

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 Proposed</i>	<i>New Augusta, MS</i>	<i>Channel 269A 6 kW 100 m</i>
WBBN(FM) / 71207 Licensed Facility	Taylorville, MS	Channel 240C1 100 kW 223 m (DA)
WXRR(FM) / 29549 Licensed Facility	Hattiesburg, MS	Channel 283C1 100 kW 299 m
WKZW(FM) / 14021 Licensed Facility	Sandersville, MS	Channel 232C2 14.5 kW 279 m (DA)
WXHB(FM) / 70409 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:

<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.

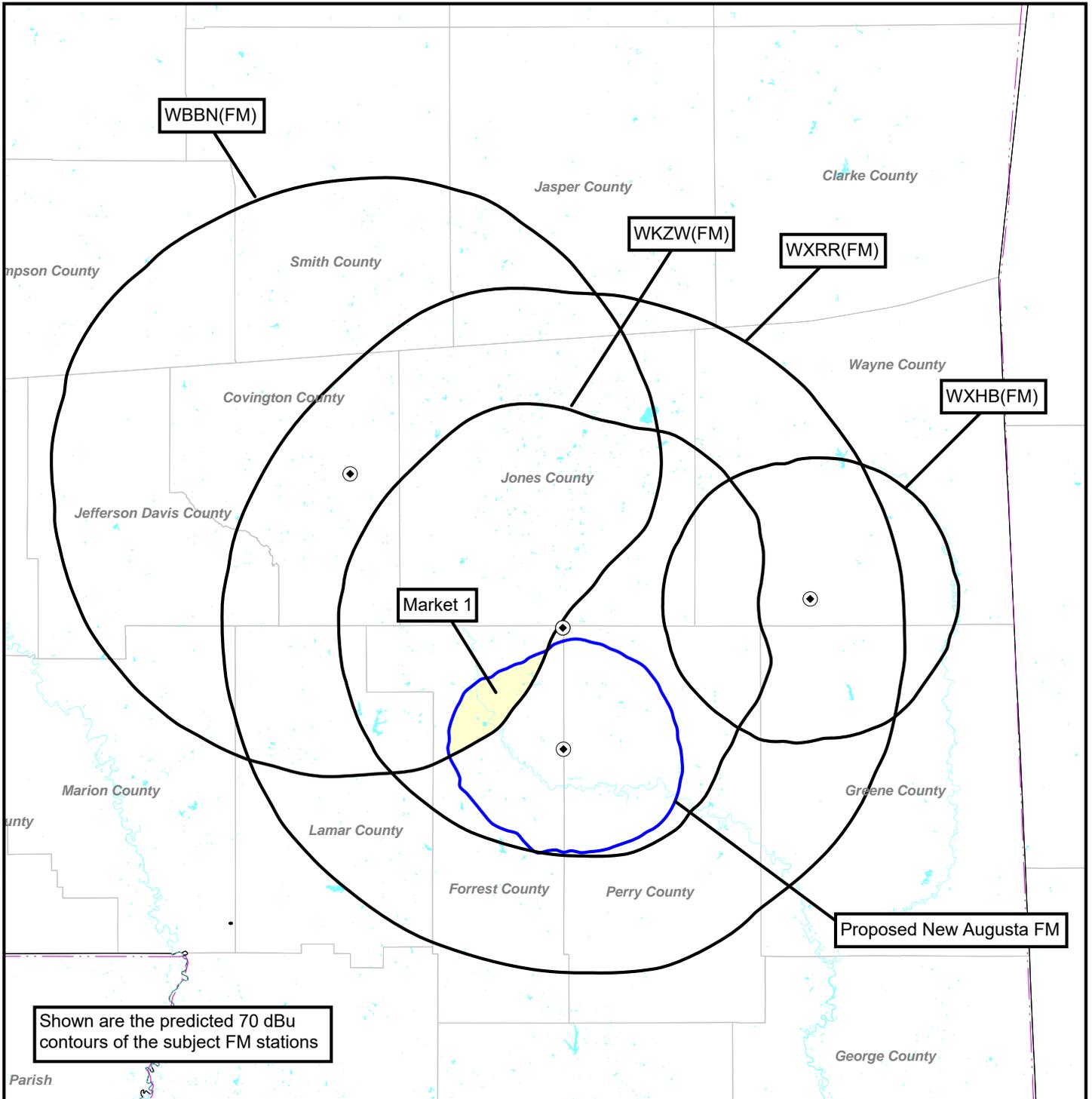
Pursuant to Section 73.3555(a)(1)(iii), in a radio market with between 15 and 29 full power, commercial and noncommercial radio stations, an entity may have a cognizable interest in up to 4 FM stations. Therefore, the proposal complies with Section 73.3555(a) of the FCC Rules.



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## PRINCIPAL COMMUNITY CONTOURS OF SUBJECT STATIONS

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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	
WLVS	COLLINS	MS	License	296 A	
WAOY	GULFPORT	MS	License	219 C1	
WAIL	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>				