

TECHNICAL STATEMENT
RADIO MULTIPLE OWNERSHIP ANALYSIS
SUNRISE BROADCASTING, LLC
WILMINGTON, NORTH CAROLINA MARKET

This radio multiple ownership analysis was prepared on behalf of Sunrise Broadcasting, LLC concerning radio broadcast stations in the Wilmington, North Carolina market. This analysis was prepared under the FCC interim contour analysis method.* Considering all attributable radio stations in the area, the following stations were analyzed:

Call Sign	City of License	Facilities
WMFD(AM)	Wilmington, NC	630 kHz, 0.8 kW-D, 1 kW-N, U, DA-2
WRMR(FM)	Jacksonville, NC	Ch. 254C1, 100 kW, 297 m
WKXB(FM)	Boiling Spring Lakes, NC	Ch. 260C2, 35 kW, 178 m
WILT(FM)	Wilmington, NC	Ch. 283A, 3.1 kW, 137 m
WAZO(FM)	Southport, NC	Proposed: Ch. 298C2, 21 kW, 234 m

The principal community contours of all of these stations are depicted on a map included herein as Figure 1. The radio multiple ownership analysis considers only those stations with overlapping principal community contours (5 mV/m for AM stations, 3.16 mV/m for FM stations). An ownership study was prepared in accordance with the Federal Communications Commission multiple ownership rules as outlined in Section 73.3555.

* See Report and Order and Notice of Proposed Rulemaking, MB Docket 02-277, FCC 03-127, Released July 2, 2003.

Radio Markets

The “radio market” applicable to common ownership of the subject stations is defined as the area encompassed by the mutually overlapping principal community contours of the stations proposed to be commonly owned. As listed in the table below, there is one defined “radio market” formed by the subject stations:

Defined Radio Market	Stations that Define Radio Market	
	AM Stations	FM Stations
1	WMFD	WRMR, WKXB, WILT, WAZO(Prop.)

Count of Stations in Defined Markets

The number of radio 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. Only those stations located within 92 km of the perimeter of the mutual overlap area of the defined market area were employed in the count of stations. Commonly owned stations, other than those that form the market in question were not considered in the count of stations in the defined market. The results of the analysis are tabulated below:

Defined Radio Market	Number of Stations in Radio Market
Market 1	13 AM; 27 FM; 40 Total

Figure 2 is a tabulation of the radio stations identified in the defined radio market. Only known licensed, operating stations were employed for the study. Distances to the AM coverage contours were predicted using the antenna patterns as identified in the Commission’s AM database and the appropriate Ground Wave Field Strength versus Distance Graph described in Section 73.184 of the FCC Rules. Ground conductivity data

were obtained from FCC Figure M3. Distances to the FM contours 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 FM stations using radials evenly-spaced every 5 degrees of azimuth.

Based on the above, it is concluded that the proposed combination of the stations to be owned complies with Section 73.3555(a) of the FCC Rules.

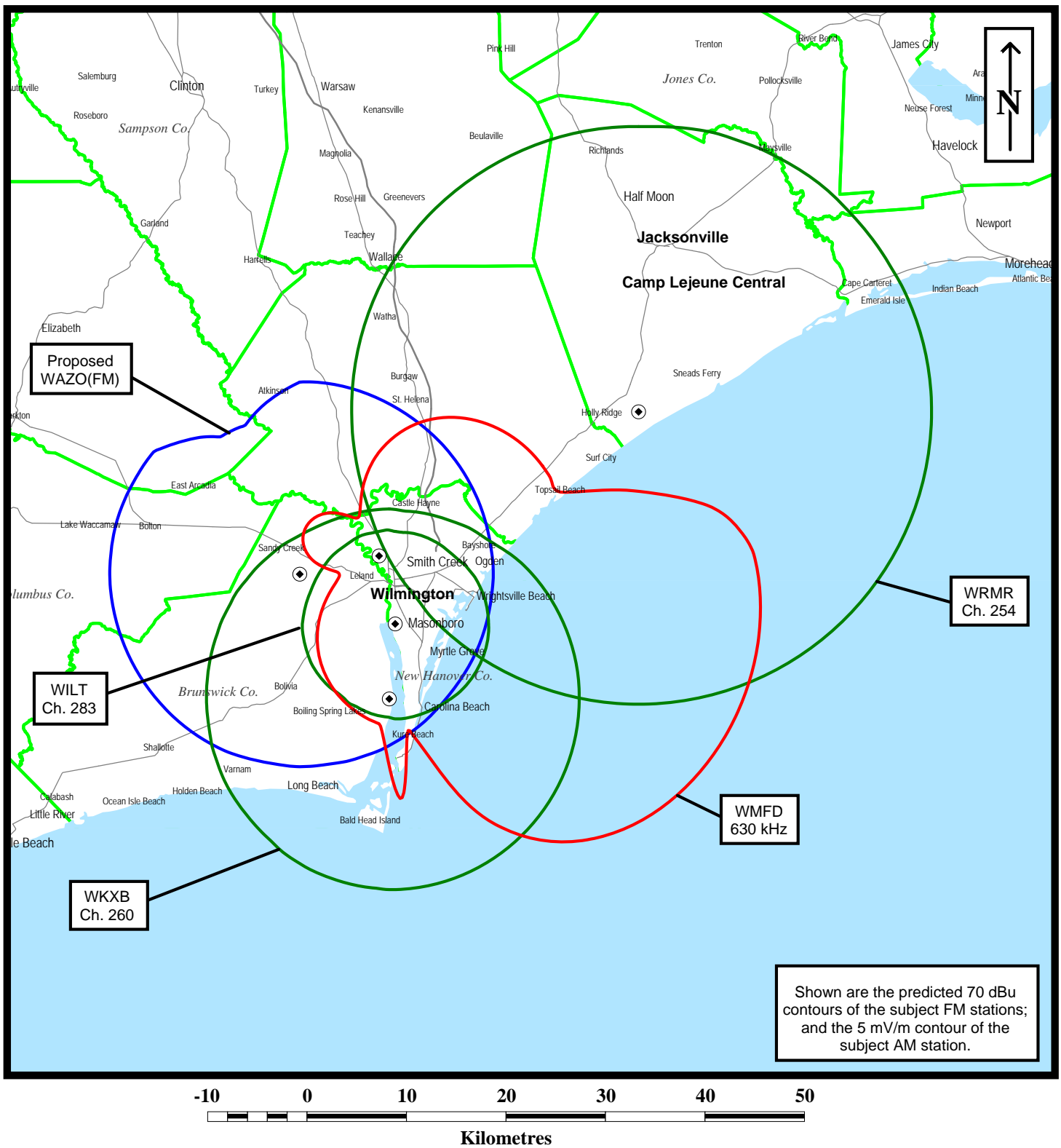
A handwritten signature in black ink, appearing to read "Louis R. du Treil, Jr.", written in a cursive style.

