

MULTIPLE SERVICES STUDY
for
Saga Communications of Illinois, LLC

Associated with the Modification of Station

WLRW(AM).A – Champaign, IL
Application No. BPH-20050705ABF
“Market 1”

August 2005

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MUNN-REESE, INC.
Broadcast Engineering Consultants
Coldwater, MI 49036

ENGINEERING STATEMENT

This firm was retained to determine the minimum number of principal community radio contours available from stations authorized for commercial service associated with the modification of Saga Communications of Illinois, LLC "Saga" station WLRW(FM).A, Champaign, IL Application File No. BPH-20050705ABF. Per FCC request, this study has been conducted under the *Interim Contour-overlap Methodology*. Saga currently owns nine (9) other radio stations in this general vicinity with numerous other facilities nationwide, however only four (4) stations, WLRW(FM).A, Champaign, IL; WCFF(FM), Urbana, IL; WIXY(FM) Champaign, IL and WXTT(FM) Danville, IL are involved with this modification. One separate and distinct market will result from this modification. "Market 1" is comprised of WLRW(FM).A, WCFF(FM), WIXY(FM) and WXTT(FM).

The existing facilities of the stations included in this report were determined by the use of currently updated copies of the FCC computer databases of AM and FM stations. The listed facilities served as the basis for the computation of the respective principal community contours. The accuracy of the results of this study is understood to be limited to the accuracy of these databases. The FCC databases give no indication of licensed facilities that may be inoperative, construction permit facilities that may now be operating under program test authority (but have not yet been issued a license) or facilities which may have been licensed since the last update. Therefore, some stations may have been included or excluded erroneously. However, unless otherwise indicated, all licensed facilities known to be inoperative and all known applications and construction permit facilities, have been eliminated from consideration in this study.

For AM stations, Map M-3 soil conductivity values and the authorized licensed transmitting facilities served as the basis for the computation of the predicted 5.0 mV/m groundwave contour in accordance with §73.183 of the FCC Rules. The distance to the contour was computed for seventy-two (72) equally spaced azimuths beginning with 0° True. For FM stations, the authorized Center of Radiation and ERP values were utilized to compute the predicted 3.16 mV/m (70 dBu) contour as provided in §73.313 of the Rules. The predicted FM contours shown in this report are based on the use of 72 equally spaced terrain radials beginning with 0° True.

As stated before, there will be one unique and distinct market associated with this purchase. The market has been defined, in accordance with §73.3555 of the FCC Rules, as the area within the total perimeter formed by the combined principal community contours of WLRW(FM).A, WCFF(FM), WIXY(FM) and WXTT(FM).

Exhibit 1.0 shows the four (4) stations under common control which are relevant for this modification as well as the other Saga holdings in the general vicinity. To aid in identifying the respective contours, currently owned AM contours have been shown with solid red lines, and currently owned FM contours have been shown with solid blue lines. The station to be modified has been shown with a dotted line. The "Market 1" common overlap area has been designated as well.

For "Market 1", the market defining contours have been shown in **Exhibit 2.0** of this report along with a minimum number of principal community contours entering the market. The defining contours have been shown with yellow lines on this map. Contours entering the market have been denoted in dark blue lines. As stated before, the contours shown only represent enough stations to satisfy the minimum requirement of the Rules. Co-owned stations entering the market, but not defining the market have been omitted. A complete tabulation of stations entering the market will be supplied upon request.

ENGINEERING STATEMENT (continued)

Under the current rules, the market falls at least within the minimum limitations set forth in §73.3555 (a)(1)(iii): ***In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, not more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM).*** The principal community contours of at least fourteen (14) other stations entering the market are shown in ***Exhibit 2.0.*** Including the four (4) FM stations which define the market there are at least eighteen (18) aural services in this market. ***Exhibit 2.1*** lists the facilities employed in this report.

CERTIFICATION

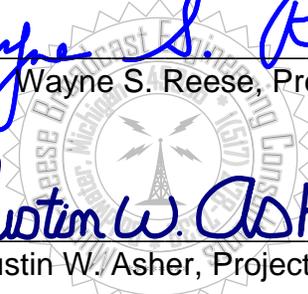
I hereby certify, subject to penalties for perjury, that the contents of this Engineering Statement are true and accurate to the best of my knowledge and belief.

August 23, 2005

MUNN-REESE, INC.

By Wayne S. Reese
Wayne S. Reese, President

By Justin W. Asher
Justin W. Asher, Project Engineer



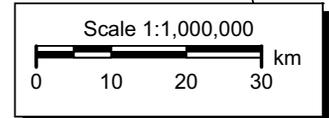
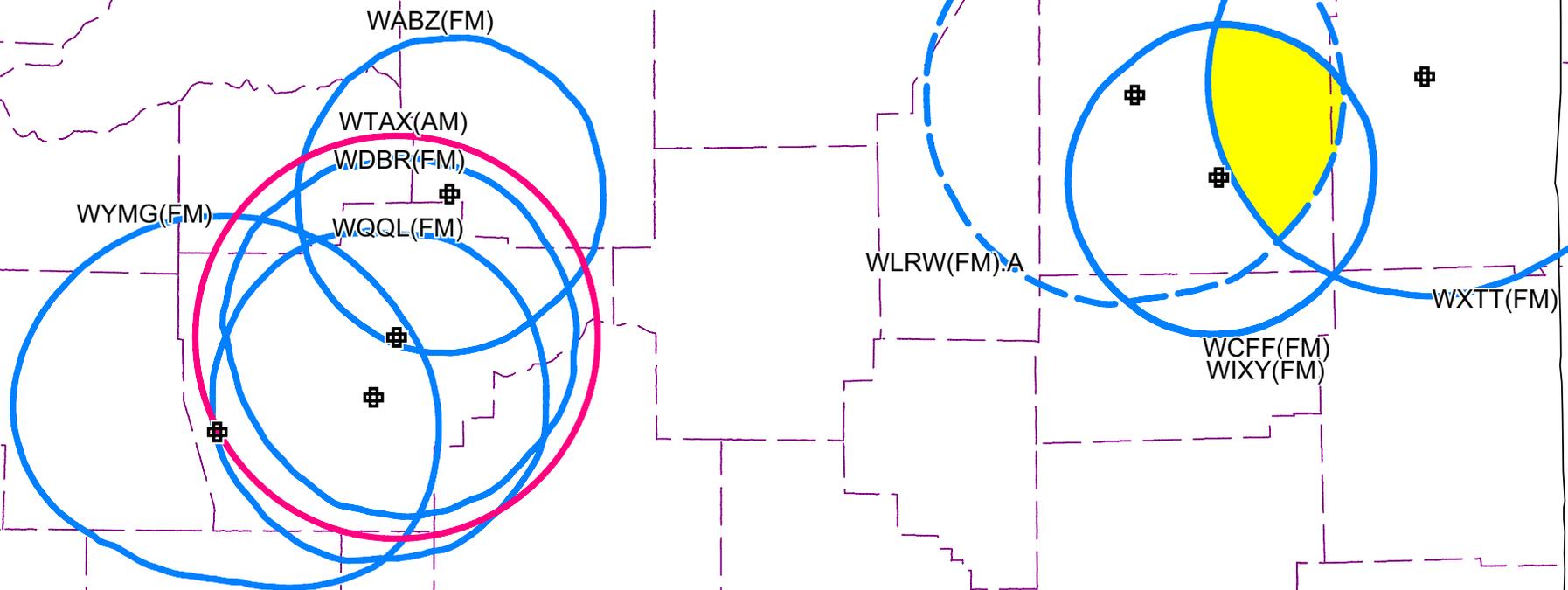
385 Airport Drive, PO Box 220
Coldwater, Michigan 49036

Exhibit 1.0 Map of "Market 1" and Commonly Owned Stations

Co-owned AM Station(s): 
 Co-owned FM Station(s): 
 FM Station to be Modified: 

 "Market 1" Overlap Area

AM Contours: 5.0 mV/m
 FM Contour: 70.0 dBu



Station(s) Defining the Market : 
Station(s) Entering the Market: 

FM Contour: 70.0 dBu

Exhibit 2.0 Map of Stations Entering "Market 1"

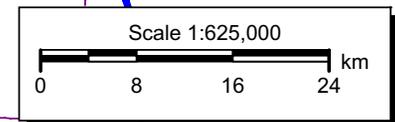
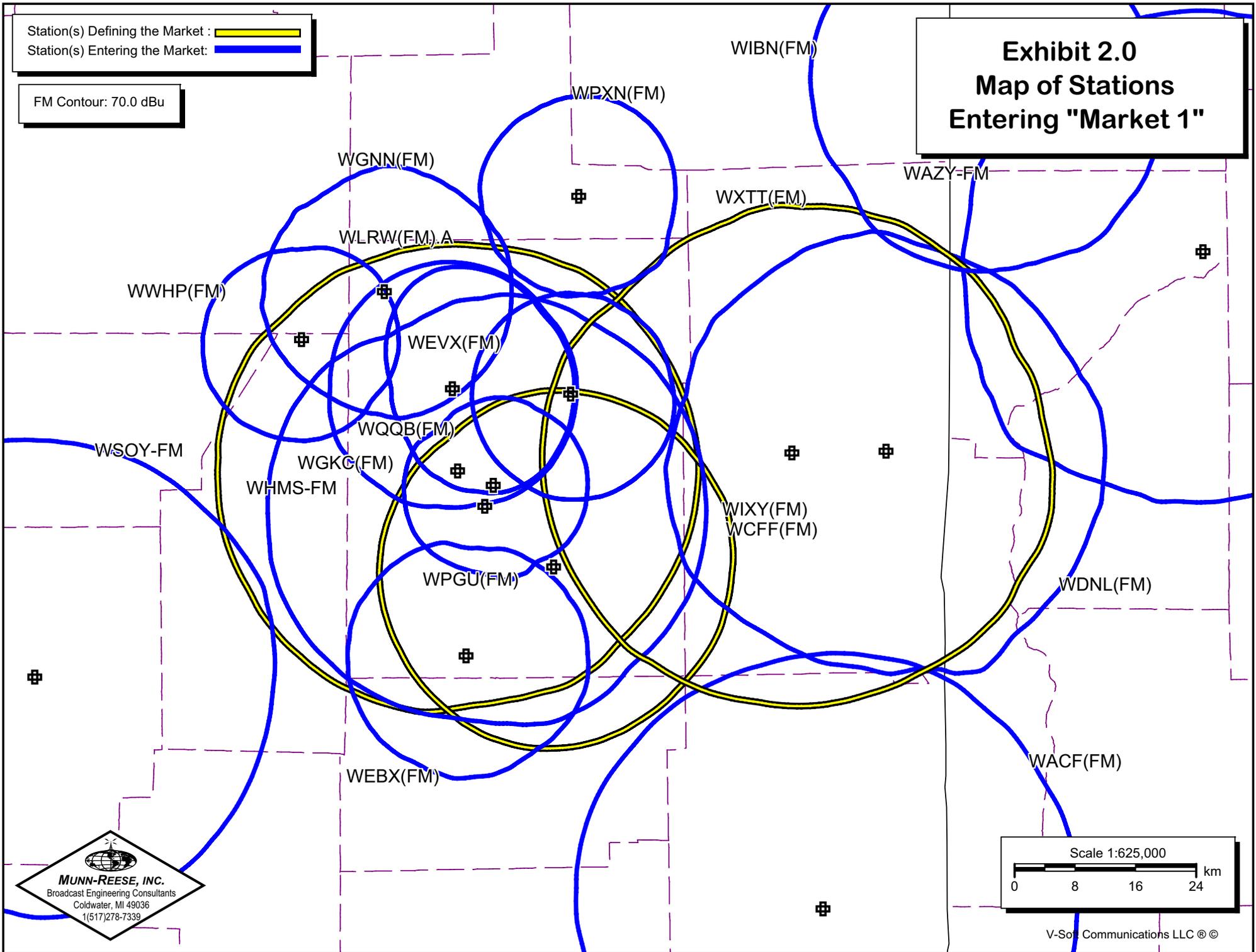


Exhibit 2.1

Tabulation of Select Entering "Market 1"

Stations Entering Market: (No Less Than 18 Stations)

Duopoly Study Center = 40 07 35 N, 88 17 25 W 08-22-2005

| Call | Coordinates | Chan | Pwr(kW) | City | State | File # |
|----------------|------------------------|--------------|-----------|------------------|-----------|-----------------------|
| <i>WLRW.A*</i> | <i>400735N 881725W</i> | <i>233B</i> | <i>50</i> | <i>Champaign</i> | <i>IL</i> | <i>BPH20050705ABF</i> |
| <i>WXTT.L*</i> | <i>400852N 874620W</i> | <i>256B</i> | <i>50</i> | <i>Danville</i> | <i>IL</i> | <i>BLH</i> |
| <i>WCFF.L*</i> | <i>400045N 880829W</i> | <i>223B1</i> | <i>16</i> | <i>Urbana</i> | <i>IL</i> | <i>BLH20010717AAA</i> |
| <i>WIXY.L*</i> | <i>400045N 880829W</i> | <i>262B1</i> | <i>13</i> | <i>Champaign</i> | <i>IL</i> | <i>BLH20000721AAB</i> |
| WACF.L | 393621N 874335W | 253B | 50 | Paris | IL | BMLH452 |
| WAZYFM.L | 402302N 870755W | 243B | 50 | Lafayette | IN | BLH7632 |
| WDNL.L | 400858N 873735W | 271B | 50 | Danville | IL | BLH19871016KD |
| WEBX.L | 395424N 881635W | 228A | 6 | Tuscola | IL | BLH19931217KC |
| WEVX.L | 401305N 880655W | 237A | 1.9 | Rantoul | IL | BLH19900716KC |
| WGKC.L | 401327N 881756W | 290A | 2.5 | Mahomet | IL | BLH20021004AAZ |
| WGNN.L | 402021N 882418W | 273A | 6 | Fisher | IL | BLED19960415KB |
| WHMSFM.L | 400504N 881453W | 248B | 50 | Champaign | IL | BLH19911022KB |
| WIBN.L | 403422N 872712W | 251B1 | 25 | Earl Park | IN | BLH19910524KD |
| WPGU.L | 400634N 881406W | 296A | 3 | Urbana | IL | BLH19800317AL |
| WPXN.L | 402711N 880611W | 285A | 3 | Paxton | IL | BLH19841026DD |
| WQQB.L | 401327N 881756W | 241A | 3.8 | Rantoul | IL | BLH19930316KA |
| WSOYFM.L | 395241N 885632W | 275B | 54 | Decatur | IL | BLH19990512KB |
| WWHP.L | 401654N 883200W | 252A | 3 | Farmer City | IL | BLH19831222AA |

** Indicates stations defining the market*

Only a minimum number of stations have been shown which insures compliance with the Rules. A complete tabulation of stations entering the market will be supplied upon request. Co-owned stations entering, but not defining the market, have been omitted. In addition, all stations whose transmitter sites reside more than 92 km from the perimeter of the area of mutual overlap of the commonly attributable stations have been omitted.