

**RADIO MARKET ANALYSIS**  
**RADIO LICENSE HOLDING CBC, LLC**  
**WFYR - ELMWOOD, ILLINOIS**  
**WGLO/WVEL - PEKIN, ILLINOIS**  
**WIXO/WZPW - PEORIA, ILLINOIS**  
**May 2012**

**TECHNICAL STATEMENT**

1. This Technical Statement and attached exhibits were prepared on behalf of Radio License Holding CBC, LLC ("RLH"), proposed assignee of WFYR, Channel 247B1, Elmwood, Illinois; WGLO, Channel 238B1, and WVEL, 1140 kHz, Pekin, Illinois; and WIXO, Channel 289B, and WZPW, Channel 222B1, Peoria, Illinois. Each of these stations is licensed to a community in a metro county in the Peoria, Illinois Arbitron Market. Therefore, this review will verify that the referenced stations are in compliance in a rated market.

**PEORIA, ILLINOIS BIA/ARBITRON MARKET**

2. As shown on Exhibit #1, there are twenty-three AM and FM (commercial and non-commercial) stations listed in the Peoria, Illinois Arbitron Market (Market #154). RLH will control four FM stations and one AM station in the market. The number of stations indicated falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules. At this level, common ownership or control of up to six stations, with no more than four in the same service, is permissible. Therefore, RLH is in compliance in the rated Peoria, Illinois market.

3. Based on the compliance shown in the rated market reviewed, the proposed acquisition of WFRY, WGLO, WVLE, WIXO and WZPW is in compliance with §73.3555 of the Commission's multiple ownership rules.

4. The foregoing technical statement was prepared on behalf of Radio License Holding CBC, 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 was extracted from the CDBS database. Data regarding the relevant Arbitron market was determined using the BIA MEDIA Access Pro Version 4.6. We assume no liability for errors or omissions in those databases which may be adverse to the information contained herein.

# FCC Geographic Market Definition for Peoria, IL

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WAZU	FM	90.7	NC	Variety	Peoria, IL	06/07/2010	154	Sirius Syncope Inc	Peoria, IL	Peoria
WBNH	FM	88.5	NC	Christian	Peoria, IL	07/02/2003	154	Central Illinois Radio Fellowship	Pekin, IL	Tazewell
WCBU	FM	89.9	NC	NPR/News	Peoria, IL	07/02/2003	154	Bradley University	Peoria, IL	Peoria
WCDD	FM	107.9	C	Country	Peoria, IL	07/28/2005	154	WPW Broadcasting Incorporated	Canton, IL	Fulton
WCIC	FM	91.5	NC	ChrsContem	Peoria, IL	07/02/2003	154	Illinois Bible Institute Inc	Pekin, IL	Tazewell
WDQX	FM	102.3	C	80s Hits	Peoria, IL	07/02/2003	154	Triad Broadcasting Company	Morton, IL	Tazewell
WFYR	FM	97.3	C	Country	Peoria, IL	07/02/2003	154	Townsquare Media LLC	Elmwood, IL	Peoria
WGLO	FM	95.5	C	Clsc Rock	Peoria, IL	07/02/2003	154	Townsquare Media LLC	Pekin, IL	Tazewell
WHPI	FM	101.1	C	Adult Hits	Peoria, IL	07/02/2003	154	Advanced Media Partners LLC	Glasford, IL	Peoria
WIRL	AM	1290	C	Country	Peoria, IL	07/02/2003	154	Triad Broadcasting Company	Peoria, IL	Peoria
WIXO	FM	105.7	C	Rock	Peoria, IL	07/02/2003	154	Townsquare Media LLC	Peoria, IL	Peoria
WMBD	AM	1470	C	News/Talk	Peoria, IL	07/02/2003	154	Triad Broadcasting Company	Peoria, IL	Peoria
WOAM	AM	1350	C	DARK	Peoria, IL	07/02/2003	154	Nelson Multimedia Inc	Peoria, IL	Peoria
WPBG	FM	93.3	C	Oldies	Peoria, IL	07/02/2003	154	Triad Broadcasting Company	Peoria, IL	Peoria
WPEO	AM	1020	C	Chrst/Talk	Peoria, IL	07/02/2003	154	WPEO Radio Foundation	Peoria, IL	Peoria
WPIA	FM	98.5	C	CHR	Peoria, IL	07/02/2003	154	Advanced Media Partners LLC	Eureka, IL	Woodford
WPMJ	FM	94.3	C	DARK	Peoria, IL	07/02/2003	154	CRCI LLC	Chillicothe, IL	Peoria
WSWT	FM	106.9	C	Lite Rock	Peoria, IL	07/02/2003	154	Triad Broadcasting Company	Peoria, IL	Peoria
WVEL	AM	1140	C	Chrst/BkGsp	Peoria, IL	07/02/2003	154	Townsquare Media LLC	Pekin, IL	Tazewell
WWCT	FM	99.9	C	AAA	Peoria, IL	07/02/2003	154	Advanced Media Partners LLC	Bartonville, IL	Peoria
WXCL	FM	104.9	C	Country	Peoria, IL	07/02/2003	154	Triad Broadcasting Company	Pekin, IL	Tazewell
WZPN	FM	96.5	C	Sports	Peoria, IL	07/02/2003	154	Advanced Media Partners LLC	Farmington, IL	Fulton
WZPW	FM	92.3	C	Rhymc/CHR	Peoria, IL	07/02/2003	154	Townsquare Media LLC	Peoria, IL	Peoria

Number of Stations in Geographic Market 23

## Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

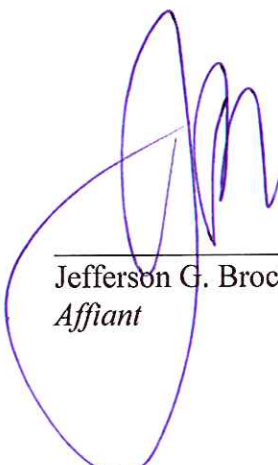
*State of Georgia    )*  
*St. Simons Island    ) ss:*  
*County of Glynn    )*

**JEFFERSON G. BROCK**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Radio License Holding CBC, 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.

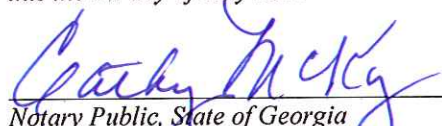
*This the 1st day of May 2012.*



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Jefferson G. Brock  
*Affiant*

*Sworn to and subscribed before me  
this the 1st day of May 2012*



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*Notary Public, State of Georgia*  
*My Commission Expires: March 14, 2015*