(Revised 10 Feb 2009)

MULTIPLE OWNERSHIP STUDY PREPARED BY MIDWEST COMMUNICATIONS, INC., CONCERNING THE ASSIGNMENT OF THE PROPOSED MODIFIED WTRW FACILITIES TO MIDWEST COMMUNICATIONS, INC.

The FCC has granted its consent (see FCC File No. BALH-20080630AAL) for Radioactive, LLC, to assign the station WTRW broadcast license to Midwest Communications, Inc. The following multiple ownership study demonstrates that the minor modifications proposed for WTRW in File No. BPH-20080716AGZ satisfy Section 73.3555 of the Commission's rules as applied to Midwest Communications, Inc.

File No. BPH-20080716AGZ proposes to modify the WTRW community of license to specify Glenmore, Brown County, Wisconsin, which is situated with the Arbitron-defined Green Bay, Wisconsin, metro market.

As shown by the attached engineering exhibit Figure 1, Midwest Communications, Inc., currently owns and controls the following stations which are either home to the Green Bay metro market or, if licensed to a non-metro market community outside of the Green Bay metro market, share some degree of city-grade overlap with facilities proposed for station WTRW:

WNFL(AM) Green Bay WI; FACID 9966
WIXX(FM) Green Bay, WI; FACID 42087
WTAQ(FM) Green Bay, WI; FACID 42086
WZBY(FM) Sturgeon Bay, WI; FACID 42090

This study uses the standard metro market analysis and the interim contour overlap methodology as relevant.

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Market 1: Green Bay metro market methodology

WTRW(FM)
WIXX(FM)
WTAQ(FM)
WZBY(FM)
WNFL(AM)

As defined by Arbitron, the Green Bay metro market is co-terminus with the boundaries of Brown County, Wisconsin. According to the BIA Report (copy attached) 19 radio stations are home to the metro market. The proposed WTRW facilities will increase the number of metro market stations.

Section 73.3555 of the Commission's rules provides that in a radio market with between 15 and 29 stations, a party may own or control up to six commercial radio stations, not more than four

of which are in the same service (AM or FM).

Accordingly, in a metro market study area with 20 radio stations (19 + WTRW) , the proposed 4 FM / 1 AM station combination will create no undue concentration of ownership and is permissible under Section 73.3555 of the rules.

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Comment concerning adjacent Appleton-Oshkosh metro market.

The Arbitron-defined Appleton-Oshkosh, Wisconsin, metro market consists of Outagamie, Calumet and Winnebago counties. WTRW does not propose to be licensed to the Appleton-Oshkosh metro market and BIA does not list station WTRW as home to that market (copy attached).

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MARKET 2: Interim Contour Overlap Methodology

WTRW(FM)
WZBY(FM)
WIXX(FM)
WTAQ(FM)
WNFL(AM)

WZBY is licensed to Sturgeon Bay, Door County, Wisconsin, which does not belong to any defined metro market. The proposed WTRW city-grade contour will overlap the entire community of Green Bay and a portion of the WZBY(FM) city-grade contour.

Using the boundaries created by the outermost city-grade contours (WIXX and WZBY) of the proposed station combination, the attached final contour overlap map depicts the city-grade contour (5 mV/m for AM, 3.16 mV/m for FM) of 10 other radio stations which will overlap some degree of the proposed 4 FM and 1 AM station combination.

Section 73.3555 of the Commission's rules provides that in a radio market with between 15 and 29 stations, a party may own or control up to six commercial radio stations, not more than four of which are in the same service (AM or FM).

Accordingly, in a contour overlap market study area with at least 15 stations (5 + 10), the proposed 4 FM / 1 AM station combination will create no undue concentration of ownership and is permissible under Section 73.3555 of the rules.

