

**RADIO MARKET ANALYSIS**  
**TAMA RADIO LICENSES**  
**OF JACKSONVILLE, FL, INC.**  
**WJSJ - YULEE, FLORIDA**  
**WSJF - ST. AUGUSTINE BEACH, FLORIDA**  
**WHJX - BALDWIN, FLORIDA**  
**March 2006**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared of behalf of Tama Radio Licenses of Jacksonville, FL, Inc. ("Tama"), licensee of WJSJ, Channel 287A, Fernandina Beach, Florida; WSJF, Channel 288C3, St. Augustine Beach, Florida; and WHJX, Channel 289C3, Baldwin, Florida. Tama is submitting minor change applications for all three stations, therefore a Radio Market Analysis is needed. WJSJ, WSJF and WHJX are each licensed to a community within a metro county in the Jacksonville, Florida Arbitron market (Market #48).<sup>1</sup> Since the three FM stations are located in the same Arbitron market, an analysis based on the stations in a rated market is necessary.

2. As shown on Exhibit #1, there are forty-five AM and FM (commercial and non-commercial) stations listed in the Jacksonville, Florida Arbitron Market. Tama would remain in control of three FM stations in the market. The number of stations indicated falls in the forty-five or more stations tier of §73.3555(a)(1)(i) of the Commission's rules. At this level, common ownership or control of up to eight stations, with no more than five in the same service, is permissible. Therefore, the minor change applications for WJSJ, WSJF and WHJX are believed to be in compliance with the Commission's radio ownership rules for rated markets.

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1) WJSJ is changing its community of license to Yulee, Florida. Yulee, Florida is located within Nassau County, a metro county within the Jacksonville, Florida market.

3. The foregoing technical statement was prepared on behalf of Tama Radio Licenses of Jacksonville, FL, Inc., 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 4.0. BIA database. We assume no liability for errors or omissions in the database which may be adverse to the information contained herein.



## 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
WAOC	AM	1420	C	Country	Jacksonville, FL	07/02/2003	48	p Phillips Broadcasting LLC	St. Augustine, FL	St Johns
WAPE	FM	95.1	C	Top 40	Jacksonville, FL	07/02/2003	48	Cox Radio Inc	Jacksonville, FL	Duval
WAYL	FM	91.9	NC	CCtmp/Talk	Jacksonville, FL	07/02/2003	48	New Covenant Educators	St. Augustine, FL	St Johns
WAYR	AM	550	NC	Relgn/Talk	Jacksonville, FL	07/02/2003	48	Good Tidings Trust Inc	Orange Park, FL	Clay
WBGB	FM	106.5	C	ChrsContem	Jacksonville, FL	07/02/2003	48	Salem Communications Corporation	Ponte Vedra Beach, FL	St Johns
WBWL	AM	600	C	Children	Jacksonville, FL	07/02/2003	48	ABC/Disney	Jacksonville, FL	Duval
WCGL	AM	1360	C	Gospel	Jacksonville, FL	07/02/2003	48	Maiden,D & Battle,B	Jacksonville, FL	Duval
WCRJ	FM	88.1	NC	ChrsContem	Jacksonville, FL	07/02/2003	48	Delmarva Educational Association	Jacksonville, FL	Duval
WEJZ	FM	96.1	C	Lite AC	Jacksonville, FL	07/02/2003	48	Renda Broadcasting Corporation	Jacksonville, FL	Duval
WEWC	AM	1160	C	Tropical	Jacksonville, FL	07/02/2003	48	p Norsan Consulting and Management Inc	Callahan, FL	Nassau
WFCF	FM	88.5	NC	Variety	Jacksonville, FL	07/02/2003	48	Flagler College	St. Augustine, FL	St Johns
WFKS	FM	97.9	C	CHR	Jacksonville, FL	07/02/2003	48	Clear Channel Communications	Neptune Beach, FL	Duval
WFOY	AM	1240	C	Nws/Tlk/Spt	Jacksonville, FL	07/02/2003	48	p Phillips Broadcasting LLC	St. Augustine, FL	St Johns
WFXJ	AM	930	C	Sports	Jacksonville, FL	07/02/2003	48	Clear Channel Communications	Jacksonville, FL	Duval
WFYV	FM	104.5	C	Clsc Rock	Jacksonville, FL	07/02/2003	48	Cox Radio Inc	Atlantic Beach, FL	Duval
WGNE	FM	99.9	C	Country	Jacksonville, FL	08/03/2005	48	Renda Broadcasting Corporation	Middleburg, FL	Clay
WHJX	FM	105.7	C	Urban AC	Jacksonville, FL	07/02/2003	48	Tama Broadcasting Inc	Baldwin, FL	Duval
WIOJ	AM	1010	C	Talk/Varty	Jacksonville, FL	07/02/2003	48	McEntee Broadcasting of Florida Incorporated	Jacksonville Beach, FL	Duval
WJAX	AM	1220	C	Big Band	Jacksonville, FL	07/02/2003	48	Jones College	Jacksonville, FL	Duval
WJBT	FM	92.7	C	RhyBl/UrCH	Jacksonville, FL	07/02/2003	48	Clear Channel Communications	Green Cove Springs, FL	Clay
WJCT	FM	89.9	NC	News/Info	Jacksonville, FL	07/02/2003	48	WJCT Inc	Jacksonville, FL	Duval
WJFR	FM	88.7	NC	Religion	Jacksonville, FL	07/02/2003	48	Family Stations Inc	Jacksonville, FL	Duval
WJGL	FM	96.9	C	Clsc Hits	Jacksonville, FL	07/02/2003	48	Cox Radio Inc	Jacksonville, FL	Duval
WJGR	AM	1320	C	News/Talk	Jacksonville, FL	07/02/2003	48	Salem Communications Corporation	Jacksonville, FL	Duval
WJSJ	FM	105.3	C	Smooth Jazz	Jacksonville, FL	07/02/2003	48	Tama Broadcasting Inc	Fernandina Beach, FL	Nassau
WJXR	FM	92.1	C	Talk	Jacksonville, FL	07/02/2003	48	Perich, Gregory G	MacClenny, FL	Baker
WKQL	FM	100.7	C	Oldies	Jacksonville, FL	07/02/2003	48	Renda Broadcasting Corporation	Brunswick, GA	Glynn
WKTZ	FM	90.9	NC	Btfl Music	Jacksonville, FL	07/02/2003	48	Jones College	Jacksonville, FL	Duval
WMXQ	FM	102.9	C	80s Hits	Jacksonville, FL	07/02/2003	48	Cox Radio Inc	Jacksonville, FL	Duval
WNLE	FM	91.7	NC	Gospel	Jacksonville, FL	07/02/2003	48	Nassau Baptist Ministries Inc	Fernandina Beach, FL	Nassau
WNNR	AM	970	C	Spanish AC	Jacksonville, FL	07/02/2003	48	Norsan Consulting and Management Inc	Jacksonville, FL	Duval
WOKV	AM	690	C	Nws/Tlk/Spt	Jacksonville, FL	07/02/2003	48	Cox Radio Inc	Jacksonville, 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
WPLA	FM	107.3	C	New Rock	Jacksonville, FL	07/02/2003	48	Clear Channel Communications	Jacksonville, FL	Duval
WQIK	FM	99.1	C	Country	Jacksonville, FL	07/02/2003	48	Clear Channel Communications	Jacksonville, FL	Duval
WQOP	AM	1600	NC	Christian	Jacksonville, FL	07/02/2003	48	Queen of Peace Radio Incorporated	Atlantic Beach, FL	Duval
WROO	FM	93.3	C	Country	Jacksonville, FL	07/02/2003	48	Clear Channel Communications	Callahan, FL	Nassau
WROS	AM	1050	C	Christian	Jacksonville, FL	07/02/2003	48	Hall, Elwyn V.	Jacksonville, FL	Duval
WSJF	FM	105.5	C	Smooth Jazz	Jacksonville, FL	07/02/2003	48	Tama Broadcasting Inc	St. Augustine Beach, FL	St Johns
WSOL	FM	101.5	C	Urban AC	Jacksonville, FL	07/02/2003	48	Clear Channel Communications	Brunswick, GA	Glynn
WSOS	FM	94.1	C	Lite AC	Jacksonville, FL	07/02/2003	48	Renda Broadcasting Corporation	St. Augustine, FL	St Johns
WSOS	AM	1170	C	Tropical	Jacksonville, FL	07/02/2003	48	Norsan Consulting and Management Inc	St. Augustine Beach, FL	St Johns
WVOJ	AM	1570	C	Mexican	Jacksonville, FL	07/02/2003	48	Norsan Consulting and Management Inc	Fernandina Beach, FL	Nassau
WYMM	AM	1530	C	Talk/Gosp	Jacksonville, FL	07/02/2003	48	Word Broadcasting	Jacksonville, FL	Duval
WZAZ	AM	1400	C	Gospel	Jacksonville, FL	07/02/2003	48	Salem Communications Corporation	Jacksonville, FL	Duval
WZNZ	AM	1460	C	Sports	Jacksonville, FL	07/02/2003	48	Salem Communications Corporation	Jacksonville, FL	Duval

**Number of Stations in Geographic Market 45**

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

"p" indicates pending sale to owner listed

**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 Tama Radio Licenses of Jacksonville, FL, Inc., 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 25th day of March 2006.*

  
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Jefferson G. Brock  
Affiant

*Sworn to and subscribed before me  
this the 25th day of March 2006*

  
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Notary Public, State of Georgia  
My Commission Expires: September 3, 2007