

**RADIO MARKET ANALYSIS**  
**BLUEBERRY BROADCASTING, LLC**  
**WABK (AM) RADIO STATION**  
**BANGOR, MAINE**  
**September 2018**

**TECHNICAL STATEMENT**

1. Blueberry Broadcasting, LLC owns or has operational control over the following stations:  
WABK (AM) Bangor, Maine; WABK-FM, Gardiner, Maine; WBAK (FM) Belfast, Maine;  
WBFB (FM), Bangor, Maine; WBFE (FM), Bar Harbor, Maine; WBKA (FM), Bar Harbor,  
Maine; WKSQ (FM), Ellsworth, Maine; WMCM (FM), Rockland, Maine; WQSK (FM)  
Madison, Maine; WQSS (FM), Camden, Maine; WTOS-FM, Skowhegan, Maine; WTUX (FM)  
Gouldsboro, Maine; WVOM-FM, Howland, Maine; WVOM (AM), Rockland, Maine; and  
WVQM (FM), Augusta, Maine. The city grade contours of these stations are shown in Exhibit A.  
Changes are proposed to the nighttime operation of WABK (AM). Although no changes are  
proposed to the daytime operation of WABK (AM), this Radio Market Analysis is warranted.  
With regard to WABK (AM), there is overlap of the city grade contours (AM, 5.0 mV/m and  
FM, 70 dBu (50/50)) of WABK (AM) with WBFB (FM), WBAK (FM), WKSQ (FM), and  
WVOM-FM.
2. Of the five subject stations, all are listed as 'home' to the Bangor, Maine Neilsen/BIA  
Market. Although WKSQ (FM) is listed as home to the Bangor, Maine Neilsen/BIA Market,  
WKSQ (FM) is licensed to a city which is not listed as a metro county in the Neilsen Market.  
Therefore, this review will verify compliance of commonly owned stations in both rated and non-  
rated markets.

### **BANGOR, MAINE NIELSON/BIA MARKET REVIEW**

3. As shown on Exhibit B, there are twenty-eight AM and FM (commercial and non-commercial) stations listed in the Bangor, Maine Nielsen Market (Market #219). Blueberry controls one AM station and four FM 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, Blueberry is in compliance in the Bangor, Maine rated market.

### **REVISED CONTOUR OVERLAP REVIEW**

4. Since WKSQ (FM) is licensed to a city in a non-metro county, a study has been conducted to verify that the ownership of it, in conjunction with the other subject stations, is also in compliance with the Commission's multiple ownership rules. The city grade contours of subject stations WABK (AM), WBFB (FM), WBAK-FM, WKSQ (FM), and WVOM-FM are shown on Exhibit 5C. As noted, the locations of the city grade contours create an area of overlap between these subject stations requiring review. Based on the area of overlap, a single distinct market is created and is shown in Exhibit D.

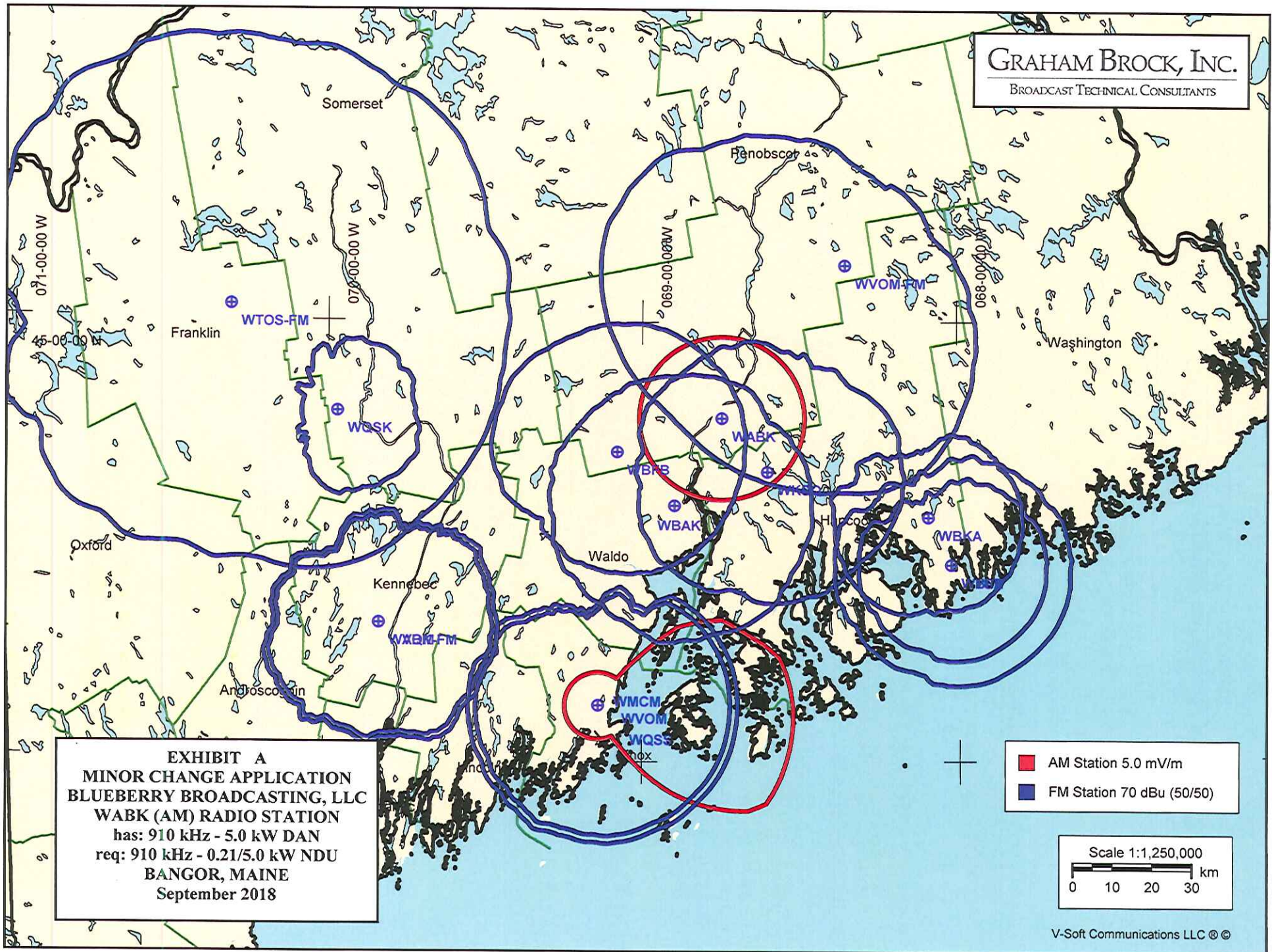
5. Exhibit E is a depiction of the other AM and FM stations (commercial and non-commercial) providing service to the Contour Radio Market Boundary, showing thirty-three contributing stations. Exhibit F is a tabulation of the stations in the Contour Radio Market which totals thirty-eight when the five subject stations are included.<sup>1</sup> 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

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1) Other stations owned or controlled, or proposed owned or controlled by Blueberry are not included in this total.

level, common ownership or control of up to seven stations with no more than four in the same service is permissible. Therefore, Blueberry is in compliance in the non-rated Contour Radio Market.

Based on the compliance shown in rated and non-rated markets, the proposed application for WABK is in compliance with §73.3555 of the Commission's rules, regarding the above referenced stations.



**EXHIBIT A**  
**MINOR CHANGE APPLICATION**  
**BLUEBERRY BROADCASTING, LLC**  
**WABK (AM) RADIO STATION**  
has: 910 kHz - 5.0 kW DAN  
req: 910 kHz - 0.21/5.0 kW NDU  
**BANGOR, MAINE**  
**September 2018**

■ AM Station 5.0 mV/m  
■ FM Station 70 dBu (50/50)

Scale 1:1,250,000  
0 10 20 30 km



# FCC Geographic Market Definition for Bangor, ME

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WABK	AM	910	C	Clsc Hits	Bangor, ME	07/02/2003	219	Blueberry Broadcasting LLC	Bangor, ME	Penobscot
WBAK	FM	104.7	C	Clsc Hits	Bangor, ME	07/02/2003	219	Blueberry Broadcasting LLC	Belfast, ME	Waldo
WBAN	AM	1340	C	Soft AC	Bangor, ME	07/02/2003	219	Port Broadcasting LLC	Veazie, ME	Penobscot
WBFB	FM	97.1	C	Country	Bangor, ME	07/02/2003	219	Blueberry Broadcasting LLC	Bangor, ME	Penobscot
WBYA	FM	105.5	C	Country	Portland, ME	07/02/2003	96	Harrison Irrevocable Trust	Islesboro, ME	Waldo
WBZN	FM	107.3	C	CHR	Bangor, ME	07/02/2003	219	Townsquare Media Incorporated	Old Town, ME	Penobscot
WCYR	AM	1400	C	Country	Bangor, ME	06/03/2004	219	Port Broadcasting LLC	Veazie, ME	Penobscot
WEZQ	FM	92.9	C	Sports	Bangor, ME	07/02/2003	219	Townsquare Media Incorporated	Bangor, ME	Penobscot
WGUY	AM	1230	C	Soft AC	Bangor, ME		219	Port Broadcasting LLC	Veazie, ME	Penobscot
WHCF	FM	88.5	NC	Inspr/Lt AC	Bangor, ME	07/02/2003	219	Lighthouse Radio Network Inc	Bangor, ME	Penobscot
WHMX	FM	105.7	NC	ChrsContem	Bangor, ME	07/02/2003	219	Lighthouse Radio Network Inc	Lincoln, ME	Penobscot
WHSN	FM	89.3	NC	Altve/Rock	Bangor, ME	07/02/2003	219	Husson University	Bangor, ME	Penobscot
WKIT	FM	100.3	C	Clsc Rock	Bangor, ME	07/02/2003	219	Zone Corporation, The	Brewer, ME	Penobscot
WKSQ	FM	94.5	C	AC	Bangor, ME	07/02/2003	219	Blueberry Broadcasting LLC	Ellsworth, ME	Hancock
WKVV	FM	101.7	NC	ChrsContem	Bangor, ME	07/02/2003	219	Educational Media Foundation	Searsport, ME	Waldo
WKVZ	FM	102.1	NC	ChrsContem	Bangor, ME	07/02/2003	219	Educational Media Foundation	Dexter, ME	Penobscot
WMEB	FM	91.9	NC	Alternative	Bangor, ME	07/02/2003	219	University of Maine System	Orono, ME	Penobscot
WMEH	FM	90.9	NC	News/Varty	Bangor, ME	07/02/2003	219	Maine Public Broadcasting Corporation	Bangor, ME	Penobscot
WQCB	FM	106.5	C	Country	Bangor, ME	07/02/2003	219	Townsquare Media Incorporated	Brewer, ME	Penobscot
WRNM	FM	91.7	NC	Cst/Cty/SGp	Bangor, ME		219	Light of Life Ministries	Ellsworth, ME	Hancock
WSYY	AM	1240	C	Sports	Bangor, ME	07/02/2003	219	Katahdin Comm Inc	Millinocket, ME	Penobscot
WSYY	FM	94.9	C	Mix/Cty/CHt	Bangor, ME	07/02/2003	219	Katahdin Comm Inc	Millinocket, ME	Penobscot
WVOM	FM	103.9	C	News/Talk	Bangor, ME	07/02/2003	219	Blueberry Broadcasting LLC	Howland, ME	Penobscot
WWLN	FM	90.5	NC	Cst/Cty/SGp	Bangor, ME	12/16/2010	219	Light of Life Ministries	Lincoln, ME	Penobscot
WWMJ	FM	95.7	C	Clsc Rock	Bangor, ME	07/02/2003	219	Townsquare Media Incorporated	Ellsworth, ME	Hancock
WXPB	FM	90.3	NC	Religion	Bangor, ME	01/06/2012	219	The Presence Radio Network Inc	Corinth, ME	Penobscot
WZLO	FM	103.1	C	Alternative	Bangor, ME	07/02/2003	219	Zone Corporation, The	Dover-Foxcroft, ME	Piscataquis
WZON	AM	620	C	Oldies	Bangor, ME	07/02/2003	219	Zone Corporation, The	Bangor, ME	Penobscot

Number of Stations in Geographic Market 28

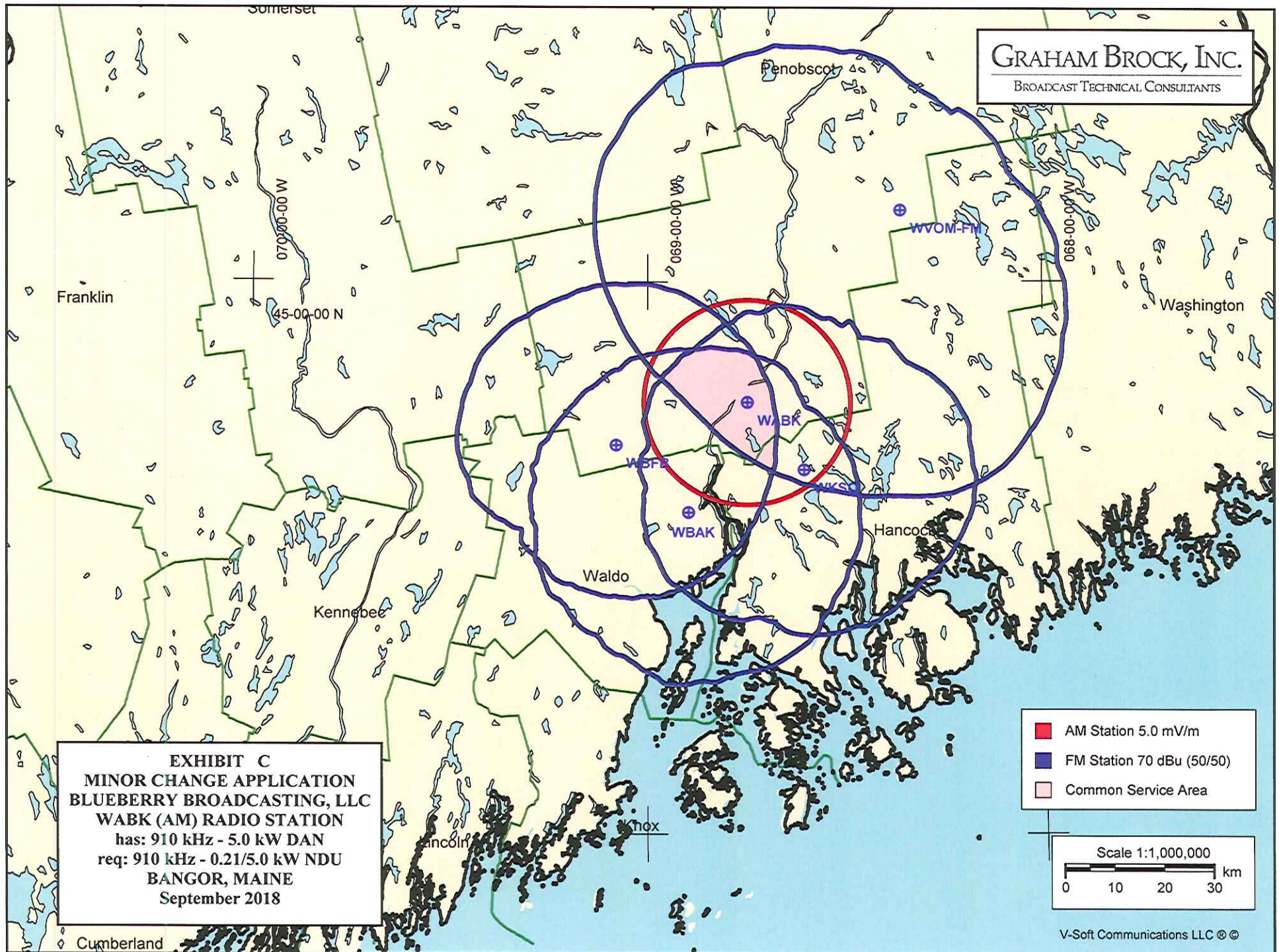
## Previous Stations in Geographic Market

