

**MULTIPLE OWNERSHIP
COMPLIANCE STUDY**
WOXL-FM – Biltmore Forest, North Carolina
WISE (AM) – Asheville, North Carolina
January 2004

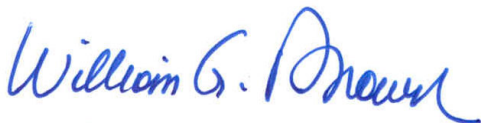
This Multiple Ownership Compliance Study was conducted to determine compliance of §73.3555 of the Commission's Rules with the proposed purchase of WOXL-FM, Biltmore Forest, North Carolina and WISE (AM), Asheville, North Carolina by Saga Communications of North Carolina, LLC.

The city grade contours of the three subject stations WOXL-FM, WISE (AM) and presently owned WOXL (AM) comprise the Subject Area and form one distinct market. The city grade contours of these three Subject Stations are shown in Exhibit #1. The city grade contours of all FM stations providing service to the Subject Area are shown in Exhibit #2 and all AM stations providing service to the Subject Area are shown in Exhibit #3. The maps are followed by a tabulation of all AM and FM services to the Subject Area in Exhibit #4.

The AM and FM maps combined show 27 services, including the 3 Subject Stations (2 AM and 1 FM). The Commission's multiple ownership rule in §73.3555 (a)(1)(iii) states that:

"In a radio market with between 15 and 29 (inclusive) commercial radio stations, a party may own, operate, or control up to 5 commercial radio stations, not more than 3 of which are in the same service (AM or FM);"

Based on these findings, it is believed that the ownership of the three Subject Stations is in compliance with §73.3555 of the Commission's Rules.



January 9, 2004

William G. Brown
Bromo Communications, Inc.

