

GRAHAM BROCK, INC.

BROADCAST TECHNICAL CONSULTANTS

RADIO MARKET ANALYSIS
CUMULUS LICENSING LLC
WHBX (FM) RADIO STATION
TALLAHASSEE, FLORIDA
March 2015

TECHNICAL EXHIBIT

Copyright 2015

RADIO MARKET ANALYSIS
CUMULUS LICENSING LLC
WHBX (FM) RADIO STATION
TALLAHASSEE, FLORIDA
March 2015

TECHNICAL STATEMENT

1. This technical statement and attached exhibits were prepared in support of a minor change application for WHBX (FM), Tallahassee, Florida to correct the geographic coordinates of WHBX. WHBX is licensed to Cumulus Licensing, LLC ("Cumulus"). Cumulus is also listed as the licensee of AM station WHBT, Tallahassee, Florida and FM stations WGLF, Tallahassee, Florida; WBZE, Tallahassee, Florida; and WWLD, Cairo, Georgia. All five stations are listed as 'home' to the Tallahassee, Florida Arbitron Market (Market #162). WHBX, WHBT, WGLF, and WBZE are licensed to a community within a metro county in the Tallahassee, Florida Arbitron Market. Exhibit #1 shows the city grade contours of WHBX, WHBT, WGLF, WBZE, and WWLD. There is contour overlap between WHBX and WWLD; therefore, this review will verify compliance of commonly owned stations in both a rated and non-rated market.

TALLAHASSEE, FLORIDA
ARBITRON/BIA MARKET REVIEW

2. As shown on Exhibit #2, there are twenty-eight AM and FM (commercial and non-commercial) stations listed in the Tallahassee, Florida Arbitron Market (Market #24). Pursuant to the proposed minor changes to WHBX, Cumulus would be in control of four FM stations and one AM station in the market. The number of stations indicated falls in the 15 through 29 station tier of §73.3555(a)(1)(iii) of the Commission's rules. At this level, common ownership or control of up to six commercial stations, with no more than four in the same service, is

permissible. Therefore, the proposed changes to WHBX are in compliance in the rated Tallahassee, Florida market.

3. Based on the compliance shown in the rated market, the proposed changes to WHBX are in compliance with the Commission's rules, as it relates to the market reviewed.

CONTOUR OVERLAP REVIEW

4. The Contour Radio Market is made up of FM Stations WHBX, WGLF, WBZE and WWLD, as well as AM station WHBT. The city grade contours of the four subject stations are shown on Exhibit #1.

5. The Contour Radio Market combined contours will be used to determine the number of other stations in the market to which the number of subject stations in each market will be added to reach the total number of stations in or providing service to the respective markets. Exhibit #3 is a depiction of the Contour Radio Market Boundary. No stations with transmitters located more than 92.0 kilometers from the boundary of the common overlap of the subject stations will be considered. Further, no other facility controlled by Cumulus will be considered as a market contributor unless it is a subject station in the radio market under study.

6. Exhibit #4 is a depiction of the AM and FM stations (commercial and non-commercial) providing service to the Contour Radio Market boundary. There are forty-seven other stations depicted. Exhibit #5 is a tabulation of the stations in the Contour Radio Market. A total of fifty-two are shown, including the five subject stations. The number of stations indicated falls in the forty-five or higher station tier of §73.3555(a)(1)(i) of the Commission's rules. At this level, common ownership or control of up to eight commercial stations with no

more than five in the same service, is permissible. Therefore, Cumulus is in compliance in the Contour Radio Market.

7. The foregoing technical statement was prepared on behalf of Cumulus Licensing 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 in the relevant BIA/Arbitron market was determined using the BIA Financial Network, Inc. Media Access Pro, Version 4.2 BIA database. Technical data related to AM and FM facilities was extracted from the Commission's CDBS database. We assume no liability for errors or omissions in either database which may be adverse to the information contained herein.

