



AM FIRST RADIO NETWORK

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Broadcast Management Services

Where talk begins...

QUESTIONS AND ANSWERS

1. Question... AM First Radio Network is buying satellite time from WestwoodOne Satellite Services. Please explain how the system works?

Answer... "WWO Satellite Services" provides satellite audio distribution to and from a geostationary satellite named AMC-8 which broadcasts to North America, the Caribbean and Mexico. It is one of 53 satellites. Together, they serve more than 99% of the earth's surface with satellite coverage. The WWO satellite service is like a common carrier. It provides the technical means and services to get a radio program up to the satellite and back down to the Earth so affiliated stations can receive and broadcast each program.

2. Question... Why must we pay three months in advance?

Answer... There is no negotiation on the three month advance payment requirement which comes from Cumulus/WWO Finance management. This requirement is not related to the credit status or credit rating of KCAA/BMS, Inc. or your organization. Please keep this requirement in mind as you plan for satellite syndication.

3. Question... How many radio stations does the WWO satellite system reach?

Answer... WWO's strength of distribution is based upon the XDS satellite receiver penetration provided by Westwood One (formerly Cumulus Media Networks). Westwood One (WWO) has provided XDS receivers to accommodate delivery of the *WWO branded network programs* to affiliates. If a station is an affiliate of WWO "branded network programming" on the XDS platform, then that station has been provided with a XDS receiver. Any customer of WWO Satellite Services such as AM First, has access to distribute their programs through existing XDS receivers.

4. Question...Specifically, how many radio stations are in the WWO "universe"?

Answer... An estimate of the stations (not audience) which have access to audio satellite signals distributed on WWO XDS platform is approximately 4,500 stations. There are approximately 3,500 XDS receivers tuned to WWO XDS satellite carrier and those receivers service the approximate 4,500 stations.

5. Question... Is a list of these stations available?

Answer... NO. WWO does not release the list for competitive reasons. It works in reverse. AM First must provide a list of stations to WWO and they will advise whether those stations are equipped with XDS receivers. If not, arrangements can be made to accommodate the affiliate.

6. Question... Westwood One allows affiliated stations to have limited use of the NBC Sports News logo and the CNBC News logo. Will WWO allow AM First/KCAA or programs distributed through WWO to display (with obvious limitations) the WWO logo on our websites to reference satellite distribution?

Answer... The answer is NO. Any use of proprietary marketing items would be identified in the affiliation agreement. In a program distribution situation, it's literally in the satellite contract that customers are **not** allowed to use the name or reference WWO for marketing purposes. You can only use the name (not logo) for technical references. AM First is a separate network which has nothing to do with Westwood One. AM First is purchasing satellite distribution services and it is totally separate from WWO and it has no association with the WWO brand or network.

7. Question... Since most radio stations in America have XDS receivers, can the same receiver be used to receive programming from several satellite providers?

Answer... NO... Even though KCAA has a rack of receivers, there are limitations. Here's how this works. There is a satellite (AMC-8) upon which some "big" networks like WWO purchase satellite space segments. Each of those networks then purchases their own channelization equipment. So, as an example, even though both iHeart/CC and WWO purchase XDS equipment, each network uplinks to the satellite on a different carrier and the XDS receivers are not interchangeable. If the signal is on the WWO space segment, then the station needs a WWO XDS receiver. If the signal is on iHeart/CC space segment, then the station needs to own an iHeart/CC XDS receiver.

8. Question... If a station is only downloading programming from Salem's satellite system, can the same receiver be used for picking up WWO and Premiere programming?

Answer... Yes and no. Salem purchases satellite distribution services from WWO Satellite Services, so SRN programs, as well as WWO branded programs are on the WWO satellite carrier. In this instance, because both networks programs are on the same satellite carrier, stations with a WWO XDS receiver can take down both networks programs. The station can take down whatever is on the WWO satellite carrier if they have a "WWO XDS receiver."

9. Question... Can an iHeart/CC station take WWO programs on an iHeart/CC XDS receiver.

Answer... It is not possible for an iHeart/CC station to take a WWO program on an iHeart/CC XDS receiver. However, some iHeart/CC stations have WWO XDS receivers separate from their own iHeart/CC XDS receivers. This is the reason for stations to own several XDS satellite receivers.

10. Question... Are receiving dishes pointed at the same spot in the sky for all three satellite networks?

Answer... Yes, All the above networks point to the AMC-8 satellite