

## MULTIPLE AND CROSS OWNERSHIP

### Local Radio Ownership Rule

On 5/13/2013, a transfer of control application (BTCCDT-20130513AAG) was filed transferring control of the General Partnership licensee of WHIZ-DT and control of the Corporate licensee of four radio stations from the controlling owner to her son. The Media Bureau reviewed and approved the Multiple and Cross Ownership exhibit to that application. The application was granted on 5/21/2014. There have been no changes in the data supplied at that time.

In that application, it was shown that the four radio stations are WHIZ(AM), WHIZ-FM in the Zanesville market, WZVL(FM) licensed to Philo, OH, and WWCD(FM) in the Columbus, Ohio market. WHIZ(AM) and WHIZ-FM are not licensed to communities within an Arbitron Metro and are not home to an Arbitron Metro. WWCD(FM) is licensed to Baltimore, Ohio, which is in the Columbus OH Arbitron Metro. WZVL(FM) is licensed to Philo, Ohio, which is not located in a Metro County in any Arbitron Rated Market.

A tabulation of radio stations with reportable shares in Muskingum County showed that there are a total of 16 independent station owners, and, in addition, there are 3 NCE stations in Columbus, OH. The tabulation shows that the number of stations falls in the 15-29 stations tier of Section 73.3555(a)(1)(iii) of the Rules and that common ownership of the four radio stations complies with the Commission's Local Ownership Rule.

### Television/Radio Cross-Ownership Rule

The ownership of the stations involved here is permissible provided that there are at least 10 independently owned media voices in the market. The Commission considers broadcast stations, daily newspapers, and cable in determining the number of independently owned media voices in the market.

WHIZ-DT is the only TV station in the Zanesville, Ohio DMA which consists of one county, Muskingum County. The relevant contour of WHIZ-DT encompasses the community of license of WHIZ(AM) and WHIZ-FM and the Philo FM station. The three radio stations are licensed to Muskingum County communities which are outside all Arbitron Metros. Section 73.3555(c)(3)(iii) of the Rules states that in areas where there is no radio metro market the stations are counted in what would be the 'functional equivalent' of a radio market. For assessing compliance here, the 'functional equivalent' market is Muskingum County, Ohio or the Zanesville, Ohio, DMA.

A tabulation of stations based on Arbitron data shows that there are more than 16 independently-owned radio voices in the market, and, in addition, the market is served by the daily newspaper, the Zanesville Times Recorder, and by Time Warner Cable. Thus the number of independently-owned media voices complies with the Commission's Television/Radio Cross-Ownership Rule.