

**RADIO MARKET ANALYSIS**  
**SEA-COMM, INC.**  
**WWTB RADIO STATION**  
**SWANSBORO, NORTH CAROLINA**  
**October 2006**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibit were prepared on behalf of Sea-Comm, Inc. ("Sea-Comm"), licensee of station WWTB, Channel 280C3, Topsail Beach, North Carolina and permittee of WWTB, Channel 281A, Swansboro, North Carolina. Sea-Comm is submitting a modification of permit application for WWTB. As such, a radio market analysis is necessary. WWTB's new community of license will be Swansboro, North Carolina. Swansboro, North Carolina is located in a metro county within the Greenville-New Bern-Jacksonville, North Carolina Arbitron Market (Market #88). The review will verify compliance of ownership of a station in a market under the Arbitron/BIA rated market rules.

**ARBITRON/BIA MARKET REVIEW**

2. As shown on Exhibit #1, there are fifty-five AM and FM (commercial and non-commercial) stations listed in the Greenville-New Bern-Jacksonville, North Carolina Arbitron Market. Sea-Comm would be in control of one FM station in the market. The number of stations indicated falls in the forty-five or more stations tier of §73.3555(a)(1)(i) of the Commission's rules. At this level, common ownership or control of up to eight stations, with no more than five in the same service, is permissible. Therefore, control of WWTB in the Greenville-New Bern-Jacksonville, North Carolina market is believed to be in compliance with the Commission's radio ownership rules for rated markets.

3. The foregoing technical statement was prepared on behalf of Sea-Comm, 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 in the relevant BIA/Arbitron market was determined using the BIA Financial Network, Inc. Media Access Pro, Version 4.0. BIA database. We assume no liability for errors or omissions in the database which may be adverse to the information contained herein.



## FCC Geographic Market Definition for Greenville-New

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WAAE	FM	91.9	NC	Christian	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	American Family Association Incorporated	New Bern, NC	Craven
WAGO	FM	88.7	NC	Christian	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Pathway Christian Academy Inc	Snow Hill, NC	Greene
WANG	AM	1330	C	Adult Hits	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	NextMedia Group Inc	Havelock, NC	Craven
WBJD	FM	91.5	NC	News/Info	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Craven Community College Board Trustees	Atlantic Beach, NC	Carteret
WDLX	AM	930	C	News/Talk	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Pirate Media Group LLC	Washington, NC	Beaufort
WECU	AM	1570	C	Black Gosp	Greenville-New Bern-Jacksonville, NC	02/08/2006	87	CTC Media Group Inc	Winterville, NC	Pitt
WELS	AM	1010	C	Gospel	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Willis Broadcasting Corporation	Kinston, NC	Lenoir
WELS	FM	102.9	C	Gospel	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Willis Broadcasting Corporation	Kinston, NC	Lenoir
WERO	FM	93.3	C	AC	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	NextMedia Group Inc	Washington, NC	Beaufort
WGHB	AM	1250	C	Talk/Sprts	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Pirate Media Group LLC	Farmville, NC	Pitt
WIKS	FM	101.9	C	Urban	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Beasley Broadcast Group	New Bern, NC	Craven
WILT	FM	98.7	C	Lite AC	Wilmington, NC	08/05/2005	170	NextMedia Group Inc	Jacksonville, NC	Onslow
WJCV	AM	1290	C	Inspiration	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Down East Broadcasting Co Inc	Jacksonville, NC	Onslow
WJNC	AM	1240	C	Nws/Tlk/Spt	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Benfield, Ronald W.	Jacksonville, NC	Onslow
WKNS	FM	90.3	NC	News/Info	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Craven Community College Board Trustees	Kinston, NC	Lenoir
WLGP	FM	100.3	C	Christian	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Barinowski Investment Co A GA LP	Harkers Island, NC	Carteret
WLGT	FM	98.3	C	Gospel	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Archway Broadcasting Group LLC	Washington, NC	Beaufort
WLNR	AM	1230	C	Spn/Var/Tlk	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Rodriquez, Estuardo	Kinston, NC	Lenoir
WMGV	FM	103.3	C	Soft Rock	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Beasley Broadcast Group	Newport, NC	Carteret
WNBB	FM	97.9	C	Country	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Eure Communications	Bayboro, NC	Pamlico
WNBR	FM	98.9	C	Country	Greenville-New Bern-Jacksonville, NC	11/08/2004	87	Eure Communications	Bethel, NC	Pitt
WNCT	AM	1070	C	Sprts/Talk	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Beasley Broadcast Group	Greenville, NC	Pitt
WNCT	FM	107.9	C	Oldies	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Beasley Broadcast Group	Greenville, NC	Pitt
WNOS	AM	1450	C	Adlt Stndrd	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	CTC Media Group Inc	New Bern, NC	Craven
WOOW	AM	1340	C	Gospel	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Rouse, James	Greenville, NC	Pitt
WOTJ	FM	90.7	NC	Gospel	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Grace Christian School	Morehead City, NC	Carteret
WQSL	FM	92.3	C	Rhymc/CHR	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	NextMedia Group Inc	Jacksonville, NC	Onslow
WQZL	FM	101.1	C	Rhymc/CHR	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	NextMedia Group Inc	Belhaven, NC	Beaufort
WRHD	FM	103.7	C	Top 40	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Archway Broadcasting Group LLC	Williamston, NC	Martin
WRHT	FM	96.3	C	Top 40	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Archway Broadcasting Group LLC	Morehead City, NC	Carteret
WRNS	AM	960	C	Country	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	NextMedia Group Inc	Kinston, NC	Lenoir
WRNS	FM	95.1	C	Country	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	NextMedia Group Inc	Kinston, NC	Lenoir

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

"p" indicates pending sale to owner listed



## FCC Geographic Market Definition for Greenville-New

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WRSV	FM	92.1	C	Urban AC	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Northstar Broadcasting Corporation	Rocky Mount, NC	Nash
WSFL	FM	106.5	C	Clsc Rock	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Beasley Broadcast Group	New Bern, NC	Craven
WSME	AM	1120	C	Cntry/BIGr	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	CTC Media Group Inc	Camp Lejeune, NC	Onslow
WSRP	AM	910	C	Mexcn/Varty	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Rodriquez, Estuardo	Jacksonville, NC	Onslow
WSSM	FM	105.1	C	Adult Hits	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	NextMedia Group Inc	Havelock, NC	Craven
WSTK	FM	104.5	C	Sothn Gspel	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Benfield, Ronald W.	Aurora, NC	Beaufort
WTEB	FM	89.3	NC	Clsci/NPR	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Craven Community College Board Trustees	New Bern, NC	Craven
WTKF	FM	107.3	C	Nws/Tlk/Spt	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Atlantic Ridge Telecasters Inc	Atlantic, NC	Carteret
WTOW	AM	1320	C	Gospel	Greenville-New Bern-Jacksonville, NC	05/10/2006	87	Rouse, James	Washington, NC	Beaufort
WVOT	AM	1420	C	Gospel	Greenville-New Bern-Jacksonville, NC	08/04/2006	87	Kingdom Expansion Corporation	Wilson, NC	Wilson
WWHA	FM	94.1	C	Country	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Archway Broadcasting Group LLC	Oriental, NC	Pamlico
WWNB	AM	1490	C	Black Gospl	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	CTC Media Group Inc	New Bern, NC	Craven
WWNF	FM	97.7	C	Black Gospl	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Curtis Media Group	Kinston, NC	Lenoir
WWNK	FM	94.3	C	Country	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Archway Broadcasting Group LLC	Farmville, NC	Pitt
WWTB	FM	104.1	C	Nws/Tlk/Inf	Wilmington, NC	07/02/2003	170	Sea-Comm Inc	Swansboro, NC	Onslow
WXBE	FM	88.3	NC	Christian	Greenville-New Bern-Jacksonville, NC	05/16/2005	87	American Family Association Incorporated	Beaufort, NC	Carteret
WXNR	FM	99.5	C	Alternative	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	Beasley Broadcast Group	Grifton, NC	Pitt
WXQR	FM	105.5	C	Modern Rock	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	NextMedia Group Inc	Jacksonville, NC	Onslow
WZGO	FM	91.1	NC	CP - NOA	Greenville-New Bern-Jacksonville, NC	10/14/2005	87	Pathway Christian Academy Inc	Aurora, NC	Beaufort
WZMB	FM	91.3	NC	Alternative	Greenville-New Bern-Jacksonville, NC	07/02/2003	87	E Carolina University Media Board	Greenville, NC	Pitt
WZNB	FM	88.5	NC	News/Talk	Greenville-New Bern-Jacksonville, NC	01/03/2003	87	Craven Community College Board Trustees	New Bern, NC	Craven
WZPE	FM	90.1	NC	Classical	Greenville-New Bern-Jacksonville, NC	10/11/2004	87	Educational Information Corporation	Bath, NC	Beaufort
WZUP	FM	104.7	C	Mexican	Greenville-New Bern-Jacksonville, NC	08/01/2003	87	Benfield, Ronald W.	La Grange, NC	Lenoir

**Number of Stations in Geographic Market 55**

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

"p" indicates pending sale to owner listed

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

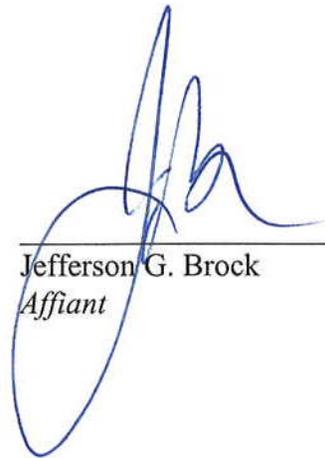
*State of Georgia )*  
*St. Simons Island ) ss:*  
*County of Glynn )*

**JEFFERSON G. BROCK**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Sea-Comm, Inc., to prepare the attached Technical Exhibit.

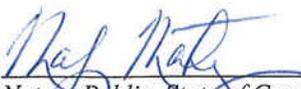
His qualifications are a matter of record before the Federal Communications Commission. He has been active in Broadcast Engineering since 1979.

The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

*This the 19th day of October 2006.*

  
\_\_\_\_\_  
Jefferson G. Brock  
*Affiant*

*Sworn to and subscribed before me  
this the 19th day of October 2006*

  
\_\_\_\_\_  
*Notary Public, State of Georgia  
My Commission Expires: September 3, 2007*