

Multiple Ownership Analysis¹

This application seeks a construction permit to modify the license of WNMB (AM), North Myrtle Beach, SC (FCC Facility ID#49985) to a new licensed transmitter site. The city of license will remain North Myrtle Beach, SC, but the signal coverage of the station will increase. There is no change in ownership or number of stations owned by licensee. The analysis considers the existing attributable stations on a market basis for purposes of determining compliance with the multiple ownership limits set forth in 47 C.F.R. §73.3555(a).

Myrtle Beach, SC Rated Market

Myrtle Beach, SC is #130 Nielsen/Arbitron Rated Market, and has at least 30 full power commercial and noncommercial AM and FM stations. See Exhibit A. Under 47 C.F.R. §73.3555(a)(1)(ii)², in a market with between 30 and 44 such stations, a party may own, operate or control up to 7 commercial radio stations, not more than 4 of which are in the same service. The licensee owns the following commercial full power station and FM translator facilities in the subject market:

Fac ID	Call Sign	City of License	Service
49985	WNMB	NORTH MYRTLE BEACH SC	AM
202622	W267DE	NORTH MYRTLE BEACH SC	FX
147982	W255BZ	MYRTLE BEACH, SC	FX
148009	W272CV	MYRTLE BEACH, SC	FX

Licensee's affiliated and attributable entity, Colonial Media and Entertainment, LLC, owns the following commercial full power station and FM translator facilities in the subject market:

Fac ID	Call Sign	City of License	Service
41499	WMIR	ATLANTIC BEACH SC	AM
88011	W278CB	CONWAY SC	FX
138264	W238CJ	ATLANTIC BEACH SC	FX

Thus, licensee has attributed to it two (2) AM stations and five (5) FX translators in the subject market and is and will remain in compliance with the radio multiple ownership rules in 47 C.F.R. §73.3555(a).

Furthermore, all other primary stations owned by licensee or its affiliated entity are located in the Fayetteville, NC market and have no contour overlap with the commonly owned stations in the Myrtle Beach, SC market, as shown on Exhibit "B".

¹ Compliance for this transaction is analyzed herein in accordance with the FCC's 2016 multiple ownership rules, as reinstated and revised in the FCC's December 20, 2019 Order, DA 19-1303. For

clarity, the transaction does not implicate the reinstated “eight voices” test, prohibition on top-four combinations in the local television rules; newspaper/broadcast cross-ownership rules; or attribution of joint sales agreements.

2 § 73.3555 Multiple ownership.

(a)(1) Local radio ownership rule. A person or single entity (or entities under common control) may have a cognizable interest in licenses for AM or FM radio broadcast stations in accordance with the following limits:

(i) In a radio market with 45 or more full-power, commercial and noncommercial radio stations, not more than 8 commercial radio stations in total and not more than 5 commercial stations in the same service (AM or FM);

(ii) In a radio market with between 30 and 44 (inclusive) full-power, commercial and noncommercial radio stations, not more than 7 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM);

(iii) In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, not more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM); and

(iv) In a radio market with 14 or fewer full-power, commercial and noncommercial radio stations, not more than 5 commercial radio stations in total and not more than 3 commercial stations in the same service (AM or FM); provided, however, that no person or single entity (or entities under common control) may have a cognizable interest in more than 50% of the full-power, commercial and noncommercial radio stations in such market unless the combination of stations comprises not more than one AM and one FM station.

