

# GRAHAM BROCK, INC.

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BROADCAST TECHNICAL CONSULTANTS

RADIO MARKET ANALYSIS  
COMPASS RADIO GROUP, LLC  
MYRTLE BEACH, SOUTH CAROLINA  
December 2014

TECHNICAL EXHIBIT

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**RADIO MARKET ANALYSIS**  
**COMPASS RADIO GROUP, LLC**  
**MYRTLE BEACH, SOUTH CAROLINA**  
**December 2014**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared in support of a proposed transfer of control of three stations: WEZV (FM), Myrtle Beach, South Carolina; WGTN-FM, Andrews, South Carolina; and WYEZ (FM), Murrell's Inlet, South Carolina from Fidelity Broadcasting Corporation ("Fidelity") to Compass Radio Group, LLC ("Compass"). WEZV, WGTN-FM, and WYEZ are presently licensed to a community within a metro county in the Myrtle Beach, South Carolina Arbitron Market (Market #158). One of the principles in Compass Radio Group, LLC also holds attributable interest in nearby station WQTM (AM), 1480 kHz, Fair Bluff, North Carolina. Exhibit A is a map showing the pertinent AM 5.0 mV/m and FM 70 dBu service contours. WQTM has no contour overlap with any of the subject stations in the Myrtle Beach, South Carolina Market and is licensed to a county that is not part of the Myrtle Beach, South Carolina Radio Market. Therefore, this review will verify compliance of commonly owned stations in a rated market.

**MYRTLE BEACH, SOUTH CAROLINA**  
**ARBITRON/BIA MARKET REVIEW**

2. As shown on Exhibit B, there are thirty-two AM and FM (commercial and non-commercial) stations listed in the Myrtle Beach, South Carolina Arbitron Market (Market #158). Pursuant to the proposed transfer of control, Compass would be in control of three FM stations in the market. The number of stations in the Myrtle Beach, South Carolina Market falls in the thirty through forty-four station tier of §73.3555(a)(1)(ii) of the Commission's rules. At this

level, common ownership or control of up to seven stations, with no more than four in the same service, is permissible. Therefore, the proposed transfer would be in compliance in the rated Myrtle Beach, South Carolina Market.

3. The foregoing technical statement was prepared on behalf of Compass Radio Group, LLC 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 4.2 BIA database. Technical data related to AM and FM facilities was extracted from the Commission's CDBS database. We assume no liability for errors or omissions in either database which may be adverse to the information contained herein.

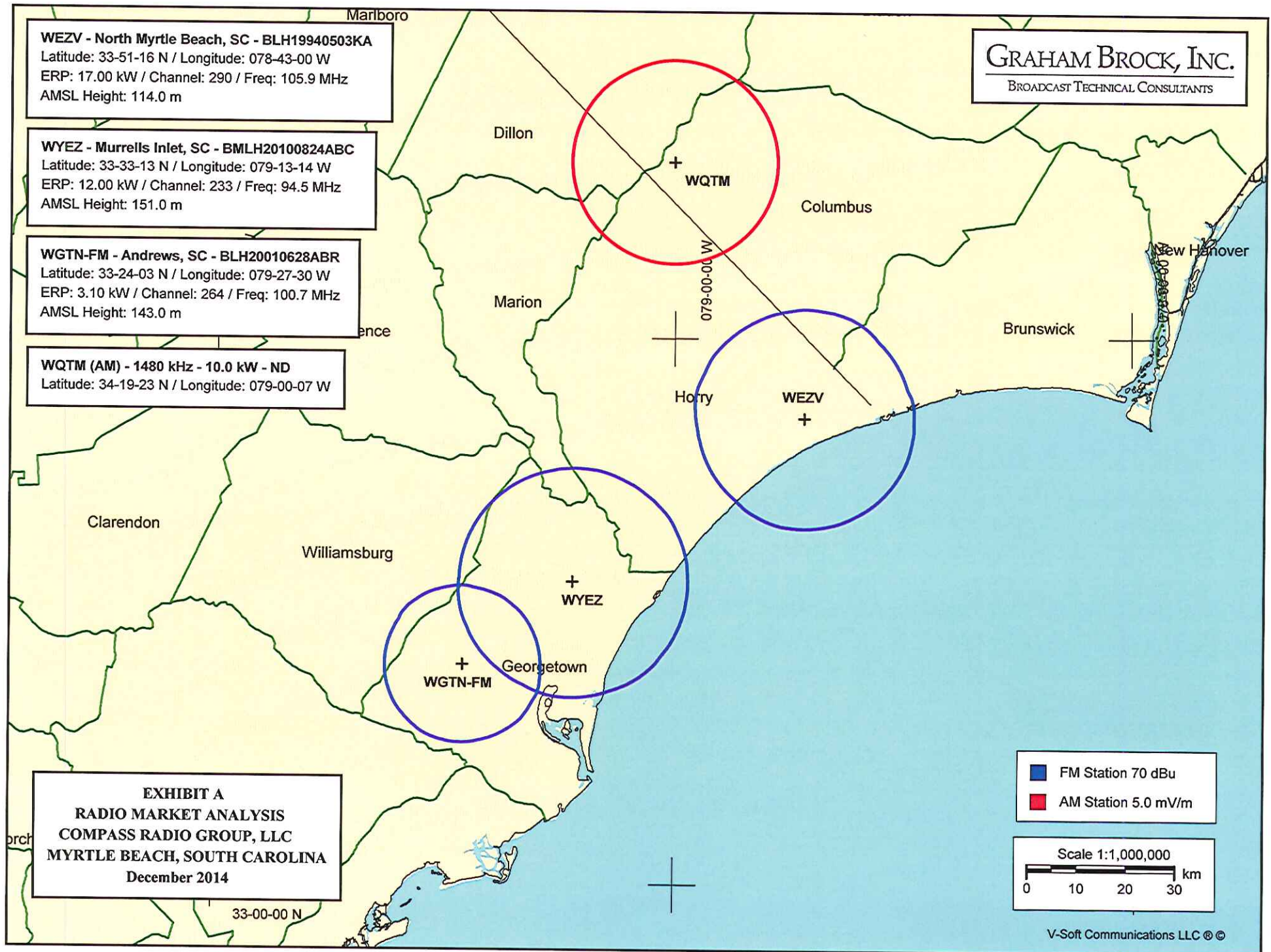
**WEZV - North Myrtle Beach, SC - BLH19940503KA**  
Latitude: 33-51-16 N / Longitude: 078-43-00 W  
ERP: 17.00 kW / Channel: 290 / Freq: 105.9 MHz  
AMSL Height: 114.0 m

**WYEZ - Murrells Inlet, SC - BMLH20100824ABC**  
Latitude: 33-33-13 N / Longitude: 079-13-14 W  
ERP: 12.00 kW / Channel: 233 / Freq: 94.5 MHz  
AMSL Height: 151.0 m

**WGTN-FM - Andrews, SC - BLH20010628ABR**  
Latitude: 33-24-03 N / Longitude: 079-27-30 W  
ERP: 3.10 kW / Channel: 264 / Freq: 100.7 MHz  
AMSL Height: 143.0 m

