

Eau Claire-Rochester Combination

Frequency proposes to acquire the licenses of the following twelve radio stations that are licensed to communities located within or near the Eau Claire, Wisconsin Arbitron Metro Market or the Rochester, Minnesota Arbitron Metro Market:

<i>Station</i>	<i>Community</i>	<i>Current Licensee</i>
KMFX-FM	Lake City, Minnesota	CC Licenses
KRCH(FM)	Rochester, Minnesota	CC Licenses
WATQ(FM)	Chetek, Wisconsin	Capstar
WBIZ-FM	Eau Claire, Wisconsin	Capstar
WISM-FM	Altoona, Wisconsin	CCBL
WMEQ-FM	Menomonie, Wisconsin	Capstar
WQRB(FM)	Bloomer, Wisconsin	Capstar
KMFX(AM)	Wabasha, Minnesota	CC Licenses
KNFX(AM)	Austin, Minnesota	CC Licenses
KWEB(AM)	Rochester, Minnesota	CC Licenses
WBIZ(AM)	Eau Claire, Wisconsin	Capstar
WMEQ(AM)	Menomonie, Wisconsin	Capstar

Except as described below and in the attached Engineering Statement, the instant application complies with the FCC's current local radio ownership rules utilizing both the Arbitron methodology and the Commission's modified contour overlap methodology.¹

Arbitron Markets Methodology

Eau Claire, WI: WBIZ-FM, WISM-FM, WQRB(FM), and WBIZ(AM) are listed by Arbitron as "home" to the Eau Claire, Wisconsin radio market and have their communities of license located within the geographic boundaries of that market.² WMEQ-FM and WATQ(FM) are "home" to the Eau Claire market, but these stations are licensed to communities outside of the market. No other station in which Frequency holds or proposes to hold an attributable interest is "home" to or located within this market.

The BIA Media Access Pro Database identifies nineteen full-power commercial and non-commercial stations as "home" to or licensed within the Eau Claire market. Consequently, Frequency's proposed ownership of five FM stations and one AM station

¹ See 2002 Biennial Regulatory Review – Review of the Commission's Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996, *Report & Order & Notice of Proposed Rulemaking*, 18 FCC Rcd 13,620 (2003) ("Biennial Review").

² See BIA Financial Network, "Eau Claire, WI Market Overview" and "FCC Geographic Market Definition for Eau Claire, WI" available at BIA Media Access Pro Database.

in the Eau Claire market does not comply with the local radio ownership rules under the Arbitron methodology. Frequency may hold an attributable interest in only four of the five FM stations listed above in this market. Accordingly, as explained above, Frequency will propose to assign the license for one of these stations to a properly insulated divestiture trust prior to or contemporaneously with the closing of the transactions contemplated by the instant application. After assignment to the trust, Frequency's interests in the Eau Claire market will comply with the local radio ownership rule under the Arbitron methodology.

Rochester, MN: KMFY-FM, KRCH(FM), KMFY(AM), and KWEB(AM) are listed by Arbitron as "home" to the Rochester, Minnesota radio market and have their communities of license located within the geographic boundaries of that market.³ No other station in which Frequency holds or proposes to hold an attributable interest is "home" to or located within this market.

The BIA Media Access Pro Database identifies sixteen full-power commercial and non-commercial stations as "home" to or licensed within the Rochester market. Consequently, Frequency's proposed ownership of two FM stations and two AM stations in the Rochester market complies with the local radio ownership rules under the Arbitron methodology.

Modified Contour Overlap Methodology

As detailed in the attached Engineering Statement, the principal community contours of a number of the stations listed above overlap each other, creating five separate radio markets in which Frequency proposes to hold an attributable interest.

Market 1. Overlap of the principal community contours of WMEQ(AM), WBIZ(AM), WBIZ-FM, WISM-FM, WMEQ-FM, and WQRB(FM) creates one radio market for application of the Commission's modified contour overlap methodology. This market includes at least eighteen additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of twenty-four full-power radio stations. Consequently, Frequency's proposed ownership of four FM stations and two AM stations in this market complies with the Commission's local radio ownership rules.