Louis R. du Treil, Jr.

du Treil, Lundin & Rackley, Inc.
201 Fletcher Ave.
Sarasota, Florida 34237

September 17, 2012

Figure 1



PRINCIPAL COMMUNITY CONTOURS OF SUBJECT STATIONS

duTreil, Lundin & Rackley, Inc. Sarasota, Florida

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Tabulation of Stations in Radio Markets

Market 1	
Number	Station
AM Stations	
1	WMFD, WILMINGTON, NC, 630 kHz
2	WEGG, ROSE HILL, NC, 710 kHz
3	WSRP, JACKSONVILLE, NC, 910 kHz
4	WAAV, LELAND, NC, 980 kHz
5	WSME, CAMP LEJEUNE, NC, 1120 kHz
6	WSFM, CAROLINA BEACH, NC, 1180 kHz
7	WJNC, JACKSONVILLE, NC, 1240 kHz
8	WJCV, JACKSONVILLE, NC, 1290 kHz
9	WLSG, WILMINGTON, NC, 1340 kHz
10	WAVQ, JACKSONVILLE, NC, 1400 kHz
11	WVCB, SHALLOTTE, NC, 1410 kHz
12	WVBS, BURGAW, NC, 1470 kHz
13	WWIL, WILMINGTON, NC, 1490 kHz
FM Stations	
1	WGHW, LOCKWOODS FOLLY TOWN, NC, Ch. 201
2	WZDG, SCOTTS HILL, NC, Ch. 203
3	WKVC, NORTH MYRTLE BEACH, SC, Ch. 205
4	WDVV, WILMINGTON, NC, Ch. 209
5	WJKA, JACKSONVILLE, NC, Ch. 211
6	WWIL-FM, WILMINGTON, NC, Ch. 213
7	WG XO, MAGNOLIA, NC, Ch. 215
8	WHQR, WILMINGTON, NC, Ch. 217
9	WQSL, JACKSONVILLE, NC, Ch. 222
10	WLQB, OCEAN ISLE BEACH, NC, Ch. 228
11	WNTB, TOPSAIL BEACH, NC, Ch. 229
12	WZKB, WALLACE, NC, Ch. 232
13	WKXS-FM, LELAND, NC, Ch. 233
14	WMNX, WILMINGTON, NC, Ch. 247
15	WUIN, OAK ISLAND, NC, Ch. 252
16	WRMR, JACKSONVILLE, NC, Ch. 254
17	WZFX, WHITEVILLE, NC, Ch. 256
18	WKXB, BOILING SPRING LAKES, NC, Ch. 260

Market 1	
Number	Station
19	WWQQ-FM, WILMINGTON, NC, Ch. 267
20	WGNI, WILMINGTON, NC, Ch. 274
21	WBNE, WRIGHTSVILLE BEACH, NC, Ch. 279
22	WKGV, SWANSBORO, NC, Ch. 281
23	WILT, WILMINGTON, NC, Ch. 283
24	WXQR-FM, JACKSONVILLE, NC, Ch. 288
25	WLTT, BOLIVIA, NC, Ch. 292
26	WMYT, CAROLINA BEACH, NC, Ch. 294
27	WAZO, SOUTHPORT, NC, Ch. 298