

**RADIO MARKET ANALYSIS**  
**NEW CENTURY MEDIA, LLC**  
**WYRN/WHLQ RADIO STATIONS**  
**LOUISBURG, NORTH CAROLINA**  
**January 2003**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared on behalf of New Century Media, LLC (“NCM”), proposed assignee of radio stations WYRN, 1480 kHz, and WHLQ, Channel 273A, Louisburg, North Carolina. Principals of NCM have attributable interests in the licensees of WPTF, 680 kHz, WBBB, Channel 241C, and WQDR, Channel 234C, Raleigh, North Carolina; and WDNC<sup>1</sup>, 620 kHz, Durham, North Carolina.<sup>2</sup> The city grade contour of WHLQ overlaps with the city grade contour of both WQDR and WBBB. The WYRN city grade contour also overlaps with the 3.16 mV/m contours of WHLQ and WQDR. Further, the WHLQ city grade contour also overlap with the city grade contours of AM stations WPTF and WDNC. There is no overlap of the WYRN 5.0 mV/m contour with either WPTF or WDNC. Based on where the various overlaps occur, two distinct markets would be created based by the acquisition of WYRN and WHLQ by NCM. Market #1 consists of stations WYRN/WHLQ/WQDR, while Market #2 consists of stations WPTF/WDNC/WHLQ/WQDR/WBBB. This results in NCM have common interests in FM and AM stations in two distinct markets. Exhibit #1 is a map depicting the stations.

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- 1) There is an outstanding construction permit for WDNC. The permit is for a correction of coordinates only. The difference in the 5.0 mV/m contour of the licensed facility and the permitted facility is de minimus. As such, the permitted facility is shown for this study.
- 2) Principals also have an interest in AM stations WDNZ and WCLY and FM stations WWMY and WKXU. However, none of these facilities are in close enough proximity to WYRN or WHLQ to be considered in this instant analysis.

2. Therefore, a study has been conducted to determine if ownership of these facilities, in the two respective markets, complies with §73.3555 of the Commission's rules. Each market will be reviewed for compliance. Since WQDR is a common station to both markets, its city grade contour will be used to define the market boundary, hereinafter referred to as the "Radio Market". The study will determine the number of other commercial AM and FM stations that either have transmitter sites within or provide coverage to the subject radio market. Exhibit #2 is a depiction of the other stations in the WQDR Radio Market, showing thirteen commercial AM and FM stations, excluding the subject stations

3. Exhibit #3 is a tabulation of the stations in Radio Market #1 (WYRN/WHLQ/WQDR), a total of sixteen stations, including the subject stations. The number of stations depicted falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules.<sup>3</sup> At the fifteen to twenty-nine stations level, common ownership or control of up to six stations, with no more than four in the same service, is permissible.

4. Exhibit #4 is a tabulation of the stations in Radio Market #2 (WPTF/WDNC/WHLQ/WQDR/WBBB), a total of eighteen stations, including the subject stations. The number of stations depicted falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules.<sup>4</sup> At the fifteen to twenty-nine stations level, common ownership or control

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3) Although there are additional stations providing service to the Radio Market, they are not considered since the number of stations was ample to demonstrate compliance with the rules based on the number of stations proposed to be commonly owned.

4) See Footnote 3 supra.

of up to six stations, with no more than four in the same service, is permissible. Therefore, NCM's interests in AM and FM stations in two separate markets are in compliance with the Commission's rules. Therefore, NCM's proposed ownership of WYRN and WHLQ is in compliance with §73.3555 of the rules.

5. The foregoing technical statement was prepared on behalf of New Century Media, LLC, 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 was extracted from the CDBS database. We assume no liability for errors or omissions in that database which may be adverse to the information contained herein.

