



## **RADIO MULTIPLE OWNERSHIP STUDY**

**WUSP(FM), 105.5 MHz, Nekoosa, WI**  
**WFHR(AM), 1320 KHz, Wisconsin Rapids, WI**

This statement and attached figures have been prepared on behalf of Seehafer Broadcasting Corporation, which proposes to acquire WUSP(FM) in Nekoosa, WI.

The attached Figure 1 shows the community contours of WUSP and all the stations in the Seehafer group. The only overlap situation involving WUSP and an existing Seehafer station is between WUSP and WFHR(AM) in Wisconsin Rapids, WI.

The attached study was undertaken to demonstrate that the common ownership of WUSP and WFHR complies with the radio multiple ownership rules of §73.3555 of the FCC rules using the contour overlap criteria.

An analysis was made to determine which licensed AM and FM stations place their predicted community contours over any area within the predicted community contours of either WUSP and WFHR. The AM community contour is defined as the daytime 5.0 mV/m contour, and the FM community contour is defined as the 3.16 mV/m contour (70 dBu).

Figure 2 is a map showing the community contours of WUSP and WFHR, and the community contours of all stations that are in the market as established by the contours of these two stations. These stations are listed in Figure 2.

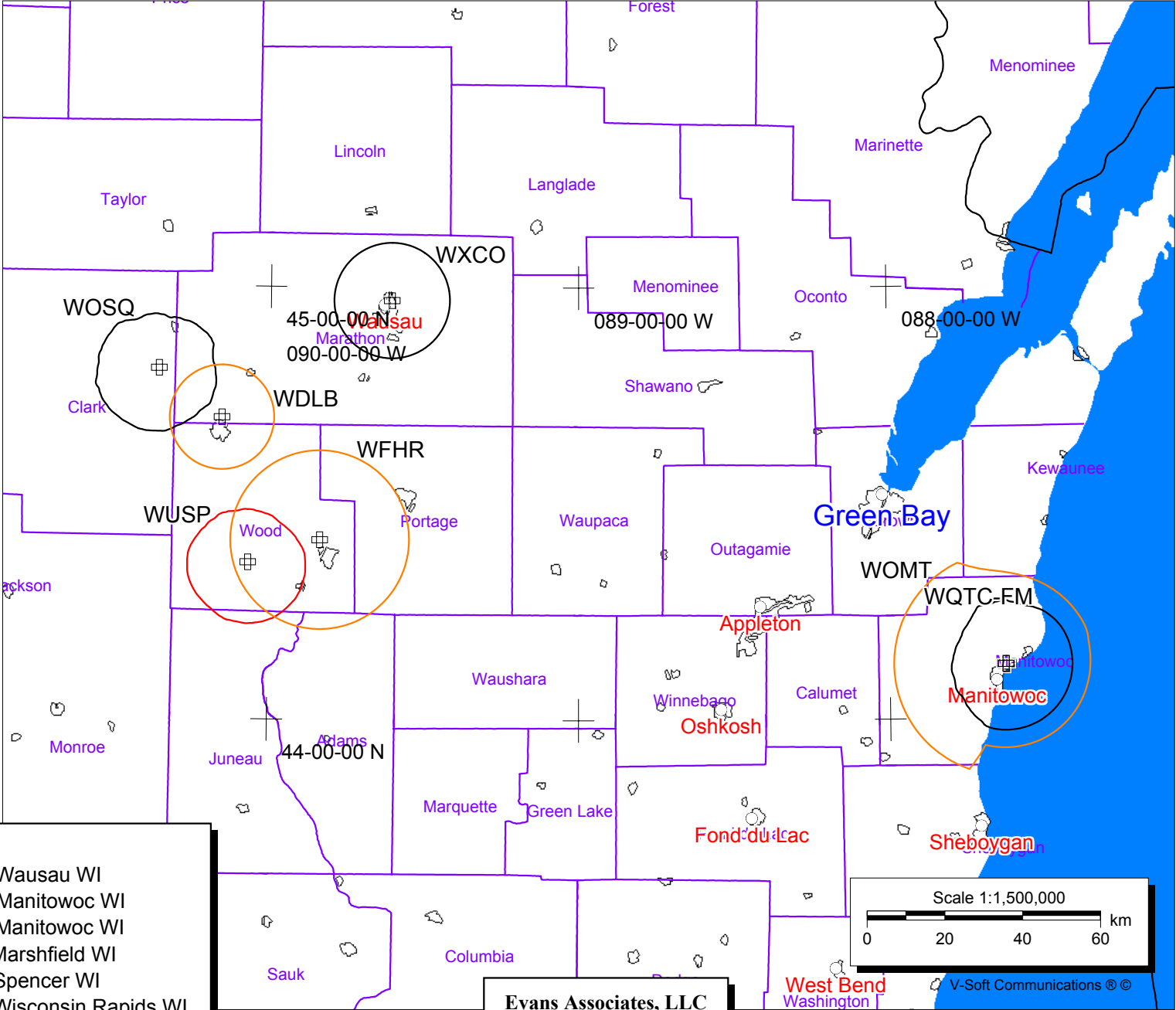
As shown herein, there are at least 16 AM and FM stations in the market, including WUSP and WFHR. A maximum of 6 commonly-owned stations is permitted under §73.3555 in a market of 15 to 29 stations, 4 of which may be in the same service (AM or FM). Therefore, the common ownership of these two stations complies with the FCC's contour overlap criteria of the multiple ownership rules.

B. Benjamin Evans, P.E.

October 25, 2007

**Figure 1 - Multiple Ownership Study - WUSP(FM) Nekoosa WI - Seehafer Broadcasting**

**WUSP**  
BLH20030808ABD  
Latitude: 44-21-45 N  
Longitude: 090-03-58 W  
ERP: 6.00 kW  
Channel: 288  
Frequency: 105.5 MHz  
AMSL Height: 389.0 m  
Elevation: 305.0 m  
Horiz. Pattern: Omni  
Vert. Pattern: No  
Prop Model: FCC



Seehafer Stations:  
 WXCO(AM), 1230 KHz, Wausau WI  
 WOMT(AM), 1240 KHz, Manitowoc WI  
 WQTC-FM, 102.3 MHz, Manitowoc WI  
 WDLB(AM), 1450 KHz, Marshfield WI  
 WOSQ(FM), 92.3 MHz, Spencer WI  
 WFHR(AM), 1320 KHz, Wisconsin Rapids WI

WFHR(AM), 1320 KHz, Wisconsin Rapids WI

**Evans Associates, LLC**

Scale 1:1,500,000

0 20 40 60 km

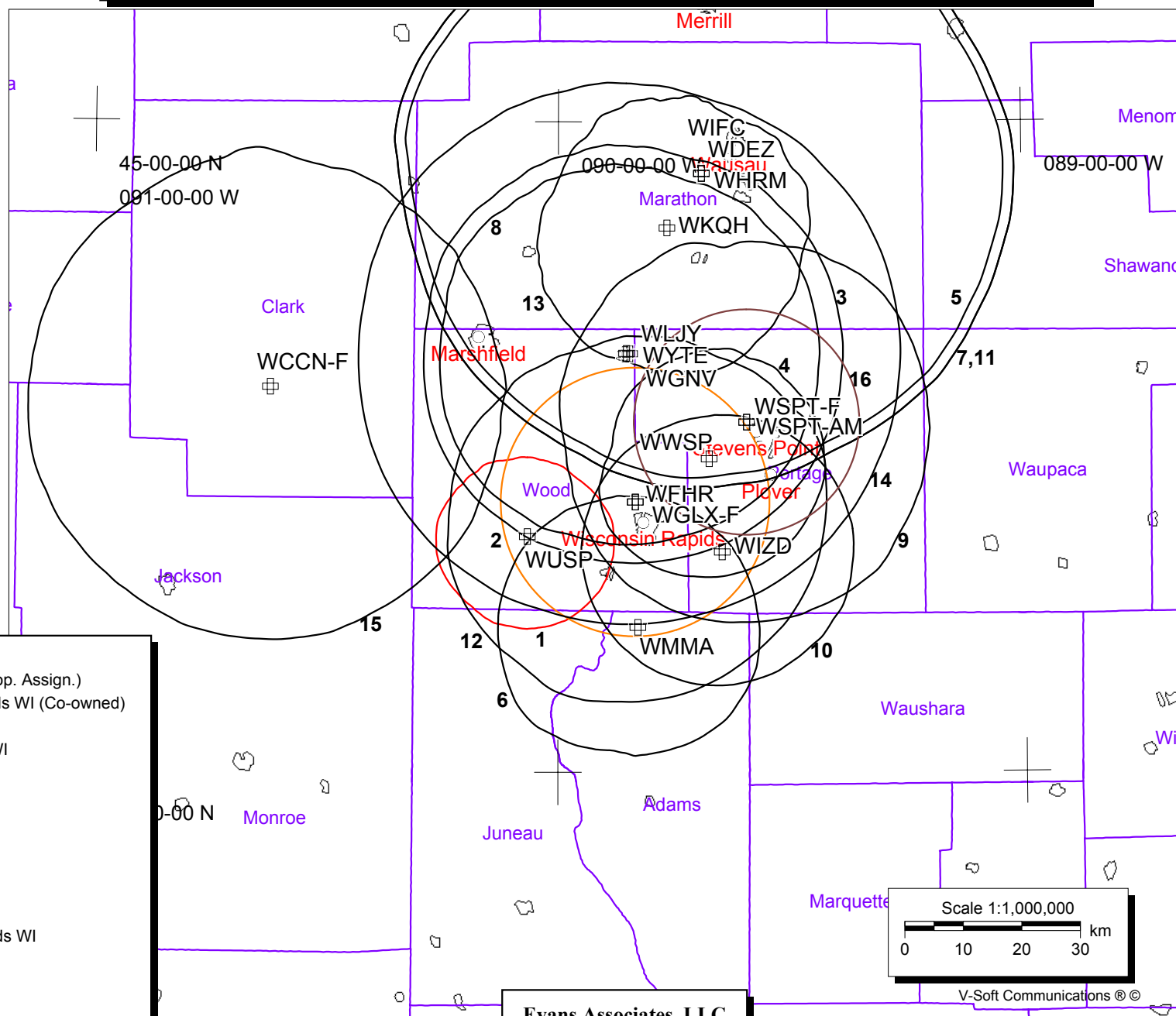
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**Figure 2 - Multiple Ownership Study - WUSP(FM) Nekoosa WI - Seehafer Broadcasting**

**WUSP**

BLH20030808ABD  
 Latitude: 44-21-45 N  
 Longitude: 090-03-58 W  
 ERP: 6.00 kW  
 Channel: 288  
 Frequency: 105.5 MHz  
 AMSL Height: 389.0 m  
 Elevation: 305.0 m  
 Horiz. Pattern: Omni  
 Vert. Pattern: No  
 Prop Model: FCC



**Contour Key:**

- 1 - WUSP(FM) Nekoosa WI (Prop. Assign.)
- 2 - WFHR(AM) Wisconsin Rapids WI (Co-owned)
- 3 - WGNV(FM) Milladore WI
- 4 - WWSP(FM) Stevens Point WI
- 5 - WHRM(FM) Wausau WI
- 6 - WMMA(FM) Nekoosa WI
- 7 - WJFC(FM) Wausau WI
- 8 - WLJY(FM) Whiting WI
- 9 - WSPT-FM Stevens Point WI
- 10 - WIZD(FM) Rudolph WI
- 11 - WDEZ(FM) Wausau WI
- 12 - WGLX-FM Wisconsin Rapids WI
- 13 - WKQH(FM) Marathon WI
- 14 - WYTE(FM) Marshfield WI
- 15 - WCCN-FM Neillsville WI
- 16 - WSPT(AM) Stevens Point WI

**Evans Associates, LLC**

Scale 1:1,000,000

0 10 20 30 km

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