

Technical Report  
In Support of a  
47 C.F.R. Section 73.3555  
Based  
Interim Contour Method  
Multiple Ownership Study

---

*for the Proposed Modification of  
WIZZ(AM).P - Greenfield, MA  
(Facility ID: 54779)  
1520 kHz*

---

*by*

*Saga Communications of New England, LLC*

---

**EXPLANATION OF REPORT:** This Technical Report has been prepared to determine the total number of commercial and non-commercial principal community contours associated with the proposed modification of WIZZ(AM).P - Greenfield, MA (Facility ID: 54779). WIZZ(AM).P is not presently listed in any BIA Market; therefore, this modification has been studied only under the Interim Contour-Overlap Methodology.

Saga Communications of New England, LLC, presently holds a broadcast interest in five (5) additional aural services relevant to this WIZZ(AM).P proposed modification. Saga holdings not overlapping this proposal need not be discussed herein. Concerning these six (6) total holdings affecting the WIZZ(AM).P modification, there will be one (1) unique and distinct market within this affected ownership group. "Market A" is comprised of the six (6) stations, and defined as follows:

| <b>"Market A"</b> |                |               |              |                    |  |
|-------------------|----------------|---------------|--------------|--------------------|--|
| <b>CALL SIGN</b>  | <b>CH/FREQ</b> | <b>CITY</b>   | <b>STATE</b> | <b>FILE NUMBER</b> |  |
| WIZZ (AM) .P      | 1520kHz        | Greenfield    | MA           | proposed           |  |
| WHMQ (AM)         | 1240kHz        | Greenfield    | MA           | BML20191028ACR     |  |
| WPVQ-FM           | CH237A         | Greenfield    | MA           | BLH20180405AAL     |  |
| WHAI (FM) .C      | CH252A         | Greenfield    | MA           | LMS-0000116550     |  |
| WRSI (FM) .C      | CH230A         | Turners Falls | MA           | LMS-0000116551     |  |
| WLZX-FM           | CH257A         | Northampton   | MA           | BLH20000112ABC     |  |

**EXPLANATION OF METHODOLOGY:** The facilities and results reported herein were taken from current copies of AM and FM computer databases as prepared by the FCC and supplied by V-Soft Communications, LLC. The facilities listed above serve as the basis for the respective principal community contours studied. 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 M3 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 47 C.F.R. Section 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 dBμ) contour as provided in 47 C.F.R. Section 73.313 of the Rules. The predicted FM contours shown in this report are based on seventy-two (72) equally spaced terrain radials beginning with 0° True and assume NED 03 Second Terrain data.

As stated before, there will be one (1) unique and distinct market associated with this proposal. The market has been defined, in accordance with 47 C.F.R. Section 73.3555 of the FCC Rules, as the area within the total perimeter formed by the combined principal community contours as noted above.

**EXPLANATION OF RESULTS:** The seven (7) stations, under common control and relevant for this ownership group, have been noted in **Exhibit 1.0**. As stated before, no other Saga Communications of New England, LLC holdings or any other holdings of parent company Saga Communications, Inc. are affected by this WIZZ(AM).P proposed modification. However, out of an overabundance of caution, all other nearby Saga holdings have also been plotted in **Exhibit 1.0**. To aid in identifying the respective contours, currently controlled AM contours have been shown with solid light red lines. Currently controlled FM contours have been shown with solid light blue lines. The facilities to be modified have been shown in darker dashed lines. The “Market A” common overlap areas have been designated as well.

For “Market A”, the market defining contours have been shown in **Exhibit 2.0** of this report along with the total number of principal community contours entering the market. The defining contours have been shown with yellow lines on this map. AM contours entering the market have been denoted in blue lines. FM contour entering the market have been shown in red lines. Co-owned stations entering the market, but not defining the market have been omitted. Under the current rules, the market falls within the minimum limitations set forth in §73.3555 (a)(1)(ii): *In a radio market with between 30 and 44 (inclusive) full-power, commercial and noncommercial radio stations, not more than 7 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM) may be owned.* The principal community contours of at least twenty-four (24) other stations entering the market are shown in **Exhibit 2.0**. Including the two (2) AM stations and four (4) FM stations which define the market, there are at least thirty (30) aural services in this market. **Exhibit 2.1** lists the facilities of the individual stations used in this report.

