

## **Attachment 16I**

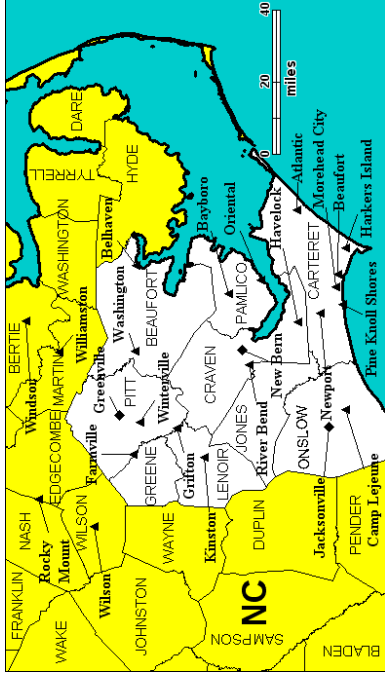
Assignee proposes to acquire Stations WQZL(FM), Belhaven, NC, WANG(AM) and WSSM(FM), Havelock, NC, WQSL(FM) and WXQR(FM), Jacksonville, NC, WRNS(AM) and WRNS-FM, Kinston, NC, and WERO(FM), Washington, NC, all in the Greenville-New Bern-Jacksonville, NC, Arbitron Market.

There are 57 full power commercial and non-commercial radio stations in the Greenville-New Bern-Jacksonville, NC, Arbitron Market. Thus, common ownership of eight radio stations, no more than five of which are in the same service, is permissible. So Assignee proposes to come into compliance with the Local Radio Ownership Rule by placing Station WSSM(FM), Havelock, NC, into a disposition trust upon receipt of all required FCC approvals.

Ultimately, Assignee's proposed ownership of five FM and two AM radio stations will meet the multiple ownership limits in the Greenville-New Bern-Jacksonville, NC, Arbitron Market.

**Metro Rank: 87**  
Revenue Rank: 108

# Greenville-New Bern-Jacksonville, NC Market



**Market Radio Financials**  
(all figures in '000's, except percentages and ratios)

| ESTIMATED<br>GROSS<br>REVENUES<br>★★★ | 2003         | 2004         | 2005         | 2006          | 2007     | 2008     | Δ 03 - 08 |
|---------------------------------------|--------------|--------------|--------------|---------------|----------|----------|-----------|
|                                       | \$23,100     | \$24,500     | \$23,300     | \$21,700      | \$21,400 | \$19,500 | -3.4%     |
|                                       | Δ -8.9%      | 2009         | 2010         | 2011          | 2012     | 2013     | Δ 08 - 13 |
|                                       |              | \$16,800     | \$16,400     | \$16,700      | \$17,200 | \$17,900 | -1.7%     |
|                                       | 2003         | 2008         | 2013         | Est. Breakout |          |          |           |
| Revenue/Retail Expend                 | \$5.95/1,000 | \$4.23/1,000 | \$3.66/1,000 | Local 90%     |          |          |           |
| Revenue/Capita                        | \$39.33      | \$31.91      | \$28.45      | National 10%  |          |          |           |

**Demographic and Economic Overview**  
('000's, except Retail Expenditures and ADI in '000,000's)

|                     | 2003    | 2008     | Growth Rate | 2008     | 2013     | Growth Rate |
|---------------------|---------|----------|-------------|----------|----------|-------------|
| MSA Population      | 587.3   | 611.0    | 0.8%        | 611.0    | 629.1    | 0.6%        |
| Households          | 224.4   | 248.4    | 2.1%        | 248.4    | 266.4    | 1.4%        |
| Retail Expenditures | 3,881.1 | 4,613.8  | 3.5%        | 4,613.8  | 4,885.4  | 1.2%        |
| Aggreg Disp Income  | 9,287.8 | 10,905.9 | 3.3%        | 10,905.9 | 12,588.8 | 2.9%        |

