

MULTIPLE OWNERSHIP STUDY
BACKYARD BROADCASTING OF PENNSYLVANIA, LLC
FCC FORM 314
AUGUST 2019

This Multiple Ownership Study was conducted in reference to the proposed assignment of six stations from Backyard Broadcasting PA, LLC to Backyard Broadcasting of Pennsylvania, LLC, FCC form 314. The stations being transferred are existing combination of stations under common ownership previously approved by the Commission (See BALH-20130827ACG).

The following stations are seeking to remain in combination with this proposed transfer:

- 1) WILQ(FM) Williamsport, PA, Facility ID 52192
- 2) WBZD-FM Muncy, PA, Facility ID 72793
- 3) WZXR(FM) South Williamsport, PA, Facility ID 61180
- 4) WLMY(FM) Williamsport, PA, Facility ID 3633
- 5) WCXR(FM) Lewisburg, PA, Facility ID 15187
- 6) WWPA(AM) Williamsport, PA, Facility ID 58315

WILQ, WBZD-FM, WZXR, WLMY and WWPA are all located in Lycoming County which is also identified as the Williamsport, PA metro market. Williamsport is market #259 in the Nielson Radio Ratings. WZXR is located in the Sunbury/Selinsgrove/Lewisburg (all PA) metro area. It is market #215 in the Nielsen Radio Ratings which comprises Northumberland, Union and Snyder Counties.

Figure 1 attached shows all of the city grade signal contours of AM and FM stations (70 dB μ FM, 5 mv/m daytime AM) located within the Williamsport Metro area, or Lycoming County. There are a total of 19 stations. CFR §73.3555(a)(1)(iii) states: “In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, not

more than 7 commercial radio stations in total and not more than 4 commercial stations in the same (AM or FM)” will be allowed under common ownership. Therefore, the combination of WILQ, WBXD-FM, WZXR, WLMY and WWPA will remain in compliance with the multiple ownership rules since it is a combination of four (4) FM stations and one (1) AM station.

Figure 2 attached shows all of the city grade contours of AM and FM stations located within the Sunbury/Selinsgrove/Lewisburg market, or the stations located in Northumberland, Union and Snyder Counties. There are eleven (11) stations in this radio market. Eight stations (8) city grade overlap with WCXR. WCXR city grade overlaps with two (2) of the other FM’s under common ownership associated with this assignment, WILQ and WBZD-FM.

C.F.R. §73.3555(a)(1)(iv) states: “In a radio markets with 14 or fewer full-power, commercial and noncommercial radio stations, not more than 5 commercial radio stations in total and not more than 3 commercial stations in the same service (AM or FM); provided, however, that no person or single entity (or entities under common control) may have a cognizable interest in more than 50% of the full-power, commercial and noncommercial radio stations in such market unless the combination of stations comprises not more than one AM and one FM station”. WCXR is under common ownership with two (2) other stations, WILQ and WBZD-FM, or a total combination of three (3) FM stations in this market. Since there are nine (9) other stations that overlap with WCXR and there a total of eleven (11) stations in the Sunburg/Selinsgrove/Lewisburg market, this combined is in compliance with Commission rules regarding the multiple ownership of stations.

WILLIAMSPORT, PA MARKET STATIONS:

- 1) WILQ(FM) Williamsport, PA, Facility ID 52192
- 2) WBZD-FM Muncy, PA, Facility ID 72793
- 3) WZXR(FM) South Williamsport, PA, Facility ID 61180
- 4) WLMY(FM) Williamsport, PA, Facility ID 3633
- 5) WKSB(FM) Williamsport, PA, Facility ID 15326
- 6) WBYL(FM) Salladasburg, PA, Facility ID 49267
- 7) WVRT(FM) Mill Hall, PA, Facility ID 58313
- 8) WJSA-FM Jersey Shore, PA, Facility ID 33085
- 9) WQBR(FM) Avis, PA, Facility ID 40766
- 10) WCRG(FM) Williamsport, PA, Facility ID 93885
- 11) WKWP(FM) Williamsport, PA, Facility ID 52188
- 12) WRLC(FM) Williamsport, PA, Facility ID 39273
- 13) WVYA(FM) Williamsport, PA, Facility ID 92638
- 14) WXPI(FM) Jersey Shore, PA, Facility ID 175293
- 15) WWPA(AM) Williamsport, PA, Facility ID 58315
- 16) WLYC(AM) Williamsport, PA, Facility ID 52187
- 17) WRAK(AM) Williamsport, PA, Facility ID 15325
- 18) WRKK(AM) Hughesville, PA, Facility ID 49265
- 19) WEJS(AM) Jersey Shore, PA, Facility ID 14223

