

Multiple Ownership Study for WJMA-FM, Midlothian, Virginia

This Multiple Ownership Study has been prepared for MainQuad Communications, Inc., proposed assignee 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 as a class A FM station licensed to Midlothian, VA. The city grade contour of the current licensed facility for WJMA-FM does not overlap or touch the city grade contour of any licensed or proposed facility owned by the Applicant or any parties having an attributable interest in the Applicant. Therefore, this study will only concern the pending facilities modification application for WJMA-FM.

If this study's underlying assignment application is granted, the following stations would be under common ownership with WJMA-FM:

1. WPTM (FM), Roanoke Rapids, NC
2. WYTT (FM), Gaston, NC
3. WLGQ (FM), Emporia, VA
4. WCBT (AM), Roanoke Rapids, NC
5. WSMY (AM), Weldon, NC
6. WSMY-FM, Alberta, VA
7. WZAX (FM), Nashville, NC
8. WBBT-FM, Powhatan, VA
9. 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 city-grade contours of the proposed WJMA-FM facilities and both the licensed and construction permit facilities for WBBT-FM are depicted in green). Finally, the map also depicts in green 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. In order to simplify matters, the city-grade contours of WTVR, WRXL and WMXB, all of which overlap, in whole or in part, the WBBT-FM and the WJMA-FM city-grade contours, are labelled in black. Because the proposed assignee and its principals would have attributable interests in only two FM stations in the market upon consummation, the existence of WTVR, WRXL and WMXB in the market demonstrate that the ownership of 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 the proposed transaction complies with the Commission’s multiple ownership rules.