**CERTIFICATION OF TECHNICAL CONSULTANT:** *I declare, under penalty of perjury, that the contents of this report are true and accurate to the best of my knowledge and belief. I further certify I have over twenty-two years of experience as a broadcast technical consultant before the Federal Communications Commission (“the FCC”); and am familiar with the Code of Federal Regulations Title 47 (“the Rules”) as pertaining to this report and its contents herein. The underlying data utilized in this report was taken directly from FCC databases or indirectly through third party software vendors securing data directly from FCC databases. This firm cannot be held liable for errors or omissions resulting from the underlying data. The information contained herein is believed accurate to the date reported below.*



---

Justin W. Asher, Technical Consultant

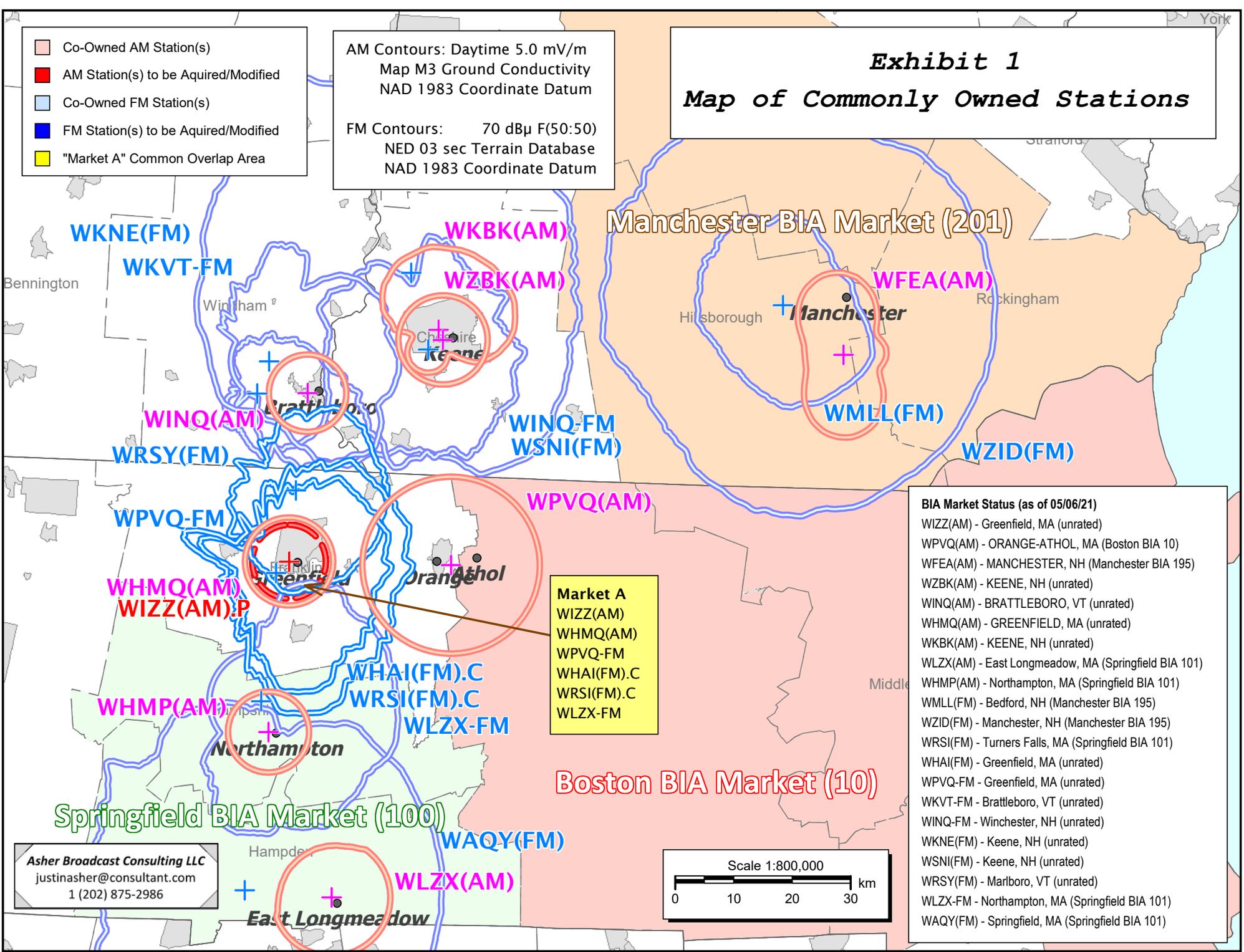
May 7, 2021

# Exhibit 1 Map of Commonly Owned Stations

- Co-Owned AM Station(s)
- AM Station(s) to be Aquired/Modified
- Co-Owned FM Station(s)
- FM Station(s) to be Aquired/Modified
- "Market A" Common Overlap Area

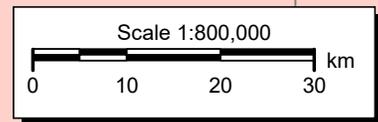
AM Contours: Daytime 5.0 mV/m  
Map M3 Ground Conductivity  
NAD 1983 Coordinate Datum

FM Contours: 70 dBμ F(50:50)  
NED 03 sec Terrain Database  
NAD 1983 Coordinate Datum



- BIA Market Status (as of 05/06/21)**
- WIZZ(AM) - Greenfield, MA (unrated)
  - WPVQ(AM) - ORANGE-ATHOL, MA (Boston BIA 10)
  - WFEA(AM) - MANCHESTER, NH (Manchester BIA 195)
  - WZBK(AM) - KEENE, NH (unrated)
  - WINQ(AM) - BRATTLEBORO, VT (unrated)
  - WHMQ(AM) - GREENFIELD, MA (unrated)
  - WKBK(AM) - KEENE, NH (unrated)
  - WLZX(AM) - East Longmeadow, MA (Springfield BIA 101)
  - WHMP(AM) - Northampton, MA (Springfield BIA 101)
  - WMLL(FM) - Bedford, NH (Manchester BIA 195)
  - WZID(FM) - Manchester, NH (Manchester BIA 195)
  - WRSI(FM) - Turners Falls, MA (Springfield BIA 101)
  - WHAI(FM) - Greenfield, MA (unrated)
  - WPVQ-FM - Greenfield, MA (unrated)
  - WKVT-FM - Brattleboro, VT (unrated)
  - WINQ-FM - Winchester, NH (unrated)
  - WKNE(FM) - Keene, NH (unrated)
  - WSNI(FM) - Keene, NH (unrated)
  - WRSY(FM) - Marlboro, VT (unrated)
  - WLZX-FM - Northampton, MA (Springfield BIA 101)
  - WAQY(FM) - Springfield, MA (Springfield BIA 101)

