

**RADIO MARKET ANALYSIS**  
**DOUBLE O RADIO CORPORATION**  
**WJES-FM RADIO STATION**  
**IRMO, SOUTH CAROLINA**  
**June 2004**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared on behalf of Double O Radio Corporation (“Double O”), proposed assignee of WJES-FM, Channel 221A, Saluda, South Carolina.<sup>1</sup> Double O is also the proposed assignee of a new FM station (“New FM”) on Channel 232A at Forest Acres, South Carolina. While the licensed WJES-FM city grade contour does not overlap with the authorized New FM contour, there is a recently filed application seeking to implement the change in community of license of WJES-FM from Saluda to Irmo, South Carolina, and proposing to upgrade the station to Channel 221C3. The proposed facilities of WJES-FM will have contour overlap with the New FM city grade contour. As a result Double O would have attributable interests in two FM stations in the same market. Exhibit #1 is a map depicting the subject stations.

2. A study has, therefore, been conducted to verify the proposed assignment is in compliance with the Commission’s multiple ownership rules. The city grade contours of the subject stations will be used to determine the number of other commercial AM or FM stations that either have transmitter sites within, or provide coverage to, the subject station’s contour, herein after described as the “Radio Market”.

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1) There is also an outstanding construction permit authorizing minor changes in the facilities of WJES-FM which is considered in this review.

3. Exhibit #2 is a depiction of the stations within the Radio Market. Exhibit #3 is a tabulation of the stations in the Radio Market showing the transmitter sites of ten stations, including the subject stations. The number of stations depicted falls in the fourteen or fewer stations tier of §73.3555(a)(1)(iv) of the Commission's rules.<sup>2</sup> At the fourteen or fewer stations level, common ownership or control of up to five stations, with no more than three in the same service, is permissible. As such, it has been herein demonstrated that the proposed acquisition of WJES-FM is in compliance with §73.3555 of the Commission's rules.

4. The foregoing technical statement was prepared on behalf of Double O Radio Corporation by Graham Brock, Inc., its Technical Consultants. All information contained herein is true and accurate to the best of our belief and knowledge. All data relating to AM and FM facilities was extracted from the CDBS database. We assume no liability for errors or omissions in that database which may be adverse to the information contained herein.

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2) Although there are additional stations providing service to the Radio Market, they are not considered since the number of stations was ample to demonstrate compliance with the rules based on the number of stations proposed to be commonly owned.

