

FOR
FCC
USE
ONLY

FCC 301

APPLICATION FOR CONSTRUCTION PERMIT FOR COMMERCIAL BROADCAST STATION

FOR COMMISSION USE ONLY

FILE NO.

Section I - General Information

1	Legal Name of the Applicant Radio7Media, LLC		
	Mailing Address P.O. Box 156		
	City Lawrenceburg	State or Country (if foreign address) TN	ZIP Code 38464
	Telephone Number (include area code) 931-762-2916	E-Mail Address (if available) PROSCOMM@BELLSOUTH.NET	
	FCC Registration Number 0024852485	Call Sign WLXA	Facility ID Number 53875
2.	Contact Representative (if other than applicant) Scott Woodworth		Firm or Company Name Edinger Associates PLLC
	Mailing Address		
	City Washington	State or Country (if foreign address) DC	ZIP Code 20006
	Telephone Number (include area code) 202-747-1694	E-Mail Address (if available) swoodworth@edingerlaw.net	

3. If this application has been submitted without a fee, indicate reason for fee exemption (see 47 C.F.R. Section 1.1114):

Governmental Entity Other Amendment

4. **Application Purpose.**

- | | |
|--|--|
| <input type="checkbox"/> New Station | <input type="checkbox"/> Major Modification of construction permit |
| <input type="checkbox"/> New Station with Petition for Rulemaking or Counterproposal to Amend FM Table of Allotments | <input type="checkbox"/> Minor Modification of construction permit |
| <input type="checkbox"/> New Station with Petition for Rulemaking or Counterproposal to Amend FM Table of Allotments using Tribal Priority | <input type="checkbox"/> Major Amendment to pending application |
| <input type="checkbox"/> Major Change in licensed facility | <input checked="" type="checkbox"/> Minor Amendment to pending application |
| <input type="checkbox"/> Minor Change in licensed facility | |

a. File number of original construction permit: BPH-20161012AAD N/A

b. Service Type: AM FM TV DTV DTS

c. DTV Type: Pre-Transition Post-Transition Both

d. Community of License:

City Florence	State AL
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e. Facility Type: Main Auxiliary

If an amendment, submit as an Exhibit a listing by Section and Question Number of the portions of the pending application that are being revised.

Exhibit No. ASee attached

NOTE: In addition to the information called for in this section, an explanatory exhibit providing full particulars must be submitted for each question for which a "No" response is provided.

Section II - Legal

1. **Certification.** Applicant certifies that it has answered each question in this application based on its review of the application instructions and worksheets. Applicant further certifies that where it has made an affirmative certification below, this certification constitutes its representation that the application satisfies each of the pertinent standards and criteria set forth in the application instructions and worksheets. Yes No

2. **Parties to the Application.**

a. List the applicant, and, if other than a natural person, its officers, directors, stockholders and other entities with attributable interests, non-insulated partners and/or members. If a corporation or partnership holds an attributable interest in the applicant, list separately its officers, directors, stockholders and other entities with attributable interests, non-insulated partners and/or members. Create a separate row for each individual or entity. Attach additional pages if necessary.

(1) Name and address of the applicant and each party to the application holding an attributable interest (if other than individual also show name, address and citizenship of natural person authorized to vote the stock or holding the attributable interest). List the applicant first, officers next, then directors and, thereafter, remaining stockholders and other entities with attributable interests, and partners.

(2) Citizenship.

(3) Positional Interest: Officer, director, general partner, limited partner, LLC member, investor/creditor attributable under the Commission's **equity/debt plus** standard, etc.

(4) Percentage of votes.

(5) Percentage of total assets (equity plus debt).

(1)	(2)	(3)	(4)	(5)

b. Applicant certifies that equity and financial interests not set forth above are non-attributable.

Yes No

N/A

See Explanation in Exhibit No.

3. **Other Authorizations.** List call signs, locations, and facility identifiers of all other broadcast stations in which applicant or any party to the application has an attributable interest.

Exhibit No. N/A

4. **Multiple Ownership.**

a. Is the applicant or any party to the application the holder of an attributable radio joint sales agreement or an attributable radio or television time brokerage agreement in the same market as the station subject to this application?

Yes No

If "YES," radio applicants must submit as an Exhibit a copy of each such agreement for radio stations.

Exhibit No.

Section II - Legal

- b. Applicant certifies that the proposed facility complies with the Commission's multiple ownership rules. Yes No

Radio applicants only: If "Yes," submit an Exhibit providing information regarding the market, broadcast station(s), and other information necessary to demonstrate compliance with 47 C.F.R. Section 73.3555(a).

See Explanation in Exhibit No.

All Applicants: If "No," submit as an Exhibit a detailed explanation in support of an exemption from, or waiver of, 47 C.F.R Section 73.3555.

- c. Applicant certifies that the proposed facility:
 - (1) does not present an issue under the Commission's policies relating to media interests of immediate family members;
 - (2) complies with the Commission's policies relating to future ownership interests; and
 - (3) complies with the Commission's restrictions relating to the insulation and non-participation of non-party investors and creditors.

Yes No

See Explanation in Exhibit No.

- d. Does the Applicant claim status as an "eligible entity," that is, an entity that qualifies as a small business under the Small Business Administration's size standards for its industry grouping (as set forth in 13 C.F.R. Section 121.201), and holds:
 - (1) 30 percent or more of the stock or partnership interests and more than 50 percent of the voting power of the corporation or partnership that will own the media outlet; or
 - (2) 15 percent or more of the stock or partnership interests and more than 50 percent of the voting power of the corporation or partnership that will own the media outlet, provided that no other person or entity owns or controls more than 25 percent of the outstanding stock or partnership interests; or
 - (3) more than 50 percent of the voting power of the corporation that will own the media outlet (if such corporation is a publicly traded company)?

Yes No

See Explanation in Exhibit No.

All applicants: If "Yes," submit as an Exhibit a detailed showing demonstrating proof of status as an eligible entity.

- 5. **Character Issues.** Applicant certifies that neither applicant nor any party to the application
 - a. any broadcast application in any proceeding where character issues were left unresolved or were resolved adversely against the applicant or party to the application; or
 - b. any pending broadcast application in which character issues have been raised.

Yes No

See Explanation in Exhibit No.

- 6. **Adverse Findings.** Applicant certifies that, with respect to the applicant and any party to the application, no adverse finding has been made, nor has an adverse final action been taken by any court or administrative body in a civil or criminal proceeding brought under the provisions of any law related to the following: any felony; mass media-related antitrust or unfair competition; fraudulent statements to another governmental unit; or discrimination.

Yes No

See Explanation in Exhibit No.

- 7. **Alien Ownership and Control.** Applicant certifies that it complies with the provisions of Section 310 of the Communications Act of 1934, as amended, relating to interests of aliens and foreign governments.

Yes No

See Explanation in Exhibit No.

- 8. **Program Service Certification.** Applicant certifies that it is cognizant of and will comply with its obligations as a Commission licensee to present a program service responsive to the issues of public concern facing the station's community of license and service area.

Yes No

- 9. **Local Public Notice.** Applicant certifies that it has or will comply with the public notice requirements of 47 C.F.R. Section 73.3580.

Yes No

10. **Auction Authorization.** If the application is being submitted to obtain a construction permit for which the applicant was the winning bidder in an auction, then the applicant certifies, pursuant to 47 C.F.R. Section 73.5005(a), that it has attached an exhibit containing the information required by 47 C.F.R. Sections 1.2107(d), 1.2110(i), 1.2112(a) and 1.2112(b), if applicable.

Yes No N/A

Exhibit No.

An exhibit is required unless this question is inapplicable.

11. **Anti-Drug Abuse Act Certification.** Applicant certifies that neither applicant nor any party to the application is subject to denial of federal benefits pursuant to Section 5301 of the Anti-Drug Abuse Act of 1988, 21 U.S.C. Section 862.

Yes No

12. **Equal Employment Opportunity (EEO).** If the applicant proposes to employ five or more full-time employees, applicant certifies that it is filing simultaneously with this application a Model EEO Program Report on FCC Form 396-A.

Yes No N/A

13. **Petition for Rulemaking/Counterproposal to Add New FM Channel to FM Table of Allotments.** If the application is being submitted concurrently with a Petition for Rulemaking or Counterproposal to Amend the FM Table of Allotments (47 C.F.R. Section 73.202) to add a new FM channel allotment, petitioner/counter-proponent certifies that, if the FM channel allotment requested is allotted, petitioner/counter-proponent will apply to participate in the auction of the channel allotment requested and specified in this application.

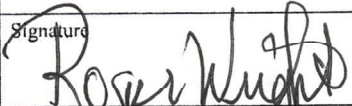
Yes No N/A

14. **Tribal Priority - Threshold Qualifications.** Is the Applicant applying for an FM allotment set forth in a Public Notice announcing a Tribal Threshold Qualifications window? An Applicant answering "Yes" must provide an Exhibit demonstrating that it would have been qualified to add the allotment for which it is applying using the Tribal Priority.

Yes No

Exhibit No.

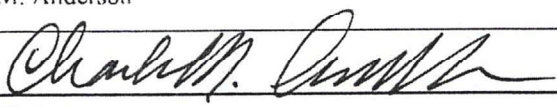
I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith. I acknowledge that all certifications and attached Exhibits are considered material representations. I hereby waive any claim to the use of any particular frequency as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise, and request an authorization in accordance with this application. (See Section 304 of the Communications Act of 1934, as amended.)

Typed or Printed Name of Person Signing Roger Wright	Typed or Printed Title of Person Signing Managing Member
Signature 	Date 9/28/22

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

SECTION III PREPARER'S CERTIFICATION

I certify that I have prepared Section III (Engineering Data) on behalf of the applicant, and that after such preparation, I have examined and found it to be accurate and true to the best of my knowledge and belief.

Name Charles M. Anderson	Relationship to Applicant (e.g., Consulting Engineer) Engineering Consultant	
Signature 	Date September 27, 2022	
Mailing Address 5900 Lake Cyrus Drive		
City Hoover	State or Country (if foreign address) AL	ZIP Code 35244
Telephone Number (include area code) 270-535-4432	E-Mail Address (if available) cmanderson45@yahoo.com	

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

SECTION III-B FM Engineering

TECHNICAL SPECIFICATIONS Ensure that the specifications below are accurate. Contradicting data found elsewhere in this application will be disregarded. All items must be completed. The response "on file" is not acceptable.

TECH BOX

1. Channel: 252

2. Class: A B1 B C3 C2 C1 C C0 D

3. Antenna Location Coordinates: (NAD 27)

<u>34</u> °	<u>57</u> '	<u>55.6</u> "	<input checked="" type="checkbox"/> N	<input type="checkbox"/> S	Latitude	
<u>87</u> °	<u>30</u> '	<u>00.0</u> "	<input type="checkbox"/> E	<input checked="" type="checkbox"/> W	Longitude	

4. Proposed Allotment or Assignment Coordinates: (NAD 27) Not applicable

<u>34</u> °	<u>45</u> '	<u>23.6</u> "	<input checked="" type="checkbox"/> N	<input type="checkbox"/> S	Latitude	
<u>87</u> °	<u>40</u> '	<u>43.6</u> "	<input type="checkbox"/> E	<input checked="" type="checkbox"/> W	Longitude	

5. Antenna Structure Registration Number: 1298784

Not applicable FAA Notification Filed with FAA

6. Overall Tower Height Above Ground Level: 128.0 meters

7. Height of Radiation Center Above Mean Sea Level: 321.5 meters (H) 321.5 meters (V)

8. Height of Radiation Center Above Ground Level: 97.5 meters (H) 97.5 meters (V)

9. Height of Radiation Center Above Average Terrain: 106.68 meters (H) 106.68 meters (V)

10. Effective Radiated Power: 22.5 kW (H) 22.5 kW (V)

11. Maximum Effective Radiated Power: (Beam-Tilt Antenna ONLY) Not applicable _____ kW (H) _____ kW (V)

12. Directional Antenna Relative Field Values: Not applicable (Nondirectional) No rotation

Rotation _____ °

Degree	Value	Degree	Value	Degree	Value	Degree	Value	Degree	Value	Degree	Value
0		60		120		180		240		300	
10		70		130		190		250		310	
20		80		140		200		260		320	
30		90		150		210		270		330	
40		100		160		220		280		340	
50		110		170		230		290		350	
Additional Azimuths											

NOTE: In addition to the information called for in this section, an explanatory exhibit providing full particulars must be submitted for each question for which a "No" response is provided.

CERTIFICATION

AUXILIARY ANTENNA APPLICANTS ARE NOT REQUIRED TO RESPOND TO ITEMS 13-16. PROCEED TO ITEM 17.

13. **Availability of Channels.** The proposed facility complies with the allotment requirements of 47 C.F.R. Section 73.203. Yes No

See Explanation in Exhibit No.

14. **Community Coverage.** The proposed facility complies with 47 C.F.R. Section 73.315. Yes No

See Explanation in Exhibit No.

15. **Main Studio Location.** The proposed main studio location complies with 47 C.F.R. Section 73.1 125. Yes No

See Explanation in Exhibit No.

