

**RADIO MARKET ANALYSIS**  
**REGENT BROADCASTING OF FLINT, INC.**  
**WFNT/WCRZ RADIO STATIONS**  
**FLINT, MICHIGAN**  
**WLCO/WQUS RADIO STATIONS**  
**LAPEER, MICHIGAN**  
**WWBN RADIO STATION**  
**TUSCOLA, MICHIGAN**  
**WRCL RADIO STATION**  
**FRANKENMUTH, MICHIGAN**  
**March 2010**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared on behalf of Regent Broadcasting of Flint, Inc. ("Regent"), proposed assignee of WFNT, 1470 kHz and WCRZ, Channel 300B, Flint, Michigan; WLCO, 1530 kHz and WQUS, Channel 276A, Lapeer, Michigan; WWBN, Channel 268A, Tuscola, Michigan; and WRCL, Channel 229A, Frankenmuth, Michigan.

2. WFNT and WCRZ are licensed to communities in a metro county in the Flint, Michigan Arbitron Market (Market #128). WLCO, WQUS, WWBN and WRCL are not licensed to a community in a metro county in any Arbitron Market, but are designated "home" to the Flint, Michigan Market and have contour overlap with some of the Flint stations. As a result, a hybrid ownership analysis is necessary to demonstrate compliance in both a rated and non-rated market.

### **FLINT, MICHIGAN ARBITRON/BIA MARKET REVIEW**

3. As shown on Exhibit #1, there are nineteen AM and FM (commercial and non-commercial) stations listed in the Flint, Michigan Market. Regent would be in control of four FM stations and two AM stations in the market. The number of stations indicated falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules. At this level, common ownership or control of up to six stations, with no more than four in the same service, is permissible. Therefore, control of WFNT, WCRZ, WLCO, WQUS, WWBN and WRCL in the Flint, Michigan Market by Regent is believed to be in compliance with the Commission's radio ownership rules for rated markets.

### **REVISED CONTOUR OVERLAP ANALYSIS**

4. A study has been conducted to verify that the proposed control of the above referenced stations is also in compliance with the Commission's revised contour overlap rules. The city grade contours of the six subject stations are shown on Exhibit #2. As noted, the locations of the city grade contours of these stations create two distinct markets. Market #1 consists of AM stations WFNT and WLCO and FM stations WRCL, WWBN and WCRZ. Market #2 consists of AM station WLCO and FM stations WQUS and WCRZ.

5. A study, therefore, has been conducted to determine if ownership of these facilities complies with §73.3555 of the Commission's rules. Since the contour of WCRZ is a subject station in both markets, its city grade contour (defined as the Radio Market Boundary) was used

to determine the number of other commercial and non-commercial AM and FM stations that either have transmitter sites within or provide coverage to the radio market. The relative subject stations will then be added to determine the number of stations in each of the two defined markets. Only those stations with transmitter sites within 92.0 kilometers will be considered as contributors to the market. No other station in which Regent has an interest will be considered, unless it is a subject station in the market under review.

6. Exhibit #3 is a depiction of the stations within, or providing service, to the WCRZ/Radio Market boundary. There are a total of twelve other stations which are considered contributors to the WCRZ market. Exhibit #4 is a tabulation of the stations in Radio Market #1, which totals seventeen when the five subject stations are included. The number of stations depicted falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules. At the fifteen to twenty-nine stations level, common ownership or control of up to six stations, with no more four in the same service. As such, Market #1 is in compliance with the rules.

7. Exhibit #5 is a tabulation of the stations in Radio Market #2, which totals fifteen when the three subject stations are included. The number of stations depicted also falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules. At the fifteen to twenty-nine stations level, common ownership or control of up to six stations, with no more four in the same service, is permissible. As such, Market #2 is in compliance with the rules.

8. Therefore, common control of WFNT, WCRZ, WLCO, WQUS, WWBN and WRCL, in the pertinent rated and non-rated markets by Regent is in compliance with §73.3555 of the rules.

9. The foregoing technical statement was prepared on behalf of Regent Broadcasting of Flint, Inc., 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 4.5. BIA database. All other data was extracted from the CDBS database. We assume no liability for errors or omissions in either database which may be adverse to the information contained herein.



### FCC Geographic Market Definition for Flint, MI

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WAKL	FM	88.9	NC	ChrsContem	Flint, MI	07/02/2003	128	Educational Media Foundation	Flint, MI	Genesee
WCRZ	FM	107.9	C	AC	Flint, MI	07/02/2003	128	Regent Communications Inc	Flint, MI	Genesee
WCXI	AM	1160	C	Country	Flint, MI	07/02/2003	128	Birach Broadcasting Corporation	Fenton, MI	Genesee
WDZZ	FM	92.7	C	Urban AC	Flint, MI	07/02/2003	128	Cumulus Broadcasting Inc	Flint, MI	Genesee
WFBE	FM	95.1	C	Country	Flint, MI	07/02/2003	128	Citadel Broadcasting Corporation	Flint, MI	Genesee
WFLT	AM	1420	C	Gospel	Flint, MI	07/02/2003	128	Christian Evangelical	Flint, MI	Genesee
WFNT	AM	1470	C	Adlt Stndrd	Flint, MI	07/02/2003	128	Regent Communications Inc	Flint, MI	Genesee
WFUM	FM	91.1	NC	Nws/Tlk/Inf	Flint, MI	07/02/2003	128	University of Michigan	Flint, MI	Genesee
WLCO	AM	1530	C	Adlt Stndrd	Flint, MI	07/02/2003	128	Regent Communications Inc	Lapeer, MI	Lapeer
WOWE	FM	98.9	C	R&B Oldies	Flint, MI	07/02/2003	128	Shumpert, Michael	Vassar, MI	Tuscola
WQUS	FM	103.1	C	Clsc Rock	Flint, MI	07/02/2003	128	Regent Communications Inc	Lapeer, MI	Lapeer
WRCL	FM	93.7	C	Urban	Flint, MI	07/02/2003	128	Regent Communications Inc	Frankenmuth, MI	Saginaw
WRSR	FM	103.9	C	Clsc Rock	Flint, MI	07/02/2003	128	Cumulus Broadcasting Inc	Owosso, MI	Shiawassee
WSNL	AM	600	C	ChrsContem	Flint, MI	07/02/2003	128	Christian Broadcasting System Ltd	Flint, MI	Genesee
WTAC	FM	89.7	NC	CCtmp/AC	Flint, MI	07/02/2003	128	Smile FM	Burton, MI	Genesee
WTRX	AM	1330	C	Sprts/Talk	Flint, MI	07/02/2003	128	Citadel Broadcasting Corporation	Flint, MI	Genesee
WWBN	FM	101.5	C	Rock	Flint, MI	07/02/2003	128	Regent Communications Inc	Tuscola, MI	Tuscola
WWCK	AM	1570	C	Talk	Flint, MI	07/02/2003	128	Cumulus Broadcasting Inc	Flint, MI	Genesee
WWCK	FM	105.5	C	Top 40	Flint, MI	07/02/2003	128	Cumulus Broadcasting Inc	Flint, MI	Genesee

Number of Stations in Geographic Market 19

#### Previous Stations in Geographic Market

WFDF	AM	910	C	Family Hits	Detroit, MI	08/08/2005	11	ABC/Disney	Farmington Hills, MI	Oakland
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"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed

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

**WCRZ**  
 BLH-4733  
 Latitude: 42-58-49 N  
 Longitude: 083-34-40 W  
 ERP: 50.00 kW  
 Channel: 300B  
 Frequency: 107.9 MHz  
 AMSL Height: 352.0 m  
 Horiz. Pattern: Omni  
 Prop Model : FCC

**WFNT**  
 Latitude: 42-58-22 N  
 Longitude: 083-38-24 W  
 ERP: 5.00 kW  
 Frequency: 1470.0 KHz  
 Prop Model : FCC/M3

**WLCO**  
 Latitude: 43-01-35 N  
 Longitude: 083-17-12 W  
 ERP: 5.00 kW  
 Frequency: 1530.0 KHz  
 Prop Model : FCC/M3

**WQUS**  
 BLH-20051130AIO  
 Latitude: 43-04-43 N  
 Longitude: 083-11-24 W  
 ERP: 2.60 kW  
 Channel: 276A  
 Frequency: 103.1 MHz  
 AMSL Height: 365.0 m  
 Horiz. Pattern: Omni  
 Prop Model : FCC

**WRCL**  
 BLH-20010510AAG  
 Latitude: 43-18-16 N  
 Longitude: 083-33-07 W  
 ERP: 3.50 kW  
 Channel: 229A  
 Frequency: 93.7 MHz  
 AMSL Height: 355.0 m  
 Horiz. Pattern: Omni  
 Prop Model : FCC

**WWBN**  
 BLH-20021023AAC  
 Latitude: 43-12-00 N  
 Longitude: 083-33-30 W  
 ERP: 1.80 kW  
 Channel: 268A  
 Frequency: 101.5 MHz  
 AMSL Height: 384.0 m  
 Horiz. Pattern: Omni  
 Prop Model : FCC

**WFNT 5.0 mV/m**

**WRCL 3.16 mV/m**

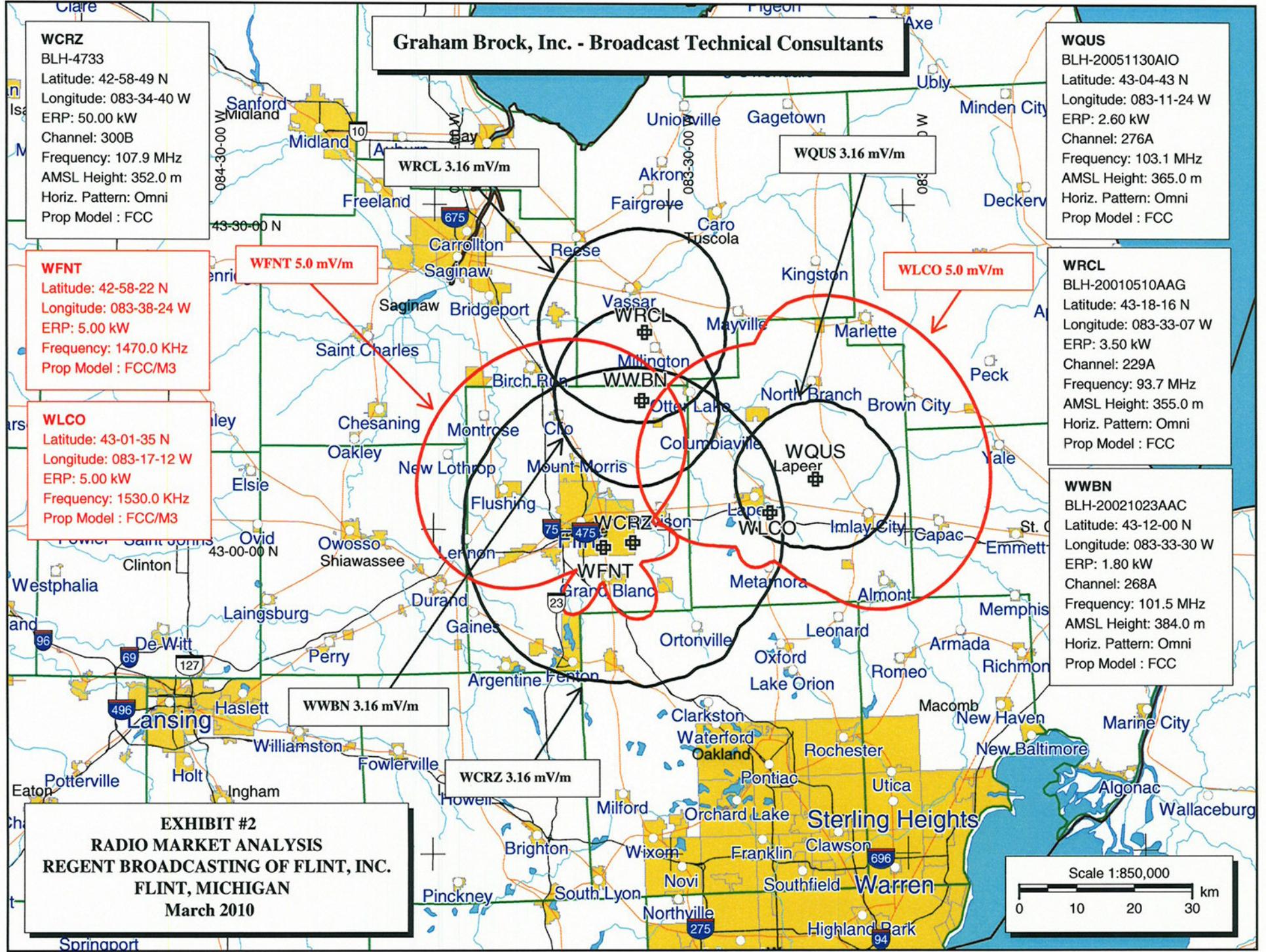
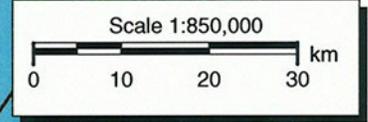
**WQUS 3.16 mV/m**