SUNBURY/SELINGROVE/LEWISBURG, PA MARKET STATIONS

- 1) WCXR(FM) Lewisburg, PA, Facility ID 15187
- 2) WQKX(FM) Sunbury, PA, Facility ID 63890
- 3) WEGH(FM) Northumberland, PA, Facility ID 63893
- 4) WRBG(FM) Mifflinburg, PA, Facility ID 40424
- 5) WGRC(FM) Lewisburg, PA, Facility ID 58717
- 6) WVLY-FM Milton, PA, Facility ID 73272
- 7) WHNA(FM) Riverside, PA, Facility ID 8552
- 8) WCFT-FM Bloomsburg, PA, Facility ID 39605
- 9) WQSU(FM) Selinsgrove, PA, Facility ID 64184
- 10) WMLP(AM) Milton, PA, Facility ID 73271
- 11) WKOK(AM) Sunbury, PA, Facility ID 63889

FIGURE 1 - WILLIAMSPORT METRO MARKET STATIONS
 70 DBU CONTOURS FOR FM
 5 MV/M CONTOURS FOR AM

- WILQ
- WBZD-FM
- WZXR
- WLMY
- WKSB
- WBYL
- WVRT
- WJSA-FM
- WQBR
- WCRG
- WKWP
- WRLC
- WVYA
- WXPI
- WWPA
- WLYC
- WRAK
- WRKK
- WEJS

