



73 Total Sites *FINAL PROJECTED* Pop 60 Pop 54 Pop 48
 Arbitron Market Size Network Total Projected Population: 3,330,528 5,278,095 7,711,424
 Shown in Parenthesis

51 Total Sites *JUNE 2010* Pop 60 Pop 54 Pop 48
 On air sites = unshaded Network Current On Air Population: 2,568,484 3,934,394 5,600,303

REGION 1 - ATLANTA

<u>Call Sign</u>	<u>Freq</u>	<u>State</u>	<u>City</u>	<u>Group Description</u>	<u>Pop 60</u>	<u>Pop 54</u>	<u>Pop 48</u>
W209CG	89.7	GA	MARIETTA (#7)	EBN-Atlanta	155,738	310,320	592,604
W209CD	89.7	GA	BUFORD (#7)	EBN-Atlanta	24,231	42,423	85,090
W209CD	89.7	GA	BUFORD (UPGRADE)	EBN-Atlanta	89,805	185,196	318,375
<u>Cluster Projected Population:</u>					<u>245,543</u>	<u>495,516</u>	<u>910,979</u>
<i>WLOG</i>	<i>89.1</i>	<i>PA</i>	<i>MARKLEYSBURG</i>	<i>EBN-NETWORK HUB</i>	<i>6,269</i>	<i>11,760</i>	<i>20,236</i>
<i>WLOG</i>	<i>89.1</i>	<i>PA</i>	<i>MARKLEYSBURG (UPGRADE)</i>	<i>EBN-NETWORK HUB</i>	<i>70,000</i>	<i>140,000</i>	<i>250,000</i>
<u>Cluster Projected Population:</u>					<u>70,000</u>	<u>140,000</u>	<u>250,000</u>
<u>3</u>	<u>Total Projected Sites:</u>			<u>Region 1 Projected Population:</u>	<u>346,043</u>	<u>689,699</u>	<u>1,266,305</u>
<u>3</u>	<u>Total Current Sites:</u>			<u>Region 1 Current On Air Population:</u>	<u>186,238</u>	<u>364,503</u>	<u>697,930</u>



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REGION 2 - CENTRAL GEORGIA

<u>Call Sign</u>	<u>Freq</u>	<u>State</u>	<u>City</u>	<u>Group Description</u>	<u>Pop 60</u>	<u>Pop 54</u>	<u>Pop 48</u>
<i>CP</i>	<i>90.3</i>	<i>GA</i>	<i>VIDALIA</i>	<i>EBN-Vidalia</i>	<i>60,998</i>	<i>133,647</i>	<i>322,503</i>
W238AU	95.5	GA	AUGUSTA	EBN-Vidalia	42,969	86,103	141,928
W206BP	89.1	GA	DUBLIN	EBN-Vidalia	18,631	25,483	30,562
W255AS	98.9	GA	THOMSON	EBN-Vidalia	12,094	15,232	18,133
<u>Cluster Projected Population:</u>					<u>134,692</u>	<u>260,465</u>	<u>513,126</u>
<i>WHHR</i>	<i>92.1</i>	<i>GA</i>	<i>VIENNA</i>	<i>EBN-Vienna</i>	<i>40,890</i>	<i>109,174</i>	<i>273,216</i>
W290AO	105.9	GA	MACON (#156)	EBN-Vienna	78,898	123,555	151,025
W249BQ	97.7	GA	EAST ALBANY (#271)	EBN-South Georgia	13,864	36,485	95,092
W232BI	94.3	GA	ALBANY (#271)	EBN-South Georgia	43,693	67,660	93,532
W258AP	99.5	GA	WARNER ROBINS	EBN-Vienna	50,647	71,441	90,418
W273AW	102.5	GA	SYLVESTER	EBN-South Georgia	9,047	10,327	14,197
W220DJ	91.9	GA	EASTMAN	EBN-Vienna	8,498	9,648	11,715
W219DH	91.7	GA	HAWKINSVILLE	EBN-Vienna	969	2,566	8,185
W201DB	88.1	GA	MCRAE	EBN-Vienna	3,679	5,718	6,154
<u>Cluster Projected Population:</u>					<u>250,185</u>	<u>436,574</u>	<u>743,534</u>
<u>13</u>	<u>Total Projected Sites:</u>			<u>Region 2 Projected Population:</u>	<u>384,877</u>	<u>697,039</u>	<u>1,256,660</u>
<u>9</u>	<u>Total Current Sites:</u>			<u>Region 2 Current On Air Population:</u>	<u>259,769</u>	<u>451,730</u>	<u>759,899</u>



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REGION 3 - SOUTHERN GEORGIA & SOUTH CAROLINA

