



March 8, 2010

**Allocation Issues and 307(b) Priorities pertaining to  
changing the city of license for WJBC-FM  
from Fernandina Beach, FL to Orange Park, FL**

WJBC-FM is a non-Commercial Class C2 non-Directional FM station on 91.7 MHz licensed to Fernandina Beach, FL and is licensed with 32 kW ERP at an antenna height of 68 meters height above average terrain (FCC File No. BLED-19980626KD). WJBC-FM has a Construction Permit (FCC File No. BPED 20070906AAO) to relocate southward and go directional as a 50 kW (DA-MAX) Class C2 facility (131 meters HAAT). The present application proposes to change the WJBC-FM Community of License from Fernandina Beach, FL to Orange Park, FL, downgrade WJBC-FM to a Class C3 facility, and relocate the WJBC-FM transmitter site.

**Relocating WJBC-FM**

Exhibit 1, attached, shows the Loss, Overlap, and Gain service areas as proposed in the instant application. The Loss Area over Fernandina Beach and Saint Marys, Florida has 68,766 persons in it and an area of 2,418.85 square kilometers. The Overlap Area has 388,191 persons and an area of 1,653.98 square kilometers. And the proposed Gain Area has 581,888 persons with an area of 1,679.57 square kilometers. All of the area calculations reported herein represent land area only.

**NCE Stations in the Loss and Gain Area**

Exhibit 2 shows a total of 7 Non-Commercial Educational Radio Broadcast stations that provide service to the proposed Loss Area (including WJBC-FM). It also shows two areas (marked as area 1 and area 2) that have the least number of NCE signals serving them. There are no areas in the proposed Loss Area that have less than two NCE signals excluding WJBC-FM. Therefore, the proposed relocation of WJBC-FM will create no new NCE-FM underserved, gray or white areas.

Exhibit 3 shows a total of 7 Non-Commercial Educational Radio Broadcast stations that provide service to the proposed Gain Area (including the instant WJBC-FM application). It also shows two areas (marked as area 1 and area 2) that have the least number of NCE signals serving them. There are no areas in the proposed Gain Area that have less than three NCE signals excluding the instant WJBC-FM application. The instant application will provide the Fifth NCE aural radio service to area 2 on the plot, including the city of Orange Park.

### **Aural Services in the Loss and Gain Areas**

Exhibit 4 is a plot of the proposed Loss Area that will be created. There are no less than 18 FM broadcast signals allotted to the area, counting the licensed WJBC-FM signal. Exhibit 5 lists the signals by Channel, Callsign, City and State. Note that Standard Broadcast AM stations were not counted in this study inasmuch as there were abundant FM signals. Accordingly, the entire loss area is considered well-served by five or more aural services.

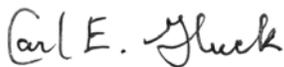
Exhibit 6 is a plot of the proposed Gain Area that will be created. There are no less than 13 FM broadcast signals allotted to the area, counting the proposed WJBC-FM signal. Exhibit 7 lists the signals by Channel, Callsign, City and State. Note that Standard Broadcast AM stations were not counted in this study inasmuch as there were abundant FM signals. Accordingly, the entire loss area is considered well-served by five or more aural services.

### **Stations Providing Protected Service to Present Community of License**

Exhibit 8 is a plot of the FM broadcast protected service contours providing coverage to Fernandina Beach, Florida. The plot shows 19 FM contours and 1 Standard Broadcast AM Night Interference Free contour that provides service to the community (Exhibit 9 is a list of the licensed stations including WJBC-FM).

### **Stations Providing Protected Service to Proposed Community of License**

Exhibit 10 is a plot of the FM broadcast protected service contours providing coverage to Orange Park, Florida. The plot shows 18 FM contours and 5 Standard Broadcast AM Night Interference Free contours that provide service to the community (Exhibit 11 is a list of the licensed stations including the proposed WJBC-FM operation).



Carl E. Gluck

EXHIBIT 1

**Gain / Loss Population & Area Study of Proposal for WJBC-FM**

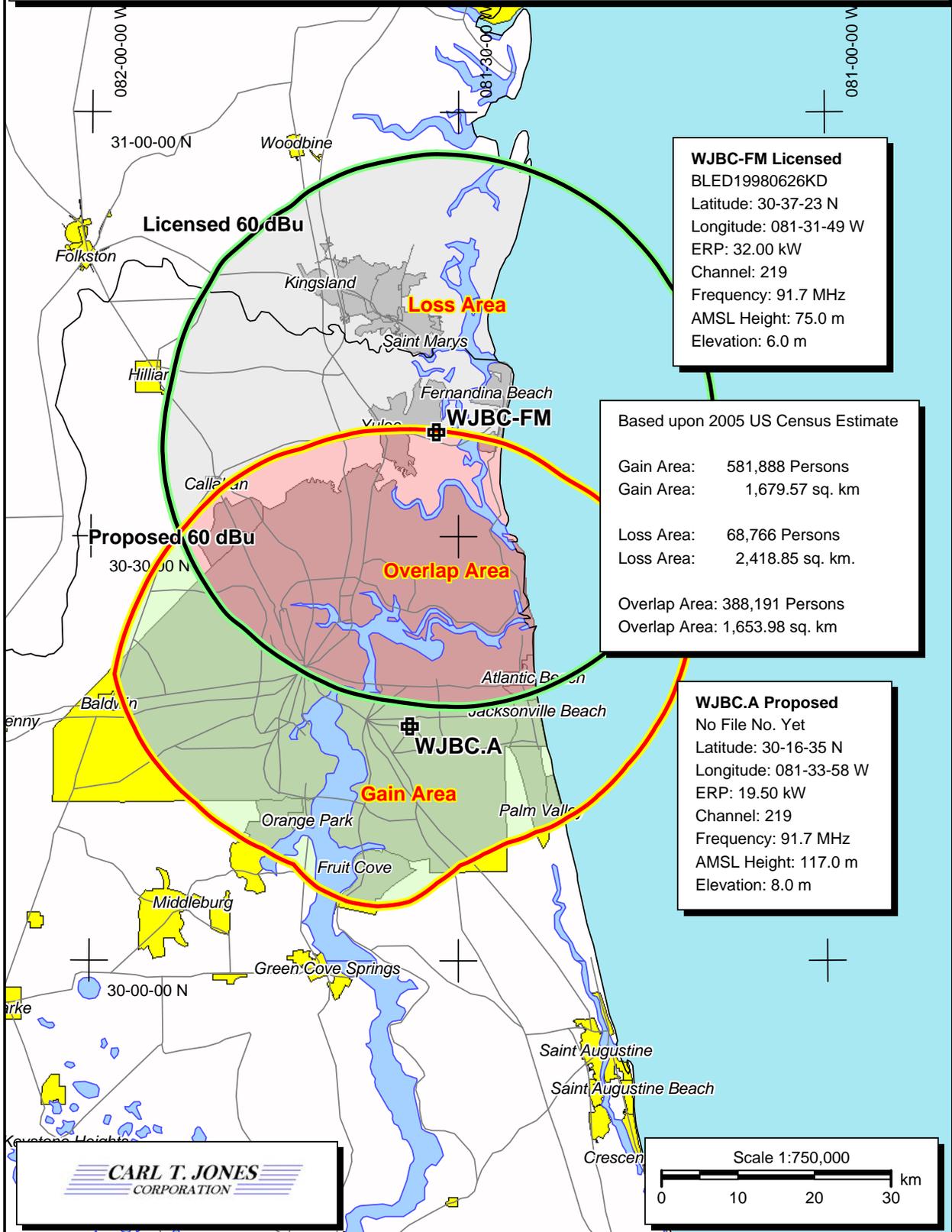


EXHIBIT 2

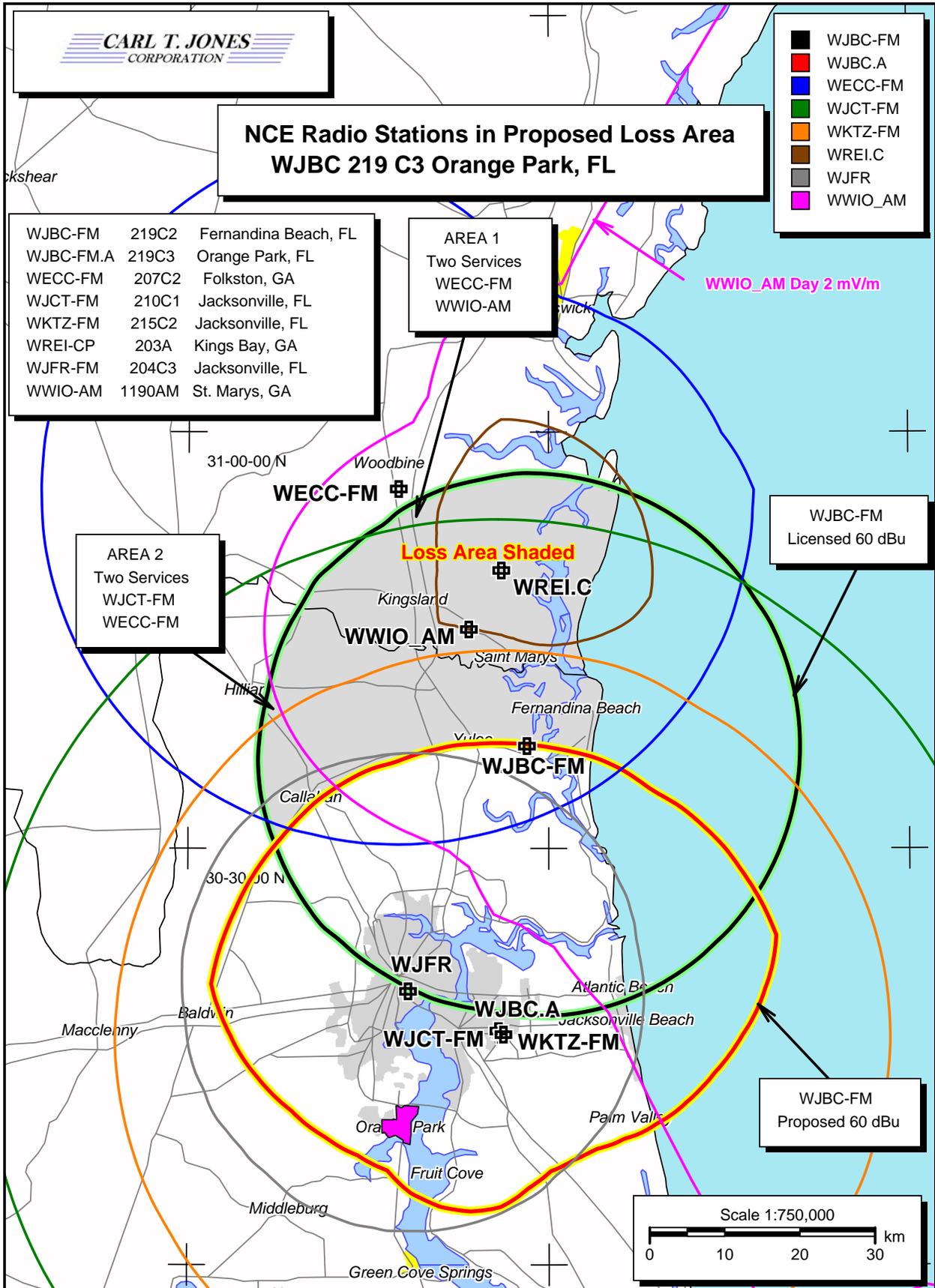


EXHIBIT 3

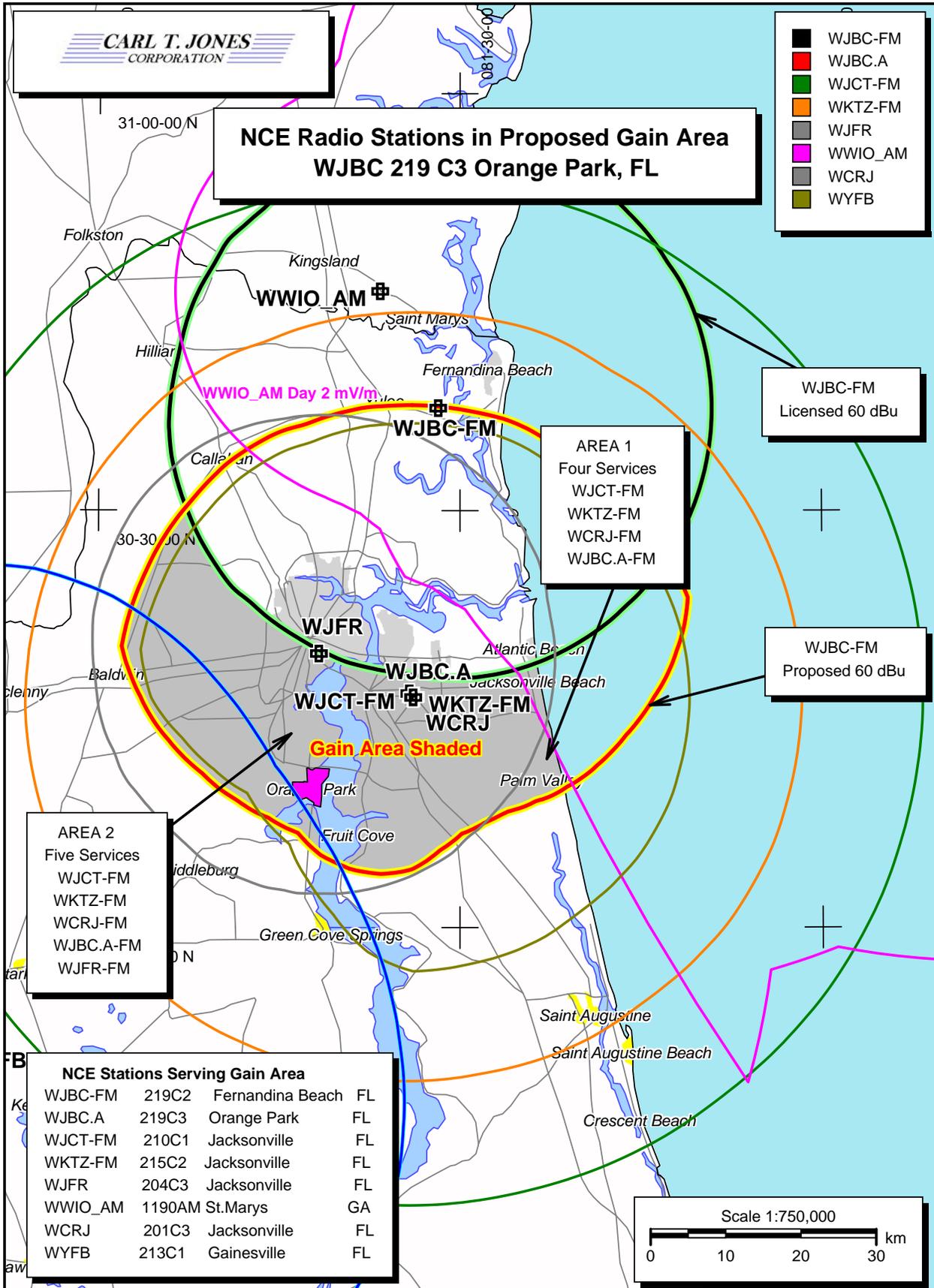




EXHIBIT 5

TABULATION OF STATIONS SERVING WJBC-FM  
PROPOSED RELOCATION LOSS AREA

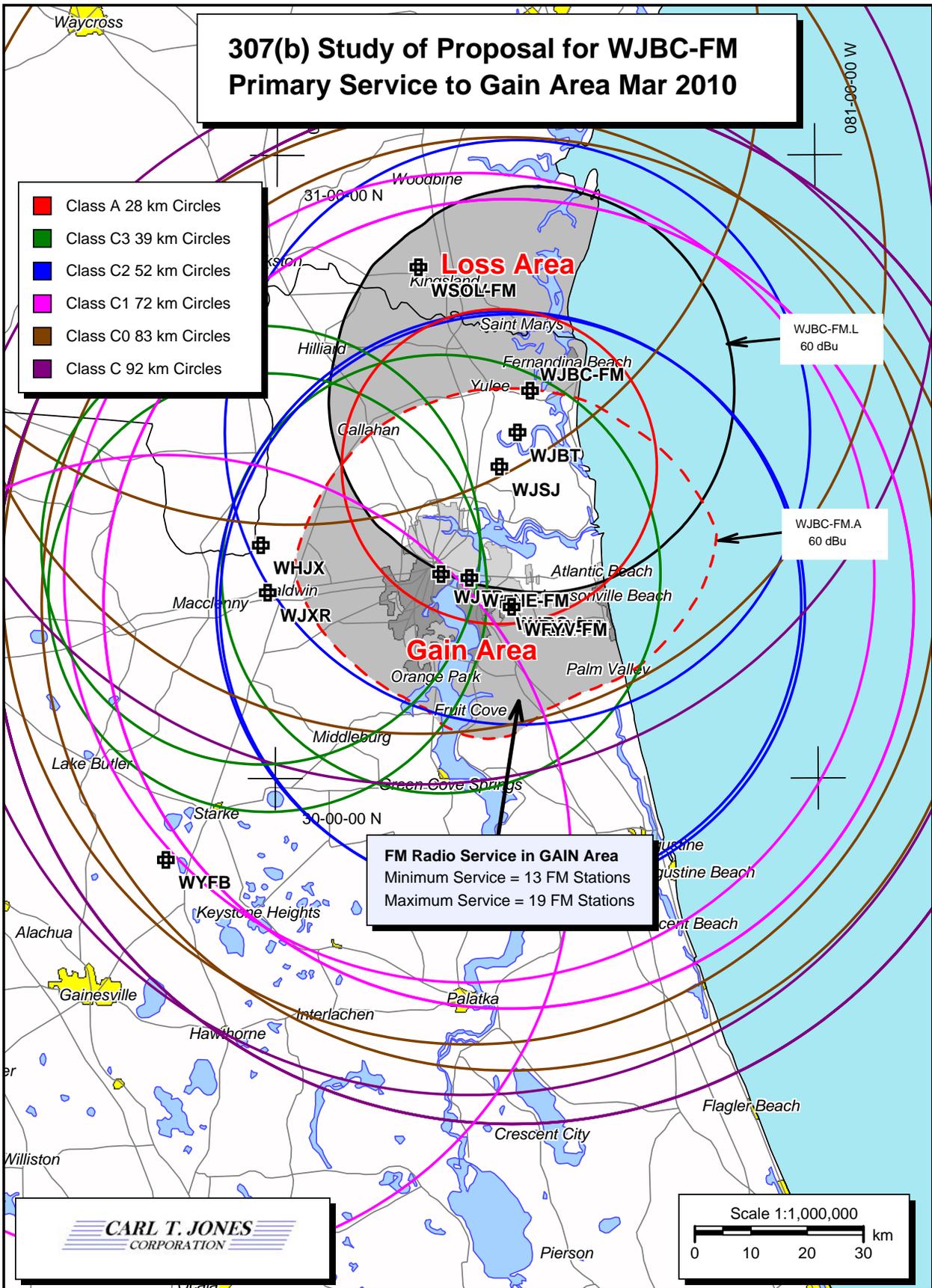
| Call Sign | Lic | Chan. | Svc | Cls | City               | ST | DA  | Power |
|-----------|-----|-------|-----|-----|--------------------|----|-----|-------|
| WJBC-FM   | LIC | 219   | FM  | C2  | Fernandina Beach   | FL | No  | 32.0  |
| WJFR      | LIC | 204   | FM  | C3  | Jacksonville       | FL | No  | 8.0   |
| WWIO-FM   | LIC | 205   | FM  | C3  | Brunswick          | GA | No  | 11.5  |
| WECC-FM   | LIC | 207   | FM  | C2  | Folkston           | GA | Yes | 30.0  |
| WJCT-FM   | LIC | 210   | FM  | C1  | Jacksonville       | FL | No  | 98.0  |
| WAYR-FM   | LIC | 214   | FM  | C3  | Brunswick          | GA | Yes | 14.0  |
| WKTZ-FM   | LIC | 215   | FM  | C2  | Jacksonville       | FL | No  | 50.0  |
| WATY      | LIC | 217   | FM  | A   | Folkston           | GA | No  | 0.6   |
| WJXR      | LIC | 221   | FM  | C3  | Macclenny          | FL | No  | 25.0  |
| WFJO      | LIC | 223   | FM  | A   | Folkston           | GA | No  | 3.2   |
| WBGA      | LIC | 224   | FM  | A   | St. Simons Island  | GA | No  | 6.0   |
| WJBT      | LIC | 227   | FM  | C2  | Callahan           | FL | No  | 50.0  |
| WAPE-FM   | LIC | 236   | FM  | C   | Jacksonville       | FL | No  | 100.0 |
| WEJZ      | LIC | 241   | FM  | C0  | Jacksonville       | FL | No  | 100.0 |
| WJGL      | LIC | 245   | FM  | C   | Jacksonville       | FL | No  | 100.0 |
| WFKS      | LIC | 250   | FM  | C2  | Neptune Beach      | FL | No  | 12.5  |
| WQIK-FM   | LIC | 256   | FM  | C0  | Jacksonville       | FL | No  | 100.0 |
| WGNE-FM   | LIC | 260   | FM  | C1  | Middleburg         | FL | No  | 48.0  |
| WMUV      | LIC | 264   | FM  | C0  | Brunswick          | GA | No  | 62.0  |
| WSOL-FM   | LIC | 268   | FM  | C   | Brunswick          | GA | No  | 100.0 |
| WYNR      | LIC | 273   | FM  | C1  | Waycross           | GA | No  | 97.0  |
| WXXJ      | LIC | 275   | FM  | C   | Jacksonville       | FL | No  | 100.0 |
| WWSN      | LIC | 277   | FM  | C0  | Waycross           | GA | No  | 100.0 |
| WJSJ      | LIC | 287   | FM  | A   | Fernandina Beach   | FL | No  | 3.9   |
| WHJX      | LIC | 289   | FM  | C3  | Baldwin            | FL | Yes | 25.0  |
| WXMK      | LIC | 290   | FM  | C3  | Dock Junction      | GA | No  | 15.0  |
| WKBX      | LIC | 292   | FM  | A   | Kingsland          | GA | Yes | 6.0   |
| WPLA      | LIC | 297   | FM  | C1  | Green Cove Springs | FL | No  | 98.0  |
| WHFX      | LIC | 299   | FM  | C2  | Darien             | GA | No  | 50.0  |
| WFYV-FM   | LIC | 283   | FM  | C   | Atlantic Beach     | FL | No  | 100.0 |



EXHIBIT 6

**307(b) Study of Proposal for WJBC-FM  
Primary Service to Gain Area Mar 2010**

- Class A 28 km Circles
- Class C3 39 km Circles
- Class C2 52 km Circles
- Class C1 72 km Circles
- Class C0 83 km Circles
- Class C 92 km Circles



**FM Radio Service in GAIN Area**  
 Minimum Service = 13 FM Stations  
 Maximum Service = 19 FM Stations

WJBC-FM.L  
60 dBu

WJBC-FM.A  
60 dBu

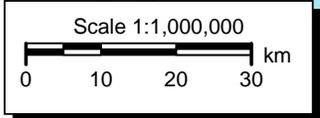


EXHIBIT 7

TABULATION OF STATIONS SERVING WJBC-FM  
PROPOSED RELOCATION GAIN AREA

| Call Sign | Lic | Chan. | Svc | Cls | City               | ST | DA  | Power |
|-----------|-----|-------|-----|-----|--------------------|----|-----|-------|
| WJBC.A    |     | 219   | FM  | C3  | Orange Park        | FL | Yes | 19.5  |
| WJFR      | LIC | 204   | FM  | C3  | Jacksonville       | FL | No  | 8.0   |
| WJCT-FM   | LIC | 210   | FM  | C1  | Jacksonville       | FL | No  | 98.0  |
| WKTZ-FM   | LIC | 215   | FM  | C2  | Jacksonville       | FL | No  | 50.0  |
| WJXR      | LIC | 221   | FM  | C3  | Macclenny          | FL | No  | 25.0  |
| WJBT      | LIC | 227   | FM  | C2  | Callahan           | FL | No  | 50.0  |
| WAPE-FM   | LIC | 236   | FM  | C   | Jacksonville       | FL | No  | 100.0 |
| WEJZ      | LIC | 241   | FM  | C0  | Jacksonville       | FL | No  | 100.0 |
| WJGL      | LIC | 245   | FM  | C   | Jacksonville       | FL | No  | 100.0 |
| WFKS      | LIC | 250   | FM  | C2  | Neptune Beach      | FL | No  | 12.5  |
| WQIK-FM   | LIC | 256   | FM  | C0  | Jacksonville       | FL | No  | 100.0 |
| WGNE-FM   | LIC | 260   | FM  | C1  | Middleburg         | FL | No  | 48.0  |
| WMUV      | LIC | 264   | FM  | C0  | Brunswick          | GA | No  | 62.0  |
| WSOL-FM   | LIC | 268   | FM  | C   | Brunswick          | GA | No  | 100.0 |
| WXXJ      | LIC | 275   | FM  | C   | Jacksonville       | FL | No  | 100.0 |
| WWSN      | LIC | 277   | FM  | C0  | Waycross           | GA | No  | 100.0 |
| WJSJ      | LIC | 287   | FM  | A   | Fernandina Beach   | FL | No  | 3.9   |
| WHJX      | LIC | 289   | FM  | C3  | Baldwin            | FL | Yes | 25.0  |
| WPLA      | LIC | 297   | FM  | C1  | Green Cove Springs | FL | No  | 98.0  |
| WFYV-FM   | LIC | 283   | FM  | C   | Atlantic Beach     | FL | No  | 100.0 |
| WYFB      | LIC | 213   | FM  | C1  | Gainesville        | FL | Yes | 97.0  |



EXHIBIT 8

Stations Providing Protected Service to Present  
Community of License (Fernandina Beach, FL)

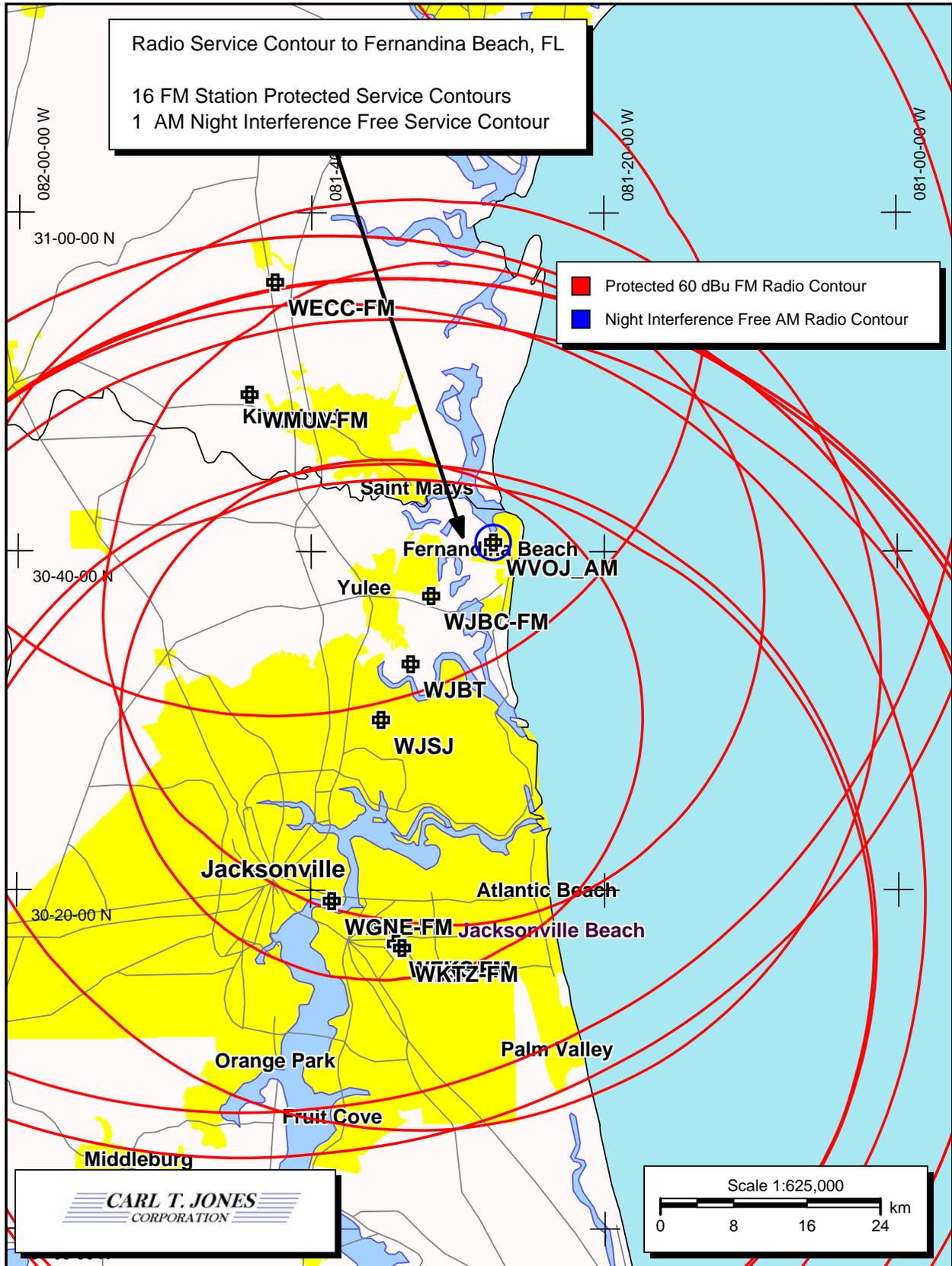


EXHIBIT 9

Tabulation of Stations Providing Protected  
Service to Present Community of License

Fernandina Beach Radio Service

March 2010

| Call Sign | Lic | Chan. | Svc | Cls | City               | ST | DA  | Power |
|-----------|-----|-------|-----|-----|--------------------|----|-----|-------|
| -----     | --- | ----- | --- | --- | -----              | -- | --  | ----- |
| WJBC-FM   | LIC | 219   | M   | C2  | Fernandina Beach   | FL | No  | 32.0  |
| WJBT      | LIC | 227   | M   | C2  | Callahan           | FL | No  | 50.0  |
| WSOL-FM   | LIC | 268   | M   | C   | Brunswick          | GA | No  | 100.0 |
| WEJZ      | LIC | 241   | M   | C0  | Jacksonville       | FL | No  | 100.0 |
| WAPE-FM   | LIC | 236   | M   | C   | Jacksonville       | FL | No  | 100.0 |
| WQIK-FM   | LIC | 256   | M   | C0  | Jacksonville       | FL | No  | 100.0 |
| WPLA      | LIC | 297   | M   | C1  | Green Cove Springs | FL | No  | 98.0  |
| WXXJ      | LIC | 275   | M   | C   | Jacksonville       | FL | No  | 100.0 |
| WJGL      | LIC | 245   | M   | C   | Jacksonville       | FL | No  | 100.0 |
| WFYV-FM   | LIC | 283   | M   | C   | Atlantic Beach     | FL | No  | 100.0 |
| WGNE-FM   | LIC | 260   | M   | C1  | Middleburg         | FL | No  | 48.0  |
| WJCT-FM   | LIC | 210   | M   | C1  | Jacksonville       | FL | No  | 98.0  |
| WJSJ      | LIC | 287   | M   | A   | Fernandina Beach   | FL | No  | 3.9   |
| WFKS      | LIC | 250   | M   | C2  | Neptune Beach      | FL | No  | 12.5  |
| WKTZ-FM   | LIC | 215   | M   | C2  | Jacksonville       | FL | No  | 50.0  |
| WECC-FM   | LIC | 207   | M   | C2  | Folkston           | GA | Yes | 30.0  |
| WMUV      | LIC | 264   | M   | C0  | Brunswick          | GA | No  | 62.0  |
| WVOJ_AM   | LIC | 1570  | AM  | D   | Fernandina Beach   | FL | No  | .003  |



EXHIBIT 10

Stations Providing Protected Service to Proposed  
Community of Licensed (Orange Park, FL)

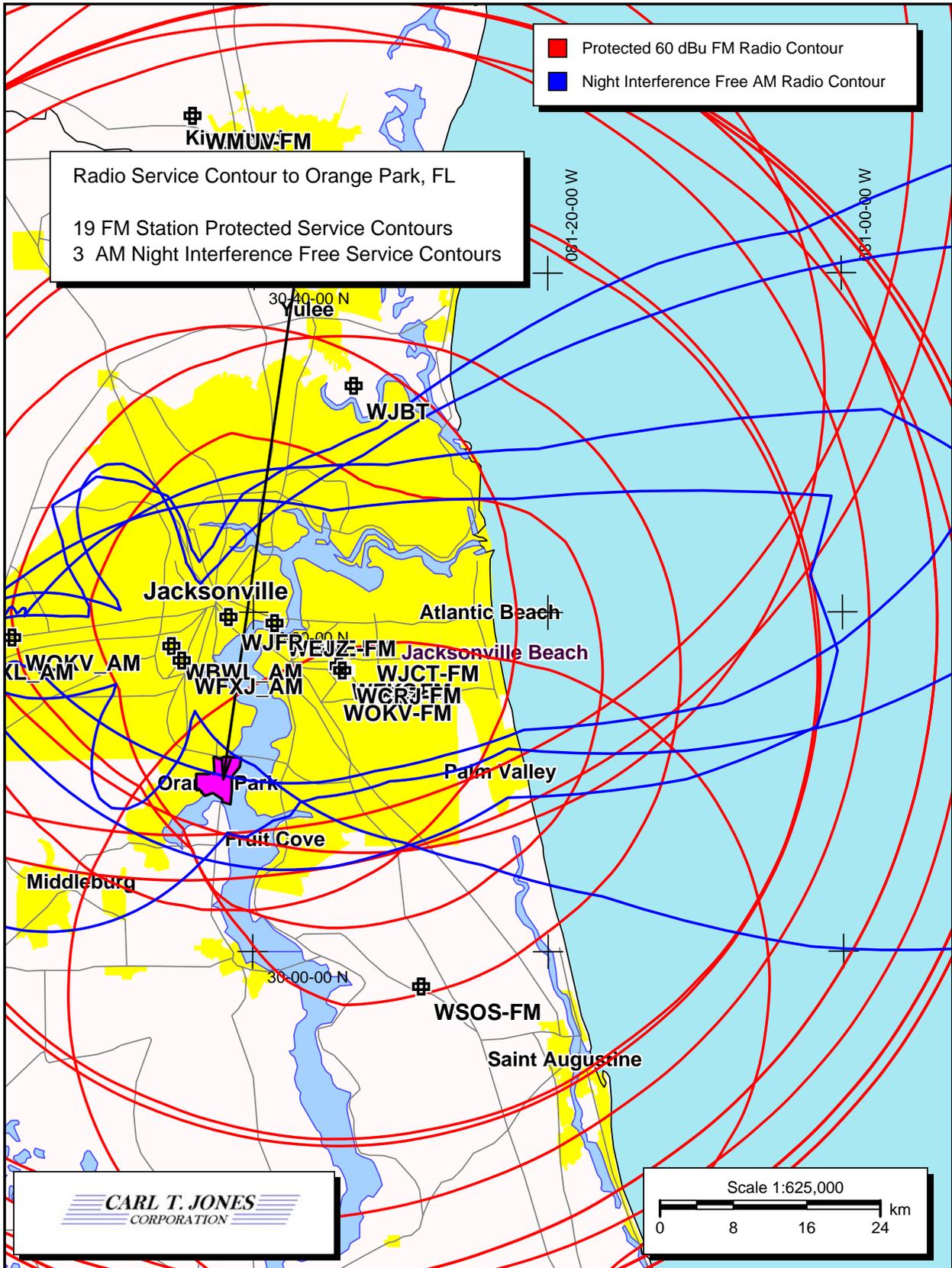


EXHIBIT 11

Tabulation of Stations Providing Protected  
Service to Proposed Community of License

Orange Park Radio Service

March 2010

| Call Sign | Lic | Chan. | Svc | Cls | City               | ST  | DA  | Power |
|-----------|-----|-------|-----|-----|--------------------|-----|-----|-------|
| -----     | --- | ----- | --- | --- | -----              | --- | --- | ----- |
| WJBC-FM.A | APP | 219   | FM  | C3  | Jacksonville Beach | FL  | Yes | 19.5  |
| WJBT      | LIC | 227   | FM  | C2  | Callahan           | FL  | No  | 50.0  |
| WSOL-FM   | LIC | 268   | FM  | C   | Brunswick          | GA  | No  | 100.0 |
| WAPE-FM   | LIC | 236   | FM  | C   | Jacksonville       | FL  | No  | 100.0 |
| WQIK-FM   | LIC | 256   | FM  | C0  | Jacksonville       | FL  | No  | 100.0 |
| WPLA      | LIC | 297   | FM  | C1  | Green Cove Springs | FL  | No  | 98.0  |
| WXXJ      | LIC | 275   | FM  | C   | Jacksonville       | FL  | No  | 100.0 |
| WJGL      | LIC | 245   | FM  | C   | Jacksonville       | FL  | No  | 100.0 |
| WFYV-FM   | LIC | 283   | FM  | C   | Atlantic Beach     | FL  | No  | 100.0 |
| WGNE-FM   | LIC | 260   | FM  | C1  | Middleburg         | FL  | No  | 48.0  |
| WJCT-FM   | LIC | 210   | FM  | C1  | Jacksonville       | FL  | No  | 98.0  |
| WFKS      | LIC | 250   | FM  | C2  | Neptune Beach      | FL  | No  | 12.5  |
| WKTZ-FM   | LIC | 215   | FM  | C2  | Jacksonville       | FL  | No  | 50.0  |
| WEJZ      | LIC | 241   | FM  | C0  | Jacksonville       | FL  | No  | 100.0 |
| WCRJ      | LIC | 201   | FM  | C3  | Jacksonville       | FL  | Yes | 8.0   |
| WOKV-FM   | LIC | 293   | FM  | A   | Ponte Vedra Beach  | FL  | Yes | 6.0   |
| WMUV      | LIC | 264   | FM  | C0  | Brunswick          | GA  | No  | 62.0  |
| WJFR      | LIC | 204   | FM  | C3  | Jacksonville       | FL  | No  | 8.0   |
| WSOS-FM   | LIC | 231   | FM  | C3  | Fruit Cove         | FL  | No  | 25.0  |
|           |     |       |     |     |                    |     |     |       |
| WOKV_AM   |     | 690   | AM  | B   | JACKSONVILLE       | FL  | YES | 25.0  |
| WJXL_AM   |     | 1010  | AM  | B   | JACKSONVILLE BEACH | FL  | YES | 30.0  |
| WFXJ_AM   |     | 930   | AM  | B   | JACKSONVILLE       | FL  | YES | 5.0   |

