

RADIO MARKET ANALYSIS
REGENT BROADCASTING OF EVANSVILLE/OWENSBORO, INC.
WGBF/WJLT RADIO STATIONS
EVANSVILLE, INDIANA
WGBF-FM/WKDQ RADIO STATIONS
HENDERSON, KENTUCKY
WDKS RADIO STATION
NEWBURGH, INDIANA
WOMI/WBKR RADIO STATIONS
OWENSBORO, KENTUCKY
March 2010

TECHNICAL STATEMENT

1. This technical statement and attached exhibits were prepared on behalf of Regent Broadcasting of Evansville/Owensboro, Inc. ("Regent"), proposed assignee of WGBF, 1280 kHz and WJLT, Channel 287B, Evansville, Indiana; WGBF-FM, Channel 276A and WKDQ, Channel 258C0, Henderson, Kentucky; WDKS, Channel 291A, Newburgh, Indiana; and WOMI, 1490 kHz and WBKR, Channel 223C, Owensboro, Kentucky.

2. WGBF, WJLT, WGBF-FM, WKDQ and WDKS are each licensed to a community in a metro county in the Evansville, Indiana Arbitron Market (Market #163). WOMI and WBKR are not licensed to a community in a metro county in any Arbitron Market and are not designated "home" in any market. WOMI and WBKR have overlap of city grade contours with one or more of the Regent metro facilities. As a result, a hybrid ownership analysis is necessary to demonstrate compliance in both a rated and non-rated market.

EVANSVILLE, INDIANA ARBITRON/BIA MARKET REVIEW

3. As shown on Exhibit #1, there are twenty-four AM and FM (commercial and non-commercial) stations listed in the Evansville, Indiana Market. Regent would be in control of four FM stations and one AM station in the 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 more than four in the same service, is permissible. Therefore, control of WGBF, WJLT, WGBF-FM, WKDQ and WDKS in the Evansville, Indiana Market is believed to be in compliance with the Commission's radio ownership rules for rated markets.

REVISED CONTOUR OVERLAP ANALYSIS

4. A study has been conducted to verify that the proposed control of the above referenced stations is also in compliance with the Commission's revised contour overlap rules. The city grade contours of the subject stations are shown on Exhibit #2. The locations of the city grade contours of these stations create two distinct markets. Market #1 consists of AM station WGBF and FM stations WDKS, WJLT, WGBF-FM, WKDQ and WBKR. Market #2 consists of AM stations WOMI and WGBF and FM stations WKDQ and WBKR.

5. A study, therefore, has been conducted to determine if ownership of these facilities complies with §73.3555 of the Commission's rules. Since the contours of WKDQ and WBKR are subject stations in both markets, these city grade contours (defined as the Radio Market

Boundary) were used to determine the number of other commercial and non-commercial AM and FM stations that either have transmitter sites within or provide coverage to the radio market. The relative subject stations will then be added to determine the number of stations in each of the two defined markets. Only those stations with transmitter sites within 92.0 kilometers will be considered as contributors to the market. No other station in which Regent has an interest will be considered, unless it is a subject station in the market under review.

6. Exhibit #3 is a depiction of the stations within, or providing service, to the WKDQ-WBKR/Radio Market boundary. There are a total of forty-one other stations which are considered contributors to the WKDQ/WBKR market. Exhibit #4 is a tabulation of the stations in Radio Market #1, which totals forty-seven when the six subject stations are included.¹ The number of stations depicted falls in the forty-five or more stations tier of §73.3555(a)(1)(i) of the Commission's rules. At the forty-five or more stations level, common ownership or control of up to eight stations, with no more than five in the same service. As such, Market #1 is in compliance with the rules.

7. Exhibit #5 is a tabulation of the stations in Radio Market #2, which totals forty-five when the four subject stations are included. The number of stations depicted also falls in the forty-five or more stations tier of §73.3555(a)(1)(i) of the Commission's rules. At this same level, common ownership or control of up to eight stations, with no more five in the same service, is permissible. As such, Market #2 is in compliance with the rules.

1) There are additional stations contributing to the market, but they were not considered as there was a sufficient number to demonstrate compliance based on the number of stations to be commonly held.

8. Therefore, common control of WGBF, WJLT, WGBF-FM, WKDQ, WDKS, WOMI and WBKR, in the pertinent rated and non-rated markets, by Regent is in compliance with §73.3555 of the rules.

9. The foregoing technical statement was prepared on behalf of Regent Broadcasting of Evansville/Owensboro, 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. All other data was extracted from the CDBS database. We assume no liability for errors or omissions in either database which may be adverse to the information contained herein.



FCC Geographic Market Definition for Evansville, IN

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WABX	FM	107.5	C	Clsc Rock	Evansville, IN	07/02/2003	163	South Central Communications Corporation	Evansville, IN	Vanderburgh
WBNL	AM	1540	C	Soft AC	Evansville, IN	07/02/2003	163	Turpen Communications LLC	Boonville, IN	Warrick
WDKS	FM	106.1	C	Top 40	Evansville, IN	07/02/2003	163	Regent Communications Inc	Newburgh, IN	Warrick
WEJK	FM	107.1	C	Jack	Evansville, IN	07/02/2003	163	Boonville Broadcasting Co Inc	Boonville, IN	Warrick
WENS	FM	90.1	NC	ChrsContem	Evansville, IN	06/24/2005	163	Indiana Community Radio Corporation	Wadesville, IN	Posey
WEOA	AM	1400	C	Urban	Evansville, IN	07/02/2003	163	BLS Entertainment Inc	Evansville, IN	Vanderburgh
WGAB	AM	1180	C	Christian	Evansville, IN	07/02/2003	163	Faith Broadcasting Company	Newburgh, IN	Warrick
WGBF	AM	1280	C	News/Talk	Evansville, IN	07/02/2003	163	Regent Communications Inc	Evansville, IN	Vanderburgh
WGBF	FM	103.1	C	AOR	Evansville, IN	07/02/2003	163	Regent Communications Inc	Henderson, KY	Henderson
WIKY	FM	104.1	C	FuSvc/AC	Evansville, IN	07/02/2003	163	South Central Communications Corporation	Evansville, IN	Vanderburgh
WJLT	FM	105.3	C	Oldes/70sO	Evansville, IN	07/02/2003	163	Regent Communications Inc	Evansville, IN	Vanderburgh
WKDQ	FM	99.5	C	Country	Evansville, IN	07/02/2003	163	Regent Communications Inc	Henderson, KY	Henderson
WKPB	FM	89.5	NC	Classical	Evansville, IN	07/02/2003	163	Western Kentucky University	Henderson, KY	Henderson
WLFW	FM	93.5	C	Country	Evansville, IN	07/02/2003	163	South Central Communications Corporation	Chandler, IN	Vanderburgh
WNIN	FM	88.3	NC	NPR/Clsc	Evansville, IN	07/02/2003	163	Tri State Public Teleplex Inc	Evansville, IN	Vanderburgh
WPSR	FM	90.7	NC	Variety	Evansville, IN	07/02/2003	163	Evansville-Vanderburgh School Corp	Evansville, IN	Vanderburgh
WRCY	AM	1590	C	Country	Evansville, IN	07/02/2003	163	The Original Company, Inc.	Mount Vernon, IN	Posey
WSON	AM	860	C	Adlt Stndrd	Evansville, IN	07/02/2003	163	Lackey, Henry G	Henderson, KY	Henderson
WSTO	FM	96.1	C	CHR	Evansville, IN	07/02/2003	163	South Central Communications Corporation	Owensboro, KY	Daviess
WSWI	AM	820	NC	Alternative	Evansville, IN	07/02/2003	163	University of Southern Indiana	Evansville, IN	Vanderburgh
WUEV	FM	91.5	NC	Eclectic	Evansville, IN	07/02/2003	163	University of Evansville	Evansville, IN	Vanderburgh
WVHI	AM	1330	C	Chrst/Talk	Evansville, IN	07/02/2003	163	Word Broadcasting	Evansville, IN	Vanderburgh
WYFX	FM	106.7	C	Sports	Evansville, IN	07/02/2003	163	The Original Company, Inc.	Mount Vernon, IN	Posey
WYNG	FM	94.9	C	AC	Evansville, IN	07/02/2003	163	Withers Broadcasting Co	Mount Carmel, IL	Wabash

Number of Stations in Geographic Market 24

Previous Stations in Geographic Market

WKVN	FM	95.3	NC	ChrsContem		03/04/2009	0	Educational Media Foundation	Morganfield, KY	Union
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"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed

Graham Brock, Inc. - Broadcast Technical Consultants

WKDQ
 BLH-19881025KC
 Latitude: 37-52-57 N
 Longitude: 087-32-28 W
 ERP: 100.00 kW
 Channel: 258C0
 Frequency: 99.5 MHz
 AMSL Height: 416.0 m
 Horiz. Pattern: Omni
 Prop Model : FCC

WJLT
 BLH-19971219KF
 Latitude: 38-04-45 N
 Longitude: 087-36-36 W
 ERP: 50.00 kW
 Channel: 287B
 Frequency: 105.3 MHz
 AMSL Height: 280.0 m
 Horiz. Pattern: Omni
 Prop Model : FCC

WDKS
 BLH-20061011ADR
 Latitude: 37-52-57 N
 Longitude: 087-32-28 W
 ERP: 6.00 kW
 Channel: 291A
 Frequency: 106.1 MHz
 AMSL Height: 216.0 m
 Horiz. Pattern: Omni
 Prop Model : FCC

WGBF
 Latitude: 37-59-45 N
 Longitude: 087-28-36 W
 ERP: 5.00 kW
 Frequency: 1280.0 kHz
 Prop Model : FCC/M3

WDKS 3.16 mV/m

WJLT 3.16 mV/m

WGBF 5.0 mV/m

WBKR 3.16 mV/m

WBKR
 BLH-19870121KD
 Latitude: 37-36-29 N
 Longitude: 087-03-15 W
 ERP: 100.00 kW
 Channel: 223C
 Frequency: 92.5 MHz
 AMSL Height: 453.0 m
 Horiz. Pattern: Omni
 Prop Model : FCC

WGBF-FM
 BLH-19930728KB
 Latitude: 37-46-54 N
 Longitude: 087-37-24 W
 ERP: 3.20 kW
 Channel: 276A
 Frequency: 103.1 MHz
 AMSL Height: 258.0 m
 Horiz. Pattern: Omni
 Prop Model : FCC