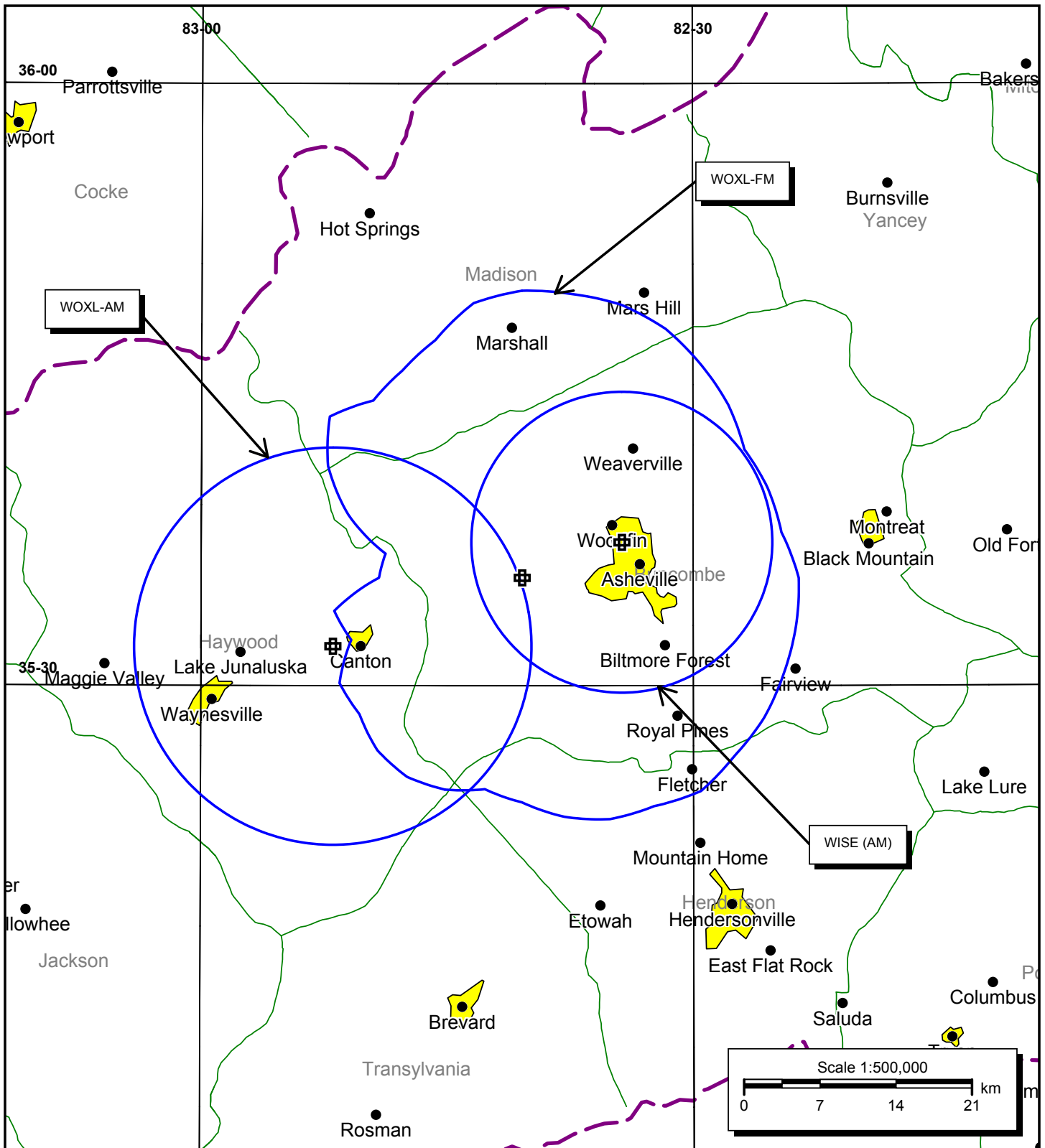


EXHIBIT #1
Subject Stations
Multiple Ownership Compliance Study
WOXL-FM - Biltmore Forest, North Carolina
WISE (AM) - Asheville, North Carolina

Bromo Communications, Inc.

