

RADIO MARKET ANALYSIS
WVKX-FM RADIO, LLC
WVKX RADIO STATION
IRWINTON, GEORGIA
WXKO RADIO STATION
FORT VALLEY, GEORGIA
April 2008

TECHNICAL STATEMENT

1. This technical statement and attached exhibits were prepared on behalf of WVKX-FM Radio, LLC (“WRL”). WRL is the proposed assignee of station WVKX, Channel 279A, Irwinton, Georgia¹ and WXKO, 1150 kHz, Fort Valley, Georgia. Principals of WRL also have an attributable interest in the license of FM station WFXM, Channel 296A, Gordon, Georgia. WXKO is licensed to a community within a metro county in the Macon, Georgia Arbitron Market. WVKX and WFXM are not licensed to a metro county in any Arbitron market, but have city grade contour overlap.² Further, WFXM is considered “home” to the Macon, Georgia Arbitron market. Therefore, this review will verify compliance of commonly owned stations in both rated and non-rated markets.

MACON, GEORGIA ARBITRON/BIA MARKET REVIEW

2. As shown on Exhibit #1, there are thirty AM and FM (commercial and non-commercial) stations listed in the Macon, Georgia Arbitron Market (Market #155). WRL would control two stations (one AM and one FM) in the market. The number of stations indicated falls

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- 1) There is a pending application proposing a relocation of WVKX to a new site, which is also considered in this instant review.
- 2) Since neither of the FM contours reach the WXKO contour, it is not considered in the non-rated market for the purposes of the analysis.

in the thirty to forty-four stations tier of §73.3555(a)(1)(ii) of the Commission's rules. At this level, common ownership or control of up to seven stations, with no more than four in the same service, is permissible. Therefore, WRL is in compliance in the rated Macon, Georgia market.

REVISED CONTOUR OVERLAP ANALYSIS

3. Since the WVKX (licensed and application) and WFXM city grade contours overlap, a study has been conducted to verify that the ownership of these two stations, in conjunction with the other stations in the immediate area in which WRI has an interest, is in compliance with the Commission's revised contour overlap rules. The city grade contours of all the subject stations are shown on Exhibit #2. The city grade contours of the two FM stations will establish the "Radio Market Boundary". No stations with transmitters located more than 92.0 kilometers from the boundary of the common overlap of subject stations will be considered. Further, no other facility controlled by WRI will be considered as a market contributor, unless it is a subject station in the radio market under study.

4. Exhibit #3 is a depiction of the AM and FM stations (commercial and non-commercial) providing service to the Radio Market boundary, including the two subject stations. A total of five stations is shown. Exhibit #4 is a tabulation of the stations in the Radio Market. The number of stations indicated falls in the fourteen or fewer stations tier of §73.3555(a)(1)(iv) of the Commission's rules.³ At this level, common ownership or control of up to five stations,

3) There are additional stations providing service to the market, but they were not considered since the stations identified are sufficient to allow for common control of the stations that will be commonly owned.

with no more than three in the same service, is permissible, provided the number of stations to be commonly held does not exceed more than 50% of the stations in the subject market. Therefore, WRI is in compliance in the revised contour overlap market.

5. Based on the compliance shown in both the rated and non-rated markets, the proposed assignment of WVKX and WXKO to WRI is in compliance with the Commission's rules, as it relates to the markets reviewed.

6. The foregoing technical statement was prepared on behalf of WVKX-FM Radio, LLC by Graham Brock, Inc., its Technical Consultants. All information contained herein is true and accurate to the best of our belief and knowledge. All data relating to AM and FM facilities in the relevant BIA/Arbitron market was determined using the BIA Financial Network, Inc., Media Access Pro, Version 4.2. BIA database. Technical data related to AM and FM facilities was extracted from the Commission's CDBS database. We assume no liability for errors or omissions in either database which may be adverse to the information contained herein.



