

New South Radio, Inc.
Transfer of Control Application
(FCC Form 315)

EXHIBIT 18

Multiple Ownership

This application requests consent to the transfer of control for radio stations WIIN(AM) ID #48646, Ridgeland, MS, WYOY(FM) ID #48647, Gluckstadt, MS, WJKK(FM) ID #8177, Vicksburg, MS and WUSJ(FM) ID #62050, Jackson, MS, which are licensed to New South Radio, Inc. from Frank E. Holladay to the stockholders of New South Radio, Inc.

New South Radio, Inc. (including all parties under common control) currently has attributable interests in one AM station (WIIN(AM)), and three FM stations (WYOY(FM), WJKK(FM) and WUSJ(FM) in the Jackson, MS Metro Survey Area as defined by Arbitron (the "Metro"). The attached FCC Geographic Market Definition Report indicates that there are a total of 33 radio stations in the Metro. Following the proposed transfer, New South Radio, Inc.'s radio station ownership in the Metro will be in compliance with Section 73.3555(a)(1)(ii) of the Commission's Rules, which permits ownership of up to seven radio stations, including four radio stations in the same service, in a market with between 30 and 44 total radio stations.