Exhibit A – Myrtle Beach, SC Radio Market



FCC Geographic Market Definition for Myrtle Beach, SC

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WAYS	AM	1050	C	Sprts/Talk	Myrtle Beach, SC	07/02/2003	130	Cumulus Media Holdings Inc	Conway, SC	Horry
WDAI	FM	98.5	C	Urban	Myrtle Beach, SC	07/02/2003	130	Cumulus Media Holdings Inc	Pawleys Island, SC	Georgetown
WEZV	FM	105.9	C	Soft AC	Myrtle Beach, SC	07/02/2003	130	Byrne Acquisition Group LLC	North Myrtle Beach, SC	Horry
WGHJ	FM	105.3	C	Christian	Myrtle Beach, SC	02/11/2005	130	Augusta Radio Fellowship Institute	Fair Bluff, NC	Columbus
WGTV	AM	1400	C	Country	Myrtle Beach, SC	07/02/2003	130	Waccamaw Broadcasting LLC	Georgetown, SC	Georgetown
WGTR	FM	107.9	C	Country	Myrtle Beach, SC	07/02/2003	130	iHeartMedia Inc	Bucksport, SC	Horry
WHMC	FM	90.1	NC	Nws/Tlk/Inf	Myrtle Beach, SC	07/02/2003	130	South Carolina Educational Television	Conway, SC	Horry
WJXY**	AM	1200	C	Gospel	Myrtle Beach, SC	07/02/2003	130	Colonial Radio Group Inc	Atlantic Beach, SC	Horry
WKVC	FM	88.9	NC	ChrsContem	Myrtle Beach, SC	07/02/2003	130	Educational Media Foundation	North Myrtle Beach, SC	Horry
WKZQ	FM	96.1	C	Alternative	Myrtle Beach, SC	07/02/2003	130	Dick Broadcasting Company Incorporated	Forestdbrook, SC	Horry
WLFF	FM	106.5	C	Country	Myrtle Beach, SC	07/02/2003	130	Cumulus Media Holdings Inc	Georgetown, SC	Georgetown
WLMC	AM	1470	C	Oldies	Myrtle Beach, SC	07/02/2003	130	Waccamaw Broadcasting LLC	Georgetown, SC	Georgetown
WLSC	AM	1240	C	Country	Myrtle Beach, SC	07/02/2003	130	Banana Jack Murphy Productions LLC	Loris, SC	Horry
WMBJ	FM	88.3	NC	ChrsContem	Myrtle Beach, SC	07/02/2003	130	Radio Training Network, Inc	Murrells Inlet, SC	Georgetown
WMIR	FM	93.9	C	Oldies	Myrtle Beach, SC	07/02/2003	130	Maryland Media One LLC	Conway, SC	Horry
WMYB	FM	92.1	C	CHR	Myrtle Beach, SC	07/02/2003	130	Dick Broadcasting Company Incorporated	Myrtle Beach, SC	Horry
WNMB	AM	900	C	Clsc Rock	Myrtle Beach, SC	07/02/2003	130	Colonial Radio Group Inc	North Myrtle Beach, SC	Horry
WPGI	FM	93.7	C	Country	Myrtle Beach, SC	07/02/2003	130	GT Radio LLC	Georgetown, SC	Georgetown
WPJS	AM	1330	C	Gospel	Myrtle Beach, SC	07/02/2003	130	WPJS Broadcasting Inc	Conway, SC	Horry
WRNN	FM	99.5	C	News/Talk	Myrtle Beach, SC	07/02/2003	130	Dick Broadcasting Company Incorporated	Socastee, SC	Horry
WRXZ	FM	107.1	C	Rock	Myrtle Beach, SC	07/02/2003	130	iHeartMedia Inc	Briarcliff Acres, SC	Horry
WSEA	FM	100.3	C	Sprts/Talk	Myrtle Beach, SC	07/02/2003	130	Cumulus Media Holdings Inc	Atlantic Beach, SC	Horry
WSYN	FM	103.1	C	Clsc Hits	Myrtle Beach, SC	07/02/2003	130	Cumulus Media Holdings Inc	Surfside Beach, SC	Horry
WTKN	FM	94.5	C	Talk	Myrtle Beach, SC	07/02/2003	130	Byrne Acquisition Group LLC	Murrells Inlet, SC	Georgetown
WVCO	FM	94.9	C	Beach/Oldies	Myrtle Beach, SC	07/02/2003	130	Carolina Beach Music LLC	Loris, SC	Horry
WWHK	AM	1450	C	Country	Myrtle Beach, SC	07/02/2003	130	Dick Broadcasting Company Incorporated	Myrtle Beach, SC	Horry
WWXM	FM	97.7	C	CHR	Myrtle Beach, SC	07/02/2003	130	iHeartMedia Inc	Garden City, SC	Horry
WYAV	FM	104.1	C	Clsc Rock	Myrtle Beach, SC	07/02/2003	130	Dick Broadcasting Company Incorporated	Myrtle Beach, SC	Horry
WYEZ	FM	100.7	C	Soft AC	Myrtle Beach, SC	07/02/2003	130	Byrne Acquisition Group LLC	Andrews, SC	Georgetown
WYNA	FM	104.9	C	Adult Hits	Myrtle Beach, SC	07/02/2003	130	iHeartMedia Inc	Calabash, NC	Brunswick

Number of Stations in Geographic Market 30

** WJXY(AM) 1200 kHz Atlantic Beach, SC Call Sign Changed to WMIR(AM) 03/21/2021.

Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed

Printed: 12/22/2021 Data: 12/22/2021

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Exhibit B – Contour Overlap Map

