

RADIO MARKET ANALYSIS
CUMULUS LICENSING LLC
WWIZ RADIO STATION
WEST MIDDLESEX, PENNSYLVANIA
August 2013

TECHNICAL STATEMENT

1. This technical statement and attached exhibits were prepared on behalf of Cumulus Licensing LLC ("Cumulus"), licensee of WWIZ, Channel 280A, Mercer, Pennsylvania. Cumulus is submitting a minor change application to change the community of license for WWIZ to West Middlesex, Pennsylvania; as such, a Radio Market Analysis is necessary. Cumulus is also the licensee of WHOT-FM, Channel 266B, and WBBW, 1240 kHz, Youngstown, Ohio; WQXK, Channel 286B, and WSOM, 600 kHz, Salem, Ohio; WYFM, Channel 275B, and WPIC, 790 kHz, Sharon, Pennsylvania; and WLLF, Channel 244A, Mercer, Pennsylvania. WWIZ, WPIC, WQXK and WYFM are not licensed to communities in a metro county in the Youngstown/Warren, Ohio Arbitron market, but are considered "home" to that market. West Middlesex, the new community of license of WWIZ, is not in a metro county; therefore, WWIZ will continue to be considered "home" to the Youngstown/Warren, Ohio Arbitron Market. WHOT-FM and WBBW are each licensed to a community in a metro county in the Youngstown/Warren, Ohio Arbitron Market. WLLF and WSOM are not licensed to a community in nor considered "home" to any Arbitron market. Therefore, this review will verify compliance of commonly owned stations in both rated and non-rated markets.

YOUNGSTOWN-WARREN, OHIO ARBITRON/BIA MARKET REVIEW

2. As shown on Exhibit #1, there are twenty-four AM and FM (commercial and non-commercial) stations listed in the Youngstown/Warren, Ohio Arbitron Market (Market #129).

Cumulus controls 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, Cumulus is in compliance in the rated Youngstown, Ohio market.

REVISED CONTOUR OVERLAP REVIEW

3. Since WWIZ, WPIC, WQXK, and WYFM are “home” to the Youngstown, Ohio market and WLLF and WSOM are not metro stations in any market, a study has been conducted to verify that the ownership of these stations, in conjunction with the other subject stations, is also in compliance with the Commission’s multiple ownership rules. The city grade contours of the subject stations are shown on Exhibit #2. The locations of the city grade contours create areas of overlap that result in three distinct markets that require review. Market #1 consists of FM stations WWIZ, WHOT-FM, WYFM and WLLF and AM stations WPIC. Market #2 consists of FM stations WWIZ, WHOT-FM and WYFM and AM stations WPIC, WBBW and WSOM. Market #3 consists of FM stations WWIZ, WHOT-FM, WYFM and WQXK and AM stations WPIC, WBBW and WSOM.

4. Since WHOT-FM and WPIC are subject stations in all three markets, their contours will be used to determine the number of other stations providing service to the market. The subject stations in each market will then be added to determine the total number of stations in the respective markets. These contours will be considered the “Radio Market Boundary”. No stations with transmitters located more than 92.0 kilometers from the boundary of the common

overlap of subject stations will be considered. Further, no other facility controlled by Cumulus will be considered as a market contributor, unless it is a subject station in the pertinent radio market under study.

5. Exhibit #3 is a depiction of the other AM and FM stations (commercial and non-commercial) providing service to the WHOT-FM-WPIC / Radio Market Boundary, showing twenty-five contributing stations. Exhibit #4 is a tabulation of the stations in Radio Market #1, which totals thirty when the five subject stations are included.¹ The number of stations depicted falls in the thirty to forty-four stations tier of §73.3555(a)(1)(ii) of the Commission's rules. At this level, common ownership or control of up to seven stations with no more than four in the same service is permissible. Therefore, Cumulus is in compliance in the non-rated Market #1.

6. Exhibit #5 is a tabulation of the stations in Radio Market #2, which totals thirty-one when the six subject stations are included.² The number of stations depicted falls in the thirty to forty-four stations tier of §73.3555(a)(1)(ii) of the Commission's rules. At this level, common ownership or control of up to seven stations with no more than four in the same service is permissible. Therefore, Cumulus is in compliance in the non-rated Market #2.

