

Section 73.3555(a)(1) - Multiple Ownership Exhibit

Radio Market Analysis

North Georgia Radio Group, L.P.

WYYU – Channel 283C3 (104.5 MHz) – Dalton, Georgia

October 1, 2021

This statement and attached exhibits were prepared on behalf of North Georgia Radio Group, L.P.. (“NGRG”). NGRG is filing a minor modification application to upgrade WYYU Channel 283A, Facility ID No. 54517, licensed to Dalton, Georgia. NGRG proposes that WYYU would operate on Channel 283C3 and as such a Radio Market analysis is needed. NGRG is also the licensee of WBLJ(AM) 1230 kHz, Facility ID No. 49233, Dalton, GA, WDAL(AM), 1430 kHz, Facility ID No. 54518, Dalton, GA and WOCE, Channel 270A, Facility ID No. 4059, Ringgold, GA. WYYU is not located in any Nielsen Audio metro county and is not listed as home to any Nielsen rated market. Therefore, a contour overlap study for stations not licensed to metro counties is necessary.

Contour Based Overlap Analysis

Parties with an attributable interest in NCRG also have an attributable interest in East Tennessee Radio Group, LP (“ETRG”). ETRG is the licensee of WSEV-FM, Channel 288A, Facility ID No. 17059, Gatlinburg, Tennessee and WPFT, Channel 292A, Facility ID No. 170936, Pigeon Forge, Tennessee.

Parties with an attributable interest in NCRG also have an attributable interest in East Tennessee Radio Group III LP (“ETRG III”). ETRG III is the licensee of WBAC(AM), 1340 kHz, Facility ID No. 66955, Cleveland, Tennessee and WQMT, Channel 230C3, Facility ID No. 70782, Decatur, Tennessee.

Exhibit One is a map showing the principal city grade contours of all stations owned by NGRG and ETRG III. No ETRG stations are shown on the map. All ETRG stations are substantially more than 92 km. from WYYU and the NGRG Market Boundary. Note there is no overlap of

the principal community contours of NGRC stations with ETRG III stations.

Because WYYU is licensed to a non-metro county, a contour overlap analysis has been conducted for ownership compliance. The analysis has determined that one Defined Radio Market is created by the proposed WYYU modification.

Defined Radio Market

The combined city grade contours of the proposed modification of WYYU to Channel 283C3, WOCE(FM), WBLJ(AM) and WDAL(AM) are being used to determine the number of other stations in the “Defined Radio Market”. No stations with transmitters more than 92 km from the boundary of the common overlap of subject stations will be considered. Further, no other facility of which the principle shareholders of NGRG Radio, Inc. have an attributable interest will be considered as a market contributor unless it is a subject station in the radio market under study.

Exhibit Two shows the city grade contours of the four stations that create Defined Radio Market. Also shown are the AM and FM stations with overlapping contours with Defined Radio Market. A total of 26 FM stations shown on the map and 14 AM stations are included in Defined Radio Market. A total of 40 FM stations are shown on the map and are included in the Defined Radio Market. Also included is a tabulation of the stations in Defined Radio Market titled “Table of Contours Shown”. The number of stations in the Defined Radio Market depicted falls in the 30 to 44 stations level. Therefore, common ownership or control of up to seven full power stations with no more than four in the same band is permissible. NGRG Radio, Inc. would own or have interest in two FM stations and two AM stations in Defined Radio Market. Based on the review

of the Defined Radio Market, it is believed that this minor change application for WYYU is in compliance with §73.3555(a)(1)(ii) of the Commission's rules.

The foregoing technical statement was prepared on behalf of NGRG by Donald Lynch of Horizon Broadcast Solutions, LLC, its Technical Consultant. Any information contained herein is true and accurate to the best of my belief and knowledge. All data relating to AM and FM facilities was extracted from the LMS database. We assume no liability for errors or omissions in that database or program which may be adverse to the information contained herein.

WYYU

Dalton, GA
 Latitude: 34-49-42.0 N
 Longitude: 84-53-41.0 W
 ERP: 13.5 kW
 HAAT: 87.13 m
 Channel: 283
 Frequency: 104.5 MHz

WOCE

Ringgold, GA
 Latitude: 34-58-11.0 N
 Longitude: 85-05-10.0 W
 ERP: 1.3 kW
 HAAT: 214 m
 Channel: 270
 Frequency: 101.9 MHz

WDAL

Dalton, GA
 Latitude: 34-47-23 N
 Longitude: 084-57-12 W
 Frequency: 1430 kHz
 Power: 2.5 kW Day

WBLJ

Dalton, GA
 Latitude: 34-45-23 N
 Longitude: 084-57-02 W
 Frequency: 1230 kHz
 Power: 1.0 kW