Market 2. Overlap of the principal community contours of WMEQ(AM), WBIZ(AM), WBIZ-FM, WATQ(FM), WMEQ-FM, and WQRB(FM) creates a second radio market for application of the Commission's modified contour overlap methodology. This market includes at least twenty-four additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of thirty full-power radio stations. Consequently, Frequency's proposed ownership of four FM

³ See BIA Financial Network, "Rochester, MN Market Overview" and "FCC Geographic Market Definition for Rochester, MN" available at BIA Media Access Pro Database.

stations and two AM stations in this market complies with the Commission's local radio ownership rules.

Market 3. Overlap of the principal community contours of KMFY(AM) and WMEQ(AM) creates a third radio market for application of the Commission's modified contour overlap methodology. This market includes at least twelve additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of fourteen full-power radio stations. Consequently, Frequency's proposed ownership of two AM stations in this market complies with the Commission's local radio ownership rules.

Market 4. Overlap of the principal community contours of KWEB(AM), KMFY(AM), and KMFY-FM creates a fourth radio market for application of the Commission's modified contour overlap methodology. This market includes at least ten additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of thirteen full-power radio stations. Consequently, Frequency's proposed ownership of one FM station and two AM stations in this market complies with the Commission's local radio ownership rules.

Market 5. Overlap of the principal community contours of KWEB(AM), KNFY(AM), KMFY-FM, and KRCH(FM) creates a fifth radio market for application of the Commission's modified contour overlap methodology. This market includes at least ten additional full-power stations in which Frequency does not propose to hold an attributable interest, for a total market of fourteen full-power radio stations. Consequently, Frequency's proposed ownership of two FM stations and two AM stations in this market complies with the Commission's local radio ownership rules.

ATTACHMENT 1

Eau Claire-Rochester Combination

Engineering Exhibit of duTreil, Lundin & Rackley, Inc.

ENGINEERING STATEMENT
RADIO MULTIPLE OWNERSHIP ANALYSIS
EAU CLAIRE, WISCONSIN/ROCHESTER, MINNESOTA

This radio multiple ownership analysis was prepared to consider common ownership of the stations tabulated below under the FCC “Interim” contour analysis method. * GoodRadio.TV License, LLC. is acquiring several radio stations in the Eau Claire, Wisconsin and Rochester, Minnesota area. Below is a tabulation of facilities for each station.

Call Sign / Facility ID	Location	Facilities
KMFX-FM/54635	Lake City, MN	CH 273C3 9.4 kW 161 M
KRCH(FM)/35527	Rochester, MN	CH 269C2 39 kW 169 M
WATQ(FM)/36357	Chetek, WI	CH 294C2 35 kW 178 M
WBIZ-FM/2108	Eau Claire, WI	CH 264C1 100 kW 147 M
WISM-FM/1130	Altoona, WI	CH 251C3 10 kW 53 M
WMEQ-FM/52473	Menomonie, WI	CH 221C2 17.5 KW 219 M
WQRB(FM)/5870	Bloomer, WI	CH 236C3 8.9 kW 166 M
KMFX(AM)/54624	Wabasha, MN	1190 kHz 1 kW-D ND
KNFX(AM)/56811	Austin, MN	970 kHz 5 kW-D 0.5 kW-N DA
KWEB(AM)/35526	Rochester, MN	1270 kHz 5 kW-D 1 kW-N DA
WBIZ(AM)/2107	Eau Claire, WI	1400 kHz 1 kW-U ND-2
WMEQ(AM)/52474	Menomonie, WI	880 kHz 10 kW-D 0.21 kW-N DA-N

The principal community contours of these stations are depicted on a map included herein as Figure 1. Since the principal community contours (5 mV/m for AM stations,

* See Report and Order and Notice of Proposed Rulemaking, MB Docket 02-277, FCC 03-127, Released July 2, 2003.

