

RADIO MARKET ANALYSIS
SOUTHWEST BROADCASTING, INC.
WFCG (FM) RADIO STATION
TYLERTOWN, MISSISSIPPI
August 2005

TECHNICAL STATEMENT

1. This technical statement and attached exhibits were prepared on behalf of Southwest Broadcasting, Inc. ("SBI"), licensee of WFCG, Channel 297A, Tylertown, Mississippi.¹ SBI is proposing to make minor changes in the facilities of WFCG. As such, an updated Radio Market Analysis is necessary. Principals of SBI have attributable interests in WAPF, 980 kHz, WAKK,² 1140 kHz, and WAKH, Channel 289C1, McComb, Mississippi.³ None of these stations' licensed communities are located in any Arbitron rated markets, as such, the revised contour overlap rules apply to this radio market. The 3.16 mV/m contours of the two FM stations overlap, as does the 5.0 mV/m contour of WAPF with the two FM stations. This results in SBI having two FM stations and one AM station in the same market. A map showing the city grade contours of the stations is attached as Exhibit #1.

2. A study has, therefore, been conducted to verify the proposed minor change for WFCG is in compliance with the Commission's multiple ownership rules. The city grade

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- 1) SBI has filed a license to cover the outstanding permit for WFCG at Tylertown, Mississippi.
 - 2) As will be shown, WAKK does not enter into the subject radio market with the proposed Tylertown, Mississippi facility. As such, it is not considered further in this review.
 - 3) SBI, or its principals also have interests in WZFL-FM, Channel 285A, Centreville, Mississippi; WTGG, Channel 243A, Amite, Louisiana; WJSH, Channel 284A, Folsom, Louisiana; WAZA, Channel 299C3, Liberty, Mississippi and has a Local Management Agreement with the licensee of WKSJ, Channel 291C2, Picayune, Mississippi. None of these facilities enter into the Tylertown market as subject stations. As such, they are not further considered. Additionally, principals of SBI have interests in North Shore Broadcasting Company, the licensee of WFPR, 1400 kHz, and WHMD, Channel 296A Hammond, Louisiana. Neither WFPR nor WHMD enter into the Tylertown market and are, therefore, not considered further. Principals of SBI also have interests in Southeastern Broadcasting, Inc., licensee of WOPR, Channel 234A, Lacombe, Louisiana and WPRF, Channel 235C3, Reserve, Louisiana. WOPR and WPRF do not enter into the Tylertown market and are, therefore, not considered further.

contours of the subject stations will be used to determine the number of other commercial AM or FM stations that either have transmitter sites within, or provide coverage to, the subject stations' contours, hereinafter described as the "Radio Market". No other SBI attributable stations will be considered market contributors, unless they are subject stations in the market under review. Further, no transmitters located more than 92.0 kilometers from the boundary of the common overlap of subject stations will be considered.

3. Exhibit #2 is a depiction of the AM and FM stations (commercial and non-commercial) providing service to the subject radio market. Exhibit #3 is a tabulation of the stations in the Radio Market, including the three subject stations.⁴ The number of stations depicted falls in the fourteen or fewer stations tier of §73.3555(a)(1)(iv) of the Commission's rules. At this level, common ownership or control of up to five stations, with no more than three in the same service, is permissible. Based on SBI's interests in the above referenced stations, it has been herein demonstrated that proposed minor change for WFCG is in compliance with §73.3555 of the Commission's rules.

4. The foregoing technical statement was prepared on behalf of Southwest Broadcasting, Inc., 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 was extracted from the CDBS database. We assume no liability for errors or omissions in that database which may be adverse to the information contained herein.

4) There are additional stations providing service to the market, but they were not considered since the number of stations shown was sufficient to demonstrate compliance with the rules.

Graham Brock, Inc. - Broadcast Technical Consultants

WFCG
 Tylertown, MS
 Latitude: 31-04-39 N
 Longitude: 090-04-46 W
 ERP: 2.20 kW
 Channel: 297A

WAPF
 Latitude: 31-12-51 N
 Longitude: 090-27-42 W
 ERP: 5.00 kW
 Frequency: 980 KHz

WAKH
 BLH-19821026AS
 Latitude: 31-16-50 N
 Longitude: 090-27-05 W
 ERP: 100.00 kW
 Channel: 289C1