**WQTM (AM) - 1480 kHz - 10.0 kW - ND**  
Latitude: 34-19-23 N / Longitude: 079-00-07 W

**GRAHAM BROCK, INC.**  
BROADCAST TECHNICAL CONSULTANTS



# FCC Geographic Market Definition for Myrtle Beach, SC

| Call Letters | AM/FM | Freq  | Type Station | Format      | Home Market      | Market Designn Date | Home Mkt Rank | Owner                                 | City & State of License | County of License |
|--------------|-------|-------|--------------|-------------|------------------|---------------------|---------------|---------------------------------------|-------------------------|-------------------|
| WDAI         | FM    | 98.5  | C            | Urban       | Myrtle Beach, SC | 07/02/2003          | 158           | Cumulus Media Holdings Inc            | Pawleys Island, SC      | Georgetown        |
| WEZV         | FM    | 105.9 | C            | Soft AC     | Myrtle Beach, SC | 07/02/2003          | 158           | Fidelity Broadcasting Corporation     | North Myrtle Beach, SC  | Horry             |
| WFMO         | AM    | 860   | C            | Mexican     | Myrtle Beach, SC | 01/06/2009          | 158           | Davidson Media Group LLC              | Fairmont, NC            | Robeson           |
| WGTM         | AM    | 1400  | C            | Tik/Nws/Spt | Myrtle Beach, SC | 07/02/2003          | 158           | Waccamaw Broadcasting LLC             | Georgetown, SC          | Georgetown        |
| WGTM         | FM    | 100.7 | C            | Soft AC     | Myrtle Beach, SC | 07/02/2003          | 158           | Fidelity Broadcasting Corporation     | Andrews, SC             | Georgetown        |
| WGTR         | FM    | 107.9 | C            | Country     | Myrtle Beach, SC | 07/02/2003          | 158           | iHeartMedia                           | Bucksport, SC           | Horry             |
| WHMC         | FM    | 90.1  | NC           | Nws/Tik/Inf | Myrtle Beach, SC | 07/02/2003          | 158           | South Carolina Educational Television | Conway, SC              | Horry             |
| WHSC         | AM    | 1050  | C            | Sports      | Myrtle Beach, SC | 07/02/2003          | 158           | Cumulus Media Holdings Inc            | Conway, SC              | Horry             |
| WJXY         | FM    | 93.9  | C            | News/Talk   | Myrtle Beach, SC | 07/02/2003          | 158           | Esserman, Edward                      | Conway, SC              | Horry             |
| WKVC         | FM    | 88.9  | NC           | ChrsContem  | Myrtle Beach, SC | 07/02/2003          | 158           | Educational Media Foundation          | North Myrtle Beach, SC  | Horry             |
| WKZQ         | FM    | 96.1  | C            | Rock/Altve  | Myrtle Beach, SC | 07/02/2003          | 158           | Digity LLC                            | Forestbrook, SC         | Horry             |
| WLFF         | FM    | 106.5 | C            | Country     | Myrtle Beach, SC | 07/02/2003          | 158           | Cumulus Media Holdings Inc            | Georgetown, SC          | Georgetown        |
| WLMC         | AM    | 1470  | C            | Urb/Tik/Nws | Myrtle Beach, SC | 07/02/2003          | 158           | Waccamaw Broadcasting LLC             | Georgetown, SC          | Georgetown        |
| WLSC         | AM    | 1240  | C            | Talk        | Myrtle Beach, SC | 07/02/2003          | 158           | Banana Jack Murphy Productions LLC    | Loris, SC               | Horry             |
| WMBJ         | FM    | 88.3  | NC           | ChrsContem  | Myrtle Beach, SC | 07/02/2003          | 158           | Radio Training Network, Inc           | Murrells Inlet, SC      | Georgetown        |
| WMIR         | AM    | 1200  | C            | Gospel      | Myrtle Beach, SC | 07/02/2003          | 158           | Altman, Gardner                       | Atlantic Beach, SC      | Horry             |
| WMYB         | FM    | 92.1  | C            | AC          | Myrtle Beach, SC | 07/02/2003          | 158           | Digity LLC                            | Myrtle Beach, SC        | Horry             |
| WNMB         | AM    | 900   | C            | Oldies      | Myrtle Beach, SC | 07/02/2003          | 158           | Norman Communications NMB Inc         | North Myrtle Beach, SC  | Horry             |
| WODR         | FM    | 105.3 | C            | Beach/Olde  | Myrtle Beach, SC | 02/11/2005          | 158           | The Padner Group LLC                  | Fair Bluff, NC          | Columbus          |
| WPJS         | AM    | 1330  | C            | Gospel      | Myrtle Beach, SC | 07/02/2003          | 158           | WPJS Broadcasting Inc                 | Conway, SC              | Horry             |
| WRNN         | AM    | 1450  | C            | News/Talk   | Myrtle Beach, SC | 07/02/2003          | 158           | Digity LLC                            | Myrtle Beach, SC        | Horry             |
| WRNN         | FM    | 99.5  | C            | News/Talk   | Myrtle Beach, SC | 07/02/2003          | 158           | Digity LLC                            | Socastee, SC            | Horry             |
| WRXZ         | FM    | 107.1 | C            | Rock        | Myrtle Beach, SC | 07/02/2003          | 158           | iHeartMedia                           | Briarcliff Acres, SC    | Horry             |
| WSEA         | FM    | 100.3 | C            | Sprts/Talk  | Myrtle Beach, SC | 07/02/2003          | 158           | Cumulus Media Holdings Inc            | Atlantic Beach, SC      | Horry             |
| WSYN         | FM    | 103.1 | C            | Clsc Hits   | Myrtle Beach, SC | 07/02/2003          | 158           | Cumulus Media Holdings Inc            | Surfside Beach, SC      | Horry             |
| WUDE         | FM    | 106.3 | C            | Country     | Myrtle Beach, SC | 05/11/2012          | 158           | Davis Media LLC                       | Bolivia, NC             | Brunswick         |
| WVCO         | FM    | 94.9  | C            | Beach/Olde  | Myrtle Beach, SC | 07/02/2003          | 158           | Carolina Beach Music LLC              | Loris, SC               | Horry             |
| WWXM         | FM    | 97.7  | C            | CHR         | Myrtle Beach, SC | 07/02/2003          | 158           | iHeartMedia                           | Garden City, SC         | Georgetown        |
| WXJY         | FM    | 93.7  | C            | News/Talk   | Myrtle Beach, SC | 07/02/2003          | 158           | Esserman, Edward                      | Georgetown, SC          | Georgetown        |
| WYAV         | FM    | 104.1 | C            | Clsc Rock   | Myrtle Beach, SC | 07/02/2003          | 158           | Digity LLC                            | Myrtle Beach, SC        | Horry             |
| WYEZ         | FM    | 94.5  | C            | Rhymc/Olde  | Myrtle Beach, SC | 07/02/2003          | 158           | Fidelity Broadcasting Corporation     | Murrells Inlet, SC      | Georgetown        |
| WYNA         | FM    | 104.9 | C            | Variety     | Myrtle Beach, SC | 07/02/2003          | 158           | iHeartMedia                           | Calabash, NC            | Brunswick         |

