

**RADIO MARKET ANALYSIS**  
**MAVERICK MEDIA OF EAU CLAIRE LLC**  
**WAYY/WAXX/WIAL EAU CLAIRE, WISCONSIN**  
**WECL ELK MOUND, WISCONSIN**  
**WDRK CORNELL, WISCONSIN**  
**WEAQ CHIPPEWA FALLS, WISCONSIN**  
**December 2002**

**TECHNICAL STATEMENT**

1. This Technical Statement and attached exhibits were prepared on behalf of Maverick Media of Eau Claire LLC<sup>1</sup> ("Maverick"), proposed assignee of WAYY, 790 kHz; WAXX, Channel 283C and WIAL, Channel 231C1 Eau Claire, Wisconsin; WECL, Channel 225A, Elk Mound, Wisconsin; WDRK, Channel 260C3, Cornell, Wisconsin; and WEAQ, 1150 kHz, Chippewa Falls, Wisconsin. The 3.16 mV/m contours of the four FM stations overlap. In addition, the 5.0 mV/m contours of the AM stations overlap with each other and all four FM city grade contours. As a result, Maverick would have interests in four FM and two AM stations in the same market. A map showing the city grade contours of the stations is attached as Exhibit #1.

2. A study has, therefore, been conducted to show ownership of these facilities complies with §73.3555 of the Commission's rules. In order to determine compliance, this study lists the number of stations providing city grade service to any of the city grade contours of the subject stations or who have sites falling within the city grade contours of the subject stations. For the purpose of this analysis, the WAXX contour was used to establish the market boundary, hereinafter referred to as the "Radio Market".

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1) Maverick is a subsidiary of Maverick Media III LLC.

3. Exhibit #2 is a depiction of the Radio Market with the transmitter sites of twenty commercial AM and FM stations, including the six subject stations (a tabulation of the stations in the Radio Market is attached as Exhibit #3). The number of stations depicted falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules.<sup>2</sup> At the fifteen to twenty-nine station level, common ownership or control of up to six stations (with no more than four in the same service) is permissible. Therefore, Mavericks's interests in WAYY, WEAQ, WAXX, WIAL, WECL and WDRK is in compliance with §73.3555 of the Commission's rules.

4. The foregoing technical statement was prepared on behalf of Maverick Media of Eau Claire 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 was extracted from the CDBS database. We assume no liability for errors or omissions in that database which may be adverse to the information contained herein.

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2) Although there are additional stations providing service to the Radio Market, they are not considered since the number of stations was ample to demonstrate compliance with the rules based on the number of stations proposed to be commonly owned.

Graham Brock, Inc. - Broadcast Technical Consultants

**WAXX**  
BLH-7142  
Latitude: 44-39-51 N  
Longitude: 090-57-41 W  
ERP: 100.00 kW  
Channel: 283C

**WDRK**  
BLH-20010831AAY  
Latitude: 45-07-22 N  
Longitude: 091-24-23 W  
ERP: 25.00 kW  
Channel: 260C3

**WEAQ**  
Latitude: 44-53-05 N  
Longitude: 091-23-25 W  
ERP: 5.00 kW  
Frequency: 1150 KHz

**WECL 3.16 mV/m**

**WDRK 3.16 mV/m**

**WEAQ 5.0 mV/m**

**WIAL**  
BLH-19810519AE  
Latitude: 44-49-48 N  
Longitude: 091-26-48 W  
ERP: 84.00 kW  
Channel: 231C1

**WECL**  
BLH-19920720KI  
Latitude: 44-53-04 N  
Longitude: 091-35-04 W  
ERP: 3.30 kW  
Channel: 225A

**WAYY**  
Latitude: 44-49-51 N  
Longitude: 091-26-58 W  
ERP: 5.00 kW  
Frequency: 790 KHz

**WIAL 3.16 mV/m**

**WAYY 5.0 mV/m**

**WAXX 3.16 mV/m**

**CITY GRADE CONTOURS**

**EXHIBIT #1**  
**RADIO MARKET ANALYSIS**  
**MAVERICK MEDIA OF EAU CLAIRE LLC**  
**WAYY/WAXX/WIAL - EAU CLAIRE, WISCONSIN**  
**WECL - ELK MOUND, WISCONSIN**  
**WDRK - CORNELL, WISCONSIN**  
**WEAQ - CHIPPEWA FALLS, WISCONSIN**  
**December 2002**

