

TECHNICAL NARRATIVE

This technical showing is prepared to show compliance with the local radio ownership rule, 47 C.F.R. §73.3555(a)(1).

A radio market is defined as that area encompassed by the principal community's 5 mV/m groundwave contour for AM stations or 70 dBu propagation contour for FM stations of mutually overlapping stations proposing to have common ownership. The number of stations in the market is based on the principal community contours of all operating, full-service commercial stations whose principal community contours overlap or intersect any of the principal community contours of the commonly-owned and mutually overlapping stations.

Exhibit A shows that WTAN-1340 Clearwater, FL does not create a radio market with respect to WDCF-1350 Dade City, FL or WZHR -1400 Zephyrhills, FL. Exhibit B shows that the principal community contours of WDCF and WZHR create a radio market of 14 or more full-service commercial radio stations and demonstrates that Wagenvoord Advertising Group will own two (2) of these full-service radio stations, which is less than the allowed three (3) on the same service (AM) for this radio market. Exhibit C is the tabulated information that is referenced in Exhibit B.

My qualifications are a matter of record with the FCC. The above information and attached exhibits are true and correct according to my knowledge and belief.



Charles Crane

Date: December 27, 2001

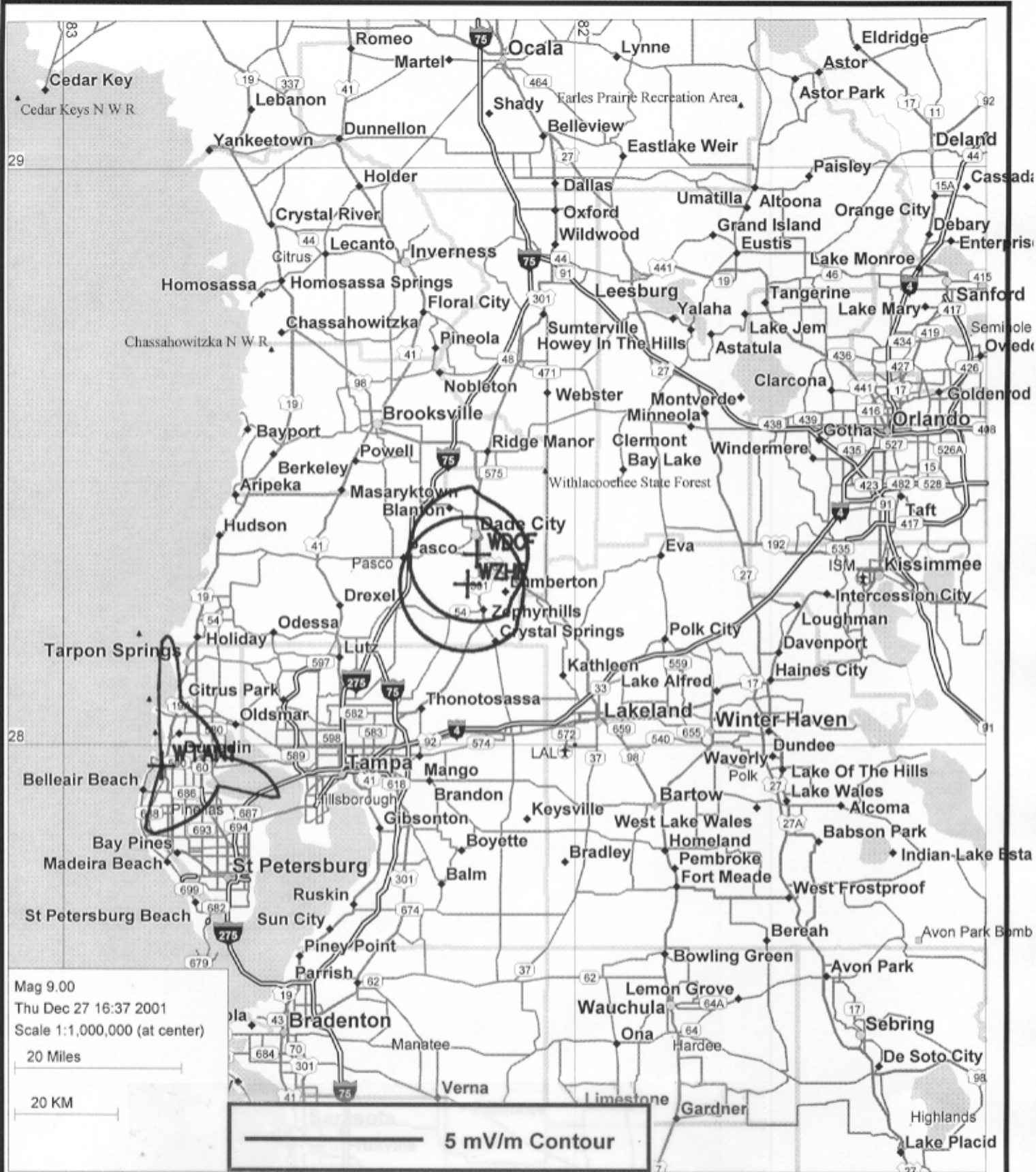


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Proposed Multiple Ownership Study

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Narrative

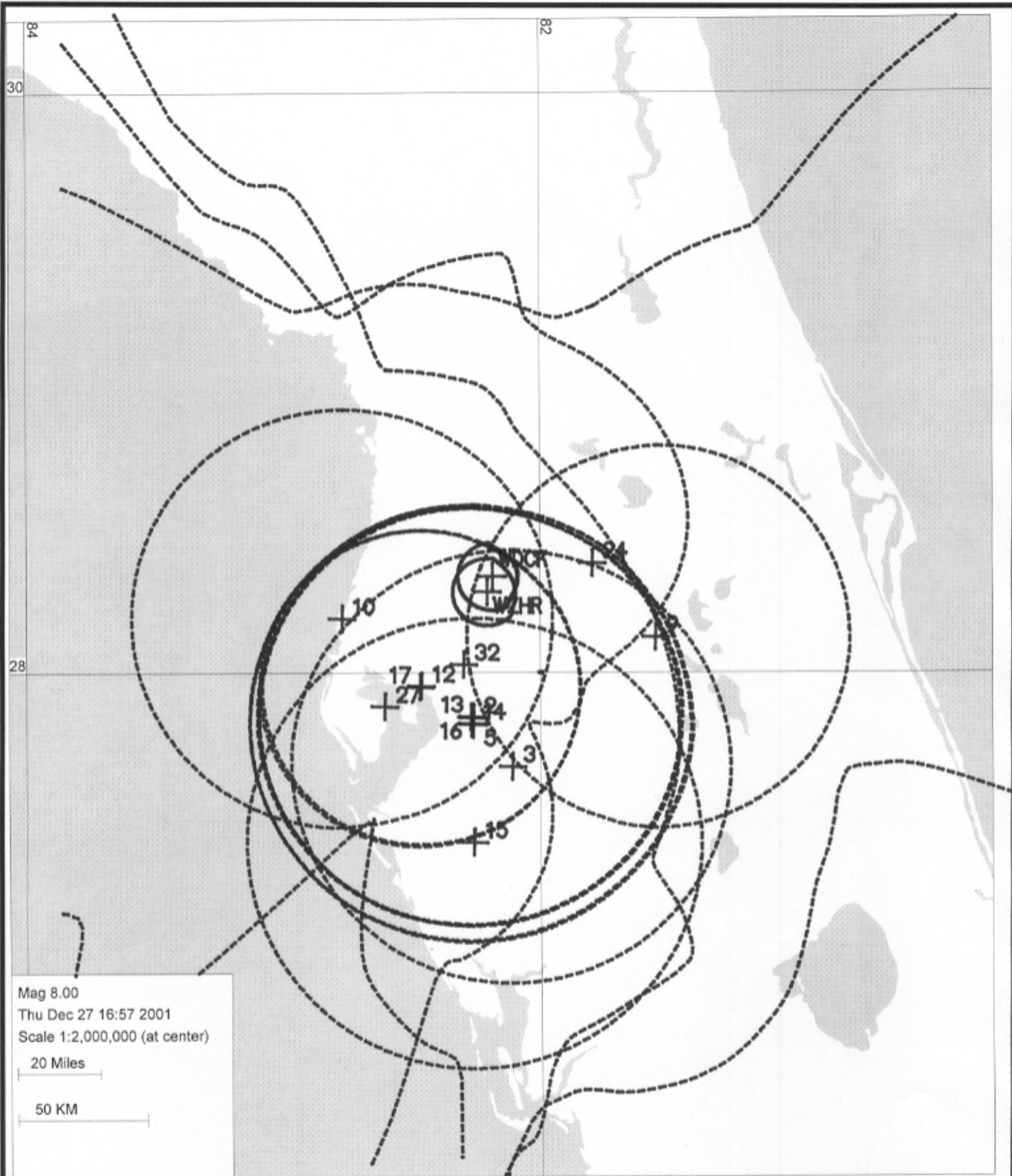


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Proposed Multiple Ownership Study Station Contour Map

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Exhibit A



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Proposed Multiple Ownership Study WDCF & WZHR Overlap Map

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Exhibit B

12-27-2001

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FCC Database Date: 12/14/2001

PAGE 1

Some HAAT values are missing from database and assumed

# CALL STATUS	LOCATION STATE	CHANNEL CLASS	POWER	LATITUDE LONGITUDE	DISTANCE BEARING	WZHR 60 dBu
WDCF L	DADE CITY FL BL-820625AD	1350 Class	1.0 kW	28-20-04 82-11-23	Source Station	
WZHR L	ZEPHYRHILLS FL BL-881114AH	1400 Class	1.0 kW	28-16-54 82-12-30	Source Station	
1 WYUU LIC	SAFETY HARBOR FL BLH-990720KH	223 Class C2	50.0 kW	27-50-32 82-48-52	77 km 231 dg	37 km 52 km +4 km
2 WFLZFM LIC	TAMPA FL BLH-880627KA	227 Class C	99.0 kW	27-50-32 82-15-46	49 km 186 dg	37 km 81 km +68 km
3 WSJT LIC	LAKELAND FL BLH-950713KB	231 Class C	100.0 kW	27-40-23 82-06-35	68 km 172 dg	37 km 84 km +44 km
4 WCFB LIC	DAYTONA BEACH FL BLH-910319KC	233 Class C	96.0 kW	28-58-55 81-27-18	107 km 43 dg	29 km 82 km +4 km