WHBX - Tallahassee, FL - Corrected Coordinates
Latitude: 30-15-57.60 N / Longitude: 084-16-28.50 W
ERP: 37.00 kW / Channel: 241 / Freq: 96.1 MHz
AMSL Height: 151.3 m

WGLF - Tallahassee, FL - BMLH20111005AJA
Latitude: 30-27-04 N / Longitude: 084-00-42 W
ERP: 100.00 kW / Channel: 281 / Freq: 104.1 MHz
AMSL Height: 459.0 m

WBZE - Tallahassee, FL - BLH20031126ASO
Latitude: 30-29-32 N / Longitude: 084-17-02 W
ERP: 100.00 kW / Channel: 255 / Freq: 98.9 MHz
AMSL Height: 219.0 m

WWLD - Cairo, GA - BLH20021030ABE
Latitude: 30-29-32 N / Longitude: 084-17-02 W
ERP: 27.00 kW / Channel: 272 / Freq: 102.3 MHz
AMSL Height: 219.0 m

WHBT - 1410 kHz - 5.0 kW
Latitude: 30-29-03 N / Longitude: 084-17-13 W

GRAHAM BROCK, INC.
BROADCAST TECHNICAL CONSULTANTS

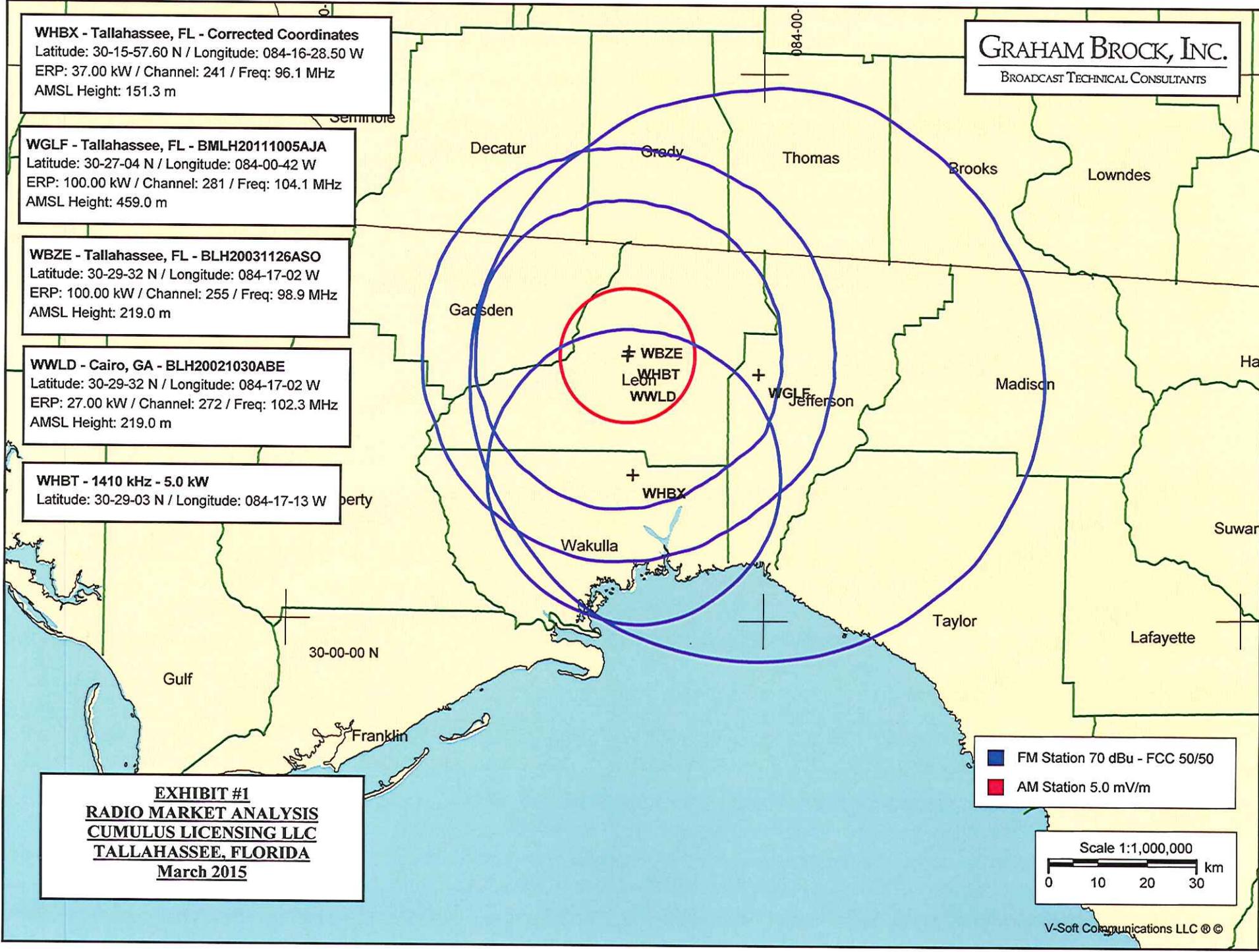


EXHIBIT #1
RADIO MARKET ANALYSIS
CUMULUS LICENSING LLC
TALLAHASSEE, FLORIDA
March 2015

■ FM Station 70 dBu - FCC 50/50
■ AM Station 5.0 mV/m

Scale 1:1,000,000
0 10 20 30 km

V-Soft Communications LLC ©



FCC Geographic Market Definition for Tallahassee, FL

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WAKU	FM	94.1	C	ChrsContem	Tallahassee, FL	07/02/2003	162	Altrua Investments International Corp	Crawfordville, FL	Wakulla
WANK	FM	99.9	C	Adult Hits	Tallahassee, FL	07/02/2003	162	Red Hills Broadcasting LLC	Lafayette, FL	Leon
WANM	FM	90.5	NC	UCH/Gsp/Ja	Tallahassee, FL	07/02/2003	162	Florida A&M University	Tallahassee, FL	Leon
WBZE	FM	98.9	C	AC	Tallahassee, FL	07/02/2003	162	Cumulus Media Holdings Inc	Tallahassee, FL	Leon
WCVC	AM	1330	C	Cst/Tik/Gsp	Tallahassee, FL	07/02/2003	162	WCVC Inc	Tallahassee, FL	Leon
WFDZ	FM	93.5	C	Country	Tallahassee, FL	10/29/2012	162	Dockins, Fred	Perry, FL	Taylor
WFLA	FM	100.7	C	News/Talk	Tallahassee, FL	07/02/2003	162	iHeartMedia	Midway, FL	Gadsden
WFRF	AM	1070	NC	Christian	Tallahassee, FL	07/02/2003	162	Faith Radio Network Incorporated	Tallahassee, FL	Leon
