

BENJAMIN F. DAWSON III, PE  
THOMAS M. ECKELS, PE  
STEPHEN S. LOCKWOOD, PE  
DAVID J. PINION, PE

ERIK C. SWANSON, PE  
THOMAS S. GORTON, PE  
MICHAEL H. MEHIGAN, EIT

HATFIELD & DAWSON  
CONSULTING ELECTRICAL ENGINEERS  
9500 GREENWOOD AVE. N.  
SEATTLE, WASHINGTON 98103

TELEPHONE (206) 783-9151  
FACSIMILE (206) 789-9834  
E-MAIL [hatdaw@hatdaw.com](mailto:hatdaw@hatdaw.com)

JAMES B. HATFIELD, PE  
PAUL W. LEONARD, PE  
CONSULTANTS

MAURY L. HATFIELD, PE  
(1942-2009)

## **MULTIPLE OWNERSHIP SERVICE CONTOUR ANALYSIS**

**Prepared for**  
**Entercom Greenville License, LLC**  
**June 2010**

The attached analysis of compliance with the radio multiple ownership rules was prepared in accordance with the Rules and Regulations of the Federal Communications Commission, in connection with a minor change application for FM station WTPT (Facility ID #4677).

### **Unrated Market**

Entercom owns the following stations in the Greenville, SC market:

WTPT(FM)	227C	Forest City, NC
WYRD-FM	292C3	Simpsonville, SC
WFBC-FM	229C	Greenville, SC
WSPA-FM	255C	Spartanburg, SC
WROQ(FM)	266C0	Anderson, SC
WORD(AM)	950 kHz	Spartanburg, SC
WYRD(AM)	1330 kHz	Greenville, SC

WTPT(FM) does not have principal community contour overlap with any attributable stations other than those listed above.

Since WTPT(FM) is licensed to a community which lies outside the Greenville Arbitron market counties, the instant analysis has been made consistent with the Commission's interim rules for unrated markets, for the sake of a complete record. The 70 dBu contours of FM stations were determined from the technical data contained in the most recent edition of the FCC FM Database. The listed antenna height above average terrain was used together with topographic data obtained from the digitized 30 second or 3 second database. The 5 mV/m daytime contours of AM stations

were determined from the technical data contained in the most recent edition of the FCC AM Database. The listed antenna parameter information was used together with a digitized version of the FCC M-3 or Region II ground conductivity database.

The service contours were plotted using correct map projection mathematics. Those stations whose transmitter sites are within the respective principal community service contours of the stations proposed to be commonly owned have only the sites rather than their contours shown. All contours and enclosed transmitter site locations have been labeled. A list of all stations considered is included with this statement.

In counting stations providing service to the “market” defined by each of the discrete clusters formed in unrated markets, stations whose transmitter sites are located in excess of 92 km from the perimeter of the common overlap area have been excluded, as have other stations to be commonly-owned but which are not a part of the discrete cluster being studied.

Since the principal community contours of WORD(AM) and WYRD(AM) do not overlap, the combination of WTPT(FM) with the other attributable stations in this market forms two discreet clusters. This exhibit evidences at least the minimum number of stations necessary to demonstrate compliance with the rules concerning radio multiple ownership in unrated markets. For the purposes of this study, only stations with transmitter sites inside the principal community service contours of the stations to be commonly owned have been shown. Numerous additional stations could also be counted as providing service to these market.

#### **Cluster A**

##### **WTPT(FM), WYRD-FM, WFBC-FM, WSPA-FM, WROQ(FM), WORD(AM)**

In order to qualify for common ownership of this 5AM/1FM cluster, there must be at least 45 stations in the relevant “market”. This study demonstrates that there are at least 75 stations in the relevant market.

**Cluster B****WTPT(FM), WYRD-FM, WFBC-FM, WSPA-FM, WROQ(FM), WYRD(AM)**

In order to qualify for common ownership of this 5AM/1FM cluster, there must be at least 45 stations in the relevant "market". This study demonstrates that there are at least 75 stations in the relevant market.

Please note that the attached list of stations in the market totals 76 stations. That is because the list includes both WORD(AM) and WYRD(AM), which are both attributable but members of separate clusters. Therefore one station has been subtracted from the "denominator" to result in the 75 station count indicated above.