WNSX	FM	97.7	C	Clsc Rock		08/08/2006	0	Stony Creek Broadcasting LLC	Winter Harbor, ME	Hancock
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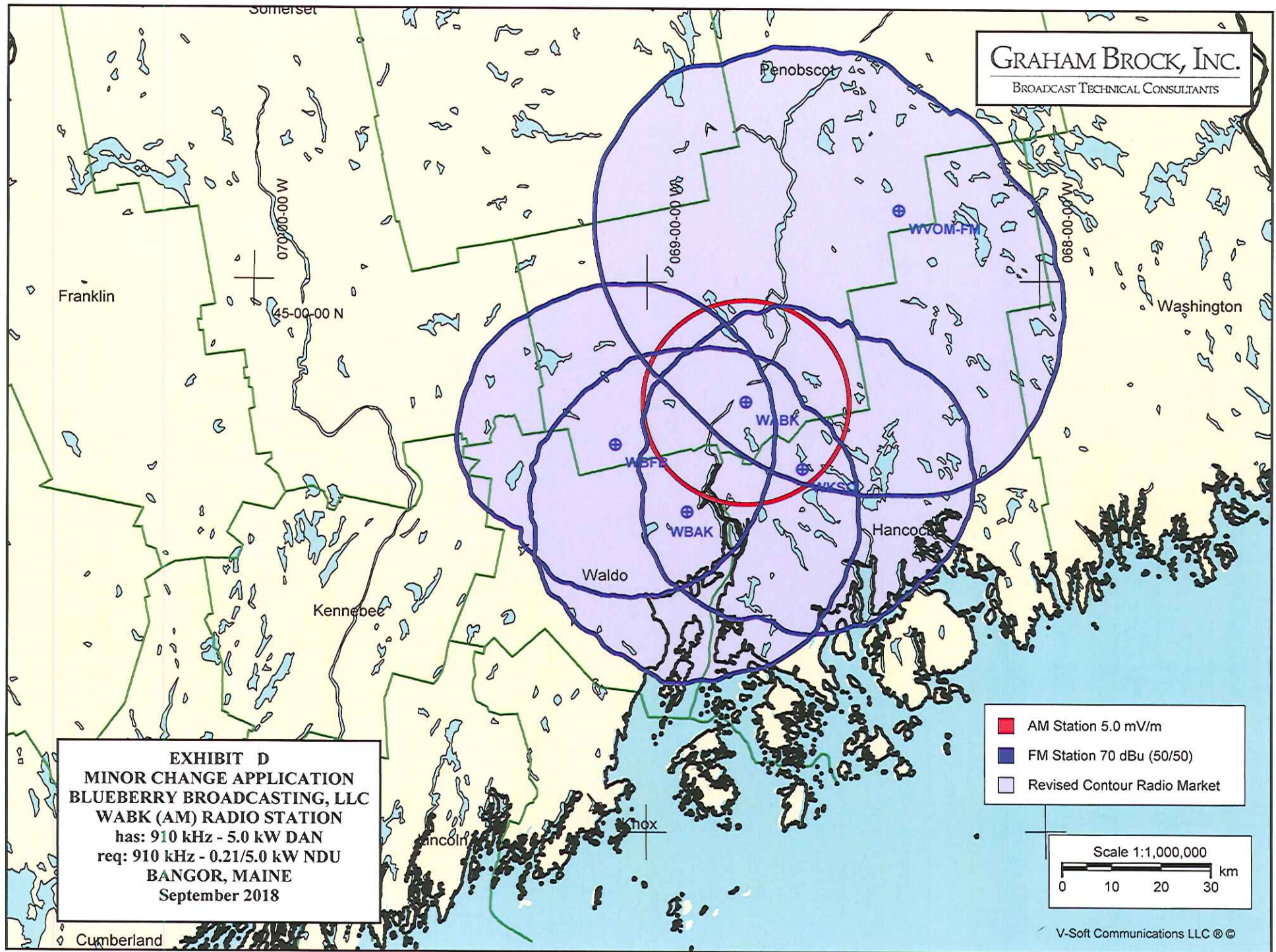
"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed

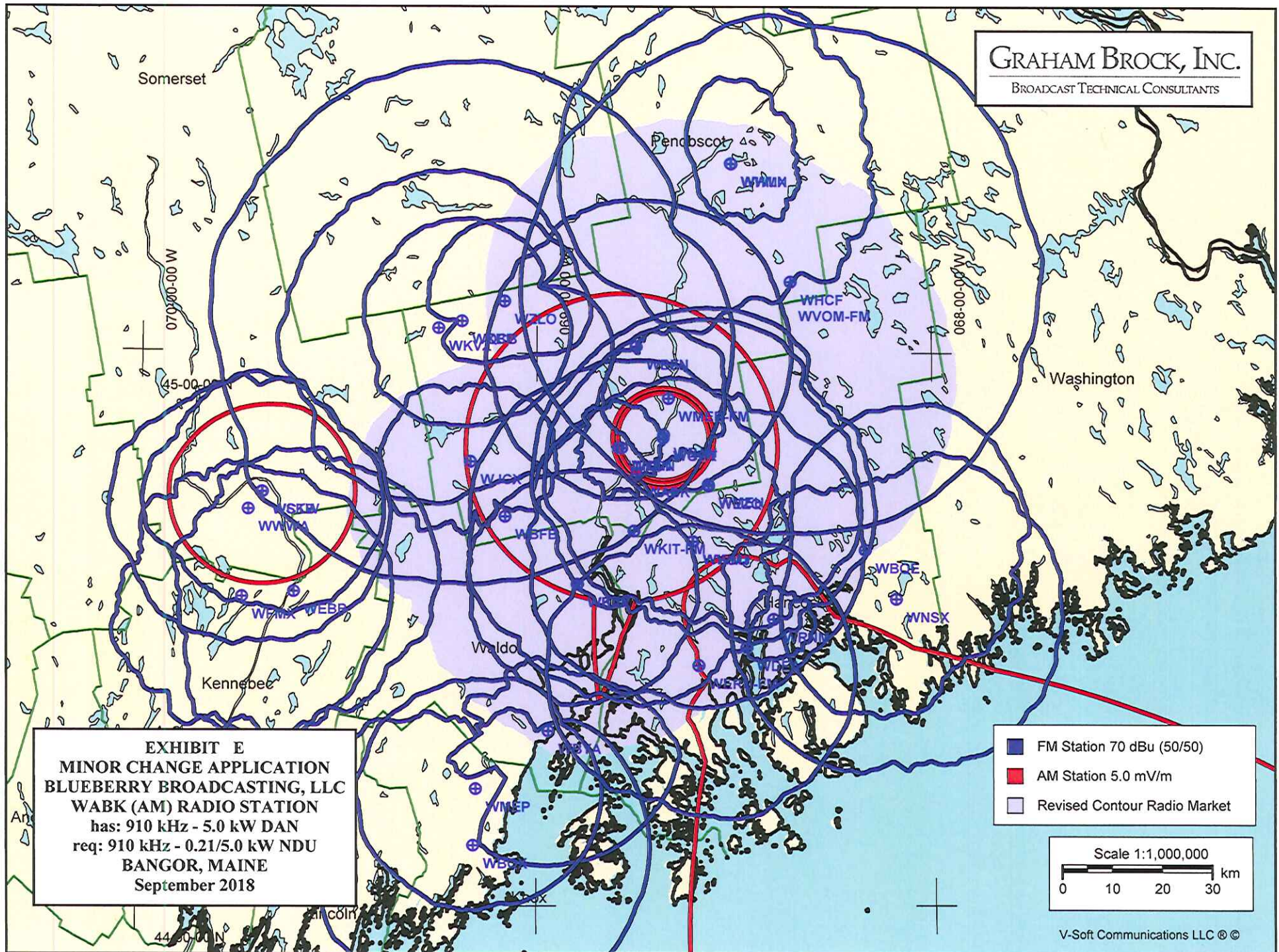













Scale 1:1,000,000



0 10 20 30 km

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**WABK (AM) RADIO STATION**  
**BANGOR, MAINE**  
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**EXHIBIT F**

Total number of overlapping contours: 38

Reference:

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
WVOM-FM	FM	280C	Howland	ME	BMLH20060508AAJ	0.0	0.0
WBFB	FM	246B	Bangor	ME	BLH20020611AAW	74.1	230.5
WBAK	FM	284B	Belfast	ME	BLH19860403KC	74.4	215.2
WKSQ	FM	233B	Ellsworth	ME	BMLH19860411KB	55.8	200.5
WABK	AM	910	BANGOR	ME	BL20070518ADV	49.5	218.6

