



FCC Form 301  
Radio 7 Media LLC  
Technical Statement

I have been retained by Radio 7 Media, LLC, Inc. to provide technical assistance on the above reference application. Specifically, an analysis of the gain-loss for the proposed modification to Station WLXA(FM) is detailed herein.

The proposed has a 70dBu (50,50) contour coverage of 1,416.2sq km with a Census 2010 population of 111,806. This is compared to a current licensed 70dBu (50,50) contour coverage of 1,679.9 sq km with a Census 2010 population of 86,351; a gain of 29.5%.

The proposed has a 60dBu (50,50) contour coverage of 4,078.6 sq km with a Census 2010 population of 165,996. This is compared to a current licensed 60dBu (50,50) contour coverage of 4,770.6 sq km with a Census 2010 population of 180,921; a loss of 8.25%. These values are used for the gain-loss analysis; the loss area consists of an area of 2,400.8 sq km with a Census 2010 population of 44,568.

This loss area was examined to determine coverage by other facilities, both AM and FM, in the current spectrum. There are no AM stations which cover any portion of the loss area, but there are 25 FM signals which cover at least some of the area. The loss area is covered 100% by the signal of WQLT-FM, and portions of this area is covered by 24 other facilities in the area. At no point is any portion of the loss area covered by less than 5 signals, and much of it is covered by 7 to 12 other FM signals. The attached map is a visual representation of the coverage of other FM signals over the loss area, and the list attached denotes the relevant FM signals being referenced.

I declare this information to be true and accurate to the best of my professional knowledge and experience.

Respectfully,

A handwritten signature in black ink, which appears to read "Jim Turvaille". The signature is stylized with a large, looped "J" and a cursive "Turvaille".

James A. Turvaille  
SBE Certified Senior Radio Engineer



Stations which cover the Loss Area – WLXA(FM) Proposed Facility

CALL	ST	CITY	FREQ	CL	ERP	STATUS
WQLT-FM	AL	FLORENCE	107.30000	C1	93000.00	LIC
WKZU	MS	IUKA	104.90000	C2	50000.00	LIC
WKWX	TN	SAVANNAH	93.50000	C3	25000.00	LIC
WDNX	TN	OLIVE HILL	89.10000	C1	52000.00	LIC
WFIX	AL	FLORENCE	91.30000	C1	100000.00	LIC
WXFL	AL	FLORENCE	96.10000	C2	20500.00	LIC
WYTK	AL	ROGERSVILLE	93.90000	A	2250.00	LIC
WVNN-FM	AL	TRINITY	92.50000	A	3100.00	LIC
WWFA	AL	ST. FLORIAN	102.70000	C3	10000.00	LIC
WMXV	TN	ST. JOSEPH	101.50000	A	2850.00	LIC
WEUZ	TN	MINOR HILL	92.10000	A	2600.00	LIC
WAWI	TN	LAWRENCEBURG	89.70000	A	6000.00	LIC
WLLX	TN	LAWRENCEBURG	97.50000	C2	42000.00	LIC
WZXX	TN	LAWRENCEBURG	88.50000	A	76.00	LIC
WTNX	TN	LAWRENCEBURG	106.70000	A	6000.00	LIC
WWON-FM	TN	WAYNESBORO	100.70000	A	6000.00	LIC
WMSR-FM	TN	COLLINWOOD	94.90000	C3	7700.00	LIC
WZYP	AL	ATHENS	104.30000	C	100000.00	LIC
WRTT-FM	AL	HUNTSVILLE	95.10000	C2	12000.00	LIC
WJAB	AL	HUNTSVILLE	90.90000	C1	100000.00	LIC
WYFD	AL	DECATUR	91.70000	C2	9000.00	LIC
WWFF-FM	AL	NEW MARKET	93.30000	C2	14500.00	LIC
WAHR	AL	HUNTSVILLE	99.10000	C0	100000.00	LIC
WDRM	AL	DECATUR	102.10000	C1	100000.00	LIC
WQRV	AL	MERIDIANVILLE	100.30000	C2	8500.00	LIC