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

"p" indicates pending sale to owner listed



## FCC Geographic Market Definition for Myrtle Beach, SC

| Call<br>Letters | AM/<br>FM | Type<br>Freq | Station | Format | Home Market | Market<br>Designtn<br>Date | Home<br>Mkt<br>Rank | Owner | City & State<br>of License | County of<br>License |
|-----------------|-----------|--------------|---------|--------|-------------|----------------------------|---------------------|-------|----------------------------|----------------------|
|-----------------|-----------|--------------|---------|--------|-------------|----------------------------|---------------------|-------|----------------------------|----------------------|

Number of Stations in Geographic Market 32

Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

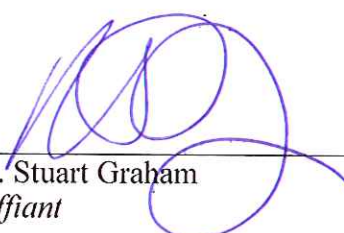
*State of Georgia    )*  
*St. Simons Island    ) ss:*  
*County of Glynn    )*

**R. STUART GRAHAM**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Compass Radio Group, LLC to prepare the attached Technical Exhibit.

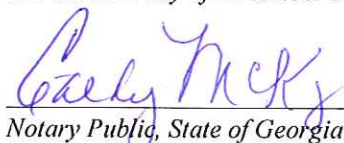
His qualifications are a matter of record before the Federal Communications Commission. He has been active in Broadcast Engineering since 1979.

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 December 2014.*

  
\_\_\_\_\_  
R. Stuart Graham  
*Affiant*

*Sworn to and subscribed before me  
this the 19th day of December 2014*

  
\_\_\_\_\_  
Notary Public, State of Georgia  
My Commission Expires: March 14, 2015