Overlapping Contours:

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
WHCF	FM	203C	Bangor	ME	BLED19951124KA	0.0	0.0
WHSN	FM	207A	Bangor	ME	BLED20061117ABN	47.9	226.1
WERU-FM	FM	210B	Blue Hill	ME	BLED20081106AFA	79.4	193.5
WXBP	FM	212C3	Corinth	ME	BLED20111209JAH	66.1	263.3
WMEP	FM	213B	Camden	ME	BLED20011113ABV	119.9	212.0
WWLN	FM	213A	Lincoln	ME	BLED20141028ABE	26.7	333.8
WMEH	FM	215B	Bangor	ME	BMLD20031121AJH	44.0	202.0
WRNM	FM	219A	Ellsworth	ME	BLED20120316AAQ	68.1	183.0
WMEB-FM	FM	220B1	Orono	ME	BLED20100112ACB	33.8	226.2
WEZQ	FM	225B	Bangor	ME	BLH19861103KA	44.2	201.8
WCTB	FM	228C3	Fairfield	ME	BLH19940104KB	113.7	248.4
WBQE	FM	229B	Milbridge	ME	BMLD20180723AAP	56.1	164.7
WFWA	FM	237C2	Winslow	ME	BLED20050415AAG	117.6	247.3
WWMJ	FM	239B	Ellsworth	ME	BLH19881101KC	55.9	200.6
WNSX	FM	249B	Winter Harbor	ME	BLH19990308KC	67.3	161.9
WEBB	FM	253C1	Waterville	ME	BLH19950421KA	117.3	238.1
WJCX	FM	258A	Pittsfield	ME	BMLD20100318AAQ	73.5	240.7
WKIT-FM	FM	262B	Brewer	ME	BMLH20140625AEJ	59.2	212.1
WKVV	FM	269B1	Searsport	ME	BMLD20090204ABB	74.4	215.1
WKVZ	FM	271C2	Dexter	ME	BLED20130312AAT	70.9	262.7
WZLO	FM	276A	Dover-foxcroft	ME	BLH20110517ACT	57.2	266.3
WBYA	FM	288B1	Islesboro	ME	BLH19990202KB	102.6	208.4
WHMX	FM	289C2	Lincoln	ME	BLED19980320KB	26.5	333.9
WQCB	FM	293C	Brewer	ME	BMLH19860730MN	66.1	263.3
WBQX	FM	295B	Thomaston	ME	BLH19920611KC	130.0	209.5
WBZN	FM	297C2	Old Town	ME	BLH20150529ACX	33.4	247.3
WFMX	FM	300C2	Skowhegan	ME	BLH20160407AAH	126.7	240.2
WCYR	AM	1400	VEAZIE	ME	BL20040930BZU	40.4	219.1
WGUY	AM	1230	VEAZIE	ME	BL20111209KKO	40.4	219.1
WBAN	AM	1340	VEAZIE	ME	BL20020912ABY	39.8	219.6
WZON	AM	620	BANGOR	ME	BL	47.5	225.4
WDEA	AM	1370	ELLSWORTH	ME	BL	74.2	186.9
WSKW	AM	1160	SKOWHEGAN	ME	BL19931222AA	113.7	248.4

Distance and bearing calculations from coordinates: 45-07-46 N, 068-21-28 W

Duopoly Options:

TV: Not Included

FM: 3.16 mV/m (70 dBu); Include NCE

AM: 5.0 mV/m

Stations more than 92 km from the common area were excluded.

**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 Blueberry Broadcasting, LLC to prepare the attached Technical Exhibit.

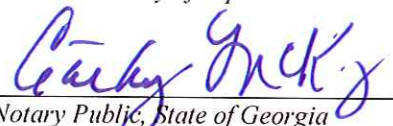
His qualifications are a matter of record before the Federal Communications Commission. He is a graduate of Auburn University and has been active in Broadcast Engineering since 1972.

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 14th day of September 2018.*

  
\_\_\_\_\_  
R. Stuart Graham, Jr.  
Affiant

*Sworn to and subscribed before me  
this the 14th day of September 2018*

  
\_\_\_\_\_  
Notary Public, State of Georgia  
My Commission Expires: March 12, 2019