

Technical Report
In Support of a
47 C.F.R. §73.3555
Based
Interim Contour Method
Multiple Ownership Study
for

*Saga Communications of Charlottesville, LLC
WUVA(FM) - Charlottesville, VA
(Facility ID: 74161)
CH224A - 92.7 MHz*

*Concerning
Application(s)
BPH-20170120AAQ
BALH-20170120AAO*

EXPLANATION OF REPORT: This Technical Report has been prepared to determine the number of commercial and non-commercial principal community contours associated with this proposed Form 301-FM Application, BPH-20170120AAQ, and associated Form 314 Application, BALH-20170120AAO for WUVA(FM) - Charlottesville, VA (Facility ID: 74161). At the request of FCC staff, this multiple ownership analysis under the Interim Contour-overlap Methodology has been prepared in addition to a previously submitted BIA Market Report.

Saga Communications of Charlottesville, LLC, presently holds a broadcast interest in six (6) total aural services for this relevant area. These holdings will be addressed here-in. There is one (1) unique and distinct market which will result within this affected ownership group. "Market A" is comprised of these six (6) stations:

CALL SIGN	CH/FREQ	CITY	STATE	FILE NUMBER
WUVA (FM) .A	224A	Charlottesville	VA	(proposed)
WCNR (FM)	291A	Keswick	VA	BLH20060921AAT
WQMZ (FM)	236A	Charlottesville	VA	BLH20000120AAT
WWWV (FM)	248B	Charlottesville	VA	BMLH19980925KA
WINA (AM)	1070	CHARLOTTESVILLE	VA	BL20151007AGX
WVAX (AM)	1450	CHARLOTTESVILLE	VA	BL20060404AHF

EXPLANATION OF METHODOLOGY: The facilities and results reported herein were taken from current copies of AM and FM computer databases as prepared by the FCC and supplied by V-Soft Communications, LLC. The facilities listed above serve as the basis for the respective principal community contours studied. The accuracy of the results of this study is understood to be limited to the accuracy of these databases. The FCC databases give no indication of licensed facilities that may be inoperative, construction permit facilities that may now be operating under program test authority (but have not yet been issued a license) or facilities which may have been licensed since the last update. Therefore, some stations may have been included or excluded erroneously. However, unless otherwise indicated, all licensed facilities known to be inoperative and all known applications and construction permit facilities, have been eliminated from consideration in this study.

For AM stations, Map M3 soil conductivity values and the authorized licensed transmitting facilities served as the basis for the computation of the predicted 5.0 mV/m groundwave contour in accordance with §73.183 of the FCC Rules. The distance to the contour was computed for seventy-two (72) equally spaced azimuths beginning with 0° True. For FM stations, the authorized Center of Radiation and ERP values were utilized to compute the predicted 3.16 mV/m (70 dBμ) contour as provided in §73.313 of the Rules. The predicted FM contours shown in this report are based on the use of seventy-two (72) equally spaced terrain radials beginning with 0° True and assume NED 03 Second Terrain data.

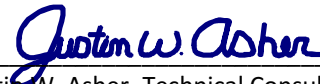
As stated before, there will be one (1) unique and distinct market associated with this proposal. The market has been defined, in accordance with §73.3555 of the FCC Rules, as the area within the total perimeter formed by the combined principal community contours of WUVA(FM).A , WCNR(FM), WQMZ(FM), WWWV(FM), WINA(AM) and WVAX(AM).

EXPLANATION OF RESULTS: The six (6) stations, under common control and relevant for this ownership group, have been noted in ***Exhibit 1.0***. As stated before, no other Saga Communications of Charlottesville, LLC. Holdings or any other holdings of parent company Saga Communications, Inc. are affected by this WUVA(FM) modification or acquisition. To aid in identifying the respective contours, currently controlled AM contours have been shown with solid light red lines. Currently controlled FM contours have been shown with solid light blue lines. Facilities to be modified or acquired have been shown in darker dashed lines. The “Market A” common overlap area has been designated as well.

For “Market A”, the market defining contours have been shown in ***Exhibit 2.0*** of this report along with the principal community contours entering the market. The defining contours have been shown with green lines on this map. AM contours entering the market have been denoted in orange lines. FM contour entering the market have been shown in purple lines. As stated before, the contours shown represent enough stations to satisfy the minimum requirement of the Rules. Co-owned stations entering the market, but not defining the market have been omitted. In this instance, there are two (2) non-defining, but co-owned stations entering the market. These stations are WSVA(AM) - Harrisonburg, VA (550 KHz); and WQPO(FM) - Harrisonburg, VA (CH264B), both controlled by Saga Communications Inc. subsidiary, Tidewater Communications, LLC.