5 WWRM LIC	TAMPA FL BLH-010521ABA	235 Class C	97.3 kW	27-49-10 82-15-39	51 km 186 dg	37 km 84 km +69 km
6 WSSR CP	CLEARWATER FL BPH-991026ACG	239 Class C1	90.0 kW	27-52-00 82-37-27	62 km 222 dg	37 km 61 km +29 km
7 WMGGFM LIC	DADE CITY FL BLH-951212KA	241 Class A	2.8 kW	28-28-22 82-17-45	23 km 338 dg	37 km 61 km WITHIN
8 WSUNFM LIC	HOLIDAY FL BLH-980608KG	246 Class C2	11.5 kW	28-10-56 82-46-06	56 km 259 dg	37 km 46 km +18 km
9 WPCV LIC	WINTER HAVEN FL BLH-890908KA	248 Class C	100.0 kW	28-07-35 81-33-03	67 km 105 dg	29 km 72 km +34 km
10 WXTB LIC	CLEARWATER FL BLH-960123KB	250 Class C	100.0 kW	28-10-56 82-46-06	56 km 259 dg	37 km 80 km +53 km
11 WLLD CP	HOLMES BEACH FL BPH-990720IF	254 Class C2	50.0 kW	27-50-32 82-48-52	77 km 231 dg	37 km 52 km +4 km
12 WQYKFM LIC	ST. PETERSBURG FL BMLH-010220AAI	258 Class C1	100.0 kW	27-56-51 82-27-33	44 km 214 dg	37 km 60 km +44 km
13 WMTX LIC	TAMPA FL BLH-970307KG	264 Class C	98.0 kW	27-50-32 82-15-46	49 km 186 dg	37 km 81 km +68 km
14 WFJO LIC	ST. PETERSBURG FL BLH-010514AAE	268 Class C	95.0 kW	27-49-10 82-15-39	51 km 186 dg	37 km 84 km +69 km
15 WHPT LIC	SARASOTA FL BLH-890126KE	273 Class C	100.0 kW	27-24-30 82-15-00	97 km 182 dg	37 km 86 km +18 km



