

**RADIO MARKET ANALYSIS**  
**J SPORTS BOSTON LLC**  
**WAMG RADIO STATION**  
**DEDHAM, MASSACHUSETTS**  
**WLLH RADIO STATION**  
**LOWELL, MASSACHUSETTS**  
**February 2005**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared on behalf of J Sports Boston LLC ("J Sports"), proposed assignee of WAMG, 890 kHz, Dedham, Massachusetts, and WLLH, 1400 kHz, Lowell, Massachusetts. Both WAMG and WLLH are licensed to communities located within a metro county in the Boston, Massachusetts Arbitron Market (Market #9).

2. Since these two AM stations are located in the Boston, Massachusetts market, an analysis based on the stations in a rated market is necessary. As shown on Exhibit #1, there are ninety-six AM and FM (commercial and non-commercial) stations listed in the Boston, Massachusetts Arbitron Market. J Sports would be in control of two AM stations in the market. The number of stations indicated falls in the forty-five or more stations tier of §73.3555(a)(1)(i) of the Commission's rules. At this level, common ownership or control of up to eight stations, with no more than five in the same service, is permissible. Therefore, since J Sports will control two stations in this BIA/Arbitron market with its acquisition of WAMG and WLLH, it is in compliance with the rules. That is, J Sports has permissible attributable interests in two radio stations in the AM service in the relevant market.

3. The foregoing technical statement was prepared on behalf of J Sports Boston LLC 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 that database which may be adverse to the information contained herein.



## FCC Geographic Market Definition for Boston, MA

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
NEW	FM	91.1	NC	cp - NOA	Boston, MA	07/02/2003	9	Friends of Radio Maria Inc	Winchendon, MA	Worcester
WAAF	FM	107.3	C	Rock	Boston, MA	07/02/2003	9	Entercom	Westborough, MA	Worcester
WAMG	AM	890	C	Spn/Trp/Var	Boston, MA	07/02/2003	9	Mega Communications Inc	Dedham, MA	Norfolk
WATD	FM	95.9	C	AC/Oldes	Boston, MA	07/02/2003	9	Marshfield Broadcasting Co	Marshfield, MA	Plymouth
WAVM	FM	91.7	NC	Variety	Boston, MA	07/02/2003	9	Maynard School Committee	Maynard, MA	Middlesex
WAZN	AM	1470	C	Ethnc/Varty	Boston, MA	07/02/2003	9	Multicultural Radio Broadcasting Inc	Watertown, MA	Middlesex
WBCN	FM	104.1	C	Alternative	Boston, MA	07/02/2003	9	Infinity Broadcasting	Boston, MA	Suffolk