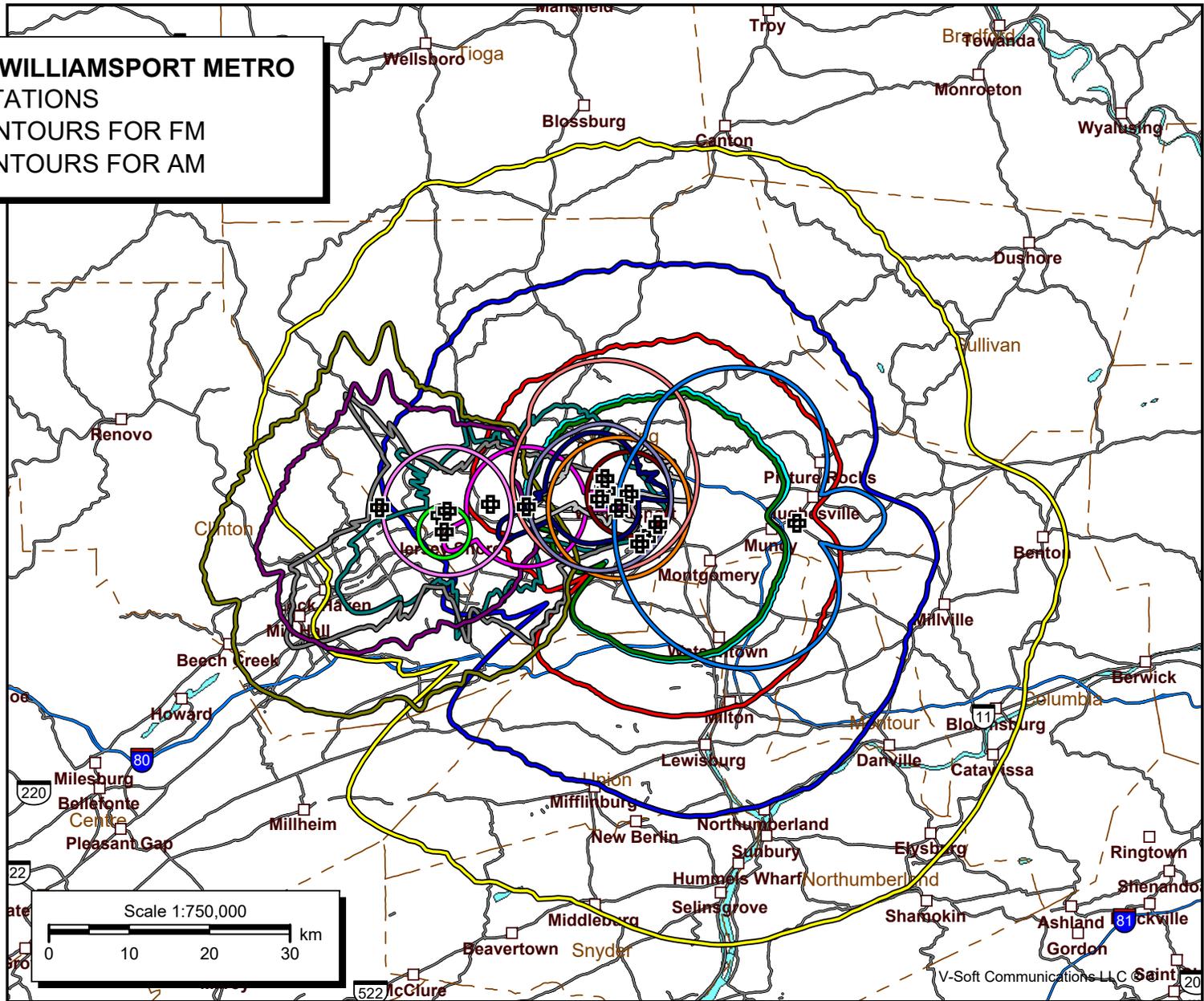


FIGURE 2 - SUNBURY/SELINGROVE/LEWISBURG PA MARKET
 FM 70 DBU CONTOURS
 AM 5 MV/M DAYTIME CONTOURS

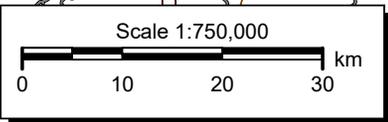
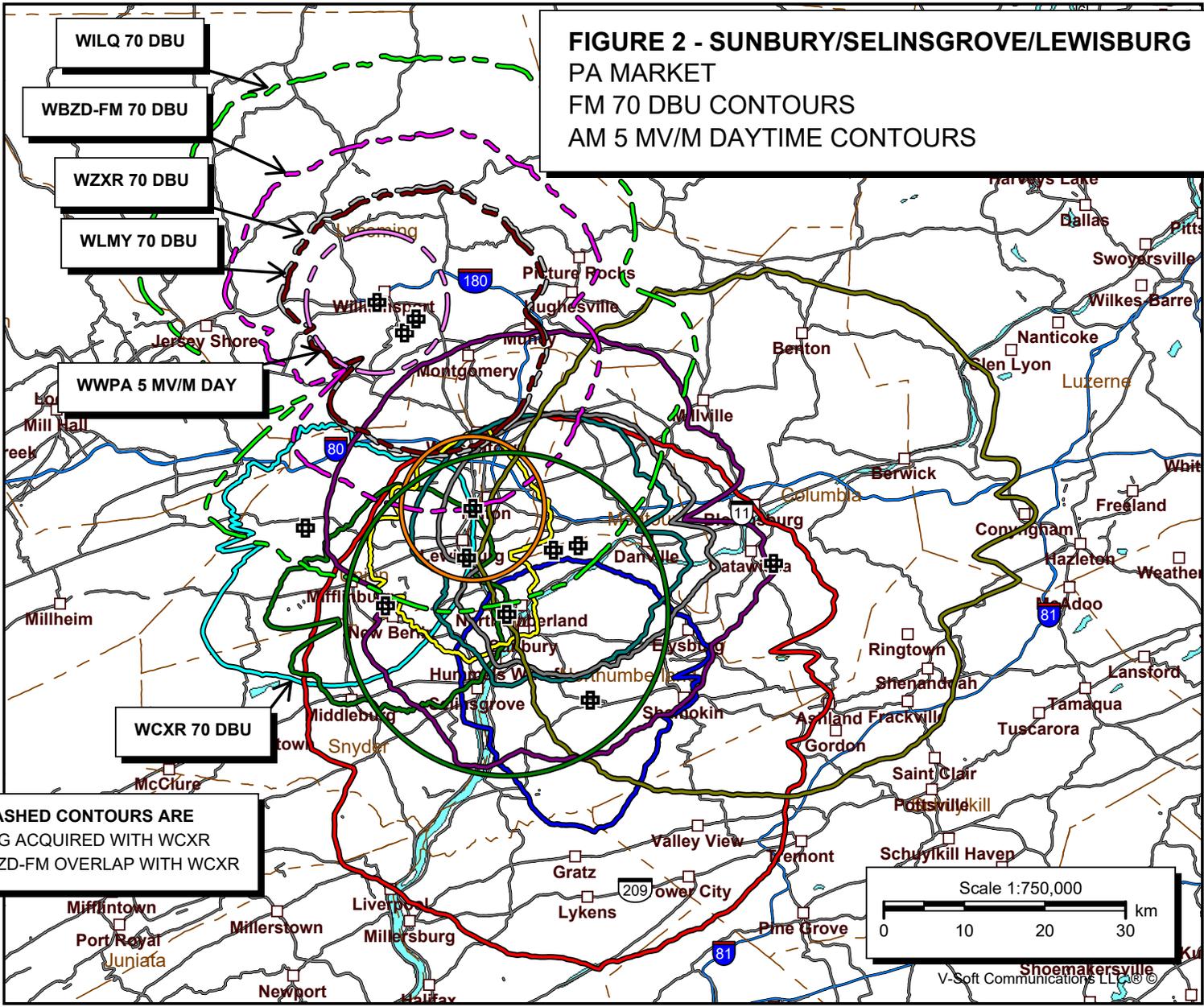
- WCXR
- WQKX
- WEGH
- WRBG
- WGRC
- WVLY-FM
- WHNA
- WCFT-FM
- WQSU
- WILQ
- WBZD-FM
- WZXR
- WLMY
- WMLP
- WKOK
- WWPA

- WILQ 70 DBU
- WBZD-FM 70 DBU
- WZXR 70 DBU
- WLMY 70 DBU

WWPA 5 MV/M DAY

WCXR 70 DBU

*** STATIONS WITH DASHED CONTOURS ARE THE STATIONS BEING ACQUIRED WITH WCXR ONLY WILQ AND WBZD-FM OVERLAP WITH WCXR**



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