

ENGINEERING STATEMENT  
RADIO MULTIPLE OWNERSHIP ANALYSIS

BLAKENEY COMMUNICATIONS, INC.

This radio multiple ownership analysis was prepared on behalf of Blakeney Communications, Inc. concerning the acquisition of FM station WXHB on channel 243 at Richton, Mississippi and the common ownership of the stations tabulated below.

Call Sign / Facility ID	Location	Facilities
WXHB/ 70409	Richton, MS	Channel 243 6 kW 100 m
WXHB/ 70409 Proposed	Richton, MS	Channel 243 3.1 kW 142 m
WKZW/ 14021	Sandersville, MS	Channel 232 50 kW (Max-DA) 150 m
WKZW/ 14021 Pending Application	Sandersville, MS	Channel 232 50 kW 150 m
WBBN/ 71207	Taylorsville, MS	Channel 240 31 kW 190 m
WBBN/ 71207 Authorized CP	Taylorsville, MS	Channel 240 65 kW 205 m
WBBN/71207 Proposed Facility	Taylorsville, MS	Channel 240 100 kW (Max-DA) 190 m
WXRR/ 29549	Hattiesburg, MS	Channel 283 100 kW 299 m

The principal community contours of these stations are depicted on a map included herein as Figure 1. Since the above stations have overlapping principal community contours (3.16 mV/m for FM stations), an ownership study was prepared in accordance with the Federal Communications Commission multiple ownership rules as outlined in Section 73.3555.

Radio Market

The “radio market” applicable to common ownership of the subject stations is defined as the area encompassed by the mutually overlapping principal

community contours of the stations proposed to be commonly owned.\* There are two new “radio markets” defined for analysis under the Commission’s Rules. The table below lists the defined new markets:

	FM Stations that Define Radio Market
Market 1	WXHB (Licensed or Proposed), WKZW (Licensed or Application), and WXRR
Market 2	WBBN(FM) (Licensed, Authorized, or Proposed), WXRR(FM), and WKZW(FM) (Licensed or Application)

#### Count of Stations in Defined Markets

The number of radio stations in a “radio market” is determined by counting operating, commercial stations having principal community contours which overlap or intersect the principal community contours which define the radio market, plus the subject stations to be co-owned. Only those stations having principal community contour overlap with the defined market areas were employed in the count of stations. The results of the analysis are tabulated below:†

Defined Radio Market	Minimum Number of Stations in Radio Market
Market 1	14 FM , 5 AM; (At least 19 Stations)
Market 2	14 FM, 5 AM; (At least 19 Stations)

Figure 2 is a tabulation of all the radio stations identified in the defined radio market. Only known licensed, operating, commercial stations were employed for the study. Distances to the AM coverage contours were predicted using the antenna patterns as identified in the Commission’s AM database and the appropriate Ground Wave Field Strength versus Distance Graph of 47 CFR 73.184. Ground conductivity data was obtained from FCC Figure M3. Distances to the FM contours were determined based on the method of 47 CFR 73.313. Terrain data was derived from the N.G.D.C. 30-second computer database for each of the FM stations using radials evenly-spaced every 10 degrees of azimuth.

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\* See Order in Implementation of Section 202(a) and 202(b)(1) of the Telecommunications Act of 1996 (Broadcast Radio Ownership) FCC 96-90, released March 8, 1996 and Memorandum Opinion and Order in Revision of Radio Rules and Policies 7 FCC Rcd 6387, 6395 para. 39 (1992).

Based on the above, it is concluded that the proposed combination of the stations to be owned will only comply with Section 73.3555(a) of the FCC Rules.

  
Jerome J. Manarchuck

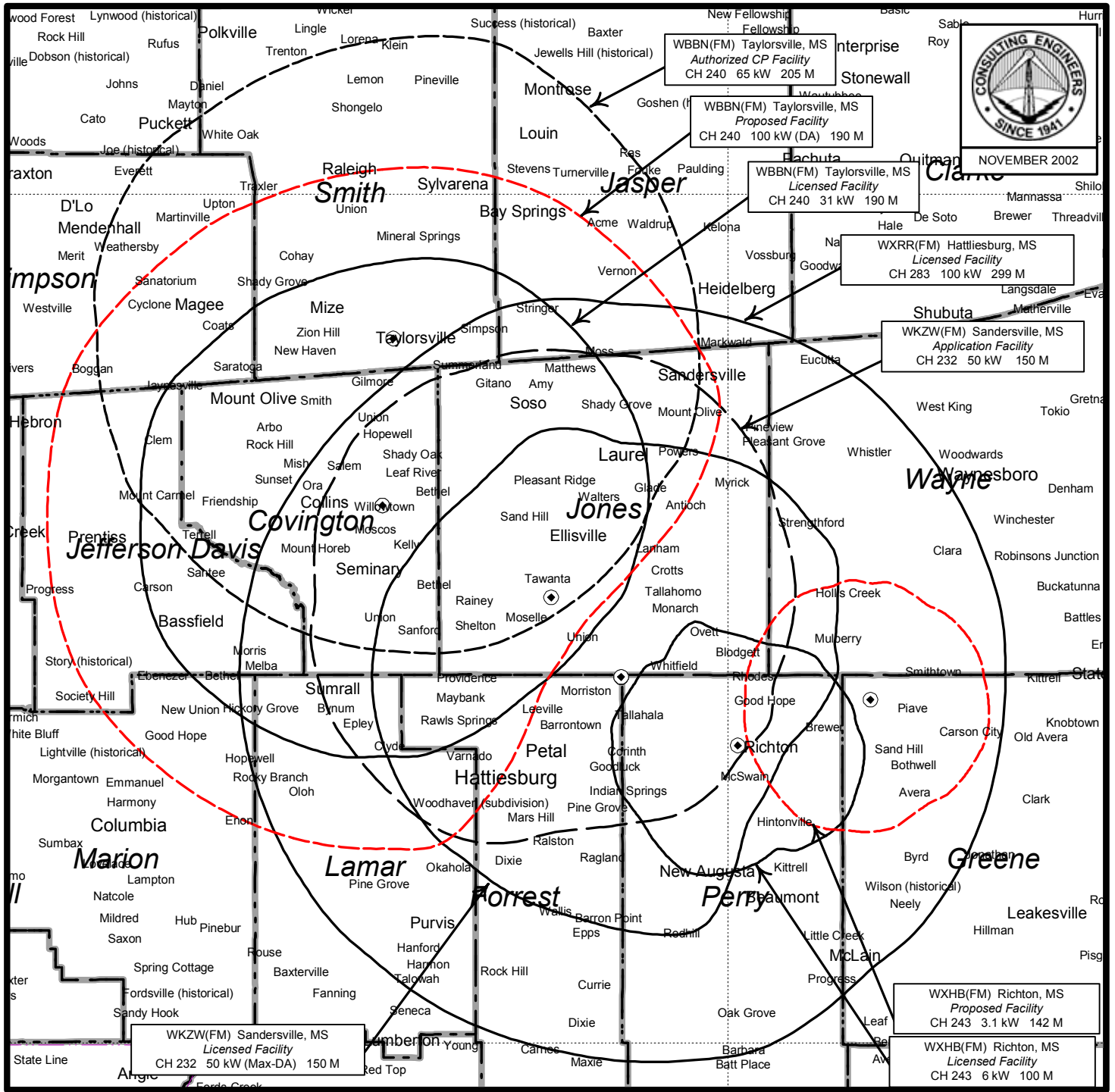
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<sup>†</sup> It is noted that there are at least 19 total stations in each of the markets. There may be more stations, however 19 is more than enough to show compliance.

Figure 1



## PRINCIPAL COMMUNITY CONTOURS OF SUBJECT STATIONS

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Tabulation of Stations Defined in Radio Markets 1 and 2

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Frequency</u>
WEEZ	Laurel	MS	890
WBKH	Hattiesburg	MS	950
WAML	Laurel	MS	1340
WFOR	Hattiesburg	MS	1400
WORV	Hattiesburg	MS	1580
WJMG	Hattiesburg	MS	92.1
WKZW	Sandersville	MS	94.3
WBBN	Taylorsville	MS	95.9
WXHB	Richton	MS	96.5
WXAB	Mclain	MS	96.9
WFMM	Sumrall	MS	97.3
WMXI	Laurel	MS	98.1
WHER	Heidelberg	MS	99.3
WNSL	Laurel	MS	100.3
WJKX	Ellisville	MS	102.5
WUSW	Hattiesburg	MS	103.7
WXRR	Hattiesburg	MS	104.5
WZLD	Petal	MS	106.3
WKNZ	Collins	MS	107.1