

## Full Power Television Stations Serving Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC DMA<sup>1</sup>

Call Sign	Location	Licensee (Group Owner)	Affiliation
WSPA-TV	Spartanburg, SC	Media General Broadcasting of South Carolina Holdings, Inc. (Media General)	CBS
WNEG-TV <sup>2</sup>	Toccoa, GA	Media General Broadcasting of South Carolina Holdings, Inc. (Media General)	CBS
WASV-TV <sup>3</sup>	Asheville, NC	Pappas Telecasting of the Carolinas	UPN
WLOS(TV)	Asheville, NC	WLOS Licensee LLC (Sinclair Broadcast Group Inc.)	ABC
WBSC-TV <sup>4</sup> [formerly WFBC-TV]	Anderson, SC	Anderson (WFBC-TV) Licensee, Inc.	WB
WYFF(TV)	Greenville, SC	WYFF Hearst-Argyle Television, Inc.	NBC
WHNS(TV)	Asheville, NC	Meredith Corp.(Meredith Corporation)	FOX
WGGG-TV	Greenville, SC	Carolina Christian Broadcasting Inc. (James H. Thompson)	IND
WNTV(TV)	Greenville, SC	South Carolina ETV Commission	ETV
WRET-TV	Spartanburg, SC	South Carolina ETV Commission	ETV
WNEH(TV)	Greenwood, SC	South Carolina ETV Commission	ETV
WUNF-TV	Asheville, NC	University of North Carolina	ETV

<sup>1</sup> Source: BROADCASTING & CABLE YEARBOOK 2001 at B-24, B-57, B-70-71 and the FCC website.

<sup>2</sup> A satellite station of WSPA-TV.

<sup>3</sup> Operated by Media General under an LMA.

<sup>4</sup> Operated by Sinclair under an LMA.

## Radio Stations in Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC Metro Market<sup>5</sup>

Call Sign	Location	Licensee (Group Owner)
WRIX(AM)	Homeland Park, SC	AM 1020, Inc.
WLFA(FM)*	Asheville, NC	Asheville Education Association, Inc.
WKDY(AM)	Spartanburg, SC	Associated Broadcasting Corp.
WDRF(AM)	Woodruff, SC	B & B Media, Inc.
WZRQ(FM)	Biltmore Forest, NC	Biltmore Forest Radio, Inc.
WTZK(AM)	Black Mountain, NC	Black Mountain Broadcasting Corporation
WFGW(AM)	Black Mountain, NC	Blue Ridge Broadcasting Corporation
WMIT(FM)	Black Mountain, NC	Blue Ridge Broadcasting Corporation
WMYI(FM)	Hendersonville, NC	Capstar SC Limited Partnership (Capstar Broadcasting Corp.)
WROQ(FM)	Anderson, SC	Capstar SC Limited Partnership
WKSF(FM)	Asheville, NC	Capstar TX Limited Partnership (Clear Channel Communications, Inc.)
WGVL(AM)	Greenville, SC	Capstar TX Limited Partnership (Clear Channel Communications, Inc.)
WSSL-FM	Gray Court, SC	Capstar TX Limited Partnership (Clear Channel Communications, Inc.)
WESC-FM <sup>6</sup>	Greenville, SC	Clear Channel Broadcasting Licenses, Inc. (Clear Channel Communications, Inc.)
WLFJ(AM) <sup>7</sup>	Greenville, SC	Clear Channel Broadcasting Licenses, Inc. (Clear Channel Communications, Inc.)
WWNC(AM)	Asheville, NC	Clear Channel Communications, Inc.
WSBF-FM*	Clemson, SC	Clemson University
WJFJ(AM)	Tryon, NC	Columbus Broadcast Corporation, Inc.
WJMZ-FM	Anderson, SC	CXR Holdings, Inc. (Cox Broadcasting)
WDAB(AM)	Traveler's Rest, SC	Dabney-Adamson Broadcasting, Inc.
WSPA(AM)	Spartanburg, SC	Entercom Greenville License, LLC. (Entercom Communications Corp.)
WSPA-FM	Spartanburg, SC	Entercom Greenville License, LLC. (Entercom Communications Corp.)
WFBC-FM	Greenville, SC	Entercom Greenville License, LLC.

<sup>5</sup> Buncombe, Henderson, Madison, and Polk Counties, NC; Anderson, Greenville, Pickens, and Spartanburg Counties, SC.

<sup>6</sup> WESC-FM does not appear in BROADCASTING & CABLE YEARBOOK 2001 but is listed on the FCC's CDBS database.

<sup>7</sup> WLFJ(AM) was formerly WESC(AM).

Call Sign	Location	Licensee (Group Owner)
		(Entercom Communications Corp.)
WYRD(AM)	Greenville, SC	Entercom Greenville License, LLC. (Entercom Communications Corp.)
WHYZ(AM)	Greenville, SC	Entercom Greenville License, LLC. (Entercom Communications Corp.)
WANS(AM)	Anderson, SC	FM 103, Inc.
WRIX-FM	Honea Path, SC	FM 103, Inc.
WPJM(AM)	Greer, SC	Full Gospel WPJM 800 AM Radio, Inc.
WPLS-FM*	Greenville, SC	Furman University
WAHT(AM)	Clemson, SC	Golden Corners Broadcasting, Inc.
WCCP-FM	Clemson, SC	Golden Corners Broadcasting, Inc.
WFIS(AM)	Fountain Inn, SC	Golden Strip Broadcasting, Inc.
WKJV(AM)	Asheville, NC	International Baptist Outreach Missions, Inc.
WVMH-FM*	Mars Hill, NC	Mars Hill College
WASC(AM)	Spartanburg, SC	New South Broadcasting Corp.
WZLS(FM)	Biltmore Forest	Orion Communications Ltd.
WOLI(FM)	Easley, SC	Palm Broadcasting
WOLT(FM)	Greer, SC	Palm Broadcasting Co. L.P.
WAIM(AM)	Anderson, SC	Palmetto Broadcasting Company, Inc.
WPCI(AM)	Greenville, SC	Paper Cutters, Inc. <sup>8</sup>
WHKP(AM)	Hendersonville, NC	Radio Hendersonville, Inc.
WLFJ-FM	Greenville, SC	Radio Training Network, Inc.
WHPB(AM)	Belton, SC	Robert Earl Bryson
WORD(AM)	Spartanburg, SC	Sinclair Radio of Greenville Licensee, Inc. (Sinclair Broadcast Group, Inc.)
WCKI(AM)	Greer, SC	Sira-Pack Radio, Inc.
WEPR(FM)*	Greenville, SC	South Carolina Educ. TV Commission
WHBK(AM)	Marshall, NC	Southern Broadcasting, Inc.
WTBI-FM*	Greenville, SC	Tabernacle Baptist Bible College
WTBI(AM)*	Pickens, SC	Tabernacle Christian Schools <sup>9</sup>
WEPC(FM)*	Belton, SC	Toccoa Falls College
WISE(AM)	Asheville, NC	United Broadcasting Enterprises, Inc. (Mark Media Group)
WTZQ(AM)	Hendersonville, NC	United Broadcasting Enterprises, Inc. (Mark Media Group)
WELP(AM)	Easley, SC	Upstate Radio, Inc.

<sup>8</sup> The FCC's CDBS database lists Paper Cutters, Inc. as the current licensee of WPCI(AM). BROADCASTING & CABLE YEARBOOK 2001 lists the current licensee as Hunter Broadcast Group.

<sup>9</sup> The FCC's CDBS database lists Tabernacle Christian Schools as the current licensee of WTBI(AM). BROADCASTING & CABLE YEARBOOK 2001 lists the current licensee as Tabernacle Bible College.

<b>Call Sign</b>	<b>Location</b>	<b>Licensee (Group Owner)</b>
		(Wilkins Communications Network, Inc.)
WCQS(FM)*	Asheville, NC	Western N.C. Public Radio, Inc.
WCSZ(AM)	Greenville, SC	WHYZ Radio L.P.
WSKY(AM)	Asheville, NC	Wilkins Communications Network, Inc.
WMUU-FM	Greenville, SC	WMUU, Inc.
WMUU(AM)	Greenville, SC	WMUU, Inc.
WTZY(AM)	Fairview, NC	WTZY-AM, Inc.

\* Educational Station

**Low Power Television Stations serving Greenville-Spartanburg, SC-Asheville,  
NC-Anderson, SC DMA<sup>10</sup>**

<b>Call Sign</b>	<b>Location</b>	<b>Licensee (Group Owner)</b>
W23BQ	Asheville, NC	Carolina Christian Broadcasting, Inc.
W69DC	Asheville, NC	National Minority TV, Inc.
WJVV-LP (formerly W25BU)	Asheville, NC	Carolina Christian Broadcasting, Inc.
W41BQ	Asheville, NC	Three Angels Broadcasting Network Inc.
WAEN-LP <sup>11</sup> (formerly W64CI)	Asheville, NC	Asheville Media Group, L.L.C.
W06AQ	Bat Cave, NC	WLOS Licensee, LLC
W12AQ	Black Mountain, NC	WLOS Licensee, LLC
W08AN	Bryson City, NC	WLOS Licensee, LLC
W05AF	Cherokee, NC	WLOS Licensee, LLC
W31AZ	Hendersonville, NC	Carolina Christian Broadcasting, Inc.
W12CI	Hot Springs, NC	WLOS Licensee, LLC
W06AP	Maggie Valley, NC	WLOS Licensee, LLC
W10AP	Marion, NC	WLOS Licensee, LLC
W06AL	Oteen/Warren, NC	WLOS Licensee, LLC
W06AN	Sapphire Valley, NC	WLOS Licensee, LLC
W06AD	Spruce Pine, NC	WLOS Licensee, LLC
W05AE	Sylvia, NC	WLOS Licensee, LLC
W05AC	Tryon, NC	WLOS Licensee, LLC
W12AR	Waynesville, NC	WLOS Licensee, LLC
W65DS (formerly W45BP)	Honea Path, SC	Towers, Inc.
W05AO	Pickens, SC	WLOS Licensee, LLC
WSQY-LP	Spartanburg, SC	Budd Broadcasting Company, Inc.

<sup>10</sup> Source: BROADCASTING & CABLE YEARBOOK 2001 at B-119, B-129-130 and B-133-134 and the FCC website.

<sup>11</sup> Off the Air; STA Accepted for Filing. (FCC File No. BSTA-20010621ABB.)

**Cable Systems Serving Greenville-Spartanburg, SC-Asheville, NC-Anderson,  
SC DMA (35)<sup>12</sup>**

<b>Cable System</b>	<b>Owner</b>	<b>Subscribers</b>	<b>Channel Capacity</b>
Avalon (GA)	Galaxy Cablevision	268	32
Bowman (GA)	Comcast Cablevision of the South	180	21
Elberton (GA)	Comcast Cablevision of the South	3,174	36
Hartwell (GA)	Comcast Cablevision of the South	2,233	N.A.
Royston (GA)	Northland Cable TV	1,774	33
Sanford (GA)	Galaxy Cablevision	819	35
Toccoa (GA)	Northland Cable TV	5,506	36
Asheville (NC)	Charter Communications	34,461	40
Black Mountain (NC)	Charter Communications Inc.	6,830	35
Brevard (NC)	Sylvan Valley CATV Co.	8,189	56
Bryson City (NC)	Bryson City Cablevision Assoc.	1,591	60
Burnsville (NC)	Country Cablevision Inc.	4,135	54
Burnsville (NC)	Charter Communications	1,640	24
Cherokee Indian Reservation (NC)	Cherokee Cablevision	2,690	24
Cruso (NC)	Haywood Cablevision Inc.	592	36
Forest City (NC)	Northland Cable TV	8,916	50
Franklin (NC)	Mediacom	4,364	38
Hendersonville (NC)	Mediacom	18,808	44
Highlands (NC)	Northland Cable TV	N.A.	36
Ironduff (NC)	Haywood Cable TV	N.A.	37
Lake Lure (NC)	Northland Cable TV	1,500	35
Lake Toxaway (NC)	Toxaway CATV Co.	930	56
Lynn (NC)	Charter Communications	N.A.	36
Marion (NC)	Charter Communications	5,281	32
Marshall (NC)	Charter Communications	205	23

<sup>12</sup> Cable systems serving communities in the DMA counties. Sources: TELEVISION AND CABLE FACTBOOK, Vol. 69 (2001); BROADCASTING & CABLE YEARBOOK 2001. The systems are listed according to the town in which the cable head-end is located; each system may serve additional communities as well.