WFRF	FM	105.7	NC	Christian	Tallahassee, FL	07/02/2003	162	Faith Radio Network Incorporated	Monticello, FL	Jefferson
WFSQ	FM	91.5	NC	Classical	Tallahassee, FL	07/02/2003	162	Florida State University	Tallahassee, FL	Leon
WFSU	FM	88.9	NC	NPR/Tik/Inf	Tallahassee, FL	07/02/2003	162	Florida State University	Tallahassee, FL	Leon
WGLF	FM	104.1	C	Clsc Hits	Tallahassee, FL	07/02/2003	162	Cumulus Media Holdings Inc	Tallahassee, FL	Leon
WGMY	FM	107.1	C	CHR	Tallahassee, FL	07/02/2003	162	iHeartMedia	Thomasville, GA	Thomas
WHBT	AM	1410	C	Gospel	Tallahassee, FL	07/02/2003	162	Cumulus Media Holdings Inc	Tallahassee, FL	Leon
WHBX	FM	96.1	C	Urban AC	Tallahassee, FL	07/02/2003	162	Cumulus Media Holdings Inc	Tallahassee, FL	Leon
WHTF	FM	104.9	C	CHR	Tallahassee, FL	07/02/2003	162	Red Hills Broadcasting LLC	Havana, FL	Gadsden
WKVH	FM	91.9	NC	ChrsContem	Tallahassee, FL	11/05/2004	162	Educational Media Foundation	Monticello, FL	Jefferson
WNLS	AM	1270	C	Sprts/Talk	Tallahassee, FL	07/02/2003	162	iHeartMedia	Tallahassee, FL	Leon
WQTL	FM	106.1	C	Clsc Hits	Tallahassee, FL	07/02/2003	162	Red Hills Broadcasting LLC	Tallahassee, FL	Leon
WTAL	AM	1450	C	Talk	Tallahassee, FL	07/02/2003	162	Live Communications Inc	Tallahassee, FL	Leon
WTNT	FM	94.9	C	Country	Tallahassee, FL	07/02/2003	162	iHeartMedia	Tallahassee, FL	Leon
WTSM	FM	97.9	C	Sports	Tallahassee, FL	10/22/2003	162	WJZT Communications LLC	Woodville, FL	Leon
WUJC	FM	91.1	NC	Christian	Tallahassee, FL	08/04/2005	162	Caivary Chapel of Twin Falls Inc	St. Marks, FL	Wakulla
WVFS	FM	89.7	NC	Alternative	Tallahassee, FL	07/02/2003	162	Florida State University	Tallahassee, FL	Leon
WVFT	FM	93.3	C	Nws/Tik/Spt	Tallahassee, FL	06/08/2012	162	Magic Broadcasting II LLC	Gretna, FL	Gadsden
WWLD	FM	102.3	C	Hip Hop	Tallahassee, FL	07/02/2003	162	Cumulus Media Holdings Inc	Cairo, GA	Grady
WVOF	FM	103.1	C	Country	Tallahassee, FL	07/02/2003	162	Red Hills Broadcasting LLC	Tallahassee, FL	Leon
WXSR	FM	101.5	C	Alternative	Tallahassee, FL	07/02/2003	162	iHeartMedia	Quincy, FL	Gadsden

