

TECHNICAL STATEMENT
RADIO MULTIPLE OWNERSHIP ANALYSIS

We propose to modify WAMZ (FM) Louisville, Kentucky. A multiple ownership analysis was prepared considering radio stations under present or proposed common ownership, time brokerage or joint sales.ⁱ

Arbitron Market Study

In this application, we are proposing to change the antenna location of Station WAMZ (FM). The community of license, Louisville, Kentucky is in Jefferson County, which is part of the Louisville, KY Arbitron Metro and thus WAMZ (FM) is geographically located in this Arbitron Metro. WAMZ (FM) is designated "home" to the Louisville, KY Arbitron Metro; the number of stations owned by the licensee in the Louisville, KY Arbitron Metro is not changing by this application.

According to the FCC's local ownership "tiers," in a Metro reported by BIA as having 45 or more commercial and noncommercial educational full-power radio stations, a party may have a cognizable interest in up to 8 commercial full-power radio stations, not more than 5 of which are in the same service(AM or FM)ⁱⁱ. This application complies with the multiple ownership rules because only 8 of 49 full-power radio stations (5 FM and 3 AM) will be attributable.

Interim Contour-Overlap Analysis

Because the principal community of WAMZ (FM) and the communities of all commonly-owned or attributable stations with overlapping principal contours with WAMZ (FM) are located inside an Arbitron Metro, an interim contour-overlap analysis is not required.

Respectfully Submitted,

Troy G. Langham

FCC Engineering Supervisor

April 16, 2012

Table of stations considered being in the Louisville, KY Arbitron Metroⁱⁱⁱ

Count	Calls	Band	Fac ID	Owner	Community
1	WKRD-FM	FM	60081	Aloha Station Trust LLC	Shelbyville
2	WLLV	AM	1125	Anchor Radio LLC	Louisville
3	WLOU	AM	31883	Anchor Radio LLC	Louisville
4	WJAA	FM	42022	Becker, Robert	Austin
5	WCND	AM	60083	Birach Broadcasting Corporation	Shelbyville
6	WOCC	AM	54550	Brabandt, Richard Lee	Corydon
7	WAMZ	FM	11921	Clear Channel Communications Inc	Louisville
8	WHAS	AM	11934	Clear Channel Communications Inc	Louisville
9	WKJK	AM	55497	Clear Channel Communications Inc	Louisville
10	WKRD	AM	53587	Clear Channel Communications Inc	Louisville
11	WLGX	FM	53593	Clear Channel Communications Inc	Louisville
12	WNRW	FM	60706	Clear Channel Communications Inc	Prospect
13	WQMF	FM	50763	Clear Channel Communications Inc	Jeffersonville
14	WTFX-FM	FM	37753	Clear Channel Communications Inc	Clarksville
15	WGRK	AM	69851	Commonwealth Broadcasting Corporation	Greensburg
16	WKMO	FM	48245	Commonwealth Broadcasting Corporation	Lebanon Junction
17	WRZI	FM	19354	Commonwealth Broadcasting Corporation	Hodgenville
18	WQNU	FM	20332	Cox Media Group	Lyndon
19	WRKA	FM	48290	Cox Media Group	Louisville
20	WSFR	FM	55499	Cox Media Group	Corydon
21	WVEZ	FM	53595	Cox Media Group	St. Matthews
22	WQKC	AM	63935	Cumulus Broadcasting Inc	Jeffersonville
23	WMPI	FM	14957	D.R. Rice Broadcasting Inc	Scottsburg
24	WARA	FM	38461	Educational Media Foundation	New Washington
25	WJIE-FM	FM	19880	Evangel Schools Inc	Okolona
26	WFPK	FM	38621	Kentucky Public Radio	Louisville
27	WFPL	FM	4258	Kentucky Public Radio	Louisville
28	WUOL-FM	FM	69113	Kentucky Public Radio	Louisville
29	WLCR	AM	58742	LCR Partners	Mt Washington
30	WDJX	FM	55498	Main Line Broadcasting LLC	Louisville
31	WGZB-FM	FM	53202	Main Line Broadcasting LLC	Lanesville
32	WLRS	FM	51074	Main Line Broadcasting LLC	Shepherdsville
33	WMJM	FM	10322	Main Line Broadcasting LLC	Jeffersontown
34	WXMA	FM	37236	Main Line Broadcasting LLC	Louisville
35	WNDA	AM	14553	New Albany Broadcasting Company Inc	New Albany
36	WTSZ	AM	64024	New Albany Broadcasting Company Inc	Eminence
37	WNAS	FM	48372	New Albany-Floyd County School Corp	New Albany
38	WWPW	FM	76595	WAY-FM Media Group Inc	Charlestown
39	WFIA	AM	55504	Salem Communications Corporation	Louisville
40	WFIA-FM	FM	48371	Salem Communications Corporation	New Albany
41	WGTK	AM	63936	Salem Communications Corporation	Louisville
42	WWQB	FM	166078	Serge Martin Enterprises Inc	Westwood

Count	Calls	Band	Fac ID	Owner	Community
43	WTUV	AM	30798	Davidson Media Group LLC	Louisville
44	WTUV-FM	FM	42126	Davidson Media Group LLC	Eminence
45	WXKU-FM	FM	3347	Trask, Blair & Kelly	Austin
46	WHBE	AM	56520	Union Broadcasting Inc	Newburg
47	WAKY	FM	70495	W & B Broadcasting Inc	Radcliff
48	WAYI	FM	58380	Cumulus Broadcasting Inc	Sellersburg
49	WSYI	FM	50764	WAY-FM Media Group Inc	Valley Station

ⁱ None of the following stations are attributable by virtue of a time brokerage agreement or joint sales agreement
^{i.i} no person or single entity (or entities under common control) may have a cognizable interest in more than 50%
of the full-power, commercial and noncommercial radio stations in such market unless the combination of stations
comprises not more than one AM and one FM station.

ⁱⁱⁱ Source: BIA