**WLCO 5.0 mV/m**

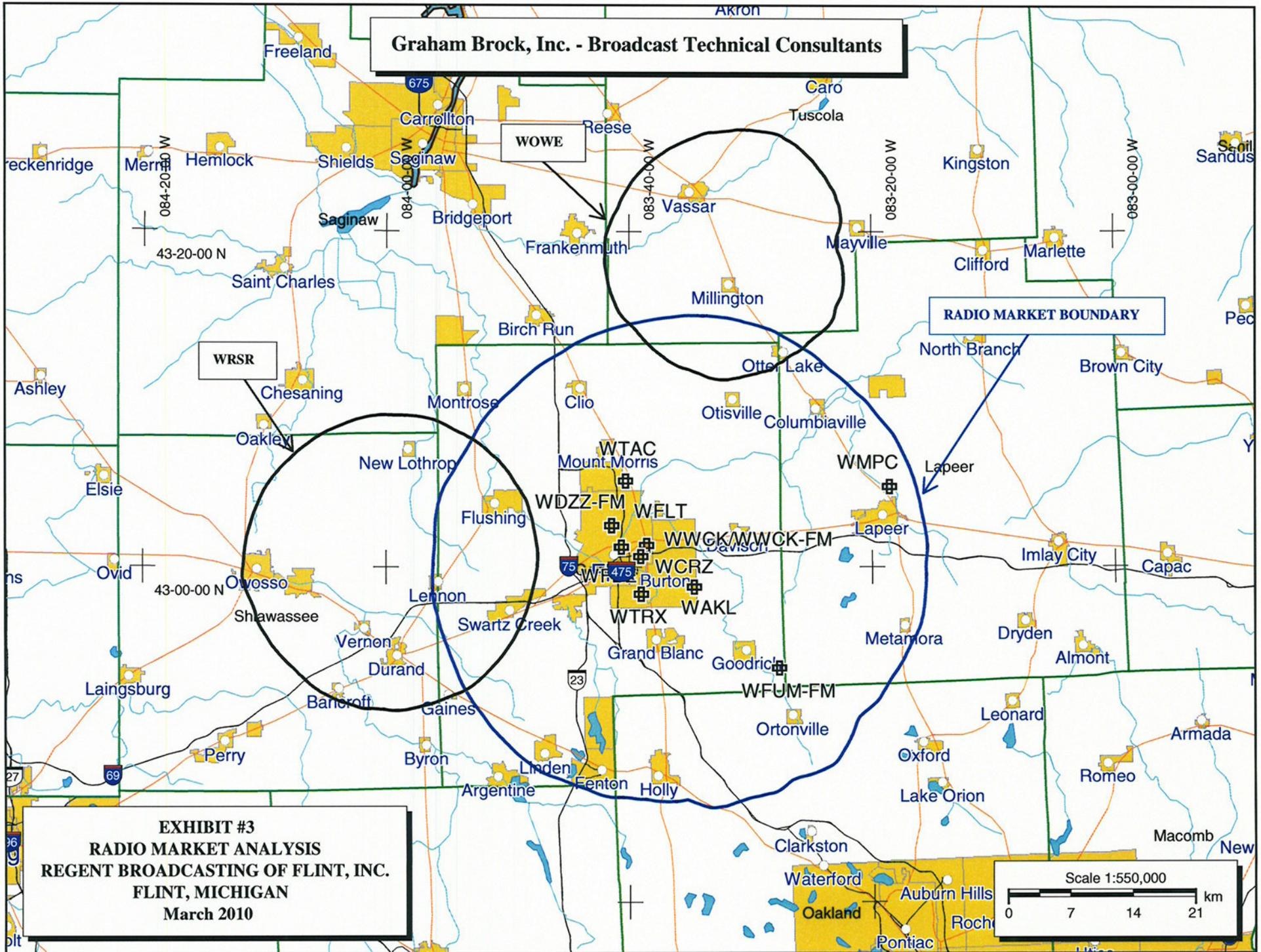
**WWBN 3.16 mV/m**

**WCRZ 3.16 mV/m**

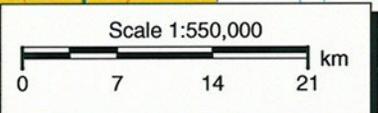
**EXHIBIT #2  
 RADIO MARKET ANALYSIS  
 REGENT BROADCASTING OF FLINT, INC.  
 FLINT, MICHIGAN  
 March 2010**



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



**EXHIBIT #3**  
**RADIO MARKET ANALYSIS**  
**REGENT BROADCASTING OF FLINT, INC.**  
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**March 2010**

**EXHIBIT #4**

**Tabulation of Stations in Radio Market #1**

**AM Stations**

	WMPC	1230 kHz	Lapeer, Michigan
	WTRX	1330 kHz	Flint, Michigan
	WFLT	1420 kHz	Flint, Michigan
*	WFNT	1470 kHz	Flint, Michigan
*	WLCO	1530 kHz	Lapeer, Michigan
	WWCK	1570 kHz	Flint, Michigan

Total AM Stations - 6

**FM Stations**

	WAKL	Ch 205A	Flint, Michigan
	WTAC	Ch 209A	Burton, Michigan
	WFUM-FM	Ch 216B	Flint, Michigan
	WDZZ-FM	Ch 224A	Flint, Michigan
*	WRCL	Ch 229A	Frankenmuth, Michigan
	WFBE	Ch 236B	Flint, Michigan
+	WOWE	Ch 255A	Vassar, Michigan
*	WWBN	Ch 268A	Tuscola, Michigan
+	WRSR	Ch 280A	Owosso, Michigan
	WWCK-FM	Ch 288B1	Flint, Michigan
*	WCRZ	Ch 300B	Flint, Michigan

Total FM Stations - 11

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 17**

- \* Subject station.
- + Station provides city grade contour to market.

