

RADIO MARKET ANALYSIS
DOUBLE O RADIO SOUTH CAROLINA CORPORATION
WWNQ RADIO STATION
FOREST ACRES, SOUTH CAROLINA
WWNU RADIO STATION
IRMO, SOUTH CAROLINA
June 2011

TECHNICAL STATEMENT

1. This Technical Statement and attached exhibits were prepared on behalf of Double O Radio South Carolina Corporation ("Double O"). Double O is proposing a transfer of control and a Radio Market Analysis is required. Double O is the licensee of station WWNQ, Channel 232A, Forest Acres, South Carolina and WWNU, Channel 221C3, Irmo, South Carolina. Each of these stations is licensed to a community in a metro county in the Columbia, South Carolina Arbitron Market. Therefore, a study demonstrating compliance with the Commission's multiple ownership rules in a rated market is required.

COLUMBIA, SOUTH CAROLINA ARBITRON MARKET

2. As shown on Exhibit #1, there are thirty AM and FM (commercial and non-commercial) stations listed in the Columbia, South Carolina Arbitron Market (Market #88). Double O would have an interest in two FM stations in the same rated market. The number of stations indicated falls in the thirty to forty-four stations 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 stations in the same service, is permissible. Therefore, Double O is in compliance with the Commission's multiple ownership rules for a rated market.

3. Based on the compliance shown in the rated market reviewed, the transfer of control is in compliance with the Commission's multiple ownership rules.

RADIO AND TELEVISION CROSS-OWNERSHIP REVIEW

4. Principals of Double O have an attributable interest in WACH-D, Channel 48, Columbia, South Carolina; WPDE-TV-D, Channel 16, and WWMB-D, Channel 21, Florence, South Carolina. As indicated on Exhibit #2, the digital noise limited contours of WPDE-TV-D and WWMB-D do not reach the communities of license of WWNQ or WWNU, nor do the 60 dBu contours of the two FM radio stations reach Florence, South Carolina. Therefore, the radio/TV cross ownership rules are not implicated by the transfer of control of WWNQ and WWNU with regard to WPDE-TV-D and WWMB-D.

5. However, as indicated, the digital noise limited contour of WACH-D encompasses the communities of license of WWNQ and WWNU. The 60 dBu contours of the two FM radio stations do not entirely encompass Columbia, South Carolina. Therefore, the radio/TV cross ownership rules are implicated with regard to WACH-D. A separate attachment has been prepared establishing that there are a sufficient number of independent "voices" in each market, thereby demonstrating that the proposed combination is permissible under the Commission's radio/ television cross-ownership rule.

6. The foregoing technical statement was prepared on behalf of Double O Radio South Carolina Corporation 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 4.6. BIA database. All AM and FM data was extracted from the CDBS database. We assume no liability for errors or omissions in either database which may be adverse to the information contained herein.