WBET	AM	1460	C	News/Talk	Boston, MA	07/02/2003	9	Aritaur Communications Incorporated	Brockton, MA	Plymouth
WBIM	FM	91.5	NC	Variety	Boston, MA	07/02/2003	9	Bridgewater State College	Bridgewater, MA	Plymouth
WBIX	AM	1060	C	Bus News	Boston, MA	07/02/2003	9	Vicinanzo, David, Receiver	Natick, MA	Middlesex
WBMT	FM	88.3	NC	AOR	Boston, MA	07/02/2003	9	Mosconomet Regional School System	Boxford, MA	Essex
WBMX	FM	98.5	C	AC	Boston, MA	07/02/2003	9	Infinity Broadcasting	Boston, MA	Suffolk
WBNW	AM	1120	C	Bus News	Boston, MA	07/02/2003	9	Money Matters Radio Inc	Concord, MA	Middlesex
WBOQ	FM	104.9	C	Oldies	Boston, MA	07/02/2003	9	Westport Communications Limited Partnership	Gloucester, MA	Essex
WBOS	FM	92.9	C	AAA	Boston, MA	07/02/2003	9	Greater Media Inc	Brookline, MA	Norfolk
WBOT	FM	97.7	C	Urban AC	Boston, MA	07/02/2003	9	Radio One Inc	Brockton, MA	Plymouth
WBRS	FM	100.1	NC	Variety	Boston, MA	07/02/2003	9	Brandeis University	Waltham, MA	Middlesex
WBUR	FM	90.9	NC	News/Talk	Boston, MA	07/02/2003	9	Boston University	Boston, MA	Suffolk
WBZ	AM	1030	C	Nws/Tlk/Spt	Boston, MA	07/02/2003	9	Infinity Broadcasting	Boston, MA	Suffolk
WCAP	AM	980	C	Nws/Tlk/Spt	Boston, MA	07/02/2003	9	Northeast Radio Inc	Lowell, MA	Middlesex
WCAT	AM	700	C	News/Talk	Boston, MA	12/16/2004	9	Northeast Broadcasting Company	Athol, MA	Worcester
WCCM	AM	1490	C	News/Talk	Boston, MA	07/02/2003	9	Costa Eagle Broadcasting Inc	Haverhill, MA	Essex
WCMX	AM	1000	NC	Christian	Boston, MA	07/02/2003	9	Twin City Baptist Temple	Leominster, MA	Worcester
WCRB	FM	102.5	C	Classical	Boston, MA	07/02/2003	9	Charles River Broadcasting	Waltham, MA	Middlesex
WDIS	AM	1170	C	Talk	Boston, MA	07/02/2003	9	Discussion Radio Inc	Norfolk, MA	Norfolk
WDJM	FM	91.3	NC	Variety	Boston, MA	07/02/2003	9	Framingham State College	Framingham, MA	Middlesex
WEEI	AM	850	C	Sports	Boston, MA	07/02/2003	9	Entercom	Boston, MA	Suffolk
WEIM	AM	1280	C	FullService	Boston, MA	07/02/2003	9	LiveAir Communications Inc	Fitchburg, MA	Worcester
WERS	FM	88.9	NC	Variety	Boston, MA	07/02/2003	9	Emerson College	Boston, MA	Suffolk
WESX	AM	1230	C	MOR	Boston, MA	07/02/2003	9	Asher, James D.	Salem, MA	Essex
WEZE	AM	590	C	Chrst/Talk	Boston, MA	07/02/2003	9	Salem Communications Corporation	Boston, MA	Suffolk
WFEX	FM	92.1	C	Alternative	Boston, MA	07/02/2003	9	Phoenix Media Communications	Peterborough, NH	Hillsborough

