

**RADIO MARKET ANALYSIS**  
**ALPINE BROADCASTING CORP., INC.**  
**WAVV (FM) RADIO STATION**  
**NAPLES PARK, FLORIDA**  
**January 2007**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibit were prepared on behalf of Alpine Broadcasting Corp., Inc. ("Alpine"), licensee of station WAVV, Channel 266C1, Marco, Florida. Alpine is submitting a minor change application for WAVV to change the city of license to Naples Park, Florida. As such, a radio market analysis is necessary. WAVV's new community of license is located in a metro county in the Ft. Myers-Naples, Florida Arbitron Market (Market #62). As such an analysis for a rated market is needed.

**ARBITRON/BIA MARKET REVIEW**

2. As shown on Exhibit #1, there are thirty-seven AM and FM (commercial and non-commercial) stations listed in the Ft. Myers-Naples, Florida. Alpine would be in control of one FM station in the market. The number of stations indicated falls in the thirty to forty-four stations tier of §73.3555(a)(1)(ii) of the Commission's rules. At this level, common ownership or control of up to seven stations, with no more than four in the same service, is permissible. Therefore, control of WAVV in the Ft. Myers-Naples, Florida market is believed to be in compliance with the Commission's radio ownership rules for rated markets.

3. As a result of the compliance shown above, in the rated market, the minor change for WAVV is in compliance with the Commission's rules.

4. The foregoing technical statement was prepared on behalf of Alpine Broadcasting Corp., Inc., 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 in the relevant BIA/Arbitron market was determined using the BIA Financial Network, Inc. Media Access Pro, Version 4.2. BIA database. All other data was extracted from the CDBS database. We assume no liability for errors or omissions in either database which may be adverse to the information contained herein.



## FCC Geographic Market Definition for Ft. Myers-Naples-Marco

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designn Date	Home Mkt Rank	Owner	City & State of License	County of License
WCRM	AM	1350	C	Spn/Cct/Var	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Manna Christian Mission	Fort Myers, FL	Lee
WARO	FM	94.5	C	Cisc Rock	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Meridian Broadcasting Inc	Naples, FL	Collier
WUSV	FM	98.5	C	Country	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Ave Maria University Inc	San Carlos Park, FL	Lee
WWGR	FM	101.9	C	Country	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Renda Broadcasting Corporation	Fort Myers, FL	Lee
WAFZ	FM	92.1	C	Mexican	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Glades Media Company	Immokalee, FL	Collier
WINK	AM	1240	C	News/Talk	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Ft Myers Broadcasting Company	Fort Myers, FL	Lee
WINK	FM	96.9	C	Hot AC	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Ft Myers Broadcasting Company	Fort Myers, FL	Lee
WRXK	FM	96.1	C	Cisc Rock	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Beasley Broadcast Group	Bonita Springs, FL	Lee
WVOI	AM	1480	C	Chrst/Talk	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Starboard Media Foundation Inc	Marco Island, FL	Collier
WMYR	AM	1410	C	Religion	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Starboard Media Foundation Inc	Fort Myers, FL	Lee
WNOG	AM	1270	C	News/Talk	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Meridian Broadcasting Inc	Naples, FL	Collier
WWCL	AM	1440	C	Mexican	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	p Latino Media Corporation	Lehigh Acres, FL	Lee
WCKT	FM	100.1	C	Country	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	p Clear Channel	Port Charlotte, FL	Charlotte
WJBX	FM	99.3	C	Alternative	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Beasley Broadcast Group	Fort Myers Beach, FL	Lee
WXKB	FM	103.9	C	Top 40	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Beasley Broadcast Group	Cape Coral, FL	Lee
WTLT	FM	93.7	C	AC	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Meridian Broadcasting Inc	Naples, FL	Collier
WSGL	FM	104.7	C	Hot AC	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Renda Broadcasting Corporation	Naples, FL	Collier
WOLZ	FM	95.3	C	AC	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	p Clear Channel	Fort Myers, FL	Lee
WAFZ	AM	1490	C	Mexican	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Glades Media Company	Immokalee, FL	Collier
WPTK	AM	1200	C	Tropical	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Ft Myers Broadcasting Company	Pine Island Center, FL	Lee
WBTT	FM	105.5	C	CHR/Rhymc	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	p Clear Channel	Naples Park, FL	Collier
WAVV	FM	101.1	C	Easy	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Alpert, Norm	Marco, FL	Collier
WGUF	FM	98.9	C	Talk	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Renda Broadcasting Corporation	Marco, FL	Collier
WJPT	FM	106.3	C	Adlt Stndrd	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Beasley Broadcast Group	Fort Myers, FL	Lee
WWCN	AM	770	C	Sprts/Talk	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Beasley Broadcast Group	North Fort Myers, FL	Lee
WRQC	FM	92.5	C	Rock	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Meridian Broadcasting Inc	Estero, FL	Lee
WZJZ	FM	107.1	C	Smooth Jazz	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	p Clear Channel	Lehigh Acres, FL	Lee
WTLQ	FM	97.7	C	Span/Varty	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Ft Myers Broadcasting Company	Punta Rassa, FL	Lee
WCNZ	AM	1660	C	Chrst/Talk	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Starboard Media Foundation Inc	Marco Island, FL	Collier
WJGO	FM	102.9	C	Rhymc/Olde	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Renda Broadcasting Corporation	Tice, FL	Lee
WAYJ	FM	88.7	NC	ChrsContem	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	WAY FM Media Group Inc	Fort Myers, FL	Lee
WGCU	FM	90.1	NC	Educational	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Gulf Coast University, Board of Regents	Fort Myers, FL	Lee

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed





## FCC Geographic Market Definition for Ft. Myers-Naples-Marco

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WJYO	FM	91.5	NC	Inspr/Chrst	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Airwaves for Jesus Inc	Fort Myers, FL	Lee
WMKO	FM	91.7	NC	Educational	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Gulf Coast University, Board of Regents	Marco, FL	Collier
WSOR	FM	90.9	NC	Christian	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Moody Bible Institute of Chicago Incorporated	Naples, FL	Collier
WSRX	FM	89.5	NC	Christian	Ft. Myers-Naples-Marco Island, FL	07/02/2003	62	Shadowlawn Association Inc	Naples, FL	Collier
WBGY	FM	88.1	NC	Country	Ft. Myers-Naples-Marco Island, FL	02/20/2004	62	Everglades City Broadcasting Company Inc	Naples, FL	Collier

Number of Stations in Geographic Market 37

### Previous Stations in Geographic Market

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed

**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 Alpine Broadcasting Corp., Inc., 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 14th day of January 2007.*

Jefferson G. Brock  
Affiant

*Sworn to and subscribed before me  
this the 14th day of January 2007*



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