3.16 mV/m for FM stations) of some of the stations are involved in mutual overlap, an ownership study was prepared in accordance with the Federal Communications Commission multiple ownership rules as outlined in Section 73.3555.

Radio Markets

The “radio markets” applicable to common ownership of the subject stations are defined as the areas encompassed by the mutually overlapping principal community contours of the stations proposed to be commonly owned. The table below lists the defined markets:

Defined Radio Market	Stations that Define Radio Market	
	AM Stations	FM Stations
Market 1	WMEQ/WBIZ	WBIZ-FM/WISM-FM/WMEQ-FM/WQRB
Market 2	WMEQ/WBIZ	WBIZ-FM/WATQ/WMEQ-FM/WQRB
Market 3	KMFX/WMEQ	---
Market 4	KWEB/KMFX	KMFX
Market 5	KWEB/KNFX	KMFX/KRCH

Count of Stations in the Defined Market

The number of radio stations in a “radio market” is determined by counting the operating stations having principal community contours which overlap or intersect the principal community contours which define the radio market. Only those stations located within 92 km of the perimeter of the mutual overlap area of the defined market area were employed in the count of stations. Commonly owned stations were not considered in the count of stations in the defined markets. The results of the analysis are tabulated below:

Defined Radio Markets	Minimum Number of Other Stations in the Radio Market
Market 1	5 AM, 13 FM; 18 Total
Market 2	8 AM, 16 FM; 24 Total
Market 3	4 AM, 8 FM; 12 Total

Market 4	2 AM, 8 FM; 10 Total
Market 5	2 AM, 8 FM; 10 Total

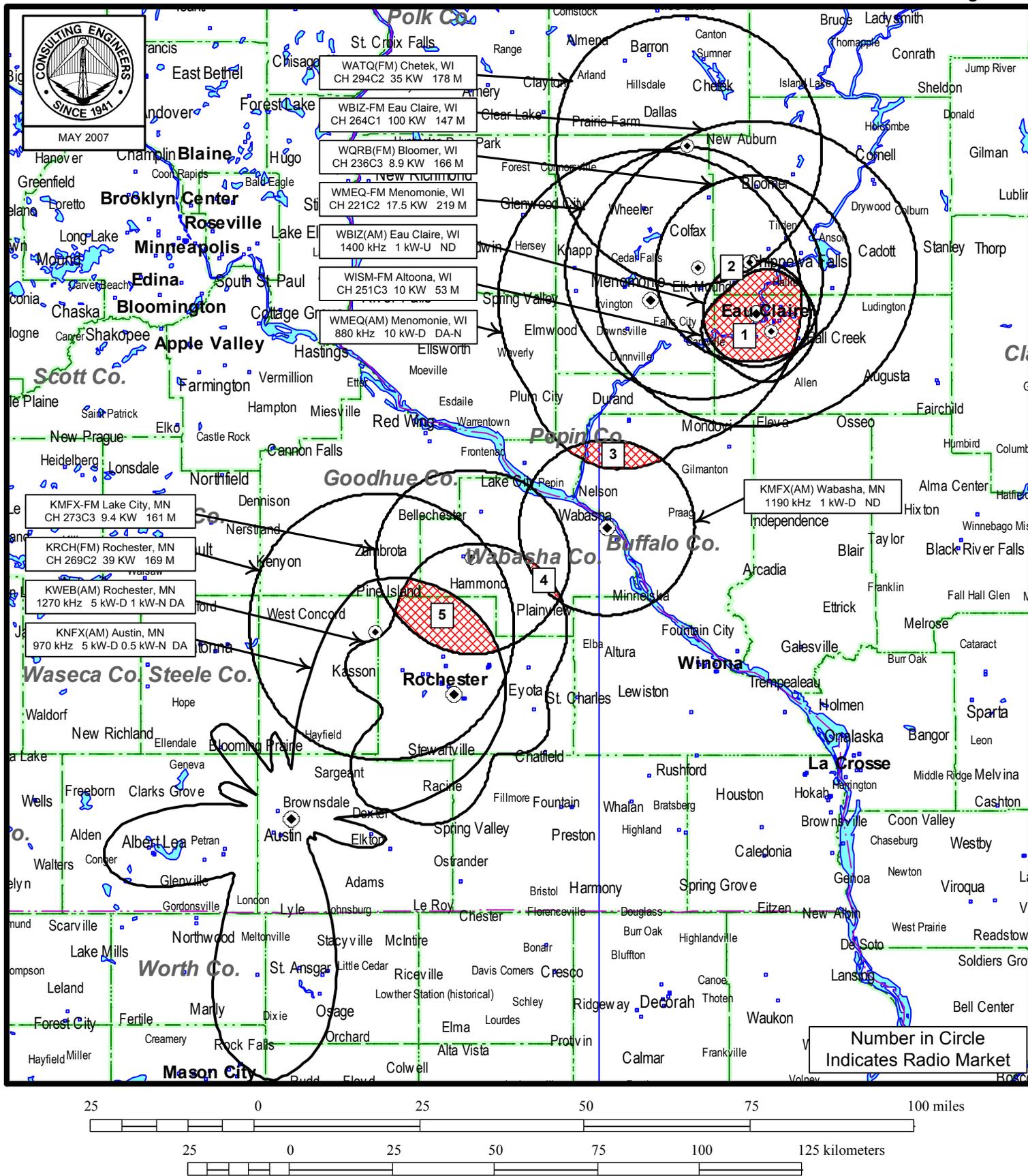
Figure 2 are tabulations of the radio stations identified in the defined radio market. Only known licensed, operating stations were employed for the study. Distances to the AM coverage contours were predicted using the antenna patterns as identified in the Commission's AM database and the appropriate Ground Wave Field Strength versus Distance Graph of 47 CFR 73.184. Ground conductivity data were obtained from FCC Figure M3. Distances to the FM contours were determined based on the method of 47 CFR 73.313. Terrain data was derived from the N.G.D.C. 30 second computer database for each of the FM stations using radials evenly-spaced every 45 degrees of azimuth.

Charles A. Cooper

du Treil, Lundin & Rackley, Inc.
201 Fletcher Ave.
Sarasota, Florida 34237
(941)329-6000

May 1, 2007

Figure 1



PRINCIPAL COMMUNITY CONTOURS OF SUBJECT STATIONS EAU CLAIRE, WISCONSIN/ROCHESTER, MINNESOTA

GOODRADIO.TV LICENSE, LLC.

du Treil, Luvdin & Rackley, Inc., Sarasota, Florida

TECHNICAL STATEMENT
 RADIO MULTIPLE OWNERSHIP ANALYSIS
 GOODRADIO.TV LICENSE, LLC.

Tabulation of Other Stations Defined in the Radio Market #1

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Channel</u>
WHWC	Menomonie	WI	202
WUEC	Eau Claire	WI	209
WVCF	Eau Claire	WI	213
WVSS	Menomonie	WI	214
WHEM	Eau Claire	WI	217
WECL	Elk Mound	WI	225
WIAL	Eau Claire	WI	231
WDMO	Durand	WI	240
WKFX	Rice Lake	WI	256
WDRK	Cornell	WI	260
WWIB	Hallie	WI	279
WAXX	Eau Claire	WI	283
WCFW	Chippewa Falls	WI	289
WOGO	Hallie	WI	680
WAYY	Eau Claire	WI	790
WDVM	Eau Claire	WI	1050
WEAQ	Chippewa Falls	WI	1150
WQOQ	Durand	WI	1430

Tabulation of Other Stations Defined in the Radio Market #2

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Channel</u>
WHWC	Menomonie	WI	202
WUEC	Eau Claire	WI	209
WVCF	Eau Claire	WI	213
WVSS	Menomonie	WI	214
WHEM	Eau Claire	WI	217
WECL	Elk Mound	WI	225
WIAL	Eau Claire	WI	231
WDMO	Durand	WI	240
WJMC-FM	Rice Lake	WI	241
WAQE-FM	Barron	WI	249
WKFX	Rice Lake	WI	256
WDRK	Cornell	WI	260
WWIB	Hallie	WI	279
WAXX	Eau Claire	WI	283
WLMX-FM	Balsam Lake	WI	285
WCFW	Chippewa Falls	WI	289
WOGO	Hallie	WI	680
WAYY	Eau Claire	WI	790
WDVM	Eau Claire	WI	1050
WAQE	Rice Lake	WI	1090
WEAQ	Chippewa Falls	WI	1150
WJMC	Rice Lake	WI	1240
WXCE	Amery	WI	1260
WQOQ	Durand	WI	1430

Tabulation of Other Stations Defined in the Radio Market #3

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Channel</u>
WHWC	Menomonie	WI	202
WUEC	Eau Claire	WI	209
WVCF	Eau Claire	WI	213
WVSS	Menomonie	WI	214
WHEM	Eau Claire	WI	217
WECL	Elk Mound	WI	225
WIAL	Eau Claire	WI	231
WDMO	Durand	WI	240
WAYY	Eau Claire	WI	790
WDVM	Eau Claire	WI	1050
WEAQ	Chippewa Falls	WI	1150
WQOQ	Durand	WI	1430

Tabulation of Other Stations Defined in the Radio Markets #4 & #5

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Channel</u>
KMSE	Rochester	MN	204
KRPR	Rochester	MN	210
KZSE	Rochester	MN	214
KLSE-F	Rochester	MN	219
KFSI	Rochester	MN	225
KWWK	Rochester	MN	243
KNXR	Rochester	MN	248
KLCX	St. Charles	MN	299
KROC	Rochester	MN	1340
KOLM	Rochester	MN	1520

