

Minor Change Application
Community Change Request
WKZP(FM) Ch 240B1 96.7 MHz
Facility ID No.: 4674
Bethany Beach, Delaware to West Ocean City, Maryland
June 2016

RADIO MULTIPLE OWNERSHIP ANALYSIS

We propose to modify WKZP from Bethany Beach, Delaware to West Ocean City, Maryland. A multiple ownership analysis was prepared considering radio stations under present or proposed common ownership, time brokerage or joint sales.

Nielsen Audio Market Study


The proposed community of license, West Ocean City, Maryland, is in Worcester County, which is part of the Salisbury-Ocean City, MD Nielsen Audio Metro and thus WKZP (FM) is geographically located in this Nielsen Audio Metro. WKZP (FM) is designated "home" to the Salisbury-Ocean City, MD Nielsen Audio Metro; the number of stations owned by CCC in the Salisbury-Ocean City, MD Nielsen Audio Metro is not changing by this application.

According to the FCC's local ownership "tiers," in a Metro reported by BIA as having 30 or more, and 44 and fewer commercial and noncommercial educational full-power radio stations, a party may have a cognizable interest in up to 7 commercial full-power radio stations, not more than 4 of which are in the same service(AM or FM). This application complies with the multiple ownership rules because only 6 of 43 full-power radio stations (4 FM and 2 AM) will be attributable to us.

Interim Contour-Overlap Analysis

Because the principal community of WKZP (FM) and the communities of all commonly-owned or attributable stations with overlapping principal contours with WKZP (FM) are located inside a Nielsen Audio Metro, an interim contour-overlap analysis is not required.

Figure 1- BIA Report



FCC Geographic Market Definition for Salisbury-Ocean City, MD

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WGBG	FM	98.5	C	Clsc Rock	Salisbury-Ocean City, MD	07/02/2003	138	Adams Radio Group LLC	Seaford, DE	Sussex
WLJK	AM	1590	C	Variety	Salisbury-Ocean City, MD	07/02/2003	138	Adams Radio Group LLC	Ocean City, MD	Worcester
WKHI	FM	107.7	C	Country	Salisbury-Ocean City, MD	07/02/2003	138	Adams Radio Group LLC	Fruitland, MD	Wicomico
WOCQ	FM	103.9	C	Rhyme/CHR	Salisbury-Ocean City, MD	07/02/2003	138	Adams Radio Group LLC	Berlin, MD	Worcester
WZBH	FM	93.5	C	Rock	Salisbury-Ocean City, MD	07/02/2003	138	Adams Radio Group LLC	Millsboro, DE	Sussex
WRAU	FM	88.3	NC	Nws/Tlk/Inf	Salisbury-Ocean City, MD	07/06/2010	138	American University	Ocean City, MD	Worcester
WBEY	FM	97.9	C	Country	Salisbury-Ocean City, MD	07/02/2003	138	Bay Broadcasting Inc	Crisfield, MD	Somerset
WRYD	FM	101.1	C	Country	Salisbury-Ocean City, MD	07/02/2003	138	Bayshore Media LLC	Snow Hill, MD	Worcester
WSUX	AM	1280	C	AC	Salisbury-Ocean City, MD	07/02/2003	138	Bayshore Media LLC	Seaford, DE	Sussex
WGOP	AM	540	C	Nostalgia	Salisbury-Ocean City, MD	02/06/2004	138	Birach Broadcasting Corporation	Pocomoke City, MD	Worcester
WAFL	FM	97.7	C	Hot AC	Salisbury-Ocean City, MD	07/02/2003	138	Delmarva Broadcasting Company	Milford, DE	Sussex
WAVD	FM	97.1	C	Clsc Hits	Salisbury-Ocean City, MD	07/02/2003	138	Delmarva Broadcasting Company	Ocean Pines, MD	Worcester
WNCL	FM	101.3	C	Oldies	Salisbury-Ocean City, MD	07/02/2003	138	Delmarva Broadcasting Company	Milford, DE	Sussex
WXDE	FM	105.9	C	Talk/News	Salisbury-Ocean City, MD	07/02/2003	138	Delmarva Broadcasting Company	Lewes, DE	Sussex
WYUS	AM	930	C	Span/Varty	Salisbury-Ocean City, MD	07/02/2003	138	Delmarva Broadcasting Company	Milford, DE	Sussex
WBOC	FM	102.5	C	AC	Salisbury-Ocean City, MD	07/02/2003	138	Draper Communications Inc	Princess Anne, MD	Somerset
WLBW	FM	92.1	NC	ChrsContem	Salisbury-Ocean City, MD	07/02/2003	138	Educational Media Foundation	Fenwick Island, DE	Sussex
WLWV	FM	105.5	NC	ChrsContem	Salisbury-Ocean City, MD	07/02/2003	138	Educational Media Foundation	Salisbury, MD	Wicomico
WINX	FM	94.3	C	Country	Salisbury-Ocean City, MD	02/01/2005	138	First Media	St. Michaels, MD	Talbot
WICO	FM	92.5	C	News/Talk	Salisbury-Ocean City, MD	07/02/2003	138	GSB Broadcasting LLC	Pocomoke City, MD	Worcester
WJDY	AM	1470	C	News	Salisbury-Ocean City, MD	07/02/2003	138	iHeartMedia	Salisbury, MD	Wicomico
WKZP	FM	95.9	C	Top 40	Salisbury-Ocean City, MD	07/02/2003	138	iHeartMedia	Bethany Beach, DE	Sussex
WQHQ	FM	104.7	C	AC	Salisbury-Ocean City, MD	07/02/2003	138	iHeartMedia	Ocean City-Salisbury, MD	Worcester
WSBY	FM	98.9	C	Urban AC	Salisbury-Ocean City, MD	07/02/2003	138	iHeartMedia	Salisbury, MD	Wicomico
WTGM	AM	960	C	Sports	Salisbury-Ocean City, MD	07/02/2003	138	iHeartMedia	Salisbury, MD	Wicomico
WWFG	FM	99.9	C	Country	Salisbury-Ocean City, MD	07/02/2003	138	iHeartMedia	Ocean City, MD	Worcester
WOCM	FM	98.1	C	AAA	Salisbury-Ocean City, MD	07/02/2003	138	Irie Radio Inc	Selbyville, DE	Sussex
WAAI	FM	100.9	C	Country	Salisbury-Ocean City, MD	07/02/2003	138	p MTS Broadcasting	Hurlock, MD	Dorchester
WTDK	FM	107.1	C	Oldies	Salisbury-Ocean City, MD	07/02/2003	138	p MTS Broadcasting	Federalsburg, MD	Caroline
WGMD	FM	92.7	C	Nws/Tlk/Inf	Salisbury-Ocean City, MD	07/02/2003	138	Resort Broadcasting Co	Rehoboth Beach, DE	Sussex
WICO	AM	1320	C	News/Talk	Salisbury-Ocean City, MD	07/02/2003	138	Rothschild Broadcasting	Salisbury, MD	Wicomico

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

"p" indicates pending sale to owner listed

Printed: 06/03/2016 Data: 05/30/2016

Copyright © 2016 BIA Advisory Services, LLC. Unauthorized distribution prohibited. (703) 818-2425 www.biakelsey.com

Page 2



Call Letters	AM/ FM	Freq	Type	Station	Format	Home Market	Market Designn Date	Home Mkt Rank	Owner	City & State of License	County of License
WKTT	FM	97.5	C	Country		Salisbury-Ocean City, MD	07/02/2003	138	Rothschild Broadcasting	Salisbury, MD	Wicomico
WDIH	FM	90.3	NC	Gospel		Salisbury-Ocean City, MD	07/02/2003	138	Salisbury Educational Broadcasting Foundation	Salisbury, MD	Wicomico
WSCL	FM	89.5	NC	Cisc/News		Salisbury-Ocean City, MD	07/02/2003	138	Salisbury University	Salisbury, MD	Wicomico
WSDL	FM	90.7	NC	Nws/Tlk/Ecl		Salisbury-Ocean City, MD	07/02/2003	138	Salisbury University	Ocean City, MD	Worcester
WCTG	FM	96.5	C	Adult Hits		Salisbury-Ocean City, MD	09/25/2015	138	Sebag Broadcasting Co LLC	Chincoteague, VA	Accomack
WJKI	FM	103.5	C	Cisc Rock		Salisbury-Ocean City, MD	07/02/2003	138	The Voice Radio LLC	Bethany Beach, DE	Sussex
WJWL	AM	900	C	Mexican		Salisbury-Ocean City, MD	07/02/2003	138	The Voice Radio LLC	Georgetown, DE	Sussex
WKDB	FM	95.3	C	Span/CHR		Salisbury-Ocean City, MD	07/02/2003	138	The Voice Radio LLC	Laurel, DE	Sussex
WXSH	FM	106.1	C	Cisc Rock		Salisbury-Ocean City, MD	07/02/2003	138	The Voice Radio LLC	Pocomoke City, MD	Worcester
WEZB	FM	101.7	C	Urban		Salisbury-Ocean City, MD	07/02/2003	138	The Voice Radio LLC	Ocean View, DE	Sussex
WESM	FM	91.3	NC	News/Jazz		Salisbury-Ocean City, MD	07/02/2003	138	University of Maryland	Princess Anne, MD	Somerset
WYPO	FM	106.9	NC	NPR		Salisbury-Ocean City, MD	07/02/2003	138	Your Public Radio Corporation	Ocean City, MD	Worcester

Number of Stations in Geographic Market 43

Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed