

**Multiple Ownership Compliance Study**  
**JLE, Incorporated**  
**Gulfport, Bay St. Louis, Poplarville, Lumberton, MS**  
**April 2022**

JLE, Incorporated (“JLE”) currently owns the following stations:

| <u>Call</u> | <u>City</u> | <u>Facility ID</u> |
|-------------|-------------|--------------------|
| KJIN (AM)   | Houma, LA   | 25521              |
| KCIL (FM)   | Gray, LA    | 67677              |

Both Houma and Gray, LA are located in Terrebonne Parrish which is not in any BIA metro.

JLE wishes to purchase the following stations:

|           |                   |       |
|-----------|-------------------|-------|
| WZKX(FM)  | Bay St. Louis, MS | 17477 |
| WRPM(AM)  | Poplarville, MS   | 17476 |
| WROA (AM) | Gulfport, MS      | 17478 |
| WGCM-FM   | Gulfport, MS      | 19070 |
| WGCM (AM) | Gulfport, MS      | 31216 |
| WZNF (FM) | Lumberton, MS     | 63486 |

The exhibit “Present and Proposed Stations” depicts the city grade contour of all stations listed above. The stations currently owned by JLE are depicted with green contours while the stations being acquired are depicted with red contours. There is no overlap between the presently owned stations and those stations that are proposed to be acquired.

WRPM (AM) is licensed at Poplarville, MS. Poplarville is in Pearl River County, which is in the New Orleans metro. WRPM will be the only station in the New Orleans metro owned by JLE; It is always permissible to own one station in any market.

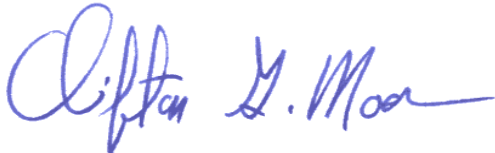
WZNF (FM) is licensed at Lumberton, MS. Lumberton is in Lamar County, which is in the Laurel/Hattiesburg metro. WZNF will be the only station in the Laurel/Hattiesburg metro owned by JLE; it is always permissible to own one station in any market.

WROA (AM), WZKX (FM), WGCM-FM and WGCM (AM) are in the Biloxi-Gulfport-Pascagoula, MS metro. That FCC Geographic Market Definition is attached. JLE proposes to own these four stations (two FM and two AM). There are a total of 24 stations in this metro (Market Definition is attached). Section 73.3555(a)(1)(iii) of the Commission’s Rules states:

“In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, not more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM)” can be commonly owned.

Therefore, owning 4 stations in the Biloxi-Gulfport-Pascagoula, MS metro is permissible under the rule cited above.

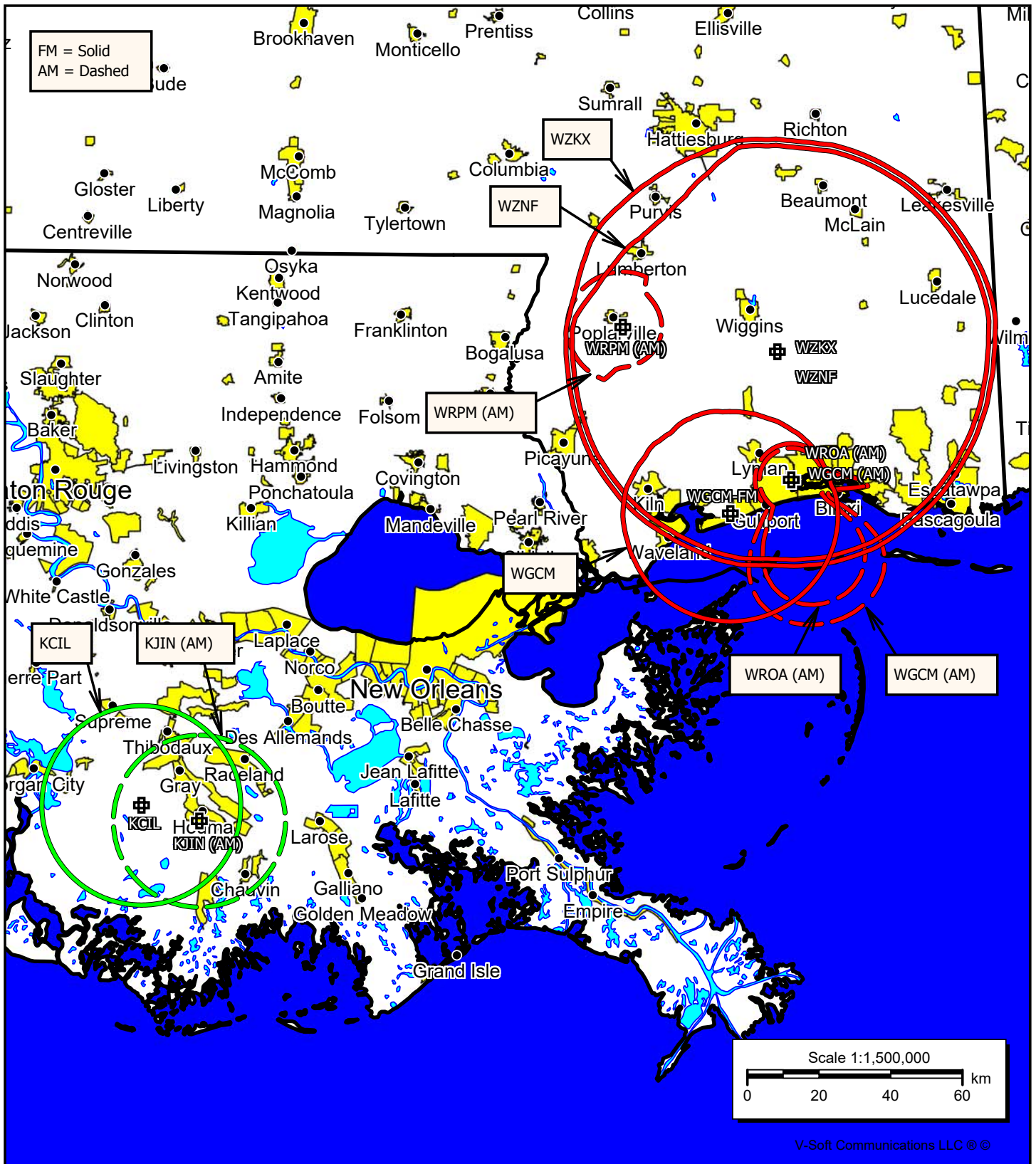
This study was prepared by Clifton G. Moor, President, Bromo Communications, Inc. It is based on publically available information from the FCC and from BIA Advisory Services, LLC. All conclusions and findings herein are thought to be true, accurate and reliable to the knowledge of the undersigned:

A handwritten signature in blue ink that reads "Clifton G. Moor". The signature is fluid and cursive, with the first name "Clifton" being more prominent than the last name "Moor".

Clifton G. Moor, President  
Bromo Communications, Inc.

April 19, 2022

**Bromo Communications, Inc.**



## Present and Proposed Stations JLE, Incorporated

**Bromo Communications, Inc.**

April 2022

# FCC Geographic Market Definition for Biloxi-Gulfport-Pascagoula, MS

| Call Letters | AM/FM | Freq  | Type Station | Format      | Home Market                    | Market Designtn Date | Home Mkt Rank | Owner  | City & State of License | County of License |
|--------------|-------|-------|--------------|-------------|--------------------------------|----------------------|---------------|--|-------------------------|-------------------|
| WAOY         | FM    | 91.7  | NC           | Chrst/Talk  | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | American Family Association Incorporated         | Gulfport, MS            | Harrison          |
| WPAS         | FM    | 89.1  | NC           | Chrst/Talk  | Biloxi-Gulfport-Pascagoula, MS | 08/03/2004           | 144           | American Family Association Incorporated         | Pascagoula, MS          | Jackson           |
| WROA         | AM    | 1390  | C            | Esy/Cls/Cty | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | Dowdy & Dowdy                                    | Gulfport, MS            | Harrison          |
| WZKX         | FM    | 107.9 | C            | Country     | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | Dowdy & Dowdy                                    | Bay St. Louis, MS       | Hancock           |
| WGCM         | FM    | 102.3 | C            | Oldies      | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | Dowdy, John                                      | Gulfport, MS            | Harrison          |
| WGCM         | AM    | 1240  | C            | Cntry/Oldes | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | Dowdy, John                                      | Gulfport, MS            | Harrison          |
| WLGf         | FM    | 107.1 | NC           | ChrsContem  | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | Educational Media Foundation                     | Gulfport, MS            | Harrison          |
| WMEJ         | AM    | 1190  | C            | Gospel      | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | Hancock Broadcasting                             | Bay St. Louis, MS       | Hancock           |
| WBUV         | FM    | 104.9 | C            | News/Talk   | Biloxi-Gulfport-Pascagoula, MS | 07/23/2003           | 144           | iHeartMedia Inc                                  | Moss Point, MS          | Jackson           |
| WKNN         | FM    | 99.1  | C            | Country     | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | iHeartMedia Inc                                  | Pascagoula, MS          | Jackson           |
| WMJY         | FM    | 93.7  | C            | AC          | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | iHeartMedia Inc                                  | Biloxi, MS              | Harrison          |
| WQYZ         | FM    | 92.5  | C            | Clsc Rock   | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | iHeartMedia Inc                                  | Ocean Springs, MS       | Jackson           |
| WVGG         | AM    | 1440  | C            | Country     | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | JDL Corporation                                  | Lucedale, MS            | George            |
| WMAH         | FM    | 90.3  | NC           | Nws/Tlk/Inf | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | Mississippi Authority for Educational Television | Biloxi, MS              | Harrison          |
| WOLM         | FM    | 88.1  | NC           | Christian   | Biloxi-Gulfport-Pascagoula, MS | 06/15/2010           | 144           | Radio Maria Inc                                  | D'Iberville, MS         | Harrison          |
| WANG         | AM    | 1490  | C            | Adult Hits  | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | TeleSouth Media Inc                              | Biloxi, MS              | Harrison          |
| WCPR         | FM    | 97.9  | C            | Modern      | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | TeleSouth Media Inc                              | D'Iberville, MS         | Harrison          |
| WGBL         | FM    | 96.7  | C            | Hip Hop     | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | TeleSouth Media Inc                              | Gulfport, MS            | Harrison          |
| WOSM         | FM    | 103.1 | C            | Talk        | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | TeleSouth Media Inc                              | Ocean Springs, MS       | Jackson           |
| WTNI         | AM    | 1640  | C            | Adult Hits  | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | TeleSouth Media Inc                              | Biloxi, MS              | Harrison          |
| WXYK         | FM    | 105.9 | C            | CHR         | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | TeleSouth Media Inc                              | Pascagoula, MS          | Jackson           |
| WPMO         | AM    | 1580  | C            | Sports      | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | Tri-City Radio LLC                               | Pascagoula-Moss Poin,   | Jackson           |
| WQFX         | AM    | 1130  | C            | Urban Gospl | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | Walking by Faith Ministries Inc                  | Gulfport, MS            | Harrison          |
| WJZD         | FM    | 94.5  | C            | Urban AC    | Biloxi-Gulfport-Pascagoula, MS | 07/02/2003           | 144           | WJZD Inc   | Long Beach, MS          | Harrison          |

Number of Stations in Geographic Market 24

## Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed