

Ownership Study
TAMA Radio Licenses of Jacksonville, FL, Inc.
WFJO (FM) Folkston, GA.(223A) to Jacksonville Beach, FL. (223A)

RADIO MARKET ANALYSIS

This engineering statement has been prepared on behalf of TAMA Radio Licenses of Jacksonville, FL, Inc., (TAMA) owner of WFJO (FM), in support of an application to relocate facilities and change the community of license from Folkston, GA. to Jacksonville Beach, FL.

The proposed operation of WFJO (FM) following its relocation to Jacksonville Beach, FL. will be considered part of the Jacksonville market as defined by Arbitron. TAMA currently owns three other stations that are considered part of the Jacksonville, FL. Market as defined by Arbitron. WFJO (FM) will be the fourth station owned by TAMA in the market. Exhibit A demonstrates the 70dBu contour overlap for all stations-owned by TAMA.

The existing TAMA stations in the Jacksonville market are:

WJSJ (FM) 287A, Fernandina Beach, FL.
WHJX (FM) 289C3, Baldwin, FL.
WSJF (FM) 288C3, St. Augustine Beach, FL.

Based upon the attached BIA market study, there are 45 stations in the Arbitron defined market (see exhibit A). According to 73.3555 (a)(1)(i) of the Commission's Rules, in a market with 45 or more full power commercial and noncommercial radio stations, a single entity can have an interest in not more than 8 commercial radio stations in total and not more than 5 commercial stations in the same service.

Based upon the above analysis, TAMA's ownership of four FM stations in the Jacksonville market will be in full compliance with the FCC's ownership rules.