16. **Interference.** The proposed facility complies with all of the following applicable rule sections. Check all those that apply. Yes No

See Explanation in Exhibit No.

Separation Requirements.

- a. 47 C.F.R. Section 73.207.

Grandfathered Short-Spaced.

- b. 47 C.F.R. Section 73.213(a) with respect to station(s): _____

Exhibit No.

Exhibit Required.
- c. 47 C.F.R. Section 73.213(b) with respect to station(s): _____

Exhibit No.

Exhibit Required.
- d. 47 C.F.R. Section 73.213(c) with respect to station(s): _____

Exhibit No.

Exhibit Required.

Contour Protection.

- e. 47 C.F.R. Section 73.215 with respect to station(s): WKEA-FM

Exhibit No. TECH REP

Exhibit Required.

17. **Environmental Protection Act.** The proposed facility is excluded from environmental processing under 47 C.F.R. Section 1.1306 (i.e., the facility will not have a significant environmental impact and complies with the maximum permissible radio frequency electromagnetic exposure limits for controlled and uncontrolled environments). Unless the applicant can determine compliance through the use of the RF worksheets in Appendix A, an **Exhibit is required.** Yes No

See Explanation in Exhibit No.

By checking "Yes" above, the applicant also certifies that it, in coordination with other users of the site, will reduce power or cease operation as necessary to protect persons having access to the site, tower or antenna from radio frequency electromagnetic exposure in excess of FCC guidelines.

18. **Community of License Change - Section 307(b).** If the application is being submitted to change the facility's community of license, then the applicant certifies that it has attached an exhibit containing information demonstrating that the proposed community of license change constitutes a preferential arrangement of allotments or assignments under Section 307(b) of the Communications Act of 1934, as amended (47 U.S.C. Section 307(b)). Yes No N/A

Exhibit No. 307(b) REP

An exhibit is required unless this question is not applicable.

Purpose of Amendment

This amendment is being filed at the request of FCC staff pursuant to an August 31, 2022 letter. Due to a site change, Section III-B of the application (and the exhibits for that section) have changed.

WLXA MULTIPLE OWNERSHIP SHOWING

APPLICANT CERTIFIES THAT THE PROPOSED FACILITY COMPLIES WITH THE COMMISSION'S MULTIPLE OWNERSHIP RULES AND CROSS-OWNERSHIP RULES. ATTACHED IS THE BIA METRO REPORT FOR THE FLORENCE-MUSCLE SHOALS, ALABAMA MARKET. NEITHER THE APPLICANT NOR ANY PARTY WITH AN ATTRIBUTABLE INTEREST IN THE APPLICANT HAS AN INTEREST IN ANY STATION IN THIS MARKET.

IN ADDITION, SEE ATTACHED MAP DEMONSTRATING COMPLIANCE WITH THE OVERLAP RULES.

FCC Geographic Market Definition for Florence-Muscle Shoals, AL

Call Letters	AM/FM	Freq	Type	Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WAKD	FM	89.9	NC	Chrst/Talk		Florence-Muscle Shoals, AL	07/02/2003	231	American Family Association Incorporated	Sheffield, AL	Colbert
WBCF	AM	1240	C	Nws/Tlk/Spt		Florence-Muscle Shoals, AL	07/02/2003	231	BCB Inc	Florence, AL	Lauderdale
WBTG	FM	106.3	C	Sothn Gspel		Florence-Muscle Shoals, AL	07/02/2003	231	Statton & Associates	Sheffield, AL	Colbert
WBTG	AM	1290	C	Oldies		Florence-Muscle Shoals, AL	07/02/2003	231	Statton & Associates	Sheffield, AL	Colbert
WFIX	FM	91.3	NC	ChrsContem		Florence-Muscle Shoals, AL	07/02/2003	231	Tri State Inspirational Broadcasting	Florence, AL	Lauderdale
WLAY	AM	1450	C	Country		Florence-Muscle Shoals, AL	07/02/2003	231	Singing River Media Group LLC	Muscle Shoals, AL	Colbert
WLAY	FM	100.1	C	Country		Florence-Muscle Shoals, AL	02/09/2005	231	Singing River Media Group LLC	Littleville, AL	Colbert
WMSR	FM	94.9	C	Country		Florence-Muscle Shoals, AL	07/02/2003	231	Singing River Media Group LLC	Collinwood, TN	Wayne
WMXV	FM	101.5	C	CHR		Florence-Muscle Shoals, AL	07/02/2003	231	Singing River Media Group LLC	St. Joseph, TN	Lawrence
WQLT	FM	107.3	C	AC		Florence-Muscle Shoals, AL	07/02/2003	231	Big River Broadcasting Corp	Florence, AL	Lauderdale
WQPR	FM	88.7	NC	News/Clscl		Florence-Muscle Shoals, AL	07/02/2003	231	University of Alabama	Muscle Shoals, AL	Colbert
WSBM	AM	1340	C	Sports		Florence-Muscle Shoals, AL	07/02/2003	231	Big River Broadcasting Corp	Florence, AL	Lauderdale
WVNA	AM	1590	C	Clsc Rock		Florence-Muscle Shoals, AL	07/02/2003	231	Singing River Media Group LLC	Tuscumbia, AL	Colbert
WVNA	FM	105.5	C	Clsc Rock		Florence-Muscle Shoals, AL	07/02/2003	231	Singing River Media Group LLC	Muscle Shoals, AL	Colbert
WWFA	FM	102.7	C	CHR		Florence-Muscle Shoals, AL	10/13/2010	231	Flinn Broadcasting Corporation	St. Florian, AL	Lauderdale
WXFL	FM	96.1	C	Country		Florence-Muscle Shoals, AL	07/02/2003	231	Big River Broadcasting Corp	Florence, AL	Lauderdale
WYTK	FM	93.9	C	Sports		Florence-Muscle Shoals, AL	07/02/2003	231	Valley Broadcasting Inc	Rogersville, AL	Lauderdale
WZZA	AM	1410	C	Urb/Gsp/R&		Florence-Muscle Shoals, AL	07/02/2003	231	Muscle Shoals Broadcasting	Tuscumbia, AL	Colbert

Number of Stations in Geographic Market 18

Previous Stations in Geographic Market

WLVS	FM	106.5	C	Country			02/09/2005	0	Big River Broadcasting Corp	Clifton, TN	Wayne
WLWB	FM	103.9	NC	ChrsContem			09/20/2006	0	Educational Media Foundation	Lawrenceburg, TN	Lawrence
WQRV	FM	100.3	C	Clsc Hits		Huntsville, AL	08/07/2006	104	iHeartMedia Inc	Meridianville, AL	Madison

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

"p" indicates pending sale to owner listed

WLXA CONTOUR OVERLAP COMPLIANCE ANALYSIS

This ownership study is provided as an analysis of the aural broadcast market formed by the proposed amendment to the WLXA application BPH-20161012AAD with respect to co-owned stations outside a rated market.

The permitted common ownership is determined using the contour overlap methodology. The attached exhibits include the city grade contours, 3.16 mV/m (70 dBu) (FM) and 5 mV/m (AM), of all stations intersecting any of the mutually overlapping stations, including noncommercial facilities, and excludes any stations with a transmitter site greater than 92 km from any portion of the mutually overlapping area, as well as any commonly owned stations which do not mutually overlap the defined markets. Exhibit A demonstrates that the attributable stations create one mutually overlapping market.

Market - 2 AM + 1 AM in an overlapping market of 43

Call	Type	Channel	City	State
WLXA	FM	252C3	Florence	AL
WLLX	FM	248C2	Lawrenceburg	TN
WWLX	AM	590 kHz	Lawrenceburg	TN

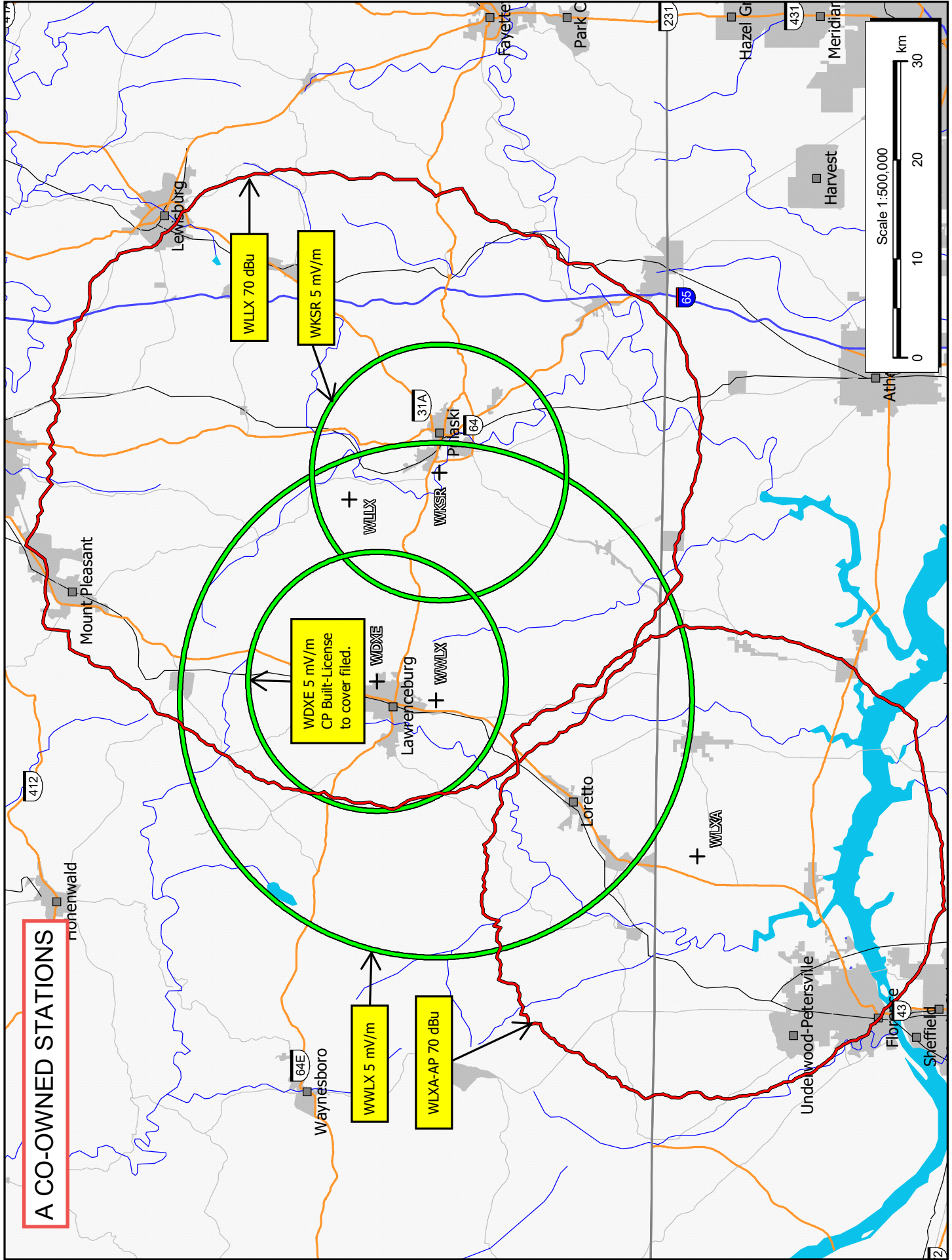
A plot and listing of the mutually overlapping market are included as exhibits B and C. The mutually overlapping markets of two FM's and one AM in a market of forty-three (43) is permissible in accordance with CFR §73.3555(a)(1)(ii) and (iii).

September 21, 2022



Charles M. Anderson
cmanderson43@yahoo.com

A CO-OWNED STATIONS



C - WLXA Contour Overlap Market - 2FM + 1 AM in a total market of 43

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
WLXA	FM	252C3	Loretto	TN	BLH20160616ABX	0.0	0.0
WLLX	FM	248C2	Lawrenceburg	TN	BLH20060206ABL	50.3	45.6
WWLX	AM	590	LAWRENCEBURG	TN	BL20060504ACP	30.7	30.7

Overlapping Contours:

Callsign	Type	Chan	City	St	File Number	Dist (km)	Azi (deg)
WQPR	FM	204C2	Muscle Shoals	AL	BMLD20090330AEZ	50.2	211.3
WLRH	FM	207C0	Huntsville	AL	BLED20121016ADC	92.3	105.7
WAKD	FM	210C3	Sheffield	AL	BLED20060130APV	18.2	218.0
WFIX	FM	217C1	Florence	AL	BLED20050908ABG	37.9	211.4
WYTK	FM	230A	Rogersville	AL	BMLH20170203ABT	14.7	139.4
WXFL	FM	241C2	Florence	AL	BLH20000406AAT	11.3	126.5
WAHR	FM	256C0	Huntsville	AL	BLH19891219KC	80.8	103.0
WLAY-FM	FM	261A	Littleville	AL	BLH20160812AAD	37.7	211.2
WDRM	FM	271C1	Decatur	AL	BMLH20060413ACH	81.7	103.3
WWFA	FM	274C3	St. Florian	AL	BLH20100824AAJ	23.0	180.4
WZYP	FM	282C0	Athens	AL	BMLH20081022ACH	71.6	103.0
WVNA-FM	FM	288A	Muscle Shoals	AL	BLH20040304ACS	37.7	211.2
WBTG-FM	FM	292C3	Sheffield	AL	BLH19931202KF	40.7	222.0
WQLT-FM	FM	297C1	Florence	AL	BLH20000120AAP	37.9	211.4
WZXX	FM	203A	Lawrenceburg	TN	BMLD20090731ACW	30.7	30.7
WAWI	FM	209A	Lawrenceburg	TN	BLED19990503KA	37.2	25.6
WZTN	FM	210A	Cornersville	TN	BLED20121119AHN	66.9	54.4
WEUZ	FM	221A	Minor Hill	TN	BLH19980625KD	33.3	58.6
WJJM-FM	FM	232A	Lewisburg	TN	BLH20081208AEB	84.7	50.3
WMSR-FM	FM	235C3	Collinwood	TN	BLH19990226KB	27.0	285.3
WMXV	FM	268A	St. Joseph	TN	BLH20080618AKF	4.8	213.8
WKOM	FM	269A	Columbia	TN	BLH19970910KF	83.5	29.8
WLWB	FM	280A	Lawrenceburg	TN	BLED20180911AAE	46.8	12.6
WYTM-FM	FM	288A	Fayetteville	TN	BMLH20070327ACG	85.8	77.6
WKAC	AM	1080	ATHENS	AL	BL19850228AC	50.1	106.4
WSLV	AM	1110	ARDMORE	TN	BL19830819AA	58.9	86.8
WVNN	AM	770	ATHENS	AL	BL20210621AAE	68.4	110.2
WBXR	AM	1140	HAZEL GREEN	AL	BMML20210513AAR	78.1	90.8
WVNA	AM	1590	TUSCUMBIA	AL	BL10486	28.7	216.4
WZZA	AM	1410	TUSCUMBIA	AL	BL7907	33.6	211.8
WSBM	AM	1340	FLORENCE	AL	BL9242	24.0	219.0
WBTG	AM	1290	SHEFFIELD	AL	BL10493	26.3	216.4
WLAY	AM	1450	MUSCLE SHOALS	AL	BL20050307ADW	28.7	216.3
WBCF	AM	1240	FLORENCE	AL	BL19990120DC	27.5	222.9
WJJM	AM	1490	LEWISBURG	TN	BL20051206AGN	84.7	50.3
WMCP	AM	1280	COLUMBIA	TN	BL19800812AA	86.5	32.9
WXRQ	AM	1460	MOUNT PLEASANT	TN	BL19841116AD	67.8	24.3
WKRM	AM	1340	COLUMBIA	TN	BL8868	82.2	29.3
WWON	AM	930	WAYNESBORO	TN	BL19860618AA	44.1	329.7
WMRB	AM	910	COLUMBIA	TN	BL19910708AC	83.2	31.1

Distance and bearing calculations from coordinates: 34-57-55.60 N, 087-30-00 W

Duopoly Options:

TV: Not Included

FM: 3.16 mV/m (70 dBu); Include NCE

AM: 5.0 mV/m

Stations more than 92 km from the common area were excluded.

**WLXA FCC Facility # 53785
BPH-20161012AAD
AMENDMENT IN RESPONSE TO 1800B3-TSN**

This technical report is provided in support of an amendment to WLXA (#53785) pending application BPH-20161012AAD, and is filed in response to FCC 30 day letter 1800B3-TSN. A change in site, ERP and HAAT are proposed. An amended 307(b) showing is included as a separate report.

FCC 30 Meter Terrain Used:

In an abundance of caution, the applicant has used the Commission's most accurate terrain, the FCC 30 meter or 1 second database, which is understood to be used in the LMS system¹. The FCC 30 meter database is provided by V-Soft Communications and is a copy of the FCC's own database.

Allocations Analysis:

The following exhibits are provided for the application:

- E1 Spacing study and overlap study
- E1A Interference plots and FMOVER for WKEA-FM
- E2 70 dBu coverage of Florence, AL
- E3 Fully spaced reference point channel study
- E4 Full-spaced reference point circular, maximum class 70 dBu
- E5 Reference point map and aerial photograph
- E6 ASR

A channel study and an overlap study provided as exhibit E1 show clearances to all protected facilities with the exception of Station WKEA-FM on channel 252C3, for which §73.215 contour overlap methodology is elected. 70 dBu coverage of Florence greater than the required 80% of population is demonstrated in exhibit E2. The permitted ERP is determined to be 22.5 kW.

¹ Section 73.212 permits the use of a computerized terrain database "except in cases of dispute," but does not prescribe a specific database, thereby permitting an applicant to use any recognized computerized terrain database. In this case the most accurate terrain database available has been utilized.

Anderson Associates

Broadcast Engineering Consultants

HAAT and Contour Tabulation:

N 34-57-55.6 W 87-30-00.0

HAAT and Distance to Contour, V-Soft 3-16 km, 131 points Method - FCC 30 Meter Terrain

AZ.	AV EL	HAAT	ERP kW	70 dBu	60 dBu
000	235.0	86.5	22.5000	21.09	35.83
010	235.3	86.2	22.5000	21.05	35.78
020	236.1	85.4	22.5000	20.96	35.63
030	231.5	90.0	22.5000	21.52	36.50
040	231.1	90.4	22.5000	21.57	36.57
050	240.6	80.9	22.5000	20.39	34.75
060	241.4	80.1	22.5000	20.29	34.58
070	229.7	91.8	22.5000	21.74	36.83
080	223.0	98.5	22.5000	22.51	37.99
090	217.2	104.3	22.5000	23.14	38.93
100	218.8	102.7	22.5000	22.97	38.68
110	213.6	107.9	22.5000	23.52	39.49
120	207.5	114.0	22.5000	24.11	40.37
130	200.9	120.6	22.5000	24.70	41.25
140	200.8	120.7	22.5000	24.70	41.25
150	192.9	128.6	22.5000	25.35	42.27
160	205.6	115.9	22.5000	24.29	40.63
170	209.0	112.5	22.5000	23.98	40.16
180	201.6	119.9	22.5000	24.64	41.16
190	193.8	127.7	22.5000	25.27	42.14
200	197.7	123.8	22.5000	24.95	41.64
210	197.4	124.1	22.5000	24.98	41.68
220	203.9	117.6	22.5000	24.43	40.85
230	205.9	115.6	22.5000	24.26	40.58
240	202.7	118.8	22.5000	24.54	41.01
250	203.0	118.5	22.5000	24.52	40.97
260	203.3	118.2	22.5000	24.49	40.93
270	211.5	110.0	22.5000	23.73	39.79
280	204.0	117.5	22.5000	24.43	40.84
290	211.2	110.3	22.5000	23.75	39.83
300	216.0	105.5	22.5000	23.27	39.12
310	214.0	107.5	22.5000	23.48	39.43
320	216.7	104.8	22.5000	23.19	39.01
330	218.3	103.2	22.5000	23.03	38.76
340	234.3	87.2	22.5000	21.18	35.97
350	228.1	93.4	22.5000	21.93	37.12

Ave El= 214.82 M HAAT= 106.68 M AMSL= 321.5 M

60 dBu for 22.5kW @ 106.68 m HAAT = 39.3 km.

Anderson Associates

Broadcast Engineering Consultants

Fully spaced reference point:

A fully spaced reference point for 252C3 at Florence, AL is provided at an existing tower (ASR #1299445) at coordinates:

N 34-45-23.6 W 87-40-43.6 (NAD 83).

A channel study is provided as E3, 70 dBu compliance as E4 and a map and aerial photograph as E5.

Antenna and RF calculation:

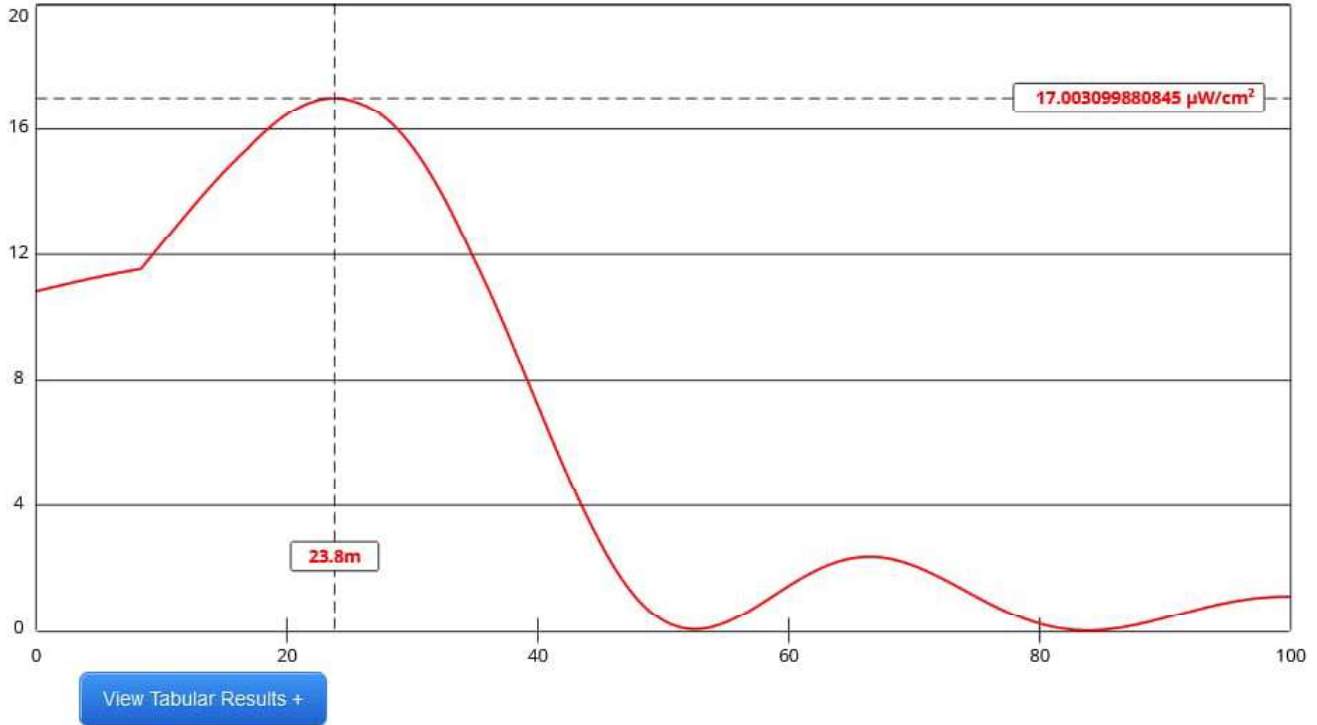
The WLXA facility will utilize a Dielectric DCRH8CR full wavelength spaced circularly polarized antenna mounted at 102 meters AGL. The RF contribution was calculated using the FMMODEL program to be $17 \mu\text{W}/\text{cm}^2$ or 8.5% of the maximum permissible for general public exposure on a tower with no other broadcast facilities.

DCRH Series:



DCR-H / HDR-H

FMMModel Output:



Channel Selection	Channel 252 (98.3 MHz) ▾		
Antenna Type ▾	EPA Type 4: Two-Piece Spiral ▾		
Height (m)	97.5	Distance (m)	100
ERP-H (W)	22500	ERP-V (W)	22500
Num of Elements	8	λ	1
Num of Points	500	Apply	

Conclusion:

The foregoing demonstrates that the amended WLXA application fully comply with Commission rules and policies.

Charles M. Anderson September 20, 2022

E1 CHANNEL STUDY

```

REFERENCE                                     CLASS = C3                                     DISPLAY DATES
34 57 55.60 N.                               Current Spacings to 3rd Adj.                 DATA 09-19-22
87 30 00.00 W.                               Channel 252 - 98.3 MHz                       SEARCH 09-19-22
-----

```

Call	Channel	Location		Azi	Dist	FCC	Margin
WLXA	LIC-N 252C3	Loretto	TN	195.3	0.01	152.5	-152.5
WLXA	RSV-A 252C3	Florence	AL	221.3	24.49	152.5	-128.0
WLXA	APP 252C3	Florence	AL	215.2	28.34	152.5	-124.2
WKEA-FM	LIC-Z 252C3	Scottsboro	AL	108.0	152.21	152.5	-0.29 (1)
WJLI	LIC 252C1	Metropolis	IL	335.9	217.87	210.5	7.4
WZLQ	LIC 253C1	Tupelo	MS	240.2	175.86	143.5	32.4
WTTX	LIC 251C1	Fayette	AL	187.9	183.97	143.5	40.5
WSIX-FM	LIC 250C0	Nashville	TN	26.6	134.54	86.5	48.0

 RSV-R = reserved - needs protection, RSV-A = allocation
 All separation margins include rounding.

(1) 73.215 elected.

E1 OVERLAP STUDY

REFERENCE
34 57 55.60 N.
87 30 00.00 W.

