

## Section 73.3555(a) Multiple Ownership

WGUL-FM, Inc. is modifying the license of WXZC, Channel 282C3 (104.3 MHz), Facility ID No. 71585, Inglis, Florida and as such compliance with the Commission's Section 73.3555 Multiple Ownership Rules is required. The applicant has a cognizable interest in stations in the Gainesville-Ocala Nielsen Audio Metro. Therefore a copy of the FCC Geographic Market Definition Report for Gainesville-Ocala, Florida is included in this exhibit.

WGUL-FM, Inc. is the licensee of the following stations:

WXOF(FM)	Facility ID 47881	Yankeetown, FL
WGHR(FM)	Facility ID 26616	Spring Hill, FL
WXCZ(FM)	Facility ID	Cedar Key, FL

WXOF-FM, Inc.<sup>(1)</sup> is the licensee of the following station:

WXCZ(FM)	Facility ID 71693	Homosassa Springs, FL
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<sup>(1)</sup>WGUL-FM, Inc. is the stockholder of 100% of the assets and equity of WXOF-FM, Inc.

WXCZ(FM), WXOF(FM) and WXZC(FM) are designated as home to the Gainesville-Ocala, FL Nielsen Radio Metro.

WGHR(FM) and WXCZ(FM) are designated as home to the Tampa/St. Petersburg/Clearwater, FL Nielsen Radio Metro. WGHR(FM) does not have overlapping principal community contours with WXZC(FM).

### Gainesville-Ocala, FL Nielsen Audio Metro

The Gainesville-Ocala, FL Nielsen Audio Metro has 41 commercial and non-commercial educational full power radio stations. According to the FCC's local ownership tiers, in a metro reported by BIA as having between 30 and 44 commercial and non-commercial educational full power radio stations, a party may have a cognizable interest in up to seven commercial full power radio stations, not more than four of which are in the same service (AM or FM).

This application complies with the local radio ownership portion of the multiple ownership rules set forth in 47 CFR 73.3555(a)(ii) because only three full power radio stations, three FM stations will be cognizable to the application.

### **Non-Nielsen Audio Metro Designated Market**

The applicant also has a cognizable interest in one FM station, WXCW, Homosassa Springs, FL which has overlapping principal community contours with WXZC and is not designated as being home to the Gainesville-Ocala Nielsen Audio Metro. Therefore an additional Non-Nielsen Audio Metro contour based ownership compliance study is included with this exhibit.

A total of 13 stations, one AM station and 12 FM stations make up the Defined Radio Market for a total of 13 stations. This includes the three subject stations that comprise the Radio Market Boundary and 10 other AM and FM stations. This does not include two FM stations, WGHR and WXCZ, which are cognizable to WGUL and are not subject stations.

Section 73.3555(a)(iii) states that in a radio market with less than 15 (inclusive) full power, commercial and noncommercial radio stations, a person or single entity (or entities under common control) may have a cognizable interest in, not more than 6 commercial radio stations in total and not more than 3 commercial stations in the same service (AM or FM), provided, however, that 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. WGUL will have a cognizable interest in three FM stations. The ownership of three FM stations represents 23.1 percent of the full power, commercial and non-commercial radio stations in the Defined Market. Therefore it is believed that the proposed acquisition of WXZC is in compliance with Section 73.3555(a)(iii) of the Commission's rules for the defined radio market.

All data relating to AM or FM facilities in the relevant BIA/Nielsen market was determined using the BIA Financial Network, Inc., Media Access Pro Version 4.61. We assume no liability for errors or omissions in that database or program which may be adverse to the information contained herein.

**WXCZ**

Inglis, FL  
BLH20141029AAS  
Latitude: 29-01-18 N  
Longitude: 082-41-20 W  
ERP: 5.70 kW  
HAAT: 110.16 m  
Channel: 282  
Frequency: 104.3 MHz  
AMSL Height: 114.3 m  
Elevation: 3.0 m  
Horiz. Pattern: Omni  
Vert. Pattern: No  
Prop Model: None

**WXOF**

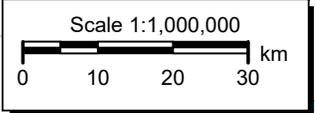
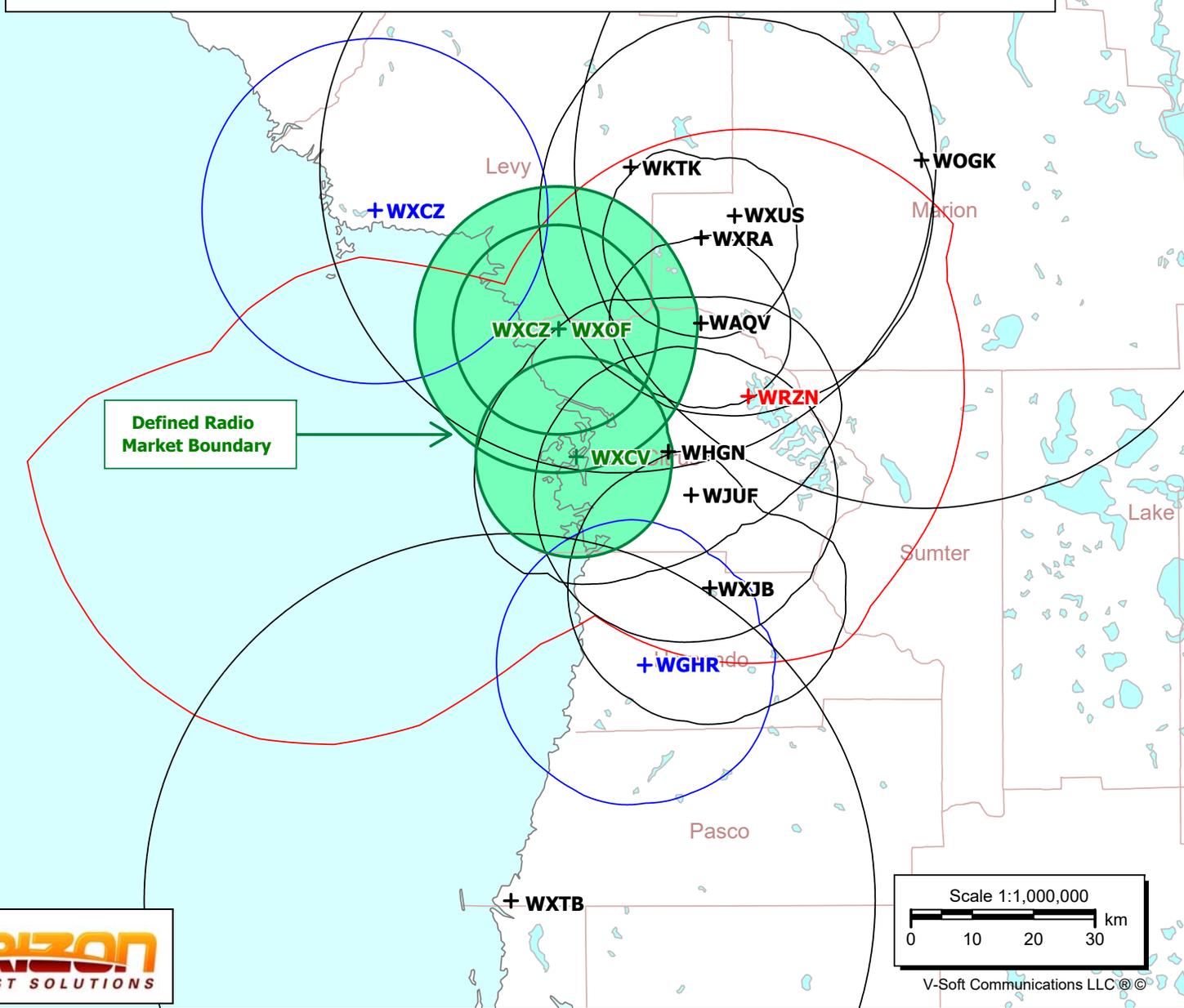
Yankeetown, FL  
BLH20121218AAC  
Latitude: 29-01-18 N  
Longitude: 082-41-20 W  
ERP: 14.50 kW  
HAAT: 132.0 m  
Channel: 244  
Frequency: 96.7 MHz  
AMSL Height: 135.0 m  
Elevation: 3.0 m  
Horiz. Pattern: Omni  
Vert. Pattern: No  
Prop Model: None

**WXCZ**

Homosassa Springs, FL  
BLH20030612AJI  
Latitude: 28-50-03 N  
Longitude: 082-39-34 W  
ERP: 6.00 kW  
HAAT: 100.0 m  
Channel: 237  
Frequency: 95.3 MHz  
AMSL Height: 102.2 m  
Elevation: 0.2 m  
Horiz. Pattern: Omni  
Vert. Pattern: No  
Prop Model: None

**Exhibit One**

WXCZ(FM) Multiple Ownership: Non-Nielsen Audio Market Defined Radio Market: WGUL-FM, Inc.  
Radio Market Boundary is shown in green. Subject stations are green. All other FM contours are black.  
Non-subject stations attributable to the applicant are shown in blue.  
FM contours are FCC F(50,50) 70 dBu. AM contours are Red and are 5.0 mV/M daytime.



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**Table of Stations Shown  
Non-Nielsen Audio Metro Defined Market  
WXZC(FM) - WGUL-FM, Inc.**

Total number of overlapping contours: 15  
Total number of stations in Defined Market: 13

Reference Subject Stations:

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
WXZC	FM	282C3	Inglis	FL	BLH20141029AAS	0.0	0.0
WXOF	FM	244C3	Yankeetown	FL	BLH20121218AAC	0.0	0.0
WXCX	FM	237A	Homosassa Springs	FL	BLH20030612AJI	21.0	172.1

Overlapping Contours:

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
WJUF	FM	211C2	Inverness	FL	BLED19980508KF	34.6	141.4
WAQV	FM	215A	Crystal River	FL	BLED20150309AGM	23.2	87.7
WHGN	FM	220C2	Crystal River	FL	BLED20020207AAS	26.8	138.2
WOGK	FM	229C0	Ocala	FL	BLH19870915KA	65.2	65.1
WXTB	FM	250C	Clearwater	FL	BLH20090706AFW	93.4	184.8
WKTK	FM	253C1	Crystal River	FL	BLH19990122KC	28.9	24.0
WXRA	FM	257A	Inglis	FL	BLH20080630ADG	27.5	57.4
WXJB	FM	260C3	Homosassa	FL	BLH20160913AAX	48.8	149.7
WXUS	FM	272C2	Dunnellon	FL	BMLH20011214AJZ	34.0	57.3
<b>WXCZ<sup>1</sup></b>	<b>FM</b>	<b>277C2</b>	<b>Cedar Key</b>	<b>FL</b>	<b>BLH20180105AAI</b>	<b>35.6</b>	<b>302.9</b>
<b>WGHR<sup>1</sup></b>	<b>FM</b>	<b>292C3</b>	<b>Spring Hill</b>	<b>FL</b>	<b>BLH20031217AAA</b>	<b>56.5</b>	<b>165.6</b>
WRZN	AM	720	HERNANDO	FL	BL19890606AK	32.7	109.5

<sup>1</sup> Station is attributable to the applicant and not included in the defined market total.

Distance and bearing calculations from coordinates: 29-01-18 N, 082-41-20 W

Duopoly Options:

TV: Not Included

FM: 3.16 mV/m (70 dBu); Include NCE

AM: 5.0 mV/m

Stations more than 92 km from the common area were excluded.

## FCC Geographic Market Definition for Gainesville-Ocala, FL

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WAJD	AM	1390	C	Urban	Gainesville-Ocala, FL	07/02/2003	87	Gillen Broadcasting Corporation	Gainesville, FL	Alachua
WAQV	FM	90.9	NC	ChrsContem	Gainesville-Ocala, FL	03/15/2018	87	Radio Training Network, Inc	Crystal River, FL	Citrus
WDVH	AM	980	C	R&B Oldies	Gainesville-Ocala, FL	07/02/2003	87	MARC Radio Group LLC	Gainesville, FL	Alachua
WDVH	FM	101.7	C	ChrsContem	Gainesville-Ocala, FL	07/02/2003	87	Radio Training Network, Inc	Trenton, FL	Gilchrist
WGGG	AM	1230	C	Sprts/Talk	Gainesville-Ocala, FL	07/02/2003	87	Hitmaker Music Group LLC	Gainesville, FL	Alachua
WGMA	FM	99.7	C	Soft AC	Gainesville-Ocala, FL	03/20/2014	87	Arroyo, Ricardo	Silver Springs Shore, FL	Marion
WGMW	FM	99.5	C	Soft AC	Gainesville-Ocala, FL	07/02/2003	87	Arroyo, Ricardo	La Crosse, FL	Alachua
WHHZ	FM	100.5	C	Alternative	Gainesville-Ocala, FL	07/02/2003	87	MARC Radio Group LLC	Newberry, FL	Alachua
WHIJ	FM	88.1	NC	ChrsContem	Gainesville-Ocala, FL	07/02/2003	87	Radio Training Network, Inc	Ocala, FL	Marion
WJLF	FM	91.7	NC	ChrsContem	Gainesville-Ocala, FL	07/02/2003	87	Radio Training Network, Inc	Gainesville, FL	Alachua
WKTK	FM	98.5	C	AC	Gainesville-Ocala, FL	07/02/2003	87	Audacy	Crystal River, FL	Citrus
WLQH	AM	940	C	Country	Gainesville-Ocala, FL	07/02/2003	87	Suncoast Radio Inc	Chiefland, FL	Levy
WMFQ	FM	92.9	C	CHR	Gainesville-Ocala, FL	07/02/2003	87	JVC Media LLC	Ocala, FL	Marion
WMFV	FM	89.5	NC	News/Talk	Gainesville-Ocala, FL	07/02/2003	87	Community Communications Inc	Cedar Creek, FL	Marion
WMOP	AM	900	C	Sprts/Talk	Gainesville-Ocala, FL	07/02/2003	87	Hitmaker Music Group LLC	Ocala, FL	Marion
WNDD	FM	92.5	C	Clsc Rock	Gainesville-Ocala, FL	07/02/2003	87	Saga Communications Inc	Alachua, FL	Alachua
WNDN	FM	107.9	C	Clsc Rock	Gainesville-Ocala, FL	07/02/2003	87	Saga Communications Inc	Chiefland, FL	Levy
WOCA	AM	1370	C	News/Talk	Gainesville-Ocala, FL	07/02/2003	87	Generations Broadcasting Corporation	Ocala, FL	Marion
WOGK	FM	93.7	C	Country	Gainesville-Ocala, FL	07/02/2003	87	Saga Communications Inc	Ocala, FL	Marion
WPLL	FM	106.9	C	Country	Gainesville-Ocala, FL	07/02/2003	87	MARC Radio Group LLC	Cross City, FL	Dixie
WRUF	AM	850	C	Sports	Gainesville-Ocala, FL	07/02/2003	87	University of Florida Board of Trustees	Gainesville, FL	Alachua
WRUF	FM	103.7	C	Country	Gainesville-Ocala, FL	07/02/2003	87	University of Florida Board of Trustees	Gainesville, FL	Alachua
WRZN	AM	720	C	Religion	Gainesville-Ocala, FL	07/02/2003	87	MARC Radio Group LLC	Hernando, FL	Citrus
WSKY	FM	97.3	C	News/Talk	Gainesville-Ocala, FL	07/02/2003	87	Audacy	Micanopy, FL	Alachua
WTBH	FM	91.5	NC	Sothn Gspel	Gainesville-Ocala, FL	07/02/2003	87	Long Pond Baptist Church	Chiefland, FL	Levy
WTMG	FM	101.3	C	Rhymc/CHR	Gainesville-Ocala, FL	07/02/2003	87	MARC Radio Group LLC	Williston, FL	Levy
WTMN	AM	1430	C	Religion	Gainesville-Ocala, FL	07/02/2003	87	MARC Radio Group LLC	Gainesville, FL	Alachua
WTYG	FM	91.5	NC	Religion	Gainesville-Ocala, FL	02/14/2012	87	Central Baptist Church of Ocala Inc	Sparr, FL	Marion
WUBA	FM	88.1	NC	Variety	Gainesville-Ocala, FL		87	Neighborhoods United For a Better Alachua Inc	High Springs, FL	Alachua
WUFT	FM	89.1	NC	Nws/Tlk/Inf	Gainesville-Ocala, FL	07/02/2003	87	University of Florida Board of Trustees	Gainesville, FL	Alachua
WXCZ	FM	103.3	C	Country	Gainesville-Ocala, FL	07/02/2003	87	WGUL FM Inc	Cedar Key, FL	Levy
WXJZ	FM	100.9	C	Clsc Hits	Gainesville-Ocala, FL	07/02/2003	87	MARC Radio Group LLC	Gainesville, FL	Alachua
WXOF	FM	96.7	C	Clsc Hits	Gainesville-Ocala, FL	07/27/2017	87	WGUL FM Inc	Yankeetown, FL	Levy
WXRA	FM	99.3	NC	Chrst/Altve	Gainesville-Ocala, FL	08/01/2008	87	p Educational Media Foundation	Inglis, FL	Levy

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

"p" indicates pending sale to owner listed

## FCC Geographic Market Definition for Gainesville-Ocala, FL

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WXUS	FM	102.3	C	Cntry/Rock	Gainesville-Ocala, FL	07/02/2003	87	JVC Media LLC	Dunnellon, FL	Marion
WXZC	FM	104.3	C	Country	Gainesville-Ocala, FL	07/02/2003	87	WGUL FM Inc	Inglis, FL	Levy
WYFB	FM	90.5	NC	Christian	Gainesville-Ocala, FL	07/02/2003	87	Bible Broadcasting Network Inc	Gainesville, FL	Alachua
WYFZ	FM	91.3	NC	Christian	Gainesville-Ocala, FL	07/02/2003	87	Bible Broadcasting Network Inc	Bellevue, FL	Marion
WYGC	FM	104.9	C	CHR	Gainesville-Ocala, FL	07/02/2003	87	JVC Media LLC	High Springs, FL	Alachua
WYKS	FM	105.3	C	CHR	Gainesville-Ocala, FL	07/02/2003	87	Gillen Broadcasting Corporation	Gainesville, FL	Alachua
WYND	FM	95.5	C	Clsc Rock	Gainesville-Ocala, FL	07/02/2003	87	Saga Communications Inc	Silver Springs, FL	Marion
WZCC	AM	1240	C	Country	Gainesville-Ocala, FL	07/26/2011	87	Suncoast Radio Inc	Cross City, FL	Dixie

**Number of Stations in Geographic Market    42**

**Previous Stations in Geographic Market**