

## MULTIPLE SERVICES STUDY

### Saga Communications of Charlottesville, Llc.

Associated with the  
Minor Change Modification  
(Correction of Coordinates)  
of

WINA(AM) – Charlottesville, VA  
Frequency: 1070 kHz  
Facility ID Number 10649

Interim Contour Methodology

**September 2014**

### CERTIFICATION OF ENGINEERS

The firm of Munn-Reese, Inc., Broadcast Engineering Consultants, with offices at 385 Airport Drive, Coldwater, Michigan, has been retained for the purpose of preparing the technical data forming this report.

The data utilized in this report was taken from the FCC Secondary Database and data on file. While this information is believed accurate, errors or omissions in the database and file data are possible. This firm may not be held liable for damages as a result of such data errors or omissions.

The report has been prepared by properly trained electronics specialists under the direction of the undersigned whose qualifications are a matter of record before the Federal Communications Commission.

I declare under penalty of the laws of perjury that the contents of this report are true and accurate to the best of my knowledge and belief.

September 19, 2014

*MUNN-REESE, INC.*

By Wayne S. Reese  
Wayne S. Reese, President

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Coldwater, Michigan 49036

By Justin W. Asher  
Justin W. Asher, Project Engineer

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# **Engineering Statement**

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This firm was retained to determine the number of commercial and non-commercial principal community contours associated with this Minor Change (Correction of Coordinates) Modification of WINA(AM) – Charlottesville, VA (Facility ID: 10649). WINA(AM) presently operates and will continue to operate on 1070 kHz. This proposed facility modification for WINA(AM) is subject to analysis under the *Interim Contour-overlap Methodology* as this new facility does not appear in any Arbitron Market as reported by BIA, nor does the community of license, Charlottesville, VA, reside within any Arbitron Market boundary.

Saga Communications of Charlottesville, Llc. and its parent company Saga Communications Inc. presently holds broadcast interests nationwide, however this modification will only affect the attributable interests in the immediate Charlottesville, VA area. Therefore only the relevant 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 five (5) stations: WWWV(FM) - Charlottesville VA; WQMZ(FM) - Charlottesville VA; WCNR(FM) – Keswick, VA; WVAX(AM) - Charlottesville VA; and the proposed WINA(AM).A - Charlottesville VA modification. As stated before, *Interim Contour-overlap Methodology* studies for “Market A” have been supplied here-in.

The existing facilities of the stations included in this report were determined by the use of currently updated copies of the FCC computer databases of AM and FM stations. The listed facilities served as the basis for the computation of the respective principal community contours. 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 M-3 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 dBu) contour as provided in §73.313 of the Rules. The predicted FM contours shown in this report are based on the use of 72 equally spaced terrain radials beginning with 0° True.

As stated before, there will be one (1) unique and distinct market associated with this modification. 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 WWWV(FM), WQMZ(FM), WCNR(FM), WVAX(AM) and WINA(AM).A.

## **Engineering Statement (continued)**

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**Exhibit 1.0** shows the five (5) stations under common control or proposed to be under common control which are relevant for this ownership group. As stated before, no other Saga Communications' holdings are relevant for this modification. To aid in identifying the respective contours, current AM contours have been shown with solid pink lines, while current FM contours have been shown with solid blue lines. The facility to be modified has been shown in a dashed green line. The "Market A" common overlap areas have been designated as well.

For "Market A", the market defining contours have been shown in **Exhibit 2.0** of this report along with a minimum number of principal community contours entering the market. The defining contours have been shown with yellow lines on this map. AM contours entering the market have been denoted in light orange lines. FM contour entering the market have been shown in light purple lines. As stated before, the contours shown only 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. A complete tabulation of stations entering "Market A" will be supplied upon request.

Under the current rules, the market falls at least within the minimum limitations set forth in §73.3555 (a)(1)(iii): ***(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 fifteen (15) other stations entering the market are shown in **Exhibit 2.0**. Including the three (3) FM station(s) and two (2) AM station(s) which define the market there are at least twenty (20) aural services in this market. **Exhibit 2.1** lists the facilities of the individual stations used in this report.

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

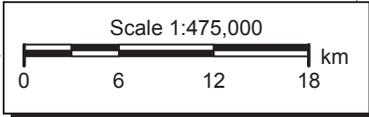
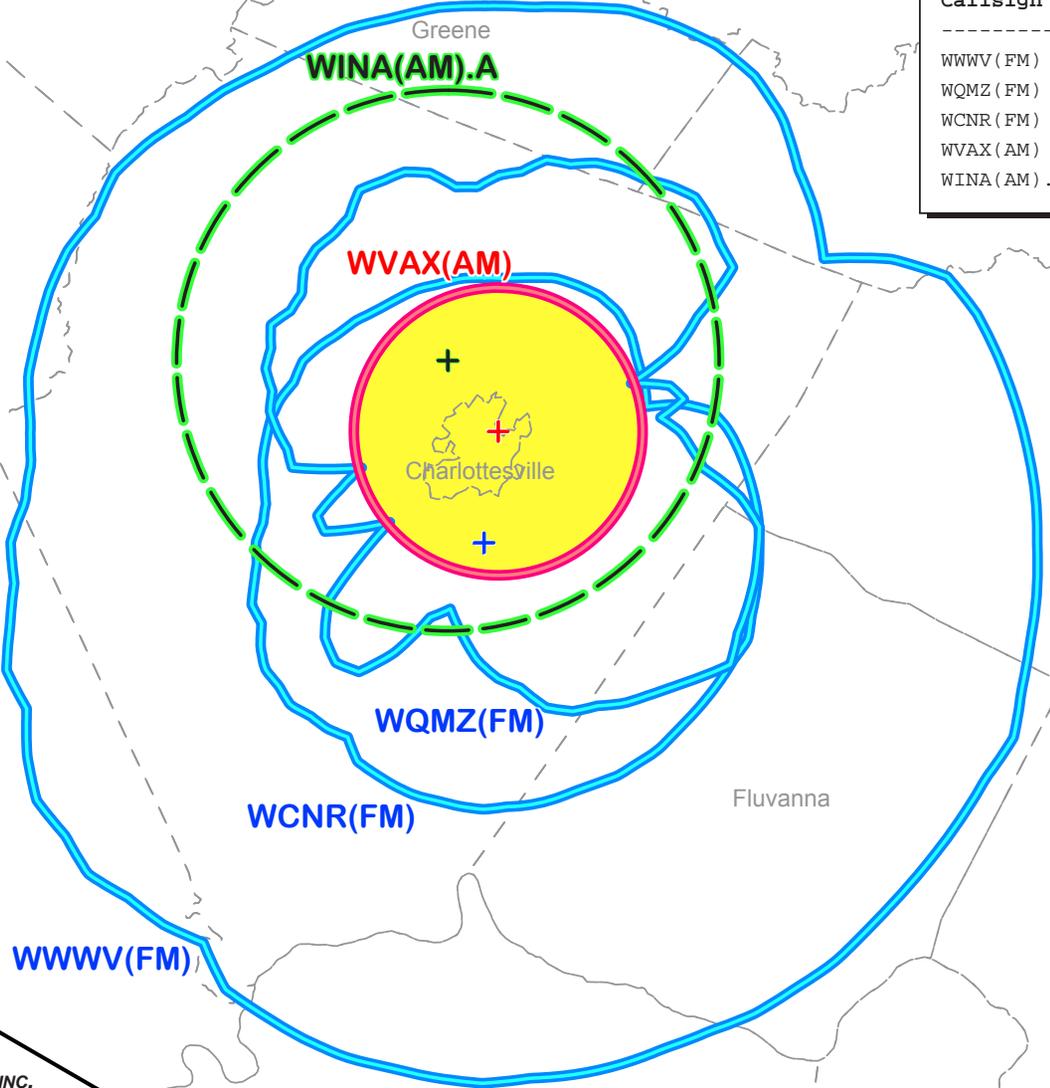
5.0 mV/m AM Daytime Contour  
Map M3 Ground Conductivity

# Exhibit 1.0 Map of Commonly Owned Stations

| Callsign   | Chan | City            | St | File Number    |
|------------|------|-----------------|----|----------------|
| WWWV(FM)   | 248B | Charlottesville | VA | BMLH19980925KA |
| WQMZ(FM)   | 236A | Charlottesville | VA | BLH20000120AAT |
| WCNR(FM)   | 291A | Keswick         | VA | BLH20060921AAT |
| WVAX(AM)   | 1450 | CHARLOTTESVILLE | VA | BL20060404AHF  |
| WINA(AM).A | 1070 | CHARLOTTESVILLE | VA | BP20140627AAI  |