**Asher Broadcast Consulting LLC**  
justinasher@consultant.com  
1 (202) 875-2986



# Exhibit 2.0 Map of Stations Entering "Market A"

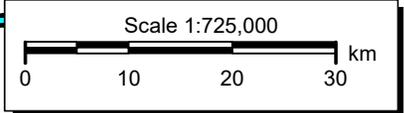
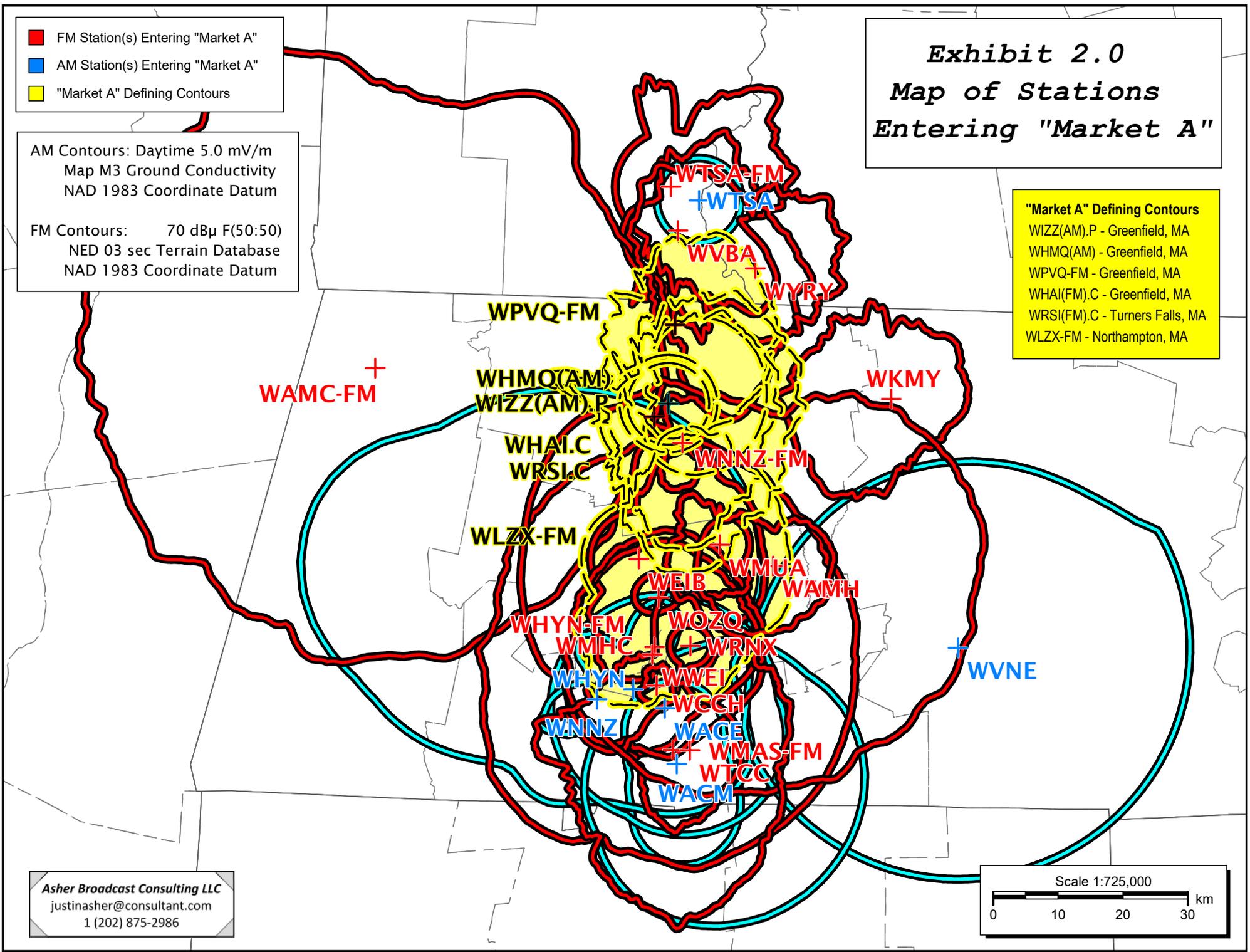
- FM Station(s) Entering "Market A"
- AM Station(s) Entering "Market A"
- "Market A" Defining Contours

AM Contours: Daytime 5.0 mV/m  
Map M3 Ground Conductivity  
NAD 1983 Coordinate Datum

FM Contours: 70 dBμ F(50:50)  
NED 03 sec Terrain Database  
NAD 1983 Coordinate Datum

**"Market A" Defining Contours**

- WIZZ(AM).P - Greenfield, MA
- WHMQ(AM) - Greenfield, MA
- WPVQ-FM - Greenfield, MA
- WHA1(FM).C - Greenfield, MA
- WRS1(FM).C - Turners Falls, MA
- WLZX-FM - Northampton, MA