**Graham Brock, Inc. - Broadcast Technical Consultants**

**WJES-FM App.**  
Latitude: 34-04-55 N  
Longitude: 081-07-36 W  
ERP: 15.00 kW  
Channel: 221C3

**New FM**  
BPH-19960911MF  
Latitude: 34-00-04 N  
Longitude: 081-02-05 W  
ERP: 3.30 kW  
Channel: 232A

**WJES-FM**  
BMLH-19981120KD  
Latitude: 34-02-48 N  
Longitude: 081-47-01 W  
ERP: 3.00 kW  
Channel: 221A

**WJES-FM CP 3.16 mV/m**

**WJES-FM App. 3.16 mV/m**

**WJES-FM CP**  
BPH-20011018AFW  
Latitude: 34-02-23 N  
Longitude: 081-39-53 W  
ERP: 6.00 kW  
Channel: 221A



**WJES-FM Lic. 3.16 mV/m**

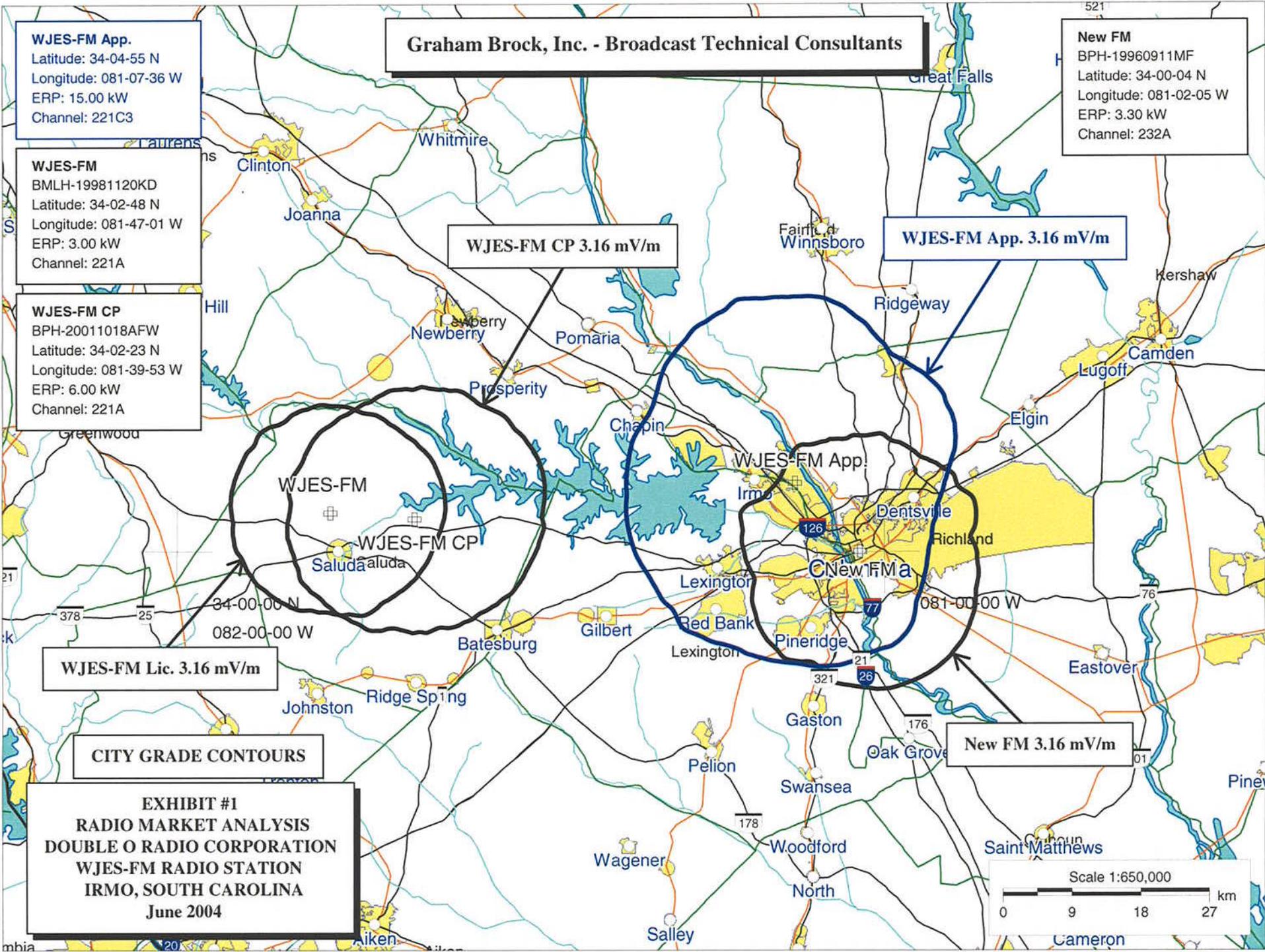
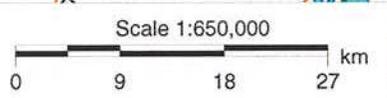
WJES-FM  
WJES-FM CP  
Saluda

WJES-FM App.  
Irmo  
Dentsville  
Richland  
New FM

**New FM 3.16 mV/m**

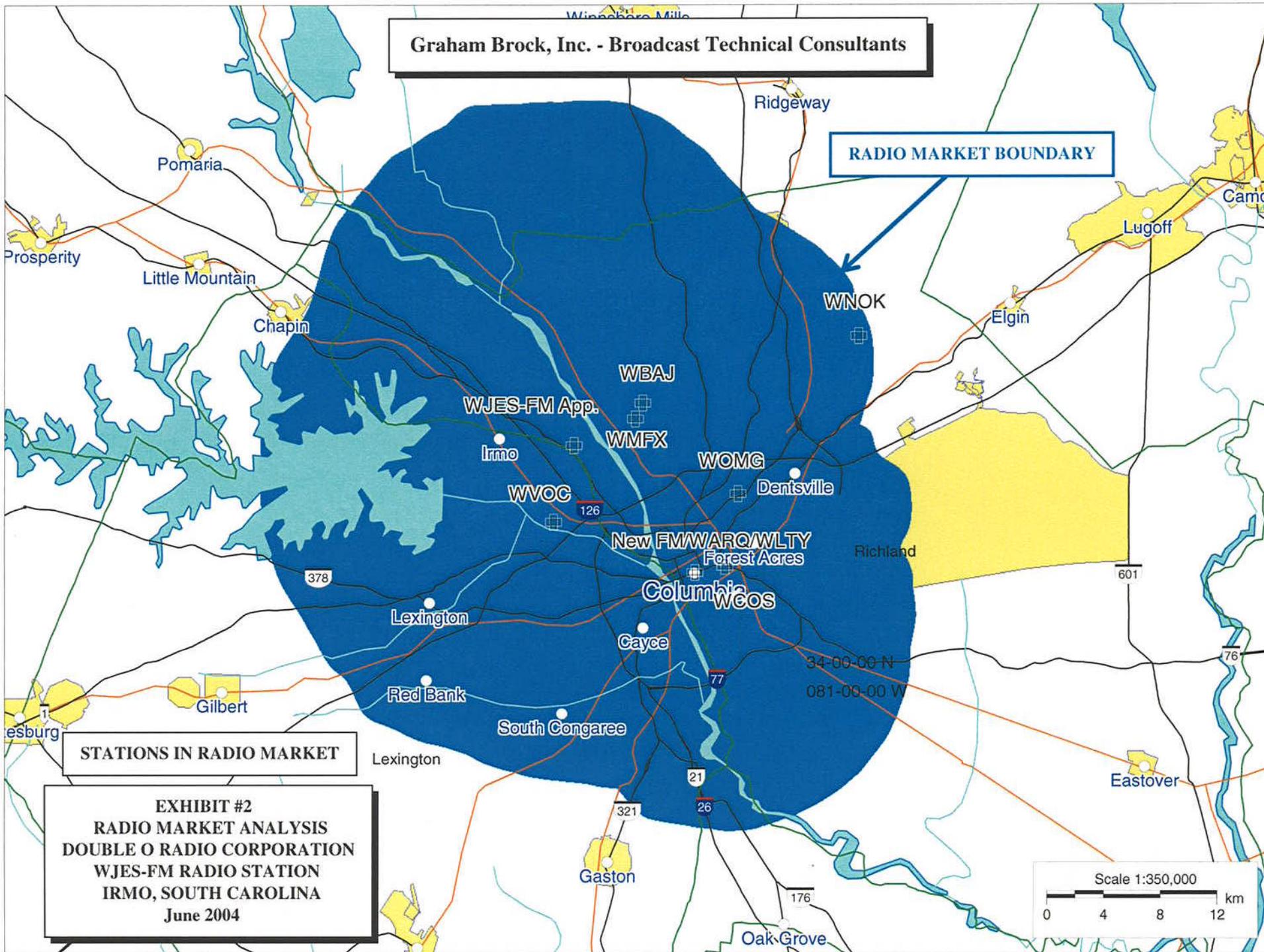
**CITY GRADE CONTOURS**

**EXHIBIT #1  
RADIO MARKET ANALYSIS  
DOUBLE O RADIO CORPORATION  
WJES-FM RADIO STATION  
IRMO, SOUTH CAROLINA  
June 2004**



Graham Brock, Inc. - Broadcast Technical Consultants

RADIO MARKET BOUNDARY



STATIONS IN RADIO MARKET

EXHIBIT #2  
RADIO MARKET ANALYSIS  
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**EXHIBIT #3**

**Tabulation of Stations in Radio Market**

**AM Stations**

WVOC	560 kHz	Columbia, South Carolina
WBAJ	890 kHz	Blythewood, South Carolina
WCOS	1400 kHz	Columbia, South Carolina

Total AM Stations - 3

**FM Stations**

* WJES-FM	Ch 221C3	Irmo, South Carolina
WARQ	Ch 228A	Columbia, South Carolina
* New FM	Ch 232A	Forest Acres, South Carolina
WLTY	Ch 244A	Cayce, South Carolina
WMFX	Ch 272A	St. Andrews, South Carolina
WOMG	Ch 276A	Columbia, South Carolina
WNOK	Ch 284C1	Columbia, South Carolina

Total FM Stations - 7

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 10**

- \* Subject station.
- + Provides city grade service to market.

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

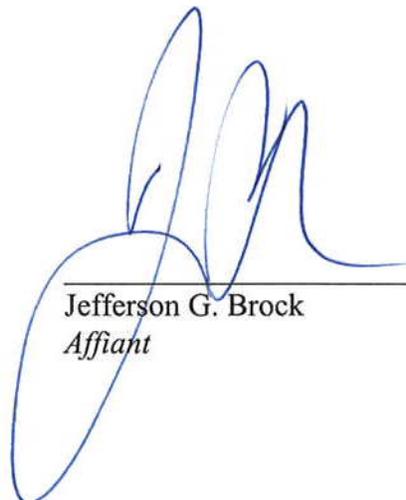
State of Georgia )  
St. Simons Island ) ss:  
County of Glynn )

**JEFFERSON G. BROCK**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Double O Radio Corporation to prepare the attached Technical Exhibit.

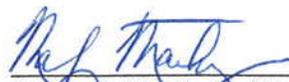
His qualifications are a matter of record before the Federal Communications Commission. He has been active in Broadcast Engineering since 1979.

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 3rd day of June, 2004.*

  
\_\_\_\_\_  
Jefferson G. Brock  
*Affiant*

*Sworn to and subscribed before me  
this the 3rd day of June, 2004.*

  
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Notary Public, State of Georgia  
My Commission Expires: September 3, 2007