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Proposed Multiple Ownership Study Tabulated Radio Market Overlap

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Exhibit C.1

Some HAAT values are missing from database and assumed

# CALL STATUS	LOCATION STATE	CHANNEL CLASS	POWER	LATITUDE LONGITUDE	DISTANCE BEARING	WZHR 60 dBu
16 WTBT LIC	BRADENTON FL BLH-960222KB	278 Class C	99.0 kW	27-50-32 82-15-46	49 km 186 dg	37 km 81 km +68 km
17 WRBQFM LIC	TAMPA FL BMLH-010801AAR	284 Class C1	100.0 kW	27-56-50 82-27-35	45 km 214 dg	37 km 60 km +45 km
18 WDUV LIC	NEW PORT RICHEY FL BLH-970915KE	288 Class C1	46.0 kW	28-10-56 82-46-06	56 km 259 dg	37 km 72 km +44 km
19 WOCL LIC	DELAND FL BMLH-970411KC	290 Class C	96.0 kW	28-55-16 81-19-09	112 km 51 dg	29 km 85 km +2 km
20 WGULFM LIC	BEVERLY HILLS FL BLH-000928ADG	292 Class C3	10.5 kW	28-38-28 82-26-14	46 km 331 dg	37 km 38 km +21 km
21 WXXL LIC	TAVARES FL BMLH-930805KZ	294 Class C1	100.0 kW	28-33-31 81-35-38	68 km 63 dg	28 km 68 km +29 km
22 WBBY LIC	ST. PETERSBURG FL BLH-000606ACQ	297 Class C1	100.0 kW	28-02-22 82-39-12	51 km 239 dg	37 km 62 km +39 km
23 WMGF LIC	MOUNT DORA FL BLH-870526KB	299 Class C	100.0 kW	28-55-16 81-19-09	112 km 51 dg	29 km 86 km +2 km
24 WFLF LIC	PINE HILLS FL BL-921211AD	540 Class B	50.0 kW	28-22-52 81-47-31	42 km 75 dg	28 km 169 km +156 km
25 WTBN LIC	PINELLAS PARK FL BL-860801AD	570 Class B	5.0 kW	28-12-40 82-31-46	32 km 256 dg	37 km 169 km WITHIN
26 WDBO LIC	ORLANDO FL BL-	580 Class B	5.0 kW	28-37-12 81-24-34	87 km 64 dg	28 km 132 km +75 km
27 WDAE LIC	ST. PETERSBURG FL BL-911118AA	620 Class B	5.0 kW	27-52-37 82-35-26	59 km 220 dg	37 km 127 km +98 km
28 WVLG LIC	WILDWOOD FL BL-870529AH	640 Class B	0.8 kW	28-51-19 81-58-12	68 km 20 dg	30 km 55 km +17 km
29 WRMD LIC	ST. PETERSBURG FL BL-951004AA	680 Class D	0.7 kW	27-51-24 82-37-26	62 km 221 dg	37 km 80 km +47 km
30 WRZN LIC	HERNANDO FL BL-890606AK	720 Class B	10.0 kW	28-55-21 82-22-21	73 km 347 dg	37 km 116 km +72 km
31 WQTM LIC	ORLANDO FL BL-910401AC	740 Class B	50.0 kW	28-28-53 81-39-43	58 km 67 dg	28 km 123 km +95 km
32 WLCC LIC	BRANDON FL BL-941228AC	760 Class B	10.0 kW	28-01-30 82-17-01	29 km 195 dg	37 km 123 km WITHIN



