

Augusta-Bangor, Maine Combination

Frequency proposes to acquire the licenses of the following seventeen radio stations that are licensed to communities located within or near the Augusta-Waterville, Maine Arbitron Metro Market or the Bangor, Maine Arbitron Metro Market:

<i>Station</i>	<i>Community</i>	<i>Current Licensee</i>
WABK-FM	Gardiner, Maine	Capstar
WBFB(FM)	Belfast, Maine	CC Licenses
WCME(FM)	Boothbay Harbor, Maine	Capstar
WFZX(FM)	Searsport, Maine	CC Licenses
WGUY(FM)	Dexter, Maine	CC Licenses
WIGY(FM)	Madison, Maine	Capstar
WKCG(FM)	Augusta, Maine	Capstar
WKSQ(FM)	Ellsworth, Maine	CC Licenses
WLKE(FM)	Bar Harbor, Maine	CC Licenses
WMCM(FM)	Rockland, Maine	Capstar
WQSS(FM)	Camden, Maine	CC Licenses
WTOS-FM	Skowhegan, Maine	Capstar
WVOM(FM)	Howland, Maine	CC Licenses
WWBX(FM)	Bangor, Maine	CC Licenses
WABI(AM)	Bangor, Maine	CC Licenses
WFAU(AM)	Gardiner, Maine	Capstar
WRKD(AM)	Rockland, Maine	Capstar

Except as described below and in the attached Engineering Statement, the instant application complies with the FCC's current local radio ownership rules utilizing both the Arbitron methodology and the Commission's modified contour overlap methodology.¹

Arbitron Markets Methodology

Augusta-Waterville, ME: WABK-FM, WKCG(FM), and WFAU(AM) are listed by Arbitron as "home" to the Augusta-Waterville, Maine radio market and have their communities of license located within the geographic boundaries of that market.² WTOS-FM is "home" to the Augusta-Waterville market, but it is licensed to a community outside of this market. No other station in which Frequency holds or proposes to hold an attributable interest is "home" to or located within this market.

¹ See 2002 Biennial Regulatory Review – Review of the Commission's Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996, *Report & Order & Notice of Proposed Rulemaking*, 18 FCC Rcd 13,620 (2003) ("*Biennial Review*").

² See BIA Financial Network, "Augusta-Waterville, ME Market Overview" and "FCC Geographic Market Definition for Augusta-Waterville, ME" available at BIA Media Access Pro Database.

The BIA Media Access Pro Database identifies thirteen full-power commercial and non-commercial stations as “home” to or licensed within the Augusta-Waterville market. Consequently, Frequency’s proposed attributable interest in three FM stations and one AM station in the Augusta-Waterville market complies with the local radio ownership rules under the Arbitron methodology.

Bangor, ME: WFBF(FM), WFZX(FM), WGUY(FM), WVOM(FM), WWBX(FM), and WABI(AM) are listed by Arbitron as “home” to the Bangor, Maine radio market and have their communities of license located within the geographic boundaries of that market.³ WKSQ(FM) is “home” to the Bangor market, but it is licensed to a community outside of this market. No other station in which Frequency holds or proposes to hold an attributable interest is “home” to or located within this market.

The BIA Media Access Pro Database identifies twenty-three full-power commercial and non-commercial stations as “home” to or licensed within the Bangor market. Consequently, Frequency’s proposed ownership of six FM stations and one AM station in the Bangor market does not comply with the local radio ownership rules under the Arbitron methodology. Frequency may hold an attributable interest in only four of the six FM stations listed above in this market. Accordingly, as explained above, Frequency will propose to assign the licenses of two of these stations to a properly insulated divestiture trust prior to or contemporaneously with the closing of the transactions contemplated by the instant application. After assignment to the trust, Frequency’s interests in the Bangor market will comply with the local radio ownership rule under the Arbitron methodology.

Modified Contour Overlap Methodology

As detailed in the attached Engineering Statement, the principal community contours of a number of the stations listed above overlap each other, creating eleven separate radio markets in which Frequency proposes to hold an attributable interest.

Market 1. Overlap of the principal community contours of WVOM(FM), WLKE(FM), and WKSQ(FM) creates one radio market for application of the Commission’s modified contour overlap methodology. This market includes at least twenty additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of twenty-three full-power radio stations. Consequently, Frequency’s proposed ownership of three FM stations in this market complies with the Commission’s local radio ownership rules.

Market 2. Overlap of the principal community contours of WABI(AM), WWBX(FM), WVOM(FM), WKSQ(FM), WFZX(FM), and WFBF(FM) creates a

³ See BIA Financial Network, “Bangor, ME Market Overview” and “FCC Geographic Market Definition for Bangor, ME” available at BIA Media Access Pro Database.

second radio market for application of the Commission's modified contour overlap methodology. This market includes at least twenty-eight additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of thirty-four full-power radio stations. Consequently, Frequency's proposed ownership of five FM stations and one AM station in this market does not comply with the Commission's local radio ownership rules. As described above, Frequency will propose to assign one of the stations in this market to a divestiture trust.

Market 3. Overlap of the principal community contours of WABI(AM), WWBX(FM), WVOM(FM), WGUY(FM), and WBFB(FM) creates a third radio market for application of the Commission's modified contour overlap methodology. This market includes at least twenty-six additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of thirty-one full-power radio stations. Consequently, Frequency's proposed ownership of four FM stations and one AM station in this market complies with the Commission's local radio ownership rules.

Market 4. Overlap of the principal community contours of WTOS-FM and WGUY(FM) creates a fourth radio market for application of the Commission's modified contour overlap methodology. This market includes at least seven additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of nine full-power radio stations. Consequently, Frequency's proposed ownership of two FM stations in this market complies with the Commission's local radio ownership rules.

Market 5. Overlap of the principal community contours of WTOS-FM and WIGY(FM) creates a fifth radio market for application of the Commission's modified contour overlap methodology. This market includes at least seven additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of nine full-power radio stations. Consequently, Frequency's proposed ownership of two FM stations in this market complies with the Commission's local radio ownership rules.

Market 6. Overlap of the principal community contours of WTOS-FM, WABK-FM, and WKCG(FM) creates a sixth radio market for application of the Commission's modified contour overlap methodology. This market includes at least seven additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of ten full-power radio stations. Consequently, Frequency's proposed ownership of three FM stations in this market complies with the Commission's local radio ownership rules.

Market 7. Overlap of the principal community contours of WFAU(AM), WKCG(FM), WCME(FM), and WABK-FM creates a seventh radio market for application of the Commission's modified contour overlap methodology. This market includes at least seventeen additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of twenty-one full-power radio

stations. Consequently, Frequency's proposed ownership of three FM stations and one AM station in this market complies with the Commission's local radio ownership rules.

Market 8. Overlap of the principal community contours of WQSS(FM), WKCG(FM), WCME(FM), and WABK-FM creates an eighth radio market for application of the Commission's modified contour overlap methodology. This market includes at least seventeen additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of twenty-one full-power radio stations. Consequently, Frequency's proposed ownership of four FM stations in this market complies with the Commission's local radio ownership rules.

Market 9. Overlap of the principal community contours of WQSS(FM), WMCM(FM), WCME(FM), and WABK-FM creates a ninth radio market for application of the Commission's modified contour overlap methodology. This market includes at least seventeen additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of twenty-one full-power radio stations. Consequently, Frequency's proposed ownership of four FM stations in this market complies with the Commission's local radio ownership rules.

Market 10. Overlap of the principal community contours of WKRD(AM), WQSS(FM), WMCM(FM), and WBFB(FM) creates a tenth radio market for application of the Commission's modified contour overlap methodology. This market includes at least eighteen additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of twenty-two full-power radio stations. Consequently, Frequency's proposed ownership of three FM stations and one AM station in this market complies with the Commission's local radio ownership rules.

Market 11. Overlap of the principal community contours of WWBX(FM), WQSS(FM), WKSQ(FM), WFZX(FM), and WBFB(FM) creates an eleventh radio market for application of the Commission's modified contour overlap methodology. This market includes at least twenty-two additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of twenty-seven full-power radio stations. Consequently, Frequency's proposed ownership of five FM stations in this market does not comply with the Commission's local radio ownership rules. As described above, Frequency will propose to assign one of the stations in this market to a divestiture trust.

ATTACHMENT 1

Augusta-Bangor Combination

Engineering Exhibit of duTreil, Lundin & Rackley, Inc.

ENGINEERING STATEMENT
RADIO MULTIPLE OWNERSHIP ANALYSIS
BANGOR/AUGUSTA, MAINE

This radio multiple ownership analysis was prepared to consider common ownership of the stations tabulated below under the FCC “Interim” contour analysis method. * GoodRadio.TV License, LLC. is acquiring several radio stations in the Bangor/Augusta, Maine area. Below is a tabulation of facilities for each station.

Call Sign / Facility ID	Location	Facilities
WABK(FM)/68297	Gardiner, ME	CH 282B 50 kW 113 M
WBFB(FM) / 25411	Belfast, ME	CH 284B 10 kW 335 M
WCME(FM)/4090	Boothbay Harbor, ME	CH 244B1 15.5 kW 127 M
WFZX(FM)/59505	Searsport, ME	CH 269B1 2.65 KW 306 M
WGUY(FM)/28685	Dexter, ME	CH 271C2 23 kW 205 M
WIGY(FM)/28684	Madison, ME	CH 248A 6 kW 100 M
WKCG(FM)/68660	Augusta, ME	CH 267B 50 kW 98 M
WKSQ(FM)/341	Ellsworth, ME	CH 233B 11.5 kW 313 M
WLKE(FM)/62289	Bar Harbor, ME	CH 256B 45 kW 121 M
WMCM(FM)/57301	Rockland, ME	CH 277B 16 kW 235 M
WQSS(FM)/41104	Camden, ME	CH 273B 7.9 kW 366 M
WTOS-FM/46352	Skowhegan, ME	CH 286C 57 kW 747 M
WVOM(FM)/4092	Howland, ME	CH 280C 90 kW 460 M
WWBX(FM)/3671	Bangor, ME	CH 246B 6.5 kW 375 M
WABI(AM)/3670	Bangor, ME	910 kHz 5 kW-U DA-N
WFAU(AM)/68296	Gardiner, ME	1280 kHz 5 kW-U DA-N
WRKD(AM)/57300	Rockland, ME	1450 kHz 1 kW-U ND-1

The principal community contours of these stations are depicted on a map included herein as Figure 1. Since the principal community contours (5 mV/m for AM stations, 3.16 mV/m for FM stations) of some of the stations are involved in mutual overlap, an ownership study was prepared in accordance with the Federal Communications Commission multiple ownership rules as outlined in Section 73.3555.

Radio Markets

The “radio markets” applicable to common ownership of the subject stations are defined as the areas encompassed by the mutually overlapping principal community contours of the stations proposed to be commonly owned. The table below lists the defined markets:

Defined Radio Market	Stations that Define Radio Market	
	AM Stations	FM Stations
Market 1	---	WVOM(FM)/WLKE(FM)/WKSQ(FM)
Market 2	WABI	WWBX(FM)/WVOM(FM)/WKSQ(FM)/WFZX(FM)/WBFB(FM)
Market 3	WABI	WWBX(FM)/WVOM(FM)/WGUY(FM)/WBFB(FM)
Market 4	---	WTOS-FM/WGUY
Market 5	---	WTOS-FM/WIGY
Market 6		WTOS-FM/WABK-FM/WKCG
Market 7	WFAU	WKCG/WCME/WABK-FM
Market 8	---	WQSS/WKCG/WCME/WABK-FM
Market 9	---	WQSS/WMCM/WCME/WABK-FM
Market 10	WRKD	WQSS/WMCM/WBFB
Market 11	---	WWBX/WQSS/WKSQ/WFZX/WBFB

* See Report and Order and Notice of Proposed Rulemaking, MB Docket 02-277, FCC 03-127, Released July 2, 2003.

Count of Stations in the Defined Markets

The number of radio stations in a “radio market” is determined by counting the operating stations having principal community contours which overlap or intersect the principal community contours which define the radio market. Only those stations located within 92 km of the perimeter of the mutual overlap area of the defined market area were employed in the count of stations. Commonly owned stations were not considered in the count of stations in the defined markets. The results of the analysis are tabulated below:

Defined Radio Markets	Number of Other Stations in the Radio Market
Market 1	4 AM, 16 FM; 20 Total
Market 2	5 AM, 23 FM; 28 Total
Market 3	5 AM, 21 FM; 26 Total
Market 4	2 AM, 5 FM; 7 Total
Market 5	2 AM, 5 FM; 7 Total
Market 6	2 AM, 5 FM; 7 Total
Market 7	2 AM, 15 FM; 17 Total
Market 8	2 AM, 15 FM; 17 Total
Market 9	2 AM, 15 FM; 17 Total
Market 10	4 AM, 14 FM; 18 Total
Market 11	5 AM, 17 FM; 22 Total