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

"p" indicates pending sale to owner listed

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**EXHIBIT #1**



## FCC Geographic Market Definition for Boston, MA

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designn Date	Home Mkt Rank	Owner	City & State of License	County of License
WFGL	AM	960	NC	Religion	Boston, MA	07/02/2003	9	CSN International	Fitchburg, MA	Worcester
WFNX	FM	101.7	C	Alternative	Boston, MA	07/02/2003	9	Phoenix Media Communications	Lynn, MA	Essex
WGAO	FM	88.3	NC	AOR	Boston, MA	07/02/2003	9	Dean College	Franklin, MA	Norfolk
WGAW	AM	1340	C	Talk/News	Boston, MA	07/02/2003	9	Northeast Broadcasting Company	Gardner, MA	Worcester
WGBH	FM	89.7	NC	Cls/Jaz/Nws	Boston, MA	07/02/2003	9	WGBH Educational Foundation	Boston, MA	Suffolk
WHAB	FM	89.1	NC	Variety	Boston, MA	07/02/2003	9	Acton/Boxborough Regional School District	Acton, MA	Middlesex
WHHB	FM	99.9	NC	Variety	Boston, MA	07/02/2003	9	Holliston High School	Holliston, MA	Middlesex
WHOB	FM	106.3	C	Hot AC	Manchester, NH	07/02/2003	187	Nassau Broadcasting Partners LP	Nashua, NH	Hillsborough
WHRB	FM	95.3	C	Diverse	Boston, MA	07/02/2003	9	Harvard Radio Broadcasting	Cambridge, MA	Suffolk
WILD	AM	1090	C	Urban AC	Boston, MA	07/02/2003	9	Radio One Inc	Boston, MA	Suffolk
WINQ	FM	97.7	C	Country	Boston, MA	07/02/2003	9	Saga Communications Inc	Winchendon, MA	Worcester
WIQH	FM	88.3	NC	AOR	Boston, MA	07/02/2003	9	Concord Carlisle Reg School District	Concord, MA	Middlesex
WJDA	AM	1300	C	Soft AC	Boston, MA	07/02/2003	9	Asher, James D.	Quincy, MA	Norfolk
WJIB	AM	740	C	Easy	Boston, MA	07/02/2003	9	Bob Bittner Broadcasting Inc	Cambridge, MA	Norfolk
WJMN	FM	94.5	C	UrCHR/Rhy	Boston, MA	07/02/2003	9	Clear Channel Communications	Boston, MA	Suffolk
WKLB	FM	99.5	C	Country	Boston, MA	07/02/2003	9	Greater Media Inc	Lowell, MA	Suffolk
WKOX	AM	1200	C	Talk	Boston, MA	07/02/2003	9	Clear Channel Communications	Newton, MA	Middlesex
WLLH	AM	1400	C	Spn/Trp/Var	Boston, MA	07/02/2003	9	Mega Communications Inc	Lowell, MA	Middlesex
WLYN	AM	1360	C	Ethnc/Varty	Boston, MA	07/02/2003	9	Multicultural Radio Broadcasting Inc	Lynn, MA	Essex
WMBR	FM	88.1	NC	Variety	Boston, MA	07/02/2003	9	Technology Broadcasting Corp	Cambridge, MA	Middlesex
WMFO	FM	91.5	NC	Variety	Boston, MA	07/02/2003	9	Tufts College	Medford, MA	Middlesex
WMJX	FM	106.7	C	AC	Boston, MA	07/02/2003	9	Greater Media Inc	Boston, MA	Suffolk
WMKI	AM	1260	C	Children	Boston, MA	07/02/2003	9	ABC/Disney	Boston, MA	Suffolk
WMLN	FM	91.5	NC	Variety	Boston, MA	07/02/2003	9	Curry College	Milton, MA	Norfolk
WMRC	AM	1490	C	AC	Boston, MA	07/02/2003	9	1st Class Radio Corp	Milford, MA	Worcester
WMSX	AM	1410	C	Span/Asian	Boston, MA	07/02/2003	9	Hispanic Broadcasters Inc	Brockton, MA	Plymouth
WMWM	FM	91.7	NC	Progressive	Boston, MA	07/02/2003	9	Salem State College	Salem, MA	Essex
WNBP	AM	1450	C	Adlt Stndrd	Boston, MA	07/02/2003	9	Westport Communications Limited Partnership	Newburyport, MA	Essex
WNEF	FM	91.7	NC	Folk	Boston, MA	07/02/2003	9	University of Massachusetts	Newburyport, MA	Essex
WNNW	AM	800	C	Span/Trpcl	Boston, MA	07/02/2003	9	Costa Eagle Broadcasting Inc	Lawrence, MA	Essex
WNSH	AM	1570	C	News/Talk	Boston, MA	07/02/2003	9	Willow Farm Incorporated	Beverly, MA	Essex
WNTN	AM	1550	C	Variety	Boston, MA	07/02/2003	9	Colt Communications LLC	Newton, MA	Middlesex