7. Exhibit #6 is a tabulation of the stations in Radio Market #3, which totals thirty-one when the six subject stations are included.³ The number of stations depicted falls in the thirty to forty-four stations tier of §73.3555(a)(1)(ii) of the Commission's rules. At this level, common

1) There are additional stations, but they were not considered as the stations identified are sufficient to allow for common control of the stations which will be commonly owned.

2) See Footnote 1, *supra*.

3) See Footnote 1, *supra*

ownership or control of up to seven stations with no more than four in the same service is permissible. Therefore, Cumulus is in compliance in the non-rated Market #3.

8. Based on the compliance shown in rated and non-rated markets reviewed, the proposed application for WWIZ, in conjunction with ownership of WHOT-FM, WBBW, WQXK, WSOM, WYFM, WPIC and WLLF, is in compliance with §73.3555 of the Commission's rules, regarding the above referenced stations.

10. The foregoing technical statement was prepared on behalf of Cumulus Licensing LLC, 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 4.6. BIA database. Technical data related to AM and FM facilities was extracted from the Commission's 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 Youngstown-Warren, OH

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WAKZ	FM	95.9	C	CHR	Youngstown-Warren, OH	07/02/2003	129	Clear Channel Communications Inc	Sharpsville, PA	Mercer
WASN	AM	1500	C	Urban/Talk	Youngstown-Warren, OH	07/02/2003	129	RL Transition Corp	Youngstown, OH	Mahoning
WBBG	FM	106.1	C	Oldies	Youngstown-Warren, OH	07/02/2003	129	Clear Channel Communications Inc	Niles, OH	Trumbull
WBBW	AM	1240	C	Sports	Youngstown-Warren, OH	07/02/2003	129	Cumulus Media Holdings Inc	Youngstown, OH	Mahoning
WGFT	AM	1330	C	Oldies	Youngstown-Warren, OH	07/02/2003	129	RL Transition Corp	Campbell, OH	Mahoning
WHKZ	AM	1440	C	Chrst/Talk	Youngstown-Warren, OH	07/02/2003	129	Salem Communications Corporation	Warren, OH	Trumbull
WHOT	FM	101.1	C	CHR	Youngstown-Warren, OH	07/02/2003	129	Cumulus Media Holdings Inc	Youngstown, OH	Mahoning
WHTX	AM	1570	C	Adlt Stndrd	Youngstown-Warren, OH	07/02/2003	129	p Sagittarius Communications LLC	Warren, OH	Trumbull
WILB	FM	89.5	NC	Religion	Youngstown-Warren, OH	03/29/2012	129	Living Bread Radio Inc	Boardman, OH	Mahoning
WKBN	AM	570	C	News/Talk	Youngstown-Warren, OH	07/02/2003	129	Clear Channel Communications Inc	Youngstown, OH	Mahoning
WKTL	FM	90.7	NC	Variety	Youngstown-Warren, OH	07/02/2003	129	Struthers, OH City Schools Board of Directors	Struthers, OH	Mahoning
WKTX	AM	830	C	Varty/Ethnc	Youngstown-Warren, OH	07/02/2003	129	Kossanyi Family	Cortland, OH	Trumbull
WLVX	FM	107.1	NC	ChrsContem	Youngstown-Warren, OH	06/15/2006	129	Educational Media Foundation	Greenville, PA	Mercer
WMXY	FM	98.9	C	Mix AC	Youngstown-Warren, OH	07/02/2003	129	Clear Channel Communications Inc	Youngstown, OH	Mahoning
WNCD	FM	93.3	C	Clsc Rock	Youngstown-Warren, OH	07/02/2003	129	Clear Channel Communications Inc	Youngstown, OH	Mahoning
WNIO	AM	1390	C	Nstlg/Sprts	Youngstown-Warren, OH	07/02/2003	129	Clear Channel Communications Inc	Youngstown, OH	Mahoning
WPIC	AM	790	C	News/Talk	Youngstown-Warren, OH	08/07/2012	129	Cumulus Media Holdings Inc	Sharon, PA	Mercer
WQXK	FM	105.1	C	Country	Youngstown-Warren, OH	07/02/2003	129	Cumulus Media Holdings Inc	Salem, OH	Columbiana
WWIZ	FM	103.9	C	Rock	Youngstown-Warren, OH	07/02/2003	129	Cumulus Media Holdings Inc	Mercer, PA	Mercer
WYCL	AM	1540	C	Talk	Youngstown-Warren, OH	07/02/2003	129	p Sagittarius Communications LLC	Niles, OH	Trumbull
WYFM	FM	102.9	C	Clsc Rock	Youngstown-Warren, OH	07/02/2003	129	Cumulus Media Holdings Inc	Sharon, PA	Mercer
WYLR	FM	101.9	C	ChrsContem	Youngstown-Warren, OH	07/02/2003	129	Educational Media Foundation	Hubbard, OH	Trumbull
WYSU	FM	88.5	NC	Clc/Nws/Inf	Youngstown-Warren, OH	07/02/2003	129	Youngstown State University	Youngstown, OH	Mahoning
WYTN	FM	91.7	NC	Relgn/Chrst	Youngstown-Warren, OH	07/02/2003	129	Family Stations Inc	Youngstown, OH	Mahoning

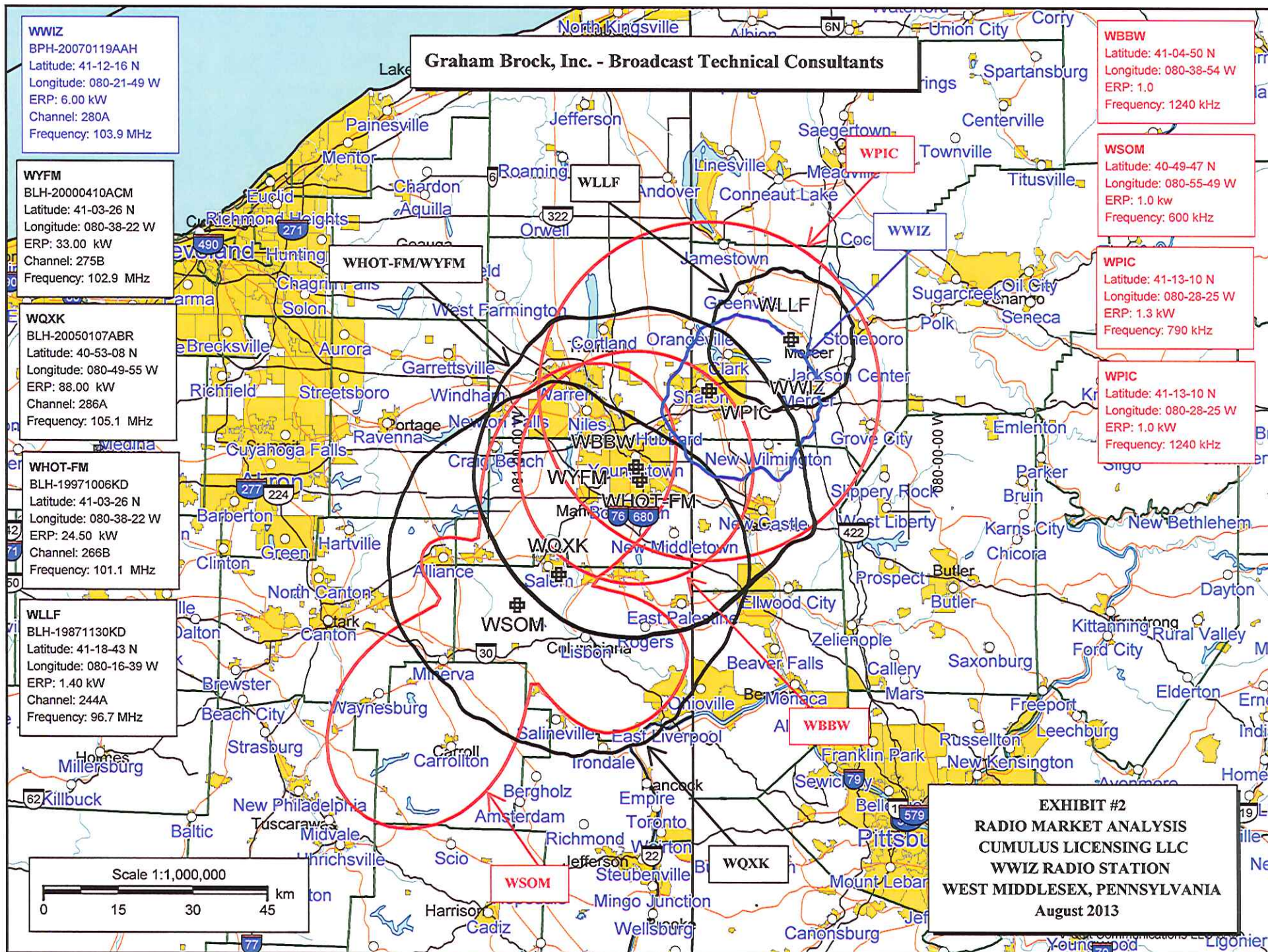
Number of Stations in Geographic Market 24

