

TECHNICAL STATEMENT
RADIO MULTIPLE OWNERSHIP ANALYSIS
GREENVILLE/INDIANOLA/LELAND, MISSISSIPPI

This Technical Statement was prepared concerning a radio multiple ownership analysis for the Greenville/Indianola/Leland, Mississippi market area. This analysis was prepared under the FCC interim contour analysis method* considering the following radio stations:

Call Sign	City of License	Facilities
WNIX(AM)	Greenville, MS	1330 kHz, 0.5 kW-N, 1 kW-D, U, DA-N
WNLA(AM)	Indianola, MS	1380 kHz, 0.5 kW, D (License) 1380 kHz, 0.39 kW, D (Application)
WBAQ(FM)	Greenville, MS	Channel 250C2, 49 kW, 151 m
WIQQ(FM)	Leland, MS	Channel 272A, 1.65 kW, 136 m
WNLA-FM	Indianola, MS	Channel 288A, 4.4 kW, 58 m (License) Channel 288A, 3.2 kW, 93 m (Application)

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.

Radio Markets

The “radio market” applicable to common ownership of the subject stations is defined as the area encompassed by the mutually overlapping principal

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

community contours of the stations proposed to be commonly owned. As listed in the table below, there are three defined “radio markets” formed by the subject stations:

Defined Radio Market	Stations that Define Radio Market	
	AM Stations	FM Stations
Market 1	WNIX	WQQ, WBAQ
Market 2	WNIX, WNLA	WBAQ
Market 3	WNLA	WNLA, WBAQ

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	6 AM; 15 FM; 21 Total
Market 2	8 AM; 15 FM; 23 Total
Market 3	7 AM; 17 FM; 24 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.

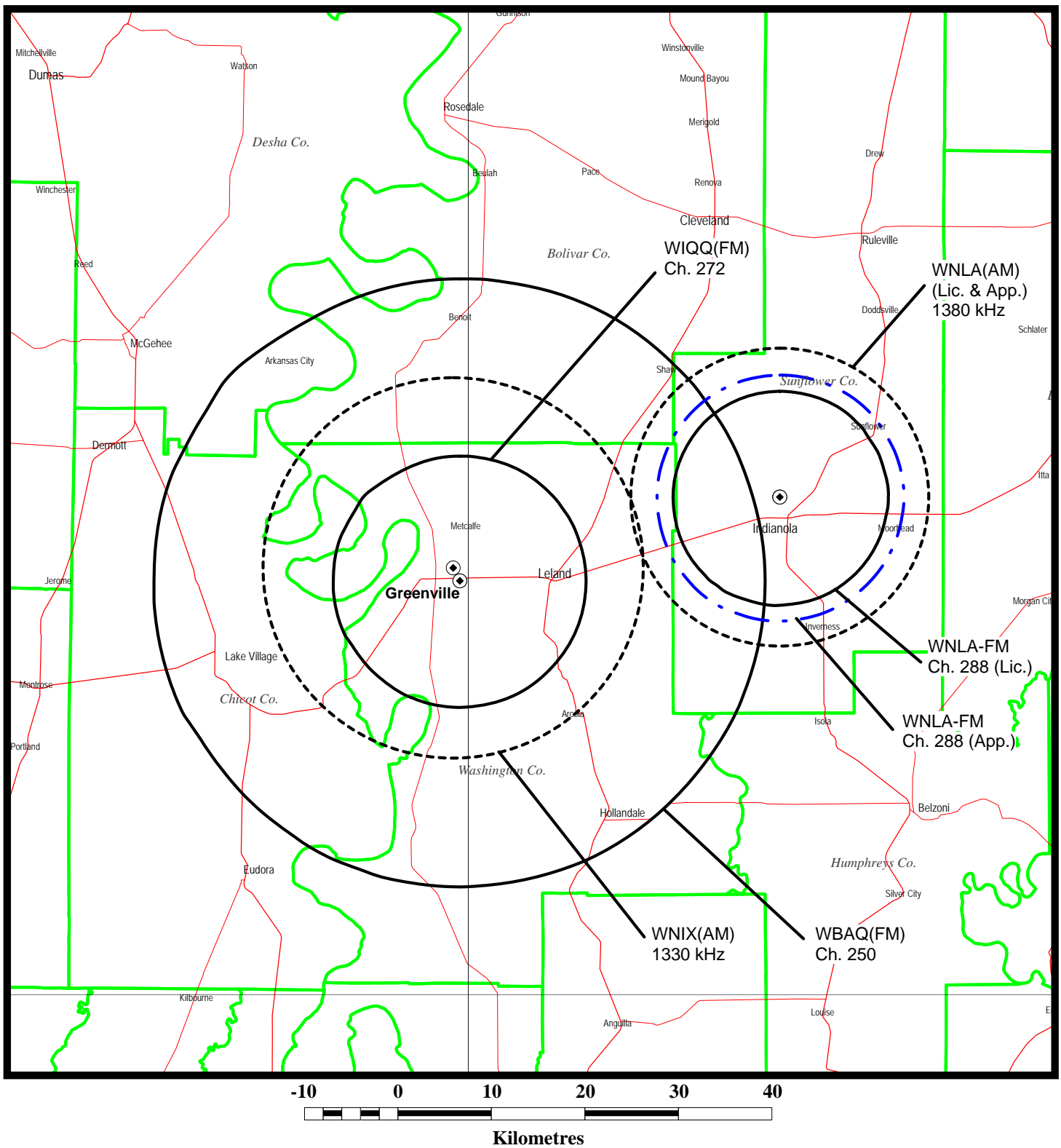
Based on the above, it is concluded that the proposed combination of the stations to be owned complies with Section 73.3555(a) of the FCC Rules.



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PRINCIPAL COMMUNITY CONTOURS OF SUBJECT STATIONS

duTreil, Lundin & Rackley, Inc. Sarasota, Florida

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GREENVILLE, MISSISSIPPI

Tabulation of Stations in Radio Markets

Market 1	
Number	Station
AM Stations	
1	KVSA, MCGEHEE, AR, 1220 kHz
2	WGVM, GREENVILLE, MS, 1260 kHz
3	WNIX, GREENVILLE, MS, 1330 kHz
4	WDSK, CLEVELAND, MS, 1410 kHz
5	WCLD, CLEVELAND, MS, 1490 kHz
6	WESY, LELAND, MS, 1580 kHz
FM Stations	
1	WYTF, INDIANOLA, MS, Channel 204
2	WMAO-FM, GREENWOOD, MS, Channel 215
3	WLRK, GREENVILLE, MS, Channel 218
4	WDTL-FM, CLEVELAND, MS, Channel 225
5	WBAD, LELAND, MS, Channel 232
6	KUUZ, LAKE VILLAGE, AR, Channel 240
7	WTCD, INDIANOLA, MS, Channel 245
8	WBAQ, GREENVILLE, MS, Channel 250
9	WYMX, GREENWOOD, MS, Channel 256
10	WDMS, GREENVILLE, MS, Channel 264
11	KAVH, EUDORA, AR, Channel 268
12	WQQQ, LELAND, MS, Channel 272
13	WCLD-FM, CLEVELAND, MS, Channel 280
14	WJIW, GREENVILLE, MS, Channel 284
15	WBYP, BELZONI, MS, Channel 296

Market 2	
Number	Station
AM Stations	
1	WABG, GREENWOOD, MS, 960 kHz
2	KVSA, MCGEHEE, AR, 1220 kHz

Market 2	
Number	Station
3	WGVM, GREENVILLE, MS, 1260 kHz
4	WNIX, GREENVILLE, MS, 1330 kHz
5	WNLA, INDIANOLA, MS, 1380 kHz
6	WDSK, CLEVELAND, MS, 1410 kHz
7	WCLD, CLEVELAND, MS, 1490 kHz
8	WESY, LELAND, MS, 1580 kHz
FM Stations	
1	WYTF, INDIANOLA, MS, Channel 204
2	WMAO-FM, GREENWOOD, MS, Channel 215
3	WLRK, GREENVILLE, MS, Channel 218
4	WVSD, ITTA BENA, MS, Channel 219
5	WDTL-FM, CLEVELAND, MS, Channel 225
6	WBAD, LELAND, MS, Channel 232
7	WRKG, DREW, MS, Channel 237
8	KUUZ, LAKE VILLAGE, AR, Channel 240
9	WTCD, INDIANOLA, MS, Channel 245
10	WBAQ, GREENVILLE, MS, Channel 250
11	WYMX, GREENWOOD, MS, Channel 256
12	WDMS, GREENVILLE, MS, Channel 264
13	KAVH, EUDORA, AR, Channel 268
14	WCLD-FM, CLEVELAND, MS, Channel 280
15	WJIW, GREENVILLE, MS, Channel 284

Market 3	
Number	Station
AM Stations	
1	WABG, GREENWOOD, MS, 960 kHz
2	KVSA, MCGEHEE, AR, 1220 kHz
3	WGVM, GREENVILLE, MS, 1260 kHz
4	WNLA, INDIANOLA, MS, 1380 kHz
5	WDSK, CLEVELAND, MS, 1410 kHz
6	WCLD, CLEVELAND, MS, 1490 kHz
7	WESY, LELAND, MS, 1580 kHz
FM Stations	
1	WYTF, INDIANOLA, MS, Channel 204
2	WMAO-FM, GREENWOOD, MS, Channel 215
3	WLRK, GREENVILLE, MS, Channel 218
4	WVSD, ITTA BENA, MS, Channel 219

Market 3	
Number	Station
5	WDTL-FM, CLEVELAND, MS, Channel 225
6	WBAD, LELAND, MS, Channel 232
7	WRKG, DREW, MS, Channel 237
8	KUUZ, LAKE VILLAGE, AR, Channel 240
9	WTCD, INDIANOLA, MS, Channel 245
10	WBAQ, GREENVILLE, MS, Channel 250
11	WYMX, GREENWOOD, MS, Channel 256
12	WDMS, GREENVILLE, MS, Channel 264
13	KAVH, EUDORA, AR, Channel 268
14	WCLD-FM, CLEVELAND, MS, Channel 280
15	WJIW, GREENVILLE, MS, Channel 284
16	WNLA-FM, INDIANOLA, MS, Channel 288
17	WBYP, BELZONI, MS, Channel 296