

TECHNICAL STATEMENT  
RADIO MULTIPLE OWNERSHIP ANALYSIS  
WILMINGTON, NORTH CAROLINA  
MARKET AREA

This radio multiple ownership analysis was prepared on behalf of Sunrise Broadcasting, LLC concerning radio broadcast stations in the Wilmington, North Carolina market. This analysis was prepared under the FCC interim contour analysis method.\* Considering all attributable radio stations in the area, 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
WRMR(FM)	Jacksonville, NC	Ch. 254C1, 100 kW, 297 m
WKXB(FM)	Boiling Spring Lakes, NC	Ch. 260C2, 26 kW, 177 m
WILT(FM)	Wilmington, NC	Ch. 283A, 3.1 kW, 137 m (Licensed) Ch. 283C3, 17 kW (Max-DA), 120 m (Proposed)
WAZO(FM)	Southport, NC	Ch. 298C2, 21 kW, 234 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.

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 is one defined “radio market” formed by the subject stations:

Defined Radio Market	Stations that Define Radio Market	
	AM Stations	FM Stations
1	WMFD	WRMR, WKXB, WILT (Lic. or Prop.), 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	13 AM; 27 FM; 40 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.

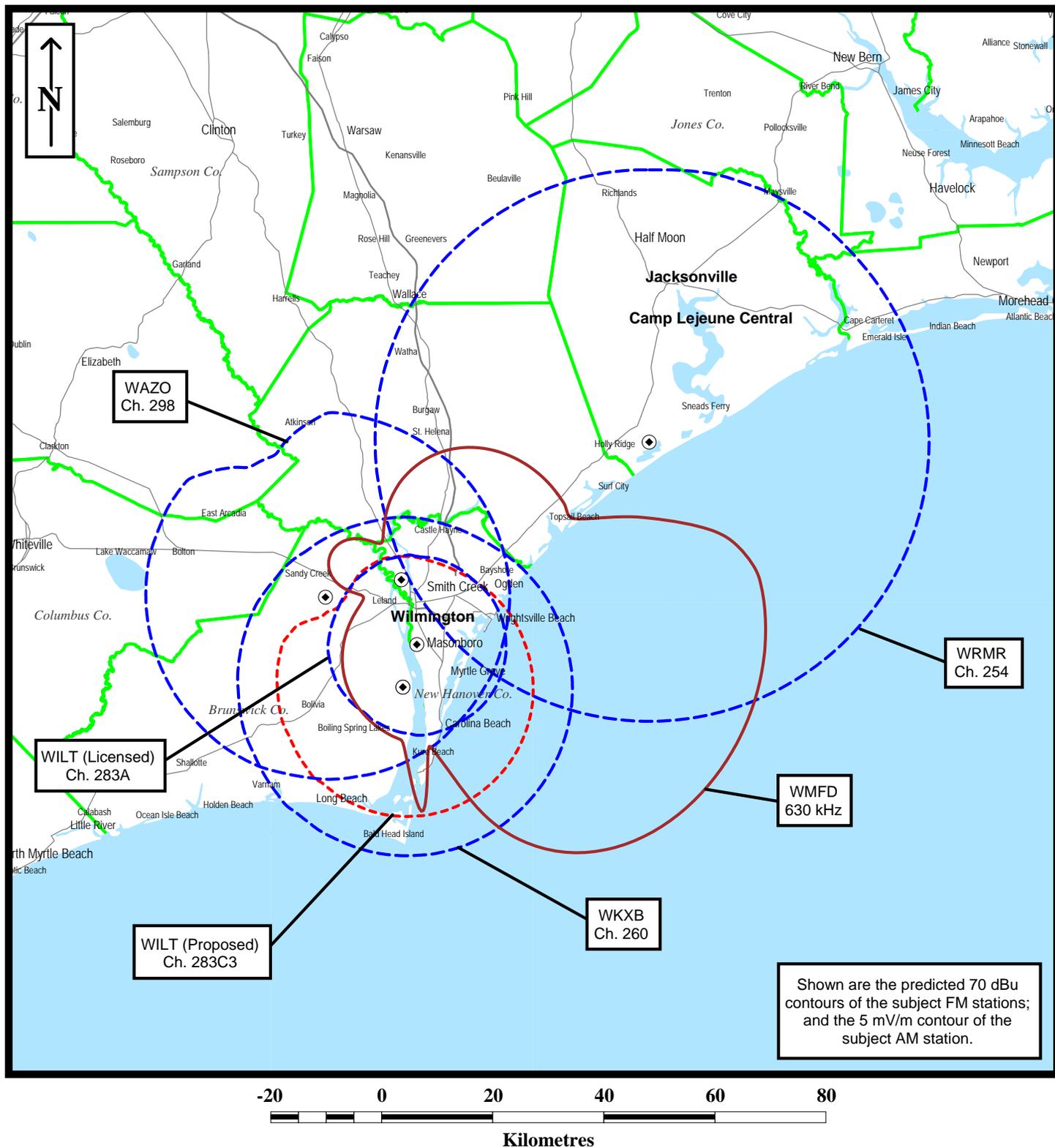
Based on the above, it is concluded that the proposed combination of the stations to be owned complies with Section 73.3555(a) of the FCC Rules.



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# PREDICTED PRINCIPAL COMMUNITY CONTOURS

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Call Sign	City	State	Frequency		Call Sign	City	State	Frequency
WMFD	WILMINGTON	NC	630					
WEGG	ROSE HILL	NC	710					
WSRP	JACKSONVILLE	NC	910					
WAAV	LELAND	NC	980					
WSME	CAMP LEJEUNE	NC	1120					
WLTT	CAROLINA BEACH	NC	1180					
WJNC	JACKSONVILLE	NC	1240					
WJCV	JACKSONVILLE	NC	1290					
WLSG	WILMINGTON	NC	1340					
WAVQ	JACKSONVILLE	NC	1400					
WVCB	SHALLOTTE	NC	1410					
WVBS	BURGAW	NC	1470					
WWIL	WILMINGTON	NC	1490					

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Call Sign	City	State	Channel	Call Sign	City	State	Channel
WGHW	LOCKWOODS FOLLY TOWN	NC	201				
WZDG	SCOTTS HILL	NC	203				
WKVC	NORTH MYRTLE BEACH	SC	205				
WDVV	WILMINGTON	NC	209				
WJKA	JACKSONVILLE	NC	211				
WWIL-FM	WILMINGTON	NC	213				
WGXO	MAGNOLIA	NC	215				
WHQR	WILMINGTON	NC	217				
WQSL	JACKSONVILLE	NC	222				
WLQB	OCEAN ISLE BEACH	NC	228				
WNTB	TOPSAIL BEACH	NC	229				
WZKB	WALLACE	NC	232				
WKXS-FM	LELAND	NC	233				
WMNX	WILMINGTON	NC	247				
WUIN	OAK ISLAND	NC	252				
WRMR	JACKSONVILLE	NC	254				
WZFX	WHITEVILLE	NC	256				
WKXB	BOILING SPRING LAKES	NC	260				
WWQQ-FM	WILMINGTON	NC	267				
WGNI	WILMINGTON	NC	274				
WBNE	WRIGHTSVILLE BEACH	NC	279				
WKGV	SWANSBORO	NC	281				
WILT	WILMINGTON	NC	283				
WXQR-FM	JACKSONVILLE	NC	288				
WUDE	BOLIVIA	NC	292				
WMYT	CAROLINA BEACH	NC	294				
WAZO	SOUTHPORT	NC	298				