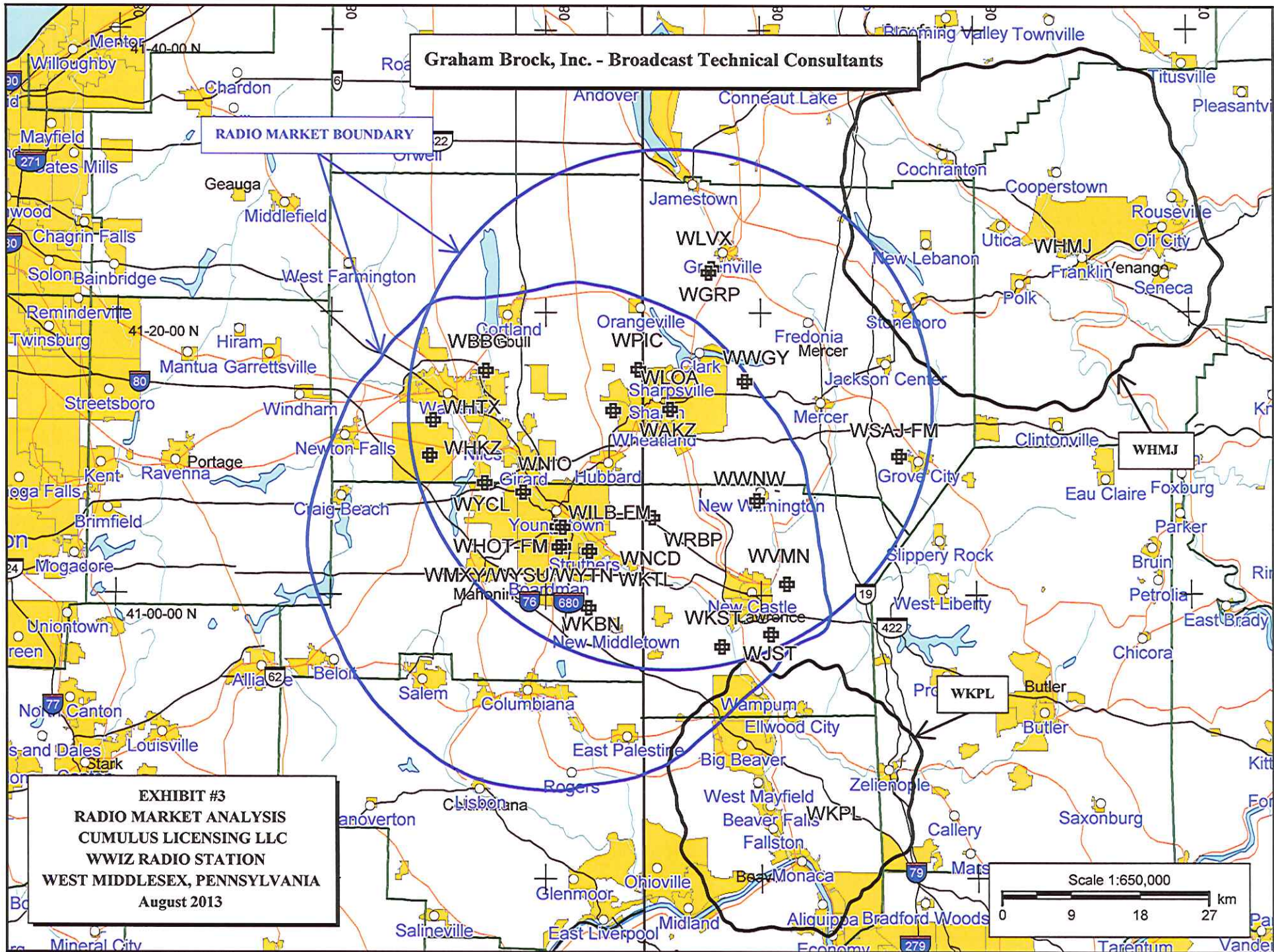
Previous Stations in Geographic Market

WLLF	FM	96.7	C	Sports		01/07/2008	0	Cumulus Media Holdings Inc	Mercer, PA	Mercer
WSOM	AM	600	C	Talk		01/07/2008	0	Cumulus Media Holdings Inc	Salem, OH	Columbiana
WWGY	FM	95.1	C	Country		01/08/2007	0	Forever Keymarket Communications	Grove City, PA	Mercer

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed





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August 2013, PENNSYLVANIA
March 2011

EXHIBIT #4

Tabulation of Stations in Radio Market #1

AM Stations

	WKBN	570 kHz	Youngstown, Ohio
*	WPIC	790 kHz	Sharon, Pennsylvania
	WGRP	940 kHz	Greenville, Pennsylvania
	WKST	1200 kHz	New Castle, Pennsylvania
	WJST	1280 kHz	New Castle, Pennsylvania
	WNIO	1390 kHz	Youngstown, Ohio
	WHKZ	1440 kHz	Warren, Ohio
	WLOA	1470 kHz	Farrell, Pennsylvania
	WYCL	1540 kHz	Niles, Ohio
	WHTX	1570 kHz	Warren, Ohio

Total AM Stations - 10

FM Stations

	WYSU	Ch 203B	Youngstown, Ohio
	WWNW	Ch 205A	New Wilmington, Pennsylvania
	WILB-FM	Ch 208	Boardman, Ohio
	WVMN	Ch 211A	New Castle, Pennsylvania
	WKTL	Ch 214B1	Struthers, Ohio
	WSAJ-FM	Ch 216A	Grove City, Pennsylvania
	WYTN	Ch 219A	Youngstown, Ohio
