

Multiple Ownership

By this application, Monterey Licenses, LLC (“Monterey”) seeks Commission consent to its acquisition of WGZO(FM), Parris Island, South Carolina, located in the Hilton Head, South Carolina Arbitron Radio Market.¹ By a separate application being filed simultaneously herewith, Monterey is also seeking Commission consent to its sale of WWVV(FM), Hilton Head, South Carolina, which is also in the Hilton Head, South Carolina Arbitron Market. Monterey will divest itself of WWVV(FM) prior to consummating the acquisition of WGZO(FM). Therefore, as Monterey is selling one FM station in the market and acquiring another FM station in the market, its total number of stations in the Hilton Head Market remains unchanged and its ownership of multiple stations in this market continues to comply with the FCC’s multiple ownership rules as detailed below.

Presently, Monterey is the licensee of four FM stations — 1.) WGZR(FM), Bluffton, South Carolina (FIN-16844); 2.) WFXH-FM, Hilton Head, South Carolina (FIN-48367); 3.) WLOW(FM), Port Royal, South Carolina (FIN-72387); and 4.) WWVV(FM), Ridgeland, South Carolina (FIN-40705) — and one AM station — WFXH(AM), Hilton Head Island, South Carolina (FIN-48366) — in the Hilton Head, South Carolina Arbitron Radio Market. After the proposed transactions, Monterey will continue to own four FM stations and one AM station, as it is selling WWVV(FM) and acquiring WGZO(FM).

As demonstrated by the attached FCC Geographic Market Definition study for Hilton Head, South Carolina, the market contains 16 full-power commercial and non-commercial radio stations. The Commission’s multiple ownership rules permit a single entity to own, operate or control up to six stations, no more than four of which may be in the same service, in a market with between 15 and 29 full-power commercial and non-commercial radio stations. 47 C.F.R. § 73.3555(a)(1)(iii). Thus, as Monterey will own four FM stations and one AM station both before and after the proposed transactions, its ownership of multiple stations in this market continues to comply with the FCC’s multiple ownership rules.

¹ Monterey currently holds a JSA with WGZO(FM), a copy of which is attached at Exhibit 14, above.