Number of Stations in Geographic Market 28

Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed

CONTOUR MARKET BOUNDARY

GRAHAM BROCK, INC.
BROADCAST TECHNICAL CONSULTANTS

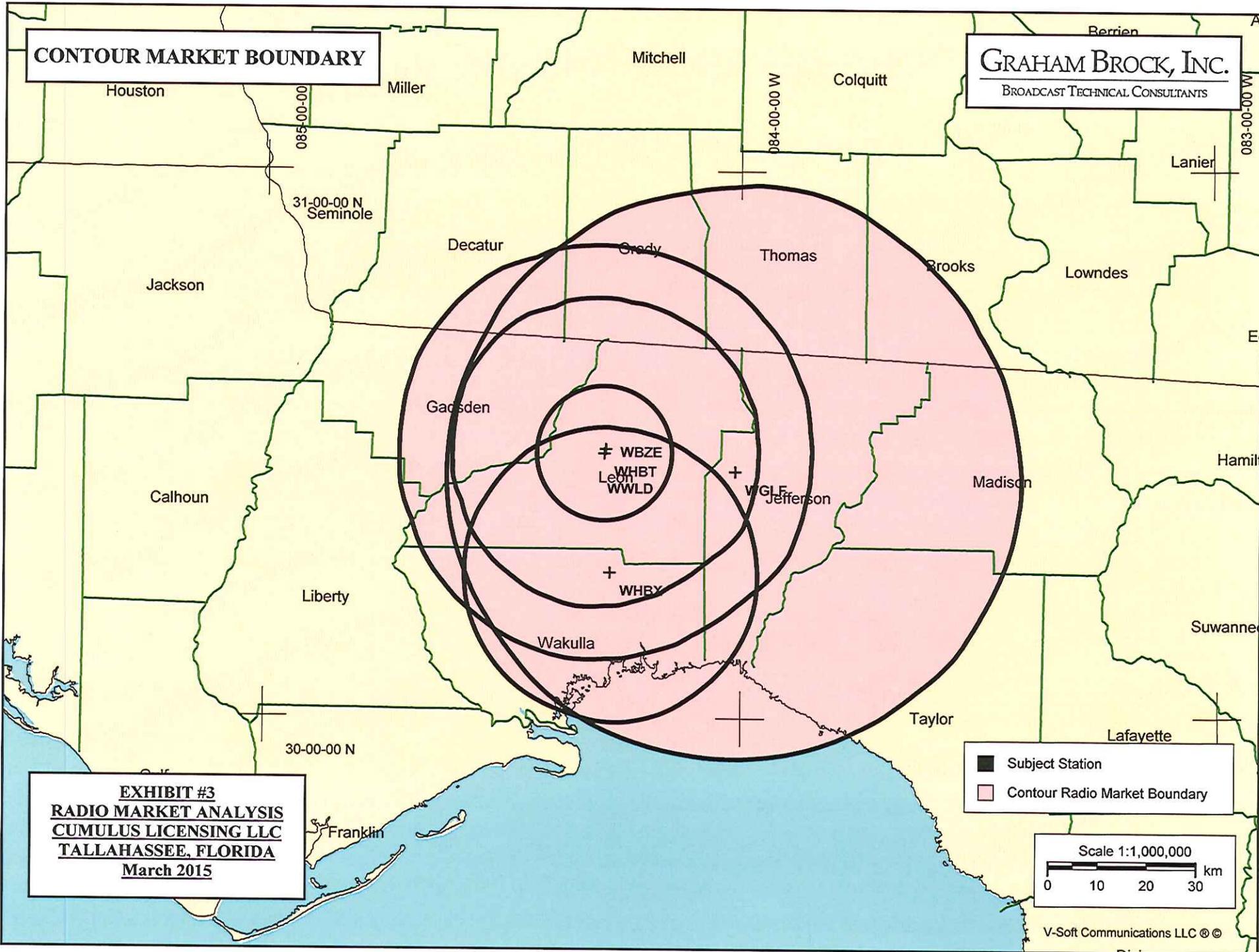
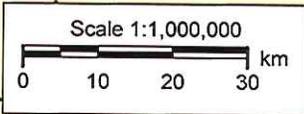