Atlanta, Georgia
 January 2004

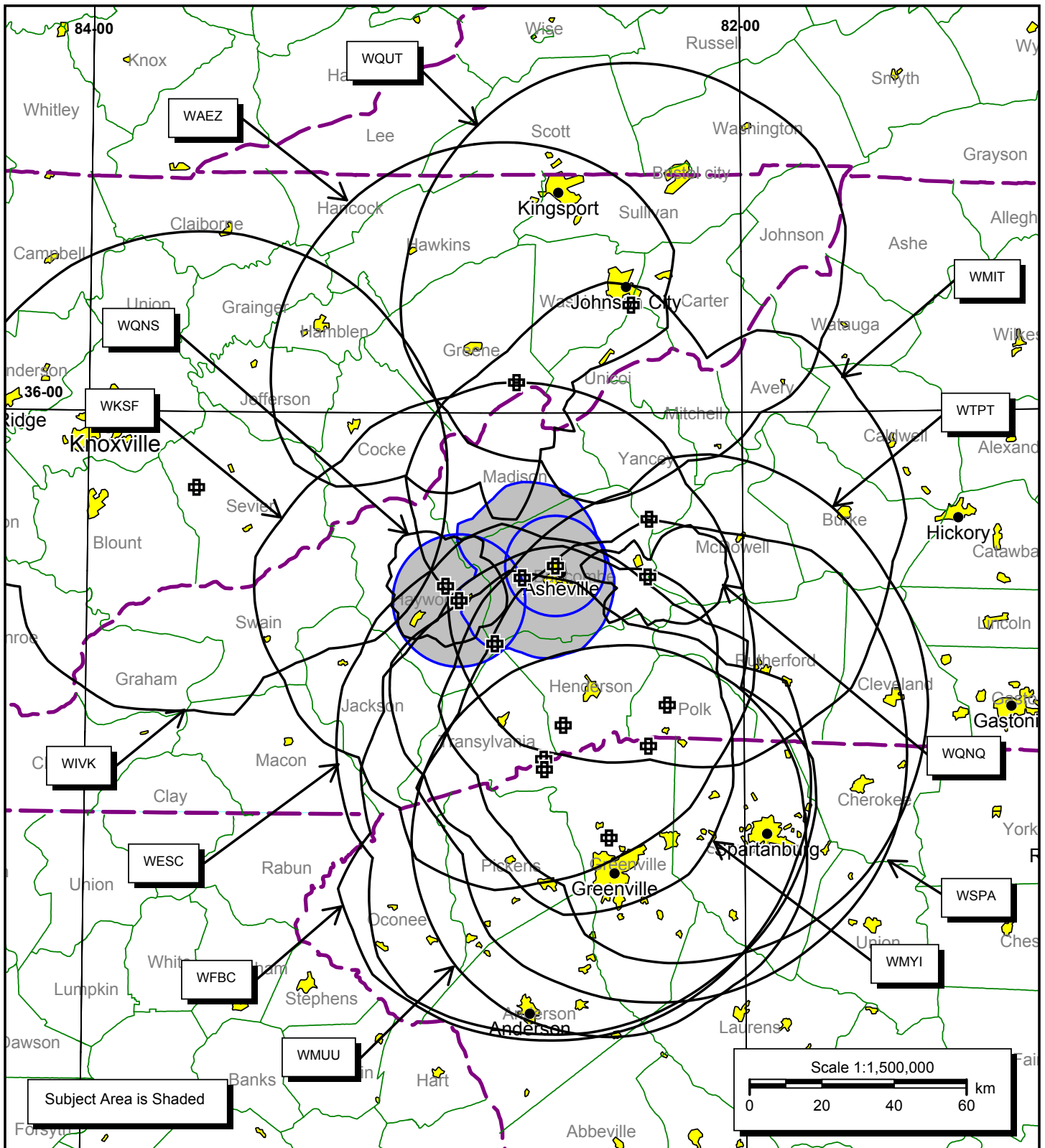


EXHIBIT #2
FM Services to Subject Area
Multiple Ownership Compliance Study
WOXL-FM - Biltmore Forest, North Carolina
WISE (AM) - Asheville, North Carolina

Bromo Communications, Inc.

