

**RADIO MARKET ANALYSIS**  
**DOUBLE O SOUTH CAROLINA CORPORATION**  
**WWNQ (FM) RADIO STATION**  
**FOREST ACRES, SOUTH CAROLINA**  
**June 2005**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared on behalf of Double O South Carolina Corporation ("Double O"), licensee of WWNQ, Channel 232A, Forest Acres, South Carolina.<sup>1</sup> Double O is submitting a minor change application to increase the power of WWNQ, as such, an updated multiple ownership analysis is necessary. Double O is also the licensee of station WWNU, Channel 221C3, Irmo, South Carolina. Both WWNQ and WWNU are licensed to a community within a metro county in the Columbia, South Carolina Arbitron Market (Market #89).

2. Since both of these stations are located in the Columbia, South Carolina Arbitron Market, an analysis based on the stations in a rated market is necessary. As shown on Exhibit #1, there are thirty-one AM and FM (commercial and non-commercial) stations listed in the Columbia, South Carolina Arbitron Market. Double O would be in control of two FM stations in the market. The number of stations indicated falls in the thirty to forty-four stations tier of §73.3555(a)(1)(ii) of the Commission's rules. At this level, common ownership or control of up to seven stations, with no more than four in the same service, is permissible. Therefore, since

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1) Double O is operating WWNQ under automatic program test authority with the facilities authorized in BMPH-20040712AAR. A license to cover the permit has been filed with the Commission and remains pending (BLH-20041208AAN).

Double O will control two stations in this BIA/Arbitron market, its proposed minor change application for WWNQ is in compliance with the rules. That is, Double O has permissible attributable interests in two radio stations (two in FM service) in the relevant market.

3. The foregoing technical statement was prepared on behalf of Double O South Carolina Corporation 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 that database which may be adverse to the information contained herein.



## FCC Geographic Market Definition for Columbia, SC

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WARQ	FM	93.5	C	Alternative	Columbia, SC	07/02/2003	89	Inner City Broadcasting Corporation	Columbia, SC	Richland
WBAJ	AM	890	C	Religion	Columbia, SC	01/05/2005	89	Family First	Blythewood, SC	Richland
WBLR	AM	1430	C	Span/Chrst	Columbia, SC	07/02/2003	89	Barinowski Investment Co A GA LP	Batesburg, SC	Lexington
WCEO	AM	840	C	Talk	Columbia, SC	07/02/2003	89	Norsan Consulting and Management Inc	Columbia, SC	Richland
WCOS	FM	97.5	C	Country	Columbia, SC	07/02/2003	89	Clear Channel Communications	Columbia, SC	Richland
WCOS	AM	1400	C	Sports	Columbia, SC	07/02/2003	89	Clear Channel Communications	Columbia, SC	Richland
WFMV	FM	95.3	C	Gospel	Columbia, SC	07/02/2003	89	Glory Communications	South Congaree, SC	Lexington
WGCV	AM	620	C	Gosp/Talk	Columbia, SC	07/02/2003	89	Glory Communications	Cayce, SC	Lexington
WHXT	FM	103.9	C	Hip Hop	Columbia, SC	07/02/2003	89	Inner City Broadcasting Corporation	Orangeburg, SC	Orangeburg
WIGL	FM	93.9	C	Hot AC	Columbia, SC	02/08/2005	89	Miller Communications Inc (SC)	St. Matthews, SC	Calhoun
WISW	AM	1320	C	News/Talk	Columbia, SC	07/02/2003	89	Citadel Broadcasting Corp	Columbia, SC	Richland
WLGO	AM	1170	C	Gospel	Columbia, SC	07/02/2003	89	Peregon Communications Inc	Lexington, SC	Lexington
WLJI	FM	98.3	C	Gospel	Columbia, SC	07/02/2003	89	Glory Communications	Summerton, SC	Clarendon
WLTR	FM	91.3	NC	Cls/Nws/NP	Columbia, SC	07/02/2003	89	South Carolina Educational Television Commission	Columbia, SC	Richland
WLTJ	FM	96.7	C	Soft AC	Columbia, SC	07/02/2003	89	Clear Channel Communications	Cayce, SC	Lexington
WLXC	FM	98.5	C	Urban AC	Columbia, SC	07/02/2003	89	Citadel Broadcasting Corp	Lexington, SC	Lexington
WMFX	FM	102.3	C	Clsc Rock	Columbia, SC	07/02/2003	89	Inner City Broadcasting Corporation	St. Andrews, SC	Richland
WMHK	FM	89.7	NC	ChrsContem	Columbia, SC	07/02/2003	89	Columbia Bible College Broadcasting Company	Columbia, SC	Richland
WNOK	FM	104.7	C	CHR	Columbia, SC	07/02/2003	89	Clear Channel Communications	Columbia, SC	Richland
WOIC	AM	1230	C	Sports	Columbia, SC	07/02/2003	89	Inner City Broadcasting Corporation	Columbia, SC	Richland
WOMG	FM	103.1	C	Oldies	Columbia, SC	07/02/2003	89	Citadel Broadcasting Corp	Columbia, SC	Richland
WQXL	AM	1470	C	Relig Music	Columbia, SC	07/02/2003	89	Metro Communications	Columbia, SC	Richland
WTCB	FM	106.7	C	AC	Columbia, SC	07/02/2003	89	Citadel Broadcasting Corp	Orangeburg, SC	Orangeburg
WUSC	FM	90.5	NC	Variety	Columbia, SC	07/02/2003	89	University of South Carolina	Columbia, SC	Richland
WVOC	AM	560	C	Nws/Tlk/Spt	Columbia, SC	07/02/2003	89	Clear Channel Communications	Columbia, SC	Richland
WWDM	FM	101.3	C	Urban	Columbia, SC	07/02/2003	89	Inner City Broadcasting Corporation	Sumter, SC	Sumter
WWNQ	FM	94.3	C	Country	Columbia, SC	06/04/2004	89	Double O Radio LLC	Forest Acres, SC	Richland
WWNU	FM	92.1	C	Country	Columbia, SC	11/06/2004	89	Double O Radio LLC	Irmo, SC	Lexington
WXBT	FM	100.1	C	Hip Hop	Columbia, SC	07/02/2003	89	Clear Channel Communications	West Columbia, SC	Lexington
WYFV	FM	88.7	NC	Christian	Columbia, SC	07/02/2003	89	Bible Broadcasting Network	Cayce, SC	Lexington
WZMJ	FM	93.1	C	Country	Columbia, SC	07/02/2003	89	Inner City Broadcasting Corporation	Batesburg, SC	Lexington

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

"p" indicates pending sale to owner listed



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Number of Stations in Geographic Market 31

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

"p" indicates pending sale to owner listed

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

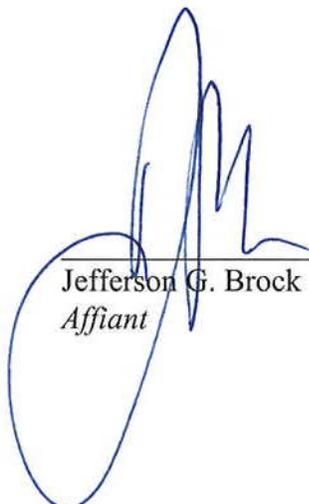
State of Georgia )  
St. Simons Island ) ss:  
County of Glynn )

**JEFFERSON G. BROCK**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Double O South Carolina Corporation 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 22nd day of June, 2005.*

  
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Jefferson G. Brock  
Affiant

*Sworn to and subscribed before me  
this the 22nd day of June, 2005*

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