<u>Call Sign</u>	<u>Freq</u>	<u>State</u>	<u>City</u>	<u>Group Description</u>	<u>Pop 60</u>	<u>Pop 54</u>	<u>Pop 48</u>
W214BZ	90.7	GA	SAVANNAH (#157)	EBN-Savannah	93,569	159,871	197,014
W249BS	97.7	GA	SAVANNAH (#157)	EBN-Savannah	28,071	47,961	59,104
W282AT	104.3	SC	HILTON HEAD ISLAND (#213)	EBN-Savannah	35,928	35,928	35,928
<u>Cluster Projected Population:</u>					<u>157,568</u>	<u>243,760</u>	<u>292,046</u>
W299AX	107.7	GA	COLUMBUS (#188)	EBN-Columbus	71,690	136,111	224,858
<i>WJEP</i>	<i>91.1</i>	<i>GA</i>	<i>CUSSETTA (#188)</i>	<i>EBN-Columbus</i>	<i>6,600</i>	<i>21,622</i>	<i>57,722</i>
W286BE	105.1	GA	DAWSON	EBN-Columbus	6,640	8,337	9,914
W209CC	89.7	GA	CUTHBERT	EBN-Columbus	4,589	4,858	5,383
<u>Cluster Projected Population:</u>					<u>89,519</u>	<u>170,928</u>	<u>297,877</u>
W286AY	105.1	SC	NORTH CHARLESTON (#84)	EBN-Charleston	57,978	102,415	143,799
W285DV	104.9	SC	SOUTH CHARLESTON (#84)	EBN-Charleston	101,863	135,759	138,783
W212CJ	90.3	SC	MOUNT PLEASANT (#84)	EBN-Charleston	45,780	79,418	130,887
<u>Cluster Projected Population:</u>					<u>205,621</u>	<u>317,592</u>	<u>413,469</u>
W212BY	90.3	GA	BRUNSWICK (#299)	EBN-South Georgia	36,955	52,214	63,446
W201DK	88.1	GA	WAYCROSS	EBN-South Georgia	25,032	30,541	36,766
W272CK	102.3	GA	TIFTON	EBN-South Georgia	22,444	28,720	34,240
W201DJ	88.1	GA	DOUGLAS	EBN-South Georgia	16,033	20,785	26,713
W245AP	96.9	GA	BAXLEY	EBN-South Georgia	8,117	9,494	11,602
W206BM	89.1	GA	ALMA	EBN-South Georgia	5,658	7,178	8,736
W251AU	98.1	GA	OCILLA	EBN-South Georgia	4,481	5,082	6,920
<u>Cluster Projected Population:</u>					<u>118,720</u>	<u>154,014</u>	<u>188,423</u>
<u>17</u>	<u>Total Projected Sites:</u>	<u>Region 3 Projected Population:</u>			<u>571,428</u>	<u>886,294</u>	<u>1,191,815</u>
<u>10</u>	<u>Total Current Sites:</u>	<u>Region 3 Current On Air Population:</u>			<u>461,158</u>	<u>745,914</u>	<u>1,028,724</u>



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REGION 4 - GULF STATES

<u>Call Sign</u>	<u>Freq</u>	<u>State</u>	<u>City</u>	<u>Group Description</u>	<u>Pop 60</u>	<u>Pop 54</u>	<u>Pop 48</u>
W258AY	99.5	AL	MOBILE (#96)	EBN-Gulf Coast	101,057	182,392	245,428
W209CF	89.7	MS	GULFPORT (#155)	EBN-Gulf Coast	52,154	89,465	127,076
<i>WZXX</i>	<i>88.5</i>	<i>TN</i>	<i>LAWRENCEBURG</i>	<i>EBN-Gulf Coast</i>	<i>22,298</i>	<i>31,590</i>	<i>48,803</i>
W212CA	90.3	FL	SPANISH FORT (#96)	EBN-Gulf Coast	16,890	25,250	33,770
W214BW	90.7	AL	CITRONELLE	EBN-Gulf Coast	4,137	5,158	7,561
<u>Cluster Projected Population:</u>					<u>196,536</u>	<u>333,855</u>	<u>462,638</u>
K285FF	104.9	LA	METAIRIE (#55)	EBN-New Orleans	289,795	432,908	547,968
K208FC	89.5	LA	ARABI (#55)	EBN-New Orleans	206,937	383,953	509,114
K248BB	97.5	LA	NEW ORLEANS (#55)	EBN-New Orleans	255,647	240,616	307,900
<u>Cluster Projected Population:</u>					<u>752,379</u>	<u>1,057,477</u>	<u>1,364,982</u>
<u>8</u>	<u>Total Projected Sites:</u>			<u>Region 4 Projected Population:</u>	<u>948,915</u>	<u>1,391,332</u>	<u>1,827,620</u>
<u>5</u>	<u>Total Current Sites:</u>			<u>Region 4 Current On Air Population:</u>	<u>826,831</u>	<u>1,178,532</u>	<u>1,540,861</u>



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REGION 5 - MID-AMERICA

<u>Call Sign</u>	<u>Freq</u>	<u>State</u>	<u>City</u>	<u>Group Description</u>	<u>Pop 60</u>	<u>Pop 54</u>	<u>Pop 48</u>
<i>WTSE</i>	<i>91.1</i>	<i>TN</i>	<i>BENTON</i>	<i>EBN-Chattanooga</i>	<i>65,090</i>	<i>139,976</i>	<i>288,501</i>
W268AA	101.5	TN	FALLING WATER (#106)	EBN-Chattanooga	56,060	111,641	148,397
W224AZ	92.7	TN	CHATTANOOGA (#106)	EBN-Chattanooga	51,926	117,584	138,966
W291BK	106.1	TN	VALLEY BROOK (#106)	EBN-Chattanooga	0	0	0
W235AO	94.9	TN	CLEVELAND	EBN-Chattanooga	34,687	49,123	66,319
<u>Cluster Projected Population:</u>					<u>207,763</u>	<u>418,324</u>	<u>642,183</u>
W219DM	91.7	KY	LEXINGTON (#104)	EBN-Mid South	100,969	172,421	268,506
W235AK	94.9	KY	SOUTH LEXINGTON (#104)	EBN-Mid South	47,956	113,962	125,655
W203BI	88.5	KY	BOWLING GREEN (#207)	EBN-Mid South	26,737	47,187	68,265
W219DI	91.7	KY	MOREHEAD	EBN-Mid South	10,810	16,041	20,481
<u>Cluster Projected Population:</u>					<u>186,472</u>	<u>349,611</u>	<u>482,907</u>
W219DK	91.7	MI	MANISTEE	EBN-Mid West	11,443	12,643	13,961
W201BO	88.1	IN	VINCENNES	EBN-Mid West	10,243	10,243	10,243
<u>Cluster Projected Population:</u>					<u>21,686</u>	<u>10,243</u>	<u>10,243</u>
<u>11</u>	<u>Total Projected Sites:</u>			<u>Region 5 Projected Population:</u>	<u>415,921</u>	<u>790,821</u>	<u>1,149,294</u>
<u>8</u>	<u>Total Current Sites:</u>			<u>Region 5 Current On Air Population:</u>	<u>307,935</u>	<u>561,596</u>	<u>861,931</u>



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REGION 6 - WESTERN U.S.

<u>Call Sign</u>	<u>Freq</u>	<u>State</u>	<u>City</u>	<u>Group Description</u>	<u>Pop 60</u>	<u>Pop 54</u>	<u>Pop 48</u>
K213EW	90.5	TX	SAN ANGELO (#290)	EBN-Texarkana	85,531	92,562	98,096
K204DI	88.7	AR	HOT SPRINGS (#291)	EBN-Texarkana	45,750	74,455	87,120
K209DK	89.7	TX	BIG SPRING	EBN-Texarkana	30,295	32,444	32,946
<i>KBPU</i>	<i>88.7</i>	<i>AR</i>	<i>DE QUEEN</i>	<i>EBN-Texarkana</i>	<i>8,951</i>	<i>11,152</i>	<i>14,433</i>
Cluster Projected Population:					<u>170,527</u>	<u>210,613</u>	<u>232,595</u>
K240DE	95.9	IA	SIOUX CITY (#279)	EBN-Heartland	111,018	114,695	123,211
K218EA	91.5	IA	OTTUMWA	EBN-Heartland	26,849	28,472	30,479
K204FH	88.7	SD	BROOKINGS	EBN-Heartland	15,138	20,215	24,045
K219KS	91.7	MO	MARYVILLE	EBN-Heartland	14,136	15,159	19,809
K204FZ	88.7	IA	LE MARS	EBN-Heartland	1,459	12,132	15,308
K202DW	88.3	IA	STORM LAKE	EBN-Heartland	9,427	10,615	11,674
Cluster Projected Population:					<u>178,027</u>	<u>201,288</u>	<u>224,526</u>
K205??	88.9	WA	EVERETT (#13)	EBN-Mtn West	122,355	174,036	288,261
K203DQ	88.5	MT	GREAT FALLS	EBN-Mtn West	57,470	69,300	73,041
K299BD	107.7	ID	TWIN FALLS (#238)	EBN-Mtn West	39,743	49,515	62,911
K220JL	91.9	WA	WALLA WALLA	EBN-Mtn West	41,752	47,533	49,890
K208FB	89.5	ID	BURLEY	EBN-Mtn West	13,761	22,763	36,762
K213EL	90.5	WY	LARAMIE	EBN-Mtn West	24,563	29,721	30,328
K212FU	90.3	MT	LEWISTOWN	EBN-Mtn West	7,029	7,378	7,867
K211??	90.1	AZ	GREEN VALLEY	EBN-Mtn West	1,759	2,673	5,101
K208EW	89.5	NV	LOVELOCK	EBN-Mtn West	3,108	4,623	4,712
K205??	88.9	MT	SHELBY	EBN-Mtn West	3,250	3,467	3,736
Cluster Projected Population:					<u>314,790</u>	<u>411,009</u>	<u>562,609</u>
<u>20</u>	<u>Total Projected Sites:</u>			Region 6 Projected Population:	<u>663,344</u>	<u>822,910</u>	<u>1,019,730</u>
<u>16</u>	<u>Total Current Sites:</u>			Region 6 Current On Air Population:	<u>526,553</u>	<u>632,119</u>	<u>710,958</u>