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Proposed Multiple Ownership Study Tabulated Radio Market Overlap

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Exhibit C.2

Some HAAT values are missing from database and assumed

# CALL STATUS	LOCATION STATE	CHANNEL CLASS	POWER	LATITUDE LONGITUDE	DISTANCE BEARING	WZHR .5 mV/m
33 WREY CP	MULBERRY FLBMP-000915AAA	780 Class B	0.3 kW DA	27-53-48 81-57-18	49 km 150 dg	37 km 24 km +4 km
34 WLBE LIC	LEESBURG-EUSTIS FL BL-970821KC	790 Class B	5.0 kW ND	28-49-42 81-47-10	73 km 34 dg	29 km 65 km +21 km
35 WMGG LIC	LARGO FL BL-870219AA	820 Class B	50.0 kW DA	27-54-30 82-46-51	70 km 234 dg	37 km 125 km +91 km
36 WGUL LIC	DUNEDIN FL BL-010522ABB	860 Class B	5.0 kW DA	27-59-55 82-42-01	58 km 237 dg	37 km 97 km +69 km
37 WMOP LIC	OCALA FL BL-981113AB	900 Class D	2.7 kW ND	29-14-16 82-07-16	106 km 5 dg	32 km 81 km +4 km
38 WTWD LIC	PLANT CITY FL BL-880622AE	910 Class B	5.0 kW DA	27-59-26 82-12-31	32 km 180 dg	37 km 81 km WITHIN
39 WTLN LIC	ORLANDO FL BL-001113ACN	950 Class B	12.0 kW ND	28-32-08 81-26-56	80 km 69 dg	28 km 67 km +17 km
40 WFLA LIC	TAMPA FL BL-	970 Class B	5.0 kW DA	28-01-14 82-36-34	49 km 234 dg	37 km 92 km +72 km
41 WDYZ LIC	ORLANDO FL BL-000915AET	990 Class B	50.0 kW DA	28-34-27 81-27-46	80 km 66 dg	28 km 142 km +91 km
42 WQYK LIC	SEFFNER FL BL-881130AG	1010 Class B	50.0 kW DA	27-59-25 82-15-06	33 km 188 dg	37 km 142 km WITHIN
43 WWBA LIC	PINELLAS PARK FL BL-841105AM	1040 Class B	3.6 kW ND	27-50-50 82-46-21	73 km 229 dg	37 km 65 km +21 km
44 WTIS LIC	TAMPA FL BL-830418AG	1110 Class D	10.0 kW DA	27-52-26 82-37-53	61 km 223 dg	37 km 84 km +59 km
45 WWBF LIC	BARTOW FL BL-980518AB	1130 Class B	2.5 kW ND	27-54-31 81-49-33	56 km 138 dg	32 km 54 km +28 km
46 WTMP CP	EGYPT LAKE FL BP-000929AEF	1150 Class B	10.0 kW DA	28-00-42 82-29-53	41 km 224 dg	37 km 51 km +46 km
47 WKFL LIC	BUSHNELL FL BL-890125AE	1170 Class D	1.0 kW ND	28-42-31 82-07-36	48 km 10 dg	31 km 44 km +26 km
48 WONN LIC	LAKELAND FL BL-	1230 Class C	1.0 kW ND	28-02-23 81-57-39	36 km 138 dg	32 km 43 km +36 km



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Proposed Multiple Ownership Study Tabulated Radio Market Overlap

