

BIA/Kelsey Radio Comparable Sales Report

Calls		AM/ FM	City, ST of License	Station Class	Freq	Day Power	Night Power	HAAT	Owner	Acquired	Price (000) & Code	Format	Estimated Station Rev '12 (000)	Pwr Ratio	ARB 12+ Shares		Est Mkt (000)
Rank	38	Market	Milwaukee-Racine, WI														
WKSH		AM	Sussex, WI	B	1640	10.000	1.000		ABC/Disney	2002/10	2,600	Top 40	525	PPM			83500
WDDW		FM	Sturtevant, WI	A	104.7	4.200			338' Adelante Media Group	2010/09		Mexican	1,475	PPM	1.4	1.4	83500
WBKV		AM	West Bend, WI	B	1470	2.500	2.500		Bliss Communications Inc	1970/10		News/Talk	125	PPM			83500
WBWI		FM	West Bend, WI	B	92.5	17.500			538' Bliss Communications Inc			Country	800	PPM	1.0	1.0	83500
WRJN		AM	Racine, WI	C	1400	1.000	1.000		Bliss Communications Inc	1997/05		c3 Nws/Tlk/Spt	425	PPM			83500
WEZY		FM	Racine, WI	A	92.1	2.700			492' Bliss Communications Inc	1997/08	5,000	c3 Lite Rock	500	PPM	0.4	0.5	83500
WBSD		FM	Burlington, WI	A	89.1	0.210			92' Burlington Area School			AAA		PPM			83500
WCCX		FM	Waukesha, WI	D	104.5	0.013			49' Carroll University			Varty/Ecltc		PPM			83500
WKKV-HD3		F3	Racine, WI	B	100.7	50.000			499' Clear Channel	2008/07		g Prgsv/Talk		PPM			83500
WOKY		AM	Milwaukee, WI	B	920	5.000	1.000		Clear Channel	2008/07		g Spts/Talk	375	PPM	0.2	0.2	83500
WMIL-HD3		F3	Waukesha, WI	B	106.1	12.000			997' Clear Channel	2008/07		g News		PPM			83500
WKKV-HD2		F2	Racine, WI	B	100.7	50.000			499' Clear Channel			DARK		PPM			83500
WRIT		FM	Milwaukee, WI	B	95.7	34.000			610' Clear Channel	2008/07		g Oldies	3,775	PPM	6.7	7.6	83500
WKKV		FM	Racine, WI	B	100.7	50.000			499' Clear Channel	2008/07		g Urban Cntmp	2,700	PPM	4.0	3.7	83500
WRNW-HD2		F2	Milwaukee, WI	B	97.3	15.500			912' Clear Channel			Nws/Tlk/Inf		PPM	TLR	TLR	83500
WISN		AM	Milwaukee, WI	B	1130	50.000	10.000		Clear Channel	2008/07		g Nws/Tlk/Inf	5,250	PPM	6.7	7.2	83500
WRNW		FM	Milwaukee, WI	B	97.3	15.500			912' Clear Channel	2008/07		g CHR	3,450	PPM	2.8	3.0	83500
WMIL-HD2		F2	Waukesha, WI	B	106.1	12.000			997' Clear Channel			Country		PPM			83500
WMIL		FM	Waukesha, WI	B	106.1	12.000			997' Clear Channel	2008/07		g Country	7,500	PPM	10.2	11.0	83500
WRIT-HD2		F2	Milwaukee, WI	B	95.7	34.000			610' Clear Channel			Oldies		PPM			83500
WNOV		AM	Milwaukee, WI	D	860	0.250	0.005		Courier Communications			Urban AC	400	PPM	0.1	0.2	83500
WIIL		FM	Union Grove, WI	B	95.1	50.000			384' Dignity LLC	2013/10 p		Adult Rock	2,300	PPM	0.9	0.6	83500
WLVE		FM	Mukwonago, WI	A	105.3	1.650			633' Educational Media	2008/05	8,050	ChrsContemp		PPM			83500
W250BN		FX	West Allis, WI	D	97.9	0.250		cp	561' El Sol Broadcasting LLC	2012/08 p	125	News/Talk		PPM			83500
		CP	Milwaukee, WI	D	97.9	0.250			203'								
WJTI		AM	West Allis, WI	B	1460	1.000	0.240		El Sol Broadcasting LLC	2007/01	468	Mexcn/Pop	225	PPM			83500
WMYX		FM	Milwaukee, WI	B	99.1	50.000			449' Entercom	1999/12		g1 Hot AC	5,325	PPM	6.1	6.3	83500
WSSP		AM	Milwaukee, WI	B	1250	5.000	5.000		Entercom	1999/12		g1 Sports	600	PPM	0.5	0.7	83500
WXSS-HD2		F2	Wauwatosa, WI	B	103.7	19.500			843' Entercom			Sports		PPM	TLR	TLR	83500
WXSS-HD3		F3	Wauwatosa, WI	B	103.7	19.500			843' Entercom			DARK		PPM			83500
WXSS		FM	Wauwatosa, WI	B	103.7	19.500			843' Entercom	1999/12		g1 CHR	5,850	PPM	5.5	5.1	83500
WMYX-HD2		F2	Milwaukee, WI	B	99.1	50.000			449' Entercom			Blues		PPM			83500
WMWK		FM	Milwaukee, WI	B1	88.1	1.100			906' Family Stations Inc			Relgn/Chrst		PPM			83500
WAUK		AM	Jackson, WI	B	540	0.400	0.400		Good Karma Broadcasting	2008/03	3,800	Sports	800	PPM	1.1	0.9	83500
WRRD		AM	Waukesha, WI	D	1510	23.000			Good Karma Broadcasting	2004/05	2,000	Span/Spts	475	PPM			83500
WTMJ		AM	Milwaukee, WI	B	620	50.000	10.000		Journal Broadcast Group			Nws/Tlk/Spt	9,300	PPM	7.5	6.9	83500
WLWK		FM	Milwaukee, WI	B	94.5	14.000			955' Journal Broadcast Group			Adult Hits	6,500	PPM	4.1	4.7	83500
WGLB		AM	Elm Grove, WI	B	1560	0.185	0.250		Kinlow, Joel J.	1995/08		c6 Gospel	400	PPM			83500