WAKH 3.16 mV/m

WAKK 5.0 mV/m

WAPF 5.0 mV/m

WAZA 3.16 mV/m

WFCG 3.16 mV/m

WZFL-FM 3.16 mV/m

WAZA

WAKH

WAKK

WAPF

WFCG

WJSH 3.16 mV/m

WKSJ 3.16 mV/m

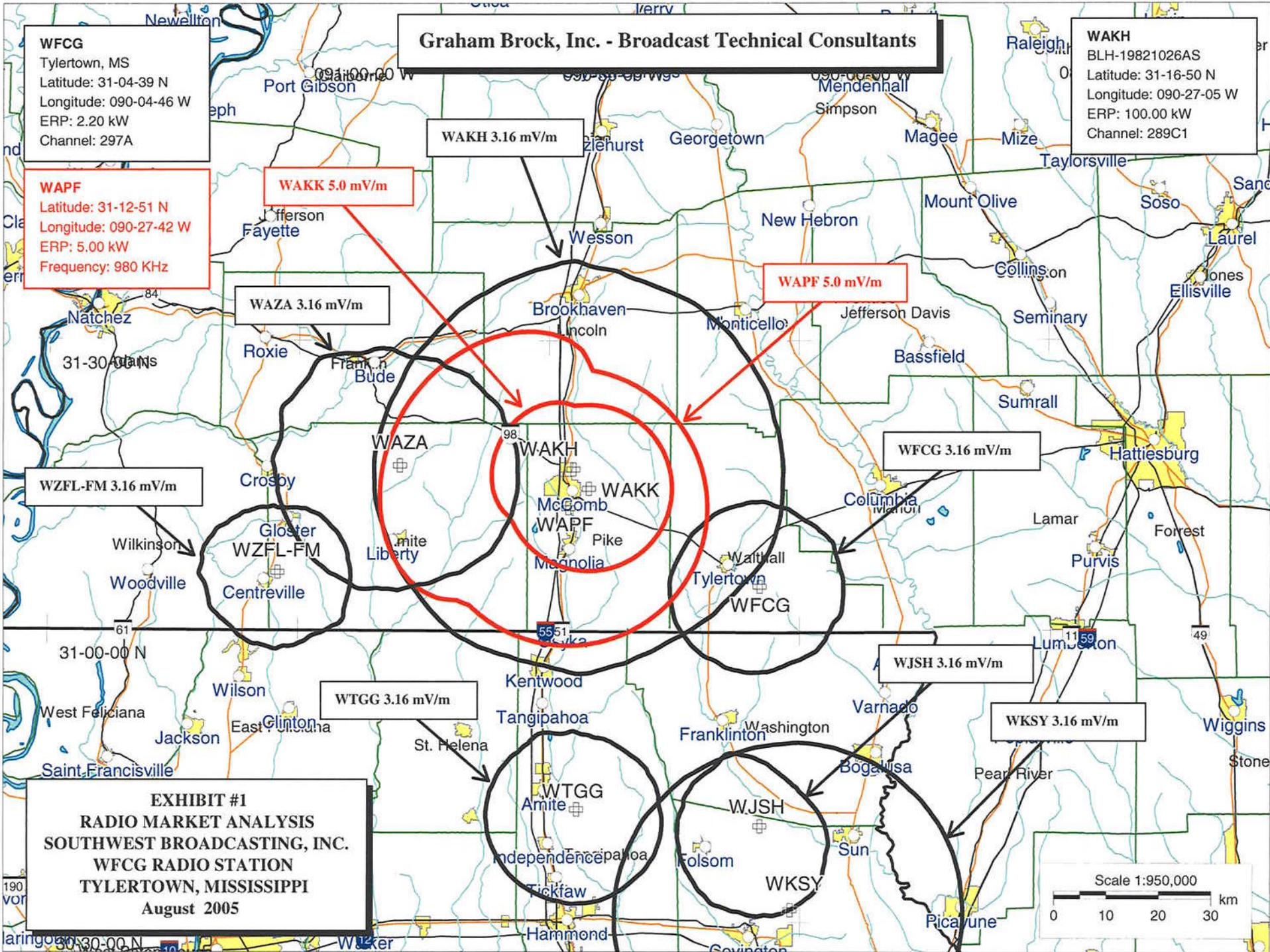
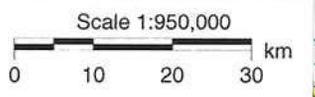
WTGG 3.16 mV/m

