



**ENGINEERING STUDY ON BEHALF OF
GARY E. BURNS
SHALLOTTE, NC
RADIO MARKET ANALYSIS**

November 23, 2001

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Owl Engineering, Inc. has been retained by Gary E. Burns (hereafter “GEB”) to complete this radio market analysis. This study was completed to determine the number of AM and FM broadcast stations located in the competitive market consisting of radio stations WCCA and WLTT and the other stations presently owned by “GEB”. Figure 1 shows the market area defined by these stations.

To determine which stations are located in a given competitive market, the appropriate principal community coverage contours of all broadcast stations in the vicinity of the market must be calculated and a determination must be made if there exists any overlap of these contours. Each station involved in coverage overlap is included in the market count. The 3.16 mV/m (70 dBu) contour level is utilized when studying overlap of FM stations. The 5 mV/m contour level is utilized when studying overlap of AM stations.

FM STATIONS IN THE MARKET


A comprehensive search of all FM broadcast stations surrounding the Shallotte, NC market area was conducted. The 70 dBu contour for each station was calculated for each of the eight standard 45-degree spaced radials in conjunction with the F(50,50) metric curves of Figure 1 of Section 73.333 of the Commissions Rules. The results of the search are shown in Engineering Figure 2 for the stations that are located within the defined market area.

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The FM stations are:

WDZO	Ocean Isle Beach, NC
WVCO	Loris, SC
WNMB	North Myrtle Beach, NC
WAZO	Shallotte, NC
WMNX	Willington, NC
WAAV	Leland, NC
WWQQ	Willmington, NC
WKXB	Burgaw, NC
WGNI	Willmington, NC
WSFM	Southport, NC

Based on the above findings, it can be determined that at least a total of twelve (12) stations serve the Shallotte, NC. Since the number of stations in the FM service exceeded the required limit for ownership, the AM stations within the market were not plotted or listed in this study. As a result, "GEB" is allowed to own, operate, or control up to 5 commercial radio stations with not more than 3 of which are in the same service pursuant to Rule Section 73.3555. The combination of WCCA and WLTT satisfies this limit.



Garrett G. Lysiak, P.E.
November 23, 2001

