

**RADIO MARKET ANALYSIS**  
**EMERALD WAVE MEDIA**  
**KWSZ (FM) RADIO STATION**  
**LOMPOC, CALIFORNIA**  
**March 2006**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared of behalf of Emerald Wave Media ("Emerald"), proposed assignee of KWSZ, Channel 286A, Lompoc, California. Emerald is also the licensee of KIDI-FM, Channel 288A, Guadalupe, and KTAP AM, 1600 kHz, Santa Maria, California. KWSZ, KIDI-FM and KTAP are each licensed to a community within a metro county in the Santa Maria-Lompoc, California Arbitron market. Since the three FM stations are located in the same Arbitron market, an analysis based on the stations in a rated market is necessary.

2. As shown on Exhibit #1, there are twenty AM and FM (commercial and non-commercial) stations listed in the Santa Maria-Lompoc, California Arbitron Market (Market #209). Emerald would be in control of two 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 KWSZ, KIDI-FM and KTAP in the Santa Maria-Lompoc, California market is believed to be in compliance with the Commission's radio ownership rules for rated markets. Therefore, Emerald's acquisition of KWSZ is in compliance with the Commission's ownership rules.

3. The foregoing technical statement was prepared on behalf of Emerald Wave Media 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 4.0. 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 Santa Maria-Lompoc, CA

| Call Letters | AM/FM | Freq  | Type Station | Format      | Home Market            | Market Designtn Date | Home Mkt Rank | Owner                          | City & State of License | County of License |
|--------------|-------|-------|--------------|-------------|------------------------|----------------------|---------------|--------------------------------|-------------------------|-------------------|
| KBOX         | FM    | 104.1 | C            | AC          | Santa Maria-Lompoc, CA | 07/02/2003           | 209           | American General Media         | Lompoc, CA              | Santa Barbara     |
| KGDP         | AM    | 660   | C            | Chrst/Talk  | Santa Maria-Lompoc, CA | 702 02003            | 209           | Radio Reps Inc                 | Oildale, CA             | Kern              |
| KGDP         | FM    | 90.5  | NC           | Spn/Cct/Tlk | Santa Maria-Lompoc, CA | 03/10/2005           | 209           | People of Action               | Santa Maria, CA         | Santa Barbara     |
| KHFR         | FM    | 89.7  | NC           | Religion    | Santa Maria-Lompoc, CA | 06/15/2005           | 209           | Family Stations Inc            | Santa Maria, CA         | Santa Barbara     |
| KIDI         | FM    | 105.5 | C            | Spn/Mex/VHt | Santa Maria-Lompoc, CA | 07/02/2003           | 209           | Emerald Wave Media             | Guadalupe, CA           | Santa Barbara     |
| KLWG         | FM    | 88.1  | NC           | CP - NOA    | Santa Maria-Lompoc, CA | 03/17/2005           | 209           | Calvary Chapel of Lompoc       | Lompoc, CA              | Santa Barbara     |
| KPAT         | FM    | 95.7  | C            | HpHop/R&B   | Santa Maria-Lompoc, CA | 07/02/2003           | 209           | American General Media         | Orcutt, CA              | Santa Barbara     |
| KRAZ         | FM    | 105.9 | C            | Country     | Santa Barbara, CA      | 07/02/2003           | 207           | Knight Broadcasting Inc        | Santa Ynez, CA          | Santa Barbara     |
| KRQK         | FM    | 100.3 | C            | Mexican     | Santa Maria-Lompoc, CA | 07/02/2003           | 209           | American General Media         | Lompoc, CA              | Santa Barbara     |
| KRQZ         | FM    | 91.5  | NC           | Christian   | Santa Maria-Lompoc, CA | 07/02/2003           | 209           | Trinity Church of the Nazarene | Lompoc, CA              | Santa Barbara     |
| KSBQ         | AM    | 1480  | C            | Span/Mexcn  | Santa Maria-Lompoc, CA | 07/02/2003           | 209           | Lazer Broadcasting Corporation | Santa Maria, CA         | Santa Barbara     |
| KSMA         | AM    | 1240  | C            | Nws/Tlk/Spt | Santa Maria-Lompoc, CA | 07/02/2003           | 209           | Clear Channel Communications   | Santa Maria, CA         | Santa Barbara     |
| KSMY         | FM    | 106.7 | C            | Mexican     | Santa Maria-Lompoc, CA | 07/02/2003           | 209           | Clear Channel Communications   | Lompoc, CA              | Santa Barbara     |
| KSNI         | FM    | 102.5 | C            | Country     | Santa Maria-Lompoc, CA | 07/02/2003           | 209           | Clear Channel Communications   | Santa Maria, CA         | Santa Barbara     |
| KSYV         | FM    | 96.7  | C            | AC          | Santa Maria-Lompoc, CA | 07/02/2003           | 209           | Knight Broadcasting Inc        | Solvang, CA             | Santa Barbara     |
| KTAP         | AM    | 1600  | C            | Mexican     | Santa Maria-Lompoc, CA | 07/02/2003           | 209           | Emerald Wave Media             | Santa Maria, CA         | Santa Barbara     |
| KTME         | AM    | 1410  | C            | Talk        | Santa Maria-Lompoc, CA | 07/02/2003           | 209           | Mapleton Communications LLC    | Lompoc, CA              | Santa Barbara     |
| KUHL         | AM    | 1440  | C            | Talk        | Santa Maria-Lompoc, CA | 07/02/2003           | 209           | Mapleton Communications LLC    | Santa Maria, CA         | Santa Barbara     |
| KWSZ         | FM    | 105.1 | C            | Rock/AC     | Santa Maria-Lompoc, CA | 07/02/2003           | 209           | Mapleton Communications LLC    | Lompoc, CA              | Santa Barbara     |
| KXFM         | FM    | 99.1  | C            | Cisc Rock   | Santa Maria-Lompoc, CA | 07/02/2003           | 209           | Clear Channel Communications   | Santa Maria, CA         | Santa Barbara     |

**Number of Stations in Geographic Market 20**

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

"p" indicates pending sale to owner listed

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

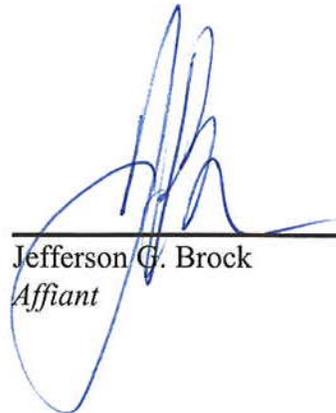
*State of Georgia )*  
*St. Simons Island ) ss:*  
*County of Glynn )*

**JEFFERSON G. BROCK,** being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Emerald Wave Media 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 16th day of March 2006.*

  
\_\_\_\_\_  
Jefferson G. Brock  
Affiant

*Sworn to and subscribed before me  
this the 16th day of March 2006*

  
\_\_\_\_\_  
Notary Public, State of Georgia  
My Commission Expires: September 3, 2007