Under the current rules, the market falls at least within the minimum limitations set forth in §73.3555 (a)(1)(iii): *In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, not more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM).* The principal community contours of at least eighteen (18) other stations entering the market are shown in **Exhibit 2.0**. Including the four (4) FM station(s) and two (2) AM station(s) which define the market, there are at least twenty-four (24) aural services in this market. **Exhibit 2.1** lists the facilities of the individual stations used in this report.

CERTIFICATION OF TECHNICAL CONSULTANT: *I declare, under penalty of perjury, that the contents of this report are true and accurate to the best of my knowledge and belief. I further certify I have over seventeen years of experience as a broadcast technical consultant before the Federal Communications Commission ("the FCC"); and am familiar with the Code of Federal Regulations Title 47 ("the Rules") as pertaining to this report and its contents herein. The underlying data utilized in this report was taken directly from FCC databases or indirectly through third party software vendors securing data directly from FCC databases. This firm cannot be held liable for errors or omissions resulting from the underlying data. The information contained herein is believed accurate to the date reported below.*



Justin W. Asher, Technical Consultant
February 10, 2017

Exhibit 1.0 Map of Commonly Owned Stations

AM Contours: Daytime 5.0 mV/m
Map M3 Ground Conductivity

FM Contours: 70 dBµ F(50:50)
NED 03 sec Terrain Database

- Co-Owned AM Station(s)
- AM Station(s) to be Acquired/Modified
- Co-Owned FM Station(s)
- FM Station(s) to be Acquired/Modified

WUVA(FM).A Charlottesville	VA
WCNR(FM) Keswick	VA
WQMZ(FM) Charlottesville	VA
WWWV(FM) Charlottesville	VA
WINA(AM) CHARLOTTESVILLE	VA
WVAX(AM) CHARLOTTESVILLE	VA

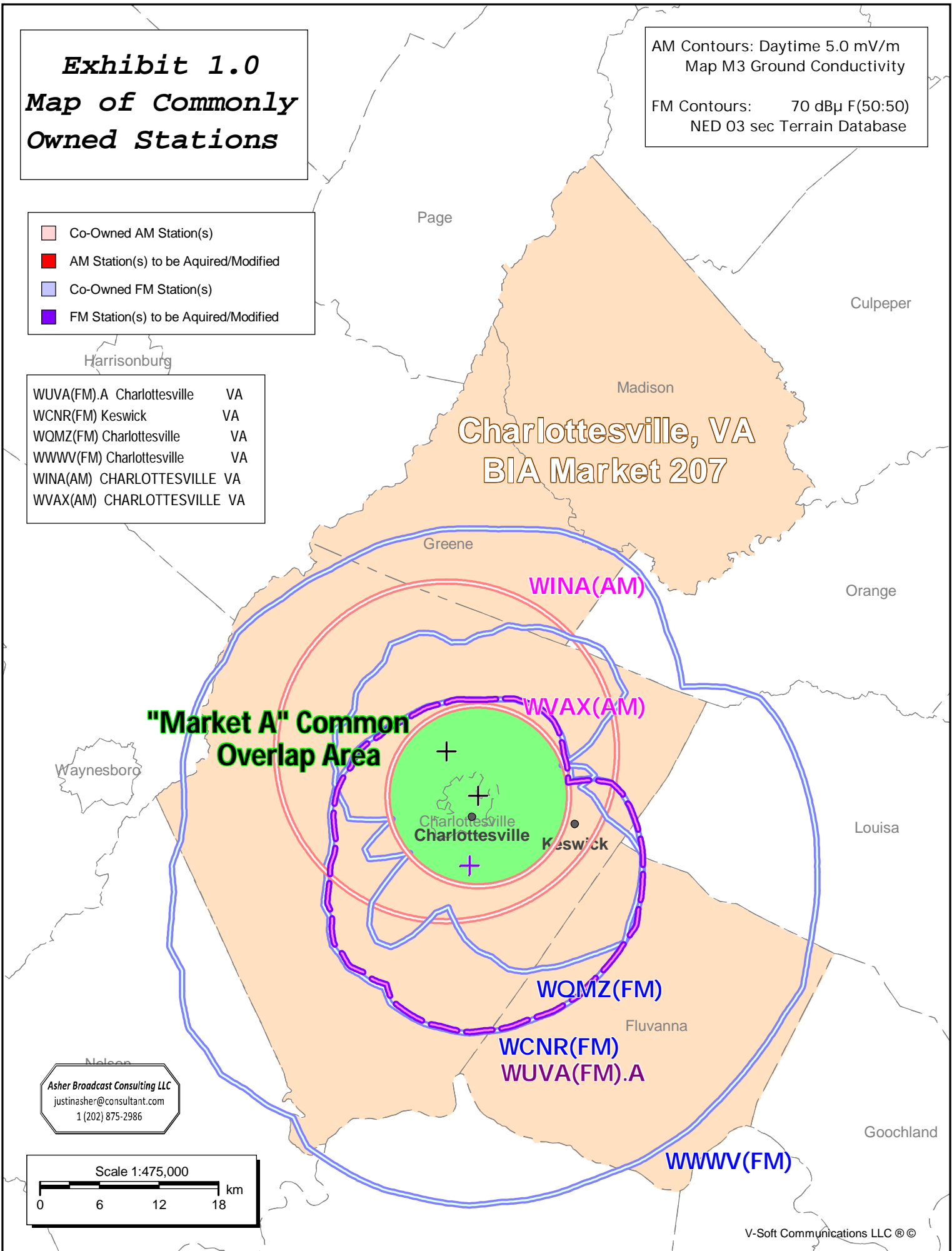


Exhibit 2.0

Map of Stations

Entering the Market

- FM Station(s) Entering "Market A"
- AM Station(s) Entering "Market A"
- "Market A" Defining Contours

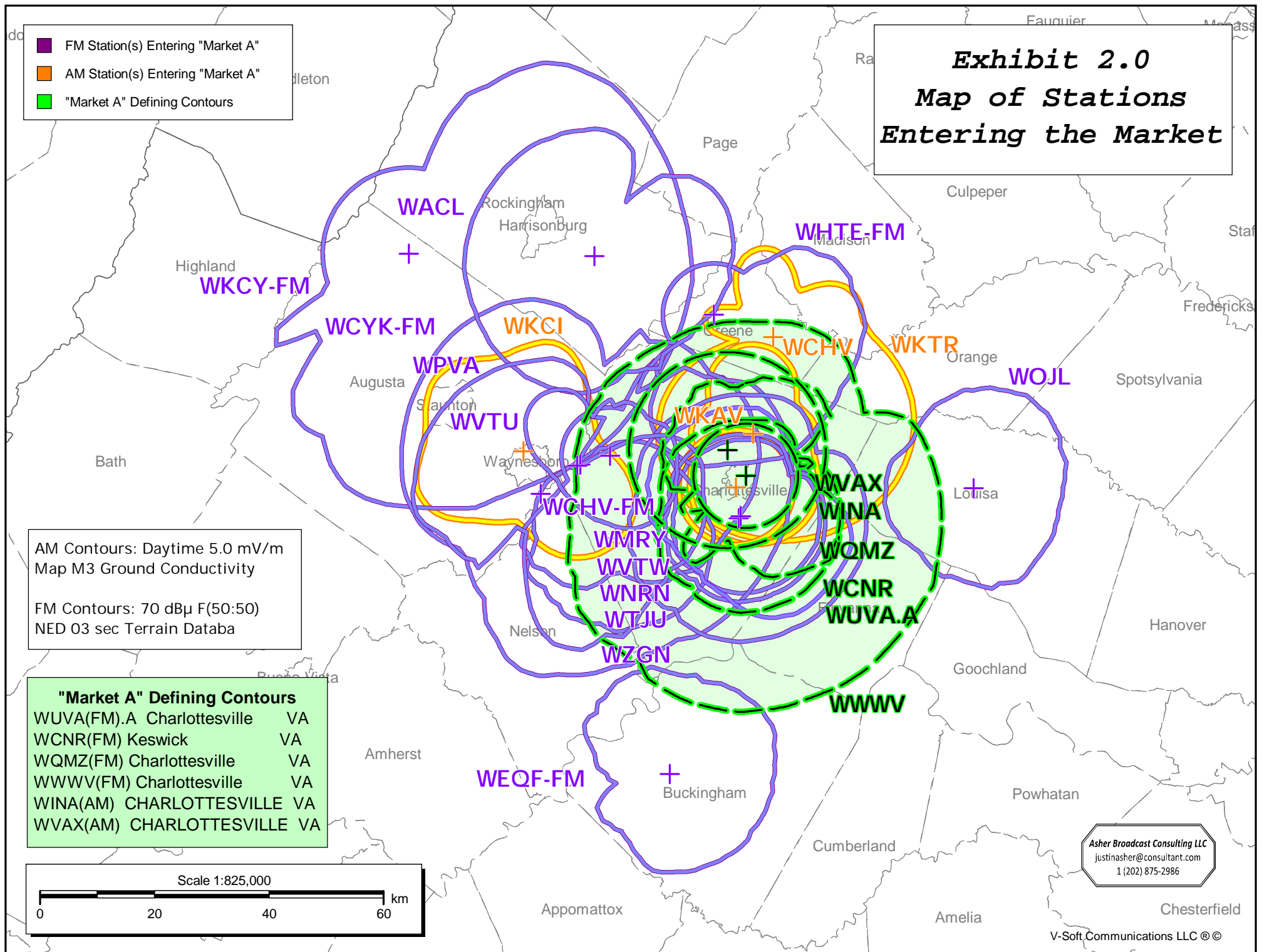
AM Contours: Daytime 5.0 mV/m
Map M3 Ground Conductivity

