

Multiple Ownership Compliance Study
Macon Urban Radio Alliance
Macon, Georgia
April 2015

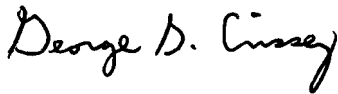
This Multiple Ownership Compliance Study was conducted to determine if Macon Urban Radio Alliance, LLC could acquire WBML (AM) at Macon, GA and be in compliance with §73.3555 of the Commission's Rules. WBML (AM) is inside the Macon, GA, BIA Metro. The applicant also has common ownership with WFXM-FM at Gordon, GA, WRWR (FM) at Cochran, GA and WYPZ (AM) at Warner Robins, GA. WBML (AM), WFXM-FM, WRWR (FM) and WYPZ (AM) are all "home" to the Macon, GA BIA Metro.

With the acquisition of WBML (AM), the applicant will own 4 stations (2 AM and 2 FM) of the 36 stations in the Macon, GA BIA Metro. A copy of the latest FCC Geographic Market Definition for the Macon, GA BIA Metro is attached. §73.3555(a)(1)(ii) states that a person or single entity (or entities under common control) may have a cognizable interest in licenses for AM or FM radio broadcast stations

In a radio market with between 30 and 44 (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 service (AM or FM);

Based on these findings, it is believed that the acquisition of WBML (AM) by Macon Urban Radio Alliance, LLC is in compliance with §73.3555 of the Commission's Rules.

All statements contained herein are thought to be accurate and correct to the knowledge of the undersigned.



George S. Crissey
Bromo Communications, Inc.

April 21, 2015



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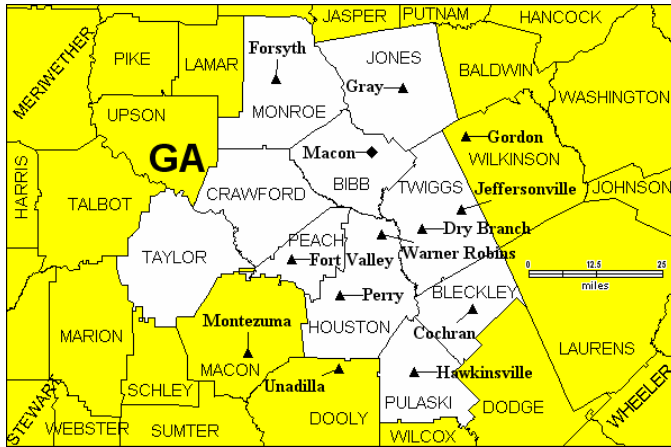
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Metro Rank: 132

Revenue Rank: 169

Macon, GA Market Overview



Metro Counties / Population (000)

Bibb, GA	157.7
Bleckley, GA	13.5
Crawford, GA	13.1
Houston, GA	145.9
Jones, GA	29.5
Monroe, GA	27.5
Peach, GA	28.3
Pulaski, GA	11.8
Taylor, GA	8.6
Twiggs, GA	8.8
Total	444.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

OVER-THE-AIR ESTIMATED GROSS REVENUES ★★

2009	2010	2011	2012	2013	2014	Δ 09 - 14
\$9,800	\$10,600	\$10,700	\$10,300	\$10,000	\$9,600	-0.5%
Δ 13 - 14	2015	2016	2017	2018	2019	Δ 14 - 19
-4.0%	\$9,700	\$9,800	\$9,900	\$10,000	\$10,100	1.1%

Online/Interactive Gross Revenue

2014	2015	2016	2017	2018	2019	Δ 14 - 19
\$630	\$690	\$760	\$830	\$900	\$980	9.4%

	2009	2014	2019	Est. Breakout
Revenue/Retail Sales	\$2.17/1,000	\$1.86/1,000	\$1.82/1,000	Local 85%
Revenue/Capita	\$22.95	\$21.59	\$21.89	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and Total Personal Income in 000,000's)

	2009	2014	Growth Rate	2014	2019	Growth Rate
MSA Population	427.0	444.7	0.8%	444.7	461.3	0.7%
Households	133.3	137.8	0.7%	137.8	145.4	1.1%
Retail Sales	4,521.8	5,166.9	2.7%	5,166.9	5,558.0	1.5%
Total Personal Income	10,515.1	11,394.3	1.6%	11,394.3	12,828.0	2.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	214.3	37.4	19.0	22.3	28.8	26.0	30.2	50.4
Women (000)	230.4	36.0	17.8	22.5	30.7	28.6	32.4	62.5
Total	444.7	73.4	36.8	44.8	59.4	54.6	62.6	113.0
Percentage	100.0%	16.5%	8.3%	10.1%	13.4%	12.3%	14.1%	25.4%
Per Capita	\$ 31,529							
Median Household	\$ 54,104							
Avg Household	\$ 87,629							
Ethnic Population:	White 51.8%	Black 41.0%	Asian 2.2%	Hispanic 4.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable Stations	All FMs	All AMs	Total
# Stations	7		8	9	15	12	27
Tot 12+	22.9		38.4	54.9	61.3	9.9	71.2
Avg 12+	3.3		4.8	6.1	4.1	0.8	2.6
Tot LCS	32.2		53.9	77.1	86.1	13.9	100.0
Avg LCS	4.6		6.7	8.6	5.7	1.2	3.7

FCC Geographic Market Definition for Macon, GA

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WAYS	AM	1500	C	Sports	Macon, GA	07/02/2003	132	Cumulus Media Holdings Inc	Macon, GA	Bibb
WBIB	FM	89.1	NC	ChrsContem	Macon, GA	04/24/2012	132	Believers in Broadcasting Inc	Forsyth, GA	Monroe
WBKG	FM	88.9	NC	Chrst/Talk	Macon, GA	07/02/2003	132	American Family Association Incorporated	Macon, GA	Bibb
WBML	AM	900	C	Black Gospl	Macon, GA	07/02/2003	132	p Murray, Christopher	Macon, GA	Bibb
WCEH	AM	610	C	Adlt Stndrd	Macon, GA	04/24/2012	132	Georgia Eagle Broadcasting Inc	Hawkinsville, GA	Pulaski
WDDO	AM	1240	C	Black Gospl	Macon, GA	07/02/2003	132	Cumulus Media Holdings Inc	Macon, GA	Bibb
WDEN	FM	99.1	C	Country	Macon, GA	07/02/2003	132	Cumulus Media Holdings Inc	Macon, GA	Bibb
WDXQ	AM	1440	C	Clsc Hits	Macon, GA	04/24/2012	132	Georgia Eagle Broadcasting Inc	Cochran, GA	Bleckley
WFVS	FM	96.9	NC	DARK	Macon, GA	01/16/2015	132	Fort Valley State University	Reynolds, GA	Taylor
WFXM	FM	107.1	C	Urban AC	Macon, GA	07/02/2003	132	Murray, Christopher	Gordon, GA	Wilkinson
WIBB	AM	1280	C	Span/AdHts	Macon, GA	07/02/2003	132	iHeartMedia	Macon, GA	Bibb
WIBB	FM	97.9	C	Urban	Macon, GA	07/02/2003	132	iHeartMedia	Fort Valley, GA	Peach
WJDS	FM	88.7	NC	Span/Chrst	Macon, GA	01/08/2004	132	Augusta Radio Fellowship Institute	Sparta, GA	Hancock
WJTG	FM	91.3	NC	Inspr/Chrst	Macon, GA	07/02/2003	132	Family Life Broadcasting System	Fort Valley, GA	Peach
WLZN	FM	92.3	C	HpHop/Rhy	Macon, GA	07/02/2003	132	Cumulus Media Holdings Inc	Macon, GA	Bibb
WMAC	AM	940	C	Nws/Tlk/Spt	Macon, GA	07/02/2003	132	Cumulus Media Holdings Inc	Macon, GA	Bibb
WMGB	FM	95.1	C	CHR	Macon, GA	07/02/2003	132	Cumulus Media Holdings Inc	Montezuma, GA	Macon
WMUM	FM	89.7	NC	NPR/Cls/Jaz	Macon, GA	04/24/2012	132	Georgia Public Telecommunications Commission	Cochran, GA	Bleckley
WNEX	AM	1400	C	Black Gospl	Macon, GA	07/02/2003	132	Register Communications Inc	Macon, GA	Bibb
WNNG	FM	99.9	C	News/Talk	Macon, GA	07/02/2003	132	Georgia Eagle Broadcasting Inc	Unadilla, GA	Dooly
WPCH	FM	96.5	C	Country	Macon, GA	07/02/2003	132	iHeartMedia	Gray, GA	Jones
WPEZ	FM	93.7	C	AC/LtRck	Macon, GA	07/02/2003	132	Cumulus Media Holdings Inc	Jeffersonville, GA	Twiggs
WPGA	AM	980	C	Black Gospl	Macon, GA	07/02/2003	132	Register Communications Inc	Perry, GA	Houston
WPGA	FM	100.9	C	Country	Macon, GA	07/02/2003	132	Register Communications Inc	Perry, GA	Houston
WPLA	AM	1670	C	Sports	Macon, GA	04/24/2006	132	iHeartMedia	Dry Branch, GA	Twiggs
WPWB	FM	90.5	NC	Christian	Macon, GA	07/02/2003	132	Augusta Radio Fellowship Institute	Byron, GA	Peach
WQBZ	FM	106.3	C	AOR	Macon, GA	07/02/2003	132	iHeartMedia	Fort Valley, GA	Peach
WQMJ	FM	100.1	C	R&B Oldies	Macon, GA	07/02/2003	132	Roberts Communications Inc	Forsyth, GA	Monroe
WQXZ	FM	103.9	C	Clsc Hits	Macon, GA	08/05/2005	132	Georgia Eagle Broadcasting Inc	Hawkinsville, GA	Pulaski
WRBV	FM	101.7	C	Urban AC	Macon, GA	07/02/2003	132	iHeartMedia	Warner Robins, GA	Houston
WROK	FM	105.5	C	Rock	Macon, GA	07/02/2003	132	Esserman, Edward	Macon, GA	Bibb
WRWR	FM	107.5	C	Urban AC	Macon, GA	07/02/2003	132	Murray, Christopher	Cochran, GA	Bleckley
WWWD	FM	102.1	NC	ChrsContem	Macon, GA	04/24/2012	132	Flinn Broadcasting Corporation	Bolingbroke, GA	Monroe
WXKO	AM	1150	C	Country	Macon, GA	07/02/2003	132	Sun Broadcasting Inc (GA)	Fort Valley, GA	Peach

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

"p" indicates pending sale to owner listed

FCC Geographic Market Definition for Macon, GA

Call Letters	AM/ FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WYPZ	AM	1350	C	Black Gospl	Macon, GA	02/18/2011	132	Murray, Christopher	Warner Robins, GA	Houston
WZCH	FM	102.5	NC	ChrsContem	Macon, GA	07/02/2003	132	Educational Media Foundation	Warner Robins, GA	Houston

Number of Stations in Geographic Market 36

Previous Stations in Geographic Market

WCEH	FM	98.3	C	Adlt Stndrd		02/18/2011	0	Georgia Eagle Broadcasting Inc	Pinehurst, GA	Dooly
WXJO	AM	1120	C	Span/Relgn	Atlanta, GA	07/03/2006	9	Monte Sinai Inc	Douglasville, GA	Douglas