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**March 2010**

**EXHIBIT #5**

**Tabulation of Stations in Radio Market #2**

**AM Stations**

	WMPC	1230 kHz	Lapeer, Michigan
	WTRX	1330 kHz	Flint, Michigan
	WFLT	1420 kHz	Flint, Michigan
*	WLCO	1530 kHz	Lapeer, Michigan
	WWCK	1570 kHz	Flint, Michigan

Total AM Stations - 5

**FM Stations**

	WAKL	Ch 205A	Flint, Michigan
	WTAC	Ch 209A	Burton, Michigan
	WFUM-FM	Ch 216B	Flint, Michigan
	WDZZ-FM	Ch 224A	Flint, Michigan
	WFBE	Ch 236B	Flint, Michigan
+	WOWE	Ch 255A	Vassar, Michigan
*	WQUS	Ch 276A	Lapeer, Michigan
+	WRSR	Ch 280A	Owosso, Michigan
	WWCK-FM	Ch 288B1	Flint, Michigan
*	WCRZ	Ch 300B	Flint, Michigan

Total FM Stations - 10

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 15**

- \* Subject station.
- + Station provides city grade contour to market.

**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 Regent Broadcasting of Flint, Inc., 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.

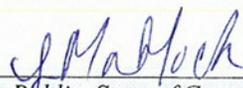
*This the 9th day of March 2010.*

Jefferson G. Brock  
Affiant



Jefferson G. Brock  
Affiant

*Sworn to and subscribed before me  
this the 9th day of March 2010*

  
Notary Public, State of Georgia  
My Commission Expires: June 16, 2012