FCC Geographic Market Definition for Macon, GA

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WBML	AM	900	C	Religion	Macon, GA	07/02/2003	155	Rodgers Broadcasting Corp	Macon, GA	Bibb
WRPG	FM	103.9	C	Talk	Macon, GA	08/18/2004	155	Georgia Eagle Broadcasting Inc	Hawkinsville, GA	Pulaski
WNNG	AM	1350	C	Adlt Stndrd	Macon, GA	07/02/2003	155	Georgia Eagle Broadcasting Inc	Warner Robins, GA	Houston
WDDO	AM	1240	C	Black Gospl	Macon, GA	07/02/2003	155	p Cumulus	Macon, GA	Bibb
WDEN	FM	99.1	C	Country	Macon, GA	07/02/2003	155	p Cumulus	Macon, GA	Bibb
WQXZ	FM	98.3	C	Oldies	Macon, GA	08/05/2005	155	Georgia Eagle Broadcasting Inc	Pinehurst, GA	Dooly
WQMJ	FM	100.1	C	R&B Oldies	Macon, GA	07/02/2003	155	Roberts Communications	Forsyth, GA	Monroe
WIBB	AM	1280	C	Black Gospl	Macon, GA	07/02/2003	155	p Clear Channel	Macon, GA	Bibb
WMAC	AM	940	C	Nws/Tlk/Spt	Macon, GA	07/02/2003	155	p Cumulus	Macon, GA	Bibb
WAYS	AM	1500	C	Oldies	Macon, GA	07/02/2003	155	p Cumulus	Macon, GA	Bibb
WNEX	AM	1400	C	Children	Macon, GA	07/02/2003	155	Register Communications Inc	Macon, GA	Bibb
WPEZ	FM	93.7	C	AC/LtRck	Macon, GA	07/02/2003	155	p Cumulus	Jeffersonville, GA	Twiggs
WPGA	AM	980	C	Children	Macon, GA	07/02/2003	155	Register Communications Inc	Perry, GA	Houston
WPGA	FM	100.9	C	Hot AC	Macon, GA	07/02/2003	155	Register Communications Inc	Perry, GA	Houston
WIFN	FM	105.5	C	Sports	Macon, GA	07/02/2003	155	p Cumulus	Macon, GA	Bibb
WQBZ	FM	106.3	C	Rock	Macon, GA	07/02/2003	155	p Clear Channel	Fort Valley, GA	Peach
WFXM	FM	107.1	C	Hip Hop	Macon, GA	07/02/2003	155	WFXM-FM Radio LLC	Gordon, GA	Wilkinson
WVVM	AM	1670	C	Talk	Macon, GA	04/24/2006	155	p Clear Channel	Dry Branch, GA	Twiggs
WRBV	FM	101.7	C	Urban/AC	Macon, GA	07/02/2003	155	p Clear Channel	Warner Robins, GA	Houston
WXKO	AM	1150	C	Black Gospl	Macon, GA	07/02/2003	155	Roberts Communications	Fort Valley, GA	Peach
WIBB	FM	97.9	C	Urban AC	Macon, GA	07/02/2003	155	p Clear Channel	Fort Valley, GA	Peach
WEBL	FM	102.5	C	Country	Macon, GA	07/02/2003	155	p Aloha Station Trust LLC	Warner Robins, GA	Houston
WLZN	FM	92.3	C	HpHop/Rhy	Macon, GA	07/02/2003	155	p Cumulus	Macon, GA	Bibb
WPCH	FM	96.5	C	AdHts/Top4	Macon, GA	07/02/2003	155	p Aloha Station Trust LLC	Gray, GA	Jones
WMGB	FM	95.1	C	Top 40	Macon, GA	07/02/2003	155	p Knoblauch, Scott	Montezuma, GA	Macon
WQSA	FM	99.9	C	AC	Macon, GA	07/02/2003	155	Georgia Eagle Broadcasting Inc	Unadilla, GA	Dooly
WJTG	FM	91.3	NC	Christian	Macon, GA	07/02/2003	155	Family Life Communications Inc	Fort Valley, GA	Peach
WPWB	FM	90.5	NC	Christian	Macon, GA	07/02/2003	155	Augusta Radio Fellowship Institute	Byron, GA	Peach
WBKG	FM	88.9	NC	Christian	Macon, GA	07/02/2003	155	American Family Association Incorporated	Macon, GA	Bibb
WJDS	FM	88.7	NC	Span/Chrst	Macon, GA	01/08/2004	155	Augusta Radio Fellowship Institute	Sparta, GA	Hancock

Number of Stations in Geographic Market 30

Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed



FCC Geographic Market Definition for Macon, GA

Call Letters	AM/ FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WXJO	AM	1120	C	DARK	Atlanta, GA	07/03/2006	8	Exponent Broadcasting Inc	Gordon, GA	Wilkinson
WWWD	FM	102.1	C	ChrsContem		05/20/2005	0	Flinn Broadcasting Corporation	Bolingbroke, GA	Monroe

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

"p" indicates pending sale to owner listed

Graham Brock, Inc. - Broadcast Technical Consultants

WVKX

BLH-19990315KC
Latitude: 32-52-48 N
Longitude: 083-11-07 W
ERP: 6.00 kW
Channel: 279A
Frequency: 103.7 MHz
AMSL Height: 200.0 m
Horiz. Pattern: Omni
Vert. Pattern: No
Prop Model : FCC

WVKX.A

BPH-20080317AGB
Latitude: 32-50-19.50 N
Longitude: 083-19-53.30 W
ERP: 4.68 kW
Channel: 279A
Frequency: 103.7 MHz
AMSL Height: 234.4 m
Horiz. Pattern: Directional
Vert. Pattern: No
Prop Model : FCC

WXKO

Latitude: 32-34-34 N
Longitude: 083-54-17 W
ERP: 1.00 kW
Frequency: 1150.0 KHz
Prop Model : FCC/M3

WFXM

BLH-20061016AEC
Latitude: 32-50-55 N
Longitude: 083-28-29 W
ERP: 3.00 kW
Channel: 296A
Frequency: 107.1 MHz
AMSL Height: 271.0 m
Horiz. Pattern: Omni
Vert. Pattern: No
Prop Model : FCC

WFXM 3.16 mV/m

WVKX 3.16 mV/m

WVKX APP 3.16 mV/m

WXKO 5.0 mV/m

Scale 1:650,000

0 9 18 27 km

EXHIBIT #2
RADIO MARKET ANALYSIS
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IRWINTON, GEORGIA
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Graham Brock, Inc. - Broadcast Technical Consultants

RADIO MARKET BOUNDARY

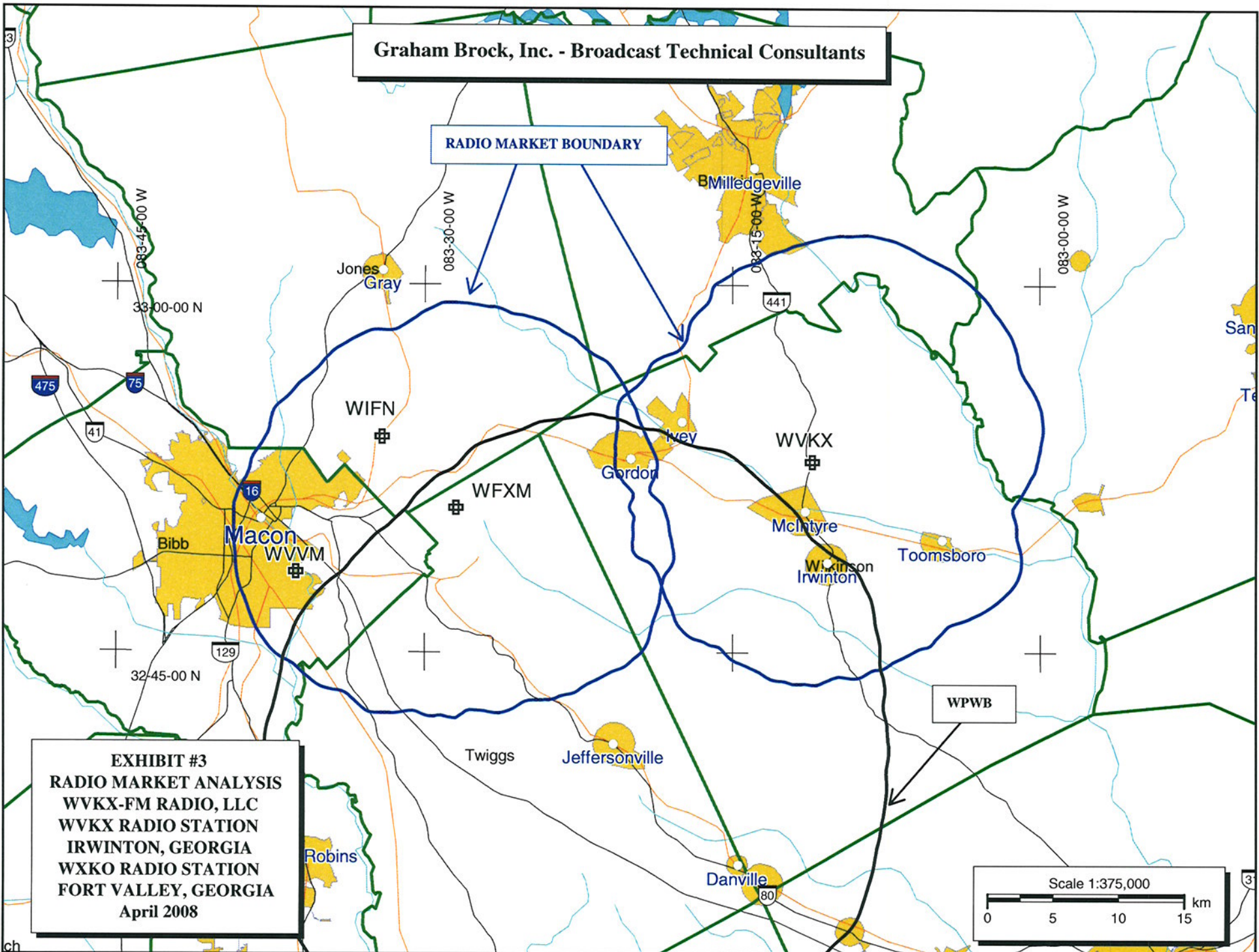
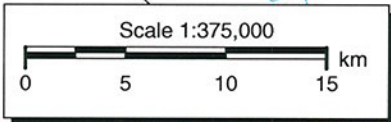


EXHIBIT #3
RADIO MARKET ANALYSIS
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EXHIBIT #4

Tabulation of Stations in Radio Market

AM Stations

WVVM	1670 kHz	Dry Branch, Georgia
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Total AM Stations - 1

FM Stations

+	WPWB	Ch 213C2	Bryon, Georgia
*	WVKX	Ch 279A	Irwinton, Georgia
	WIFN	Ch 288C3	Macon, Georgia
*	WFXM	Ch 296A	Gordon, Georgia

Total FM Stations - 4

GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 5

- * Subject station.
- + Station provides city grade contour to market.

AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT

State of Georgia)
St. Simons Island) ss:
County of Glynn)

JEFFERSON G. BROCK, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by WVKX-FM Radio, LLC to prepare the attached Technical Exhibit.

His qualifications are a matter of record before the Federal Communications Commission. _____
He has been active in Broadcast Engineering since 1979.

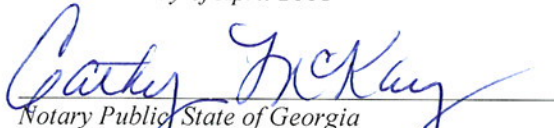
The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

This the 9th day of April 2008.



Jefferson G. Brock
Affiant

*Sworn to and subscribed before me
this the 9th day of April 2008*



Notary Public, State of Georgia
My Commission Expires: March 18, 2011