**Demographic Breakdown**

|                    | Total       | Under 12         | 12 - 17    | 18 - 24       | 25 - 34 | 35 - 44       | 45 - 54 | Over 55   |
|--------------------|-------------|------------------|------------|---------------|---------|---------------|---------|-----------|
| Men (000)          | 305.9       | 53.8             | 25.6       | 41.4          | 46.9    | 36.1          | 37.7    | 64.4      |
| Women (000)        | 305.1       | 48.8             | 23.8       | 29.4          | 41.8    | 38.0          | 42.1    | 81.3      |
| Total              | 611.0       | 102.5            | 49.4       | 70.8          | 88.7    | 74.1          | 79.8    | 145.7     |
| Percentage         | 100.0%      | 16.8%            | 8.1%       | 11.6%         | 14.5%   | 12.1%         | 13.1%   | 23.9%     |
| Per Capita         | \$ 21,846   | Median Household |            | \$ 41,920     |         | Avg Household |         | \$ 49,476 |
| Ethnic Population: | White 68.1% | Black 24.4%      | Asian 1.3% | Hispanic 4.6% |         |               |         |           |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable Stations | All FMs | All AMs | Total |
|------------|---------|---------|---------|-----------------|---------|---------|-------|
| # Stations | 4       |         | 20      | 13              | 24      | 18      | 42    |
| Tot 12+    | 5.3     |         | 64.0    | 61.5            | 69.3    | 1.6     | 70.9  |
| Avg 12+    | 1.3     |         | 3.2     | 4.7             | 2.9     | 0.1     | 1.7   |
| Tot LCS    | 7.5     |         | 90.3    | 86.7            | 97.7    | 2.3     | 100.0 |
| Avg LCS    | 1.9     |         | 4.5     | 6.7             | 4.1     | 0.1     | 2.4   |

**Metro Counties / Population ('000)**

|              |       |
|--------------|-------|
| Beaufort, NC | 46.8  |
| Carteret, NC | 65.0  |
| Craven, NC   | 95.3  |
| Greene, NC   | 20.5  |
| Jones, NC    | 10.2  |
| Lenoir, NC   | 57.1  |
| Onslow, NC   | 156.0 |
| Pamlico, NC  | 12.7  |
| Pitt, NC     | 147.4 |
|              | 611.0 |



