

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

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EXHIBIT #1

AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT

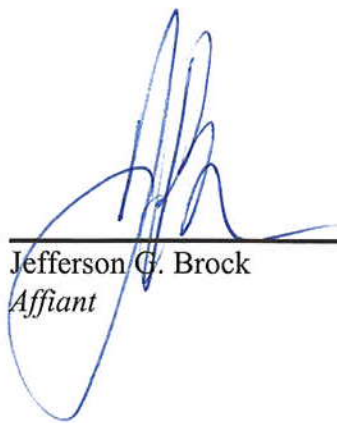
State of Georgia)
St. Simons Island) ss:
County of Glynn)

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