June 8, 2010

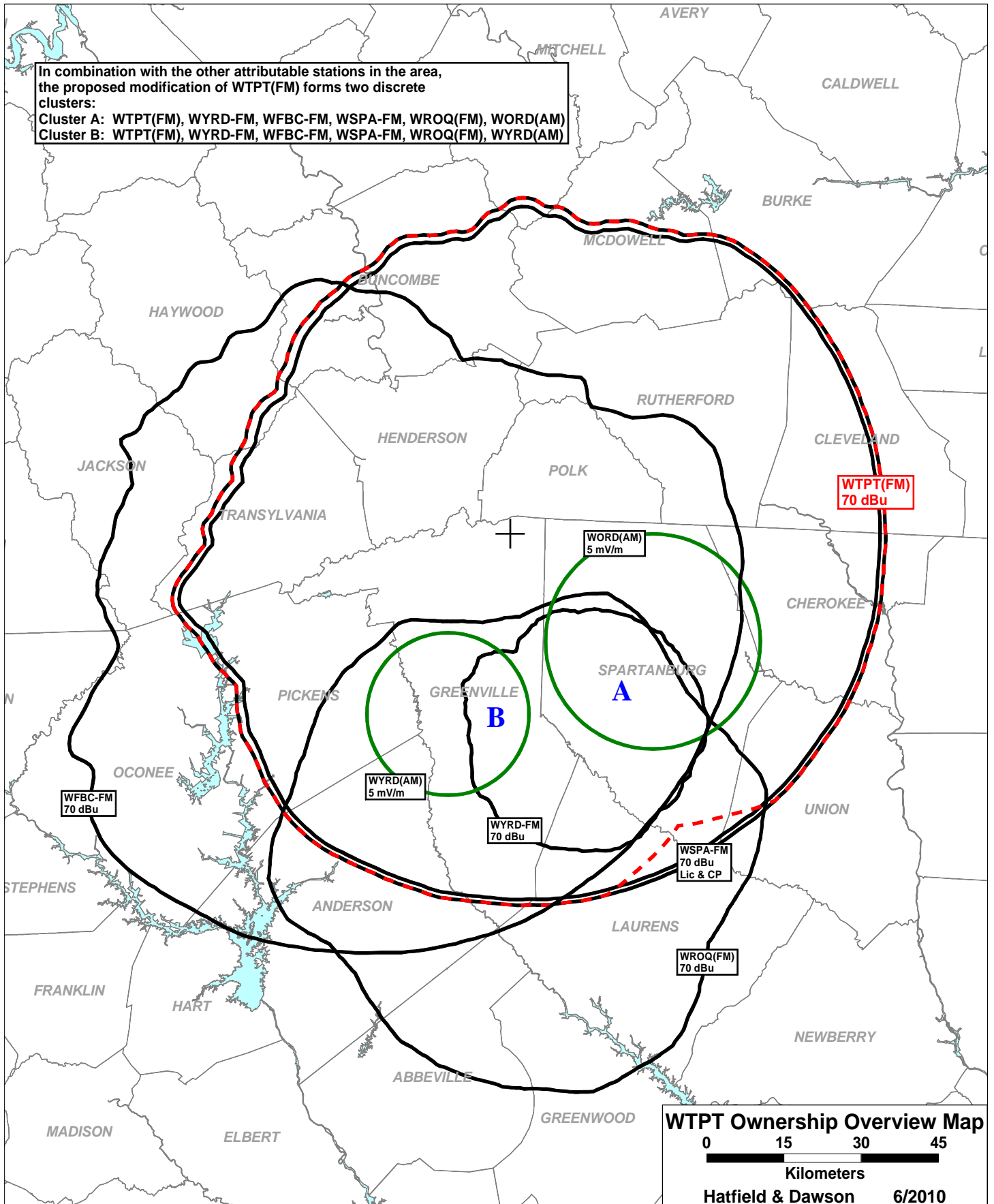
A handwritten signature in black ink, appearing to read "Erik C. Swanson". The signature is fluid and cursive, with the first name "Erik" and last name "Swanson" clearly distinguishable.

Erik C. Swanson, P.E.

