

TECHNICAL STATEMENT  
RADIO MULTIPLE OWNERSHIP ANALYSIS  
WILMINGTON, NORTH CAROLINA

This radio multiple ownership analysis was prepared on behalf of Capitol Broadcasting Company, Incorporated, concerning the acquisition of radio stations in the Wilmington, North Carolina market. This analysis was prepared under the FCC interim contour analysis method.\* The following stations were analyzed:†

Call Sign	City of License	Facilities
WMFD(AM)	Wilmington, NC	630 kHz, 0.8 kW-D, 1 kW-N, U, DA-2
WSFM(FM)	Oak Island, NC	Ch. 252C3, 18.5 kW, 116 m
WLGD(FM)	Jacksonville, NC	Ch. 254C1, 100 kW, 297 m
WKXB(FM)	Burgaw, NC	Ch. 260C1, 100 kW, 236 m
WILT(FM)	Wilmington, NC	Ch. 283A, 3.1 kW, 137 m
WAZO(FM)	Southport, NC	Ch. 298C2, 32 kW, 181 m

The principal community contours of all of these stations are depicted on a map included herein as Figure 1. The radio multiple ownership analysis considers only those stations with overlapping principal community contours (5 mV/m for AM stations, 3.16 mV/m for FM stations). An ownership study was prepared in accordance with the Federal Communications Commission multiple ownership rules as outlined in Section 73.3555.

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

† Capitol Broadcasting Company, Incorporated owns WRAL-FM, Raleigh, NC and WCMC-FM, Creedmoor, NC; and it has an application pending to acquire WNCM(FM), Garysburg, North Carolina. There is also an application to relocate WNCM(FM) to Sharpsburg, North Carolina. However, the principal community contours of WRAL-FM, WCMC-FM and WNCM(FM)(C.P. and Application) do not overlap the principal community contours of the stations listed above for the Wilmington market considered in this analysis.

Radio Markets

The “radio market” applicable to common ownership of the subject stations is defined as the area encompassed by the mutually overlapping principal community contours of the stations proposed to be commonly owned. As listed in the table below, there are two defined “radio markets” formed by the subject stations:

Defined Radio Market	Stations that Define Radio Market	
	AM Stations	FM Stations
Market 1	WMFD	WSFM, WKXB, WILT, WAZO
Market 2	WMFD	WLGD, WKXB, WILT, WAZO

Count of Stations in Defined Markets

The number of radio stations in a “radio market” is determined by counting the operating stations that have principal community contours that intersect the principal community contours that 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. Commonly owned stations, other than those that form the market in question were not considered in the count of stations in the defined market. The results of the analysis are tabulated below:

Defined Radio Market	Number of Stations in Radio Market
Market 1	10 AM; 27 FM; 37 Total
Market 2	14 AM; 28 FM; 42 Total

Figure 2 is a tabulation of the radio stations identified in the defined radio market. Only known licensed, operating stations were employed for the study. 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 described in Section 73.184 of the FCC Rules. Ground conductivity data were obtained from FCC Figure M3. Distances to the FM contours were determined based on the method outlined in Section 73.313 of the FCC Rules. Terrain data were derived from the U.S.G.S. 3-second computer database for each of the FM stations using radials evenly-spaced every 5 degrees of azimuth.

Based on the above, it is concluded that the proposed combination of the stations to be owned complies with Section 73.3555(a) of the FCC Rules.

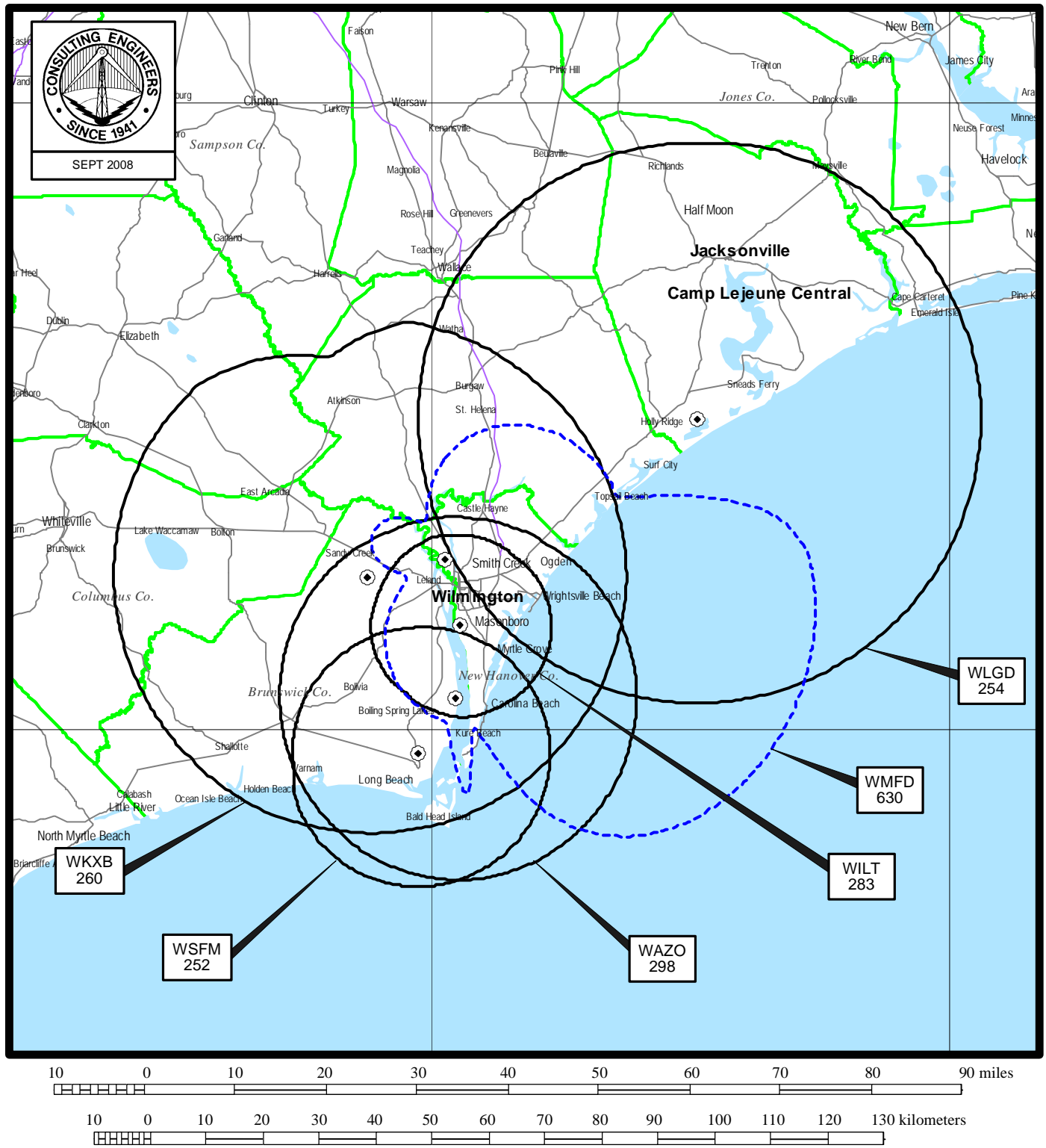


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Figure 1



## PREDICTED PRINCIPAL COMMUNITY CONTOURS OF SUBJECT STATIONS

du Treil, Lundin & Rackley, Inc. Sarasota, Florida

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Tabulation of Stations in Radio Markets

<b>Market 1</b>	
Number	Station
<b>AM Stations</b>	
1	WMFD, WILMINGTON, NC, 630 kHz
2	WEGG, ROSE HILL, NC, 710 kHz
3	WAAV, LELAND, NC, 980 kHz
4	WMYT, CAROLINA BEACH, NC, 1180 kHz
5	WENC, WHITEVILLE, NC, 1220 kHz
6	WLSG, WILMINGTON, NC, 1340 kHz
7	WVCB, SHALLOTTE, NC, 1410 kHz
8	WVBS, BURGAW, NC, 1470 kHz
9	WWIL, WILMINGTON, NC, 1490 kHz
10	WTXY, WHITEVILLE, NC, 1540 kHz
<b>FM Stations</b>	
1	WGHW, LOCKWOODS FOLLY TOWN, NC, Channel 201
2	WZDG, SCOTTS HILL, NC, Channel 203
3	WKVC, NORTH MYRTLE BEACH, SC, Channel 205
4	WDVV, WILMINGTON, NC, Channel 209
5	WJKA, JACKSONVILLE, NC, Channel 211
6	WWIL-FM, WILMINGTON, NC, Channel 213
7	WHQR, WILMINGTON, NC, Channel 217
8	WQSL, JACKSONVILLE, NC, Channel 222
9	WLQB, OCEAN ISLE BEACH, NC, Channel 228
10	WNTB, TOPSAIL BEACH, NC, Channel 229
11	WZKB, WALLACE, NC, Channel 232
12	WKXS-FM, LELAND, NC, Channel 233
13	WVCO, LORIS, SC, Channel 235
14	WMNX, WILMINGTON, NC, Channel 247
15	WSFM, OAK ISLAND, NC, Channel 252
16	WZFX, WHITEVILLE, NC, Channel 256
17	WKXB, BURGAW, NC, Channel 260
18	WSTS, FAIRMONT, NC, Channel 265
19	WWQQ-FM, WILMINGTON, NC, Channel 267
20	WGNI, WILMINGTON, NC, Channel 274

<b>Market 1</b>	
Number	Station
21	WBNE, WRIGHTSVILLE BEACH, NC, Channel 279
22	WILT, WILMINGTON, NC, Channel 283
23	WODR, FAIR BLUFF, NC, Channel 287
24	WXQR-FM, JACKSONVILLE, NC, Channel 288
25	WLTT, SHALLOTTE, NC, Channel 292
26	WUIN, CAROLINA BEACH, NC, Channel 294
27	WAZO, SOUTHPORT, NC, Channel 298

<b>Market 2</b>	
Number	Station
<b>AM Stations</b>	
1	WMFD, WILMINGTON, NC, 630 kHz
2	WEGG, ROSE HILL, NC, 710 kHz
3	WSRP, JACKSONVILLE, NC, 910 kHz
4	WAAV, LELAND, NC, 980 kHz
5	WSME, CAMP LEJEUNE, NC, 1120 kHz
6	WMYT, CAROLINA BEACH, NC, 1180 kHz
7	WENC, WHITEVILLE, NC, 1220 kHz
8	WJNC, JACKSONVILLE, NC, 1240 kHz
9	WJCV, JACKSONVILLE, NC, 1290 kHz
10	WLSG, WILMINGTON, NC, 1340 kHz
11	WVCB, SHALLOTTE, NC, 1410 kHz
12	WVBS, BURGAW, NC, 1470 kHz
13	WWIL, WILMINGTON, NC, 1490 kHz
14	WTXY, WHITEVILLE, NC, 1540 kHz
<b>FM Stations</b>	
1	WGHW, LOCKWOODS FOLLY TOWN, NC, Channel 201
2	WZDG, SCOTTS HILL, NC, Channel 203
3	WKVC, NORTH MYRTLE BEACH, SC, Channel 205
4	WDVV, WILMINGTON, NC, Channel 209
5	WJKA, JACKSONVILLE, NC, Channel 211
6	WWIL-FM, WILMINGTON, NC, Channel 213
7	WHQR, WILMINGTON, NC, Channel 217
8	WQSL, JACKSONVILLE, NC, Channel 222
9	WLQB, OCEAN ISLE BEACH, NC, Channel 228
10	WNTB, TOPSAIL BEACH, NC, Channel 229
11	WZKB, WALLACE, NC, Channel 232
12	WKXS-FM, LELAND, NC, Channel 233
13	WVCO, LORIS, SC, Channel 235

Market 2	
Number	Station
14	WMNX, WILMINGTON, NC, Channel 247
15	WLGD, JACKSONVILLE, NC, Channel 254
16	WZFX, WHITEVILLE, NC, Channel 256
17	WKXB, BURGAW, NC, Channel 260
18	WSTS, FAIRMONT, NC, Channel 265
19	WWQQ-FM, WILMINGTON, NC, Channel 267
20	WGNI, WILMINGTON, NC, Channel 274
21	WBNE, WRIGHTSVILLE BEACH, NC, Channel 279
22	WKGV, SWANSBORO, NC, Channel 281
23	WILT, WILMINGTON, NC, Channel 283
24	WODR, FAIR BLUFF, NC, Channel 287
25	WXQR-FM, JACKSONVILLE, NC, Channel 288
26	WLTT, SHALLOTTE, NC, Channel 292
27	WUIN, CAROLINA BEACH, NC, Channel 294
28	WAZO, SOUTHPORT, NC, Channel 298