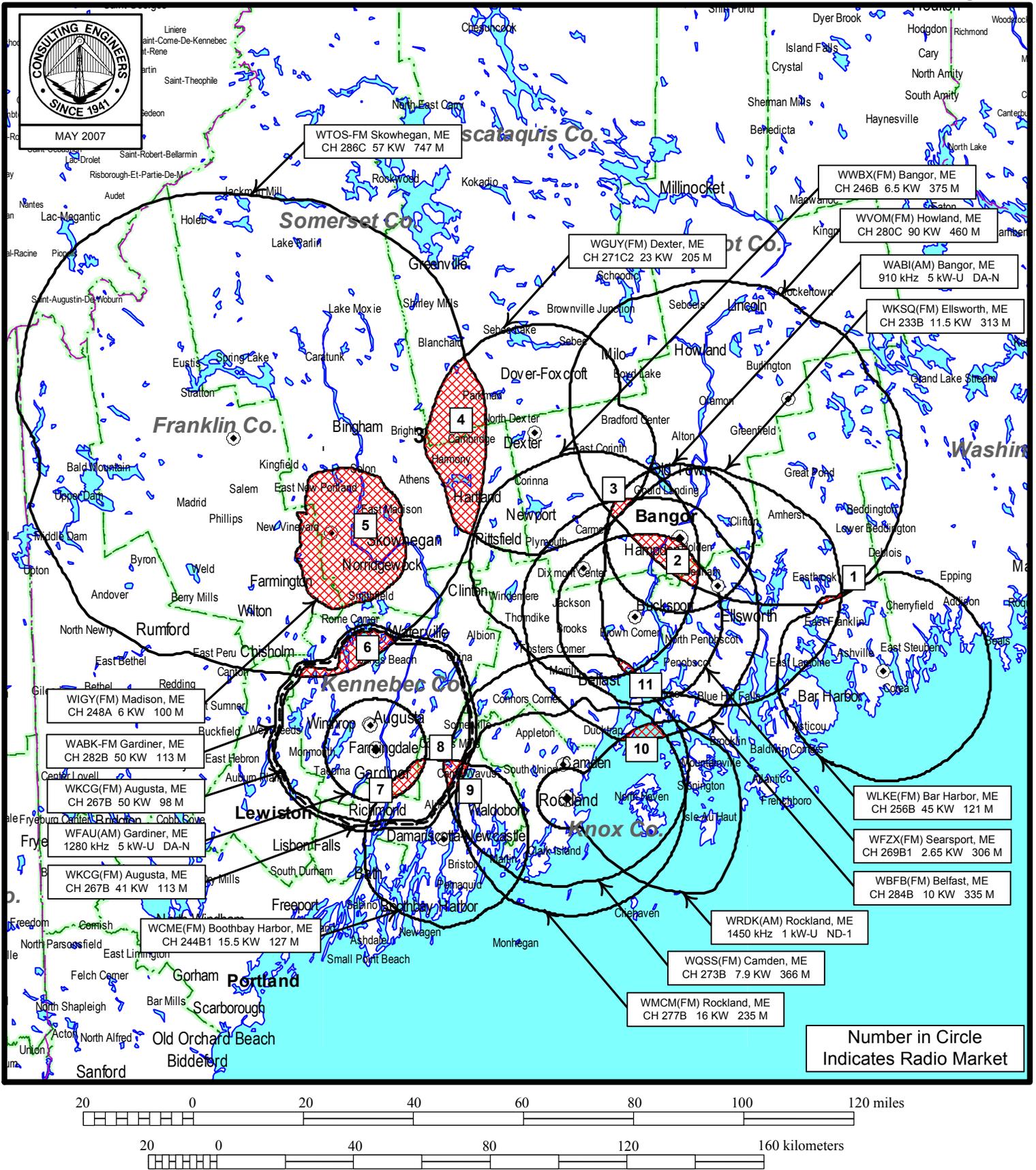
Figure 2 are tabulations of the radio stations identified in the defined radio market. Only known licensed, operating stations were employed for the study. Distances to the AM coverage contours were predicted using the antenna patterns as identified in the Commission's AM database and the appropriate Ground Wave Field Strength versus Distance Graph of 47 CFR 73.184. Ground conductivity data were obtained from FCC Figure M3. Distances to the FM contours were determined based on the method of 47 CFR 73.313. Terrain data was derived from the N.G.D.C. 30 second computer database for each of the FM stations using radials evenly-spaced every 10 degrees of azimuth.

Charles A. Cooper

du Treil, Lundin & Rackley, Inc.
201 Fletcher Ave.
Sarasota, Florida 34237
(941)329-6000

May 1, 2007

Figure 1



**PRINCIPAL COMMUNITY CONTOURS OF SUBJECT STATIONS
BANGOR/AUGUSTA, MAINE
GOODRADIO.TV LICENSE, LLC.**

TECHNICAL STATEMENT
RADIO MULTIPLE OWNERSHIP ANALYSIS
GOODRADIO.TV LICENSE, LLC.

Tabulation of Other Stations Defined in the Radio Market #1

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Channel</u>
WHCF	Bangor	ME	203
WHSN	Bangor	ME	207
WERU-FM	Blue Hill	ME	210
WMEH	Bangor	ME	215
WMEB-FM	Orono	ME	220
WEZQ	Bangor	ME	225
WRMO	Milbridge	ME	229
WWMJ	Ellsworth	ME	239
WNSX	Winter Harbor	ME	249
WJCX	Pittsfield	ME	258
WKIT-FM	Brewer	ME	262
WBYA	Islesboro	ME	288
WHMX	Lincoln	ME	289
WQCB	Brewer	ME	293
WBZN	Old Town	ME	297
WBQI	Bar Harbor	ME	299
WZON	Bangor	ME	620
WNZS	Veazie	ME	1340
WDEA	Ellsworth	ME	1370
WWNZ	Veazie	ME	1400

Tabulation of Other Stations Defined in the Radio Market #2

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Channel</u>
WHCF	Bangor	ME	203
WHSN	Bangor	ME	207
WERU-FM	Blue Hill	ME	210
WMEP	Camden	ME	213
WMEH	Bangor	ME	215
WMEB-FM	Orono	ME	220
WEZQ	Bangor	ME	225
WCTB	Fairfield	ME	228
WRMO	Milbridge	ME	229
WWWA	Winslow	ME	237
WWMJ	Ellsworth	ME	239
WNSX	Winter Harbor	ME	249
WEBB	Waterville	ME	253
WJCX	Pittsfield	ME	258
WKIT-FM	Brewer	ME	262
WDME-FM	Dover-Foxcroft	ME	276
WBYA	Islesboro	ME	288
WHMX	Lincoln	ME	289
WQCB	Brewer	ME	293
WBQX	Thomaston	ME	295
WBZN	Old Town	ME	297

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Channel</u>
WBQI	Bar Harbor	ME	299
WFMX	Skowhegan	ME	300
WZON	Bangor	ME	620
WSKW	Skowhegan	ME	1160
WNZS	Veazie	ME	1340
WDEA	Ellsworth	ME	1370
WWNZ	Veazie	ME	1400

Tabulation of Other Stations Defined in the Radio Market #3

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Channel</u>
WHCF	Bangor	ME	203
WHSN	Bangor	ME	207
WERU-FM	Blue Hill	ME	210
WMEP	Camden	ME	213
WMEH	Bangor	ME	215
WMEB-FM	Orono	ME	220
WEZQ	Bangor	ME	225
WWWA	Winslow	ME	237
WWMJ	Ellsworth	ME	239
WNSX	Winter Harbor	ME	249
WEBB	Waterville	ME	253
WJCX	Pittsfield	ME	258
WKIT-FM	Brewer	ME	262
WDME-FM	Dover-Foxcroft	ME	276
WBYA	Islesboro	ME	288
WHMX	Lincoln	ME	289
WQCB	Brewer	ME	293
WBQX	Thomaston	ME	295
WBZN	Old Town	ME	297
WBQI	Bar Harbor	ME	299
WFMX	Skowhegan	ME	300
WZON	Bangor	ME	620
WSKW	Skowhegan	ME	1160
WNZS	Veazie	ME	1340
WDEA	Ellsworth	ME	1370
WWNZ	Veazie	ME	1400

Tabulation of Other Stations Defined in the Radio Markets #4, 5 & 6

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Channel</u>
WMDR-FM	Oakland	ME	205
WWWA	Winslow	ME	237
WKTJ-FM	Farmington	ME	257
WTBM	Mexico	ME	264
WFMX	Skowhegan	ME	300
WTME	Rumford	ME	780
WSKW	Skowhegan	ME	1160

Tabulation of Other Stations Defined in the Radio Markets #7, 8, 9

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Channel</u>
WMHB	Waterville	ME	209
WMEP	Camden	ME	213
WMEW	Waterville	ME	217
WCYI	Lewiston	ME	230
WWWA	Winslow	ME	237
WJJB-FM	Topsham	ME	238
WLOB-FM	Rumford	ME	242
WEBB	Waterville	ME	253
WCLZ	Brunswick	ME	255
WTHT	Auburn	ME	260
WBLM	Portland	ME	275
WBCI	Bath	ME	290
WBQX	Thomaston	ME	295
WFNK	Lewiston	ME	298
WFMX	Skowhegan	ME	300
WMDR	Augusta	ME	1340
WJZN	Augusta	ME	1400

Tabulation of Other Stations Defined in the Radio Market #10

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Channel</u>
WHSN	Bangor	ME	207
WERU-FM	Blue Hill	ME	210
WMEP	Camden	ME	213
WMEH	Bangor	ME	215
WEZQ	Bangor	ME	225
WWMJ	Ellsworth	ME	239
WNSX	Winter Harbor	ME	249
WEBB	Waterville	ME	253
WJCX	Pittsfield	ME	258
WKIT-FM	Brewer	ME	262
WBYA	Islesboro	ME	288
WQCB	Brewer	ME	293
WBQX	Thomaston	ME	295
WBZN	Old Town	ME	297
WZON	Bangor	ME	620
WNZS	Veazie	ME	1340
WDEA	Ellsworth	ME	1370
WWNZ	Veazie	ME	1400

Tabulation of Other Stations Defined in the Radio Market #11

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Channel</u>
WHCF	Bangor	ME	203
WHSN	Bangor	ME	207
WERU-FM	Blue Hill	ME	210
WMEP	Camden	ME	213

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Channel</u>
WMEH	Bangor	ME	215
WEZQ	Bangor	ME	225
WWWA	Winslow	ME	237
WWMJ	Ellsworth	ME	239
WNSX	Winter Harbor	ME	249
WEBB	Waterville	ME	253
WJCX	Pittsfield	ME	258
WKIT-FM	Brewer	ME	262
WBYA	Islesboro	ME	288
WQCB	Brewer	ME	293
WBQX	Thomaston	ME	295
WBZN	Old Town	ME	297
WFMX	Skowhegan	ME	300
WZON	Bangor	ME	620
WSKW	Skowhegan	ME	1160
WNZS	Veazie	ME	1340
WDEA	Ellsworth	ME	1370
WWNZ	Veazie	ME	1400

ATTACHMENT 2

Augusta-Bangor Combination

Printouts from BIA Media Access Pro Database



FCC Geographic Market Definition for Augusta-Waterville, ME

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WFAU	AM	1280	C	Sports	Augusta-Waterville, ME	07/02/2003	267	p Clear Channel	Gardiner, ME	Kennebec
WABK	FM	104.3	C	Oldies	Augusta-Waterville, ME	07/02/2003	267	p Clear Channel	Gardiner, ME	Kennebec
WMDR	AM	1340	C	Country	Augusta-Waterville, ME	07/02/2003	267	Light of Life Ministries	Augusta, ME	Kennebec
WKCG	FM	101.3	C	AC	Augusta-Waterville, ME	07/02/2003	267	p Clear Channel	Augusta, ME	Kennebec
WJZN	AM	1400	C	Oldies	Augusta-Waterville, ME	07/02/2003	267	Citadel Communications	Augusta, ME	Kennebec
WMME	FM	92.3	C	Top 40	Augusta-Waterville, ME	07/02/2003	267	Citadel Communications	Augusta, ME	Kennebec
WTOS	FM	105.1	C	AOR	Augusta-Waterville, ME	07/02/2003	267	p Clear Channel	Skowhegan, ME	Somerset
WTVL	AM	1490	C	Oldies	Augusta-Waterville, ME	07/02/2003	267	Citadel Communications	Waterville, ME	Kennebec
WEBB	FM	98.5	C	Country	Augusta-Waterville, ME	07/02/2003	267	Citadel Communications	Waterville, ME	Kennebec
WWVA	FM	95.3	C	Religion	Augusta-Waterville, ME	07/02/2003	267	Light of Life Ministries	Winslow, ME	Kennebec
WMEW	FM	91.3	NC	News/Clscl	Augusta-Waterville, ME	07/02/2003	267	Maine Public Broadcasting Corporation	Waterville, ME	Kennebec
WMHB	FM	89.7	NC	Alternative	Augusta-Waterville, ME	07/02/2003	267	Mayflower Hill Broadcasting Corp	Waterville, ME	Kennebec
WMDR	FM	88.9	NC	Children	Augusta-Waterville, ME	10/24/2005	267	Light of Life Ministries	Oakland, ME	Kennebec

Number of Stations in Geographic Market 13

Previous Stations in Geographic Market

WLOB	AM	1310	C	Talk	Portland, ME	02/09/2005	167	Atlantic Coast Radio LLC	Portland, ME	Cumberland
WLOB	FM	96.3	C	Talk	Portland, ME	01/25/2007	167	Atlantic Coast Radio LLC	Rumford, ME	Oxford