FM Contours: 70 dBμ F(50:50)
NED 03 sec Terrain Databa

"Market A" Defining Contours

WUVA(FM).A Charlottesville VA
WCNR(FM) Keswick VA
WQMZ(FM) Charlottesville VA
WWWV(FM) Charlottesville VA
WINA(AM) CHARLOTTESVILLE VA
WVAX(AM) CHARLOTTESVILLE VA

Scale 1:825,000
0 20 40 60 km



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V-Soft Communications LLC ©

Exhibit 2.1

Tabulation of Select Stations Entering “Market A”

Total number of overlapping contours: 24

Reference:

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
WUVA.A	FM	224A	Charlottesville	VA	PROPOSED	0.0	0.0
WCNR	FM	291A	Keswick	VA	BLH20060921AAT	0.0	0.0
WQMZ	FM	236A	Charlottesville	VA	BLH20000120AAT	7.1	7.1
WWVW	FM	248B	Charlottesville	VA	BMLH19980925KA	0.0	218.4
WINA	AM	1070	CHARLOTTESVILLE	VA	BL20151007AGX	11.7	348.6
WVAX	AM	1450	CHARLOTTESVILLE	VA	BL20060404AHF	7.1	7.1

Overlapping Contours:

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
WVTW	FM	203B1	Charlottesville	VA	BLED20120327ALP	0.5	227.2
WVTU	FM	207B1	Charlottesville	VA	BLED19901212KA	29.4	288.0
WPVA	FM	211B1	Waynesboro	VA	BLED20150409AAR	35.1	276.5
WTJU	FM	216B1	Charlottesville	VA	BLED20121120AAA	0.5	227.2
WNRN	FM	220A	Charlottesville	VA	BLED19970121KB	0.5	227.2
WACL	FM	253B1	Elkton	VA	BLH19890315KB	52.0	330.8
WCYK-FM	FM	259B	Staunton	VA	BLH19891222KD	29.9	287.3
WHITE-FM	FM	270A	Ruckersville	VA	BLH19930607KB	35.4	352.5
WZGN	FM	272A	Crozet	VA	BLH19900816KC	25.1	294.9
WMRY	FM	278A	Crozet	VA	BLED19950524KC	22.3	260.2
WKCY-FM	FM	282B	Harrisonburg	VA	BLH19920218KC	73.8	308.5
WEQF-FM	FM	287A	Dillwyn	VA	BMLD20151203AOE	46.6	195.6
WOJL	FM	288A	Louisa	VA	BLH20060710ACL	40.8	83.3
WCHV-FM	FM	298A	Charlottesville	VA	BLH19960112KD	0.0	218.4
WKCI	AM	970	WAYNESBORO	VA	BL	39.5	286.7
WKAU	AM	1400	CHARLOTTESVILLE	VA	BL	5.1	350.6
WCHV	AM	1260	CHARLOTTESVILLE	VA	BL19860114AA	14.5	8.7
WKTR	AM	840	EARLYSVILLE	VA	BML20151014AEW	31.7	10.4

Distance and bearing calculations from coordinates: 37-59-06 N, 078-28-48 W

Duopoly Options:

TV: Not Included

FM: 3.16 mV/m (70 dBu); Include NCE

AM: 5.0 mV/m

Stations more than 92 km from the common area were excluded.

Co-owned stations entering, but not defining the market, have been omitted (this instance, there are two (2) non-defining, but co-owned stations entering the market. These stations are WSVA(AM) - Harrisonburg, VA (550 KHz); and WQPO(FM) - Harrisonburg, VA (CH264B) both controlled by Saga Communications Inc. subsidiary Tidewater Communications, LLC.). In addition, all stations whose transmitter sites reside more than 92 km from the perimeter of the area of mutual overlap of the commonly attributable stations have been omitted.