EXHIBIT #3
RADIO MARKET ANALYSIS
CUMULUS LICENSING LLC
TALLAHASSEE, FLORIDA
March 2015

■ Subject Station
□ Contour Radio Market Boundary



V-Soft Communications LLC ©

CONTOUR MARKET CONTRIBUTORS

GRAHAM BROCK, INC.
BROADCAST TECHNICAL CONSULTANTS

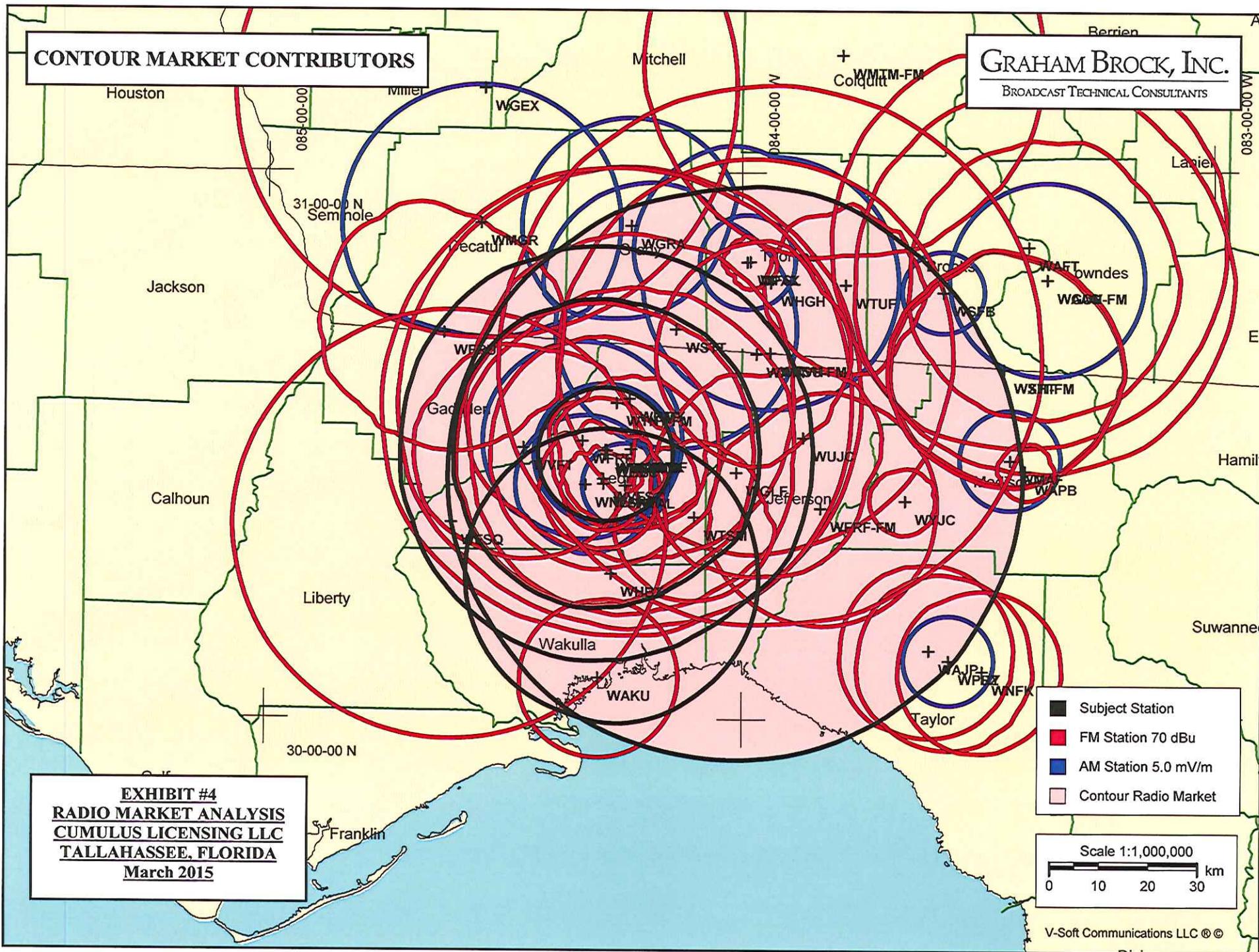
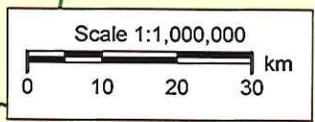


