

Improvement Factors Per Section 307(b)

WLOQ (FM), Winter Park, FL Relocating to Windermere, FL

March 2007

This study was conducted to determine the improvement factors per Section 307(b) for a minor change in the facilities of WLOQ (FM), Winter Park, FL. This application proposes to relocate WLOQ (FM) from Winter Park, FL to Windermere, FL.

The following items are considered in this Section 307(b) report:

1. The area and population within the proposed 70 dBu and 60 dBu contours of the station.
2. The number of stations licensed to the proposed new community of license.
3. The number of stations providing protected service to the proposed community of license.
4. The population (according to the latest Census data) of the proposed community of license.
5. Where relevant to establish the precondition of a licensable community, a description of the civic, cultural, religious, social and commercial attributes of the proposed community of license.
6. Any other information deemed relevant by this application that would assist the Commission's staff with its Section 307(b) analysis.

- 1. The area and population within the proposed 70 dBu and 60 dBu contours of the station:** The proposed WLOQ (FM) facility will have a population of 1,081,857 people and an area of 3,234.08 sq. km within the 70 dBu contour. Within the 60 dBu contour the proposed WLOQ (FM) facility there will be a population of 1,693,907 and an area of 8,208.40 sq. km.
- 2. Number of Stations licensed to each community:** There are three broadcast facilities licensed to Winter Park, the current community of license: WPRD (AM), WPRK (FM) and WLOQ (FM). This proposed WLOQ (FM) move will be the first aural broadcast station allocated to Windermere.
- 3. Number of Stations providing protected service to each community:** 20 AM and 19 FM broadcast stations provide primary Service to Winter Park. There are 20 AM and 17 FM stations providing primary service to Windermere.
- 4. The population (according to the latest Census data) of the proposed community of license:** The population of Windermere, FL according to the 2000 US Census 1,897.
- 5. The civic, cultural, religious, social and commercial attributes of the proposed community:** The town of Windermere is located in Orange County,

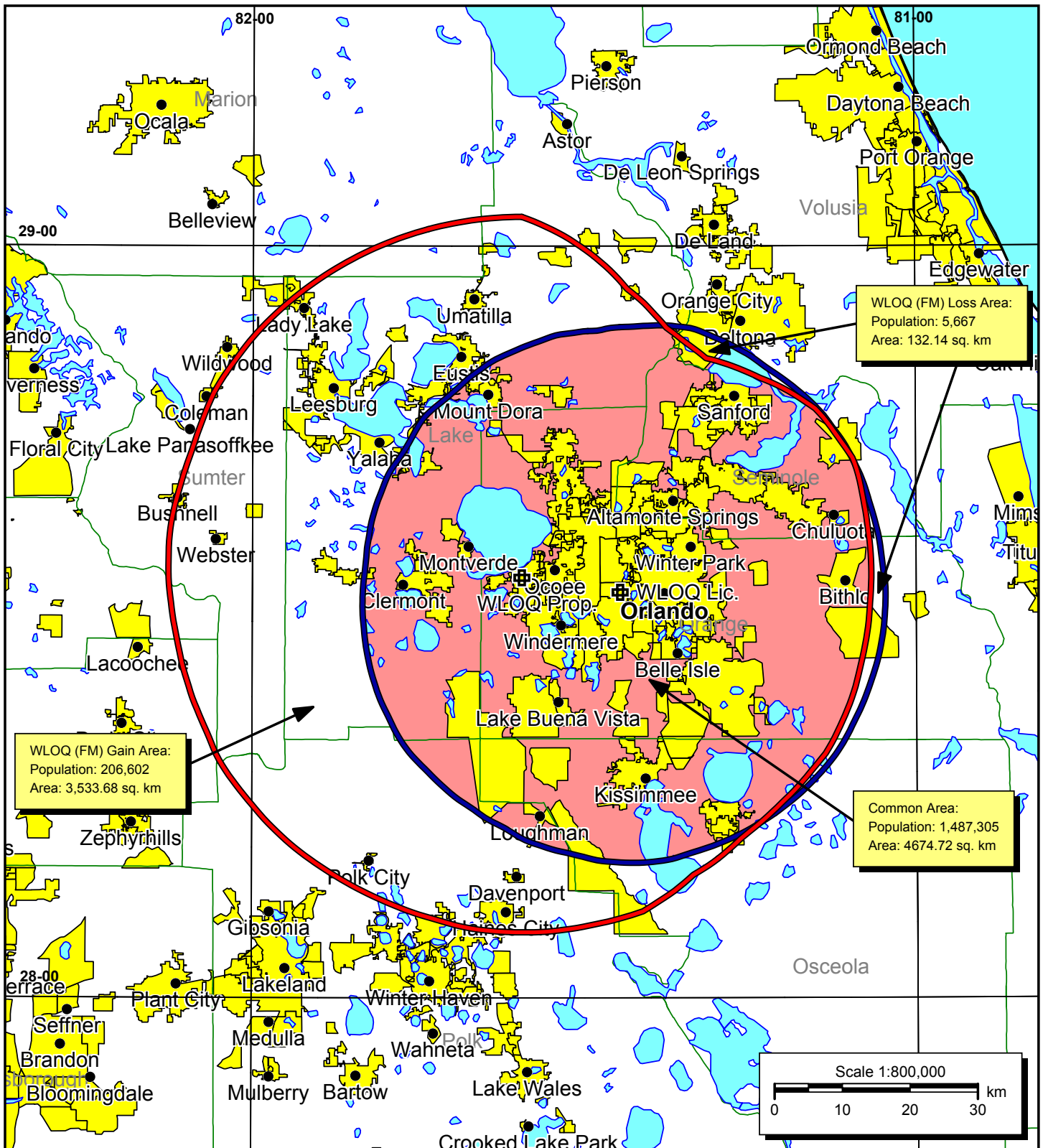
FL and has its own mayor and town council. Windermere has its own Police Department. Windermere has two public schools (Windermere Elementary School and Gotha Middle School) and one private school (Premier Academy). Windermere also has a public library (Windermere Town Library). This community has churches (Windermere First Baptist Church, Windermere Union Church and Devine Mercy Adoration Chapel). Windermere has its own business community with grocery stores (Publix and Seven-Eleven), hair salons (Spa Affair, Shaggy Shek Salon Hair and Windermere Barber Styling), law firms (Leslie Sweet, Attorney, Roberts Lewis, P.C., and Clive Pickens and Associates) and insurance agencies (Allstate, Florida Flood Insurance and Careco Insurance Group, Inc.).

- 6. Other information:** We have attached a map showing the primary contours of the present facility and the proposed facility. This exhibit shows there are 5,667 persons in the loss area and 206,602 persons in the gain area. Both the gain and loss areas have more than five services within their primary contours.

The FM allotment priorities are as follows: (1) First full-time aural service; (2) Second full-time aural service; (3) First local service; and (4) other public interest matters.

The entire area would remain adequately served as no location in the proposed primary contour would be served by fewer than five services and no white or gray areas would be created by the proposed change. The proposed change would provide first local transmission service to Windermere, FL. This proposal must therefore be considered under Priority (3).

In conclusion, relocation to Windermere, FL by WLOQ (FM) would best serve the public interest and result in a "fair, efficient, and equitable distribution of radio service" under Section 307(b).



Gain-Loss Study
WLOQ (FM)
 Channel 276C2 - 103.1 MHz
 22 kW ERP (DA) - 227 m HAAT
 Windermere, Florida

Bromo Communications, Inc.
 Atlanta, Georgia
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