

### Section 307(b) Showing

YMF Media South Carolina Licensee LLC (“YMF”), licensee of Station WHXT(FM), Orangeburg, South Carolina, submits this statement in support of its application to change the city of license to Swansea, South Carolina, as that community’s first local service. YMF will demonstrate, pursuant to Section 307(b) of the Communications Act, 47 U.S.C. § 307(b), that the proposed city of license change is in the public interest pursuant to *Revision of Procedures Governing Amendments to FM Table of Allotments and Changes of Community of License in the Radio Broadcast Services*, 21 FCC Rcd 14212, ¶ 10 (2006) and *Policies to Promote Rural Radio Service and to Streamline Allotment and Assignment Procedures*, 26 FCC Rcd 2556 (2011), *recon.* 27 FCC Rcd 12829 (2012) (“*Rural Radio*”).

As demonstrated in the Engineering Statement, Channel 280C3 can be allotted to Swansea consistent with Section 73.207 of the Commission’s Rules. See Exhibit 1. A 70 dBu signal will be provided to Swansea from the proposed allotment and application sites. See Exhibits 2 and 4. From the proposed application site, a net increase in service will be provided to an area of 48 sq. km with approx. 278,000 persons with all persons in the loss area receiving at least 5 remaining aural services. See Exhibits 5 and 6.

Swansea (pop. 827--2010 US Census) is located in Lexington County. Swansea has a local government with a Mayor and four Town Council, a Town Clerk, a Town Hall, Chamber of Commerce, Lions Club, Police Department, Water Department, Municipal Court, public library, schools and zip code. See Exhibit 1.

The Swansea Police Department consists of three full time, one part time, and three reserve officers. The town has its own garbage service, street maintenance and animal control. Swansea has two lower grade schools (Sandhills Elementary and Sandhills Primary), and two

upper grade schools (Swansea High Freshman Academy and Swansea High School) which are part of the Lexington School District No. 4.

In *Amendment of the Commission's Rules Regarding Modification of FM and TV Authorizations to Specify a New Community of License*, 4 FCC Rcd 4870 (1989), *recons. granted in part*, 5 FCC Rcd 7094 (1990) (“*Community of License Order*”) as modified by the *Rural Radio* decision, the Commission stated that a station may change its community of license without subjecting the license to other expressions of interest if: (1) the proposed allotment is mutually exclusive with the current allotment; (2) the current community of license will not be deprived of its only local service; and (3) the proposed arrangement of allotments is preferred under the Commission’s allotment priorities. These criteria are met here.

First, the proposed use of Channel 280C3 at Swansea is mutually exclusive with the current allotment of Channel 280C3 at Orangeburg, South Carolina. See Exhibit 1 of the Engineering Statement.

Second, Orangeburg will be not be deprived of local service because there are 4 other stations currently providing service to the community.<sup>1</sup>

Third, the proposal satisfies Priority 3 based on the Commission’s allotment policies by providing a first local service to Swansea compared to four local services at Orangeburg. See *Revision of FM Assignment Policies and Procedures*, 90 FCC 2d 88 (1982).<sup>2</sup>

Neither Swansea nor Orangeburg is located within an Urbanized Area nor does the proposed 70 dBu contour cover 50% of an Urbanized Area. See *Rural Radio* at ¶¶ 30, 38 (a station that places a “principal community signal over 50 percent or more of an urbanized area . . . will be presumed to . . . serve the urbanized area rather than the proposed community”). In this

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<sup>1</sup> Stations WSSB-FM, WQKI-FM, WTCB(FM) and WPJK(AM).

<sup>2</sup> The FCC’s FM allotment priorities are as follows: (1) first full-time aural service, (2) second full-time aural service, (3) first local service, and (4) other public interest matters.

case, the Engineering Statement shows that only 14.8% of the Columbia SC Urbanized Area can be covered. In addition, the Engineering Statement demonstrates that due to the protection afforded to Station WSOC-FM, Charlotte, North Carolina in the direction of Columbia, the station could only move a short distance to the north (where there are no existing towers) and would only be able to cover a small additional percentage of the Urbanized Area—far below the requisite 50% threshold amount. Thus, the proposed relocation and city of license change proposal complies with the Rural Radio policy and Footnote 97.

In conclusion, YMF's proposal to provide a first local service to Swansea, South Carolina represents a preferential arrangement of allotments thus satisfying the Commission's Section 307(b) policies and should be granted.

## **EXHIBIT 1**

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Community Facts - Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code: Swansea town, South Carolina

[Population \(2010 Census\)](#)[Population \(Latest Estimate\)](#)[Age](#)[Business and Industry](#)[Education](#)[Housing](#)[Income](#)[Origins and Language](#)[Poverty](#)[Veterans](#)

## Swansea town, South Carolina

Census 2010 Total Population

827

Source: 2010 Demographic Profile

### Popular tables for this geography:

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#### American Community Survey

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United States Census Bureau

Source: U.S. Census Bureau | American FactFinder



Wednesday, November 20, 2013 at 11:12:58 AM

HOME  
GOVERNMENT  
TOWN SERVICES  
COMMUNITY PAGES



## **WELCOME TO THE TOWN OF SWANSEA, SOUTH CAROLINA**

THE TOWN OF SWANSEA OFFICIAL WEBSITE.

SWANSEA HAS GREAT SCHOOLS, A RELAXED LIFESTYLE, FRIENDLY NEIGHBORS, SAFE STREETS, AMENITIES NORMALLY FOUND IN LARGER COMMUNITIES AND A POPULATION THAT WELCOMES NEW RESIDENTS WITH A WARM HANDSHAKE. LOCATED ONLY MINUTES FROM COLUMBIA OUR BEDROOM COMMUNITY OFFERS THE COUNTRY ATMOSPHERE WITH EASY CLOSE ACCESS TO ALL THE ENTERTAINMENT AND CONVENIENCES OF THE LARGER CITIES. PLEASE VISIT OUR TOWN YOU WILL NOT BE DISAPPOINTED.

THESE PAGES ARE DESIGNED TO GIVE RESIDENTS AND VISITORS QUICK ACCESS TO INFORMATION ABOUT THE TOWN AND THE SERVICES IT OFFERS. YOU WILL FIND INFORMATION FOR CONTACTING EMPLOYEES AND ELECTED OFFICIALS, LISTS OF MEETINGS AND AGENDAS, AND UPCOMING EVENTS, JUST TO NAME A FEW.

WE WELCOME YOUR COMMENTS AND SUGGESTIONS.

**THANK YOU FOR VISITING US!**



Swansea, SC  
Updated 10:01 AM EST WED NOV 20 2013

Wednesday	Thursday	Friday	Saturday
Sunny	Partly Sunny	Mostly Cloudy	Chance Of Showers
Hi: 59F Lo: 41F	Hi: 61F Lo: 49F	Hi: 65F Lo: 51F	Hi: 70F Lo: 41F
Click for details *WeatherForYou.com			

HOME

GOVERNMENT

TOWN SERVICES

COMMUNITY PAGES

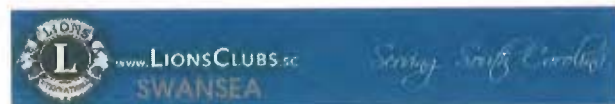
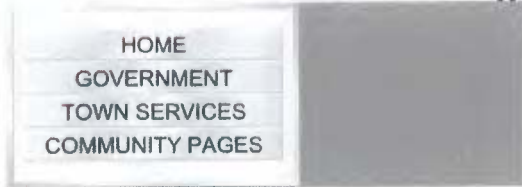
This website is best viewed with Internet Explorer 8 and with a screen resolution of 1024x768 or higher. Site was created by beamer.

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Wednesday, November 20, 2013 at 11:13:38 AM



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Wednesday, November 20, 2013 at 11:14:03 AM

[HOME](#)  
[GOVERNMENT](#)  
[TOWN SERVICES](#)  
[COMMUNITY PAGES](#)



[Business License Forms](#)

[SWANSEA TOWN ORDINANCES](#)

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## TOWN GOVERNMENT

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[RAY SPIRES](#)



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Wednesday, November 20, 2013 at 11:14:59 AM



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**Swansea Water Department**

[Rick Bryan](#), Utility Manager

[Lorraine "RED" Culler](#), Utility Clerk

[Kevin Houser](#), Utility Operator

HOME

GOVERNMENT

TOWN SERVICES

COMMUNITY PAGES



Wednesday, November 20, 2013 at 11:51:08 AM

[HOME](#)

[OFFICERS](#)

[SERVICES](#)

[MUNICIPAL COURT](#)

[NEWS](#)

[MOST WANTED](#)

[HOME](#)

[CONTACT US](#)

[LINKS](#)

[TOWN OF SWANSEA](#)



WELCOME TO THE OFFICIAL SWANSEA POLICE DEPARTMENT WEBSITE. IN JULY 2002 MAYOR RAY SPIRES REINSTATED THE TOWN POLICE DEPARTMENT AFTER IT HAD BEEN CLOSED DOWN FOR SEVERAL YEARS. DURING THAT TIME, THE LEXINGTON COUNTY SHERIFF'S DEPARTMENT PROVIDED SERVICES TO THE TOWN OF SWANSEA.

THE TOWN CURRENTLY HAS THREE FULL TIME OFFICERS, ONE PART TIME OFFICER, AND THREE RESERVE OFFICERS. THE POLICE DEPARTMENT ALSO HAS A TOWN JUDGE AND CLERK OF COURT WHO ASSIST WITH THE ADMINISTRATIVE FUNCTIONS OF THE POLICE DEPARTMENT.

WE WELCOME YOU TO EXPLORE THIS SITE AND HOPE YOU FIND IT USEFUL AND INFORMATIVE.

**Swansea, SC**  
 Updated 11:01 AM EST WED NOV 20 2013

Wednesday	Thursday	Friday	Saturday
Sunny	Partly Sunny	Mostly Cloudy	Chance Of Showers
Hi: 59F	Hi: 61F	Hi: 65F	Hi: 70F



Wednesday, November 20, 2013 at 11:15:33 AM

HOME  
GOVERNMENT  
TOWN SERVICES  
COMMUNITY PAGES

Swansea Street Maintenance[Bubba Moore](#)[Complete List of Trash Allowed In Curbies](#)

**Garbage Service:** Trash curbies need to be set beside the road at your lot on Thursday night for our regular Friday morning pickup. If your curbie was placed by the road on Thursday night and was not emptied on Friday call Town Hall (568-2835) and report it. If your curbie is broken also report this to Town Hall for replacement or repair.

**Yard Trimmings Removal:** Yard trimming pickup is scheduled for Tuesdays weather permitting, Wednesday if needed. Place limbs or bagged leafs by the road for pickup. Limbs should be no longer than 5 foot. Customers are limited to approximately one pickup truck load per week. If you are doing heavy lot clearing you will need to make your own arrangements for debris removal. Trash is not to be mixed with yard trimmings as trimmings are shredded for reuse as mulch.

**Animal Control:** The Town of Swansea assists Lexington County Animal Control with animal removal within the Town limits. If you need animal removal call Town Hall for the placement of an animal trap or you may bring unwanted animals to the Police Department for holding until animal control can pick them up.

HOME

GOVERNMENT

TOWN SERVICES

COMMUNITY PAGES





Wednesday, November 20, 2013 at 11:16:28 AM

[HOME](#)

[OFFICERS](#)

[SERVICES](#)

[MUNICIPAL COURT](#)

[NEWS](#)

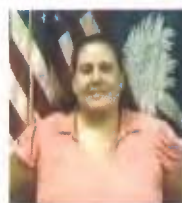
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[HOME](#)  
[CONTACT US](#)  
[LINKS](#)  
[TOWN OF SWANSEA](#)



#### CLERK OF COURT

[AMANDA SNUFFER](#)



If you have any questions about town court, contact Amanda Snuffer at 803-568-3366.

The Town of Swansea accepts only cash certified check or money orders as payment for traffic citations.

If mailing payment in it must be in the form of Money Order or Certified Check.



#### COURT FINE AMOUNTS

We would like to take this opportunity to explain the court fines. These fines are NOT under the control of the law enforcement officers nor the court personnel. The fines are set by the STATE LEGISLATURE and can't be changed at the local level. A **MAJORITY** of the fines go to the state not the Town.



Wednesday, November 20, 2013 at 11:17:41 AM

HOME  
GOVERNMENT  
TOWN SERVICES  
COMMUNITY PAGES



3RD [Annual 5K Run-Walk-N-Roll for Special Olympics](#)



[New Town Plaza](#)

[Town of Swansea Monthly Newsletters](#)

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[About The Library](#)[Online Catalog](#)[Your Account](#)[Resources](#)[Children](#)[Teens](#)[Home Page](#)

## Library Branches

### Swansea

**Address:**

199 N. Lawrence Ave.  
Swansea, SC 29160

**Branch Hours:**

Mon/Fri 10 - 6  
Tues 11 - 7  
Thurs 12 - 6  
Sat 10 - 1

**Branch Librarian:**

Edna Terry  
(803) 785-3519 Phone

**Phone:**

(803) 785-3519

**About This Branch:**

The Swansea Branch Library originally started out with a few shelves of books in Robert's Grocery Store on Main Street. In 1981, with the help of local residents, a small building was obtained and stocked with about 400 books. Within a few years, the library had outgrown its small space and moved across the street to the old Post Office. The building was later donated to the county by Mr. and Mrs. Elijah Mack.

In 2007, a new 4,000 ft<sup>2</sup> library was built to serve the Swansea area. It features increased shelving for books and videos, 6 Internet computers, and a meeting room for library programs and community use.

A dedicated staff now runs the library 33 hours per week and is eager to serve the needs of the Swansea community. We encourage you to visit and take advantage of the library.

**Branch Calendar**

Following are events for the current month...

-  [Teen Time](#)  
11/19/2013
-  [TeenScene: Duct Tape Fun](#)  
11/21/2013
-  [Anime Club](#)  
11/25/2013
-  [Preschool Storytime](#)  
11/25/2013
-  [Thanksgiving Story & Craft](#)  
11/26/2013

**Friends of the Library**

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[^ top of page](#)