+	WKPL	Ch 221A	Ellwood City, Pennsylvania
	WNCD	Ch 227B	Youngstown, Ohio
	WWGY	Ch 236B	Grove City, Pennsylvania

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EXHIBIT #4 (continued)

Tabulation of Stations in Radio Market #1

	WAKZ	Ch 240A	Sharpsville, Pennsylvania
*	WLLF	Ch 244A	Mercer, Pennsylvania
	WMXY	Ch 255B	Youngstown, Ohio
+	WHMJ	Ch 257B1	Franklin, Pennsylvania
*	WHOT-FM	Ch 266B	Youngstown, Ohio
	WRBP	Ch 270A	Hubbard, Ohio
*	WYFM	Ch 275B	Sharon, Pennsylvania
*	WWIZ	Ch 280A	Mercer, Pennsylvania
	WBBG	Ch 291A	Niles, Ohio
	WLVX	Ch 296A	Greenville, Pennsylvania

Total FM Stations - 20

GRAND TOTAL OF STATION CONSIDERED IN STUDY - 30

* Subject station.

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EXHIBIT #5

Tabulation of Stations in Radio Market #2

AM Stations

	WKBN	570 kHz	Youngstown, Ohio
*	WSOM	600 kHz	Salem, Ohio
*	WPIC	790 kHz	Sharon, Pennsylvania
	WGRP	940 kHz	Greenville, Pennsylvania
	WKST	1200 kHz	New Castle, Pennsylvania
*	WBBW	1240 kHz	Youngstown, Ohio
	WJST	1280 kHz	New Castle, Pennsylvania
	WNIO	1390 kHz	Youngstown, Ohio
	WHKZ	1440 kHz	Warren, Ohio
	WLOA	1470 kHz	Farrell, Pennsylvania
	WYCL	1540 kHz	Niles, Ohio
	WHTX	1570 kHz	Warren, Ohio

Total AM Stations - 12

FM Stations

	WYSU	Ch 203B	Youngstown, Ohio
	WWNW	Ch 205A	New Wilmington, Pennsylvania
	WILB-FM	Ch 208A	Boardman, Ohio
	WVMN	Ch 211A	New Castle, Pennsylvania
	WKTL	Ch 214B1	Struthers, Ohio
	WSAJ-FM	Ch 216A	Grove City, Pennsylvania
	WYTN	Ch 219A	Youngstown, Ohio
+	WKPL	Ch 221A	Ellwood City, Pennsylvania
	WNCD	Ch 227B	Youngstown, Ohio

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EXHIBIT #5 (continued)

Tabulation of Stations in Radio Market #2

	WWGY	Ch 236B	Grove City, Pennsylvania
	WAKZ	Ch 240A	Sharpsville, Pennsylvania
	WMXY	Ch 255B	Youngstown, Ohio
+	WHMJ	Ch 257B1	Franklin, Pennsylvania
*	WHOT-FM	Ch 266B	Youngstown, Ohio
	WRBP	Ch 270A	Hubbard, Ohio
*	WYFM	Ch 275B	Sharon, Pennsylvania
*	WWIZ	Ch 280A	Mercer, Pennsylvania
	WBBG	Ch 291A	Niles, Ohio
	WLVX	Ch 296A	Greenville, Pennsylvania

Total FM Stations - 19

GRAND TOTAL OF STATION CONSIDERED IN STUDY - 31

* Subject station.

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EXHIBIT #6

Tabulation of Stations in Radio Market #3

AM Stations

	WKBN	570 kHz	Youngstown, Ohio
*	WPIC	790 kHz	Sharon, Pennsylvania
	WGRP	940 kHz	Greenville, Pennsylvania
	WKST	1200 kHz	New Castle, Pennsylvania
*	WBBW	1240 kHz	Youngstown, Ohio
	WJST	1280 kHz	New Castle, Pennsylvania
	WNIO	1390 kHz	Youngstown, Ohio
	WHKZ	1440 kHz	Warren, Ohio
	WLOA	1470 kHz	Farrell, Pennsylvania
	WYCL	1540 kHz	Niles, Ohio
	WHTX	1570 kHz	Warren, Ohio

Total AM Stations - 11

FM Stations

	WYSU	Ch 203B	Youngstown, Ohio
	WWNW	Ch 205A	New Wilmington, Pennsylvania
	WILB-FM	Ch 208A	Boardman, Ohio
	WVMN	Ch 211A	New Castle, Pennsylvania
	WKTL	Ch 214B1	Struthers, Ohio
	WSAJ-FM	Ch 216A	Grove City, Pennsylvania
	WYTN	Ch 219A	Youngstown, Ohio
+	WKPL	Ch 221A	Ellwood City, Pennsylvania
	WNCD	Ch 227B	Youngstown, Ohio
	WWGY	Ch 236B	Grove City, Pennsylvania

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EXHIBIT #6 (continued)

Tabulation of Stations in Radio Market #3

	WAKZ	Ch 240A	Sharpsville, Pennsylvania
	WMXY	Ch 255B	Youngstown, Ohio
+	WHMJ	Ch 257B1	Franklin, Pennsylvania
*	WHOT-FM	Ch 266B	Youngstown, Ohio
	WRBP	Ch 270A	Hubbard, Ohio
*	WYFM	Ch 275B	Sharon, Pennsylvania
*	WWIZ	Ch 280A	Mercer, Pennsylvania
*	WQXK	Ch 286B	Salem, Ohio
	WBBG	Ch 291A	Niles, Ohio
	WLVX	Ch 296A	Greenville, Pennsylvania

Total FM Stations - 20

GRAND TOTAL OF STATION CONSIDERED IN STUDY - 31

* Subject station.

AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT

State of Georgia)
St. Simons Island) ss:
County of Glynn)

R. STUART GRAHAM, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Cumulus Licensing LLC 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 8th day of August 2013.



R. Stuart Graham
Affiant

*Sworn to and subscribed before me
this the 8th day of August 2013*



*Notary Public, State of Georgia
My Commission Expires: March 14, 2015*