WBAC

Cleveland, TN
 Latitude: 35-09-54 N
 Longitude: 084-51-13 W
 Frequency: 1340 kHz
 Power: 1 kW

WQMT

Decatur, TN
 Latitude: 35-21-55.0 N
 Longitude: 84-45-22.0 W
 ERP: 16.5 kW
 HAAT: 123 m
 Channel: 283
 Frequency: 104.5

Exhibit One - City Grade Contour Overlap Map

North Georgia Radio Group, L.P.
 East Tennessee Radio Group III LP

East Tennessee Radio Group III, LP
 Market Boundary is shaded blue

North Georgia Radio Group, L.P.
 Market Boundary is shaded green

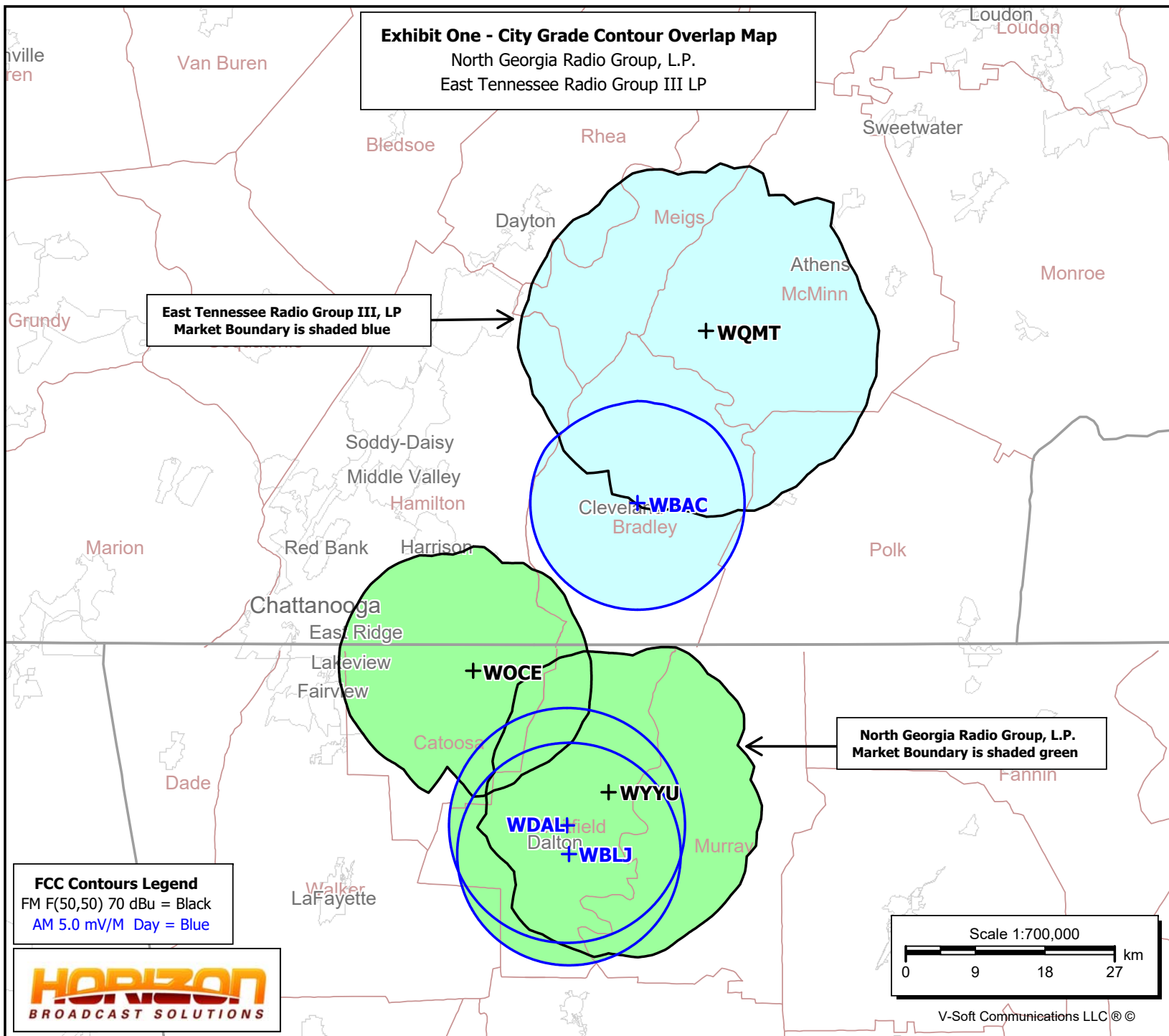
FCC Contours Legend

FM F(50,50) 70 dBu = Black
 AM 5.0 mV/M Day = Blue

HORIZON
 BROADCAST SOLUTIONS

Scale 1:700,000
 0 9 18 27 km

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WYYU

Dalton, GA
 BLH19970721KB
 Latitude: 34-49-42.20 N
 Longitude: 084-53-40.70 W
 ERP: 13.50 kW
 HAAT: 87.73 m
 Channel: 283
 Frequency: 104.5 MHz
 AMSL Height: 332.5 m
 Elevation: 278.0 m
 Horiz. Pattern: Omni

WOCE

Ringgold, GA
 BLH19950525KA
 Latitude: 34-58-11.20 N
 Longitude: 085-05-09.80 W
 ERP: 1.30 kW
 HAAT: 214.0 m
 Channel: 270
 Frequency: 101.9 MHz
 AMSL Height: 469.0 m
 Elevation: 417.0 m
 Horiz. Pattern: Omni

WDAL

Dalton, GA
 BL20031014AQN
 Latitude: 34-47-23 N
 Longitude: 084-57-12 W
 Frequency: 1439 kHz
 Power: 2.5 kW Day

WBLJ

DALTON, GA
 BL
 Latitude: 34-45-23 N
 Longitude: 084-57-02 W
 Frequency: 1230 kHz
 Power: 1.0 kW

Exhibit Two Section 73.3555 Multiple Ownership

Non-Nielsen Audio Market - Defined Radio Market
 WYYU - Channel 283C3 - Dalton, Georgia
 Radio Market Boundary is shown in Green and shaded in Green
 All other FM stations F(50,50) 70 dBu contours are Red
 All AM stations 5.0 mV/M daytime contours are Blue

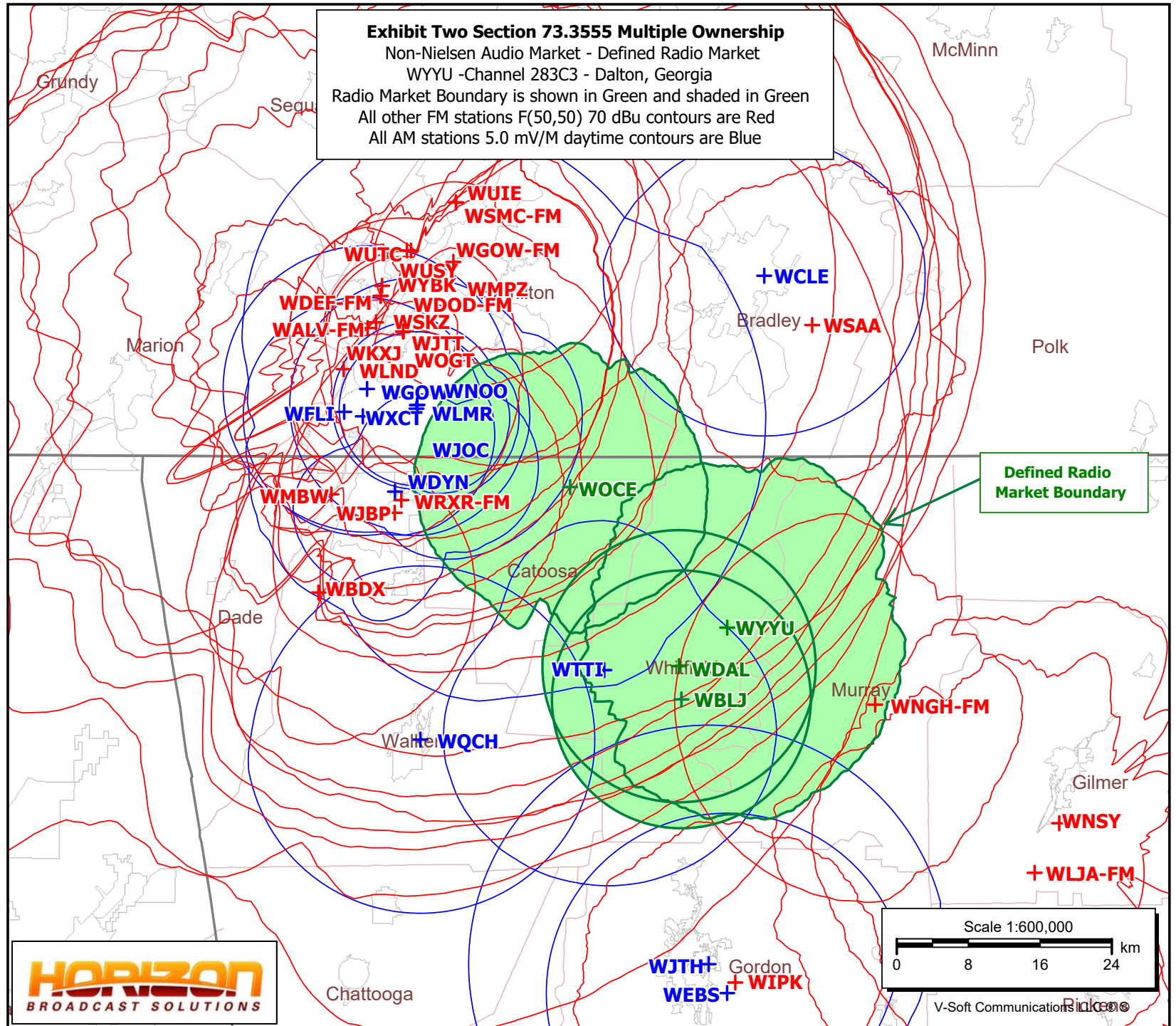


Table of Stations Shown
Total number of overlapping contours: 40

Reference Stations:

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
WYYU	FM	283C3	Dalton	GA	BLH19970721KB	0.0	0.0
WOCE	FM	270A	Ringgold	GA	BLH19950525KA	23.5	311.9
WBLJ	AM	1230	DALTON	GA	BL	9.5	212.7
WDAL	AM	1430	DALTON	GA	BL20031014AQN	6.9	231.4

Overlapping Contours:

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
WUTC	FM	201C1	Chattanooga	TN	BLED19931130KA	54.9	320.1
WMBW	FM	205C	Chattanooga	TN	BMLLED20020919AAA	46.6	288.7
WYBK	FM	209C1	Chattanooga	TN	BMLLED20140602BAP	54.2	314.8
WSMC-FM	FM	213C	Collegedale	TN	BLED19940222KF	56.2	327.6
WJBP	FM	218C3	Red Bank	TN	BMLLED20150115ABK	39.2	289.2
WDEF-FM	FM	222C0	Chattanooga	TN	BMLH20050831ADG	51.9	311.1
WSAA	FM	226A	Benton	TN	0000158776	35.0	15.8
WMPZ	FM	228A	Harrison	TN	BLH20080625ABW	48.9	312.5
WJTT	FM	232A	Red Bank	TN	BLH19980814KD	48.9	312.5
WIPK	FM	233A	Calhoun	GA	BLH20111207AHS	39.6	178.8
WALV-FM	FM	237C3	Ooltewah	TN	BLH20090731AEV	52.2	309.9
WDOD-FM	FM	243C0	Chattanooga	TN	BLH20010222AAI	53.5	313.8
WLND	FM	251A	Signal Mountain	TN	BLH20080304ABR	51.6	304.1
WNGH-FM	FM	255C3	Chatsworth	GA	BLED20170106AAG	18.6	117.6
WNSY	FM	261C3	Talking Rock	GA	BLH20020128AAS	43.0	120.6
WUSY	FM	264C0	Cleveland	TN	BLH19890711KC	55.2	319.8
WLJA-FM	FM	266C3	Ellijay	GA	BLH20170330AAP	43.8	128.7
WGOW-FM	FM	272A	Soddy-Daisy	TN	BLH19950519KC	50.9	323.3
WBDX	FM	274A	Trenton	GA	BLH19920911KE	45.7	275.0
WKXJ	FM	279C3	Walden	TN	BLH20080625ACA	48.9	312.5
WUIE	FM	286A	Lakesite	TN	0000149575	56.2	327.6
WRXR-FM	FM	288A	Rossville	GA	BLH20070814AAI	39.0	291.5
WSKZ	FM	293C0	Chattanooga	TN	BLH7303	53.5	313.8
WOGT	FM	300C3	East Ridge	TN	BLH20050606AGP	48.9	312.5

Total FM Stations = 26 including 2 reference stations

WJTH	AM	900	CALHOUN	GA	BL	40.7	180.1
WDYN	AM	980	ROSSVILLE	GA	BML20120217ACC	40.0	292.4
WEBS	AM	1030	CALHOUN	GA	BL20050324AJD	37.6	183.2
WFLI	AM	1070	LOOKOUT MOUNTAIN	TN	BL19860430AG	49.0	299.5
WGOW	AM	1150	CHATTANOOGA	TN	BL	48.2	303.6
WNOO	AM	1260	CHATTANOOGA	TN	BML20041018ADP	42.5	305.8
WXCT	AM	1370	CHATTANOOGA	TN	BML20030716AEA	47.0	300.2
WLMR	AM	1450	CHATTANOOGA	TN	BL13897	42.4	305.3
WJOC	AM	1490	CHATTANOOGA	TN	BL	42.6	305.7
WTTI	AM	1530	DALTON	GA	BL	14.5	251.0
WCLE	AM	1570	CLEVELAND	TN	BL19850318AC	39.4	6.1
WQCH	AM	1590	LAFAYETTE	GA	BL	36.4	250.1

Total AM Stations = 14 including 2 reference stations

Distance and bearing calculations from coordinates: 34-49-42.20 N, 084-53-40.70 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.