Graham Brock, Inc. - Broadcast Technical Consultants

**WHLQ**  
BLH-19920108KA  
Latitude: 36-07-12 N  
Longitude: 078-22-48 W  
ERP: 6.00 kW  
Channel: 273A

**WBBB**  
BLH-19900228KE  
Latitude: 35-41-07 N  
Longitude: 078-43-14 W  
ERP: 100.00 kW  
Channel: 241C

**WYRN**  
Latitude: 36-06-46 N  
Longitude: 078-16-50 W  
ERP: 0.50 kW  
Frequency: 1480 KHz

**WPTF 5.0 mV/m**

**WYRN 5.0 mV/m**

**WDNC 5.0 mV/m**

**WDNC**  
Latitude: 36-02-03 N  
Longitude: 078-57-47 W  
ERP: 5.00 kW  
Frequency: 620 KHz

**WQDR**  
BLH-19910411KB  
Latitude: 35-40-35 N  
Longitude: 078-32-09 W  
ERP: 100.00 kW  
Channel: 234C

**WHLQ 3.16 mV/m**

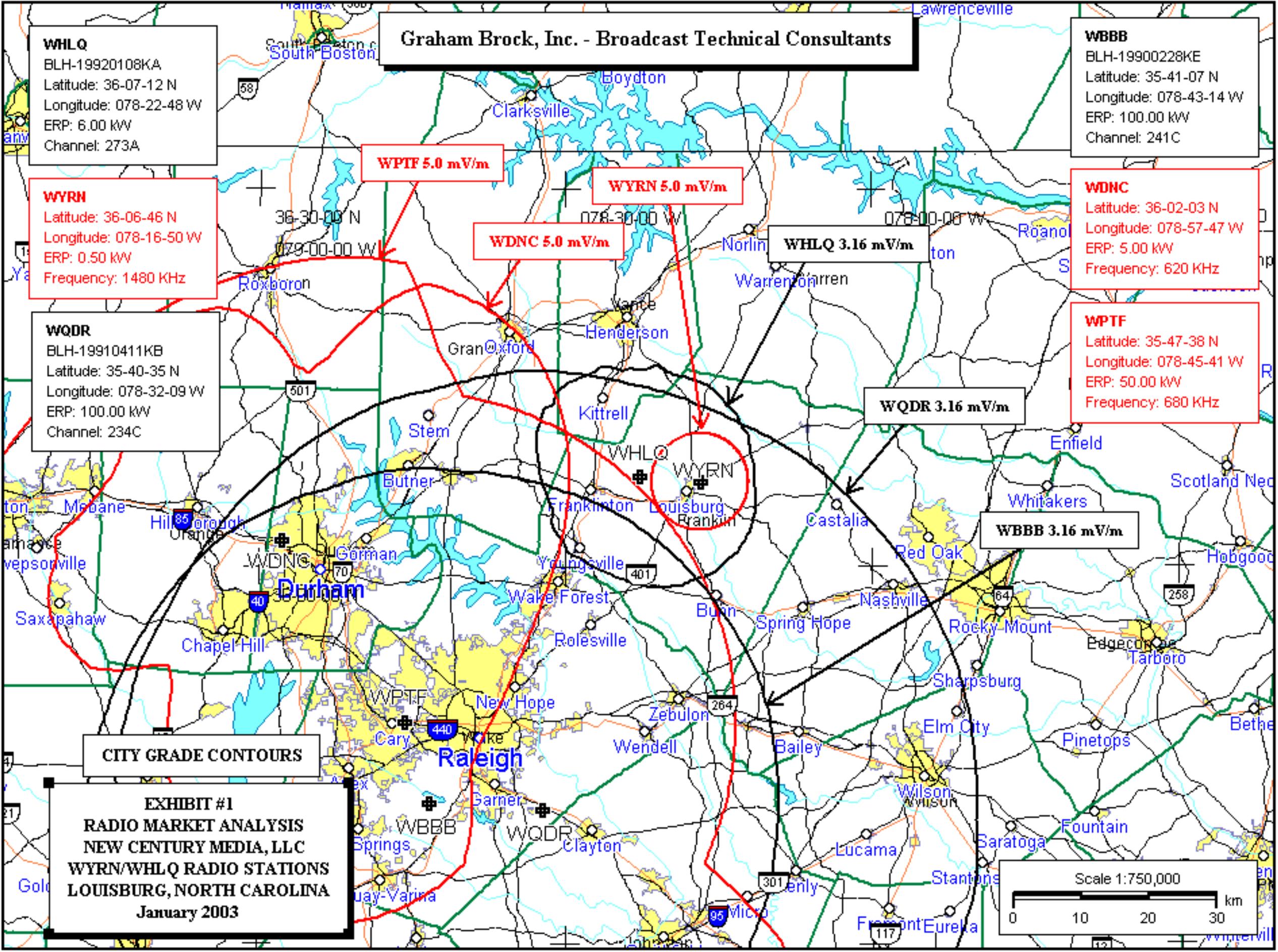
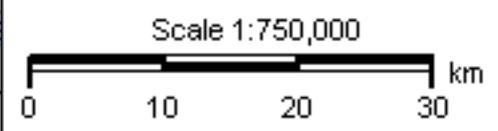
**WPTF**  
Latitude: 35-47-38 N  
Longitude: 078-45-41 W  
ERP: 50.00 kW  
Frequency: 680 KHz

**WQDR 3.16 mV/m**

**WBBB 3.16 mV/m**

CITY GRADE CONTOURS

**EXHIBIT #1**  
**RADIO MARKET ANALYSIS**  
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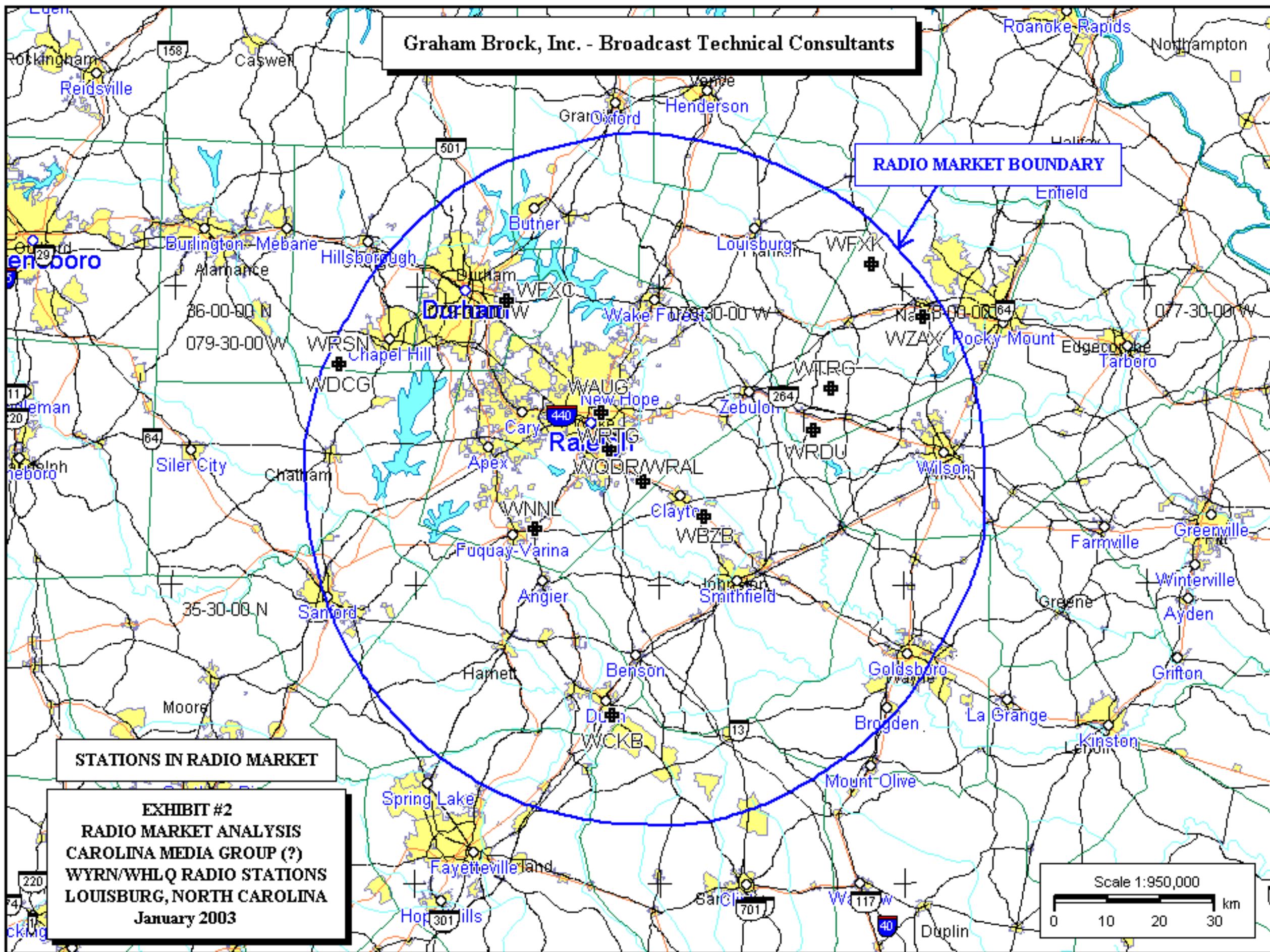
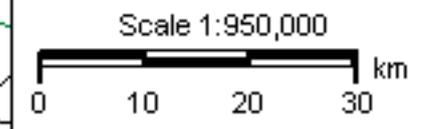


Graham Brock, Inc. - Broadcast Technical Consultants

RADIO MARKET BOUNDARY

STATIONS IN RADIO MARKET

EXHIBIT #2  
RADIO MARKET ANALYSIS  
CAROLINA MEDIA GROUP (?)  
WYRN/WHLQ RADIO STATIONS  
LOUISBURG, NORTH CAROLINA  
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**EXHIBIT #3**

**Tabulation of Stations in Radio Market #1**

**AM Stations**

WAUG	750 kHz	New Hope, NC
WCKB	780 kHz	Dunn, NC
WRTG	1000 kHz	Garner, NC
WBZB	1090 kHz	Selma, NC
* WYRN	1480 kHz	Louisburg, NC

Total AM Stations - 5

**FM Stations**

WRSN	Ch 230C	Burlington, NC
* WQDR	Ch 234C	Raleigh, NC
WZAX	Ch 259A	Nashville, NC
WTRG	Ch 264C	Rocky Mount, NC
WRAL	Ch 268C	Raleigh, NC
* WHLQ	Ch 273A	Louisburg, NC
WNNL	Ch 280C3	Fuquay-Varina, NC
WFXK	Ch 282C1	Tarboro, NC
WDCG	Ch 286C	Durham, NC
WRDU	Ch 291C	Wilson, NC
WFXC	Ch 296A	Durham, NC

Total FM Stations - 11

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 16**

\* Subject station

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**EXHIBIT #4**

**Tabulation of Stations in Radio Market #2**

**AM Stations**

* WDNC	620 kHz	Durham, NC
* WPTF	680 kHz	Durham, NC
WAUG	750 kHz	New Hope, NC
WCKB	780 kHz	Dunn , NC
WRTG	1000 kHz	Garner, NC
WBZB	1090 kHz	Selma, NC

Total AM Stations - 6

**FM Stations**

WRSN	Ch 230C	Burlington, NC
* WQDR	Ch 234C	Raleigh, NC
* WBBB	Ch 241C	Raleigh, NC
WZAX	Ch 259A	Nashville, NC
WTRG	Ch 264C	Rocky Mount, NC
WRAL	Ch 268C	Raleigh, NC
* WHLQ	Ch 273A	Louisburg, NC
WNNL	Ch 280C3	Fuquay-Varina, NC
WFXK	Ch 282C1	Tarboro, NC
WDCG	Ch 286C	Durham, NC
WRDU	Ch 291C	Wilson, NC
WFXC	Ch 296A	Durham, NC

Total FM Stations - 12

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 18**

\* Subject station