

Multiple Ownership Study for WJMA-FM, Midlothian, Virginia

This Multiple Ownership Study has been prepared for MainQuad Communications, Inc., licensee of WJMA-FM, Midlothian (formerly Orange), VA (the "Applicant").

As required by the *Report and Order* in MB Docket No. 03-47, WJMA-FM has filed a facilities modification application (BPH-20030903AAM) with the Federal Communications Commission to change transmitter location an FM station licensed to Midlothian, VA. This is an amendment to that application to change transmitter location and effective radiated power.

MainQuad Communications owns the following FM radio stations:

1. WBBT-FM, Powhatan, VA
2. WARV (FM), Petersburg, VA

The attached map shows that the city grade contour of the proposed WJMA-FM overlaps the city grade contour of only one station under common ownership with the Applicant, WBBT-FM. As the map also shows, WBBT-FM has been issued a construction permit to change its transmitter location. (The citygrade contours of the proposed WJMA-FM facilities and both the licensed and construction permit facilities for WBBT-FM are depicted in red). Finally, the map also depicts in red in the Southeastern quadrant of the map the city grade contour of WARV-FM, which shares common ownership with MainQuad, Inc, but which, as shown, does not overlap the proposed WJMA-FM city grade contour. Therefore, the subject of this study is the "radio market" formed by the overlap of WBBT-FM and WJMA-FM from its proposed site. Because the proposed licensee and its principals would have attributable interests in only two FM stations in the market upon approval, the existence of WTVR, WRXL and WMXB in the market demonstrate that the grant of this application for WJMA-FM would be consistent with Section 73.3555 of the Commission's rules. Out of an abundance of caution, however, the proposed assignee lists below those stations that would be considered part of the market because their city grade contours each overlap the city grade contour of the proposed WJMA-FM facilities. Because each of these stations overlaps the city-grade contour of the proposed WJMA-FM facilities, they would be considered part of the radio market whether the market is defined using the WBBT-FM current site or the WBBT-FM construction permit site.

Proposed commonly owned stations making up the market.

WBBT-FM

WJMA-FM

Other stations in the market (all of which overlap with the proposed WJMA-FM facilities).

FM

WBTJ Richmond, Va 293B

WCDX Mechanicsville, Va 221B1

WDYL Chester, Va 266A

WJMO Richmond, Va 289A

WKHK Colonial Heights, Va 237B1

WKJS Crewe, Va 284C1

WKLR Fort Lee, Va 243B

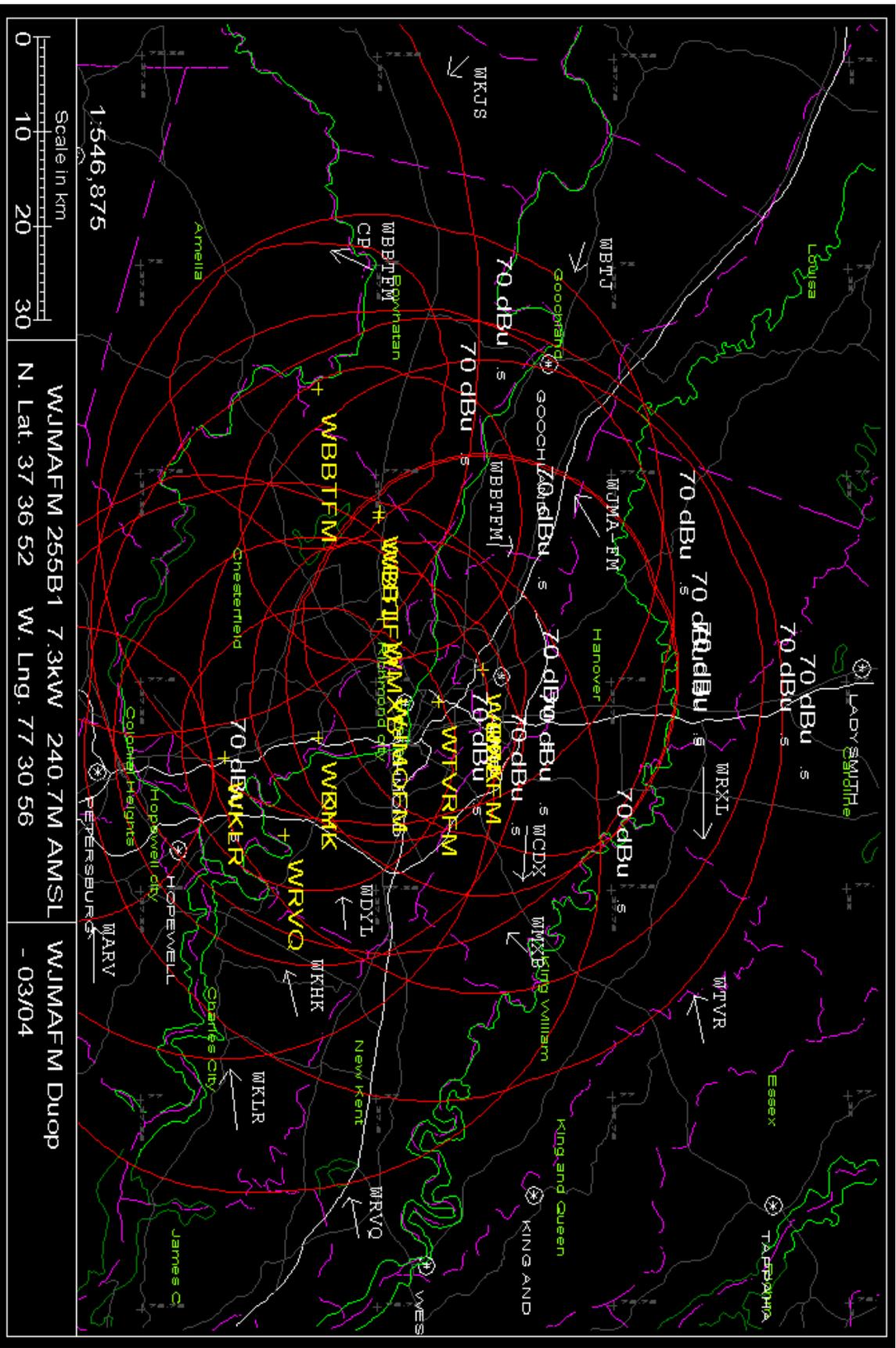
WMXB Richmond, Va 279B

WRVQ Richmond, Va 233B

WRXL Richmond, Va 271B
WTVR-FM Richmond, Va 251B
AM
WBTK Richmond, Va 1380
WCLM Highland Springs, Va 1450
WDZY Colonial Heights, Va 1290
WFTH Richmond, Va 1590
WLEE Richmond, Va 990

Conclusion

Since there are at least 18 stations in the “radio market” which is the subject of this analysis, and because the applicant, or parties with an attributable interest in the applicant, would have an attributable interest in only 2 stations in the market, it is concluded that this application complies with the Commission’s multiple ownership rules.



Scale in km
0 10 20 30

1:546,875

WJMA-FM 255B1 7.3kW 240.7M AMSL
N. Lat. 37 36 52 W. Lng. 77 30 56

WJMA-FM Duop
-03/04