

**RADIO MARKET ANALYSIS**  
**GORE-OVERGAARD BROADCASTING, INC.**  
**WSBB AM RADIO STATION**  
**NEW SMYRNA BEACH, FLORIDA**  
**December 2005**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared of behalf of Gore-Overgaard Broadcasting, Inc. ("Gore-Overgaard"), proposed assignee of station WSBB, 1230 kHz, New Smyrna Beach, Florida. Gore-Overgaard is the licensee of WROD, 1340 kHz, Daytona Beach, Florida. WSBB and WROD are licensed to communities within a metro county in the Daytona Beach, Florida Arbitron Market (Market #90). Since the two AM stations are located in the Daytona Beach, Florida Arbitron market, an analysis based on the stations in a rated market is necessary.

2. As shown on Exhibit #1, there are eighteen AM and FM (commercial and non-commercial) stations listed in the Daytona Beach, Florida Arbitron Market. Gore-Overgaard would be in control of two AM stations in the market. The number of stations indicated falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules. At this level, common ownership or control of up to six stations, with no more than four in the same service, is permissible. Therefore, control of WSBB and WROD in the Daytona Beach, Florida market is believed to be in compliance with the Commission's radio ownership rules for rated markets. Therefore, the assignment of station WSBB to Gore-Overgaard is in compliance with the Commission's rules.

3. The foregoing technical statement was prepared on behalf of Gore-Overgaard 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 in the relevant BIA/Arbitron market was determined using the BIA Financial Network, Inc. Media Access Pro, Version 4.0. BIA database. We assume no liability for errors or omissions in the database which may be adverse to the information contained herein.



## FCC Geographic Market Definition for Daytona Beach, FL

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WAPN	FM	91.5	NC	Gospel	Daytona Beach, FL	07/02/2003	90	Public Radio Inc	Holly Hill, FL	Volusia
WCFB	FM	94.5	C	Urban AC	Orlando, FL	07/02/2003	39	Cox Radio Inc	Daytona Beach, FL	Volusia
WELE	AM	1380	C	Nws/Tik/Spt	Daytona Beach, FL	07/02/2003	90	Wings Communications Inc	Ormond Beach, FL	Volusia
WHOG	FM	95.7	C	Cisc Rock	Daytona Beach, FL	07/02/2003	90	Black Crow Media Group	Ormond-By-The-Sea, FL	Volusia
WJHM	FM	101.9	C	HpHop/UrbA	Orlando, FL	07/02/2003	39	Infinity Broadcasting	Daytona Beach, FL	Volusia
WJLH	FM	90.3	NC	Christian	Daytona Beach, FL	07/02/2003	90	Cornerstone Broadcasting Corp	Flagler Beach, FL	Flagler
WJLU	FM	89.7	NC	Religion	Daytona Beach, FL	07/02/2003	90	Cornerstone Broadcasting Corp	New Smyrna Beach, FL	Volusia
WKRO	FM	93.1	C	Country	Daytona Beach, FL	07/02/2003	90	Black Crow Media Group	Edgewater, FL	Volusia
WKTO	FM	88.9	NC	Christian	Daytona Beach, FL	07/02/2003	90	Mims Community Radio Inc	Edgewater, FL	Volusia
WMFJ	AM	1450	NC	Religion	Daytona Beach, FL	07/02/2003	90	Cornerstone Broadcasting Corp	Daytona Beach, FL	Volusia
WNDA	AM	1490	C	Nws/Tik/Spt	Daytona Beach, FL	07/02/2003	90	p J&V Communications Inc	DeLand, FL	Volusia
WNDB	AM	1150	C	Nws/Tik/Spt	Daytona Beach, FL	07/02/2003	90	Black Crow Media Group	Daytona Beach, FL	Volusia
WOCL	FM	105.9	C	Altve/Rock	Orlando, FL	07/02/2003	39	Infinity Broadcasting	Deland, FL	Volusia
WPUL	AM	1590	C	News/Talk	Daytona Beach, FL	07/02/2003	90	Psi Communications, Inc.	South Daytona, FL	Volusia
WROD	AM	1340	C	Big Band	Daytona Beach, FL	07/02/2003	90	Gore-Overgaard Broadcasting, Inc.	Daytona Beach, FL	Volusia
WSBB	AM	1230	C	Adlt Stndrd	Daytona Beach, FL	07/02/2003	90	TK Radio Inc	New Smyrna Beach, FL	Volusia
WVYB	FM	103.3	C	CHR	Daytona Beach, FL	07/02/2003	90	Black Crow Media Group	Holly Hill, FL	Volusia
WYND	AM	1310	C	Christian	Daytona Beach, FL	07/02/2003	90	B Tucker Associates Inc	Deland, FL	Volusia

**Number of Stations in Geographic Market 18**

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

"p" indicates pending sale to owner listed

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

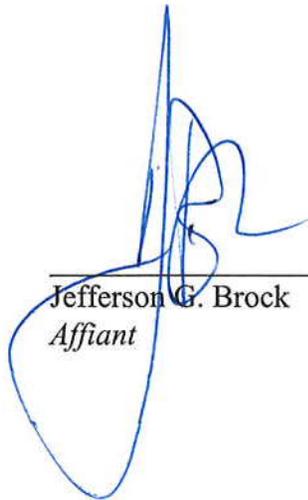
*State of Georgia )*  
*St. Simons Island ) ss:*  
*County of Glynn )*

**JEFFERSON G. BROCK**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Gore-Overgaard 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 12th day of December 2005.*

  
\_\_\_\_\_  
Jefferson G. Brock  
Affiant

*Sworn to and subscribed before me  
this the 12th day of December 2005*

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