# ***Exhibit 2.1***

## **Tabulation of Select Stations Entering “Market A”**

Total number of overlapping contours: 30

Reference:

| Callsign     | Type | Chan City          | St | File Number    | Dist (km) | Azi (deg) |
|--------------|------|--------------------|----|----------------|-----------|-----------|
| WIZZ (AM) .P | AM   | 1520 GREENFIELD    | MA | proposed       | --        | --        |
| WHMQ (AM)    | AM   | 1240 GREENFIELD    | MA | BML20191028ACR | 1.9       | 212.0     |
| WPVQ-FM      | FM   | 237A Greenfield    | MA | BLH20180405AAL | 10.5      | 0.3       |
| WHAI.C       | FM   | 252A Greenfield    | MA | 0000116550     | 4.8       | 221.5     |
| WRSI.C       | FM   | 230A Turners Falls | MA | 0000116551     | 4.8       | 221.5     |
| WLZX-FM      | FM   | 257A Northampton   | MA | BLH20000112ABC | 26.1      | 192.3     |

Overlapping Contours:

| Callsign | Type | Chan City         | St | File Number     | Dist (km) | Azi (deg) |
|----------|------|-------------------|----|-----------------|-----------|-----------|
| WMAS-FM  | FM   | 234B Enfield      | CT | BLH20111107ARY  | 54.9      | 180.4     |
| WFCR     | FM   | 203B Amherst      | MA | BLED19970605KB  | 30.6      | 150.5     |
| WAMH     | FM   | 207A Amherst      | MA | BLED20121019ACF | 30.6      | 150.5     |
| WTCC     | FM   | 214A Springfield  | MA | BMLD20070314ADO | 55.0      | 177.7     |
| WMUA     | FM   | 216A Amherst      | MA | BLED20031110ACU | 24.3      | 163.5     |
| WMHC     | FM   | 218A South Hadley | MA | BMLD19880804LI  | 38.9      | 176.5     |
| WNNZ-FM  | FM   | 219A Deerfield    | MA | BMLD20100908ACV | 7.8       | 171.4     |
| WOZQ     | FM   | 220A Northampton  | MA | BLED19820924AH  | 31.5      | 184.6     |
| WHYN-FM  | FM   | 226B Springfield  | MA | BMLH19990121KA  | 40.4      | 185.0     |
| WKMY     | FM   | 260A Athol        | MA | 0000105606      | 33.3      | 91.6      |
| WRNX     | FM   | 265A Amherst      | MA | BLH20120110ADN  | 39.2      | 184.6     |
| WCCH     | FM   | 278D Holyoke      | MA | BLED19811130AS  | 45.0      | 183.6     |
| WWEI     | FM   | 288A Easthampton  | MA | BMLH20141103AER | 40.4      | 185.0     |
| WEIB     | FM   | 292A Northampton  | MA | BLH19980318KB   | 26.1      | 192.3     |
| WYRY     | FM   | 285A Hinsdale     | NH | BLH20010402AAV  | 22.8      | 32.9      |
| WAMC-FM  | FM   | 212B Albany       | NY | BMLD20101102ABH | 46.3      | 274.9     |
| WVBA     | FM   | 205B1 Brattleboro | VT | BLED20180712AAL | 25.0      | 1.2       |
| WTSB-FM  | FM   | 244A Brattleboro  | VT | BLH19910821KF   | 31.8      | 359.0     |
| WTSB     | AM   | 1450 BRATTLEBORO  | VT | BL8900          | 29.9      | 7.2       |
| WHYN     | AM   | 560 SPRINGFIELD   | MA | BML20080521AEH  | 46.0      | 188.1     |
| WVNE     | AM   | 760 LEICESTER     | MA | BL19940412AB    | 58.6      | 132.0     |
| WACE     | AM   | 730 CHICOPEE      | MA | BL9540          | 48.5      | 181.9     |
| WNNZ     | AM   | 640 WESTFIELD     | MA | BML20100820ABW  | 48.6      | 194.3     |
| WACM     | AM   | 1270 SPRINGFIELD  | MA | BL8346          | 57.0      | 179.8     |

Distance and bearing calculations from coordinates: 42-36-12 N, 072-36-21 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.