- FM Station(s) - Currently Owned (Solid Lines)
- AM Station(s) - Currently Owned (Solid Lines)
- AM Station - To Be Modified (Dashed Line)

**"Market A"**  
Common Overlap Area  
WWWV(FM) - Charlottesville VA  
WQMZ(FM) - Charlottesville VA  
WCNR(FM) - Keswick, VA  
WVAX(AM) - Charlottesville VA  
WINA(AM).A - Charlottesville VA



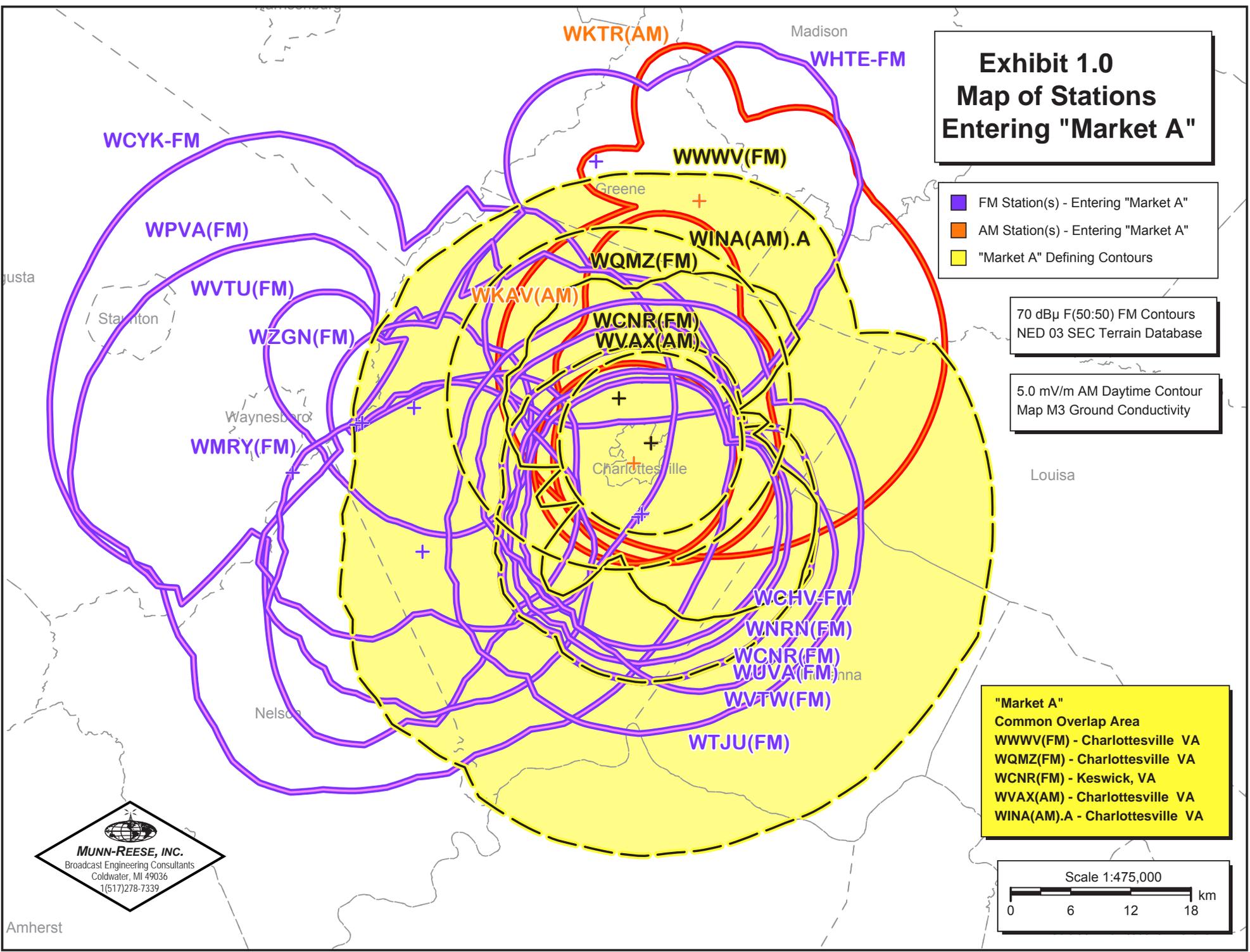
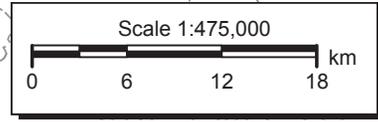
# Exhibit 1.0 Map of Stations Entering "Market A"

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

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

5.0 mV/m AM Daytime Contour  
Map M3 Ground Conductivity

**"Market A"**  
Common Overlap Area  
 WWWV(FM) - Charlottesville VA  
 WQMZ(FM) - Charlottesville VA  
 WCNR(FM) - Keswick, VA  
 WVAX(AM) - Charlottesville VA  
 WINA(AM).A - Charlottesville VA



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# Exhibit 2.1

## Tabulation of Select Stations Entering "Market A"

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### Stations Entering Market A: (No Less than 20)

Reference:

| Callsign    | Type | Chan | City            | St | File Number    | Dist (km) | Azi (deg) |
|-------------|------|------|-----------------|----|----------------|-----------|-----------|
| WWWV(FM)    | FM   | 248B | Charlottesville | VA | BMLH19980925KA | 0.0       | 0.0       |
| WQMZ(FM)    | FM   | 236A | Charlottesville | VA | BLH20000120AAT | 7.1       | 7.3       |
| WCNR(FM)    | FM   | 291A | Keswick         | VA | BLH20060921AAT | 0.0       | 38.4      |
| WVAX(AM)    | AM   | 1450 | CHARLOTTESVILLE | VA | BL20060404AHF  | 7.1       | 7.3       |
| WINA(AM) .A | AM   | 1070 | CHARLOTTESVILLE | VA | PROPOSED       | 11.8      | 348.8     |

Overlapping Contours:

| Callsign | Type | Chan  | City            | St | File Number       | Dist (km) | Azi (deg) |
|----------|------|-------|-----------------|----|-------------------|-----------|-----------|
| WVTW(FM) | FM   | 203B1 | Charlottesville | VA | BLD19920120327ALP | 0.5       | 227.9     |
| WTJU(FM) | FM   | 216B1 | Charlottesville | VA | BLD19920121120AAA | 0.5       | 227.9     |
| WNRN(FM) | FM   | 220A  | Charlottesville | VA | BLD19970121KB     | 0.5       | 227.9     |
| WUVA(FM) | FM   | 224A  | Charlottesville | VA | BLH19981119KC     | 0.1       | 27.8      |
| WCNR(FM) | FM   | 291A  | Keswick         | VA | BLH20060921AAT    | 0.0       | 38.4      |
| WMRY(FM) | FM   | 278A  | Crozet          | VA | BLD19950524KC     | 22.2      | 260.3     |
| WZGN(FM) | FM   | 272A  | Crozet          | VA | BLH19900816KC     | 25.1      | 294.9     |
| WCHV-FM  | FM   | 298A  | Charlottesville | VA | BLH19960112KD     | 0.0       | 0.0       |
| WPVA(FM) | FM   | 211B1 | Waynesboro      | VA | BLD19990723KA     | 35.1      | 276.7     |
| WHTE-FM  | FM   | 270A  | Ruckersville    | VA | BLH19930607KB     | 35.4      | 352.6     |
| WCYK-FM  | FM   | 259B  | Staunton        | VA | BLH19891222KD     | 29.9      | 287.3     |
| WVTU(FM) | FM   | 207B1 | Charlottesville | VA | BLD19901212KA     | 29.4      | 288.0     |
| WKAV(AM) | AM   | 1400  | CHARLOTTESVILLE | VA | BL                | 5.1       | 351.0     |
| WKTR(AM) | AM   | 840   | EARLYSVILLE     | VA | BL19910107AA      | 31.7      | 10.4      |
| WCHV(AM) | AM   | 1260  | CHARLOTTESVILLE | VA | BL19860114AA      | 14.6      | 8.8       |

Distance and bearing calculations from coordinates: 37-59-05 N, 078-28-49 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.

*Only a minimum number of stations have been shown which insures compliance with the Rules. A complete tabulation of stations entering the market will be supplied upon request. Co-owned stations entering, but not defining the market, have been omitted (in this instance, there are no co-owned station which enter, but do not define the market). 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.*