 22

Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed



**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

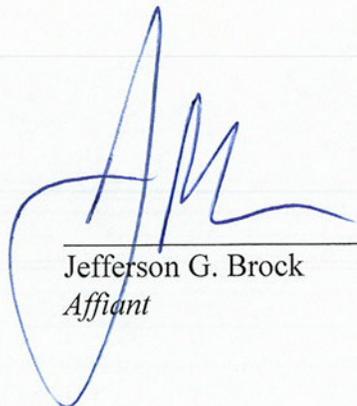
State of Georgia )  
St. Simons Island ) ss:  
County of Glynn )

**JEFFERSON G. BROCK**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Regent Broadcasting of Peoria, Inc., to prepare the attached Technical Exhibit.

His qualifications are a matter of record before the Federal Communications Commission. He has been active in Broadcast Engineering since 1979.

The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

*This the 9th day of March 2010.*



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Jefferson G. Brock  
*Affiant*

*Sworn to and subscribed before me  
this the 9th day of March 2010*



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Notary Public, State of Georgia  
My Commission Expires: June 16, 2012