

Multiple Ownership Analysis¹

This transaction involves the transfer of control of 1 full power commercial FM radio station (WYAY) that is located on the fringes of the Myrtle Beach, SC radio market. The proposed assignee is also the proposed assignee of WMIR-FM, Conway, SC, which is also located in the Myrtle Beach, SC market. The analysis considers the existing attributable stations on a market basis for purposes of determining compliance with the multiple ownership limits set forth in 47 C.F.R. §73.3555(a).

Myrtle Beach, SC Rated Market

Myrtle Beach, SC is #132 Nielsen/Arbitron Rated Market, and has at least 38 full power commercial and noncommercial AM and FM stations. See Exhibit A. Under 47 C.F.R. §73.3555(a)(1)(ii)², in a market with between 30 and 44 such stations, a party may own, operate or control up to 7 commercial radio stations, not more than 4 of which are in the same service. The proposed assignment, along with the proposed assignment of WMIR-FM, will result in the assignee having an attributable interest in a total of two (2) commercial FM stations in this rated market (assuming the Pending Transaction is consummated). Thus, acquisition of WYAY complies with the radio multiple ownership rules in 47 C.F.R. §73.355(a).

¹ Compliance for this transaction is analyzed herein in accordance with the FCC's 2016 multiple ownership rules, as reinstated and revised in the FCC's December 20, 2019 Order, DA 19-1303. For clarity, the transaction does not implicate the reinstated "eight voices" test, prohibition on top-four combinations in the local television rules; newspaper/broadcast cross-ownership rules; or attribution of joint sales agreements.

² § 73.3555 Multiple ownership.

(a)(1) Local radio ownership rule. 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 accordance with the following limits:

(i) 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);

(ii) In a radio market with between 30 and 44 (inclusive) full-power, commercial and noncommercial radio stations, not more than 7 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM);

(iii) 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); and

(iv) In a radio market with 14 or fewer full-power, commercial and noncommercial radio stations, not more than 5 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.

Exhibit A – Myrtle Beach, SC Radio Market

Station	Format	Owner/LMA
WGTR-FM	Country	iHeartMedia, Inc.
WRNN-FM	Talk	Dick Broadcasting Co.
WDAI-FM	Urban Contemporary	Cumulus Media, Inc.
WYAV-FM	Classic Rock	Dick Broadcasting Co.
WWXM-FM	CHR	iHeartMedia, Inc.
WYNA-FM	Adult Hits	iHeartMedia, Inc.
WSYN-FM	Classic Hits	Cumulus Media, Inc.
WKZQ-FM	Modern/Alternative Rock	Dick Broadcasting Co.
WRXZ-FM	Classic Rock	iHeartMedia, Inc.
WMYB-FM	CHR	Dick Broadcasting Co.
WHMC-FM	News/Talk	South Carolina ETV Radio
WLFF-FM	Country	Cumulus Media, Inc.
WMBJ-FM	Contemporary Christian	Radio Training Network, Inc.
WWHK-AM	Classic Country	Dick Broadcasting Co.
WSEA-FM	Sports	Cumulus Media, Inc.
WLGJ-FM	Variety	Regional Baha'I Council of the Southeastern States
WSCI-FM	News/Talk	South Carolina ETV Radio
WAYS-AM	Sports	Cumulus Media, Inc.
WEGX-FM	Country	iHeartMedia, Inc.
WEZL-FM	Country	iHeartMedia, Inc.
WEZV-FM	Soft AC	Byrne Acquisition Group, LLC
WGNI-FM	Adult Contemporary	Cumulus Media, Inc.
WGTM-AM	Oldies	R.J. Stalvey
WJXY-AM	Inspirational Gospel	Colonial Radio Group, Inc.
WKML-FM	Country	Beasley Media Group
WLMC-AM	Oldies	R.J. Stalvey
WLSC-AM	Classic Country	Banana Jack Productions, LLC
WMIR-FM	Country	Colonial Radio Group, Inc.
WMNX-FM	Urban Contemporary	Cumulus Media, Inc.
WNMB-AM	Classic Rock	Colonial Radio Group, Inc.
WPGI-FM	Country	GT RADIO, LLC
WPJS-AM	Inspirational Gospel	WPJS Broadcasting, Inc.
WSTS-FM	Southern Gospel	Truth Broadcasting
WTKN-FM	Talk	Byrne Acquisition Group, LLC
WVCO-FM	Oldies	Carolina Beach Music, LLC
WXST-FM	Urban Adult Contemporary	Saga Communications, Inc.
WZFX-FM	Urban Contemporary	Beasley Media Group