"cp" indicates construction permit for technical facilities

"p" indicates pending sale to owner listed

'n/a' indicates ratings for this station's market have not yet been posted

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													'12	(000)		13 Fa	13 Su	
WYMS-HD2	F2	Milwaukee, WI	B1	88.9	1.450			948' Milwaukee Board of School				AAA/Urban			PPM	TLR	TLR	83500
WYMS	FM	Milwaukee, WI	B1	88.9	1.450			948' Milwaukee Board of School				AAA/Urban			PPM			83500
WZTI	AM	Greenfield, WI	B	1290	5.000	5.000		Milwaukee Radio Alliance	1997/10		st	Adlt Stndrd	850		PPM	0.6	0.4	83500
WLUM	FM	Milwaukee, WI	B	102.1	8.800			843' Milwaukee Radio Alliance	1997/10		st	Modern Rock	3,250		PPM	4.5	5.4	83500
WLDB	FM	Milwaukee, WI	B	93.3	16.000			886' Milwaukee Radio Alliance	1997/10		st	AC	4,000		PPM	3.6	4.7	83500
WMSE	FM	Milwaukee, WI	A	91.7	3.200			131' Milwaukee School of				Alternative			PPM			83500
W273AT	FX	Mequon, WI	D	102.5	0.050	cp		62' Moore, Ivan Rene				Relgn/Talk			PPM			83500
	CP	Milwaukee, WI	D	102.5	0.099			273'										
WNRG-HD2	F2	Brookfield, WI	A	106.9	4.400			381' Saga Communications Inc	1997/05	5,000	d5	ChrsContemp			PPM			83500
WKLH	FM	Milwaukee, WI	B	96.5	20.000			810' Saga Communications Inc	1986/07	4,000	e	Clsc Rock	5,800		PPM	6.1	5.8	83500
WNRG	FM	Brookfield, WI	A	106.9	4.400			381' Saga Communications Inc	1997/05	5,000	d5	Top40/Rhymc	425		PPM	1.9	1.5	83500
WHQG	FM	Milwaukee, WI	B	102.9	50.000			427' Saga Communications Inc	1994/03	7,000	c2	Rock	6,525		PPM	6.1	5.6	83500
WJMR	FM	Menomonee Falls, WI	A	98.3	4.900			364' Saga Communications Inc	1997/05		d5	Urban AC	2,075		PPM	4.0	3.5	83500
WJYI	AM	Milwaukee, WI	C	1340	1.000	1.000		Saga Communications Inc	1994/04		c2	ChrsContemp	725		PPM	0.2	0.2	83500
WPJP	FM	Port Washington, WI	A	100.1	6.000			318' Starboard Media	2003/03	900		Relgn/Talk			PPM			83500
WHAD-HD2	F2	Delafield, WI	B	90.7	72.000			682' State of Wisconsin -				Classical			PPM			83500
WHAD	FM	Delafield, WI	B	90.7	72.000			682' State of Wisconsin -				News/Talk			PPM			83500
W259AO	FX	Saukville, WI	D	99.7	0.010			116' Tomsun Media LLC	2013/09 p	45		Oldies			PPM			83500
WTKM	FM	Hartford, WI	A	104.9	5.800			299' Tomsun Media LLC	2011/08	1,950	c1	Pka/Tlk/Cty	600		PPM	0.7	0.3	83500
WTKM	AM	Hartford, WI	D	1540	0.500			Tomsun Media LLC	2011/08		c1	Oldies	100		PPM			83500
WUWM-HD2	F2	Milwaukee, WI	B	89.7	13.500			948' University of Wisconsin				DARK			PPM			83500
WUWM	FM	Milwaukee, WI	B	89.7	13.500			948' University of Wisconsin				NPR			PPM			83500
WVCY	FM	Milwaukee, WI	B	107.7	43.000			528' VCY America Inc				Christian			PPM			83500

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