

Radio Market Analysis – Mobile, AL

Cumulus Media Inc. (“CMI”), the ultimate indirect parent of Cumulus Licensing LLC, controls the following radio stations in the Mobile, Alabama radio metro:

Station	Community of License	Facility ID	County of License
WXQW(AM)	Fairhope, AL	2541	Baldwin
WBLX-FM	Mobile, AL	2540	Mobile
WGOK(AM)	Mobile, AL	56716	Mobile
WABD(FM)	Mobile, AL	70657	Mobile
WDLT-FM	Saraland, AL	8680	Mobile

Baldwin and Mobile Counties are located within the Mobile, Alabama metro survey area as defined by Nielsen Audio.

As reflected in the attached “FCC Geographic Market Definition for Mobile, AL,” there are 28 authorized full-power commercial and noncommercial radio stations in the Mobile, AL radio market. Section 73.3555(a)(1) of the Commission’s rules (47 C.F.R. §73.3555(a)(1)) provides that in radio markets with between 15 and 29 (inclusive) full-power radio stations, a single entity may hold a cognizable interest in no more than six (6) commercial radio stations, and not more than four (4) of which may be in the same service. As demonstrated above, upon a grant of the instant minor change application, CMI will continue to control two (2) AM stations and three (3) FM stations in the Mobile radio market, which complies with the Commission’s local radio ownership rule.