

SECTION III
EXHIBIT 16

Multiple Ownership

WSFM(FM), the station subject to the instant application, is located in and “home” to the Wilmington, NC, Arbitron Metro (the “Wilmington Metro”). A total of 25 commercial and noncommercial educational full-power radio stations are located within or are reported by BIA as “home” to the Wilmington Metro.¹

A separate assignment application filed contemporaneously with the instant application proposes the divestiture of Assignee’s and its attributable parties’ interests in the following station which is also located in the Wilmington Metro:

Call Sign	Location	Facility ID No.
WUIN(FM)	Carolina Beach, NC	34006

In addition, a separate assignment application filed contemporaneously with the instant application proposes Assignee’s acquisition of the following station which is also located in the Wilmington Metro:

Call Sign	Location	Facility ID No.
WMYT(AM)	Carolina Beach, NC	25586

Subject to the consummation of the above-referenced transactions, grant of the instant application would result in the Assignee and its attributable parties having cognizable interests in the following four (4) commercial full-power FM stations and one (1) commercial full-power AM station in the Wilmington Metro:

Call Sign	Location	Facility ID No.
WBNE(FM)	Wrightsville Beach, NC	52023
WLTT(FM)	Bolivia, NC	60882
WMYT(AM)	Carolina Beach, NC	25586
WNTB(FM)	Topsail Beach, NC	73954

¹ See BIA FCC Geographic Market Definition for Wilmington, NC, September 16, 2010.

Call Sign	Location	Facility ID No.
WSFM(FM)	Oak Island, NC	48626

Other than the above combination of stations, neither the Assignee nor its attributable parties would have any attributable interests in any other broadcast station or daily newspaper in the Wilmington Metro.

Pursuant to Section 73.3555 of the Commission's rules, in a Metro reported by BIA as having between 15 and 29 commercial and noncommercial full-power radio stations, a party may have a cognizable interest in up to six (6) full-power commercial radio stations, not more than four (4) of which are in the same service.

Accordingly, the Assignee's proposed combination of four (4) FM stations and one (1) AM station in the Wilmington Metro complies with the Commission's multiple ownership rules, and therefore Assignee respectfully requests that the Commission grant the instant application subject to the condition that the consummation of the divestiture of WUIN(FM) occur prior to or simultaneous with the consummation of the assignment of WSFM(FM) to Assignee.

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