

Attachment 16D

Assignee proposes to acquire the following stations in the Myrtle Beach, SC Arbitron Market:

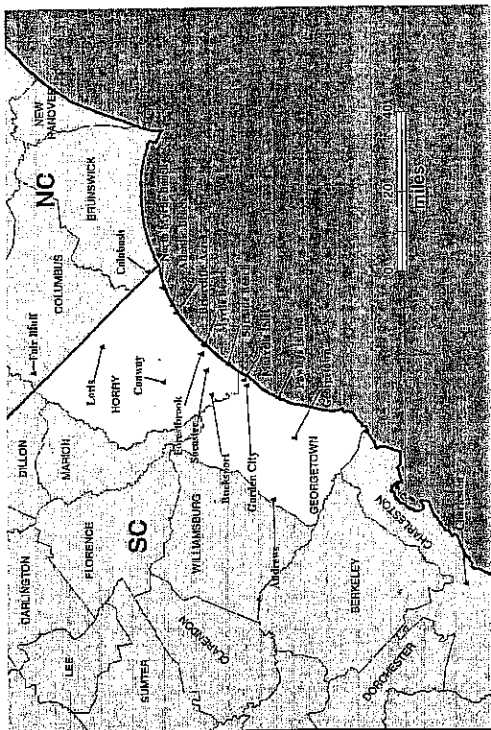
<u>Call Signal</u>	<u>Community</u>
WMYB (FM)	Myrtle Beach, SC
WKZQ-FM	Forestbrook, SC
WRNN-FM	Socastee, SC
WYAV (FM)	Myrtle Beach, SC
WRNN (AM)	Myrtle Beach, SC

There are 28 full power commercial radio stations in the Myrtle Beach, SC Arbitron Market. Thus, common ownership of six radio stations, not more than four of which are in the same service, is permissible in the Myrtle Beach, SC Arbitron Market.

Assignee's proposal to own four FM radio stations and one AM radio station is consistent with the multiple ownership limits in the Myrtle Beach, SC Arbitron Market.

Metro Rank: 158
Revenue Rank: 159

Myrtle Beach, SC Market Overview



Metro Counties / Population (000)

Georgetown, SC	62.4
Horry, SC	252.7
Total	315.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	2003	2004	2005	2006	2007	2008	Δ 03 - 08
ESTIMATED GROSS REVENUES	\$11,800	\$12,500	\$12,500	\$13,200	\$12,800	\$11,900	
Δ 07 - 08	-7.0%	2009	2010	2011	2012	2013	Δ 08 - 13
★★		\$9,900	\$9,600	\$9,800	\$10,200	\$10,600	-2.2%
Revenue/Retail Expend	\$5,651,000	2008	2013				Est. Breakout
Revenue/Capita	\$43.77	\$4,411,000	\$3,791,000				Local 90%
		\$37.77	\$30.01				National 10%

Demographic and Economic Overview

(000's, except Retail Expenditures and ADI in 000,000's)

	2003	2008	Growth Rate	2008	2013	Growth Rate
MSA Population	269.6	315.1	3.2%	315.1	353.2	2.3%
Households	113.1	138.6	4.2%	138.6	159.5	2.8%
Retail Expenditures	2,087.0	2,700.4	5.3%	2,700.4	2,794.7	0.7%
Aggreg. Disp. Income	5,095.2	6,532.2	5.1%	6,532.2	7,918.0	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	154.7	23.4	11.1	13.7	21.7	21.5	21.2	42.2
Women (000)	160.4	21.6	10.5	12.9	21.1	21.3	22.0	51.0
Total	315.1	45.0	21.5	26.6	42.8	42.7	43.2	93.2
Percentage	100.0%	14.3%	6.8%	8.5%	13.6%	13.6%	13.7%	29.6%
Per Capita	\$ 23,961	Median Income		\$ 45,136		Avg Household		\$ 53,670
Ethnic Population:	White	77.1%	Black	18.5%	Asian	1.0%	Hispanic	3.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable Stations	All FMS	All AMS	Total
# Stations	3	16	16	14	19	9	28
Tot 12+	1.4	69.1	67.7	70.5	2.7	73.2	
Avg 12+	0.5	4.3	92.5	3.7	0.3	2.6	
Tot LCS	1.9	94.4	92.5	96.3	3.7	100.0	
Avg LCS	0.6	5.9	6.6	5.1	0.4	3.6	

