

TECHNICAL STATEMENT
RADIO MULTIPLE OWNERSHIP ANALYSIS
PREMIER BROADCASTING, INC.

This statement and the attached figures were prepared on behalf of Premier Broadcasting, Inc. (“Premier”). A multiple ownership analysis was prepared considering the following radio stations under present or proposed common ownership or time brokerage:

Call Sign	City of License	Facilities
WXEF(FM)	Effingham, IL	Channel 250A, 6 kW, 95 m
WKJT(FM)	Teutopolis, IL	Channel 272A, 6 kW, 100 m

Since these stations have overlapping principal community contours (5 mV/m for AM stations, 3.16 mV/m for FM stations), an ownership study has been prepared in accordance with the Federal Communications Commission multiple ownership rules.¹

Premier also controls WXET(FM), Arcola, Illinois. The principal community coverage contour of WXET(FM) does not overlap or intersect the principal community coverage contours of either WXEF(FM) or WKJT(FM) therefore, was not included in this study.

Radio Markets

The “radio market” applicable to common ownership of the subject stations is defined as the area encompassed by the mutually overlapping principal community contours of the commonly owned stations. The predicted principal contours of WXEF(FM), WKJT(FM) and WXET(FM) are shown in Figure 1 herein.

There is one “radio market” for analysis under the Commission’s Rules defined by the principal community contours of WXEF(FM) and WKJT(FM).

Count of Stations in Defined Markets

The number of radio stations in the “radio market” is determined by counting the operating, commercial stations having principal community contours which overlap or intersect the principal community contours which define the radio market, plus the subject co-owned stations.

In Market 1, there are 10 radio stations (3 AM and 7 FM), including the subject co-owned stations, that intersect or overlap the “radio market.”

¹ See Section 73.3555 of the FCC Rules.

Figure 2 is the tabulation of the radio stations identified in the defined radio market. Only known licensed, operating commercial stations were employed for the study. Distances to contours for AM stations were predicted using the antenna patterns as identified in the Commission's AM database and the appropriate Ground Wave Field Strength versus Distance Graph of 47 CFR 73.184. Ground conductivities were obtained from FCC Figure M3. Distances to the FM contours were determined based on the method of 47 CFR 73.313. Terrain data was derived from the N.G.D.C. 30-second computer database for each of the FM stations using radials spaced every 45 degrees of azimuth.

Based on the above, it is concluded that the proposed transaction complies with Section 73.3555(a) of the FCC Rules.

A handwritten signature in black ink, appearing to read "R M Gates Jr". The signature is fluid and cursive.

Robert M. Gates, Jr., E.I.T
March 26, 2002
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Tabulation of AM Stations in Defined Radio Market 1

<u>COUNT</u>	<u>STATION</u>	<u>FREQUENCY</u>	<u>CITY</u>	<u>STATE</u>
1	WCRA	1090	EFFINGHAM	IL
2	WINU	1560	SHELBYVILLE	IL
3	WLBH	1170	MATTOON	IL

Tabulation of FM Stations in Defined Radio Market 1

<u>COUNT</u>	<u>STATION</u>	<u>FREQUENCY</u>	<u>CITY</u>	<u>STATE</u>
1	WCRC	95.7	EFFINGHAM	IL
2	WHQQ	98.9	NEOGA	IL
3	WIKK	103.5	NEWTON	IL
4	WKJT	102.3	TEUTOPOLIS	IL
5	WLBH-FM	96.9	MATTOON	IL
6	WMCI	101.3	NEOGA	IL
7	WXEF	97.9	EFFINGHAM	IL