

TECHNICAL STATEMENT
RADIO MULTIPLE OWNERSHIP ANALYSIS
CC LICENSES, LLC


This statement was prepared as we propose to change the antenna location of WNUS(FM) Belpre, Ohio. A multiple ownership analysis was prepared considering radio stations under present or proposed common ownership, time brokerage or joint sales.

Arbitron Market Study

In this application, we are proposing to change the antenna location of Station WNUS(FM) Belpre, Ohio. The community of license, Belpre, Ohio, is in Washington County, which is part of the Parkersburg-Marietta, WV-OH Arbitron Metro and thus WNUS(FM) is geographically located in this Arbitron Metro. WNUS(FM) is designated “home” to the Parkersburg-Marietta, WV-OH Arbitron Metro; the number of stations owned by us in the Parkersburg-Marietta, WV-OH Arbitron Metro is not changing by this application.

According to the FCC’s local ownership “tiers,” in a Metro reported by BIA as having 15 to 29 commercial and noncommercial educational full-power radio stations, a party may have a cognizable interest in up to 6 commercial full-power radio stations, not more than 4 of which are in the same service(AM or FM). This application complies with the multiple ownership rules because only 5 of 24 full-power radio stations (3 FM and 2 AM) will be attributable to CCC.

Table of stations considered being in the Parkersburg-Marietta, WV-OH Arbitron Metroⁱ



FCC Geographic Market Definition for Parkersburg-Marietta, WV-OH

Call Letters	AM/FM	Freq	Type	Station Format	Home Market	Market Designation Date	Home Mkt Rank	Owner	City & State of License	County of License
WPJY	FM	88.7	NC	ChrsContem	Parkersburg-Marietta, WV-OH	10/14/2008	244	Baker Family Stations	Blennerhassett, WV	Wood
WCVV	FM	89.5	NC	Christian	Parkersburg-Marietta, WV-OH	07/02/2003	244	Belpre Educational Broadcasting Foundation	Belpre, OH	Washington
WADC	AM	1050	C	Nostalgia	Parkersburg-Marietta, WV-OH	07/02/2003	244	Burbach Broadcasting	Parkersburg, WV	Wood
WGGE	FM	99.1	C	Country	Parkersburg-Marietta, WV-OH	07/02/2003	244	Burbach Broadcasting	Parkersburg, WV	Wood
WHBR	FM	103.1	C	Rock	Parkersburg-Marietta, WV-OH	07/02/2003	244	Burbach Broadcasting	Parkersburg, WV	Wood
WRZZ	FM	106.1	C	Clsc Rock	Parkersburg-Marietta, WV-OH	07/02/2003	244	Burbach Broadcasting	Parkersburg, WV	Wood
WVNT	AM	1230	C	News/Talk	Parkersburg-Marietta, WV-OH	07/02/2003	244	Burbach Broadcasting	Parkersburg, WV	Wood
WXLL	FM	95.1	C	CHR	Parkersburg-Marietta, WV-OH	07/02/2003	244	Burbach Broadcasting	Elizabeth, WV	Wirt
WNRJ	FM	103.9	C	Hot AC	Parkersburg-Marietta, WV-OH	08/14/2012	244	Dailey Corporation	Vienna, WV	Wood
WLKP	FM	91.9	NC	ChrsContem	Parkersburg-Marietta, WV-OH	07/02/2003	244	Educational Media Foundation	Belpre, OH	Washington
WDMX	FM	100.1	C	Clsc Hits	Parkersburg-Marietta, WV-OH	07/02/2003	244	iHeartMedia	Vienna, WV	Wood
WHNK	AM	1450	C	DARK	Parkersburg-Marietta, WV-OH	07/02/2003	244	iHeartMedia	Parkersburg, WV	Wood
WLTP	AM	910	C	News/Talk	Parkersburg-Marietta, WV-OH	07/02/2003	244	iHeartMedia	Marietta, OH	Washington
WNUS	FM	107.1	C	Country	Parkersburg-Marietta, WV-OH	07/02/2003	244	iHeartMedia	Belpre, OH	Washington
WRVB	FM	102.1	C	CHR	Parkersburg-Marietta, WV-OH	07/02/2003	244	iHeartMedia	Marietta, OH	Washington
WJAW	FM	100.9	C	Sports	Parkersburg-Marietta, WV-OH	07/02/2003	244	JAWCO Incorporated	McConnelsville, OH	Morgan
WJAW	AM	630	C	Sports	Parkersburg-Marietta, WV-OH	07/02/2003	244	JAWCO Incorporated	St. Marys, WV	Pleasants
WMOA	AM	1490	C	FullService	Parkersburg-Marietta, WV-OH	07/02/2003	244	JAWCO Incorporated	Marietta, OH	Washington
WCMO	FM	98.5	NC	Alternative	Parkersburg-Marietta, WV-OH	07/02/2003	244	Marietta College	Marietta, OH	Washington
WMRT	FM	88.3	NC	Clsc/Jazz	Parkersburg-Marietta, WV-OH	07/02/2003	244	Marietta College	Marietta, OH	Washington
WOUX	FM	105.3	NC	Religion	Parkersburg-Marietta, WV-OH		244	Parkersburg Catholic Schools Foundation Inc	St. Marys, WV	Pleasants
WRRR	FM	93.9	C	AC	Parkersburg-Marietta, WV-OH	02/09/2004	244	Seven Ranges Radio Co Inc	St. Marys, WV	Pleasants
WVVV	FM	96.9	C	AC	Parkersburg-Marietta, WV-OH	07/02/2003	244	Seven Ranges Radio Co Inc	Williamstown, WV	Wood
WVPG	FM	90.3	NC	Nws/Tlk/Inf	Parkersburg-Marietta, WV-OH	07/02/2003	244	West Virginia Educational Public Broadcasting	Parkersburg, WV	Wood

Number of Stations in Geographic Market 24

Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed

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Page 1

Interim Contour-Overlap Analysis

Because the principal community of WNUS(FM) and the communities of all commonly-owned or attributable stations with overlapping principal contours with WNUS(FM) are located inside an Arbitron Metro, an interim contour-overlap analysis is not required.

Respectfully Submitted,

Troy G. Langham

FCC Engineering Supervisor

ⁱ Source: BIA