ATTACHMENT 2

Eau Claire-Rochester Combination

Printouts from BIA Media Access Pro Database



FCC Geographic Market Definition for Eau Claire, WI

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WAXX	FM	104.5	C	Country	Eau Claire, WI	07/02/2003	244	Maverick Media LLC	Eau Claire, WI	Eau Claire
WAYY	AM	790	C	Nws/Tlk/Spt	Eau Claire, WI	07/02/2003	244	Maverick Media LLC	Eau Claire, WI	Eau Claire
WBIZ	FM	100.7	C	CHR	Eau Claire, WI	07/02/2003	244	p Clear Channel	Eau Claire, WI	Eau Claire
WCFW	FM	105.7	C	Lite AC	Eau Claire, WI	07/02/2003	244	Bushland Radio	Chippewa Falls, WI	Chippewa
WEAQ	AM	1150	C	Sprts/Talk	Eau Claire, WI	07/02/2003	244	Maverick Media LLC	Chippewa Falls, WI	Chippewa
WIAL	FM	94.1	C	Hot AC	Eau Claire, WI	07/02/2003	244	Maverick Media LLC	Eau Claire, WI	Eau Claire
WBIZ	AM	1400	C	Sports	Eau Claire, WI	07/02/2003	244	p Clear Channel	Eau Claire, WI	Eau Claire
WMEQ	FM	92.1	C	Clsc Rock	Eau Claire, WI	07/02/2003	244	p Clear Channel	Menomonie, WI	Dunn
WDVM	AM	1050	C	Relgn/Chrst	Eau Claire, WI	07/02/2003	244	Starboard Media Foundation Inc	Eau Claire, WI	Eau Claire
WOGO	AM	680	C	Nws/Tlk/Spt	Eau Claire, WI	07/02/2003	244	Stewards of Sound	Hallie, WI	Chippewa
WWIB	FM	103.7	C	ChrsContem	Eau Claire, WI	07/02/2003	244	Stewards of Sound	Hallie, WI	Rusk
WQRB	FM	95.1	C	Country	Eau Claire, WI	07/02/2003	244	p Clear Channel	Bloomer, WI	Chippewa
WISM	FM	98.1	C	AC	Eau Claire, WI	07/02/2003	244	p Clear Channel	Altoona, WI	Eau Claire
WECL	FM	92.9	C	Clsc Rock	Eau Claire, WI	07/02/2003	244	Maverick Media LLC	Elk Mound, WI	Dunn
WATQ	FM	106.7	C	Country	Eau Claire, WI	07/02/2003	244	p Clear Channel	Chetek, WI	Barron
WHEM	FM	91.3	NC	Christian	Eau Claire, WI	07/02/2003	244	Fourth Dimension Inc	Eau Claire, WI	Eau Claire
WUEC	FM	89.7	NC	News/Clsc	Eau Claire, WI	07/02/2003	244	Wisconsin Public Radio	Eau Claire, WI	Eau Claire
WVCF	FM	90.5	NC	Christian	Eau Claire, WI	07/02/2003	244	VCY America Inc	Eau Claire, WI	Eau Claire
WDRK	FM	99.9	C	Rock	Eau Claire, WI	07/02/2003	244	Maverick Media LLC	Cornell, WI	Chippewa
WHYS	FM	96.3	NC	CP - NOA	Eau Claire, WI		244	Northern Thunder Inc	Eau Claire, WI	Eau Clair
WRFP	FM	101.9	NC	CP - NOA	Eau Claire, WI		244	Eau Claire Public Access Center, Inc	Eau Claire, WI	Eau Clair
WJLM	FM	96.9	NC	CP - NOA	Eau Claire, WI		244	Eau Claire Seventh-Day Adventist	Altoona, WI	Eau Clair
WLFK	FM	107.9	NC	CP - NOA	Eau Claire, WI		244		Eau Claire, WI	Eau Clair
WIEC	FM	102.7	NC	CP - NOA	Eau Claire, WI		244		Eau Claire, WI	Eau Clair
WHRC	FM	102.7	NC	CP - NOA	Eau Claire, WI		244		Chippewa Falls, WI	Chippewa

Number of Stations in Geographic Market 25

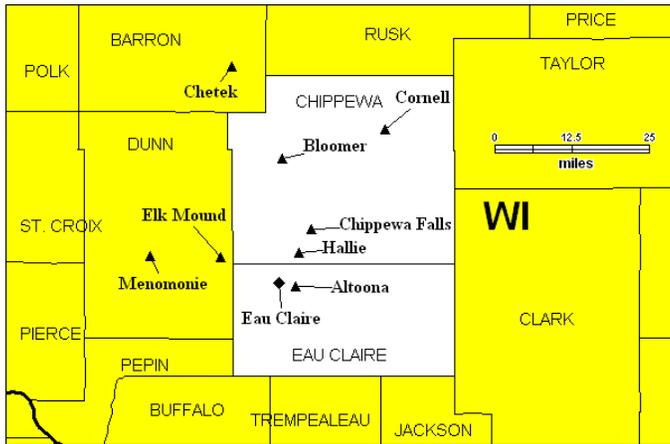
Previous Stations in Geographic Market

WMEQ	AM	880	C	News/Talk		02/09/2005	0	p Clear Channel	Menomonie, WI	Dunn
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"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed

Eau Claire, WI Market Overview



Metro Counties / Population (000)

Chippewa, WI	60.9
Eau Claire, WI	95.6
	156.5

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>Δ 01 - 06</u>
	\$8,800	\$10,500	\$11,000	\$11,900	\$11,500	\$12,000	6.4%
	<u>Δ 05 - 06</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>Δ 06 - 11</u>
	4.3%	\$12,400	\$12,700	\$13,000	\$13,400	\$13,800	2.8%
	<u>2001</u>	<u>2006</u>	<u>2011</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	\$3.41/1,000	\$4.01/1,000	\$3.83/1,000	Local	60%		
Revenue/Capita	\$59.02	\$76.68	\$84.04	National	40%		

