

**RADIO MARKET ANALYSIS**  
**TOWNSQUARE MEDIA**  
**PRESQUE ISLE LICENSE, LLC**  
**WBPW/WOZI/WQHR RADIO STATIONS**  
**PRESQUE ISLE, MAINE**  
**May 2012**

**TECHNICAL STATEMENT**

1. This Technical Statement and attached exhibits were prepared on behalf of Townsquare Media Presque Isle License, LLC (“Townsquare”), proposed assignee of WBPW, Channel 245C1, WOZI, Channel 270C2, and WQHR, Channel 241C, Presque Isle, Maine. WBPW, WOZI and WQHR are not licensed to a community in any Arbitron Market nor considered “home” to any Arbitron Market. Therefore, this review will verify that the referenced stations are in compliance in a non-rated market.

2. Attached as Exhibit #1 is a map depicting the city grade contours of WBPW, WOZI and WQHR. Based on these facilities and their respective city grade contours, one distinct overlap market is created. The city grade contours of the subject stations will be used to establish the “Radio Market Boundary” and to determine the number of other stations in the market. The subject stations in the market will then be added to that number to demonstrate compliance in the market. No stations with transmitters located more than 92.0 kilometers from the boundary of the common overlap of subject stations will be considered. Further, no other facility controlled by Townsquare will be considered as a market contributor, unless it is a subject station in the radio market under study.

3. Exhibit #2 is a depiction of the AM and FM stations (commercial and non-commercial) providing service to the Radio Market boundary. Exhibit #3 is a tabulation of the stations in the Radio Market, which has a total of eight stations, including the three subject stations.<sup>1</sup> The number of stations in the Radio Market falls in the fourteen or fewer stations tier of §73.3555(a)(1)(iv) of the Commission's rules. At this level, common ownership or control of up to five stations, with no more than three in the same service, is permissible. Therefore, Townsquare is in compliance in this non-rated market.

4. Based on the compliance shown in the non-market reviewed, the proposed acquisition of WBPW, WOZI and WQHR is in compliance with §73.3555 of the Commission's multiple ownership rules.

5. The foregoing technical statement was prepared on behalf of Townsquare Media Presque Isle License, LCC, 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 was extracted from the CDBS database. Data regarding the relevant Arbitron market was determined using the BIA MEDIA Access Pro Version 4.6. We assume no liability for errors or omissions in those databases which may be adverse to the information contained herein.

---

1) There are numerous other stations in the market. They were not considered, however, as there were a sufficient number of stations to allow for common ownership of the stations under study.

**Graham Brock, Inc. - Broadcast Technical Consultants**

**WBPW**  
BMLH-19991015AAJ  
Latitude: 46-45-52 N  
Longitude: 067-59-23 W  
ERP: 100.00 kW  
Channel: 245C1  
Frequency: 96.9 MHz

**WOZI**  
BLH-19990115KA  
Latitude: 46-32-51 N  
Longitude: 067-48-35 W  
ERP: 7.90 kW  
Channel: 270C2  
Frequency: 101.9 MHz

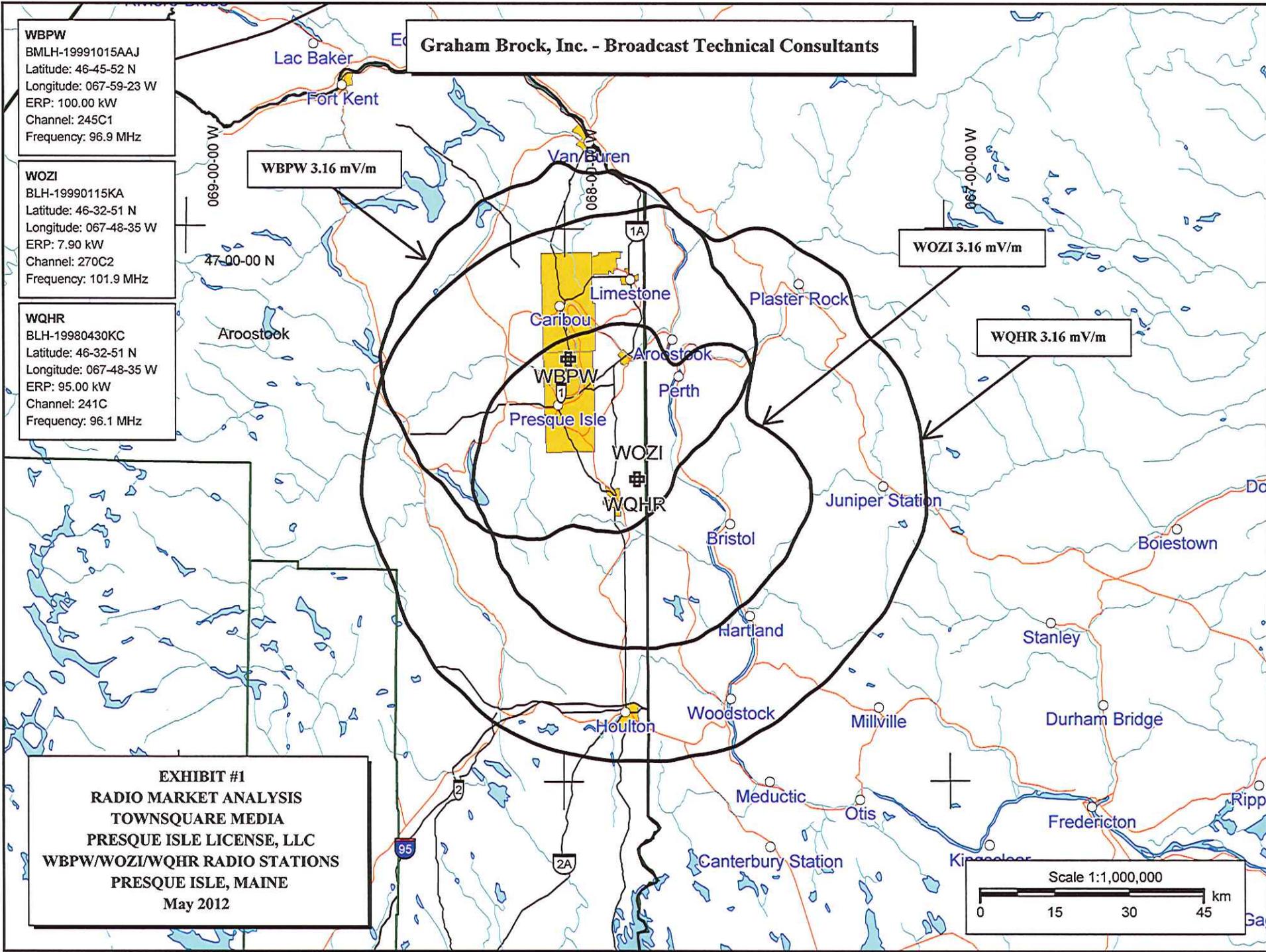
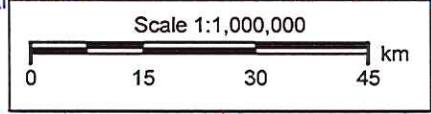
**WQHR**  
BLH-19980430KC  
Latitude: 46-32-51 N  
Longitude: 067-48-35 W  
ERP: 95.00 kW  
Channel: 241C  
Frequency: 96.1 MHz

WBPW 3.16 mV/m

WOZI 3.16 mV/m

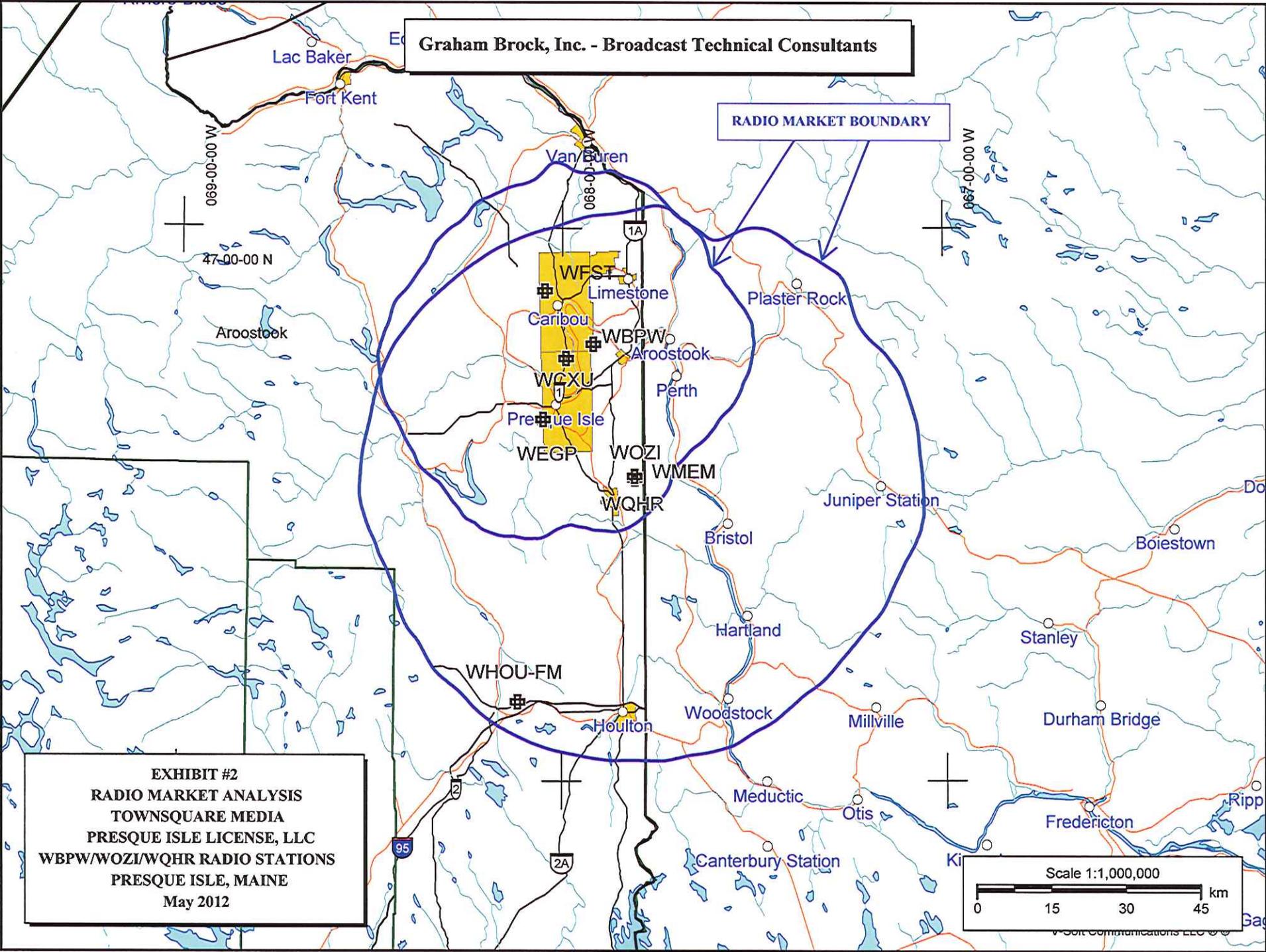
WQHR 3.16 mV/m

**EXHIBIT #1**  
**RADIO MARKET ANALYSIS**  
**TOWNSQUARE MEDIA**  
**PRESQUE ISLE LICENSE, LLC**  
**WBPW/WOZI/WQHR RADIO STATIONS**  
**PRESQUE ISLE, MAINE**  
**May 2012**

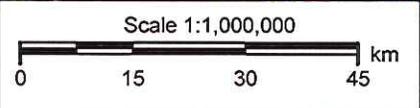


**Graham Brock, Inc. - Broadcast Technical Consultants**

**RADIO MARKET BOUNDARY**



**EXHIBIT #2**  
**RADIO MARKET ANALYSIS**  
**TOWNSQUARE MEDIA**  
**PRESQUE ISLE LICENSE, LLC**  
**WBPW/WOZI/WQHR RADIO STATIONS**  
**PRESQUE ISLE, MAINE**  
**May 2012**



V-Soft Communications LLC & Co.

**RADIO MARKET ANALYSIS**  
**TOWNSQUARE MEDIA**  
**PRESQUE ISLE LICENSE, LLC**  
**WBPW/WOZI/WQHR RADIO STATIONS**  
**PRESQUE ISLE, MAINE**  
**May 2012**

**EXHIBIT #3**

**Tabulation of Stations in Radio Market**

**AM Stations**

WFST	600 kHz	Caribou, Maine
WEGP	1390 kHz	Presque Isle, Maine

Total AM Stations - 2

**FM Stations**

* WQHR	Ch 241C	Presque Isle, Maine
* WBPW	Ch 245C1	Presque Isle, Maine
WCXU	Ch 249C3	Caribou, Maine
WHOU-FM	Ch 261C3	Houlton, Maine
* WOZI	Ch 270C2	Presque Isle, Maine
WMEM	Ch 291C	Presque Isle, Maine

Total FM Stations - 6

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 8**

\* Subject station.

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

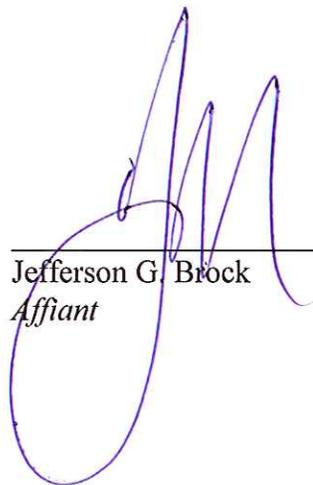
*State of Georgia )*  
*St. Simons Island ) ss:*  
*County of Glynn )*

**JEFFERSON G. BROCK**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Townsquare Media Presque Isle License, LLC, to prepare the attached Technical Exhibit.

His qualifications are a matter of record before the Federal Communications Commission. He has been active in Broadcast Engineering since 1979.

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 1st day of May 2012.*

  
\_\_\_\_\_  
Jefferson G. Brock  
*Affiant*

*Sworn to and subscribed before me  
this the 1st day of May 2012*

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