Market: Myrtle Beach, SC

Competitive Overview

Metro Rank: 158

FM Stations

FM Stations															ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Date Sld Acq'd	Sales Price (\$000)	L M A	2008 Est Revenue (\$000)	Power Ratio	Local Comm	Spring '08						Fall '08							
													Spring '09	Fall '08	Spring '08	Fall '08	Spring '07	Fall '07	Spring '06	Fall '06	Spring '05	Fall '05				
WMBY	Myrtle Beach	C1	92.1	94.0	883	b NextMedia Group	65 0008	na	na	AC	700	0.88	6.7	7.2	5.1	4.7	4.4	3.3	4.7	5.2	4.6					
WXYJ	Georgetown	A	93.7	6.0	315	f Cumulus Bcstg Inc	90 9802	d2	d2	Sports	425	1.79	2.0	WJXY ^{2/}	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WJXY	Conway	A	93.9	3.7	420	f Cumulus Bcstg Inc	90 9802	2,300 d2	Sports	Sports	425	1.79	2.0	1.4 ^{3/}	1.4	1.4	1.4	1.6	1.7	1.5	1.2					
WYEZ	Murrells Inlet	C3	94.5	12.0	476	a Fidelity Bcstg Corp	91 0011	1,000	Rhymc/Oldies	Rhymc/Oldies	200	0.39	4.3	3.2	3.5	3.0	3.0	3.0	2.9	2.7	3.0					
WVCO	Loris	C3	94.9	11.0	489	Carolina Beach Music	93 0305	2,200	CHHs/Beach	CHHs/Beach	225	0.59	3.2	2.3	1.9	2.2	2.2	1.9	2.0	2.1	1.8					
WKZQ	Forestbrook	C2	96.1	8.5	871	NextMedia Group	85 0810	sw	Rock	Rock	900	1.13	6.7	3.7	4.9	4.7	4.4	3.5	3.5	3.3	3.3					
WVXM	Garden City	C1	97.7	100.0	719	e Qantum Comm	71 0307	g1	CHR	CHR	1,575	1.79	7.4	4.3	4.1	5.2	5.8	4.9	4.9	4.5	4.3					
WDAI	Pawleys Island	C3	98.5	6.1	666	c Cumulus Bcstg Inc	93 9803	8,000 d7	Urban	Urban	900	1.05	7.2	5.2	5.4	5.0	6.0	8.4	7.8	7.3	7.9					
WRNN	Socastee	C3	99.5	21.5	354	b NextMedia Group	95 0008	g3	News/Talk	News/Talk	950	0.67	11.9	9.5	9.5	8.3	6.8	6.5	6.4	6.7	7.3					
WSEA	Atlantic Beach	C3	100.3	12.0	476	c Cumulus Bcstg Inc	98 9804	1,300 op	Hip Hop	Hip Hop	375	1.58	2.0	2.9	1.9	1.4	1.1	1.4	2.3	2.4	1.8					
WGTM	Andrews	A	100.7	3.1	446	a Fidelity Bcstg Corp	85 0811	nc	Easy	Easy	475	0.68	5.9	3.7	4.1	0.0	0.0	0.0	0.0	0.0	0.3					
WSYN	Surfside Beach	C3	103.1	8.0	528	c Cumulus Bcstg Inc	77 0104	sw	Oldies	Oldies	475	0.68	5.9	3.7	4.1	4.1	4.4	4.3	4.7	4.8	5.5					
WYAV	Myrtle Beach	C1	104.1	100.0	981	b NextMedia Group	64 0008	g3	Cisc Rock	Cisc Rock	700	0.88	6.7	4.3	4.9	4.7	3.8	3.8	3.8	4.5	4.6					
WYNA	Calabash	C3	104.9	23.5 op	338	e Qantum Comm	64 0806	4,000 +	Variety	Variety	950	1.01	7.9	5.2	7.3	5.5	4.1	5.1	3.8	2.4	4.6					
WODR	Fair Bluff	C3	105.3	11.0	492	The Padner Group	03 0312	1,250	Mexican	Mexican	100		0.9	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0					
WEZV	North Myrtle	C3	105.9	17.0	361	a Fidelity Bcstg Corp	72 0003	2,600 e	Easy	Easy	900	0.76	9.9	7.4 ^{3/}	7.3	6.9	5.5	4.9	5.5	6.1	5.2					
WLFF	Georgetown	C2	106.5	50.0	492	c Cumulus Bcstg Inc	73 9803	d7	Country	Country	550	0.89	5.2	3.4	3.8	3.6	3.8	4.1	3.5	3.9	5.8					
WRXZ	Bittercliff Acres	C2	107.1	50.0	492	e Qantum Comm	75 0307	g1	Rock	Rock	175	0.74	2.0	1.4	1.1	1.4	1.9	2.2	2.6	3.6	3.3					
WGTR	Bucksport	C2	107.9	20.0	784	e Qantum Comm	93 0307	g1	Country	Country	1,200	1.28	7.9	5.4	4.9	5.5	5.8	7.9	9.3	7.3	6.1					
FM TOTALS															97.8	70.5	71.1	68.2	66.8	69.4	68.3	68.4				

