

TECHNICAL EXHIBIT  
RADIO MULTIPLE OWNERSHIP ANALYSIS  
COASTLINE COMMUNICATIONS OF CAROLINA, INC.

This radio multiple ownership analysis was prepared on behalf of Coastline Communications of Carolina, Inc. (herein “Coastline”) licensee of FM broadcast station WYNA, channel 285C3, Calabash, NC. The analysis supports the application for modification of WYNA’s license (BMPH-20040716AAS), and addresses the multiple ownership market created by the overlap of the principal community contour of the proposed WYNA facility and the principal community contour of FM station WEZV, channel 290C3, North Myrtle Beach, SC.

Radio Market

The radio market applicable to common ownership of WYNA and WEZV is defined by the mutually overlapping principal community contours of the stations. A map showing these contours is provided as Figure 1.

It is noted that Coastline has previously addressed multiple ownership considerations involving FM stations WGTN, channel 264A, Andrews, SC and WYEZ, channel 233C3, Murrell’s Inlet, SC. The principal community contours of WGTN and WYEZ do not overlap the principal community contours of WYNA and WEZV.

Count of Stations in Radio Market

The number of stations in a radio market is determined by counting the operating stations that have principal community contours that intersect the principal community contours that define the radio market. For this particular study, only stations located within 40 km of the perimeter of the mutual overlap area of the defined market were employed in the count of stations. Commonly owned stations were not considered in the count of stations in the defined markets.

Based on 47 CFR 73.3555, two same service broadcast radio stations can be commonly owned in any radio market, even markets with 14 or fewer stations, provided that

these two stations do not represent more than 50 percent of the stations in the radio market. Figure 2 contains a list of ten other FM radio stations identified in the WYNA/WEZV radio market. The list in Figure 2 is not meant to be exhaustive, but it does illustrate that common ownership of WYNA and WEZV does not exceed the minimum requirements of not owning, operating or controlling more that 50 percent of the stations in the WYNA/WEZV radio market. It is expected that there are many more broadcast stations in the defined radio market than those shown on the list in Figure 2.

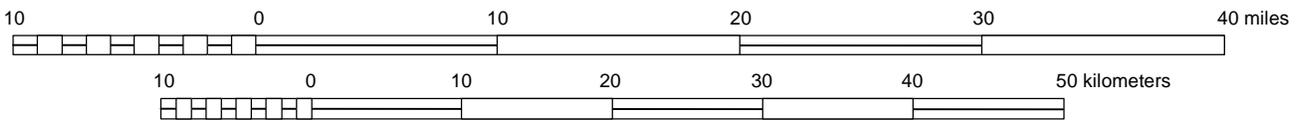
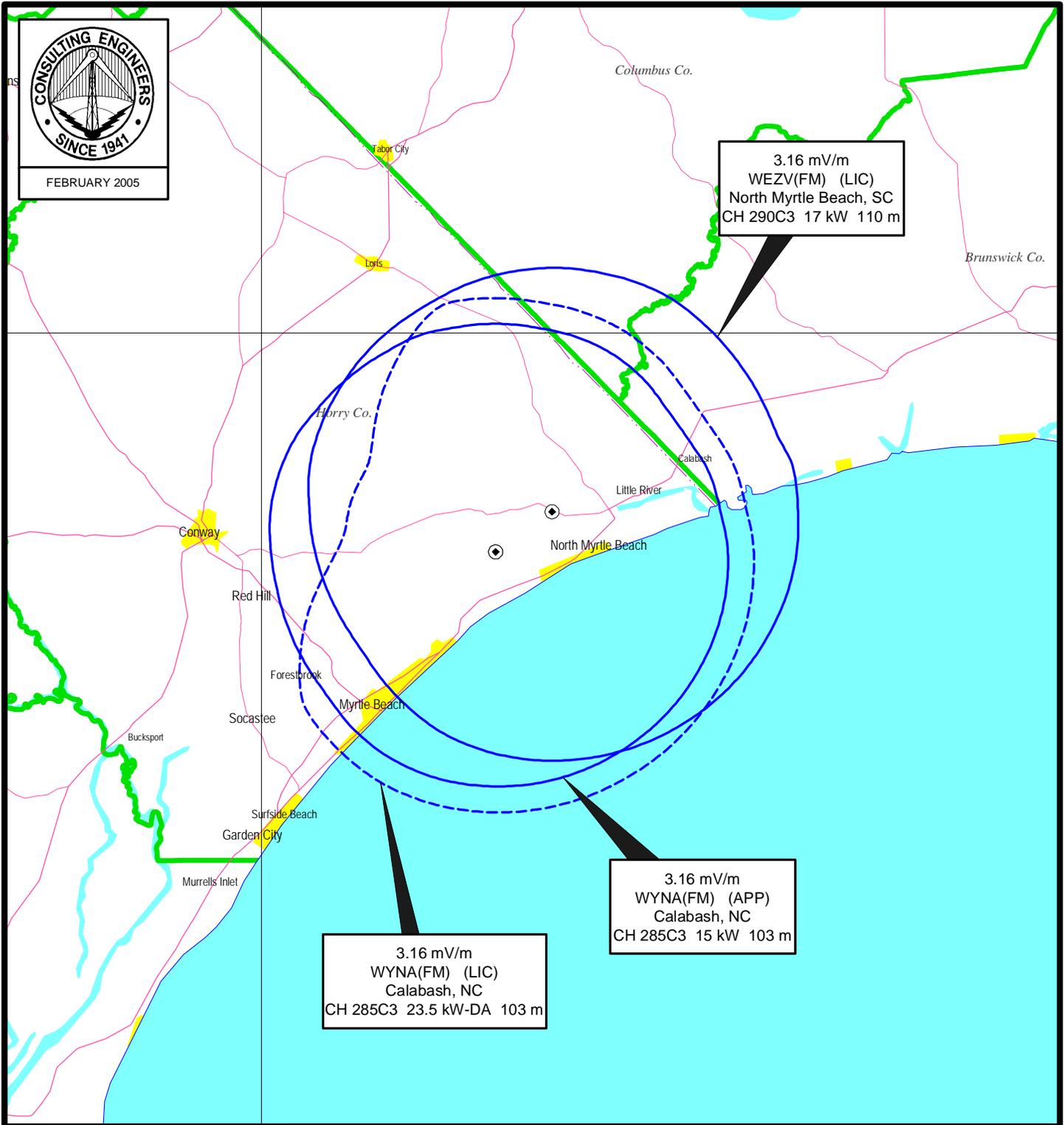
For the purposes of analysis, distances to the FM contours for all stations were determined based on the method outlined in Section 73.313 of the FCC Rules. Terrain data were derived from the U.S.G.S. 3-second computer database for each of the stations using radials evenly-spaced every 10 degrees of azimuth.

Based on the above, it is concluded that common ownership of WYNA and WEZV complies with Section 73.3555(a) of the FCC Rules.

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# PRINCIPAL COMMUNITY CONTOURS OF SUBJECT STATIONS COASTLINE COMMUNICATIONS OF CAROLINA, INC.

TECHNICAL STATEMENT  
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Tabulation of Stations in WYNA/WEZV Radio Market

Number	FM Station
1	WJXY-FM, CONWAY, SC, Channel 230A
2	WYAK-FM, SURFSIDE, SC, Channel 276C3
3	WSEA, ATLANTIC, SC, Channel 262C3
4	WRNN, SOCASTEE, SC, Channel 258C3
5	WVCO, LORIS, SC, Channel 235C3
6	WKZQ-FM, MYRTLE BEACH, SC, Channel 269C2
7	WQSD, BRIARCLIFF, SC, Channel 296C2
8	WHMC-FM, CONWAY, SC, Channel 211C1
9	WWXM, GARDEN CITY, SC, Channel 249C1
10	WGTR, BUCKSPORT, SC, Channel 300C2