

ENGINEERING STATEMENT
RADIO MULTIPLE OWNERSHIP ANALYSIS

This radio multiple ownership analysis was prepared on behalf of Debut Broadcasting Mississippi, Inc. to consider the acquisition of FM station WBBV(FM) at Vicksburg, Mississippi, and an LMA with KLSM(FM) at Tallulah, Louisiana. The stations were considered under the FCC “Interim” contour analysis method, as the stations are located outside of any Arbitron market.* Below is a tabulation of facilities for each station.

Call Sign / Facility ID	Location	Facilities
KLSM(FM) / 60001 Licensed Facility	Tallulah, LA	Channel 285A 3 kW 91 m
KLSM(FM) / 60001 Authorized CP Facility	Tallulah, LA	Channel 283C3 7 kW 59.8 m
WBBV(FM) / 5370 Licensed Facility	Vicksburg, MS	Channel 267C3 13 kW 120 m

The principal community contours of these stations are depicted on a map included herein as Figure 1. Since the principal community contour (3.16 mV/m for FM stations) of the KLSM(FM) licensed or authorized construction permit facility is involved in overlap with WBBV(FM)’s principal community contour, an ownership study was prepared in accordance with the Federal Communications Commission multiple ownership rules as outlined in Section 73.3555.

Radio Market

The “radio market” applicable to common ownership of the subject stations are defined as the area encompassed by the mutually overlapping principal community contours of the stations proposed to be commonly owned. Please note that in this situation Debut is, as noted above, acquiring only one of the stations WBBV and has an LMA for the other station KLSM, said LMA being an attributable interest under the Commission's Rules. There is one new “radio market” to consider. The table below lists the defined market:

* See Report and Order and Notice of Proposed Rulemaking, MB Docket 02-277, FCC 03-127, Released July 2, 2003.

Defined Radio Market	Stations that Define Radio Market	
	AM Stations	FM Stations
Market 1	--	KLSM(FM)(Licensed or CP Facility) and WBBV(FM)

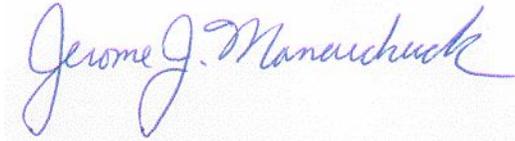
Count of Stations in the Defined Market

The number of radio stations in a “radio market” is determined by counting the operating stations having principal community contours that overlap or intersect the principal community contours, which define the radio market. Only those stations located within 92 km of the perimeter of the mutual overlap area of the defined market area were employed in the count of stations. The results of the analysis are tabulated below:

Defined Radio Market	Total Number of Stations in the Radio Market
Market 1	6 AM, 14 FM; 20 Total

Figure 2 is a tabulation of other stations in the defined market. Only known licensed, operating stations were employed for the study. It is noted that there are 20 total stations in the defined market regardless of which KLSM(FM) facility is considered. Distances to the AM coverage contours were predicted using the antenna patterns as identified in the Commission’s AM database and the appropriate Ground Wave Field Strength versus Distance Graph of 47 CFR 73.184. Ground conductivity data were obtained from FCC Figure M3. Distances to the FM contours were determined based on the method of 47 CFR 73.313. Terrain data was derived from the USGS 3-second computer database for each of the FM stations using radials evenly-spaced every 10 degrees of azimuth.

