

ENGINEERING STATEMENT  
RADIO MULTIPLE OWNERSHIP ANALYSIS

This radio multiple ownership analysis was prepared on behalf of Blakeney Communications, Inc. (“Blakeney”). Blakeney was the winner bidder for vacant channel 269A at New Augusta, MS and is filing a long form application to implement its winning bid. The proposed New Augusta facility will be involved in principal community contour overlap with FM stations that are currently owned by Blakeney and the community of New Augusta is not located in an Arbitron metro survey area. Therefore, this analysis was prepared under the FCC “Interim” contour analysis method.<sup>1</sup> The following stations were analyzed:

| Call Sign / Facility ID               | Location               | Facilities                       |
|---------------------------------------|------------------------|----------------------------------|
| <i>New FM / 762505<br/>Proposed</i>   | <i>New Augusta, MS</i> | <i>Channel 269A 6 kW 100 m</i>   |
| WBBN(FM) / 71207<br>Licensed Facility | Taylorsville, MS       | Channel 240C1 100 kW 223 m (DA)  |
| WXRR(FM) / 29549<br>Licensed Facility | Hattiesburg, MS        | Channel 283C1 100 kW 299 m       |
| WKZW(FM) / 14021<br>Licensed Facility | Sandersville, MS       | Channel 232C2 14.5 kW 279 m (DA) |
| WXHB(FM) / 70409<br>Licensed Facility | Richton, MS            | Channel 243C3 5.7 kW 175 m       |

The principal community contours of these stations are depicted on a map included herein as Figure 1. Since the principal community contours (3.16 mV/m for FM stations) of some of the stations above are involved in common overlap with the proposed New Augusta facility, an ownership study was prepared in accordance with the Federal Communications Commission multiple ownership rules as outlined in Section 73.3555.

#### Radio Markets

The “radio market” applicable to common ownership of the subject stations are defined as the area encompassed by the mutually overlapping principal community contours of the stations proposed to be commonly owned. As listed in the Table below, there is one (1) defined “radio market” formed by the subject stations:

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<sup>1</sup> See Report and Order and Notice of Proposed Rulemaking, MB Docket 02-277, FCC 03-127, Released July 2, 2003.

| Defined Radio Market | Stations that Define Radio Market            |
|----------------------|--|
| Market 1             | New Augusta FM, WBBN(FM), WXRR(FM), WKZW(FM) |

### Count of Stations in Defined Markets

The number of radio stations in a “radio market” is determined by counting the operating stations having principal community contours that overlap or intersect the principal community contours, which define the radio market. Only those stations located within 92 km of the perimeter of the mutual overlap area of the defined market area were employed in the count of stations. Commonly owned stations, other than those that form the market in question were not considered in the count of stations in the defined market. The results of the analysis are tabulated below:

| Defined Radio Markets | Total Number of Stations in the Radio Market |
|-----------------------|--|
| Market 1              | 10 AM, 18 FM; 28 Total                       |

Figure 2 is a map depicting the radio market along with the principal community contours of other AM and FM stations in the defined market. Figure 3 is a tabulation of other stations in the defined markets. Only known licensed, operating stations were employed for the study. Distances to the AM coverage contours were predicted using the antenna patterns as identified in the Commission’s AM database and the appropriate Ground Wave Field Strength versus Distance Graph of 47 CFR 73.184. Ground conductivity data were obtained from FCC Figure M3. Distances to the FM contours were determined based on the method of 47 CFR 73.313. Terrain data was derived from the USGS 1-second computer database for each of the FM stations using radials evenly-spaced every 5 degrees of azimuth.

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Pursuant to Section 73.3555(a)(1)(iii), in a radio market with between 15 and 29 full power, commercial and noncommercial radio stations, an entity may have a cognizable interest in up to 4 FM stations. Therefore, the proposal complies with Section 73.3555(a) of the FCC Rules.

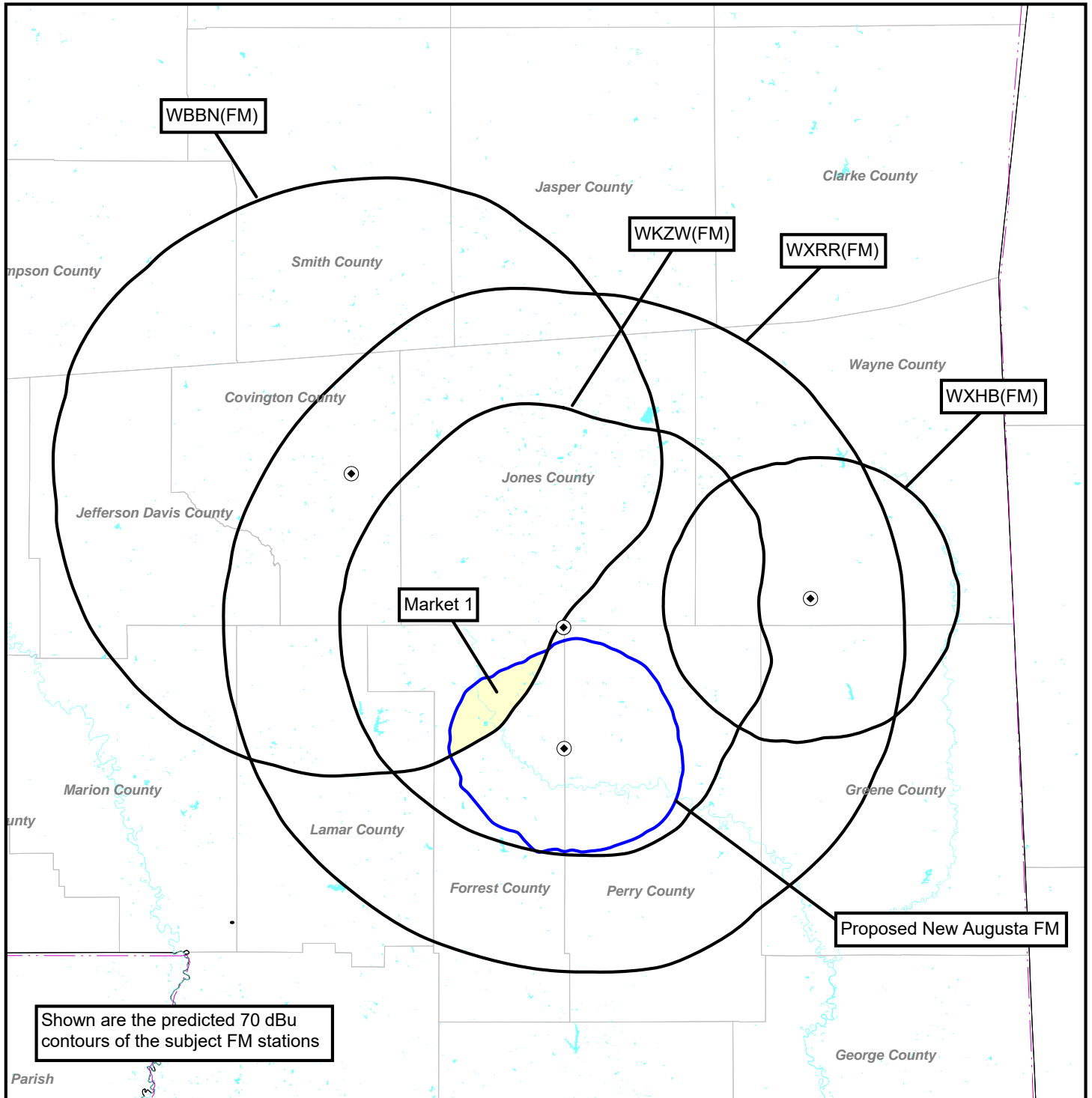


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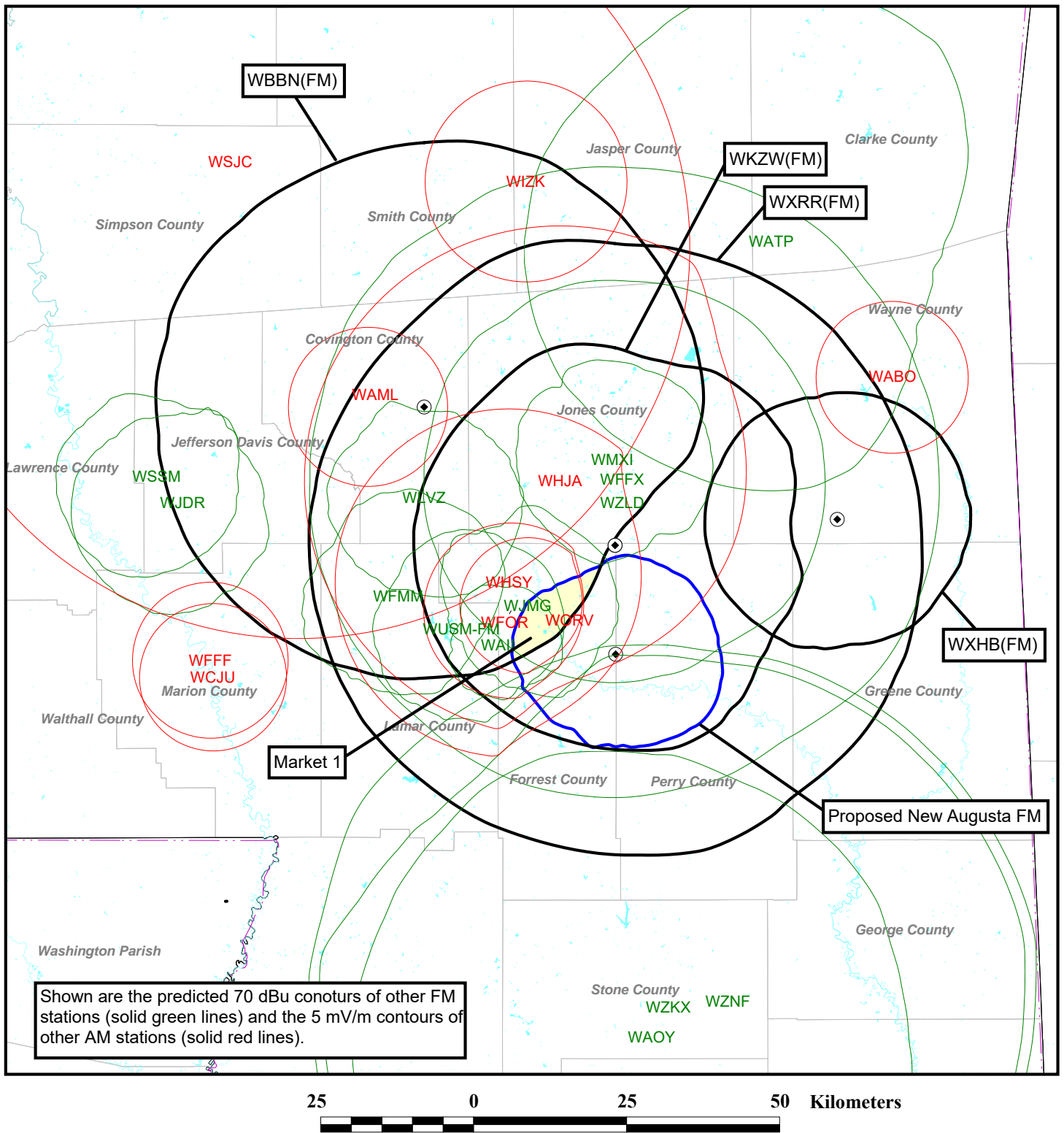
September, 10, 2021

Figure 1



## PRINCIPAL COMMUNITY CONTOURS OF SUBJECT STATIONS

du Treil, Lundin & Rackley, Inc. Sarasota, Florida



## PRINCIPAL COMMUNITY CONTOURS OF SUBJECT STATIONS AND OF OTHER AM AND FM STATIONS IN THE MARKET

du Treil, Lundin & Rackley, Inc. Sarasota, Florida

Figure 3

Tabulation of Other AM/FM Stations in the Radio Market

| <u>FM Stations</u> |                |              |                |                |
|--------------------|----------------|--------------|----------------|----------------|
| <u>CALLSIGN</u>    | <u>CITY</u>    | <u>STATE</u> | <u>STATUS</u>  | <u>Channel</u> |
| WZKX               | BAY ST. LOUIS  | MS           | License        | 300 C          |
| WLVZ               | COLLINS        | MS           | License        | 296 A          |
| WAOY               | GULFPORT       | MS           | License        | 219 C1         |
| WAIJ               | HATTIESBURG    | MS           | License        | 207 A          |
| WFFX               | HATTIESBURG    | MS           | License        | 279 C0         |
| WJMG               | HATTIESBURG    | MS           | License        | 221 A          |
| WUSM-FM            | HATTIESBURG    | MS           | License        | 203 A          |
| WATP               | LAUREL         | MS           | License        | 215 C1         |
| WMXI               | LAUREL         | MS           | License        | 251 A          |
| WZNF               | LUMBERTON      | MS           | License        | 237 C0         |
| WZLD               | PETAL          | MS           | License        | 292 C2         |
| WJDR               | PRENTISS       | MS           | License        | 252 A          |
| WSSM               | PRENTISS       | MS           | License        | 285 A          |
| <u>WFMM</u>        | <u>SUMRALL</u> | <u>MS</u>    | <u>License</u> | <u>247 A</u>   |
| <b>Total</b>       | <b>14</b>      |              |                |                |

| <u>AM Stations</u> |                   |              |                |              |
|--------------------|-------------------|--------------|----------------|--------------|
| <u>CALLSIGN</u>    | <u>CITY</u>       | <u>STATE</u> | <u>STATUS</u>  | <u>Freq.</u> |
| WIZK               | BAY SPRINGS       | MS           | License        | 1570         |
| WAML               | COLLINS           | MS           | License        | 1340         |
| WFFF               | COLUMBIA          | MS           | License        | 1360         |
| WCJU               | COLUMBIA          | MS           | License        | 1450         |
| WHSY               | HATTIESBURG       | MS           | License        | 950          |
| WORV               | HATTIESBURG       | MS           | License        | 1580         |
| WFOR               | HATTIESBURG       | MS           | License        | 1400         |
| WHJA               | LAUREL            | MS           | License        | 890          |
| WSJC               | MAGEE             | MS           | License        | 810          |
| <u>WABO</u>        | <u>WAYNESBORO</u> | <u>MS</u>    | <u>License</u> | <u>990</u>   |
| <b>Total</b>       | <b>10</b>         |              |                |              |