EXHIBIT #4
RADIO MARKET ANALYSIS
CUMULUS LICENSING LLC
TALLAHASSEE, FLORIDA
March 2015

- Subject Station
- FM Station 70 dBu
- AM Station 5.0 mV/m
- Contour Radio Market



RADIO MARKET ANALYSIS
CUMULUS LICENSING LLC
WHBX (FM) RADIO STATION
TALLAHASSEE, FLORIDA
March 2015

EXHIBIT #5

TABULATION OF CONTOUR RADIO MARKET CONTRIBUTORS

Total number of overlapping contours: 52

Reference:

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
WHBX	FM	241C2	Tallahassee	FL		0.0	0.0
WGLF	FM	281C0	Tallahassee	FL	BMLH20111005AJA	32.6	50.9
WBZE	FM	255C1	Tallahassee	FL	BLH20031126ASO	25.1	358.0
WWLD	FM	272C2	Cairo	GA	BLH20021030ABE	25.1	358.0
WHBT	AM	1410	TALLAHASSEE	FL	BL19990125DE	24.2	357.2

Overlapping Contours:

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
WFSU-FM	FM	205C	Tallahassee	FL	BLED19950120KD	55.1	35.5
WVFS	FM	209C3	Tallahassee	FL	BLED20101207ADA	19.3	355.2
WFRU	FM	211C2	Quincy	FL	BLED20080630ACF	59.4	325.3
WYJC	FM	212A	Greenville	FL	BMLD20141021AAF	61.2	75.9
WANM	FM	213A	Tallahassee	FL	BLED19910701KB	18.3	355.1
WUJC	FM	216C1	St. Marks	FL	BLED20130909AAN	47.6	54.4
WFSQ	FM	218C1	Tallahassee	FL	BLED20030912ABG	33.9	287.7
WAPB	FM	219A	Madison	FL	BLED20050418AFY	86.2	75.8
WKVH	FM	220C3	Monticello	FL	BLED20050802ABW	55.1	35.5
WNFK	FM	221A	Perry	FL	BLH20020313AAU	77.5	104.5
WVFT	FM	227C3	Gretna	FL	BLH19990702KB	31.1	325.3
WFDZ	FM	228C3	Perry	FL	BLH20121001AKU	70.4	104.3
WAKU	FM	231A	Crawfordville	FL	BLH19960117KB	21.2	187.0
WTNT-FM	FM	235C1	Tallahassee	FL	BMLH20110408ABN	34.6	1.8
WTSM	FM	250A	Woodville	FL	BLH20030905ABA	20.3	55.7
WANK	FM	260A	Lafayette	FL	BLH20060713AAB	25.6	9.1
WFLA-FM	FM	264C3	Midway	FL	BMLH20020222AAQ	25.1	357.3
WXSR	FM	268C2	Quincy	FL	BLH20020222AAR	25.1	357.3
WXHT	FM	274C3	Madison	FL	BLH20031023ACH	89.6	62.2
WVOF	FM	276C2	Tallahassee	FL	BLH19970530KB	25.6	8.9
WHTF	FM	285C2	Havana	FL	BLH19930816KD	35.7	5.9
WFRF-FM	FM	289C3	Monticello	FL	BLED20030714AGG	44.3	72.5
WQTL	FM	291A	Tallahassee	FL	BLH20110428AAZ	25.6	8.9
WAJP	FM	299C3	Perry	FL	BLH20090820ABC	66.0	103.4
WAYT	FM	201C1	Thomasville	GA	BLED20120827ACZ	53.4	33.2

