

MULTIPLE OWNERSHIP EXHIBIT

The proposed community of license, Green Cove Springs, is in Clay County, which is part of the Jacksonville Arbitron Metro.¹ In this Arbitron Metro there are 45 commercial and noncommercial educational full-power radio stations.² According to the FCC's local ownership "tiers," in a Metro reported by BIA as having 45 or more (inclusive) "home" commercial and noncommercial educational full-power radio stations, a party may have a cognizable interest in up to 8 commercial full-power radio stations, not more than 5 of which are in the same service (AM or FM). This application does not comply with the local radio ownership portion of the multiple ownership rules set forth in 47 C.F.R. Section 73.3555 because 7 full-power radio stations (6 FM and 1 AM) will be attributable to Clear Channel. However, in the *Report and Order* implementing the new ownership rules, the Commission recognized that "there may be some existing combinations of broadcast stations that exceed the new ownership limits," but that "we are persuaded by the record to grandfather existing combinations of radio stations."³ Thus, the multiple ownership rules "will not be applied so as to require divestiture, by any licensee, of existing facilities."⁴

¹ The facilities proposed in this application for WPLA(FM) do not overlap any stations attributable to Clear Channel Broadcasting Licenses, Inc. ("Clear Channel") that are not geographically located in an Arbitron Metro. Thus, a contour overlap study is not required.

² See Attachment 1.

³ 2002 Biennial Regulatory Review – Review of the Commission's Broadcast Ownership Rules, 18 FCC Rcd 13620, ¶¶ 482-84 (2003).

⁴ See 47 C.F.R. § 73.3555, n. 4. Pursuant to this note, the multiple ownership rules will apply to applications for minor changes to existing stations that create new or increased concentration of ownership. This application does not propose to change the facilities of Station WPLA(FM) and thus there will not be new or increased concentration of ownership.

ATTACHMENT 1



FCC Geographic Market Definition for Jacksonville, FL

Call Letters	AM/ FM	Freq	Type Station	Format	Home Market	Market			City & State of License	County of License
						Designtn	Home Mkt	Owner		
Date	Rank									
07/02/2003	47							Renda Broadcasting Corporation	Brunswick, GA	Glynn
07/02/2003	47							Cox Radio Inc	Jacksonville, FL	Duval
07/02/2003	47							Phillips Broadcasting LLC	St. Augustine, FL	St Johns
07/02/2003	47							ABC/Disney	Jacksonville, FL	Duval
07/02/2003	47							Good Tidings Trust Inc	Orange Park, FL	Clay
07/02/2003	47							p Seven Bridges Radio LLC	Jacksonville Beach, FL	Duval
07/02/2003	47							Maiden,D & Battle,B	Jacksonville, FL	Duval
07/02/2003	47							p Clear Channel	Callahan, FL	Nassau
07/02/2003	47							Phillips Broadcasting LLC	St. Augustine, FL	St Johns
07/02/2003	47							Cox Radio Inc	Atlantic Beach, FL	Duval
07/02/2003	47							Norsan Consulting and Management Inc	Fernandina Beach, FL	Nassau
07/02/2003	47							Cox Radio Inc	Jacksonville, FL	Duval
07/02/2003	47							Cox Radio Inc	Jacksonville, FL	Duval
07/02/2003	47							Renda Broadcasting Corporation	Jacksonville, FL	Duval
08/03/2005	47							Renda Broadcasting Corporation	Middleburg, FL	Clay
07/02/2003	47							Cox Radio Inc	Jacksonville, FL	Duval
07/02/2003	47							Norsan Consulting and Management Inc	Jacksonville, FL	Duval
07/02/2003	47							Chesapeake-Portsmouth Broadcasting	Jacksonville, FL	Duval
07/02/2003	47							p Clear Channel	Brunswick, GA	Glynn
07/02/2003	47							Queen of Peace Radio Incorporated	Atlantic Beach, FL	Duval
07/02/2003	47							Chesapeake-Portsmouth Broadcasting	Jacksonville, FL	Duval
07/02/2003	47							p Clear Channel	Jacksonville, FL	Duval
07/02/2003	47							Hall, Elwyn V.	Jacksonville, FL	Duval
07/02/2003	47							p Clear Channel	Jacksonville, FL	Duval
07/02/2003	47							Renda Broadcasting Corporation	Fruit Cove, FL	St Johns
07/02/2003	47							p Clear Channel	Green Cove Springs, FL	Clay
07/02/2003	47							p Clear Channel	Neptune Beach, FL	Duval
07/02/2003	47							Chesapeake-Portsmouth Broadcasting	Jacksonville, FL	Duval
07/02/2003	47							Norsan Consulting and Management Inc	St. Augustine Beach, FL	St Johns
07/02/2003	47							Jones College	Jacksonville, FL	Duval
07/02/2003	47							Perich, Gregory G	MacClenny, FL	Baker
07/02/2003	47							Word Broadcasting	Jacksonville, FL	Duval
07/02/2003	47							p Clear Channel	Jacksonville, FL	Duval

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed



FCC Geographic Market Definition for Jacksonville, FL

Call Letters	AM/FM	Freq	Type	Station	Format	Home Market	Market Designtn		Owner	City & State of License	County of License
							Date	Rank			
WHUX	FM	105.7	C	Span/Urb	AC	Jacksonville, FL	07/02/2003	47	Tama Broadcasting Inc	Baldwin, FL	Duval
WSJF	FM	105.5	C	Smooth		Jacksonville, FL	07/02/2003	47	Tama Broadcasting Inc	St. Augustine Beach, FL	St Johns
WOKV	FM	106.5	C	News/Talk		Jacksonville, FL	07/02/2003	47	Cox Radio Inc	Ponte Vedra Beach, FL	St Johns
WEWC	AM	1160	C	Tropical		Jacksonville, FL	07/02/2003	47	p Norsan Consulting and Management Inc	Callahan, FL	Nassau
WJSJ	FM	105.3	C	Smooth		Jacksonville, FL	07/02/2003	47	Tama Broadcasting Inc	Yulee, FL	Nassau
WAYL	FM	91.9	NC	CCtmp/Talk		Jacksonville, FL	07/02/2003	47	New Covenant Educational Ministries	St. Augustine, FL	St Johns
WFCF	FM	88.5	NC	Variety		Jacksonville, FL	07/02/2003	47	Flagler College	St. Augustine, FL	St Johns
WJCT	FM	89.9	NC	NPR/Inf/Cls		Jacksonville, FL	07/02/2003	47	WJCT Inc	Jacksonville, FL	Duval
WJFR	FM	88.7	NC	Religion		Jacksonville, FL	07/02/2003	47	Family Stations Inc	Jacksonville, FL	Duval
WK TZ	FM	90.9	NC	Btfl Music		Jacksonville, FL	07/02/2003	47	Jones College	Jacksonville, FL	Duval
WCRJ	FM	88.1	NC	ChrsContem		Jacksonville, FL	07/02/2003	47	Delmarva Educational Association	Jacksonville, FL	Duval
WJBC	FM	91.7	NC	Gospel		Jacksonville, FL	07/02/2003	47	West Jacksonville Baptist Church Inc	Fernandina Beach, FL	Nassau

Number of Stations in Geographic Market 45

Previous Stations in Geographic Market

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed