

**RADIO MARKET ANALYSIS**  
**APEX BROADCASTING, INC.**  
**WAVF RADIO STATION**  
**HANAHAN, SOUTH CAROLINA**  
**October 2001**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared on behalf of Apex Broadcasting, Inc. ( Apex ), proposed assignee of radio station WAVF, Channel 241C1, Hanahan, South Carolina. Apex is also the proposed assignee of WJZN, Channel 259C, Port Royal, South Carolina, and the authorized assignee of WHLZ, Channel 223C, Manning, South Carolina.<sup>1</sup> The 3.16 mV/m contours of WAVF and WJZN overlap, as do the contours of WAVF and WHLZ. The contours of WHLZ and WJZN do not overlap. This results in Apex have common interest in two FM stations in two distinct markets. Exhibit #1 is a map depicting the stations.

2. Therefore, a study has been conducted to determine if ownership of these facilities, in their two respective markets, complies with §73.3555 of the Commission's rules. Each market will be reviewed for compliance. Since WAVF is a common station to both markets, its city grade contour will be used to define the market boundary, hereinafter referred to as the "Radio Market". The study will determine the number of other commercial AM and FM stations that either have transmitter sites within or provide coverage to the subject radio market.

---

1) The Commission has approved the transfer of WHLZ from Cumulus Licensing Corp. to Apex. Closing on the transaction has not yet occurred.

3. Exhibit #2 is a depiction of the other stations in the WAVF Radio Market, showing fifteen commercial AM and FM stations, excluding the two subject stations. Exhibit #3 is a tabulation of the stations in Radio Market #1 (WAVF/WHLZ), a total of seventeen stations, including the subject stations. The number of stations depicted falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules.<sup>2</sup> At the fifteen to twenty-nine stations level, common ownership or control of up to six stations, with no more than four in the same service, is permissible.

4. Exhibit #4 is a tabulation of the stations in Radio Market #2 (WAVF/WJZN), a total of seventeen stations, including the subject stations. The number of stations depicted falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules.<sup>3</sup> At the fifteen to twenty-nine stations level, common ownership or control of up to six stations, with no more than four in the same service, is permissible. Therefore, Apex's interests in two FM stations in two markets are in compliance with the Commission's rules. Therefore, Apex's proposed ownership of WAVF is in compliance with §73.3555 of the rules.

5. The foregoing technical statement was prepared on behalf of Apex Broadcasting, Inc., by Graham Brock, Inc., its Technical Consultants. All information contained herein is true and accurate to the best of our belief and knowledge. All data relating to AM and FM facilities was extracted from the CDBS database. We assume no liability for errors or omissions in that database which may be adverse to the information contained herein.

---

2) Although there are additional stations providing service to the Radio Market, they are not considered since the number of stations was ample to demonstrate compliance with the rules based on the number of stations proposed to be commonly owned.

3) See Footnote 3 supra.

**Graham Brock, Inc. - Broadcast Technical Consultants**

**WAVF**

BLH-19850404KT  
Latitude: 32-49-04 N  
Longitude: 079-50-08 W  
Power: 100.00 kW  
Channel: 241C1

**WHLZ**

BLH-19860312KD  
Latitude: 33-32-05 N  
Longitude: 079-59-15 W  
Power: 100.00 kW  
Channel: 223C

**WJZX**

BLH-19880725KB  
Latitude: 32-25-10 N  
Longitude: 080-28-30 W  
Power: 100.00 kW  
Channel: 259C

WHLZ 3.16 mV/m

WJZX 3.16 mV/m

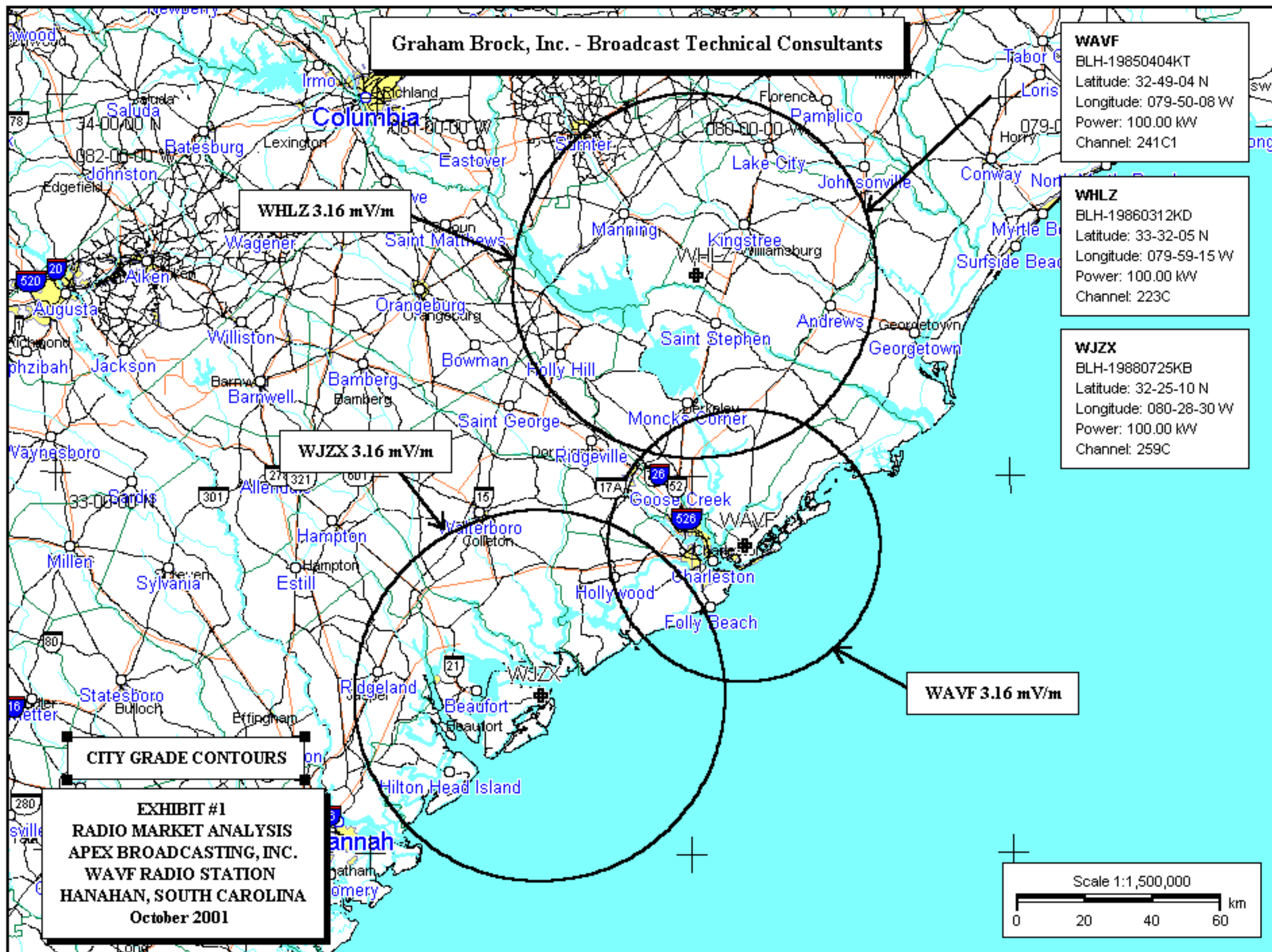
WAVF 3.16 mV/m

**CITY GRADE CONTOURS**

**EXHIBIT #1**  
**RADIO MARKET ANALYSIS**  
**APEX BROADCASTING, INC.**  
**WAVF RADIO STATION**  
**HANAHAN, SOUTH CAROLINA**  
**October 2001**