WFSL	FM	214A Thomasville	GA	BLED20030206ACF	69.2	23.8
WAAC	FM	225C1 Valdosta	GA	BLH19860903KD	106.4	55.7
WMTM-FM	FM	230C1 Moultrie	GA	BLH19901029KC	115.1	23.8
WGOV-FM	FM	244C2 Valdosta	GA	BLH20060601ABI	106.4	55.7
WGEX	FM	247C0 Bainbridge	GA	BMLH20110728ADK	101.7	345.4
WAFT	FM	266C1 Valdosta	GA	BMLD20030102AAQ	107.3	51.6
WSTI-FM	FM	287C3 Quitman	GA	BLH20031023ACE	89.6	62.2
WTUF	FM	292A Boston	GA	BLH19970703KB	75.3	38.8
WGMY	FM	296C1 Thomasville	GA	BMLH20110408ABL	35.7	5.9
WPAX	AM	1240 THOMASVILLE	GA	BL	68.9	23.4
WSFB	AM	1490 QUITMAN	GA	BL19851107AA	88.1	49.5
WPRY	AM	1400 PERRY	FL	BL19960927AB	70.4	104.3
WHGH	AM	840 THOMASVILLE	GA	BL19880329AC	67.2	28.5
WGUN	AM	950 VALDOSTA	GA	BL19930714AA	106.4	55.7
WMAF	AM	1230 MADISON	FL	BL	83.8	73.9
WSTT	AM	730 THOMASVILLE	GA	BL19970206AC	51.2	14.7
WGRA	AM	790 CAIRO	GA	BL	70.6	3.1
WNLS	AM	1270 TALLAHASSEE	FL	BL20101028ACS	18.8	344.0
WTAL	AM	1450 TALLAHASSEE	FL	BL20010628ACE	18.1	9.0
WMGR	AM	930 BAINBRIDGE	GA	BL	75.8	339.6
WFRF	AM	1070 TALLAHASSEE	FL	BML20040816ACK	27.6	347.8
WCVC	AM	1330 TALLAHASSEE	FL	BL	24.2	357.2

Distance and bearing calculations from coordinates: 30-15-57.60 N, 084-16-28.50 W

Duopoly Options:

TV: Not Included

FM: 3.16 mV/m (70 dBu); Include NCE

AM: 5.0 mV/m

Stations more than 92 km from the common area were excluded.

AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT

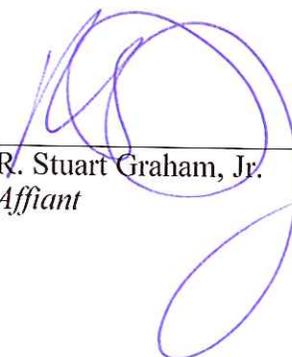
State of Georgia)
St. Simons Island) ss:
County of Glynn)

R. STUART GRAHAM, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Cumulus Licensing LLC, to prepare the attached Technical Exhibit.

His qualifications are a matter of record before the Federal Communications Commission. He is a graduate of Auburn University and has been active in Broadcast Engineering since 1972.

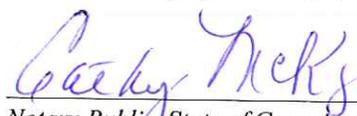
The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

This the 12th day of March 2015.



R. Stuart Graham, Jr.
Affiant

Sworn to and subscribed before me
this the 12th day of March 2015



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