Scale 1:1,250,000

0 13 26 40 km

**Graham Brock, Inc. - Broadcast Technical Consultants**

**RADIO MARKET BOUNDARY**

**STATIONS IN RADIO MARKET**

**EXHIBIT #2**

**RADIO MARKET ANALYSIS**

**MAVERICK MEDIA OF EAU CLAIRE LLC**

**WAYY/WAXX/WIAL - EAU CLAIRE, WISCONSIN**

**WECL - ELK MOUND, WISCONSIN**

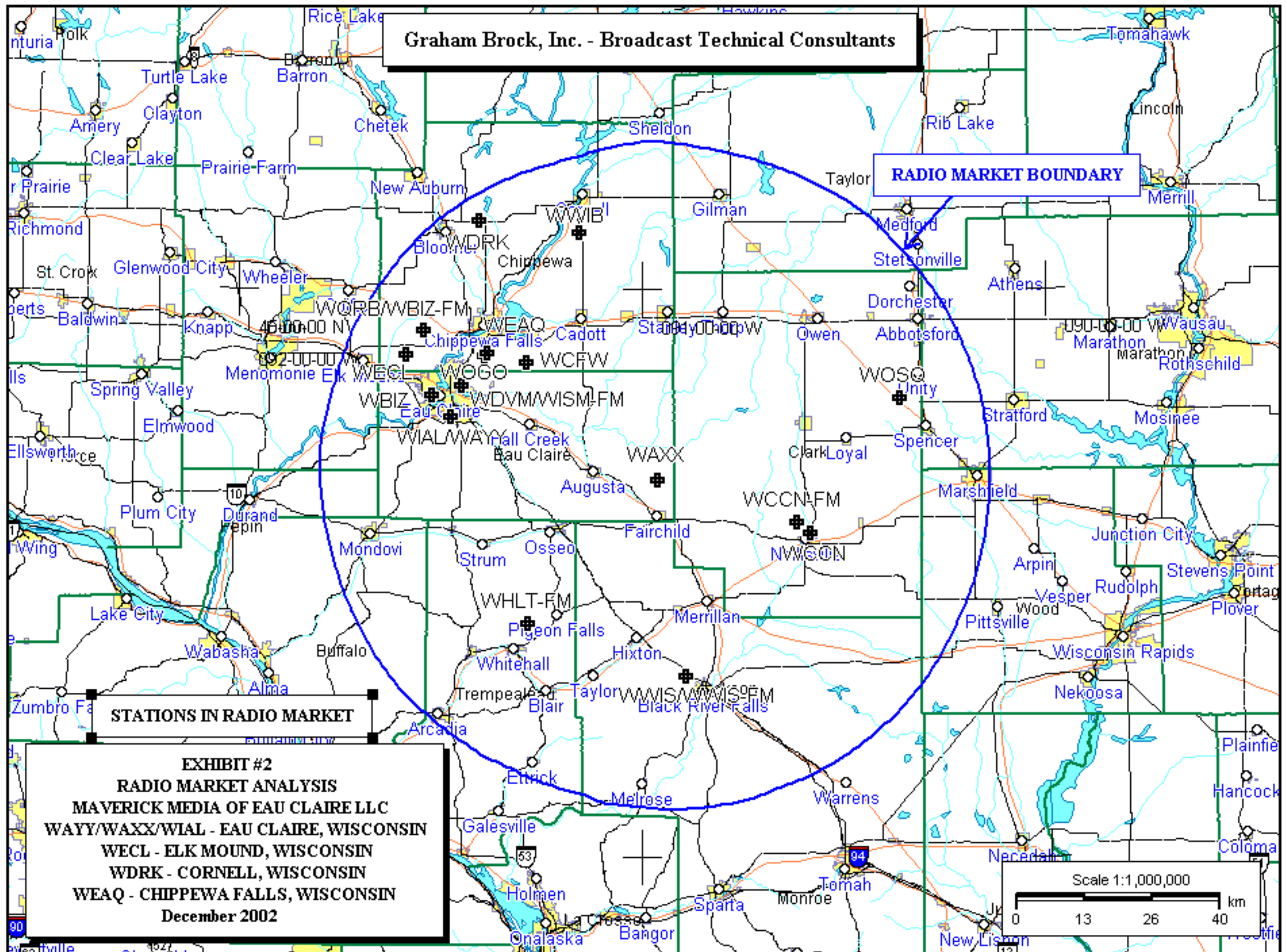
**WDRK - CORNELL, WISCONSIN**

**WEAQ - CHIPPEWA FALLS, WISCONSIN**

**December 2002**

Scale 1:1,000,000

0 13 26 40 km



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**EXHIBIT #3**

**Tabulation of Stations in Radio Market**

**AM Stations**

WOGO	680 kHz	Hallie, WI
* WAYY	790 kHz	Eau Claire, WI
WDVM	1050 kHz	Eau Claire, WI
* WEAQ	1150 kHz	Chippewa Falls, WI
WWIS	1260 kHz	Black River Falls, WI
WCCN	1370 kHz	Neillsville, WI
WBIZ	1400 kHz	Eau Claire, WI

Total AM Stations - 7

**FM Stations**

WOSQ	Ch 222A	Spencer, WI
* WECL	Ch 225A	Elk Mound, WI
* WIAL	Ch 231C1	Eau Claire, WI
WQRB	Ch 236C3	Bloomer, WI
WISM-FM	Ch 251C3	Altoona, WI
WWIS-FM	Ch 259C3	Black River Falls, WI
* WDRK	Ch 260C3	Cornell, WI
WBIZ-FM	Ch 264C1	Eau Claire, WI
WHTL-FM	Ch 272A	Whitehall, WI
WWIB	Ch 279C1	Hallie, WI
* WAXX	Ch 283C	Eau Claire, WI
WCFW	Ch 289C3	Chippewa Falls, WI
WCCN-FM	Ch 298C1	Neillsville, WI

Total FM Stations - 13

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 20**

\* Subject station