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Exhibit C.3

Some HAAT values are missing from database and assumed

# CALL STATUS	LOCATION STATE	CHANNEL CLASS	POWER	LATITUDE LONGITUDE	DISTANCE BEARING	WZHR .5 mV/m
49 WHNZ CP	TAMPA FLBMP-010918AAU	1250 Class B	25.0 kW DA	28-01-14 82-36-34	49 km 234 dg	37 km 101 km +81 km
50 WQBN CP	TEMPLE TERRACE FL BP-000329ABL	1300 Class D	5.0 kW DA	27-56-51 82-23-45	41 km 206 dg	37 km 47 km +34 km
51 WWAB LIC	LAKELAND FL BL-	1330 Class D	1.0 kW ND	28-02-40 81-58-28	35 km 139 dg	32 km 39 km +33 km
52 WDCF LIC	DADE CITY FL BL-820625AD	1350 Class B	1.0 kW ND	28-20-04 82-11-23	6 km 17 dg	30 km 24 km WITHIN
53 WRBQ LIC	ST. PETERSBURG FL BL-	1380 Class B	5.0 kW ND	27-52-15 82-37-03	61 km 222 dg	37 km 61 km +30 km
54 WZHR LIC	ZEPHYRHILLS FL BL-881114AH	1400 Class C	1.0 kW ND	28-16-54 82-12-30	0 km 0 dg	37 km 27 km WITHIN
55 WQBQ LIC	LEESBURG FL BL-	1410 Class D	5.0 kW ND	28-47-13 81-53-26	64 km 29 dg	29 km 38 km +3 km
56 WLKF LIC	LAKELAND FL BL-	1430 Class B	5.0 kW ND	28-02-27 81-56-08	38 km 135 dg	31 km 50 km +41 km
57 WWJB CP	BROOKSVILLE FL BP-010315AAB	1450 Class C	0.6 kW ND	28-33-04 82-25-02	36 km 326 dg	37 km 37 km WITHIN
58 WBAR LIC	BARTOW FL BL-	1460 Class D	1.0 kW ND	27-54-34 81-51-29	54 km 140 dg	32 km 35 km +10 km
59 WLUV CP	DUNEDIN FL BP-990402AA	1470 Class B	5.0 kW ND	28-03-23 82-44-13	58 km 244 dg	37 km 50 km +22 km
60 WSIR LIC	WINTER HAVEN FL BL-	1490 Class C	1.0 kW ND	28-00-50 81-45-02	54 km 123 dg	29 km 26 km +1 km
61 WPSO LIC	NEW PORT RICHEY FL BL-980612AD	1500 Class D	0.3 kW ND	28-15-32 82-43-45	51 km 267 dg	37 km 27 km +5 km
62 WAMA LIC	TAMPA FL BL-	1550 Class D	10.0 kW ND	27-55-16 82-23-41	44 km 205 dg	37 km 54 km +38 km
63 WINV CP	INVERNESS FLBMJ-010320AAB	1560 Class D	6.8 kW ND	28-50-30 82-22-16	64 km 346 dg	37 km 48 km +14 km
64 WTWB LIC	AUBURNDALE FL BL-	1570 Class D	5.0 kW ND	28-04-32 81-49-19	44 km 121 dg	29 km 47 km +32 km



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Proposed Multiple Ownership Study Tabulated Radio Market Overlap

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Exhibit C.4

Some HAAT values are missing from database and assumed

# CALL	LOCATION	CHANNEL	POWER	LATITUDE	DISTANCE	WZHR
STATUS	STATE	CLASS		LONGITUDE	BEARING	.5 mV/m
65 WRXB	ST. PETERSBURG B	1590	5.0 kW	27-44-03	77 km	37 km
LIC	FL BL-841003AD	Class B	DA	82-41-08	218 dg	58 km +10 km



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Proposed Multiple Ownership Study
Tabulated Radio Market Overlap

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Exhibit C.5