<b>Cable System</b>	<b>Owner</b>	<b>Subscribers</b>	<b>Channel Capacity</b>
Nebo (NC)	Mediacom	2,130	40
Oxford (NC)	Time Warner Cable	2,000	36
Robbinsville (NC)	Bryson City Cablevision Assoc. L.P.	936	35
Sapphire (NC)	Northland Cable TV	653	35
Spruce Pine (NC)	Charter Communications	1,000	24
Sylva (NC)	Mediacom	4,182	38
Waynesville (NC)	Charter Communications Inc.	13,305	78
Waynesville (NC)	Haywood Cable TV	1,088	35
Abbeville (SC)	Charter Communications Inc.	2,445	60
Anchor Point (SC)	Charter Communications	1,629	N.A.
Anderson (SC)	Charter Communications	16,500	77
Belton (SC)	Charter Communications	3,379	60
Calhoun Falls (SC)	Comcast Cablevision of the South	N.A.	36
Cross Hill (SC)	Galaxy Cablevision	N.A.	33
Due West (SC)	Due West Cablevision	574	35
Five Points (SC)	Galaxy Cablevision	314	28
Gaffney (SC)	Charter Communications	6,629	36
Gray Court (SC)	Charter Communications	25,909	60
Greenville (SC)	Charter Communications	69,136	116
Greenwood (SC)	Northland Cable TV	16,400	44
Greer (SC)	Charter Communications	N.A.	36
Hartwell Villas (SC)	Charter Communications	65	N.A.
Iva (SC)	Charter Communications	1,205	30
Laurens (SC)	Charter Communications	7,500	80
Liberty (SC)	Northland Cable TV	2,675	27
Lockhart (SC)	Charter Communications	364	35
Pickens (SC)	Charter Communications	4,302	43
Salem (SC)	Charter Communications	N.A.	36
Seneca (SC)	Northland Cable Television	9,900	43
Spartanburg (SC)	Charter Communications	42,821	47
Travelers Rest (SC)	Charter Communications	5,102	35
Union (SC)	Charter Communications	4,055	36
Ware Place (SC)	Galaxy Cablevision	770	35
Ware Shoals (SC)	Northland Cable	1,254	33
West Pelzer (SC)	Charter Communications	14,212	35
Whitmire (SC)	Charter Communications	725	62
Williamston (SC)	Charter Communications	N.A.	21

Cable System	Owner	Subscribers	Channel Capacity
<b>Total: 62 Systems</b>		<b>377,245 Subscribers (51.35% of DMA TV Households)*</b>	

\* Based on 734,600 DMA TV Households in the Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC DMA, as reported in BROADCASTING & CABLE YEARBOOK 2001 at B189, and cable system subscriber figures for the above-listed systems, as reported in TELEVISION & CABLE FACTBOOK (2001) at D272-D314; D1099-D1143; and D1379-D1402. Note that BROADCASTING & CABLE YEARBOOK 2001 at C3 calculates (without an itemization) a higher subscriber figure and penetration rate: 445,800 subscribers yielding a 61% cable penetration rate.

**Daily Newspapers Serving Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC DMA<sup>13</sup>**

<b>Title</b>	<b>Counties Served</b>	<b>Owner</b>	<b>Households (000)</b>
Anderson Independent-Mail, Anderson, SC	Abbeville, Anderson, Greenwood, Oconee, Pickens, SC; Elbert, Franklin, Hart, Stephens, GA	E. W. Scripps Co.	196.8
The Asheville Citizen-Times, Asheville, NC	Buncombe, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Yancey, NC	Gannett Co. Inc.	245.9
<i>The Daily Courier</i> , Forest City, NC	Rutherford, NC	Paxton Media Inc.	24.2
<i>The Greenville News</i> , Greenville, SC	Greenville, Abbeville, Anderson, Greenwood, Laurens, Oconee, Pickens, Spartanburg, SC; Henderson, NC	Gannett Co. Inc.	448.9
<i>Herald-Journal</i> , Spartanburg, SC	Spartanburg, Cherokee, Greenville, Union, SC; Polk, Rutherford, NC	New York Times Co.	290
<i>The Index-Journal</i> , Greenwood, SC	Greenwood, Abbeville, Laurens, SC	The Index-Journal	57.6
<i>The McDowell News</i> , Marion, NC	McDowell, NC	Media General, Inc.	15.3
<i>The Times-News</i> , Hendersonville, NC	Henderson, Polk, Transylvania, NC	New York Times Co.	52.9
<i>The Tryon Daily Bulletin</i> , Tryon, NC	Polk, NC; Spartanburg, SC	Paxton Media Inc.	24.2
<i>Union Daily Times</i> , Union, SC	Union, SC	Mid-South Management Co. Inc.	11.9

<sup>13</sup> Source: SRDS CIRCULATION 2000; EDITOR & PUBLISHER INTERNATIONAL YEARBOOK (2000) at I-309 – I-324; I-403 – I-409.

**Weekly Newspapers Serving Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC DMA<sup>14</sup>**

<b>Title</b>	<b>Counties served</b>	<b>Owner/Parent Co.</b>	<b>Circulation</b>
<i>The Baptist Courier</i> , Greenville, SC	Greenville, SC	Baptist Courier	98,000 (est.)
<i>The Belton &amp; Honea Path</i> , Belton, SC	Anderson, SC	Belton & Honea Path	4,430 (est.)
<i>Blacksburg Times</i> , Blacksburg, SC	Cherokee, SC	Buchheit News Management Inc.	2,775
<i>The Chesnee Tribune</i> , Chesnee, SC	Spartanburg, SC	Buchheit News Management Inc.	1,350 (est.)
<i>Cowpens/Pacolet Tribune</i> , Cowpens, SC	Spartanburg, SC	Buchheit News Management Inc.	1,120 (est.)
<i>Inman Times</i> , Inman, SC	Spartanburg, SC	Buchheit News Management Inc.	3,800 (est.)
<i>The Middle Tyger Times</i> , Lyman, SC	Spartanburg, SC	Buchheit News Management Inc.	10,400 (est.)
<i>Woodruff News</i> , Woodruff, SC	Spartanburg, SC	Buchheit News Management Inc.	4,250 (est.)
<i>Boiling Springs Sentry</i> , Boiling Springs, SC	Spartanburg, SC	Buchheit News Management Inc.	6,875 (est.)
<i>The Calhoun Falls News</i> , Abbeville, SC	Abbeville, SC	Calhoun Falls News	1,925 (est.)
<i>The Chieftain/Toccoa Record</i> , Toccoa, GA	Stephens, GA	Chieftain/Toccoa Record	8,000 (est.)
<i>Crossroads Chronicle</i> , Cashiers, NC	Jackson, NC	Community Newspapers Inc.	2,500 (est.)

<sup>14</sup> Source: EDITOR & PUBLISHER INTERNATIONAL YEARBOOK (2000) at COMM-54 – COMM-63, COMM-233 – COMM-240, COMM-284 – COMM-288, SHOP-58, SHOP-68, SPEC-6, SPEC-63, SPEC-87.

