

RADIO MARKET ANALYSIS
APEX BROADCASTING, INC.
WWBD RADIO STATION
BAMBURG, SOUTH CAROLINA/
ISLE OF PALMS, SOUTH CAROLINA
June 2008

TECHNICAL STATEMENT

1. This technical statement and attached exhibits were prepared on behalf of Apex Broadcasting, Inc. ("Apex"), proposed assignee of WWBD, Channel 239C3, Bamburg, South Carolina. WWBD also has an outstanding permit to upgrade to Channel 240C2 and change the community of license to Isle of Palms, South Carolina (BPH-20070705ADV). Apex is also the licensee of WXTC, 1390 kHz, Charleston, South Carolina; WAVF, Channel 241C1, Hanahan, South Carolina¹; WXST, Channel 259C1, Hollywood, South Carolina; and WIHB, Channel 223C1, Moncks Corner, South Carolina². WWBD is not currently licensed to, or considered "home" to any Arbitron market. Further, none of the stations presently licensed to Apex have contour overlap with the operating WWBD facility in Bamburg. However, the new community of license for WWBD, Isle of Palms, South Carolina is a community within a metro county in the Charleston, South Carolina Arbitron Market. WXTC, WAVF (license), WXST and WIHB (license and permit) are also licensed to communities in metro counties in the Charleston, South Carolina Arbitron Market. Therefore, this review will verify compliance with the Commission's multiple ownership rules in a rated market.

1) There is an outstanding permit to downgrade WAVF to Channel 241C2 and change its community of license to Forestbrook, South Carolina.

2) There is an outstanding permit to upgrade WIHB to Channel 223C0 at Moncks Corner, South Carolina.

CHARLESTON, SOUTH CAROLINA
ARBITRON/BIA MARKET REVIEW

2. As shown on Exhibit #1, there are thirty-two AM and FM (commercial and non-commercial) stations listed in the Charleston, South Carolina Arbitron Market (Market #87), thirty-three once WWBD implements service at Isle of Palms. Apex would be in control of four FM stations and one AM station in the same rated market. The number of stations indicated falls in the thirty to forty-four stations tier of §73.3555(a)(1)(ii) of the Commission's rules. At this level, common ownership or control of up to seven stations, with no more than four in the same service, is permissible. Therefore, Apex's control of WWBD in the Charleston, South Carolina market is in compliance with the rules.

3. Apex is also the authorized assignee of station WKZQ-FM, Channel 269C2, Myrtle Beach, South Carolina. There is an outstanding permit authorizing an upgrade for WKZQ-FM to Channel 269C and a change in city of license to Hanahan, South Carolina (BPH-20070705ADT).³ Simultaneous with the assignment of WKZQ-FM to Apex, Apex will transfer WAVF to NM Licensing, LLC ("NM"), the current licensee of WKZQ-FM.⁴ Apex and NM will effectively swap WKZQ-FM and WAVF. At no time would Apex be in control of both WAVF and WKZQ-FM. When WKZQ-FM is operational in Hanahan, it will replace WAVF in the Charleston market, as WAVF's new community of license, Forestbrook, South Carolina, is not in the Charleston market. As such, Apex would remain compliant with the Commission's rules in

3) BALH-20070720AAR.

4) BALH-20070720AAP.

the Charleston, South Carolina market with its acquisition of WKZQ-FM and spin off of WAVF. As such, the assignment of WWBD, in addition to WKZQ-FM, would not create an ownership issue in the Charleston, South Carolina market.

4. Based on the foregoing, the application for assignment of WWBD to Apex is in compliance with §73.3555 of the rules.

5. The foregoing technical statement was prepared on behalf of Apex Broadcasting, Inc. 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 in the relevant BIA/Arbitron market was determined using the BIA Financial Network, Inc. Media Access Pro, Version 4.2. BIA database. Technical data related to AM and FM facilities was extracted from the Commission's CDBS database. We assume no liability for errors or omissions in that database which may be adverse to the information contained herein.



FCC Geographic Market Definition for Charleston, SC

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WYBB	FM	98.1	C	Modern	Charleston, SC	07/02/2003	87	L M Communications	Folly Beach, SC	Charleston
WPAL	FM	100.9	C	Urban AC	Charleston, SC	07/02/2003	87	Caswell Communications Inc	Ridgeville, SC	Dorchester
WAVF	FM	96.1	C	Alternative	Charleston, SC	07/02/2003	87	p NextMedia Group Inc	Hanahan, SC	Charleston
WAZS	AM	980	C	Oldes/Rk&R	Charleston, SC	07/02/2003	87	Daniels, Thomas B	Summerville, SC	Dorchester
WXTC	AM	1390	C	Gospel	Charleston, SC	07/02/2003	87	Apex Broadcasting Inc (SC)	Charleston, SC	Charleston
WEZL	FM	103.5	C	Country	Charleston, SC	07/02/2003	87	p Clear Channel	Charleston, SC	Charleston
WQNT	AM	1450	C	Sports	Charleston, SC	07/02/2003	87	Kirkman Broadcasting Inc	Charleston, SC	Charleston
WMGL	FM	101.7	C	Urban	Charleston, SC	07/02/2003	87	p Citadel Communications	Ravenel, SC	Charleston
WTMZ	AM	910	C	Sports	Charleston, SC	07/02/2003	87	Kirkman Broadcasting Inc	Dorchester Terr.-Bre, SC	Dorchester
WXLY	FM	102.5	C	Oldies	Charleston, SC	07/02/2003	87	p Clear Channel	North Charleston, SC	Charleston
WSCC	FM	94.3	C	Talk	Charleston, SC	07/02/2003	87	p Clear Channel	Goose Creek, SC	Berkeley
WJKB	AM	950	C	CIHts/Cntry	Charleston, SC	07/02/2003	87	Kirkman Broadcasting Inc	Moncks Corner, SC	Berkeley
WCOO	FM	105.5	C	AAA	Charleston, SC	07/02/2003	87	L M Communications	Kiawah Island, SC	Charleston
WXST	FM	99.7	C	Urban AC	Charleston, SC	07/02/2003	87	Apex Broadcasting Inc (SC)	Hollywood, SC	Charleston
WQSC	AM	1340	C	Talk	Charleston, SC	07/02/2003	87	Kirkman Broadcasting Inc	Charleston, SC	Charleston
WLTQ	AM	730	C	Adlt Stndrd	Charleston, SC	07/02/2003	87	p Indigo Radio LLC	Charleston, SC	Charleston
WQIZ	AM	810	C	Christian	Charleston, SC	07/02/2003	87	p Mediatrix SC Inc	St. George, SC	Dorchester
WSSX	FM	95.1	C	CHR	Charleston, SC	07/02/2003	87	Citadel Communications	Charleston, SC	Charleston
WTMA	AM	1250	C	News/Talk	Charleston, SC	07/02/2003	87	Citadel Communications	Charleston, SC	Charleston
WIWF	FM	96.9	C	Country	Charleston, SC	07/02/2003	87	Citadel Communications	Charleston, SC	Charleston
WRFQ	FM	104.5	C	Clsc Hits	Charleston, SC	07/02/2003	87	p Clear Channel	Mount Pleasant, SC	Charleston
WZJY	AM	1480	C	Mexican	Charleston, SC	07/02/2003	87	p Daniels, Thomas B	Mount Pleasant, SC	Charleston
WIHB	FM	92.5	C	CHR	Charleston, SC	07/02/2003	87	Apex Broadcasting Inc (SC)	Moncks Corner, SC	Berkeley
WALC	FM	100.5	C	Modern AC	Charleston, SC	07/02/2003	87	p Aloha Station Trust LLC	Charleston, SC	Charleston
WTUA	FM	106.1	C	Gospel	Charleston, SC	07/02/2003	87	Glory Communications Inc	St. Stephen, SC	Berkeley
WWWZ	FM	93.3	C	Urban	Charleston, SC	07/02/2003	87	Citadel Communications	Summerville, SC	Dorchester
WAZS	FM	98.9	C	Latino	Charleston, SC	07/02/2003	87	Daniels, Thomas B	McClellanville, SC	Charleston
WJNI	FM	106.3	C	Gospel	Charleston, SC	07/02/2003	87	Daniels, Thomas B	Ladson, SC	Berkeley
WFCH	FM	88.5	NC	Religion	Charleston, SC	07/02/2003	87	Family Stations Inc	Charleston, SC	Charleston
WKCL	FM	91.5	NC	Christian	Charleston, SC	07/02/2003	87	Chapel Holy Spirit Church & Bible Co	Ladson, SC	Berkeley
WSCI	FM	89.3	NC	Clsc/News	Charleston, SC	07/02/2003	87	South Carolina Educational Television	Charleston, SC	Charleston
WYFH	FM	90.7	NC	Religion	Charleston, SC	07/02/2003	87	Bible Broadcasting Network	North Charleston, SC	Charleston

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

"p" indicates pending sale to owner listed



FCC Geographic Market Definition for Charleston, SC

Call Letters	AM/ FM	Freq	Type Station	Format	Home Market	Market Designn Date	Home Mkt Rank	Owner	City & State of License	County of License
Number of Stations in Geographic Market						32				
<u>Previous Stations in Geographic Market</u>										
WNKT	FM	107.5	C	Sports	Columbia, SC	12/06/2007	90	Citadel Communications	Eastover, SC	Richland

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

"p" indicates pending sale to owner listed

AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT

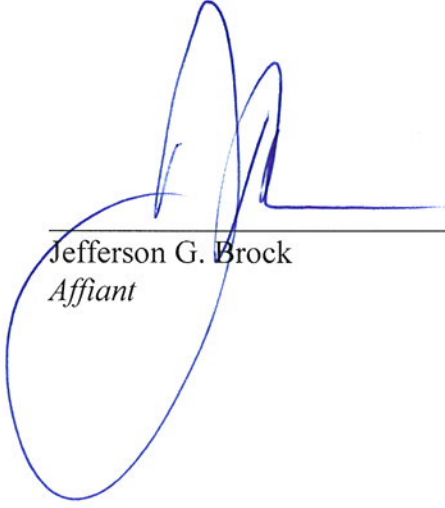
State of Georgia)
St. Simons Island) ss:
County of Glynn)

JEFFERSON G. BROCK, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Apex Broadcasting, Inc., to prepare the attached Technical Exhibit.

His qualifications are a matter of record before the Federal Communications Commission. He has been active in Broadcast Engineering since 1979.


The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

This the 20th day of June 2008.



Jefferson G. Brock
Affiant

*Sworn to and subscribed before me
this the 20th day of June 2008*



*Notary Public, State of Georgia
My Commission Expires: March 18, 2011*