EXHIBIT A

TAMA Co-Owned stations in Jacksonville Market

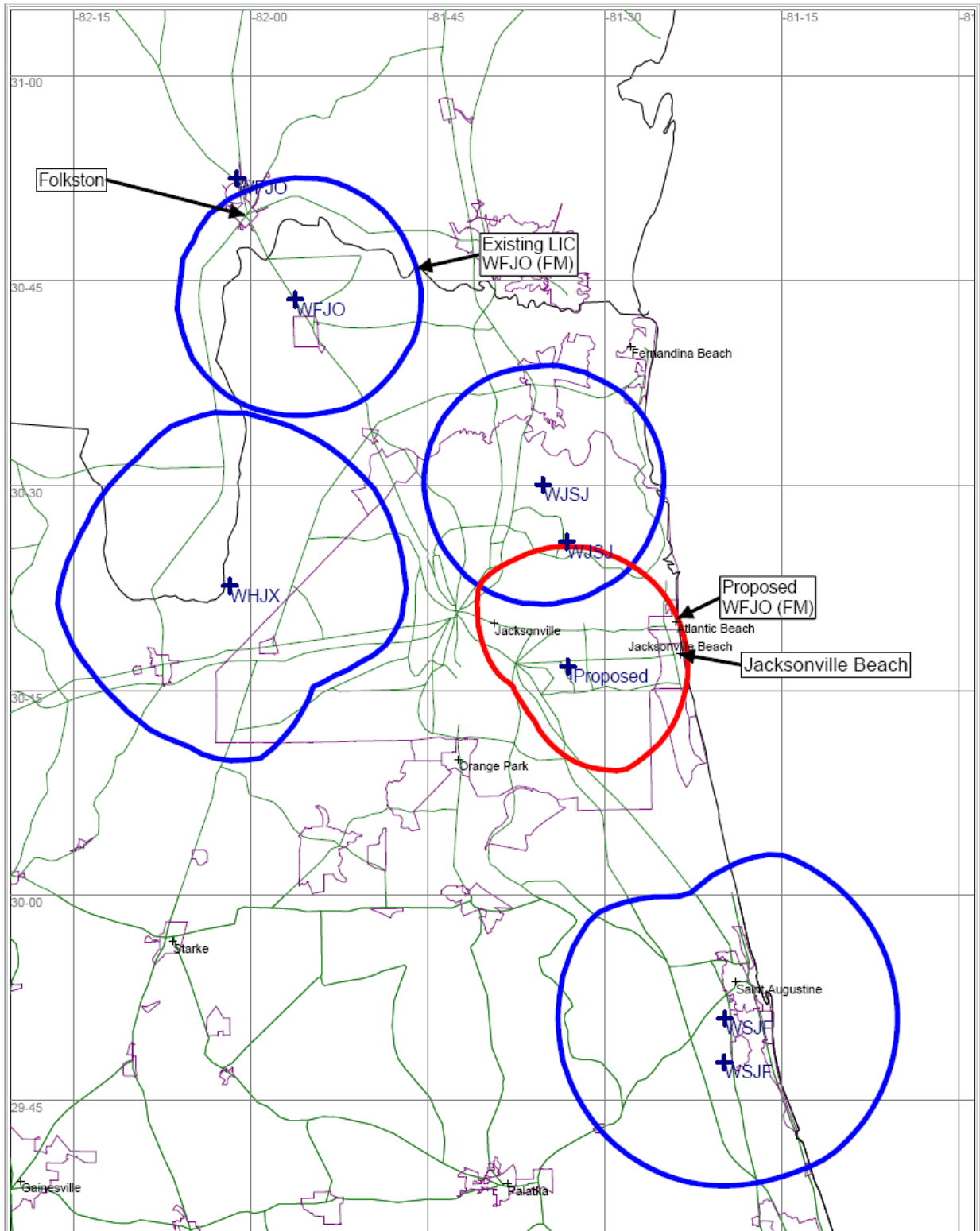




EXHIBIT B FCC Geographic Market Definition for Jacksonville, FL

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WMUV	FM	100.7	C	Rhymc/AC	Jacksonville, FL	07/02/2003	46	Renda Broadcasting Corporation	Brunswick, GA	Glynn
WJGL	FM	96.9	C	Clsc Hits	Jacksonville, FL	07/02/2003	46	Cox Radio Inc	Jacksonville, FL	Duval
WAOC	AM	1420	C	Sports	Jacksonville, FL	07/02/2003	46	Phillips Broadcasting LLC	St. Augustine, FL	St Johns
WBWL	AM	600	C	Family Hits	Jacksonville, FL	07/02/2003	46	ABC/Disney	Jacksonville, FL	Duval
WAYR	AM	550	NC	Relgn/Talk	Jacksonville, FL	07/02/2003	46	Good Tidings Trust Inc	Orange Park, FL	Clay
WJXL	AM	1010	C	Sports	Jacksonville, FL	07/02/2003	46	Seven Bridges Radio LLC	Jacksonville Beach, FL	Duval
WCGL	AM	1360	C	Gospel	Jacksonville, FL	07/02/2003	46	Maiden,D & Battle,B	Jacksonville, FL	Duval
WROO	FM	92.7	C	Gospel	Jacksonville, FL	07/02/2003	46	p Flagler County Broadcasting LLC	Green Cove Springs, FL	Clay
WFOY	AM	1240	C	Nws/Tlk/Spt	Jacksonville, FL	07/02/2003	46	Phillips Broadcasting LLC	St. Augustine, FL	St Johns
WFYV	FM	104.5	C	Clsc Rock	Jacksonville, FL	07/02/2003	46	Cox Radio Inc	Atlantic Beach, FL	Duval
WVOJ	AM	1570	C	Mexican	Jacksonville, FL	07/02/2003	46	Norsan Consulting and Management Inc	Fernandina Beach, FL	Nassau
WMXQ	FM	102.9	C	80s Hits	Jacksonville, FL	07/02/2003	46	Cox Radio Inc	Jacksonville, FL	Duval
WAPE	FM	95.1	C	Top 40	Jacksonville, FL	07/02/2003	46	Cox Radio Inc	Jacksonville, FL	Duval
WEJZ	FM	96.1	C	AC	Jacksonville, FL	07/02/2003	46	Renda Broadcasting Corporation	Jacksonville, FL	Duval
WGNE	FM	99.9	C	Country	Jacksonville, FL	08/03/2005	46	Renda Broadcasting Corporation	Middleburg, FL	Clay
WOKV	AM	690	C	News/Talk	Jacksonville, FL	07/02/2003	46	Cox Radio Inc	Jacksonville, FL	Duval
WNNR	AM	970	C	Mexican	Jacksonville, FL	07/02/2003	46	Norsan Consulting and Management Inc	Jacksonville, FL	Duval
WZNZ	AM	1460	C	Talk	Jacksonville, FL	07/02/2003	46	Queen of Peace Radio Incorporated	Jacksonville, FL	Duval
WSOL	FM	101.5	C	Urban AC	Jacksonville, FL	07/02/2003	46	Clear Channel Communications Inc	Brunswick, GA	Glynn
WQOP	AM	1600	NC	Christian	Jacksonville, FL	07/02/2003	46	Queen of Peace Radio Incorporated	Atlantic Beach, FL	Duval
WBOB	AM	1320	C	News/Talk	Jacksonville, FL	07/02/2003	46	Chesapeake-Portsmouth Broadcasting	Jacksonville, FL	Duval
WQIK	FM	99.1	C	Country	Jacksonville, FL	07/02/2003	46	Clear Channel Communications Inc	Jacksonville, FL	Duval
WROS	AM	1050	C	Christian	Jacksonville, FL	07/02/2003	46	Hall, Elwyn V.	Jacksonville, FL	Duval
WFXJ	AM	930	C	Sports	Jacksonville, FL	07/02/2003	46	Clear Channel Communications Inc	Jacksonville, FL	Duval
WSOS	FM	94.1	C	Lite AC	Jacksonville, FL	07/02/2003	46	Renda Broadcasting Corporation	Fruit Cove, FL	St Johns
WJBT	FM	93.3	C	RhyBI/UrCH	Jacksonville, FL	07/02/2003	46	Clear Channel Communications Inc	Callahan, FL	Nassau
WFKS	FM	97.9	C	CHR	Jacksonville, FL	07/02/2003	46	Clear Channel Communications Inc	Neptune Beach, FL	Duval
WZAZ	AM	1400	C	Gospel	Jacksonville, FL	07/02/2003	46	p Titus Harvest Dome Spectrum Church Inc	Jacksonville, FL	Duval
WSOS	AM	1170	C	Mexican	Jacksonville, FL	07/02/2003	46	Norsan Consulting and Management Inc	St. Augustine Beach, FL	St Johns
WJAX	AM	1220	C	Adlt Stndrd	Jacksonville, FL	07/02/2003	46	Jones College	Jacksonville, FL	Duval
WJXR	FM	92.1	C	Talk	Jacksonville, FL	07/02/2003	46	Perich, Gregory G	MacClenny, FL	Baker
WYMM	AM	1530	C	Talk/Chrst	Jacksonville, FL	07/02/2003	46	Word Broadcasting	Jacksonville, FL	Duval
WPLA	FM	107.3	C	New Rock	Jacksonville, FL	07/02/2003	46	Clear Channel Communications Inc	Jacksonville, FL	Duval
WHJX	FM	105.7	C	Tropical	Jacksonville, FL	07/02/2003	46	Tama Broadcasting Inc	Baldwin, FL	Duval

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

"p" indicates pending sale to owner listed



FCC Geographic Market Definition for Jacksonville, FL

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WSJF	FM	105.5	C	Oldies	Jacksonville, FL	07/02/2003	46	Tama Broadcasting Inc	St. Augustine Beach, FL	St Johns
WOKV	FM	106.5	C	News/Talk	Jacksonville, FL	07/02/2003	46	Cox Radio Inc	Ponte Vedra Beach, FL	St Johns
WEWC	AM	1160	C	Tropical	Jacksonville, FL	07/02/2003	46	Norsan Consulting and Management Inc	Callahan, FL	Nassau
WJSJ	FM	105.3	C	Sports	Jacksonville, FL	07/02/2003	46	Tama Broadcasting Inc	Fernandina Beach, FL	Nassau
WAYL	FM	91.9	NC	CCtmp/Talk	Jacksonville, FL	07/02/2003	46	The River Educational Media Inc	St. Augustine, FL	St Johns
WFCF	FM	88.5	NC	Variety	Jacksonville, FL	07/02/2003	46	Flagler College	St. Augustine, FL	St Johns
WJCT	FM	89.9	NC	NPR/Inf/Cls	Jacksonville, FL	07/02/2003	46	WJCT Inc	Jacksonville, FL	Duval
WJFR	FM	88.7	NC	Religion	Jacksonville, FL	07/02/2003	46	Family Stations Inc	Jacksonville, FL	Duval
WKTZ	FM	90.9	NC	Btfl Music	Jacksonville, FL	07/02/2003	46	Jones College	Jacksonville, FL	Duval
WCRJ	FM	88.1	NC	ChrsContem	Jacksonville, FL	07/02/2003	46	The River Educational Media Inc	Jacksonville, FL	Duval
WJBC	FM	91.7	NC	Sothn Gspel	Jacksonville, FL	07/02/2003	46	West Jacksonville Baptist Church Inc	Fernandina Beach, FL	Nassau

Number of Stations in Geographic Market 45

Previous Stations in Geographic Market