<b>Title</b>	<b>Counties served</b>	<b>Owner/Parent Co.</b>	<b>Circulation</b>
<i>The Franklin Press,</i> Franklin, NC	Macon, NC	Community Newspapers Inc.	7,803
<i>Graham Star,</i> Robbinsville, NC	Graham, NC	Community Newspapers Inc.	3,231
<i>The Highlander,</i> Highlands, NC	Macon, NC	Community Newspapers Inc.	4,040 (est.)
<i>Mitchell News-Journal,</i> Spruce Pine, NC	Mitchell, NC	Community Newspapers Inc.	6,279
<i>The Elberton Star &amp; Examiner,</i> Elberton, GA	Elbert, GA	Community Newspaper Holdings Inc.	5,776
<i>Franklin County Citizen,</i> Lavonia, GA	Franklin, GA	Community Newspapers Holdings Inc.	5,302 (est.)
<i>The Hartwell Sun,</i> Hartwell, GA	Hart, GA	Community Newspapers Holdings Inc.	5,837
<i>The Easley Progress,</i> Easley, SC	Pickens, SC	Easley Progress	9,142
<i>Journal/Tribune,</i> Seneca, SC	Oconee, SC	Edwards Publications	10,000
<i>The Messenger,</i> Seneca, SC	Pickens, SC	Edwards Publications	3,354
<i>Golden Corner Shopper's Guide</i> Seneca, SC	Oconee, SC	Edwards Publications	34,000
<i>The Gaffney Ledger,</i> Gaffney, SC	Cherokee, SC	Gaffney Ledger	10,589
<i>Black Mountain News</i> Black Mountain, NC	Buncombe, NC	Gannett Co. Inc.	3,780
<i>Tribune-Times,</i> Simpsonville, SC	Greenville, SC	Granville News Piedmont Co.	32,300 (est.)
<i>The Greer Citizen,</i> Greer, SC	Greenville, SC	Greer Citizen	10,623
<i>Mountain Advisor,</i> Mars Hill, NC	Madison, NC	Howard Enterprises	6,121

<b>Title</b>	<b>Counties served</b>	<b>Owner/Parent Co.</b>	<b>Circulation</b>
<i>The Journal,</i> Williamston, SC	Anderson, SC	The Journal	3,713
<i>Keowee Courier,</i> Walhalla, SC	Oconee, SC	Keowee Courier	2,706 (est.)
<i>Laurens County Advertiser,</i> Laurens, SC	Laurens, SC	Laurens County Advertiser	7,120 (est.)
<i>The Monitor,</i> Easley, SC	Pickens, SC	The Monitor	1,304
<i>The Enterprise Mountaineer,</i> Canton, NC	Haywood, NC	Mountaineer Publishing Co. Inc.	10,399
<i>The Mid-Week Messenger,</i> Waynesville, NC	Haywood, NC	Mountaineer Publishing Co. Inc.	8,700 (est.)
<i>Mountain Xpress,</i> Asheville, NC	Buncombe, NC	Mountain Xpress	17,971
<i>The Observer,</i> Ware Shoals, SC	Greenwood, SC	The Observer	3,000 (est.)
<i>The Pickens Sentinel,</i> Pickens, SC	Pickens, SC	Pickens Sentinel	6,872 (est.)
<i>Press &amp; Banner,</i> Abbeville, SC	Abbeville, SC	Press & Banner	5,000 (est.)
<i>Senior Reflections,</i> Anderson, SC	Anderson, SC	Senior Reflections	50,000
<i>Clinton Chronicle,</i> Clinton, SC	Laurens, SC	Smith Newspapers Inc.	5,100
<i>The Sylva Herald &amp; Ruralite,</i> Sylva, NC	Jackson, NC	Sylva Herald & Ruralite	6,885
<i>Times Journal,</i> Burnsville, NC	Yancey, NC	Times Journal	6,556
<i>The Transylvania Times,</i> Brevard, NC	Transylvania, NC	Transylvania Times	8,280
<i>The News Leader,</i> Landrum, SC	Spartanburg, SC	Upstate Newspaper	2,719 (est.)
<i>The Westminster News,</i> Westminster, SC	Oconee, SC	Westminster News	3,050 (est.)

<b>Title</b>	<b>Counties served</b>	<b>Owner/Parent Co.</b>	<b>Circulation</b>
<i>Polk County News Journal,</i> Columbus, NC	Polk, NC	Upstate Newspaper	2,720 (est.)
<i>Iwanna,</i> Asheville, NC	Buncombe, NC	Iwanna Inc.	26,000 (est.)
<i>Iwanna,</i> Greenville, SC	Greenville, SC	Iwanna Inc.	23,500
<i>Town Tooter,</i> Hendersonville, NC	Henderson, NC	Town Tooter	20,000