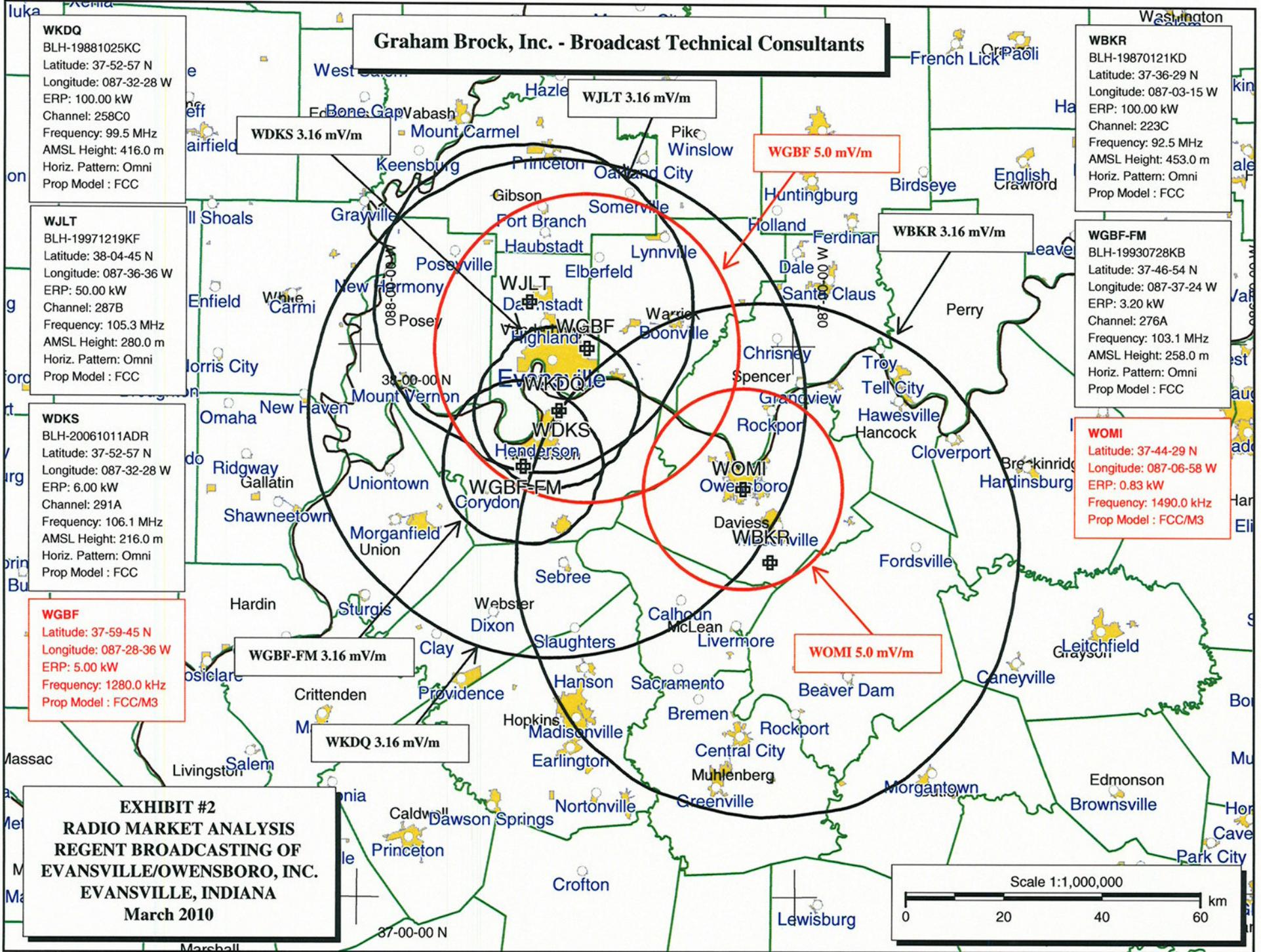
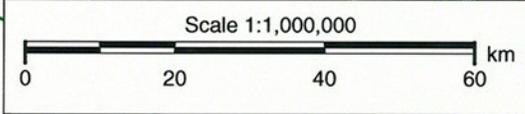
WOMI
 Latitude: 37-44-29 N
 Longitude: 087-06-58 W
 ERP: 0.83 kW
 Frequency: 1490.0 kHz
 Prop Model : FCC/M3

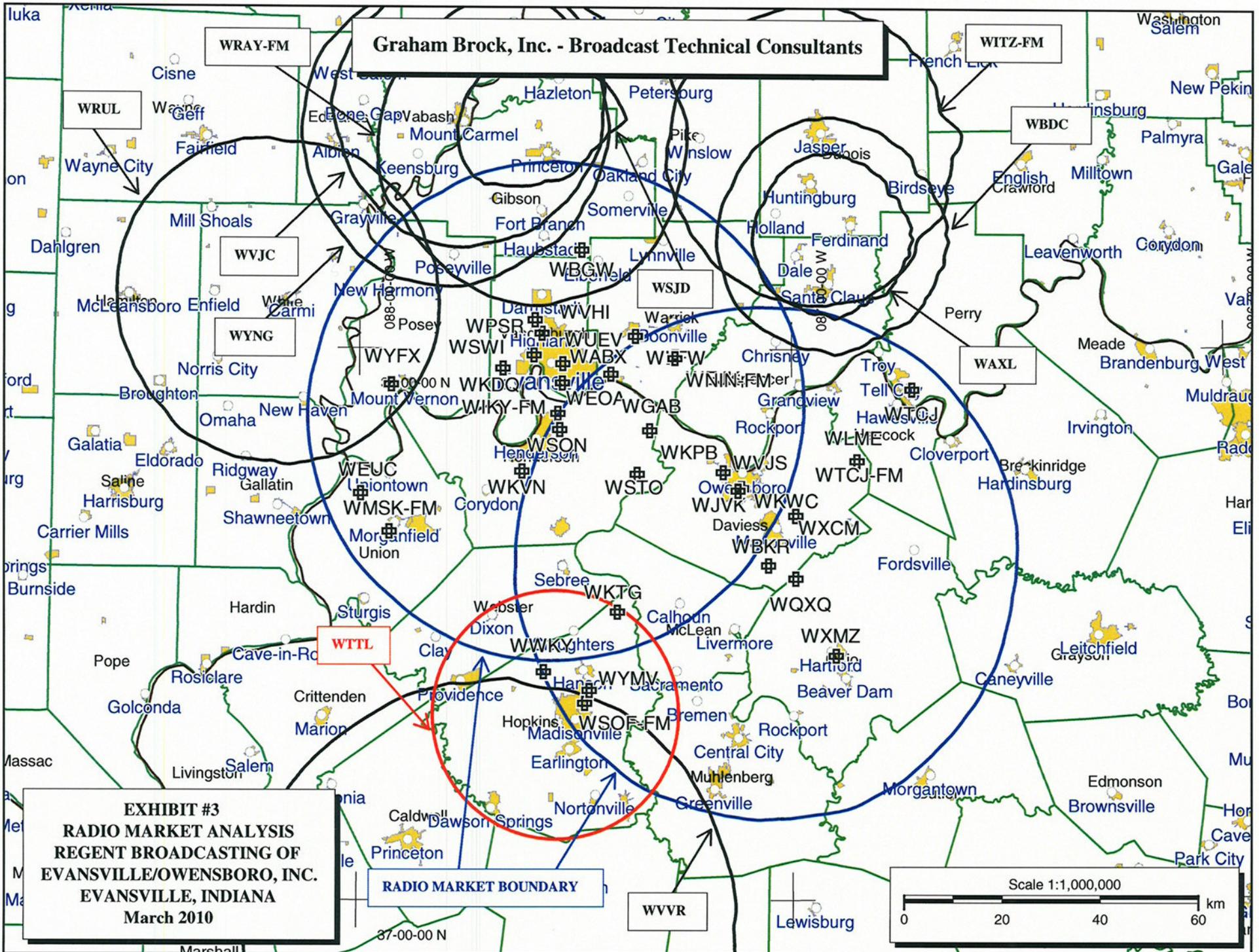
WGBF-FM 3.16 mV/m

WOMI 5.0 mV/m

WKDQ 3.16 mV/m

EXHIBIT #2
RADIO MARKET ANALYSIS
REGENT BROADCASTING OF
EVANSVILLE/OWENSBORO, INC.
EVANSVILLE, INDIANA
March 2010

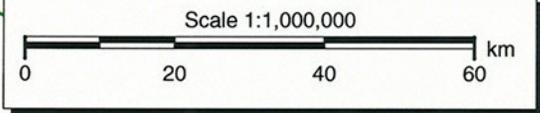




Graham Brock, Inc. - Broadcast Technical Consultants

EXHIBIT #3
RADIO MARKET ANALYSIS
REGENT BROADCASTING OF
EVANSVILLE/OWENSBORO, INC.
EVANSVILLE, INDIANA
March 2010

RADIO MARKET BOUNDARY



RADIO MARKET ANALYSIS
REGENT BROADCASTING OF EVANSVILLE/OWENSBORO, INC.
WGBF/WJLT RADIO STATIONS
EVANSVILLE, INDIANA
WGBF-FM/WKDO RADIO STATIONS
HENDERSON, KENTUCKY
WDKS RADIO STATION
NEWBURGH, INDIANA
WOMI/WBKR RADIO STATIONS
OWENSBORO, KENTUCKY
March 2010

EXHIBIT #4

Tabulation of Stations in Radio Market #1

AM Stations

	WSWI	820 kHz	Evansville, Indiana
	WSON	860 kHz	Henderson, Kentucky
	WGAB	1180 kHz	Newburgh, Indiana
	WTCJ	1230 kHz	Tell City, Indiana
*	WGBF	1280 kHz	Evansville, Indiana
+	WTTL	1310 kHz	Madisonville, Kentucky
	WVHI	1330 kHz	Evansville, Indiana
	WEOA	1400 kHz	Evansville, Indiana
	WVJS	1420 kHz	Owensboro, Kentucky

Total AM Stations - 9

FM Stations

	WNIN-FM	Ch 202B	Evansville, Indiana
	WEUC	Ch 204A	Morganfield, Kentucky
	WVJC	Ch 206B	Mount Carmel, Illinois
	WKPB	Ch 208C2	Henderson, Kentucky
	WSOF-FM	Ch 210C2	Madisonville, Kentucky
	WKWC	Ch 212A	Owensboro, Kentucky
	WPSR	Ch 214B1	Evansville, Indiana
	WUEV	Ch 218B1	Evansville, Indiana
*	WBKR	Ch 223C	Owensboro, Kentucky
	WLFW	Ch 228A	Chandler, Indiana
	WKTG	Ch 230C2	Madisonville, Kentucky
+	WYNG	Ch 235B	Mount Carmel, Illinois

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WGBF-FM/WKDQ RADIO STATIONS
HENDERSON, KENTUCKY
WDKS RADIO STATION
NEWBURGH, INDIANA
WOMI/WBKR RADIO STATIONS
OWENSBORO, KENTUCKY
March 2010

EXHIBIT #4 (continued)

	WKVN	Ch 237C3	Morganfield, Kentucky
	WSTO	Ch 241C	Owensboro, Kentucky
	WXCM	Ch 246A	Whitesville, Kentucky
+	WRUL	Ch 247B	Carmi, Illinois
	WWKY	Ch 249A	Providence, Kentucky
+	WRAY-FM	Ch 251B	Princeton, Indiana
*	WKDQ	Ch 258C0	Henderson, Kentucky
+	WVVR	Ch 262C0	Hopkinsville, Kentucky
+	WSJD	Ch 263A	Princeton, Indiana
+	WBDC	Ch 265B1	Huntingburg, Indiana
	WMSK-FM	Ch 267A	Sturgis, Kentucky
	WBGW	Ch 268A	Fort Branch, Indiana
	WQXQ	Ch 270C1	Central City, Kentucky
	WLME	Ch 274A	Lewisport, Kentucky
*	WGBF-FM	Ch 276A	Henderson, Kentucky
+	WAXL	Ch 277A	Santa Claus, Indiana
	WIKY-FM	Ch 281B	Evansville, Indiana
+	WITZ-FM	Ch 284B	Jasper, Indiana
*	WJLT	Ch 287B	Evansville, Indiana
	WTCJ-FM	Ch 289A	Cannelton, Indiana
*	WDKS	Ch 291A	Newburgh, Indiana
	WXMZ	Ch 292A	Hartford, Kentucky
	WYFX	Ch 294A	Mount Vernon, Indiana
	WYMV	Ch 295A	Madisonville, Indiana
	WEJK	Ch 296A	Boonville, Indiana
	WABX	Ch 298A	Evansville, Indiana

Total FM Stations - 38

GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 47

* Subject station.

+ Station provides city grade contour to market.

RADIO MARKET ANALYSIS
REGENT BROADCASTING OF EVANSVILLE/OWENSBORO, INC.