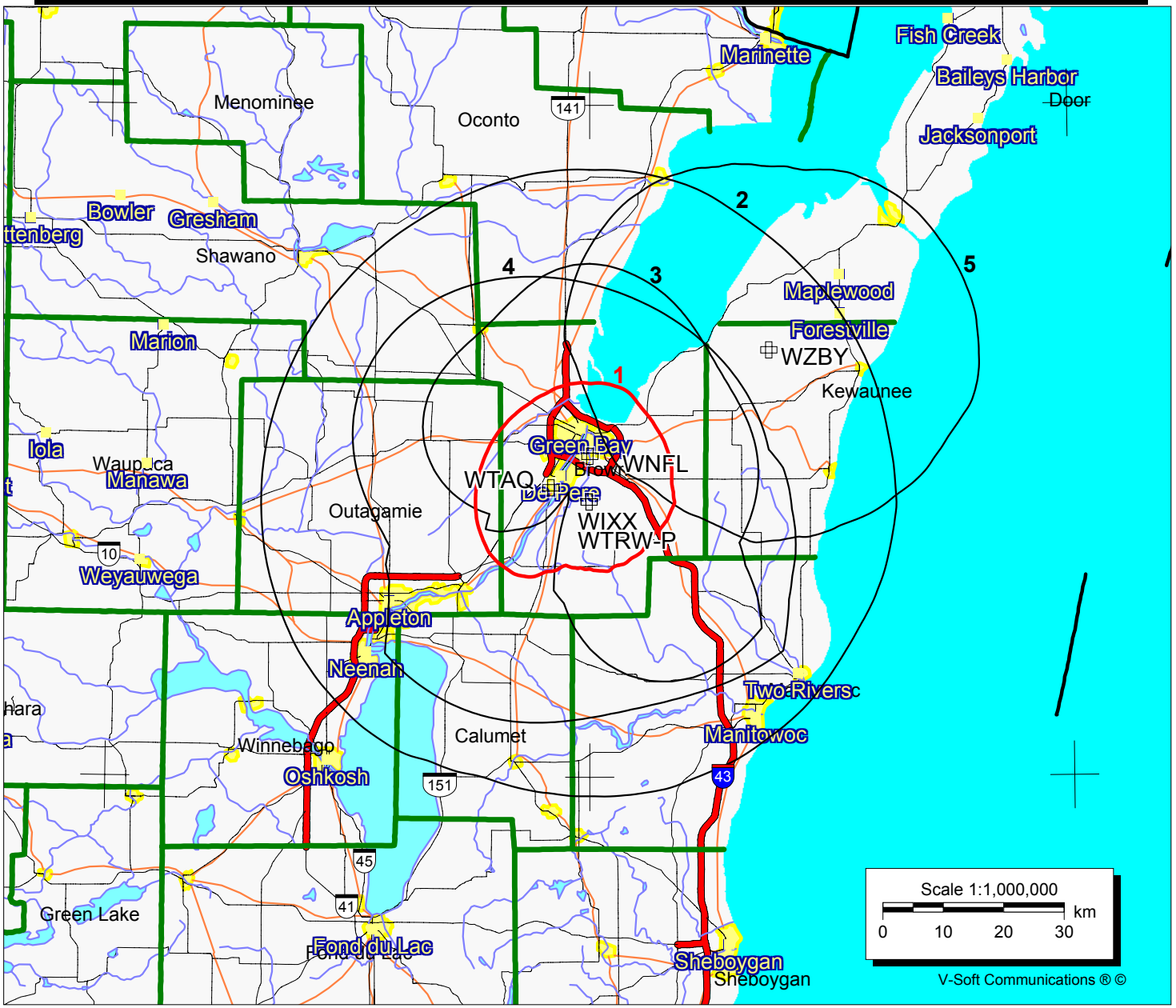
Note that there are far more than 10 additional stations which share some degree of city-grade contour overlap with the proposed 5 station combination. These stations will be identified upon request by the Commission.

Community Contours of Proposed WTRW Facility & Midwest Green Bay Metro Stations

Proposed WTRW
Latitude: 44-24-35 N
Longitude: 088-00-06 W
ERP: 6.00 kW
Channel: 246
Frequency: 97.1 MHz
AMSL Height: 262.0 m
Elevation: 192.0 m
Horiz. Pattern: Omni
Vert. Pattern: No
Prop Model: FCC

Contour Key:

1 - Prop. WTRW(FM)
2 - WIXX(FM)
3 - WNFL(AM)
4 - WTAQ(FM)
5 - WZBY(FM



FCC Geographic Market Definition for Green Bay, WI

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WAUN	FM	92.7	C	Rock AC	Green Bay, WI	07/02/2003	185	Magnum Radio Inc	Kewaunee, WI	Kewaunee
WDUZ	AM	1400	C	Sports	Green Bay, WI	07/02/2003	185	Cumulus Broadcasting Inc	Green Bay, WI	Brown
WQLH	FM	98.5	C	Hot AC	Green Bay, WI	07/02/2003	185	Cumulus Broadcasting Inc	Green Bay, WI	Brown
WTAQ	AM	1360	C	News/Info	Green Bay, WI	07/02/2003	185	Midwest Communications Incorporated	Green Bay, WI	Brown
WIXX	FM	101.1	C	CHR	Green Bay, WI	07/02/2003	185	Midwest Communications Incorporated	Green Bay, WI	Brown
WKSZ	FM	95.9	C	Hot AC	Green Bay, WI	07/02/2003	185	Woodward Communications Inc	De Pere, WI	Brown
WPCK	FM	104.9	C	Country	Green Bay, WI	01/02/2004	185	Cumulus Broadcasting Inc	Denmark, WI	Brown
WNFL	AM	1440	C	Sports	Green Bay, WI	07/02/2003	185	Midwest Communications Incorporated	Green Bay, WI	Brown
WOWN	FM	99.3	C	Oldies	Green Bay, WI	12/01/2006	185	Results Broadcasting Inc	Shawano, WI	Shawano
WZBY	FM	99.7	C	Top40/HpHo	Green Bay, WI	07/02/2003	185	Midwest Communications Incorporated	Sturgeon Bay, WI	Door
WTCH	AM	960	C	Country	Green Bay, WI	12/01/2006	185	Results Broadcasting Inc	Shawano, WI	Shawano
WDUZ	FM	107.5	C	Sports	Green Bay, WI	07/02/2003	185	Cumulus Broadcasting Inc	Brillion, WI	Calumet
WZOR	FM	94.7	C	Rock	Green Bay, WI	07/02/2003	185	Woodward Communications Inc	Mishicot, WI	Manitowoc
WOGB	FM	103.1	C	Oldies	Green Bay, WI	07/02/2003	185	Cumulus Broadcasting Inc	Kaukauna, WI	Outagamie
WZNN	FM	106.7	C	Rock	Green Bay, WI	07/02/2003	185	Cumulus Broadcasting Inc	Allouez, WI	Brown
WEMY	FM	91.5	NC	ChrsContem	Green Bay, WI	07/02/2003	185	Evangel Ministries Incorporated	Green Bay, WI	Brown
WHID	FM	88.1	NC	Talk	Green Bay, WI	07/02/2003	185	Wisconsin Public Radio	Green Bay, WI	Brown
WORQ	FM	90.1	NC	Christian	Green Bay, WI	07/02/2003	185	Lakeshore Communications Inc	Green Bay, WI	Brown
WPNE	FM	89.3	NC	News/Clscl	Green Bay, WI	07/02/2003	185	Wisconsin Public Radio	Green Bay, WI	Brown

Number of Stations in Geographic Market 19

Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed

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FCC Geographic Market Definition for Appleton-Oshkosh, WI