FCC Geographic Market Definition for Columbia, SC

Call Letters	AM/FM	Freq	Type	Station Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WARQ	FM	93.5	C	Alternative	Columbia, SC	07/02/2003	88	Inner City Broadcasting Corporation	Columbia, SC	Richland
WBAJ	AM	890	C	Chrst/Talk	Columbia, SC	01/05/2005	88	Family First	Blythewood, SC	Richland
WBLR	AM	1430	C	Span/Chrst	Columbia, SC	07/02/2003	88	Augusta Radio Fellowship Institute	Batesburg, SC	Lexington
WCEO	AM	840	C	Mexican	Columbia, SC	07/02/2003	88	Norsan Consulting and Management Inc	Columbia, SC	Richland
WCOS	FM	97.5	C	Country	Columbia, SC	07/02/2003	88	Clear Channel Communications Inc	Columbia, SC	Richland
WCOS	AM	1400	C	Sports	Columbia, SC	07/02/2003	88	Clear Channel Communications Inc	Columbia, SC	Richland
WDEK	AM	1170	C	DARK	Columbia, SC	07/02/2003	88	p Broomfield Broadcasting of Lexington Inc	Lexington, SC	Lexington
WFMV	FM	95.3	C	Gsp/BGp/In	Columbia, SC	07/02/2003	88	Glory Communications Inc	South Congaree, SC	Lexington
WGCV	AM	620	C	Blk/Tlk/Inp	Columbia, SC	07/02/2003	88	Glory Communications Inc	Cayce, SC	Lexington
WHXT	FM	103.9	C	Hip Hop	Columbia, SC	07/02/2003	88	Inner City Broadcasting Corporation	Orangeburg, SC	Orangeburg
WISW	AM	1320	C	News/Talk	Columbia, SC	07/02/2003	88	p Cumulus Broadcasting Inc	Columbia, SC	Richland
WLTR	FM	91.3	NC	Cls/Nws/NP	Columbia, SC	07/02/2003	88	South Carolina Educational Television	Columbia, SC	Richland
WLTY	FM	96.7	C	Variety Hit	Columbia, SC	07/02/2003	88	Clear Channel Communications Inc	Cayce, SC	Lexington
WLXC	FM	103.1	C	Urban AC	Columbia, SC	07/02/2003	88	p Cumulus Broadcasting Inc	Columbia, SC	Richland
WMFX	FM	102.3	C	Clsc Rock	Columbia, SC	07/02/2003	88	Inner City Broadcasting Corporation	St. Andrews, SC	Richland
WMHK	FM	89.7	NC	ChrsContem	Columbia, SC	07/02/2003	88	Columbia International University	Columbia, SC	Richland
WNKT	FM	107.5	C	Sports	Columbia, SC	12/06/2007	88	p Cumulus Broadcasting Inc	Eastover, SC	Richland
WNOK	FM	104.7	C	CHR	Columbia, SC	07/02/2003	88	Clear Channel Communications Inc	Columbia, SC	Richland
WOIC	AM	1230	C	Talk	Columbia, SC	07/02/2003	88	Inner City Broadcasting Corporation	Columbia, SC	Richland
WOMG	FM	98.5	C	Oldies	Columbia, SC	07/02/2003	88	p Cumulus Broadcasting Inc	Lexington, SC	Lexington
WQXL	AM	1470	C	Christian	Columbia, SC	07/02/2003	88	Glory Communications Inc	Columbia, SC	Richland
WTCB	FM	106.7	C	AC	Columbia, SC	07/02/2003	88	p Cumulus Broadcasting Inc	Orangeburg, SC	Orangeburg
WUSC	FM	90.5	NC	Variety	Columbia, SC	07/02/2003	88	University of South Carolina	Columbia, SC	Richland
WVOC	AM	560	C	News/Talk	Columbia, SC	07/02/2003	88	Clear Channel Communications Inc	Columbia, SC	Richland
WWDM	FM	101.3	C	Urban	Columbia, SC	07/02/2003	88	Inner City Broadcasting Corporation	Sumter, SC	Sumter
WWNQ	FM	94.3	C	Cisc Hits	Columbia, SC	06/04/2004	88	Double O Radio LLC	Forest Acres, SC	Richland
WWNU	FM	92.1	C	Lite AC	Columbia, SC	11/06/2004	88	Double O Radio LLC	Irmo, SC	Lexington
WXBT	FM	100.1	C	HpHop/Rhy	Columbia, SC	07/02/2003	88	Clear Channel Communications Inc	West Columbia, SC	Lexington
WYFV	FM	88.5	NC	Chrst/Talk	Columbia, SC	07/02/2003	88	Bible Broadcasting Network	Cayce, SC	Lexington
WZMJ	FM	93.1	C	Sports	Columbia, SC	07/02/2003	88	Inner City Broadcasting Corporation	Batesburg, SC	Lexington

Number of Stations in Geographic Market 30

Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed





FCC Geographic Market Definition for Columbia, SC

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WLJI	FM	98.3	C	Gospel		05/12/2006	0	Glory Communications Inc	Summerton, SC	Clarendon
WSCZ	FM	93.9	C	Clsc Rock		05/19/2008	0	Miller Communications Inc (SC)	Winnsboro, SC	Fairfield

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

"p" indicates pending sale to owner listed

Graham Brock, Inc. - Broadcast Technical Consultants

WACH-D
 BLCDT-20021204ABB
 Latitude: 34-06-58 N
 Longitude: 080-45-51 W
 ERP: 520.00 kW
 Channel: 48
 Frequency: 677.0 MHz
 AMSL Height: 546.5 m
 Horiz. Pattern: Directional
 Vert. Pattern: Yes
 Elec Tilt: 1.0
 Prop Model: None

WPDE-TV-D
 BLCDT-20080815ABI
 Latitude: 34-22-02 N
 Longitude: 079-19-49 W
 ERP: 421.00 kW
 Channel: 16
 Frequency: 485.0 MHz
 AMSL Height: 630.6 m
 Horiz. Pattern: Directional
 Vert. Pattern: Yes
 Elec Tilt: 0.75
 Prop Model: None

WWMB-D
 BLCDT-20090619ACJ
 Latitude: 34-22-02 N
 Longitude: 079-19-49 W
 ERP: 400.00 kW
 Channel: 21
 Frequency: 515.0 MHz
 AMSL Height: 611.6 m
 Horiz. Pattern: Directional
 Vert. Pattern: Yes
 Elec Tilt: 0.7
 Prop Model: None