WGBF/WJLT RADIO STATIONS

EVANSVILLE, INDIANA

WGBF-FM/WKDO RADIO STATIONS

HENDERSON, KENTUCKY

WDKS RADIO STATION

NEWBURGH, INDIANA

WOMI/WBKR RADIO STATIONS

OWENSBORO, KENTUCKY

March 2010

EXHIBIT #5

Tabulation of Stations in Radio Market #2

AM Stations

	WSWI	820 kHz	Evansville, Indiana
	WSON	860 kHz	Henderson, Kentucky
	WGAB	1180 kHz	Newburgh, Indiana
	WTCJ	1230 kHz	Tell City, Indiana
*	WGBF	1280 kHz	Evansville, Indiana
+	WTTL	1310 kHz	Madisonville, Kentucky
	WVHI	1330 kHz	Evansville, Indiana
	WEOA	1400 kHz	Evansville, Indiana
	WVJS	1420 kHz	Owensboro, Kentucky
*	WOMI	1490 kHz	Owensboro, Kentucky

Total AM Stations - 10

FM Stations

	WNIN-FM	Ch 202B	Evansville, Indiana
	WEUC	Ch 204A	Morganfield, Kentucky
	WVJC	Ch 206B	Mount Carmel, Illinois
	WKPB	Ch 208C2	Henderson, Kentucky
	WSOF-FM	Ch 210C2	Madisonville, Kentucky
	WKWC	Ch 212A	Owensboro, Kentucky
	WPSR	Ch 214B1	Evansville, Indiana
	WUEV	Ch 218B1	Evansville, Indiana
*	WBKR	Ch 223C	Owensboro, Kentucky
	WLFW	Ch 228A	Chandler, Indiana

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WGBF/WJLT RADIO STATIONS
EVANSVILLE, INDIANA
WGBF-FM/WKDQ RADIO STATIONS
HENDERSON, KENTUCKY
WDKS RADIO STATION
NEWBURGH, INDIANA
WOMI/WBKR RADIO STATIONS
OWENSBORO, KENTUCKY
March 2010

EXHIBIT #5 (continued)

	WKTG	Ch 230C2	Madisonville, Kentucky
+	WYNG	Ch 235B	Mount Carmel, Illinois
	WKVN	Ch 237C3	Morganfield, Kentucky
	WSTO	Ch 241C	Owensboro, Kentucky
	WXCM	Ch 246A	Whitesville, Kentucky
+	WRUL	Ch 247B	Carmi, Illinois
	WWKY	Ch 249A	Providence, Kentucky
+	WRAY-FM	Ch 251B	Princeton, Indiana
*	WKDQ	Ch 258C0	Henderson, Kentucky
+	WVVR	Ch 262C0	Hopkinsville, Kentucky
+	WSJD	Ch 263A	Princeton, Indiana
+	WBDC	Ch 265B1	Huntingburg, Indiana
	WMSK-FM	Ch 267A	Sturgis, Kentucky
	WBGW	Ch 268A	Fort Branch, Indiana
	WQXQ	Ch 270C1	Central City, Kentucky
	WLME	Ch 274A	Lewisport, Kentucky
+	WAXL	Ch 277A	Santa Claus, Indiana
	WIKY-FM	Ch 281B	Evansville, Indiana
+	WITZ-FM	Ch 284B	Jasper, Indiana
	WTCJ-FM	Ch 289A	Cannelton, Indiana
	WXMZ	Ch 292A	Hartford, Kentucky
	WYFX	Ch 294A	Mount Vernon, Indiana
	WYMV	Ch 295A	Madisonville, Indiana
	WEJK	Ch 296A	Boonville, Indiana
	WABX	Ch 298A	Evansville, Indiana

Total FM Stations - 35

GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 45

* Subject station.

+ Station provides city grade contour to market.

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 Evansville/Owensboro, 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.

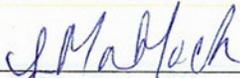
The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

This the 9th day of March 2010.

Jefferson
Affiant

Jefferson G. Brock
Affiant

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



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