Call Letters	AM/ FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WWWX	FM	96.9	C	Rock	Appleton-Oshkosh, WI	07/02/2003	134	Cumulus Broadcasting Inc	Oshkosh, WI	Winnebago
WAPL	FM	105.7	C	Clsc Rock	Appleton-Oshkosh, WI	07/02/2003	134	Woodward Communications Inc	Appleton, WI	Outagamie
WVCY	AM	690	NC	Christian	Appleton-Oshkosh, WI	07/02/2003	134	VCY America Inc	Oshkosh, WI	Winnebago
WNCY	FM	100.3	C	Country	Appleton-Oshkosh, WI	07/02/2003	134	Midwest Communications Incorporated	Neenah-Menasha, WI	Winnebago
WFCL	AM	1380	C	Nostalgia	Appleton-Oshkosh, WI	12/01/2006	134	Results Broadcasting Inc	Clintonville, WI	Waupaca
WJMQ	FM	92.3	C	Country	Appleton-Oshkosh, WI	12/01/2006	134	Results Broadcasting Inc	Clintonville, WI	Waupaca
WFON	FM	107.1	C	Hot AC	Appleton-Oshkosh, WI	07/02/2003	134	RBH Enterprises Incorporated	Fond Du Lac, WI	Fond Du Lac
WPKR	FM	99.5	C	Country	Appleton-Oshkosh, WI	07/02/2003	134	Cumulus Broadcasting Inc	Omro, WI	Winnebago
WBJZ	FM	104.7	C	Top 40	Appleton-Oshkosh, WI	02/15/2005	134	Caxambas Corporation	Berlin, WI	Green Lake
WJOK	AM	1050	C	Religion	Appleton-Oshkosh, WI	07/02/2003	134	Starboard Media Foundation Inc	Kaukauna, WI	Outagamie
WMBE	AM	1530	C	Sports	Appleton-Oshkosh, WI	07/02/2003	134	Maszka-Pacer Radio Inc	Chilton, WI	Calumet
WNAM	AM	1280	C	Nostalgia	Appleton-Oshkosh, WI	07/02/2003	134	Cumulus Broadcasting Inc	Neenah-Menasha, WI	Winnebago
WOZZ	FM	93.5	C	Clsc Rock	Appleton-Oshkosh, WI	07/02/2003	134	Midwest Communications Incorporated	New London, WI	Outagamie
WVBO	FM	103.9	C	Oldies	Appleton-Oshkosh, WI	07/02/2003	134	Cumulus Broadcasting Inc	Winneconne, WI	Winnebago
WROE	FM	94.3	C	Variety	Appleton-Oshkosh, WI	07/02/2003	134	Midwest Communications Incorporated	Neenah-Menasha, WI	Winnebago
WSCO	AM	1570	C	Sports	Appleton-Oshkosh, WI	07/02/2003	134	Woodward Communications Inc	Appleton, WI	Outagamie
WHBY	AM	1150	C	News/Talk	Appleton-Oshkosh, WI	07/02/2003	134	Woodward Communications Inc	Kimberly, WI	Outagamie
WOSH	AM	1490	C	Nws/Tlk/Spt	Appleton-Oshkosh, WI	07/02/2003	134	Cumulus Broadcasting Inc	Oshkosh, WI	Winnebago
WDUZ	FM	107.5	C	Sports	Green Bay, WI	07/02/2003	185	Cumulus Broadcasting Inc	Brillion, WI	Calumet
WOGB	FM	103.1	C	Oldies	Green Bay, WI	07/02/2003	185	Cumulus Broadcasting Inc	Kaukauna, WI	Outagamie
WECB	FM	104.3	C	Soft AC	Appleton-Oshkosh, WI	07/02/2003	134	Woodward Communications Inc	Seymour, WI	Outagamie
WEMI	FM	91.9	NC	ChrsContem	Appleton-Oshkosh, WI	07/02/2003	134	Evangel Ministries Incorporated	Appleton, WI	Outagamie
WOVM	FM	91.1	NC	Talk/Motvl	Appleton-Oshkosh, WI	07/02/2003	134	Starboard Media Foundation Inc	Appleton, WI	Outagamie
WRST	FM	90.3	NC	Talk/Motvl	Appleton-Oshkosh, WI	07/02/2003	134	Wisconsin Public Radio	Oshkosh, WI	Winnebago

Number of Stations in Geographic Market 24

Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed

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Community Contours of Other Stations Intersecting WTRW (as proposed), WZBY, WIXX, WTAQ or WNFL

Proposed WTRW
Latitude: 44-10-24 N
Longitude: 087-33-38 W
ERP: 6.00 kW
Channel: 248
Frequency: 97.5 MHz
AMSL Height: 327.0 m
AGL Height: 53.0 m
Horiz. Pattern: Omni
Vert. Pattern: No
Prop Model: FCC

Contour Key:

1 - WIXX(FM)
2 - WZBY(FM)
3 - WHBL(AM)
4 - WNCY-FM
5 - WROE(FM)
6 - WOZZ(FM)
7 - WAPL(FM)
8 - WPNE-FM
9 - WZOR(FM)
10 - WORQ(FM)
11 - WLTU(FM)
12 - WQTC-FM