CH# 252C3 - 98.3 MHz, Pwr= 22.5 kw, HAAT= 106.68 M, COR= 321.5 M
Average Protected F(50-50)= 39.38 km
73.215 Omni-directional

DISPLAY DATES
DATA 09-19-22
SEARCH 09-19-22

CH CITY	CALL	TYPE STATE	ANT	AZI <--	DIST FILE #	LAT LNG	PWR(kw) HAAT(M)	INT(km) COR(M)	PRO(km) LICENSEE	*IN* (Overlap in km)	*OUT*
252C3 WLXA Loretto		LIC NCN TN		195.3 15.3	0.01 BLH20160616ABX	34 57 55.30 87 30 00.10	17.500 119	328	---	Reference---	Radio 7 Media, LLC
252C3 WLXA Florence		RSV-A AL		221.3 41.2	24.49	34 47 59.31 87 40 38.11	25.000 100	268	---	Reference---	From CDBS
252C3 WLXA Florence		APP _CN AL		215.2 35.1	28.34 BPH20161012AAD	34 45 24.30 87 40 44.10	25.000 86	248	---	Reference---	Radio 7 Media, LLC
252C3 WKEA-FM Scottsboro		LIC ZCN AL		108.0 288.9	152.21 BLH20070306ABV	34 32 00.30 85 55 19.90	11.000 150	101.5 505	38.8	10.9	0.4 Southern Torch, Inc.
252C1 WJLI« Metropolis		LIC _CN IL		335.9 155.3	217.87 BLH20030609ADV	36 45 09.20 88 29 58.20	100.000 213	162.9 358	65.1	210.5R	7.4M Sun Media, Inc.
253C1 WZLQ« Tupelo		LIC _CN MS		240.2 59.2	175.86 BLH19960308KC	34 10 05.30 89 09 23.20	100.000 299	104.8 421	72.2	143.5R	32.4M Jmd, Inc.
251C1 WTXT« Fayette		LIC _CN AL		187.9 7.8	183.97 BLH20120823AAB	33 19 21.30 87 46 25.60	100.000 274	103.4 366	70.7	143.5R	40.5M Ihm Licenses, LLC
250C0 WSIX-FM« Nashville		LIC _CN TN		26.6 207.0	134.54 BMLH20050826ABB	36 02 50.20 86 49 48.00	100.000 349	10.6 550	74.8	86.5R	48.0M Ihm Licenses, LLC

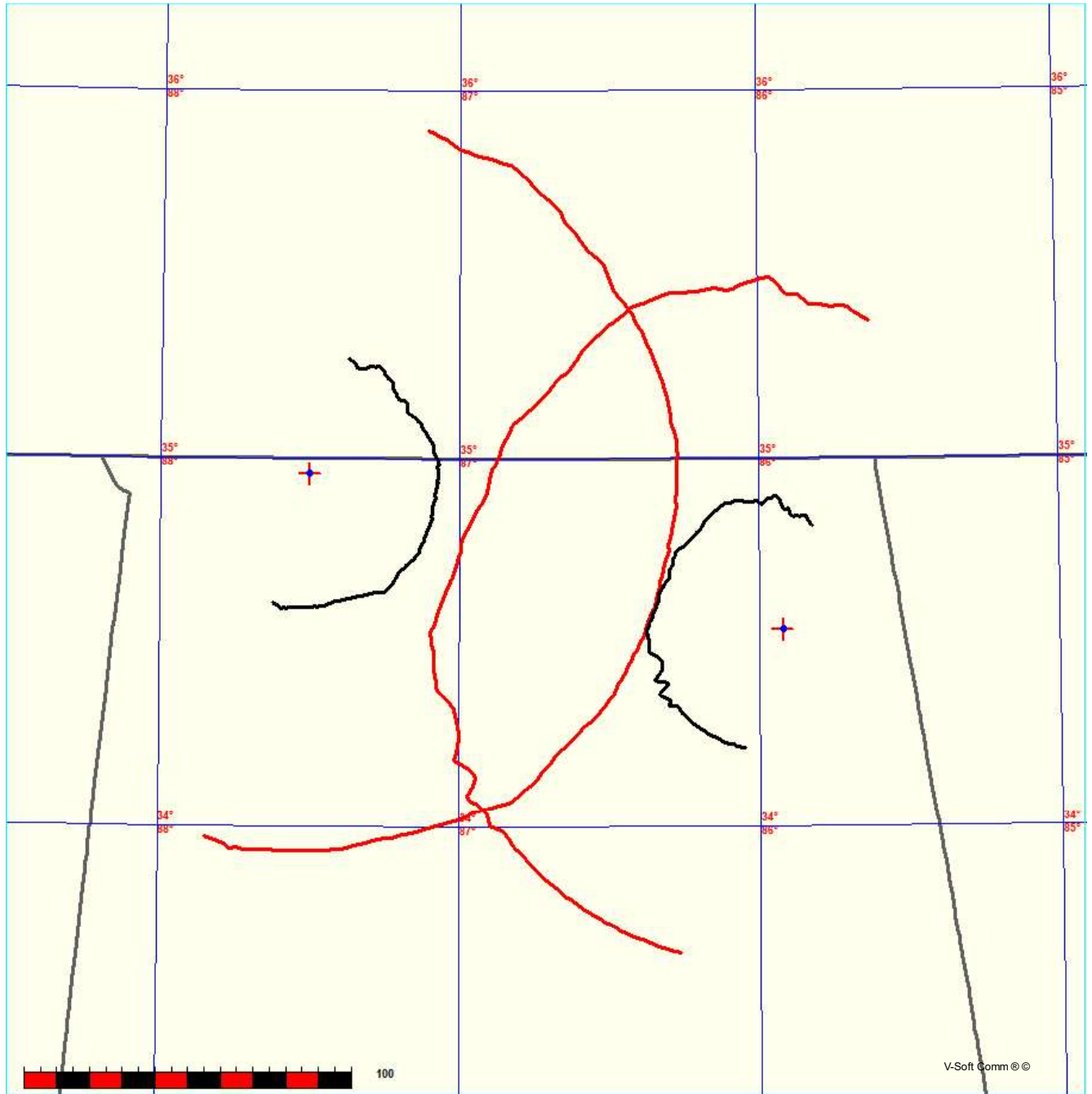
Terrain database is FCC 30 meter, R= 73.215 qualifying spacings or FCC minimum Spacings in KM, M= Margin in KM
In & Out distances between contours are shown at closest points. Reference zone= - Zone 2, Co to 3rd adjacent.
All separation margins (if shown) include rounding.
Ant Column: (D= DA Standard, Z= DA 73.215, N= Not DA 73.215, _= Omni), Polarization (C,H,V,E), Beamtilt(Y,N,X)
"*"affixed to 'IN' or 'OUT' values = site inside restricted contour.
« = Station meets FCC minimum distance spacing for its class.