Atlanta, Georgia
 January 2004

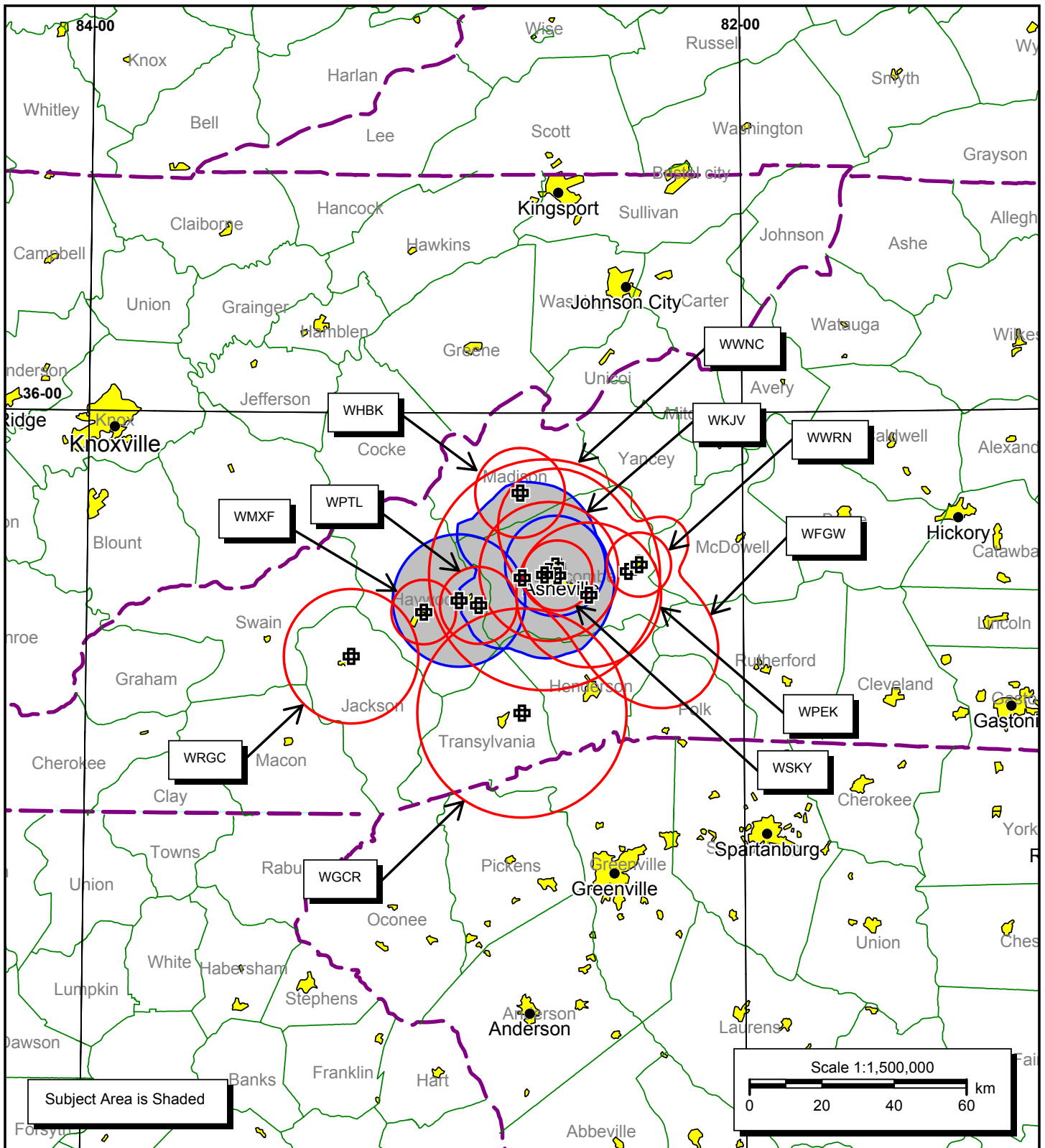


EXHIBIT #3
AM Services to Subject Area
Multiple Ownership Compliance Study
WOXL-FM - Biltmore Forest, North Carolina
WISE (AM) - Asheville, North Carolina

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EXHIBIT #4
MULTIPLE OWNERSHIP
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WOXL-FM – Biltmore Forest, North Carolina
WISE (AM) – Asheville, North Carolina
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Tabulation of Services to Subject Area

Subject Stations

<u>Call</u>	<u>Ch/Freq</u>	<u>Latitude</u>	<u>Longitude</u>	<u>Power (kW)</u>	<u>City</u>	<u>State</u>
WISE	1310	35° 37' 09"	82° 34' 21"	5	Asheville	NC
WOXL (AM)	970	35° 31' 58"	82° 51' 58"	5	Canton	NC
WOXL-FM (CP)	243C3	35° 35' 23"	82° 40' 26"	1.85	Biltmore Forest	NC

FM Services to Subject Area

<u>Call</u>	<u>Ch/Freq</u>	<u>Latitude</u>	<u>Longitude</u>	<u>Power (kW)</u>	<u>City</u>	<u>State</u>
WAEZ	235C	36° 04' 34"	82° 41' 28"	100	Greeneville	TN
WESC	223C	35° 08' 16"	82° 36' 31"	100	Greenville	SC
WFBC	229C	35° 06' 43"	82° 36' 24"	100	Greenville	SC
WIVK	299C	35° 48' 41"	83° 40' 10"	91	Knoxville	TN
WKSF	260C	35° 25' 32"	82° 45' 25"	53	Asheville	NC
WMIT	295C	35° 44' 06"	82° 17' 11"	35	Black Mountain	NC
WMUU	233C	34° 56' 29"	82° 24' 41"	100	Greenville	SC
WMYI	273C1	35° 13' 20"	82° 32' 58"	19	Hendersonville	NC
WQNQ	282A	35° 35' 29"	82° 17' 29"	0.55	Old Fort	NC
WQNS	285A	35° 34' 07"	82° 54' 27"	0.245	Waynesville	NC
WQUT	268C	36° 16' 07"	82° 20' 21"	100	Johnson City	TN
WSPA	255C	35° 10' 11"	82° 17' 28"	100	Spartanburg	SC
WTPT	227C	35° 16' 19"	82° 14' 00"	93	Forest City	NC

AM Services to Subject Area

<u>Call</u>	<u>Ch/Freq</u>	<u>Latitude</u>	<u>Longitude</u>	<u>Power (kW)</u>	<u>City</u>	<u>State</u>
WFGW	1010	35° 36' 19"	82° 21' 00"	50	Black Mountain	NC
WGCR	720	35° 15' 10"	82° 40' 28"	10	Pisgah Forest	NC
WHBK	1460	35° 48' 04"	82° 40' 48"	5	Marshall	NC
WKJV	1380	35° 36' 19"	82° 35' 31"	25	Asheville	NC
WMXF	1400	35° 30' 14"	82° 58' 25"	1	Waynesville	NC
WPEK	880	35° 32' 48"	82° 28' 15"	5	Fairview	NC
WPTL	920	35° 31' 15"	82° 48' 24"	0.5	Canton	NC
WRGC	680	35° 23' 35"	83° 11' 38"	1	Sylva	NC
WSKY	1230	35° 35' 43"	82° 33' 57"	1	Asheville	NC
WWNC	570	35° 35' 49"	82° 36' 20"	5	Asheville	NC
WWRN	1350	35° 37' 19"	82° 19' 02"	1	Black Mountain	NC