AM Stations

AM Stations										ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	Owner	Year Bldg	Year Acq'd	Sales Price (\$000)	L M A	2008 Est Revenue (\$000)	Power Ratio	Avg '08 Local Comm	Spring 2009	Fall 2008	Spring 2008	Fall 2007	Spring 2007	Fall 2006	Spring 2006	Fall 2005
• WFMQ	Conway	D	860	50.0 cp	0.74	Davidson Media	53	0904	g	Mexican	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNMB	North Myrtle	B	900	0.5	0.50	Norman Comm NMB	83	0407	250	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIOB	Conway	B	1050	5.0 cp	0.47 c	Cumulus Bcstg Inc	77	9802	d2	Sports			WJXY ²	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMIR	Atlantic Beach	D	1200	6.5	0.01	Altman, Gardner	97			Gospel				0.9	0.5	0.0	0.5	0.8	0.0	0.0	0.0
WLSC	Loris	C	1240	1.0	1.00	Banana Jack Murphy	58	0711	100	FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WPJS	Conway	D	1330	3.2	0.02	WPJS Bcstg Inc	45	9606	nc	Gospel	75	0.57	1.1	0.9	0.5	0.8	1.1	1.1	0.6	0.6	1.2
WGTM	Georgetown	C	1400	1.0	1.00 d	Waccamaw Bcstg	49-	0101	100	Tlk/News/Spt	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRNN	Myrtle Beach	C	1450	1.0	1.00 b	NextMedia Group	65	0008	na	News/Talk	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
WLMC	Georgetown	D	1470	1.0	0.00 d	Waccamaw Bcstg	62	0610	200	Gospel/Insp	125	0.95	1.1	0.9	0.8	0.8	1.1	1.4	1.7	2.1	1.8
# AM Stations - 9											2.2	2.7	1.8	1.6	2.7	3.3	2.3	2.7	3.3	2.7	3.3
# FM Stations - 28											AM TOTALS										
# Combos - 5											Total Local Commercial Share										
AM & FM Stations Profiled - 34											73.2	72.9	69.8	67.1	70.1	71.7	71.0	71.7			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Beginning Fall 2005, Arbitron now reports a rolling average of the last two reporting periods for this market.

2/ Included in TLR share for noted station

3/ TLR share includes listening shares from partner stations

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Metro Rank: 158