In combination with the other attributable stations in the area, the proposed modification of WTPT(FM) forms two discrete clusters:

Cluster A: WTPT(FM), WYRD-FM, WFBC-FM, WSPA-FM, WROQ(FM), WORD(AM)

Cluster B: WTPT(FM), WYRD-FM, WFBC-FM, WSPA-FM, WROQ(FM), WYRD(AM)



# **AM STATIONS PROVIDING SERVICE TO MARKETS FORMED BY CLUSTER A AND CLUSTER B**

Call Status	City St Co	FCC File No.	Freq Mode	Power(kW) Hrs Cls	Latitude Longitude	Transmitter Site Key
=====	=====	=====	=====	=====	=====	=====
WWNC LIC	ASHEVILLE NC US	BL0090622AGS	570 DAN	5.000 DAY B	N 35-35-49 W 082-36-24	A
WCAB LIC	RUTHERFORDTON NC US	BL0070417ADA	590 ND2	1.000 DAY B	N 35-23-35 W 081-55-23	B
WLFJ LIC	GREENVILLE SC US	BL19841018AD	660 NDD	50.000 DAY B	N 34-53-10 W 082-28-03	C
WGCR LIC	PISGAH FOREST NC US	BL0080219BMR	720 ND1	25.000 DAY B	N 35-15-10 W 082-40-28	D
WWOL LIC	FOREST CITY NC US	BL19950130AC	780 NDD	10.000 DAY B	N 35-21-02 W 081-54-04	F
WPJM LIC	GREER SC US	BL19860228AB	800 ND1	1.000 DAY B	N 34-56-59 W 082-14-43	G
WLBG LIC	LAURENS SC US	BL	860 ND1	1.000 DAY B	N 34-30-13 W 082-01-06	H
WPEK LIC	FAIRVIEW NC US	BL0000911ACU	880 NDD	5.000 DAY D	N 35-32-48 W 082-28-15	I
WOLI LIC	SPARTANBURG SC US	BL19901108AA	910 DA2	3.600 DAY B	N 35-01-10 W 082-00-36	J
WPTL LIC	CANTON NC US	BL19840328AA	920 ND2	0.500 DAY B	N 35-31-15 W 082-48-24	K
WORD LIC	SPARTANBURG SC US	BL0040630ACX	950 DAN	5.000 DAY B	N 34-58-53 W 081-59-14	L
WFGW LIC	BLACK MOUNTAIN NC US	BL19921202AB	1010 DA3	50.000 DAY B	N 35-36-19 W 082-21-00	N
WRIX LIC	HOMELAND PARK SC US	BL19890913AD	1020 NDD	10.000 DAY B	N 34-28-14 W 082-38-03	O
WCSZ LIC	SANS SOUCI SC US	BL19900710AE	1070 DA2	50.000 DAY B	N 34-55-05 W 082-27-21	P
WSNW LIC	SENECA SC US	BL0090518AKQ	1150 ND2	1.000 DAY B	N 34-41-15 W 082-59-16	Q
WJFJ LIC	TRYON NC US	BL19840823AD	1160 DAN	10.000 DAY B	N 35-14-07 W 082-14-27	R
WFGN LIC	GAFFNEY SC US	BL19850313AH	1180 NDD	2.500 DAY B	N 35-02-59 W 081-38-42	S

**AM STATIONS PROVIDING SERVICE TO MARKETS FORMED  
BY CLUSTER A AND CLUSTER B (continued)**

Call Status	City St Co	FCC File No.	Freq Mode	Power(kW) Hrs Cls	Latitude Longitude	Transmitter Site Key
WSKY LIC	ASHEVILLE NC US BL		1230 ND1	1.000 UNL C	N 35-35-43 W 082-33-57	T
WAIM LIC	ANDERSON SC US BL19830915AE		1230 ND1	1.000 UNL C	N 34-31-52 W 082-36-50	U
WSQL LIC	BREVARD NC US BL19910715AD		1240 ND1	1.000 UNL C	N 35-13-23 W 082-42-20	V
WBRM LIC	MARION NC US BL19860203AL		1250 ND1	5.000 DAY B	N 35-40-59 W 082-02-08	W
WPJF LIC	GREENVILLE SC US BL19890925AD		1260 ND1	5.000 DAY B	N 34-54-30 W 082-20-41	X
WANS LIC	ANDERSON SC US BL19850123AB		1280 DAN	5.000 DAY B	N 34-32-17 W 082-41-28	Y
WCKI LIC	GREER SC US BL0090514ADA		1300 ND2	1.000 DAY B	N 34-55-39 W 082-15-42	Z
WISE LIC	ASHEVILLE NC US BL		1310 DAN	5.000 DAY B	N 35-37-09 W 082-34-21	AA
WYRD LIC	GREENVILLE SC US BL		1330 DAN	5.000 DAY B	N 34-51-18 W 082-25-24	AB
WZGM LIC	BLACK MOUNTAIN NC US BL0040917AJI		1350 ND2	10.000 DAY B	N 35-35-29 W 082-24-53	AC
WELP LIC	EASLEY SC US BL19980520KC		1360 ND1	5.000 DAY B	N 34-50-23 W 082-38-22	AD
WKJV LIC	ASHEVILLE NC US BL0011005ABW		1380 DAN	25.000 DAY B	N 35-36-19 W 082-35-31	AE
WOHS LIC	SHELBY NC US BL		1390 DAN	1.000 DAY B	N 35-19-28 W 081-32-00	AF
WROP LIC	BELTON SC US BL0050525ARV		1390 ND2	1.000 DAY B	N 34-35-19 W 082-32-17	AG
WSPG LIC	SPARTANBURG SC US BL		1400 ND1	1.000 UNL C	N 34-58-26 W 081-55-37	AH
WPCC LIC	CLINTON SC US BL		1410 ND1	1.000 DAY B	N 34-26-42 W 081-53-24	AI
WGVL LIC	GREENVILLE SC US BL		1440 DAN	5.000 DAY B	N 34-52-06 W 082-28-04	AJ
WHKP LIC	HENDERSONVILLE NC US BL0061016AEO		1450 ND1	0.970 DAY C	N 35-20-20 W 082-27-20	AK
WPCI LIC	GREENVILLE SC US BL		1490 ND1	1.000 UNL C	N 34-51-07 W 082-24-54	AB

**AM STATIONS PROVIDING SERVICE TO MARKETS FORMED  
BY CLUSTER A AND CLUSTER B (continued)**

Call Status	City St Co	FCC File No.	Freq Mode	Power(kW) Hrs Cls	Latitude Longitude	Transmitter Site Key
WZZQ LIC	GAFFNEY SC US BL		1500 NDD	1.000 DAY B	N 35-05-18 W 081-38-40	AL
WQUL LIC	WOODRUFF SC US BL		1510 NDD	1.000 DAY B	N 34-45-22 W 082-03-18	AM
WGMA LIC	SPINDALE NC US BL19821022AL		1520 NDD	0.500 DAY B	N 35-21-00 W 081-56-18	AN
WASC LIC	SPARTANBURG SC US BL		1530 NDD	1.000 DAY B	N 34-56-58 W 081-57-33	AO
WTBI LIC	PICKENS SC US BL19800429AD		1540 NDD	10.000 DAY B	N 34-51-37 W 082-43-25	AP
WAHT LIC	CLEMSON SC US BL14392		1560 NDD	1.000 DAY B	N 34-42-04 W 082-49-30	AQ
WDAB LIC	TRAVELERS REST SC US BL19800314AK		1580 NDD	5.000 DAY B	N 34-56-55 W 082-26-38	AR
WTZQ LIC	HENDERSONVILLE NC US BL19990517DD		1600 ND1	1.000 DAY B	N 35-18-53 W 082-25-58	AS
WFIS LIC	FOUNTAIN INN SC US BL		1600 ND1	1.000 DAY B	N 34-42-28 W 082-13-40	AT

