

TECHNICAL STATEMENT  
RADIO OWNERSHIP ANALYSIS

This statement and the attached figures were prepared on behalf of CC Licenses, LLC ("CCLL"), a licensee subsidiary of Clear Channel Communications, Inc. ("CCC"). CCLL proposes to modify the facilities of WEGR(FM) to effectuate the change of community of license from Memphis to Arlington, TN, authorized in MB Docket No. 05-140. A local radio ownership analysis was prepared considering the following radio stations under present or proposed common ownership, time brokerage or joint sales.<sup>1</sup>

Table 1: Proposed Commonly Owned, Brokered or Jointly-Sold Stations Studied and Associated Arbitron Metro<sup>2</sup> Information

Calls	Fac ID	Band	Community	County	State	Geographic Arbitron Market	Declared Arbitron Market
WEGR	58397	FM	Arlington	Shelby	TN	Memphis, TN	Memphis, TN
KJMS	35874	FM	Olive Branch	De Soto	MS	Memphis, TN	Memphis, TN
WDIA	69569	AM	Memphis	Shelby	TN	Memphis, TN	Memphis, TN
WHAL-FM	58399	FM	Horn Lake	De Soto	MS	Memphis, TN	Memphis, TN
WHRK	54916	FM	Memphis	Shelby	TN	Memphis, TN	Memphis, TN
WREC	58396	AM	Memphis	Shelby	TN	Memphis, TN	Memphis, TN

Since certain of these stations have overlapping principal community contours (5 mV/m for AM stations, 3.16 mV/m for FM stations), or are located in, or home to, the same Arbitron Metro Markets, an ownership study has been prepared in accordance with the Federal Communications Commission's local radio ownership rule.<sup>3</sup>

CCC does not have an attributable interest in any other radio station with a principal community contour that overlaps or intersects the principal community contour of WEGR(FM) as proposed, or which is located in the same Arbitron Metro<sup>4</sup> as WEGR(FM). The community of license of WEGR(FM) is located within the Memphis, TN Arbitron Metro, and WEGR(FM) is reported by BIA as being "Home" to that Metro only. Contour overlap of the station to be modified, as depicted in Figure 1, also occurs with commonly-owned stations whose communities of license are located in the Memphis, TN Arbitron Metro market.

Arbitron Market Study

WEGR(FM) is reported by BIA as being "Home" to the Memphis, TN Arbitron Metro. This proposal is in compliance with the local radio ownership rules for that Arbitron Metro, as evidenced by Table 2 below:

<sup>1</sup> None of the following stations are attributable by virtue of a time brokerage agreement or joint sales agreement.

<sup>2</sup> Arbitron data presented herein is obtained from BIA's "Media Access Pro."

<sup>3</sup> See 47 C.F.R. § 73.3555(a).

<sup>4</sup> A station is considered to be "located in an Arbitron Metro" if the station's community of license is located within the boundaries of that Metro, or, the station is listed as "Home" to that Metro by BIA.

Table 2 - Stations Considered to be in the  
Memphis, TN Arbitron Metro<sup>5</sup>

Count	Calls	Fac ID	Band	Owner	Status <sup>6</sup>	Community	County
1	WCNA	50294	FM	Air South Radio Inc	g	Potts Camp	Marshall
2	KBCM	84785	FM	American Family Association Incorporated	b	Blytheville	Mississippi
3	KOUX	76841	FM	American Family Association Incorporated	b	Blytheville	Mississippi
4	WKRA	5333	AM	Autry, Billy	b	Holly Springs	Marshall
5	WKRA-FM	5334	FM	Autry, Billy	b	Holly Springs	Marshall
6	WCRV	6486	AM	Bott Radio Network	b	Collierville	Shelby
7	WBBP	6542	AM	Bountiful Blessings	b	Memphis	Shelby
8	WMC	19185	AM	CBS Radio	b	Memphis	Shelby
9	WMC-FM	59449	FM	CBS Radio	b	Memphis	Shelby
10	WMFS	4653	FM	CBS Radio	b	Bartlett	Shelby
11	WGKX	35009	FM	Citadel Communications	b	Memphis	Shelby
12	WMPW	33671	FM	Citadel Communications	b	Munford	Tipton
13	WRBO	7075	FM	Citadel Communications	a	Como	Panola
14	WXMX	35399	FM	Citadel Communications	b	Millington	Shelby
15	KJMS	35874	FM	Clear Channel Communications	b	Olive Branch	De Soto
16	WDIA	69569	AM	Clear Channel Communications	b	Memphis	Shelby
17	WEGR	58397	FM	Clear Channel Communications	b	Arlington	Shelby
18	WHAL-FM	58399	FM	Clear Channel Communications	b	Horn Lake	De Soto
19	WHRK	54916	FM	Clear Channel Communications	b	Memphis	Shelby
20	WREC	58396	AM	Clear Channel Communications	b	Memphis	Shelby
21	KWAM	35873	AM	Concord Media Group Incorporated	b	Memphis	Shelby
22	WKBL	57887	AM	Covington Broadcasting	b	Covington	Tipton
23	WKBQ	57886	FM	Covington Broadcasting	b	Covington	Tipton

<sup>5</sup> Source: BIA.

<sup>6</sup> Status: "a" -- the station is reported by BIA as "Home" to this Arbitron Metro; "g" -- the station's community of license is located within the geographic boundaries of this Arbitron Metro; "b" -- the station is both listed by BIA as "Home" to this Arbitron Metro, and its community of license is located in this Arbitron Metro.

24	WLRM	15670	AM	CPT&T Radio Station Inc	b	Millington	Shelby
25	KKLV	52903	FM	Educational Media Foundation	b	Turrell	Crittenden
26	WKVF	859	FM	Educational Media Foundation	b	Byhalia	Marshall
27	WPLX	52906	AM	Educational Media Foundation	b	Germantown	Shelby
28	WMBZ	2686	FM	Entercom	b	Germantown	Shelby
29	WRVR- FM	34375	FM	Entercom	b	Memphis	Shelby
30	WWTQ	34374	AM	Entercom	b	Memphis	Shelby
31	WMQM	42369	AM	F.W. Robbert Broadcasting	b	Lakeland	Shelby
32	WSTN	8062	AM	Family Worship Center Church Inc	b	Somerville	Fayette
33	WVIM- FM	16790	FM	First Broadcasting Investment Partners, LLC	a	Coldwater	Tate
34	KBUD	89397	FM	Flinn Broadcasting Corporation	a	Sardis	Panola
35	KXHT	5213	FM	Flinn Broadcasting Corporation	b	Marion	Crittenden
36	WAVN	2801	AM	Flinn Broadcasting Corporation	b	Southaven	De Soto
37	WGSF	65207	AM	Flinn Broadcasting Corporation	b	Memphis	Shelby
38	WHBQ	21727	AM	Flinn Broadcasting Corporation	b	Memphis	Shelby
39	WHBQ- FM	50330	FM	Flinn Broadcasting Corporation	b	Germantown	Shelby
40	WIVG	67247	FM	Flinn Broadcasting Corporation	a	Tunica	Tunica
41	WMPS	2802	AM	Flinn Broadcasting Corporation	b	Bartlett	Shelby
42	WOWW	21728	AM	Flinn Broadcasting Corporation	b	Germantown	Shelby
43	KCJF	78214	FM	Flinn, Catherine Joanna	b	Earle	Crittenden
44	WLOK	24214	AM	Gilliam Communications Inc	b	Memphis	Shelby
45	WQOX	41147	FM	Memphis City Schools	b	Memphis	Shelby
46	WYPL	13996	FM	Memphis Public Library & Info Center	b	Memphis	Shelby
47	WKNO- FM	41887	FM	Mid-South Public Communications Foundation	b	Memphis	Shelby
48	WURC	58271	FM	Rust College	b	Holly Springs	Marshall
49	KQPN	48749	AM	Simmons Media Group Inc	b	West Memphis	Crittenden
50	WEVL	61272	FM	Southern Communication Volunteers Inc	b	Memphis	Shelby
51	KAMJ	24666	FM	Sudbury Broadcast Group	b	Gosnell	Mississippi
52	KHLS	63607	FM	Sudbury Broadcast Group	b	Blytheville	Mississippi

53	KLCN	63606	AM	Sudbury Broadcast Group	b	Blytheville	Mississippi
54	KOSE	52902	AM	Sudbury Broadcast Group	b	Wilson	Mississippi
55	KQDD	52904	FM	Sudbury Broadcast Group	b	Osceola	Mississippi
56	WUMR	66625	FM	University of Memphis	b	Memphis	Shelby

Interim Contour-Overlap Analysis

Because the principal community of the station to be modified, and the communities of all commonly-owned or attributable stations with overlapping principal contours with the station to be modified, are located in an Arbitron Metro, an interim contour-overlap analysis is not required.

Radio - Television Multiple Ownership

A separate Radio-Television Cross Ownership Statement is being submitted with this application that demonstrates that the common ownership of two television stations and six radio stations in the subject DMA complies with Section 73.3555(c) of the FCC Rules.

Conclusions

In the Arbitron Metro Radio Market studied herein, there are at least 56 radio stations, including the subject commonly-owned 2-AM / 4-FM stations, which are home to the Memphis, TN Metro. This proposal does not affect the existing number of commonly-owned radio stations in the subject BIA Metro or DMA.

Based on the above, it is concluded that the proposed modification complies with Section 73.3555(a) of the FCC Rules.

Respectfully submitted,

Troy G. Langham  
 FCC Engineering Supervisor  
 June 21, 2006

Figure 1