## FCC Geographic Market Definition for Greenville-New

| Call Letters | AM/FM | Type  |         | Home Market | Market                               |            | Home Mkt Rank | Owner                              | City & State of License | County of License |
|--------------|-------|-------|---------|-------------|--------------------------------------|------------|---------------|------------------------------------|-------------------------|-------------------|
|              |       | Freq  | Station | Format      | Designntn Date                       | Rank       |               |                                    |                         |                   |
| WQZL         | FM    | 101.1 | C       | Urban AC    | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | NextMedia Group Inc                | Belhaven, NC            | Beaufort          |
| WIKS         | FM    | 101.9 | C       | Urban       | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Beasley Broadcast Group            | New Bern, NC            | Craven            |
| WANG         | AM    | 1330  | C       | Adult Hits  | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | NextMedia Group Inc                | Havelock, NC            | Craven            |
| WERO         | FM    | 93.3  | C       | AC          | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | NextMedia Group Inc                | Washington, NC          | Beaufort          |
| WELS         | AM    | 1010  | C       | Gospel      | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Willis Broadcasting Corporation    | Kinston, NC             | Lenoir            |
| WRNS         | AM    | 960   | C       | Country     | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | NextMedia Group Inc                | Kinston, NC             | Lenoir            |
| WGHB         | AM    | 1250  | C       | Talk/Sprts  | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Pirate Media Group LLC             | Farmville, NC           | Pitt              |
| WJCV         | AM    | 1290  | C       | Sothn Gspel | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Down East Broadcasting Co Inc      | Jacksonville, NC        | Onslow            |
| WLNR         | AM    | 1230  | C       | DARK        | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Rodriguez, Estuardo                | Kinston, NC             | Lenoir            |
| WSME         | AM    | 1120  | C       | Cntry/BIGrs | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | p AM Radio Subsidiary LLC          | Camp Lejeune, NC        | Onslow            |
| WJNC         | AM    | 1240  | C       | Nws/Tlk/Spt | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Benfield, Ronald W.                | Jacksonville, NC        | Onslow            |
| WNOS         | AM    | 1450  | C       | Adlt Stndrd | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | CTC Media Group Inc                | New Bern, NC            | Craven            |
| WSRP         | AM    | 910   | C       | DARK        | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Rodriguez, Estuardo                | Jacksonville, NC        | Onslow            |
| WRHT         | FM    | 96.3  | C       | Country     | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Inner Banks Media LLC              | Morehead City, NC       | Carteret          |
| WSSM         | FM    | 105.1 | C       | Adult Hits  | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | NextMedia Group Inc                | Havelock, NC            | Craven            |
| WNCT         | AM    | 1070  | C       | ChrsContem  | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Beasley Broadcast Group            | Greenville, NC          | Pitt              |
| WNCT         | FM    | 107.9 | C       | ClHts/Oldes | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Beasley Broadcast Group            | Greenville, NC          | Pitt              |
| WOOW         | AM    | 1340  | C       | Gospel      | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Rouse, James                       | Greenville, NC          | Pitt              |
| WWNB         | AM    | 1490  | C       | Black Gospl | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | CTC Media Group Inc                | New Bern, NC            | Craven            |
| WRNS         | FM    | 95.1  | C       | Country     | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | NextMedia Group Inc                | Kinston, NC             | Lenoir            |
| WTIB         | FM    | 94.3  | C       | News/Talk   | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Inner Banks Media LLC              | Farmville, NC           | Pitt              |
| WDLX         | AM    | 930   | C       | News/Talk   | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Pirate Media Group LLC             | Washington, NC          | Beaufort          |
| WRSV         | FM    | 92.1  | C       | Urban AC    | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Northstar Broadcasting Corporation | Rocky Mount, NC         | Nash              |
| WRHD         | FM    | 103.7 | C       | Country     | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Inner Banks Media LLC              | Williamston, NC         | Martin            |
| WSFL         | FM    | 106.5 | C       | Clsc Rock   | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Beasley Broadcast Group            | New Bern, NC            | Craven            |
| WVOT         | AM    | 1420  | C       | Gospel      | Greenville-New Bern-Jacksonville, NC | 08/04/2006 | 87            | Kingdom Expansion Corporation      | Wilson, NC              | Wilson            |
| WTOW         | AM    | 1320  | C       | Gospel      | Greenville-New Bern-Jacksonville, NC | 05/10/2006 | 87            | Rouse, James                       | Washington, NC          | Beaufort          |
| WXQR         | FM    | 105.5 | C       | Modern      | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | NextMedia Group Inc                | Jacksonville, NC        | Onslow            |
| WMGV         | FM    | 103.3 | C       | AC          | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Beasley Broadcast Group            | Newport, NC             | Carteret          |
| WXNR         | FM    | 99.5  | C       | Alternative | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Beasley Broadcast Group            | Grifton, NC             | Pitt              |
| WNBR         | FM    | 98.9  | C       | Country     | Greenville-New Bern-Jacksonville, NC | 11/08/2004 | 87            | Coastal Carolina Radio LLC         | Bethel, NC              | Pitt              |
| WNBB         | FM    | 97.9  | C       | Country     | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Coastal Carolina Radio LLC         | Bayboro, NC             | Pamlico           |
| WLGt         | FM    | 98.3  | C       | Gospel      | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Benfield, Ronald W.                | Washington, NC          | Beaufort          |
| WELS         | FM    | 102.9 | C       | Gospel      | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87            | Willis Broadcasting Corporation    | Kinston, NC             | Lenoir            |

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

"p" indicates pending sale to owner listed



## FCC Geographic Market Definition for Greenville-New

| Call Letters | AM/FM | Freq  | Type | Station | Format      | Home Market                          | Market     |          | City & State of License                  | County of License     |
|--------------|-------|-------|------|---------|-------------|--------------------------------------|------------|----------|--|-----------------------|
|              |       |       |      |         |             |                                      | Designn    | Home Mkt |  |                       |
|              |       |       |      |         |             |                                      | Date       | Rank     | Owner                                    |                       |
| WTKF         | FM    | 107.1 | C    | C       | Nws/Tik/Spt | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87       | Atlantic Ridge Telecasters Inc           | Atlantic, NC          |
| WNBU         | FM    | 94.1  | C    | C       | Oldies      | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87       | Inner Banks Media LLC                    | Oriental, NC          |
| WQSL         | FM    | 92.3  | C    | C       | Urban AC    | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87       | NextMedia Group Inc                      | Jacksonville, NC      |
| WLGD         | FM    | 98.7  | C    | C       | Mexican     | Wilmington, NC                       | 07/02/2003 | 161      | Capitol Broadcasting Company Inc         | Jacksonville, NC      |
| WLGJ         | FM    | 100.3 | NC   | NC      | Christian   | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87       | p Barinowski Investment Co LP            | Harkers Island, NC    |
| WZUP         | FM    | 104.7 | C    | C       | Mexican     | Greenville-New Bern-Jacksonville, NC | 08/01/2003 | 87       | Benfield, Ronald W.                      | La Grange, NC         |
| WKGJ         | FM    | 104.1 | NC   | NC      | ChrsContem  | Greenville-New Bern-Jacksonville, NC | 02/29/2008 | 87       | Educational Media Foundation             | Swansboro, NC         |
| WAAE         | FM    | 91.9  | NC   | NC      | Christian   | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87       | American Family Association Incorporated | New Bern, NC          |
| WAGO         | FM    | 88.7  | NC   | NC      | Christian   | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87       | Pathway Christian Academy Inc            | Snow Hill, NC         |
| WBJD         | FM    | 91.5  | NC   | NC      | News/Info   | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87       | Craven Community College Board Trustees  | Atlantic Beach, NC    |
| WKNS         | FM    | 90.3  | NC   | NC      | News/Info   | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87       | Craven Community College Board Trustees  | Kinston, NC           |
| WOTJ         | FM    | 90.7  | NC   | NC      | Gospel      | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87       | Grace Christian School                   | Morehead City, NC     |
| WTEB         | FM    | 89.3  | NC   | NC      | Clsci/News  | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87       | Craven Community College Board Trustees  | New Bern, NC          |
| WZMB         | FM    | 91.3  | NC   | NC      | Variety     | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87       | E Carolina University Media Board        | Greenville, NC        |
| WSTK         | FM    | 104.5 | C    | C       | Oldies      | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87       | Benfield, Ronald W.                      | Aurora, NC            |
| WZPE         | FM    | 90.1  | NC   | NC      | Classical   | Greenville-New Bern-Jacksonville, NC | 10/11/2004 | 87       | Educational Information Corporation      | Bath, NC              |
| WXBE         | FM    | 88.3  | NC   | NC      | Christian   | Greenville-New Bern-Jacksonville, NC | 05/16/2005 | 87       | American Family Association Incorporated | Beaufort, NC          |
| WZGO         | FM    | 91.1  | NC   | NC      | Christian   | Greenville-New Bern-Jacksonville, NC | 10/14/2005 | 87       | Pathway Christian Academy Inc            | Aurora, NC            |
| WECU         | AM    | 1570  | C    | C       | Black Gospl | Greenville-New Bern-Jacksonville, NC | 02/08/2006 | 87       | CTC Media Group Inc                      | Winterville, NC       |
| WSTK         | AM    | 1400  | C    | C       | Variety     | Greenville-New Bern-Jacksonville, NC | 11/26/2008 | 87       | Benfield, Ronald W.                      | Jacksonville, NC      |
| WJKA         | FM    | 90.1  | NC   | NC      | Christian   | Greenville-New Bern-Jacksonville, NC | 06/03/2008 | 87       | American Family Association Incorporated | Jacksonville, NC      |
| WZNB         | FM    | 88.5  | NC   | NC      | News/Info   | Greenville-New Bern-Jacksonville, NC | 07/02/2003 | 87       | Craven Community College Board Trustees  | New Bern, NC          |
| WBNK         | FM    | 92.7  | C    | C       | ChrsContem  | Greenville-New Bern-Jacksonville, NC | 01/01/2009 | 87       | Tower Investment Trust Inc               | Pine Knoll Shores, NC |

Number of Stations in Geographic Market 57

### Previous Stations in Geographic Market

|      |    |       |   |   |             |                |            |     |                                  |                  |             |
|------|----|-------|---|---|-------------|----------------|------------|-----|----------------------------------|------------------|-------------|
| WFMC | AM | 730   | C | C | Black Gospl |                | 05/22/2006 | 0   | Curtis Media Group               | Goldsboro, NC    | Wayne       |
| WEQR | FM | 97.7  | C | C | AC          |                | 04/09/2008 | 0   | Curtis Media Group               | Walnut Creek, NC | Wayne       |
| WILT | FM | 104.5 | C | C | AC          | Wilmington, NC | 08/05/2005 | 161 | Capitol Broadcasting Company Inc | Wilmington, NC   | New Hanover |

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

"p" indicates pending sale to owner listed