FCC Geographic Market Definition for Bangor, ME

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WZON	AM	620	C	Sports	Bangor, ME	07/02/2003	220	Zone Corporation, The	Bangor, ME	Penobscot
WABI	AM	910	C	Nostalgia	Bangor, ME	07/02/2003	220	p Clear Channel	Bangor, ME	Penobscot
WWBX	FM	97.1	C	CHR	Bangor, ME	07/02/2003	220	p Clear Channel	Bangor, ME	Penobscot
WKIT	FM	100.3	C	Clsc Rock	Bangor, ME	07/02/2003	220	Zone Corporation, The	Brewer, ME	Penobscot
WKSQ	FM	94.5	C	AC	Bangor, ME	07/02/2003	220	p Clear Channel	Ellsworth, ME	Hancock
WHMX	FM	105.7	NC	CHR	Bangor, ME	07/02/2003	220	Bangor Baptist Church	Lincoln, ME	Penobscot
WEZQ	FM	92.9	C	Soft AC	Bangor, ME	07/02/2003	220	Cumulus Broadcasting Inc	Bangor, ME	Penobscot
WSYY	AM	1240	C	Spt/Tik/Inf	Bangor, ME	07/02/2003	220	Katahdin Comm Inc	Millinocket, ME	Penobscot
WSYY	FM	94.9	C	Mix/Cty/CHt	Bangor, ME	07/02/2003	220	Katahdin Comm Inc	Millinocket, ME	Penobscot
WWMJ	FM	95.7	C	Clsc Hits	Bangor, ME	07/02/2003	220	Cumulus Broadcasting Inc	Ellsworth, ME	Hancock
WQCB	FM	106.5	C	Country	Bangor, ME	07/02/2003	220	Cumulus Broadcasting Inc	Brewer, ME	Penobscot
WBFB	FM	104.7	C	Country	Bangor, ME	07/02/2003	220	p Clear Channel	Belfast, ME	Waldo
WBZN	FM	107.3	C	CHR	Bangor, ME	07/02/2003	220	Cumulus Broadcasting Inc	Old Town, ME	Penobscot
WGUY	FM	102.1	C	Oldies	Bangor, ME	07/02/2003	220	p Clear Channel	Dexter, ME	Penobscot
WVOM	FM	103.9	C	News/Talk	Bangor, ME	07/02/2003	220	p Clear Channel	Howland, ME	Penobscot
WFZX	FM	101.7	C	Clsc Rock	Bangor, ME	07/02/2003	220	p Clear Channel	Searsport, ME	Waldo
WBYA	FM	105.5	C	Big Band	Bangor, ME	07/02/2003	220	Nassau Broadcasting Partners LP	Islesboro, ME	Waldo
WHCF	FM	88.5	NC	Inspiration	Bangor, ME	07/02/2003	220	Bangor Baptist Church	Bangor, ME	Penobscot
WHSN	FM	89.3	NC	Alternative	Bangor, ME	07/02/2003	220	Husson College	Bangor, ME	Penobscot
WMEB	FM	91.9	NC	Alternative	Bangor, ME	07/02/2003	220	University of Maine System	Orono, ME	Penobscot
WMEH	FM	90.9	NC	News/Clsc	Bangor, ME	07/02/2003	220	Maine Public Broadcasting Corporation	Bangor, ME	Penobscot
WNZS	AM	1340	C	News/Talk	Bangor, ME	07/02/2003	220	Waterfront Comm Inc	Veazie, ME	Penobscot
WWNZ	AM	1400	C	News/Talk	Bangor, ME	06/03/2004	220	Waterfront Comm Inc	Veazie, ME	Penobscot
NEW	AM	1230	C	CP - NOA	Bangor, ME		220	Waterfront Comm Inc	Newport, ME	Penobscot
WRME	AM	750	C	CP - NOA	Bangor, ME		220		Hampden, ME	Penobscot
NEW	AM	1530	C	CP - NOA	Bangor, ME		220	Brantley Broadcast Associates LLC	Orono, ME	Penobscot

Number of Stations in Geographic Market 26

Previous Stations in Geographic Market

WNSX	FM	97.7	C	Clsc Rock		08/08/2006	0	Stony Creek Broadcasting LLC	Winter Harbor, ME	Hancock
------	----	------	---	-----------	--	------------	---	------------------------------	-------------------	---------

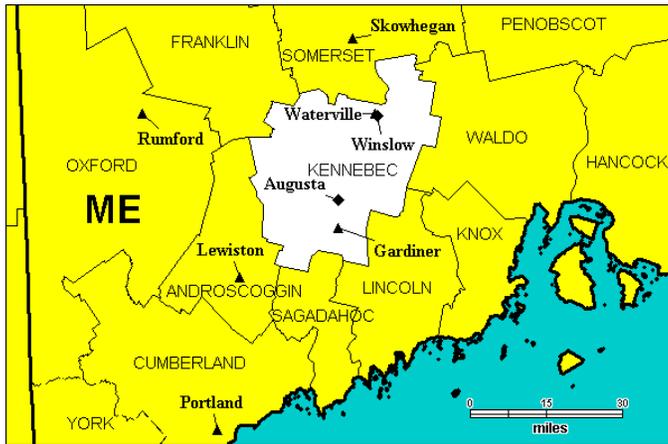
"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed

Metro Rank: 267

Revenue Rank: 278

Augusta-Waterville, ME Market Overview



Metro Counties / Population (000)

Kennebec, ME	122.1
	122.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES	2001	2002	2003	2004	2005	2006	Δ 01 - 06
		\$4,300	\$4,500	\$4,700	\$4,800	\$4,500	\$4,500
★	Δ 05 - 06	2007	2008	2009	2010	2011	Δ 06 - 11
		\$4,600	\$4,700	\$4,700	\$4,800	\$4,900	1.7%
	2001	2006	2011	Est. Breakout			
Revenue/Retail Sales	\$2.38/1,000	\$1.70/1,000	\$1.67/1,000	Local	85%		
Revenue/Capita	\$36.69	\$36.86	\$38.74	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	2001	2006	Growth Rate	2006	2011	Growth Rate
MSA Population	117.2	122.1	0.8%	122.1	126.5	0.7%
Households	45.7	51.2	2.3%	51.2	53.9	1.0%
Retail Sales	1,806.5	2,640.4	7.9%	2,640.4	2,930.6	2.1%
EBI	1,796.5	2,080.9	3.0%	2,080.9	2,397.2	2.9%

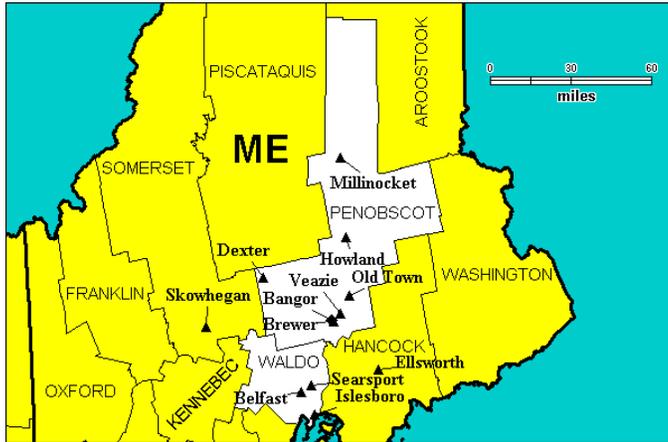
Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	59.3	7.8	5.2	6.2	6.5	8.5	9.9	15.1
Women (000)	62.8	7.7	4.9	6.0	6.7	9.2	10.5	17.9
Total	122.1	15.5	10.1	12.2	13.2	17.7	20.3	33.0
Percentage	100.0%	12.7%	8.3%	10.0%	10.8%	14.5%	16.6%	27.1%
Per Capita	\$ 17,048							
				Median Household	\$ 34,703		Avg Household	\$ 40,643
Ethnic Population:	White 97.1%		Black 0.4%		Asian 0.7%		Hispanic 1.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable Stations	All FMs	All AMs	Total
# Stations		3	6	8	9	4	13
Tot 12+		20.6	32.3	52.9	52.9	0.7	53.6
Avg 12+		6.9	5.4	6.6	5.9	0.2	4.1
Tot LCS		38.4	60.3	98.7	98.7	1.3	100.0
Avg LCS		12.8	10.0	12.3	11.0	0.3	7.7

Bangor, ME Market Overview



Metro Counties / Population (000)

Penobscot, ME	149.1
Waldo, ME	39.0
	188.1

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

ESTIMATED GROSS REVENUES ★★	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>Δ 01 - 06</u>
	\$8,000	\$8,600	\$9,000	\$9,100	\$8,900	\$9,000	2.3%
	<u>Δ 05 - 06</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>Δ 06 - 11</u>
	1.1%	\$9,100	\$9,200	\$9,300	\$9,500	\$9,700	1.5%
	<u>2001</u>	<u>2006</u>	<u>2011</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	\$2.84/1,000	\$2.52/1,000	\$2.26/1,000	Local	80%		
Revenue/Capita	\$44.13	\$47.85	\$50.08	National	20%		

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>2001</u>	<u>2006</u>	<u>Growth Rate</u>	<u>2006</u>	<u>2011</u>	<u>Growth Rate</u>
MSA Population	181.3	188.1	0.7%	188.1	193.7	0.6%
Households	69.7	77.5	2.1%	77.5	80.7	0.8%
Retail Sales	2,819.6	3,572.8	4.8%	3,572.8	4,282.7	3.7%
EBI	2,696.4	3,099.0	2.8%	3,099.0	3,565.1	2.8%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	92.1	12.2	7.6	11.1	11.2	12.9	14.8	22.3
Women (000)	96.0	11.4	7.2	10.4	11.6	13.7	15.5	26.3
Total	188.1	23.6	14.8	21.4	22.8	26.6	30.3	48.5
Percentage	100.0%	12.6%	7.9%	11.4%	12.1%	14.1%	16.1%	25.8%
Per Capita	\$ 16,478							
				Median Household	\$ 33,473		Avg Household	\$ 40,000
Ethnic Population:	White 96.7%		Black 0.5%		Asian 0.7%		Hispanic 0.8%	

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable Stations</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations		8	6	11	14	5	19
Tot 12+		33.2	38.3	66.9	71.5	2.3	73.8
Avg 12+		4.2	6.4	6.1	5.1	0.5	3.9
Tot LCS		45.0	51.9	90.7	96.9	3.1	100.0
Avg LCS		5.6	8.6	8.2	6.9	0.6	5.3