# FM STATIONS PROVIDING SERVICE TO MARKETS FORMED BY CLUSTER A AND CLUSTER B

Call Status	City State	FCC File No.	Channel Freq.	ERP(kW) HAAT(m)	Latitude Longitude	Transmitter Site Key
WCQS LIC	ASHEVILLE NC	BLED931012KA	201C3 88.1	1.600 DA 356.0	35-35-23 082-40-26	1
WSBF-FM LIC	CLEMSON SC	BLED920327KB	201A 88.1	3.000 61.0	34-40-42 082-49-15	2
WGWG LIC	BOILING SPRINGS NC	BLED950221KD	202C2 88.3	50.000 DA 92.0	35-13-52 081-42-57	3
WEPC LIC	BELTON SC	BLED940509KA	203C2 88.5	50.000 DA 91.0	34-23-43 082-29-49	4
WNCW LIC	SPINDALE NC	BLED981104KA	204C 88.7	17.000 DA 923.0	35-44-06 082-17-11	5
WLFJ-FM LIC	GREENVILLE SC	BLED830512AP	207C1 89.3	41.000 DA 335.0	34-56-26 082-24-44	6
WEPR LIC	GREENVILLE SC	BLED870508KA	211C 90.1	85.000 361.0	34-56-26 082-24-38	6
WYFG LIC	GAFFNEY SC	BLED890216KA	216C1 91.1	100.000 DA 175.0	35-06-57 081-46-42	7
WLFA LIC	ASHEVILLE NC	BLED1386	217A 91.3	0.440 262.0	35-36-02 082-39-07	8
WTBI-FM LIC	GREENVILLE SC	BLED71214ADL	218C2 91.5	22.500 128.0	34-49-51 082-26-55	9
WESC-FM LIC	GREENVILLE SC	BLH800811AB	223C 92.5	100.000 610.0	35-08-16 082-36-31	10
WTPT APP	FOREST CITY NC	BPH	227C 93.3	100.000 DA 600.0	35-10-11 082-17-28	11
WFBC-FM LIC	GREENVILLE SC	BLH021022AAJ	229C 93.7	100.000 552.0	35-06-43 082-36-24	12
WMUU-FM LIC	GREENVILLE SC	BLH80425ABD	233C 94.5	100.000 454.0	34-56-29 082-24-41	6
WGOG LIC	WALHALLA SC	BLH910910KB	242A 96.3	6.000 92.0	34-51-33 083-03-31	13
WOXL-FM LIC	BILTMORE FOREST NC	BLH020220AAL	243C3 96.5	1.850 DA 357.0	35-35-23 082-40-26	1
WROO LIC	MAULDIN SC	BLH020404AAC	244A 96.7	0.700 DA 288.0	34-55-16 082-24-05	14
WHZT LIC	SENECA SC	BLH980629KB	251C0 98.1	100.000 304.0	34-41-15 082-59-13	Q
WSPA-FM LIC	SPARTANBURG SC	BLH991026ACQ	255C 98.9	100.000 580.0	35-10-11 082-17-28	11



**FM STATIONS PROVIDING SERVICE TO MARKETS FORMED  
BY CLUSTER A AND CLUSTER B (continued)**

Call Status	City State	FCC File No.	Channel Freq.	ERP(kW) HAAT(m)	Latitude Longitude	Transmitter Site Key
=====	=====	=====	=====	=====	=====	=====
WKSF LIC	OLD FORT NC	BMLH031105AEC	260C 99.9	53.000 799.0	35-25-32 082-45-25	15
WSSL-FM LIC	GRAY COURT SC	BLH050923AFT	263C0 100.5	100.000 381.0	34-34-18 082-06-44	16
WROQ LIC	ANDERSON SC	BLH80225ABJ	266C1 101.1	100.000 DA 296.0	34-38-51 082-16-13	17
WMYI LIC	HENDERSONVILLE NC	BLH981027KD	273C1 102.5	19.000 552.0	35-13-20 082-32-58	18
WRIX-FM LIC	HONEA PATH SC	BLH930405KD	276A 103.1	6.000 100.0	34-25-31 082-32-26	19
WOLT LIC	GREER SC	BLH930111KA	277A 103.3	2.700 151.0	34-59-54 082-08-17	20
WOLI-FM LIC	EASLEY SC	BLH860613KC	280A 103.9	6.000 100.0	34-50-21 082-31-37	21
WQNQ LIC	FLETCHER NC	BLH050323AAV	282A 104.3	0.470 349.0	35-31-39 082-29-49	22
WCCP-FM LIC	CLEMSON SC	BLH060525ACD	285A 104.9	4.600 113.0	34-38-13 082-42-30	23
WYRD-FM LIC	SIMPSONVILLE SC	BLH021202AAG	292C3 106.3	25.000 100.0	34-50-33 082-09-59	25
WMIT LIC	BLACK MOUNTAIN NC	BMLH960327KD	295C 106.9	36.000 942.0	35-44-06 082-17-10	5
WJMZ-FM LIC	ANDERSON SC	BMLH010628AAA	297C0 107.3	100.000 308.0	34-42-07 082-36-19	26

In combination with the other attributable stations in the area,  
the proposed modification of WTPT(FM) forms two discrete  
clusters:

Cluster A: WTPT(FM), WYRD-FM, WFBC-FM, WSPA-FM, WROQ(FM), WORD(AM)

Cluster B: WTPT(FM), WYRD-FM, WFBC-FM, WSPA-FM, WROQ(FM), WYRD(AM)