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>2001</u>	<u>2006</u>	<u>Growth Rate</u>	<u>2006</u>	<u>2011</u>	<u>Growth Rate</u>
MSA Population	149.1	156.5	1.0%	156.5	164.2	1.0%
Households	55.8	61.1	1.8%	61.1	64.5	1.1%
Retail Sales	2,584.4	2,992.7	3.0%	2,992.7	3,604.5	3.8%
EBI	2,296.6	2,664.6	3.0%	2,664.6	3,107.0	3.1%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	77.1	11.3	6.7	10.3	10.4	10.9	11.0	16.6
Women (000)	79.4	10.7	6.2	11.0	9.8	10.3	11.1	20.4
Total	156.5	22.0	12.8	21.3	20.2	21.1	22.0	37.0
Percentage	100.0%	14.0%	8.2%	13.6%	12.9%	13.5%	14.1%	23.7%
Per Capita	\$ 17,025		Median Household	\$ 36,842		Avg Household	\$ 43,638	
Ethnic Population:	White 95.6%		Black 0.5%		Asian 2.0%		Hispanic 1.0%	

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable Stations</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	1		10	10	11	5	16
Tot 12+	5.3		67.2	70.4	72.5	7.9	80.4
Avg 12+	5.3		6.7	7.0	6.6	1.6	5.0
Tot LCS	6.6		83.6	87.6	90.2	9.8	100.0
Avg LCS	6.6		8.4	8.8	8.2	2.0	6.3



FCC Geographic Market Definition for Rochester, MN

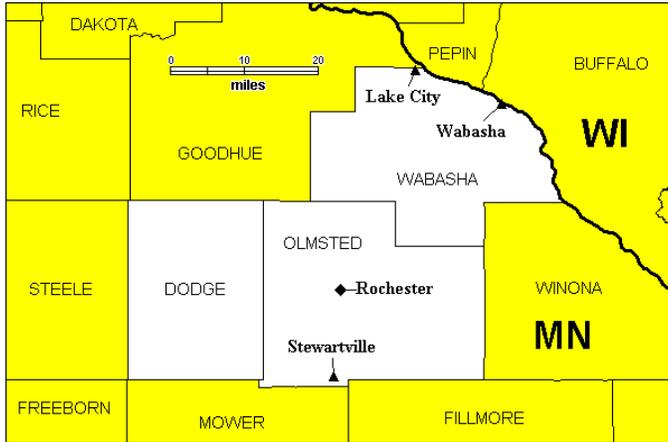
Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KNXR	FM	97.5	C	Adlt Stndrd	Rochester, MN	07/02/2003	232	United Audio Corp	Rochester, MN	Olmsted
KOLM	AM	1520	C	Sports	Rochester, MN	07/02/2003	232	Cumulus Broadcasting Inc	Rochester, MN	Olmsted
KRCH	FM	101.7	C	Clsc Rock	Rochester, MN	07/02/2003	232	p Clear Channel	Rochester, MN	Olmsted
KROC	AM	1340	C	News/Talk	Rochester, MN	07/02/2003	232	Cumulus Broadcasting Inc	Rochester, MN	Olmsted
KROC	FM	106.9	C	Top 40	Rochester, MN	07/02/2003	232	Cumulus Broadcasting Inc	Rochester, MN	Olmsted
KWEB	AM	1270	C	Sports	Rochester, MN	07/02/2003	232	p Clear Channel	Rochester, MN	Olmsted
KMFX	AM	1190	C	Country	Rochester, MN	07/02/2003	232	p Clear Channel	Wabasha, MN	Wabasha
KWWK	FM	96.5	C	Country	Rochester, MN	07/02/2003	232	Cumulus Broadcasting Inc	Rochester, MN	Olmsted
KMFX	FM	102.5	C	Country	Rochester, MN	07/02/2003	232	p Clear Channel	Lake City, MN	Wabasha
KYBA	FM	105.3	C	Soft AC	Rochester, MN	07/02/2003	232	Cumulus Broadcasting Inc	Stewartville, MN	Olmsted
KFSI	FM	92.9	C	ChrsContem	Rochester, MN	07/02/2003	232	Faith Sound Incorporated	Rochester, MN	Olmsted
KLSE	FM	91.7	NC	Classical	Rochester, MN	07/02/2003	232	Minnesota Public Radio	Rochester, MN	Olmsted
KMSE	FM	88.7	NC	Variety	Rochester, MN	07/02/2003	232	Minnesota Public Radio	Rochester, MN	Olmsted
KRPR	FM	89.9	NC	Clsc Rock	Rochester, MN	07/02/2003	232	Rochester Public Radio	Rochester, MN	Olmsted
KZSE	FM	90.7	NC	Nws/Tlk/Inf	Rochester, MN	07/02/2003	232	Minnesota Public Radio	Rochester, MN	Olmsted
KLCH	FM	94.9	C	Lite AC	Rochester, MN	07/02/2003	232	NRG Media LLC	Lake City, MN	Wabasha
KNLW	FM	98.9	C	CP - NOA	Rochester, MN		232		Rochester, MN	Olmsted

Number of Stations in Geographic Market 17

Previous Stations in Geographic Market

KNFX	AM	970	C	Mexcn/Tejno		02/16/2005	0	p Clear Channel	Austin, MN	Mower
KLCX	FM	107.7	C	Clsc Hits		07/14/2005	0	Cumulus Broadcasting Inc	St. Charles, MN	Winona

Rochester, MN Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	2001	2002	2003	2004	2005	2006	Δ 01 - 06
		\$9,000	\$9,600	\$9,500	\$8,700	\$8,400	\$8,900
Δ 05 - 06	6.0%	2007	2008	2009	2010	2011	Δ 06 - 11
		\$9,200	\$9,400	\$9,700	\$10,000	\$10,200	2.8%

	2001	2006	2011	Est. Breakout	
Revenue/Retail Sales	\$3.27/1,000	\$2.78/1,000	\$2.78/1,000	Local	85%
Revenue/Capita	\$54.45	\$49.78	\$53.29	National	15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	2001	2006	Growth Rate	2006	2011	Growth Rate
MSA Population	165.3	178.8	1.6%	178.8	191.4	1.4%
Households	63.1	69.1	1.8%	69.1	74.5	1.5%
Retail Sales	2,754.4	3,199.5	3.0%	3,199.5	3,670.2	2.8%
EBI	3,150.6	3,968.2	4.7%	3,968.2	4,801.6	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	88.3	14.7	8.2	8.6	11.8	13.9	13.3	17.8
Women (000)	90.5	14.3	7.7	8.1	12.0	13.7	13.5	21.2
Total	178.8	29.1	15.9	16.6	23.8	27.6	26.9	38.9
Percentage	100.0%	16.3%	8.9%	9.3%	13.3%	15.4%	15.0%	21.8%
Per Capita	\$ 22,197							
					Median Household	\$ 47,026		
							Avg Household	\$ 57,389
Ethnic Population:	White 90.5%		Black 2.5%		Asian 4.1%		Hispanic 2.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable Stations	All FMs	All AMs	Total
# Stations	2		6	6	8	4	12
Tot 12+	1.6		43.3	43.3	44.9	9.3	54.2
Avg 12+	0.8		7.2	7.2	5.6	2.3	4.5
Tot LCS	3.0		79.9	79.9	82.8	17.2	100.0
Avg LCS	1.5		13.3	13.3	10.4	4.3	8.3