

Multiple Ownership Compliance Study

WGSF (AM)

Memphis, Tennessee

February 2023

This Multiple Ownership Compliance Study was conducted to determine if Butron Media Corporation can acquire WGSF (AM), Memphis, TN and be in compliance with Paragraph 73.3555 of the Commission's Rules. Since Memphis, TN is a BIA Metro Market, the BIA Metro method is being used for this multiple ownership compliance study. The applicant either has, or proposes to have, interest in the following stations:

WGUE (AM) Turrell, AR (Facility ID 52906)

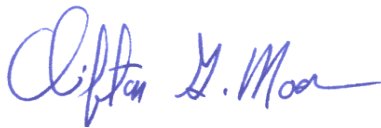
WGSF (AM) Memphis, TN (Facility ID 65207)

Both of these stations are "home" to the Memphis BIA Metro Market. With the acquisition of WGSF (AM), Butron Media Corporation will have attributable interest in 2 stations (both AM) of the 54 stations in the Memphis BIA Metro. A copy of the latest FCC Geographic Market Definition for the Memphis, TN BIA Metro is attached. Paragraph 73.3555(a)(1)(i) states that a person or single entity (or entities under common control) may have a cognizable interest in licenses for AM or FM radio broadcast stations

In a radio market with 45 or more full-power, commercial and noncommercial radio stations, not more than 8 commercial radio stations in total and not more than 5 commercial stations in the same service (AM or FM);

Based on these findings, it is believed that Butron Media Corporation can own WGSF (AM) in compliance with Paragraph 73.3555 of the Commission's Rules.

All statements contained herein are thought to be accurate and correct to the knowledge of the undersigned.



Clifton G. Moor
Bromo Communications, Inc.

February 17, 2023

Bromo Communications, Inc.

FCC Geographic Market Definition for Memphis, TN

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KAMJ	FM	93.9	C	Urban AC	Memphis, TN	07/02/2003	51	Sudbury Broadcast Group	Gosnell, AR	Mississippi
KBCM	FM	88.3	NC	Chrst/Talk	Memphis, TN	07/02/2003	51	American Family Association Incorporated	Blytheville, AR	Mississippi
KHGA	FM	103.9	C	Country	Memphis, TN	07/17/2017	51	Flinn, Catherine Joanna	Earle, AR	Crittenden
KHLS	FM	96.3	C	Country	Memphis, TN	07/02/2003	51	Sudbury Broadcast Group	Blytheville, AR	Mississippi
KJMS	FM	101.1	C	HpHop/R&B	Memphis, TN	07/02/2003	51	iHeartMedia Inc	Olive Branch, MS	De Soto
KOSE	AM	860	C	DARK	Memphis, TN	07/02/2003	51	Sudbury Broadcast Group	Wilson, AR	Mississippi
KQPN	AM	730	C	Sports	Memphis, TN	07/02/2003	51	KQPN Inc	West Memphis, AR	Crittenden
KQXF	FM	107.3	C	DARK	Memphis, TN	07/02/2003	51	Sudbury Broadcast Group	Osceola, AR	Mississippi
KWAM	AM	990	C	News/Talk	Memphis, TN	07/02/2003	51	Starnes Media Group	Memphis, TN	Shelby
KWNW	FM	101.9	C	CHR	Memphis, TN	09/10/2010	51	iHeartMedia Inc	Crawfordsville, AR	Crittenden
KXHT	FM	107.1	C	Hip Hop	Memphis, TN	07/02/2003	51	Flinn Broadcasting Corporation	Marion, AR	Crittenden
WBBP	AM	1480	C	Religion	Memphis, TN	07/02/2003	51	Bountiful Blessings	Memphis, TN	Shelby
WCNA	FM	95.9	C	AC	Memphis, TN	07/13/2016	51	TeleSouth Media Inc	Potts Camp, MS	Marshall
WCRV	AM	640	C	Chrst/Talk	Memphis, TN	07/02/2003	51	Bott Radio Network	Collierville, TN	Shelby
WDIA	AM	1070	C	HpHop/R&B	Memphis, TN	07/02/2003	51	iHeartMedia Inc	Memphis, TN	Shelby
WEBL	FM	95.3	C	Country	Memphis, TN	05/10/2005	51	North Mississippi Media Group LLC	Coldwater, MS	Tate
WEGR	FM	102.7	C	Clsc Rock	Memphis, TN	07/02/2003	51	iHeartMedia Inc	Arlington, TN	Shelby
WEVL	FM	89.9	NC	Variety	Memphis, TN	07/02/2003	51	Southern Communication Volunteers Inc	Memphis, TN	Shelby
WGKX	FM	105.9	C	Country	Memphis, TN	07/02/2003	51	Cumulus Media Holdings Inc	Memphis, TN	Shelby
WGSF	AM	1030	C	Mexican	Memphis, TN	07/02/2003	51	Flinn Broadcasting Corporation	Memphis, TN	Shelby
WGUE	AM	1180	C	Mexican	Memphis, TN	07/02/2003	51	Butron Media Corporation	Turrell, AR	Crittenden
WHAL	FM	95.7	C	Inspr/Gospl	Memphis, TN	07/02/2003	51	iHeartMedia Inc	Horn Lake, MS	De Soto
WHBQ	AM	560	C	Sprts/Talk	Memphis, TN	07/02/2003	51	Flinn Broadcasting Corporation	Memphis, TN	Shelby
WHBQ	FM	107.5	C	Clsc Hits	Memphis, TN	07/02/2003	51	Flinn Broadcasting Corporation	Germantown, TN	Shelby
WHRK	FM	97.1	C	HpHop/Rhy	Memphis, TN	07/02/2003	51	iHeartMedia Inc	Memphis, TN	Shelby
WKBL	AM	1250	C	80s Hits	Memphis, TN	07/02/2003	51	Grace Broadcasting Services Inc	Covington, TN	Tipton
WKBQ	FM	93.5	C	Country	Memphis, TN	07/02/2003	51	Grace Broadcasting Services Inc	Covington, TN	Tipton
WKIF	FM	96.5	NC	ChrsContem	Memphis, TN	12/20/2012	51	Educational Media Foundation	Holly Springs, MS	Marshall
WKIM	FM	98.9	C	News/Talk	Memphis, TN	07/02/2003	51	Cumulus Media Holdings Inc	Munford, TN	Tipton
WKNO	FM	91.1	NC	Clsc/News	Memphis, TN	07/02/2003	51	Mid-South Public Communications Foundation	Memphis, TN	Shelby
WKRA	AM	1110	C	Gospel	Memphis, TN	07/02/2003	51	Autry, Billy	Holly Springs, MS	Marshall
WKRA	FM	92.7	C	Gsp/Blu/AC	Memphis, TN	07/02/2003	51	p WKRA Radio	Holly Springs, MS	Marshall
WKVF	FM	94.9	NC	ChrsContem	Memphis, TN	07/02/2003	51	Educational Media Foundation	Bartlett, TN	Shelby
WLFP	FM	94.1	C	Country	Memphis, TN	07/02/2003	51	Audacy	Germantown, TN	Shelby

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

"p" indicates pending sale to owner listed

FCC Geographic Market Definition for Memphis, TN

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WLOK	AM	1340	C	Gospel	Memphis, TN	07/02/2003	51	Gilliam Communications Inc	Memphis, TN	Shelby
WLRM	AM	1380	C	Blues	Memphis, TN	07/02/2003	51	CPT&T Radio Station Inc	Millington, TN	Shelby
WMC	AM	790	C	Sports	Memphis, TN	07/02/2003	51	Audacy	Memphis, TN	Shelby
WMC	FM	99.7	C	Hot AC	Memphis, TN	07/02/2003	51	Audacy	Memphis, TN	Shelby
WMFS	AM	680	C	Sports	Memphis, TN	07/02/2003	51	Audacy	Memphis, TN	Shelby
WMFS	FM	92.9	C	Sports	Memphis, TN	07/02/2003	51	Audacy	Bartlett, TN	Shelby
WMPS	AM	1210	C	Adlt Stndrd	Memphis, TN	07/02/2003	51	Flinn Broadcasting Corporation	Bartlett, TN	Shelby
WMQM	AM	1600	C	Chrst/Talk	Memphis, TN	07/02/2003	51	F.W. Robbert Broadcasting	Lakeland, TN	Shelby
WMSB	FM	88.9	NC	Chrst/Talk	Memphis, TN	04/09/2008	51	American Family Association Incorporated	Byhalia, MS	Marshall
WMSO	AM	1240	C	Urban Gospl	Memphis, TN	07/02/2003	51	Flinn Broadcasting Corporation	Southaven, MS	DeSoto
WOWW	AM	1430	C	Country	Memphis, TN	07/02/2003	51	Flinn Broadcasting Corporation	Germantown, TN	Shelby
WQOX	FM	88.5	NC	Urban AC	Memphis, TN	07/02/2003	51	p Shelby County Schools	Memphis, TN	Shelby
WRBO	FM	103.5	C	Urban AC	Memphis, TN	07/02/2003	51	Cumulus Media Holdings Inc	Como, MS	Panola
WREC	AM	600	C	News/Talk	Memphis, TN	07/02/2003	51	iHeartMedia Inc	Memphis, TN	Shelby
WRVR	FM	104.5	C	Soft AC	Memphis, TN	07/02/2003	51	Audacy	Memphis, TN	Shelby
WUMY	AM	830	C	Span/Chrst	Memphis, TN	07/10/2008	51	Global Ministries Foundation	Memphis, TN	Shelby
WURC	FM	88.1	NC	Tlk/Jaz/Gsp	Memphis, TN	07/02/2003	51	Rust College	Holly Springs, MS	Marshall
WXXM	FM	98.1	C	AOR	Memphis, TN	07/02/2003	51	Cumulus Media Holdings Inc	Millington, TN	Shelby
WYPL	FM	89.3	NC	Nws/Tlk/Inf	Memphis, TN	07/02/2003	51	Memphis Public Libraries	Memphis, TN	Shelby
WYXR	FM	91.7	NC	Jazz	Memphis, TN	07/02/2003	51	Crosstown Radio Partnership Inc	Memphis, TN	Shelby

Number of Stations in Geographic Market 54

Previous Stations in Geographic Market

KAGY	AM	1510	C	Cajun	New Orleans, LA	10/28/2011	50	Spotlight Broadcasting of New Orleans LLC	Port Sulphur, LA	Plaquemines
KMRL	FM	91.9	NC	Chrst/Talk	New Orleans, LA	10/28/2011	50	American Family Association Incorporated	Buras, LA	Plaquemines
KWMZ	FM	104.5	C	80s Hits	New Orleans, LA	10/28/2011	50	Costello, Michael	Empire, LA	Plaquemines
WIVG	FM	96.1	C	Chrst/Altve		09/24/2007	0	Flinn Broadcasting Corporation	Tunica, MS	Tunica
WKFF	FM	102.1	NC	ChrsContem		05/11/2006	0	Educational Media Foundation	Sardis, MS	Panola

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