

Radio Multiple Ownership Showing

In Support of Applications for Assignment of Radio Stations WCLY(AM), WDNC(AM), WMFD(AM), WAZO(FM), WCMC-FM, WILT(FM), WKXB(FM), WRAL(FM), and WRMR(FM)

prepared February 2023 for

Capitol Broadcasting Company, Inc.



CAVELL
MERTZ
& Associates, Inc.

a division of



Capitol Airspace Group



Introduction and Background

This Statement is supplied for *Capitol Broadcasting Company, Inc.* (“*Capitol*”) in support of applications for assignment for nine radio stations they currently own to demonstrate continued compliance with FCC Radio Multiple Ownership Rules:

Call	City, State	Facility ID
WCLY(AM)	Raleigh, NC	51262
WDNC(AM)	Durham, NC	17762
WMFD(AM)	Wilmington, NC	61701
WAZO(FM)	Southport, NC	59480
WCMC-FM	Holly Springs, NC	51760
WILT(FM)	Wrightsville Beach, NC	52023
WKXB(FM)	Boiling Spring Lakes, NC	59481
WRAL(FM)	Raleigh, NC	73920
WRMR(FM)	Jacksonville, NC	47884

Methodology

FCC Defined Geographic Market vs Contour Overlap Method

The Commission issued a Report and Order and Notice of Proposed Rulemaking (“R&O”)¹ for various multiple ownership issues. The R&O establishes a means of evaluating radio station multiple ownership issues utilizing existing Nielsen Audio^{®2} and BIA[®] MEDIA Access Pro^{™3} market data for analysis of markets with established geographic boundaries.⁴ There is a separate means for evaluating radio station multiple ownership issues beyond established Nielsen Audio radio markets. At this time, pursuant to information provided by BIA, five of the nine stations are in FCC defined geographic markets. WCLY(AM), WDNC(AM), WCMC-FM, and WRAL(FM) are in the Raleigh-Durham, NC Market. WRMR(FM) is in the Greenville – New Bern – Jacksonville, NC Market. The remaining four lie outside any Nielsen or FCC defined geographic market. Thus, both defined geographic markets and contour overlap methods are applied herein to demonstrate that *Capitol’s* continued ownership of these stations complies with FCC Radio Multiple Ownership Rules.

¹ Report and Order in MB Docket No. 02-277 and MM Docket Nos. 01-235, 01-317, and 00-244, and Notice of Proposed Rulemaking for MB Docket 03-130 FCC-03-127, (adopted June 2, 2003)(released July 2, 2003).

² Nielsen Audio is a registered mark of Nielsen Holdings, N.V.

³ MEDIA Access Pro is a trademark of BIA[®] Financial Network Inc.

⁴ As an initial matter, the geographical boundaries of a market are established by reference to the boundaries of the markets established by Nielsen Audio. Within that market, the FCC requires that the BIA count of stations operating in the market be employed.



Pursuant to §73.3555 of the Commission's Rules, the number of stations that a licensee may own is based on the total number of stations in that particular market, regardless of the study methodology employed. There is also a limit on how many stations each licensee may own in any one service (AM or FM).

- Markets with 45 or more stations are limited to 8 total stations and 5 in any one service.
- Markets with 30-44 stations are limited to 7 total stations and 4 in any one service.
- Markets with 15-29 stations are limited to 6 total stations and 4 in any one service.
- Markets with 14 or fewer stations are limited to 5 total stations and 3 in any one service, but not more than 50% of the market stations.
- Overlap between two stations in different services is permissible if neither of those two stations overlaps a third station in the same service.

FCC Defined Geographic Markets

Provided as [Attachment 1](#) is a copy of the BIA List of Stations in the BIA defined, FCC Geographic Market Definition for Raleigh-Durham, NC. *Capitol* stations WCLY(AM), WDNC(AM), WCMC-FM, and WRAL(FM) are listed as part of this market. [Attachment 2](#) is a copy of the BIA List of Stations in the BIA defined, FCC Geographic Market Definition for Greenville – New Bern – Jacksonville, NC. *Capitol* station WRMR(FM) is listed as part of this market. As shown by [Map Figures 1 and 2](#), WRMR(FM) shares principal community contour overlap with four other *Capitol* stations situated beyond the Greenville – New Bern – Jacksonville, NC Market: WMFD(AM), WAZO(FM), WILT(FM), and WKXB(FM). None of the *Capitol* stations lying beyond the defined geographic market area show any principal community contour coverage within the Greenville – New Bern – Jacksonville, NC market. Evaluation of the contour overlap with stations beyond the defined geographic market is addressed in the contour overlap portion of the statement that follows.

[Attachment 1](#) lists 47 stations in the Raleigh-Durham, NC market. *Capitol's* continued ownership of two AM and two FM stations complies with the Commission's rules regarding ownership of multiple radio stations in a given market. Specifically, *Capitol* will own four stations in a market of forty-seven stations. Section 73.3555 actually permits more: *"Markets with 45 or more stations are limited to 8 total stations and 5 in any one service."*

[Attachment 2](#) lists 53 stations in the Greenville – New Bern – Jacksonville, NC market. *Capitol's* continued ownership of one FM station complies with the Commission's rules regarding ownership of multiple radio stations in a given market. Specifically, *Capitol* will own one FM station in a market of fifty-three stations. Section 73.3555 actually permits more: *"Markets with 45 or more stations are limited to 8 total stations and 5 in any one service."*



Contour Overlap Method - Introduction

Under the current Rules, any station with a principal community beyond the geographic boundary of a Nielsen Audio Metro shall be studied under the Commission's contour overlap methodology. A "market" is defined as the area encompassed by the principal community contours of radio stations for which common ownership is proposed⁵ and which have a mutual area of principal community contour overlap.

Contour Overlap Method – The Market

The principal community contours of the nine commonly owned stations are shown on [Map Figures 1 and 2](#), with [Map Figure 2](#) highlighting with green shading for the contour method related common overlap area, and yellow shading for the market boundary area to be considered to fully address radio multiple ownership considerations.

Market 1 is created by the principal community contour overlap of five stations: WRMR(FM), WMFD(AM), WAZO(FM), WILT(FM), and WKXB(FM). [Map Figure 3](#) illustrates a contour overlap study of **Market 1**. The "market boundary," which is a composite of the perimeters of all five stations' principal community contours, is shaded in yellow. The "core" common overlap area is shaded in green. Included on [Map Figure 3](#) are neighboring full-service radio station principal community coverage contours that overlap any portion of the market which have transmitters within 92 km of the green shaded area. [Map Figure 3](#) lists ten countable AM stations and 27 countable FM stations that overlap some portion of the market. *(Stations with common ownership interest which are part of a common core overlap defining the market are included as countable toward the total station count.)* Thus, there are a total of 37 stations in the market, five of which *Capitol* is proposing to own (four FM stations and one AM station). **Market 1** of the contour overlap method evaluation of *Capitol* stations complies with FCC Rules, which state that a licensee may own not more than seven commercial radio stations and not more than four stations in any one service in markets with between 30 and 44 stations. A station count of at least 37 supports ownership of five stations where four are in the same service.

Engineering Methodology and Data

In preparing the attached maps and tables, pertinent station data were extracted from the Commission's engineering databases. Data from both the retired Consolidated Database System "CDBS" and the current Licensing and Management System "LMS" were considered for AM as this dataset seems to still be in transition from CDBS. Data from LMS was considered for FM services. Engineering parameters considered for AM stations included the operating power, radiation efficiency, directional antenna data (where appropriate), and geographic coordinates. The distances to the 5 mV/m contours were then determined using the digitized version of the Atlas of Ground Conductivity published in 1981 by the International Telecommunication Union along with a computer program which simulates the FCC's AM groundwave propagation curves. For FM stations, pertinent data for determining the distances to the contour included the antenna elevation above mean sea level, geographic coordinates, effective radiated power, and, where appropriate, directional antenna patterns. The requisite 3.16 mV/m (70 dBμ) contours were

⁵ Order in Implementation of Sections 202(a) and 202(b)(1) of the Telecommunications Act of 1996 (Broadcast Radio Ownership) FCC 96-90, released March 8, 1996 and Memorandum Opinion and Order in Revision of Radio Rules and Policies 7 FCC Rcd 6387, 6395 para. 39 (1992).



determined using digitized 3 arc-second U.S.G.S. terrain data along radials spaced every degree from the transmitter site and an implementation of the Commission's TVFMFS computer program which simulates the FM propagation curves. The detailed distances to the principal community contours were then used with a GIS mapping program to generate the attached maps.

Conclusion

As shown herein, *Capitol Broadcasting Company, Inc.*'s continued common ownership of nine commercial radio stations, WCLY(AM), WDNC(AM), WMFD(AM), WAZO(FM), WCMC-FM, WILT(FM), WKXB(FM), WRAL(FM), and WRMR(FM) complies with §73.3555 of the Commission's Rules regarding the multiple ownership of radio stations. This conclusion was based on the FCC defined geographic market and interim, contour-overlap methods.

FCC Geographic Market Definition for Raleigh-Durham, NC

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WAUG	AM	750	C	Urban	Raleigh-Durham, NC	07/02/2003	37	Saint Augustine's University	New Hope, NC	Franklin
WBBB	FM	96.1	C	Adult Hits	Raleigh-Durham, NC	07/02/2003	37	Curtis Media Group	Raleigh, NC	Wake
WCHL	AM	1360	C	Nws/Tlk/Spt	Raleigh-Durham, NC	07/02/2003	37	Chapel Hill Media Group LLC	Chapel Hill, NC	Orange
WCLY	AM	1550	C	Sprts/Talk	Raleigh-Durham, NC	07/02/2003	37	Capitol Broadcasting Company Inc	Raleigh, NC	Wake
WCMC	FM	99.9	C	Sports	Raleigh-Durham, NC	12/06/2005	37	Capitol Broadcasting Company Inc	Holly Springs, NC	Wake
WCPE	FM	89.7	NC	Classical	Raleigh-Durham, NC	07/02/2003	37	Educational Information Corporation	Raleigh, NC	Wake
WDCG	FM	105.1	C	Top 40	Raleigh-Durham, NC	07/02/2003	37	iHeartMedia Inc	Durham, NC	Durham
WDNC	AM	620	C	Sprts/Talk	Raleigh-Durham, NC	07/02/2003	37	Capitol Broadcasting Company Inc	Durham, NC	Durham
WDRU	AM	1030	C	Chrst/Talk	Raleigh-Durham, NC	07/02/2003	37	Truth Broadcasting Corporation	Creedmoor, NC	Granville
WDUR	AM	1490	C	SAn/Nws/Tlk	Raleigh-Durham, NC	07/02/2003	37	Arohi Media LLC	Durham, NC	Durham
WETC	AM	540	C	Religion	Raleigh-Durham, NC	07/02/2003	37	Divine Mercy Radio Inc	Wendell-Zebulon, NC	Wake
WFXC	FM	107.1	C	Urban AC	Raleigh-Durham, NC	07/02/2003	37	Urban One Inc	Durham, NC	Durham
WFXK	FM	104.3	C	Urban AC	Raleigh-Durham, NC	07/02/2003	37	Urban One Inc	Bunn, NC	Franklin
WHPY	AM	1590	C	Christian	Raleigh-Durham, NC	07/02/2003	37	Fellowship Baptist Church, Inc	Clayton, NC	Johnston
WKIX	AM	850	C	Oldies	Raleigh-Durham, NC	07/02/2003	37	Curtis Media Group	Raleigh, NC	Wake
WKIX	FM	102.9	C	Clsc Hits	Raleigh-Durham, NC	07/02/2003	37	Curtis Media Group	Raleigh, NC	Wake
WKJO	FM	102.3	C	Clsc Hits	Raleigh-Durham, NC	07/02/2003	37	Curtis Media Group	Smithfield, NC	Johnston
WKNC	FM	88.1	NC	Variety	Raleigh-Durham, NC	07/02/2003	37	North Carolina State University	Raleigh, NC	Wake
WKXU	FM	102.5	C	Clsc Hits	Raleigh-Durham, NC	07/02/2003	37	Curtis Media Group	Hillsborough, NC	Orange
WLLQ	AM	1530	C	Span/Varty	Raleigh-Durham, NC	07/02/2003	37	Rodriguez, Estuardo	Chapel Hill, NC	Orange
WMPM	AM	1270	C	Gospel	Raleigh-Durham, NC	07/02/2003	37	Gorilla Broadcasting Company LLC	Smithfield, NC	Johnston
WNCA	AM	1570	C	Old/Bch/Nw	Raleigh-Durham, NC	07/02/2003	37	Chatham Broadcasting Co Inc of Siler City	Siler City, NC	Chatham
WNCB	FM	93.9	C	Country	Raleigh-Durham, NC	07/02/2003	37	iHeartMedia Inc	Cary, NC	Wake
WNCU	FM	90.7	NC	Jazz	Raleigh-Durham, NC	07/02/2003	37	North Carolina Central University	Durham, NC	Durham
WNNL	FM	103.9	C	Urban Gospl	Raleigh-Durham, NC	07/02/2003	37	Urban One Inc	Fuquay-Varina, NC	Wake
WPJL	AM	1240	C	Religion	Raleigh-Durham, NC	07/02/2003	37	WPJL Inc	Raleigh, NC	Wake
WPLW	FM	96.9	C	CHR	Raleigh-Durham, NC	10/27/2023	37	Curtis Media Group	Goldsboro, NC	Wayne
WPTF	AM	680	C	News/Talk	Raleigh-Durham, NC	07/02/2003	37	Curtis Media Group	Raleigh, NC	Wake
WPYB	AM	1130	C	Cty/Gsp/Bgs	Raleigh-Durham, NC	07/02/2003	37	McLamb Broadcasting	Benson, NC	Johnston
WQDR	FM	94.7	C	Country	Raleigh-Durham, NC	07/02/2003	37	Curtis Media Group	Raleigh, NC	Wake
WQDR	AM	570	C	Clsc Rock	Raleigh-Durham, NC	10/26/2006	37	Curtis Media Group	Raleigh, NC	Wake
WQOK	FM	97.5	C	Urban	Raleigh-Durham, NC	07/02/2003	37	Urban One Inc	Carrboro, NC	Orange
WRAL	FM	101.5	C	AC	Raleigh-Durham, NC	07/02/2003	37	Capitol Broadcasting Company Inc	Raleigh, NC	Wake
WRDU	FM	100.7	C	Clsc Rock	Raleigh-Durham, NC	07/02/2003	37	iHeartMedia Inc	Wake Forest, NC	Wake

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

"p" indicates pending sale to owner listed

FCC Geographic Market Definition for Raleigh-Durham, NC

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WRJD	AM	1410	C	Span/Sprts	Raleigh-Durham, NC	07/02/2003	37	Truth Broadcasting Corporation	Durham, NC	Durham
WRKV	FM	88.9	NC	ChrsContem	Raleigh-Durham, NC	07/02/2003	37	Educational Media Foundation	Raleigh, NC	Wake
WRSV	FM	92.1	C	Urban	Raleigh-Durham, NC	06/03/2016	37	Northstar Broadcasting Corporation	Elm City, NC	Wilson
WRTG	AM	1000	C	Span/Varty	Raleigh-Durham, NC	07/02/2003	37	Rodriguez, Estuardo	Garner, NC	Wake
W RTP	FM	88.5	NC	ChrsContem	Raleigh-Durham, NC	06/22/2009	37	Radio Training Network, Inc	Franklinton, NC	Franklin
W TIK	AM	1310	C	Mexican	Raleigh-Durham, NC	07/02/2003	37	A&B Media LLC	Durham, NC	Durham
W T K K	FM	106.1	C	Talk	Raleigh-Durham, NC	07/02/2003	37	iHeartMedia Inc	Knightdale, NC	Wake
W T S B	AM	1090	C	Chrst/Talk	Raleigh-Durham, NC	07/02/2003	37	Truth Broadcasting Corporation	Selma, NC	Johnston
W U N C	FM	91.5	NC	Nws/Tlk/Inf	Raleigh-Durham, NC	07/02/2003	37	University of North Carolina	Chapel Hill, NC	Orange
W V R D	FM	90.5	NC	ChrsContem	Raleigh-Durham, NC	01/25/2008	37	Liberty University Inc	Zebulon, NC	Wake
W X D U	FM	88.7	NC	Variety	Raleigh-Durham, NC	07/02/2003	37	Duke University	Durham, NC	Durham
W X Y C	FM	89.3	NC	Educa/Varty	Raleigh-Durham, NC	07/02/2003	37	Student Educational Broadcasting Inc	Chapel Hill, NC	Orange
W Y R N	AM	1480	C	Gospl/RhyBI	Raleigh-Durham, NC	07/02/2003	37	A and D Broadcasting	Louisburg, NC	Franklin

Number of Stations in Geographic Market 47

Previous Stations in Geographic Market

W Y M Y	FM	101.1	C	Mexican	Greensboro-Winston Salem-High Point,	11/03/2004	47	Curtis Media Group	Burlington, NC	Alamance
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FCC Geographic Market Definition for Greenville-New Bern-Jacksonville, NC

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WAAE	FM	91.9	NC	ChrsContem	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	American Family Association Incorporated	New Bern, NC	Craven
WAGO	FM	88.7	NC	Christian	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Pathway Christian Academy Inc	Snow Hill, NC	Greene
WAVQ	AM	1400	C	Clsc Hits	Greenville-New Bern-Jacksonville, NC	11/26/2008	99	Curtis Media Group	Jacksonville, NC	Onslow
WBJD	FM	91.5	NC	Classical	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Craven Community College	Atlantic Beach, NC	Carteret
WBNK	FM	92.7	C	ChrsContem	Greenville-New Bern-Jacksonville, NC	01/01/2009	99	Educational Media Foundation	Pine Knoll Shores, NC	Carteret
WDLX	AM	930	C	Sports	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Pirate Media Group LLC	Washington, NC	Beaufort
WECU	AM	1570	C	Sprts/Talk	Greenville-New Bern-Jacksonville, NC	02/08/2006	99	CTC Media Group Inc	Winterville, NC	Pitt
WELS	FM	102.9	C	Beach	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Curtis Media Group	Kinston, NC	Lenoir
WERO	FM	93.3	C	CHR	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Dick Broadcasting Company Incorporated	Washington, NC	Beaufort
WGHB	AM	1250	C	Sports	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Pirate Media Group LLC	Farmville, NC	Pitt
WHAR	FM	105.1	NC	Chrst/Altve	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Educational Media Foundation	Havelock, NC	Craven
WIKS	FM	101.9	C	Urban AC	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Curtis Media Group	New Bern, NC	Craven
WJCV	AM	1290	C	Sothn Gspel	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Down East Broadcasting Co Inc	Jacksonville, NC	Onslow
WJKA	FM	90.1	NC	Chrst/Talk	Greenville-New Bern-Jacksonville, NC	06/03/2008	99	American Family Association Incorporated	Jacksonville, NC	Onslow
WJNC	AM	1240	C	Nws/Tlk/Spt	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Pathway Christian Academy Inc	Jacksonville, NC	Onslow
WKGv	FM	104.1	NC	ChrsContem	Greenville-New Bern-Jacksonville, NC	02/29/2008	99	Educational Media Foundation	Swansboro, NC	Onslow
WKNS	FM	90.3	NC	Classical	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Craven Community College	Kinston, NC	Lenoir
WLGP	FM	100.3	NC	Christian	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Augusta Radio Fellowship Institute	Harkers Island, NC	Carteret
WLGT	FM	97.5	C	ChrsContem	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Benfield, Ronald	Washington, NC	Beaufort
WLNR	AM	1230	C	Span/Varty	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Rodriguez, Estuardo	Kinston, NC	Lenoir
WLXB	FM	98.9	NC	ChrsContem	Greenville-New Bern-Jacksonville, NC	11/08/2004	99	Educational Media Foundation	Bethel, NC	Pitt
WMGV	FM	103.3	C	AC	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Curtis Media Group	Newport, NC	Carteret
WMJV	FM	99.5	C	CHR	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Curtis Media Group	Grifton, NC	Pitt
WNBB	FM	97.9	C	Country	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Coastal Carolina Radio LLC	Bayboro, NC	Pamlico
WNBU	FM	94.1	C	Oldies	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Inner Banks Media LLC	Oriental, NC	Pamlico
WNCT	AM	1070	C	Beach	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Curtis Media Group	Greenville, NC	Pitt
WNCT	FM	107.9	C	Clsc Hits	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Inner Banks Media LLC	Greenville, NC	Pitt
WNOS	AM	1450	C	News/Talk	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	CTC Media Group Inc	New Bern, NC	Craven
WNTB	FM	93.7	C	Country	Greenville-New Bern-Jacksonville, NC	05/11/2012	99	Davis Media LLC	Topsail Beach, NC	Pender
WOTJ	FM	90.7	NC	Religion	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Grace Christian School	Morehead City, NC	Carteret
WQSL	FM	92.3	C	Variety Hit	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Dick Broadcasting Company Incorporated	Jacksonville, NC	Onslow
WQZL	FM	101.1	C	Variety Hit	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Dick Broadcasting Company Incorporated	Belhaven, NC	Beaufort
WRHD	FM	94.3	C	Sports	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Inner Banks Media LLC	Farmville, NC	Pitt
WRHT	FM	96.3	C	News/Talk	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Inner Banks Media LLC	Morehead City, NC	Carteret

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

"p" indicates pending sale to owner listed

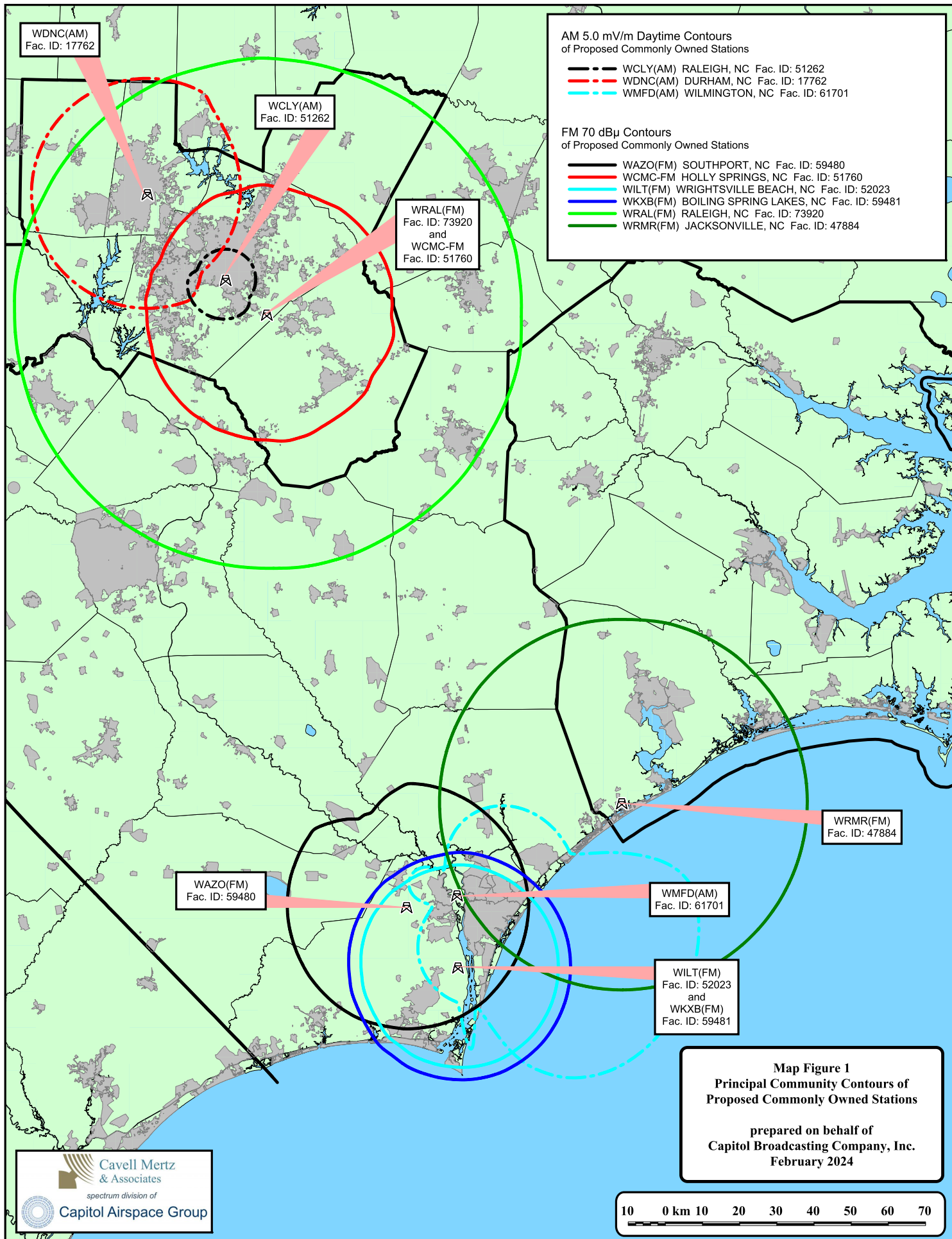
FCC Geographic Market Definition for Greenville-New Bern-Jacksonville, NC

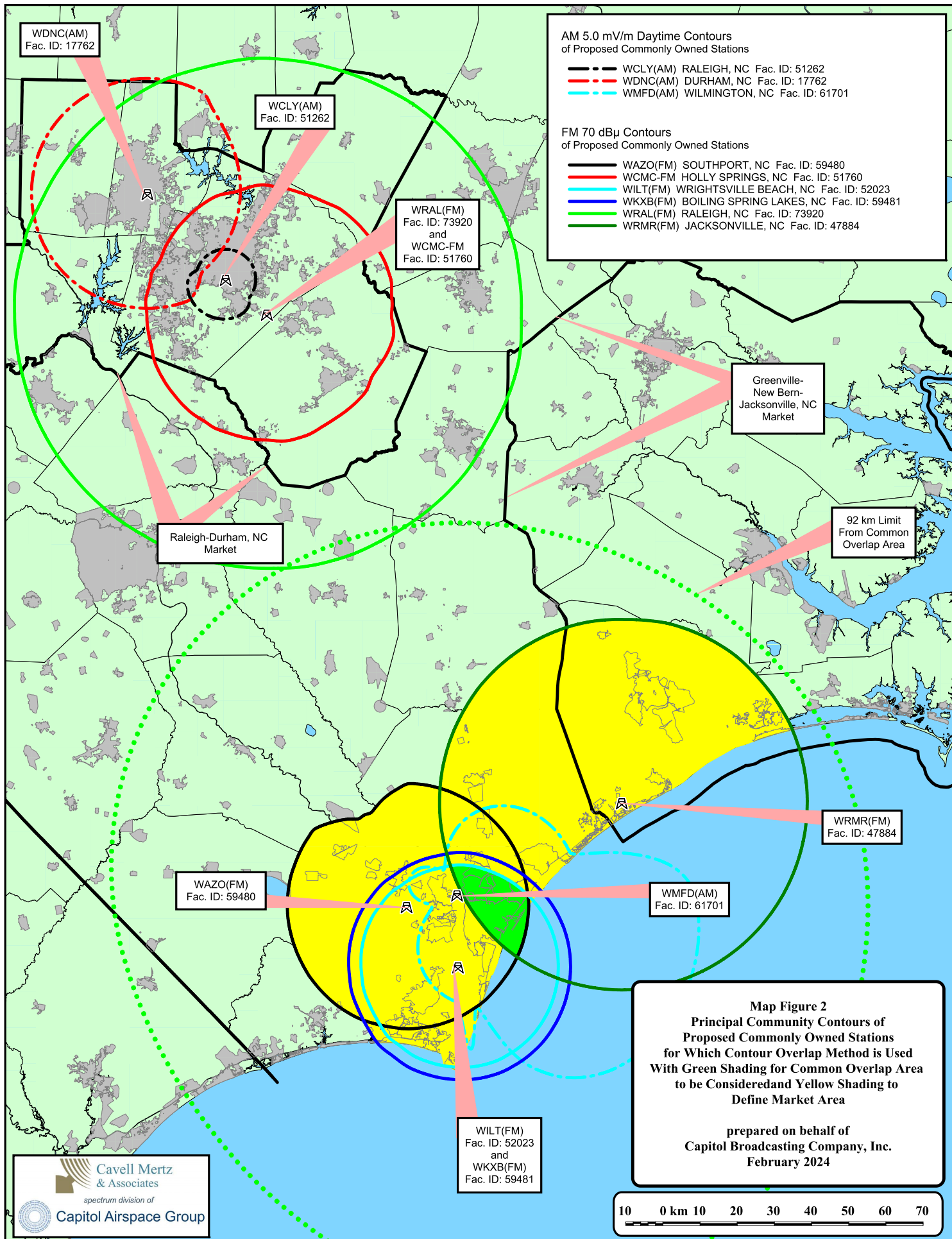
Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WRMR	FM	98.7	C	Modern	Greenville-New Bern-Jacksonville, NC	04/24/2012	99	Capitol Broadcasting Company Inc	Jacksonville, NC	Onslow
WRNS	AM	960	C	Sports	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Dick Broadcasting Company Incorporated	Kinston, NC	Lenoir
WRNS	FM	95.1	C	Country	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Dick Broadcasting Company Incorporated	Kinston, NC	Lenoir
WSFL	FM	106.5	C	Clsc Rock	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Curtis Media Group	New Bern, NC	Craven
WSME	AM	1120	C	Old/CHT/Bch	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	B&M Broadcasting LLC	Camp Lejeune, NC	Onslow
WSRP	AM	910	C	DARK	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Rodriguez, Estuardo	Jacksonville, NC	Onslow
WSTK	FM	104.5	C	ChrsContem	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Benfield, Ronald	Aurora, NC	Beaufort
WTEB	FM	89.3	NC	Nws/Tlk/Inf	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Craven Community College	New Bern, NC	Craven
WTIB	FM	103.7	C	News/Talk	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Inner Banks Media LLC	Williamston, NC	Martin
WTKF	FM	107.1	C	Nws/Tlk/Spt	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Atlantic Ridge Telecasters Inc	Atlantic, NC	Carteret
WWMC	AM	1010	C	Gospel	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Curtis Media Group	Kinston, NC	Lenoir
WWNB	AM	1490	C	Sports	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	CTC Media Group Inc	New Bern, NC	Craven
WXBE	FM	88.3	NC	Chrst/Talk	Greenville-New Bern-Jacksonville, NC	05/16/2005	99	American Family Association Incorporated	Beaufort, NC	Carteret
WXQR	FM	105.5	C	Mexican	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Dick Broadcasting Company Incorporated	Jacksonville, NC	Onslow
WZGO	FM	91.1	NC	Christian	Greenville-New Bern-Jacksonville, NC	10/14/2005	99	Pathway Christian Academy Inc	Aurora, NC	Beaufort
WZMB	FM	91.3	NC	Variety	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	E Carolina University Media Board	Greenville, NC	Pitt
WZNB	FM	88.5	NC	Classical	Greenville-New Bern-Jacksonville, NC	07/02/2003	99	Craven Community College	New Bern, NC	Craven
WZPE	FM	90.1	NC	Classical	Greenville-New Bern-Jacksonville, NC	10/11/2004	99	Educational Information Corporation	Bath, NC	Beaufort
WZUP	FM	104.7	C	Mexican	Greenville-New Bern-Jacksonville, NC	08/01/2003	99	Benfield, Ronald	La Grange, NC	Lenoir

Number of Stations in Geographic Market 53

Previous Stations in Geographic Market

WFMC	AM	730	C	Urban Gosp		05/22/2006	0	Curtis Media Group	Goldsboro, NC	Wayne
WRSV	FM	92.1	C	Urban	Raleigh-Durham, NC	06/03/2016	37	Northstar Broadcasting Corporation	Elm City, NC	Wilson
WZKT	FM	97.7	C	Country		04/09/2008	0	Curtis Media Group	Walnut Creek, NC	Wayne





Map Figure 3 - Contour Overlap Market
WMFD(AM), WAZO(FM), KWRMR(FM),
WILT(FM), and WKXB(FM)
Principal Community Contours of
AM and FM Stations Overlapping
Proposed Commonly Owned AM and FM Stations
with Interim Contour Overlap Method

prepared on behalf of
Capitol Broadcasting Company, Inc.
 February 2024

- Green Shading Represents Common Overlap Area of Commonly Owned Stations
- Yellow Shading Represents Market Area for Proposed Commonly Owned Stations
- 92 km Limit from Common Overlap Area

AM 5.0 mV/m Daytime Contours Overlapping Market
 with Transmitters within 92 km of Common Overlap

- WAAV(AM) LELAND, NC Fac. ID: 25999
- WAVQ(AM) JACKSONVILLE, NC Fac. ID: 161860
- WJCV(AM) JACKSONVILLE, NC Fac. ID: 8183
- WJNC(AM) JACKSONVILLE, NC Fac. ID: 73143
- WKOO(AM) ROSE HILL, NC Fac. ID: 17745
- WLSG(AM) WILMINGTON, NC Fac. ID: 58364
- WMFD(AM)** WILMINGTON, NC Fac. ID: 61701
- WSME(AM) CAMP LEJEUNE, NC Fac. ID: 73697
- WSRP(AM) JACKSONVILLE, NC Fac. ID: 18529
- WVCB(AM) SHALLOTTE, NC Fac. ID: 31573

FM 70 dBμ Contours Overlapping Market
 with Transmitters within 92 km of Common Overlap

- WAZO(FM)** SOUTHPORT, NC Fac. ID: 59480
- WDVV(FM) WILMINGTON, NC Fac. ID: 43707
- WFBT(FM) CAROLINA BEACH, NC Fac. ID: 34006
- WGHW(FM) LOCKWOODS FOLLY TOWN, NC Fac. ID: 89986
- WGNi(FM) WILMINGTON, NC Fac. ID: 8581
- WGXO(FM) MAGNOLIA, NC Fac. ID: 174875
- WHQR(FM) WILMINGTON, NC Fac. ID: 22656
- WILT(FM)** WRIGHTSVILLE BEACH, NC Fac. ID: 52023
- WJKA(FM) JACKSONVILLE, NC Fac. ID: 87089
- WKGv(FM) SWANSBORO, NC Fac. ID: 67339
- WKVC(FM) NORTH MYRTLE BEACH, SC Fac. ID: 14226
- WKXB(FM)** BOILING SPRING LAKES, NC Fac. ID: 59481
- WKXS-FM LELAND, NC Fac. ID: 25998
- WLQB(FM) OCEAN ISLE BEACH, NC Fac. ID: 3122
- WMNX(FM) WILMINGTON, NC Fac. ID: 8584
- WNTB(FM) TOPSAIL BEACH, NC Fac. ID: 73954
- WQSL(FM) JACKSONVILLE, NC Fac. ID: 28171
- WRMR(FM)** JACKSONVILLE, NC Fac. ID: 47884
- WUIN(FM) OAK ISLAND, NC Fac. ID: 48626
- WWIL-FM WILMINGTON, NC Fac. ID: 12165
- WWQQ-FM WILMINGTON, NC Fac. ID: 28163
- WXQR-FM JACKSONVILLE, NC Fac. ID: 28172
- WYAY(FM) BOLIVIA, NC Fac. ID: 60882
- WYHW(FM) CAROLINA BEACH, NC Fac. ID: 74159
- WZDG(FM) SCOTTS HILL, NC Fac. ID: 88327
- WZFX(FM) WHITEVILLE, NC Fac. ID: 32376
- WZKB(FM) WALLACE, NC Fac. ID: 31119

** denotes Station Comprising Market With Proposed Common Attributable Ownership Interest (Countable)

10 0 km 10 20 30 40 50