WTGG

WJSH

WKSJ

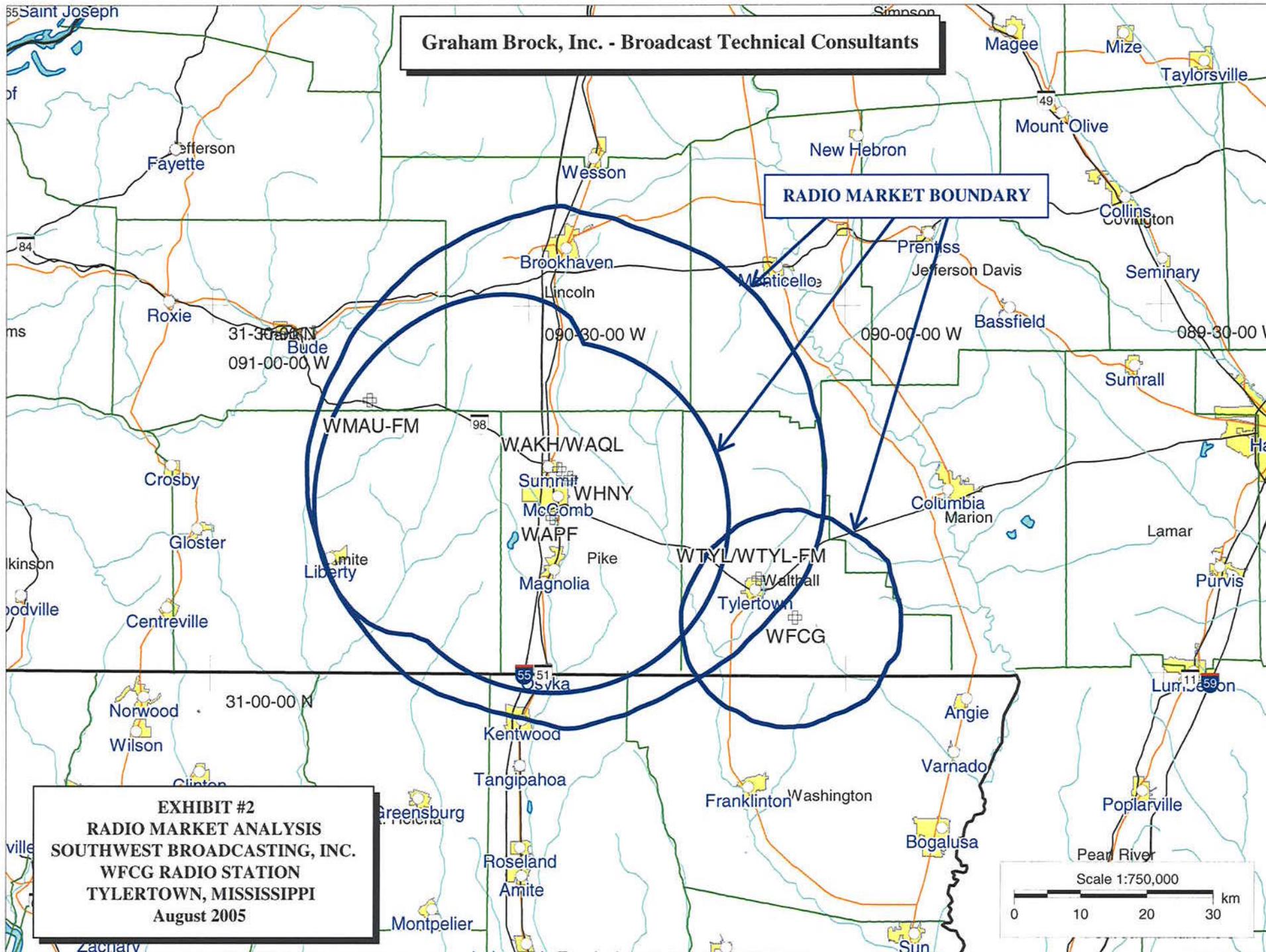
EXHIBIT #1
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WFCG RADIO STATION
TYLERTOWN, MISSISSIPPI
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Graham Brock, Inc. - Broadcast Technical Consultants

RADIO MARKET BOUNDARY

EXHIBIT #2
RADIO MARKET ANALYSIS
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WFCG RADIO STATION
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EXHIBIT #3

Tabulation of Stations in Radio Market

AM Stations

* WAPF	980 kHz	McComb, Mississippi
WHNY	1250 kHz	McComb, Mississippi
WTYL	1290 kHz	Tylertown, Mississippi

Total AM Stations - 3

FM Stations

WMAU-FM	Ch 205C1	Bude, Mississippi
WAQL	Ch 213A	McComb, Mississippi
WTYL-FM	Ch 249A	Tylertown, Mississippi
* WAKH	Ch 289C1	McComb, Mississippi
* WFCG	Ch 297A	Tylertown, Mississippi

Total FM Stations - 5

GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 8

* Subject station.

AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT

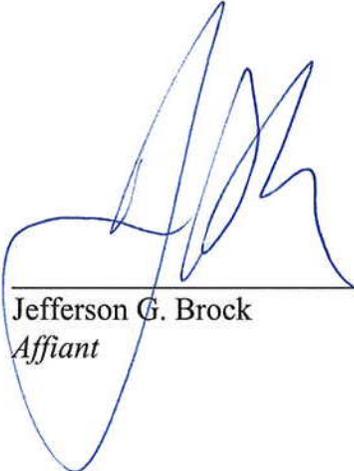
State of Georgia)
St. Simons Island) ss:
County of Glynn)

JEFFERSON G. BROCK, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Southeast Broadcasting, Inc., 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 24th day of August, 2005.



Jefferson G. Brock
Affiant

*Sworn to and subscribed before me
this the 24th day of August, 2005*



Notary Public, State of Georgia
My Commission Expires: September 3, 2007