

**WRDB(AM) Reedsburg, WI  
Local Radio Ownership Rule  
Grandfathered Continuance Request  
November 2022**

The instant application for construction permit for WRDB requests authority for operation with modified technical facilities which result in a reduction in the size of the station's principal community contour, but with no change in the station's transmitter site or community of license.

The WRDB community of license, Reedsburg, is located in Sauk County, Wisconsin. In 2018, Sauk County was added to the rated Arbitron (now Nielsen) Madison radio market. This change in the Madison market boundaries brought three of Magnum's stations (including WRDB) into the Madison market for the first time, along with five other stations which Magnum already owned in the Madison market.

<b>Magnum stations already in Madison market as of 2018</b>
WBKY 240A Stoughton (CP at Stoughton, license at Portage)
WDDC 261A Portage
WNNO-FM 295A Wisconsin Dells
WDLS 900 kHz Wisconsin Dells
WEZY 1350 kHz Portage
<b>Magnum stations added to Madison market in 2018 due to market boundary revision</b>
WRDB 1400 kHz Reedsburg
WBOO 275A Reedsburg
WNFM 285A Reedsburg

The 2018 revision of the Madison market boundary resulted in Magnum Communications now having an attributable interest in 8 stations (5FM and 3AM) in a market which BIA credits with a total of 40 stations. In such a market, the maximum number of stations in which any one entity may have an attributable interest is 7 stations.

Therefore, Magnum's continued ownership of 8 stations in the rated Madison market is a grandfathered exemption to §73.3555(a), as it is a situation which was outside Magnum's control. The proposed modification of WRDB will not alter Magnum's existing count of stations within the Madison market. Therefore, a continued grandfathered exemption in excess of the §73.3555 maximum is respectfully requested.