

RADIO MARKET ANALYSIS
PEOPLE'S RADIO, INC.
KEBV (FM) RADIO STATION
SALINAS, CALIFORNIA
March 2004

EXHIBIT #3

Tabulation of Stations in Radio Market

AM Stations

* KSRK	540 kHz	Carmel Valley, California
KDBV	980 kHz	Salinas, California
* KYAA	1200 kHz	Soquel, California
* KNRY	1240 kHz	Monterey, California
KZFX	1380 kHz	Salinas, California
KION	1460 kHz	Salinas, California
KTGE	1570 kHz	Salinas, California

Total AM Stations - 7

FM Stations

KBOQ	Ch 238A	Carmel, California
* KEBV	Ch 250A	Salinas, California
KDON-FM	Ch 273B	Salinas, California
KOCN	Ch 286A	Pacific Grove, California
KSES-FM	Ch 296A	Seaside, California

Total FM Stations - 5

GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 12

* Subject station

AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT

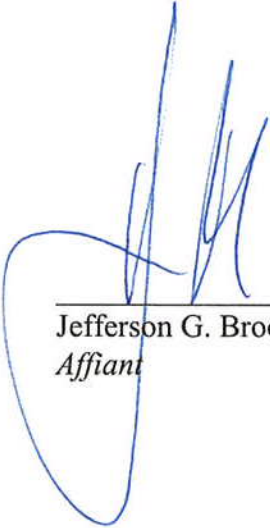
State of Georgia)
St. Simons Island) ss:
County of Glynn)

JEFFERSON G. BROCK, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by People's Radio, Inc., 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 March, 2004.



Jefferson G. Brock
Affiant

*Sworn to and subscribed before me
this the 25th day of March, 2004.*



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