WACH-D 41.83 dBu

Irmo, SC

WWNU 60 dBu

WWNQ 60 dBu

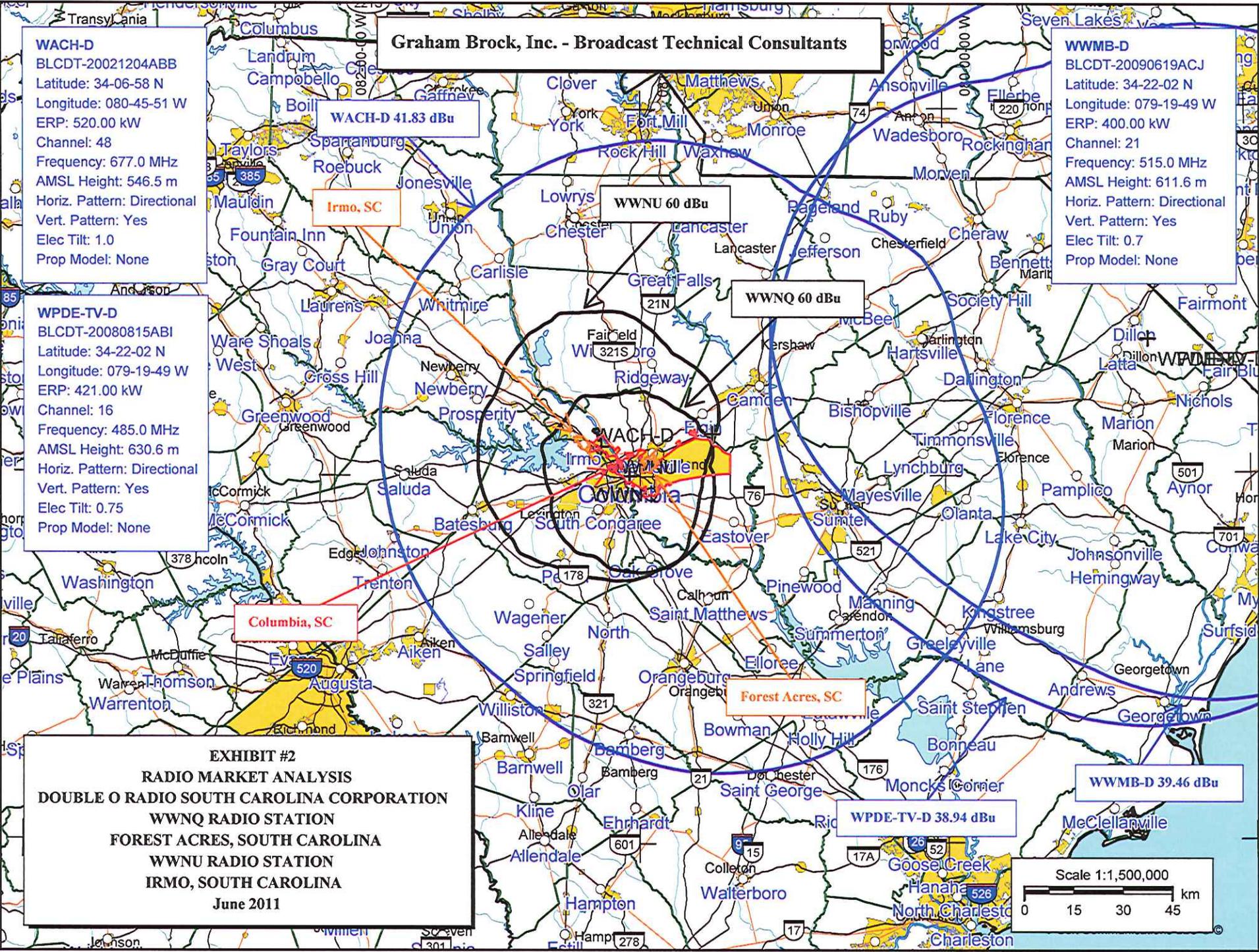
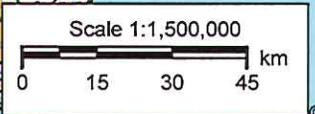
Columbia, SC

Forest Acres, SC

WWMB-D 39.46 dBu

WPDE-TV-D 38.94 dBu

EXHIBIT #2
RADIO MARKET ANALYSIS
DOUBLE O RADIO SOUTH CAROLINA CORPORATION
WWNQ RADIO STATION
FOREST ACRES, SOUTH CAROLINA
WWNU RADIO STATION
IRMO, SOUTH CAROLINA
 June 2011



AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT

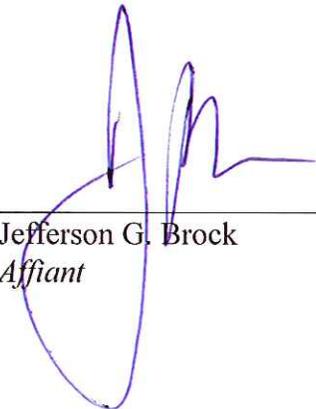
State of Georgia)
St. Simons Island) ss:
County of Glynn)

JEFFERSON G. BROCK, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Double O Radio Corporation 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 28th day of June 2011.



Jefferson G. Brock
Affiant

*Sworn to and subscribed before me
this the 28th day of June 2011*



Cary McKay
Notary Public, State of Georgia
My Commission Expires: March 14, 2015