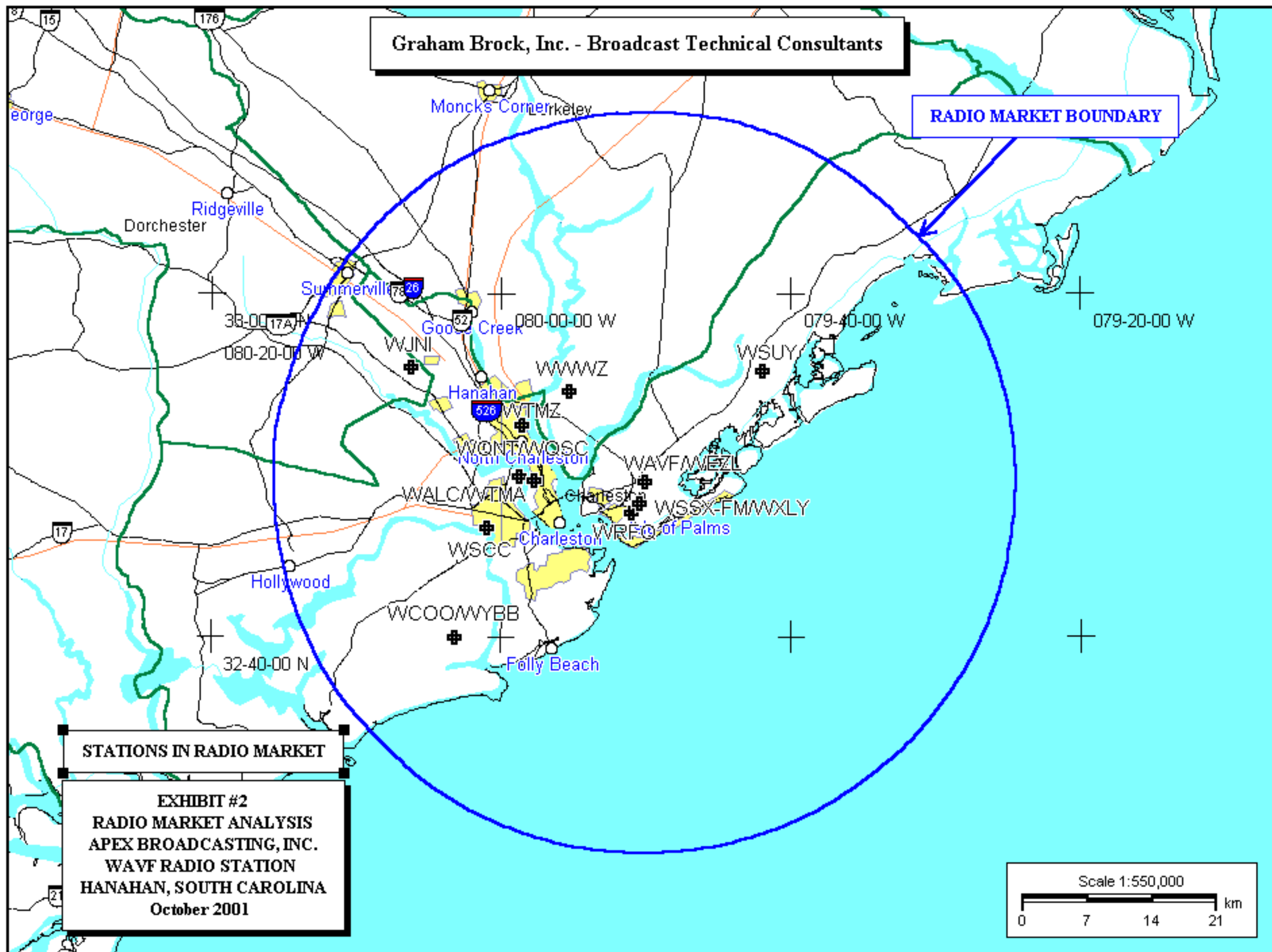
Scale 1:1,500,000

0 20 40 60 km



Graham Brock, Inc. - Broadcast Technical Consultants

RADIO MARKET BOUNDARY



STATIONS IN RADIO MARKET

EXHIBIT #2  
RADIO MARKET ANALYSIS  
APEX BROADCASTING, INC.  
WAVF RADIO STATION  
HANAHAN, SOUTH CAROLINA  
October 2001

**RADIO MARKET ANALYSIS**  
**APEX BROADCASTING, INC.**  
**WAVF RADIO STATION**  
**HANAHAN, SOUTH CAROLINA**  
**October 2001**

**EXHIBIT #3**

**Tabulation of Stations in Radio Market #1**

**AM Stations**

WSCC	730 kHz	Charleston, SC
WTMZ	910 kHz	Dorchester Terrace, SC
WTMA	1250 kHz	Charleston, SC
WQSC	1340 kHz	Charleston, SC
WQNT	1450 kHz	Charleston, SC

Total AM Stations - 5

**FM Stations**

* WHLZ	Ch 223C	Manning, SC
WWWX	Ch 227C2	Summerville, SC
WSSX-FM	Ch 236C	Charleston, SC
* WAVF	Ch 241C1	Hanahan, SC
WSUY	Ch 245C	Charleston, SC
WYBB	Ch 251C2	Folly Beach, SC
WALC	Ch 263C3	Charleston, SC
WXLY	Ch 273C	North Charleston, SC
WEZL	Ch 278C1	Charleston, SC
WRFQ	Ch 283C2	Mount Pleasant, SC
WCOO	Ch 288C2	Kiawah Island, SC
WJNI	Ch 292A	Ladson, SC

Total FM Stations - 12

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 17**

\* Subject station.

**RADIO MARKET ANALYSIS**  
**APEX BROADCASTING, INC.**  
**WAVF RADIO STATION**  
**HANAHAN, SOUTH CAROLINA**  
**October 2001**

**EXHIBIT #4**

**Tabulation of Stations in Radio Market #2**

**AM Stations**

WSCC	730 kHz	Charleston, SC
WTMZ	910 kHz	Dorechester Terrace, SC
WTMA	1250 kHz	Charleston, SC
WQSC	1340 kHz	Charleston, SC
WQNT	1450 kHz	Charleston, SC

Total AM Stations - 5

**FM Stations**

WWWX	Ch 227C2	Summerville, SC
WSSX-FM	Ch 236C	Charleston, SC
* WAVF	Ch 241C1	Hanahan, SC
WSUY	Ch 245C	Charleston, SC
WYBB	Ch 251C2	Folly Beach, SC
* WJZN	Ch 259C	Port Royal, SC
WALC	Ch 263C3	Charleston, SC
WXLY	Ch 273C	North Charleston, SC
WEZL	Ch 278C1	Charleston, SC
WRFQ	Ch 283C2	Mount Pleasant, SC
WCOO	Ch 288C2	Kiawah Island, SC
WJNI	Ch 292A	Ladson, SC

Total FM Stations - 12

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 17**

\* Subject station.