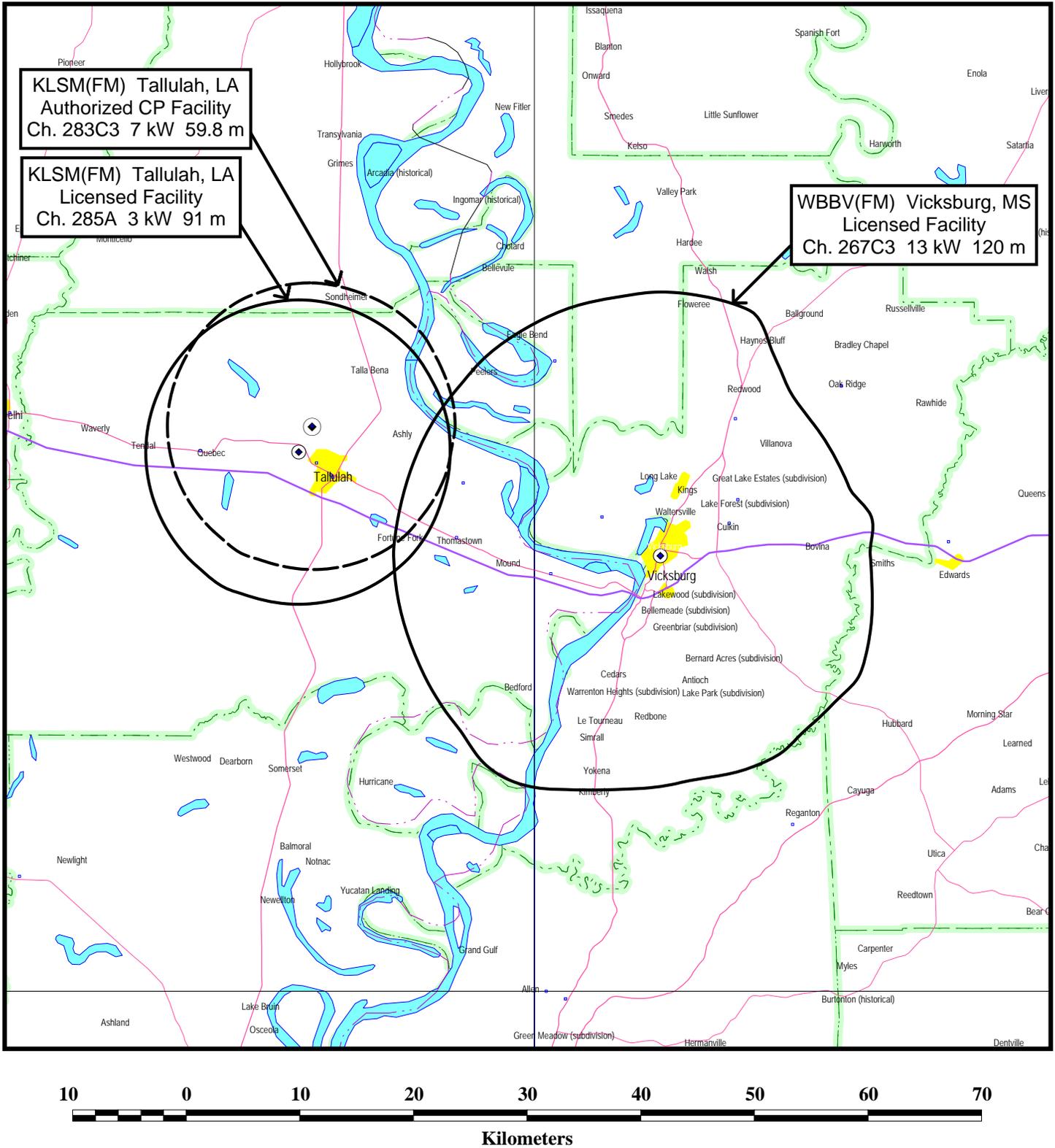
Based on the above, the acquisition of FM station WBBV(FM) at Vicksburg, Mississippi and LMA of station KLSM(FM) at Tallulah, Louisiana complies with Section 73.3555(a) of the FCC Rules.



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PRINCIPAL COMMUNITY CONTOURS OF SUBJECT STATIONS

Debut Broadcasting Mississippi, Inc.

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TECHNICAL STATEMENT
 RADIO MULTIPLE OWNERSHIP ANALYSIS
 DEBUT BROADCASTING MISSISSIPPI, INC.

Tabulation of Other Stations Defined in Radio Market 1

<u>Call Sign</u>	<u>Community of License</u>	<u>State</u>	<u>Frequency</u>
WJDX	JACKSON	MS	620 kHz
WIIN	RIDGELAND	MS	780
WTWZ	CLINTON	MS	1120
KBYO	TALLULAH	LA	1360
WQBC	VICKSBURG	MS	1420
WVBG	VICKSBURG	MS	1490
WATU	PORT GIBSON	MS	89.3 MHz
WMPN-FM	JACKSON	MS	91.3
WWJK	JACKSON	MS	94.7
WHLH	JACKSON	MS	95.5
WUSJ	MADISON	MS	96.3
KTJZ	TALLULAH	LA	97.5
WJKK	VICKSBURG	MS	98.7
WJMI	JACKSON	MS	99.7
WRTM-FM	PORT GIBSON	MS	100.5
WMSI-FM	JACKSON	MS	102.9
WVBG-FM	REDWOOD	MS	105.5
WSTZ-FM	VICKSBURG	MS	106.7