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WNYN	FM	99.9	C	Clsc Rock	Boston, MA	07/02/2003	9	Northeast Broadcasting Company	Athol, MA	Worcester
WODS	FM	103.3	C	Oldies	Boston, MA	07/02/2003	9	Infinity Broadcasting	Boston, MA	Suffolk
WPAA	FM	91.7	NC	Variety	Boston, MA	07/02/2003	9	Phillips Academy	Andover, MA	Essex
WPLM	AM	1390	C	BusNw/Talk	Boston, MA	07/02/2003	9	Plymouth Rock Broadcasting	Plymouth, MA	Plymouth
WPLM	FM	99.1	C	Easy	Boston, MA	07/02/2003	9	Plymouth Rock Broadcasting	Plymouth, MA	Plymouth
WQSX	FM	93.7	C	AC	Boston, MA	07/02/2003	9	Entercom	Lawrence, MA	Essex
WRBB	FM	104.9	NC	Variety	Boston, MA	07/02/2003	9	Northeastern University	Boston, MA	Suffolk
WRCA	AM	1330	C	Ethnic	Boston, MA	07/02/2003	9	Beasley Broadcast Group	Watertown, MA	Middlesex
WRKO	AM	680	C	News/Talk	Boston, MA	07/02/2003	9	Entercom	Boston, MA	Suffolk
WROL	AM	950	C	Chrst/Talk	Boston, MA	07/02/2003	9	Salem Communications Corporation	Boston, MA	Suffolk
WROR	FM	105.7	C	Clsc Hits	Boston, MA	07/02/2003	9	Greater Media Inc	Framingham, MA	Middlesex
WRPS	FM	88.3	NC	Educational	Boston, MA	07/02/2003	9	Rockland Public Schools	Rockland, MA	Plymouth
WSMN	AM	1590	C	Sports	Boston, MA	07/30/2003	9	The WMSN Broadcasting LLC	Nashua, NH	Hillsborough
WSNH	AM	900	C	News	Manchester, NH	07/02/2003	187	Balance View LLC	Nashua, NH	Hillsborough
WSRO	AM	650	C	Talk/Chrst	Boston, MA	07/02/2003	9	Langer Broadcasting Corporation	Ashland, MA	Middlesex
WTKK	FM	96.9	C	Talk	Boston, MA	07/02/2003	9	Greater Media Inc	Boston, MA	Middlesex
WTPL	FM	107.7	C	Nws/Tlk/Spt	Manchester, NH	07/02/2003	187	p Great Eastern Radio LLC	Hillsboro, NH	Hillsborough
WTTT	AM	1150	C	News/Talk	Boston, MA	07/02/2003	9	Salem Communications Corporation	Boston, MA	Suffolk
WUMB	FM	91.9	NC	Folk	Boston, MA	07/02/2003	9	University of Massachusetts	Boston, MA	Suffolk
WUML	FM	91.5	NC	Variety	Boston, MA	07/02/2003	9	University of Massachusetts	Lowell, MA	Middlesex
WUNR	AM	1600	C	Span/News	Boston, MA	07/02/2003	9	Champion Broadcasting	Brookline, MA	Norfolk
WVBF	AM	1530	C	Information	Boston, MA	07/02/2003	9	Callahan, Steven J	Middleborough Center, MA	Plymouth
WWZN	AM	1510	C	Sprts/Talk	Boston, MA	07/02/2003	9	Rose City Radio Corporation	Boston, MA	Suffolk
WXKS	AM	1430	C	Talk	Boston, MA	07/02/2003	9	Clear Channel Communications	Everett, MA	Middlesex
WXKS	FM	107.9	C	CHR	Boston, MA	07/02/2003	9	Clear Channel Communications	Medford, MA	Middlesex
WXLO	FM	104.5	C	Hot AC	Worcester, MA	07/02/2003	107	Citadel Broadcasting Corp	Fitchburg, MA	Worcester
WXPL	FM	91.3	NC	Alternative	Boston, MA	07/02/2003	9	Fitchburg State College	Fitchburg, MA	Worcester
WXRV	FM	92.5	C	AAA	Boston, MA	07/02/2003	9	Northeast Broadcasting Company	Haverhill, MA	Essex
WYAJ	FM	97.7	NC	Variety	Boston, MA	07/02/2003	9	Sudbury Valley Broadcasting Foundation	Sudbury, MA	Middlesex
WZBC	FM	90.3	NC	Alternative	Boston, MA	07/02/2003	9	Boston College	Newton, MA	Middlesex
WZLX	FM	100.7	C	Clsc Rock	Boston, MA	07/02/2003	9	Infinity Broadcasting	Boston, MA	Suffolk
WZLY	FM	91.5	NC	Educational	Boston, MA	07/02/2003	9	Wellesley College	Wellesley, MA	Norfolk

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Call Letters	AM/ FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
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Number of Stations in Geographic Market 96

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**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 J Sports Boston LLC 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 25th day of February, 2005.*



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

*Sworn to and subscribed before me  
this the 25th day of February, 2005*



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