E1A WLXA-WKEA-FM Interference Plot

FMCommander Single Allocation Study - 09-20-2022 - FCC 30 meter
WLXA's Overlaps (In= 10.93 km, Out= 0.36 km)

WLXA CH 252 C3 73.215 N
Lat= 34 57 55.60, Lng= 87 30 00.00
22.5 kW 106.68 m HAAT, 321.5 m COR
Prot.= 60 dBu, Intef.= 40 dBu

WKEA-FM CH 252 C3 73.215 Z BLH20070306ABV
Lat= 34 32 00.30, Lng= 85 55 19.90
11.0 kW 150 m HAAT, 505 m COR
Prot.= 60 dBu, Intef.= 40 dBu



E1A FMOVER ANALYSIS

Terrain Data: FCC 30 meter

WKEA-FM BLH20070306ABV

WLXA

Channel = 252C3
 Max ERP = 11 kw
 RCAMSL = 505 m
 N. Lat. 34 32 00.30
 W. Lng. 85 55 19.90
 Protected
 60 dBu

Channel = 252C3
 Max ERP = 22.5 kw
 RCAMSL = 321.5 m
 N. Lat. 34 57 55.60
 W. Lng. 87 30 00.00
 Interfering
 40 dBu

Azimuth (degrees)	ERP (kw)	HAAT (m)	Dist (km)	Azimuth (degrees)	ERP (kw)	HAAT (m)	Dist (km)	Actual (dBu)	IX (km)
260.0	011.0000	0163.4	040.6	117.5	022.5000	0112.0	118.0	39.14	
261.0	011.0000	0170.0	041.3	117.5	022.5000	0111.9	117.0	39.32	
262.0	011.0000	0169.2	041.2	117.2	022.5000	0111.4	116.7	39.36	
263.0	011.0000	0168.7	041.2	116.9	022.5000	0111.5	116.3	39.43	
264.0	011.0000	0168.8	041.2	116.6	022.5000	0111.7	115.9	39.51	
265.0	011.0000	0167.5	041.0	116.2	022.5000	0111.5	115.6	39.56	
266.0	011.0000	0166.6	041.0	115.9	022.5000	0111.9	115.3	39.62	
267.0	011.0000	0167.7	041.1	115.6	022.5000	0112.3	114.8	39.71	
268.0	011.0000	0169.9	041.3	115.4	022.5000	0112.2	114.3	39.81	
269.0	011.0000	0171.3	041.4	115.1	022.5000	0111.0	113.8	39.86	
270.0	011.0000	0171.8	041.5	114.8	022.5000	0111.0	113.5	39.92	
271.0	010.5709	0171.6	041.1	114.4	022.5000	0111.4	113.5	39.93	
272.0	010.1503	0172.2	040.9	114.0	022.5000	0110.0	113.5	39.89	
273.0	009.7382	0173.9	040.7	113.6	022.5000	0109.6	113.4	39.90	
274.0	009.3347	0174.9	040.4	113.2	022.5000	0109.4	113.3	39.90	
275.0	008.9397	0175.9	040.1	112.9	022.5000	0109.0	113.4	39.88	
276.0	008.5533	0178.4	040.0	112.5	022.5000	0108.3	113.3	39.87	
277.0	008.1754	0181.1	039.9	112.1	022.5000	0108.9	113.2	39.90	
278.0	007.8060	0181.7	039.5	111.8	022.5000	0109.3	113.4	39.89	
279.0	007.4452	0184.1	039.3	111.4	022.5000	0109.8	113.4	39.90	
280.0	007.0929	0187.3	039.2	111.0	022.5000	0109.8	113.4	39.91	
281.0	006.9453	0188.9	039.1	110.7	022.5000	0109.2	113.3	39.90	
282.0	006.7992	0189.2	039.0	110.3	022.5000	0107.8	113.3	39.85	
283.0	006.6547	0191.4	039.0	110.0	022.5000	0107.4	113.2	39.86	
284.0	006.5117	0193.7	039.0	109.7	022.5000	0107.2	113.1	39.87	
285.0	006.3703	0197.5	039.1	109.3	022.5000	0107.6	112.9	39.91	
286.0	006.2305	0201.3	039.2	109.0	022.5000	0106.5	112.8	39.91	
287.0	006.0922	0202.5	039.1	108.6	022.5000	0106.4	112.8	39.90	
288.0	005.9554	0202.8	039.0	108.3	022.5000	0106.4	112.9	39.87	
289.0	005.8202	0202.9	038.8	107.9	022.5000	0106.5	113.1	39.84	
290.0	005.6866	0202.9	038.6	107.6	022.5000	0105.5	113.3	39.78	
291.0	005.6834	0202.7	038.6	107.3	022.5000	0104.5	113.4	39.74	
292.0	005.6802	0200.7	038.4	106.9	022.5000	0104.1	113.6	39.69	
293.0	005.6771	0196.4	038.1	106.6	022.5000	0104.3	114.0	39.62	
294.0	005.6739	0195.5	038.0	106.3	022.5000	0103.9	114.1	39.58	
295.0	005.6708	0195.8	038.0	105.9	022.5000	0104.0	114.2	39.57	
296.0	005.6676	0199.0	038.3	105.6	022.5000	0104.2	114.0	39.60	
297.0	005.6644	0203.7	038.7	105.2	022.5000	0104.4	113.8	39.66	
298.0	005.6613	0207.9	039.0	104.9	022.5000	0104.2	113.6	39.68	
299.0	005.6581	0210.0	039.1	104.5	022.5000	0103.7	113.6	39.66	
300.0	005.6550	0210.1	039.1	104.2	022.5000	0102.8	113.8	39.60	
301.0	005.6723	0209.5	039.1	103.8	022.5000	0102.5	114.0	39.56	
302.0	005.6897	0210.9	039.2	103.5	022.5000	0102.6	114.1	39.55	
303.0	005.7072	0216.5	039.7	103.1	022.5000	0103.9	113.9	39.62	
304.0	005.7246	0218.2	039.8	102.8	022.5000	0105.3	114.0	39.65	
305.0	005.7421	0219.0	039.9	102.4	022.5000	0105.9	114.1	39.64	
306.0	005.7596	0221.7	040.1	102.0	022.5000	0105.2	114.2	39.61	
307.0	005.7771	0223.5	040.3	101.7	022.5000	0102.8	114.3	39.51	
308.0	005.7946	0222.2	040.2	101.4	022.5000	0101.9	114.7	39.41	
309.0	005.8122	0217.8	039.9	101.1	022.5000	0102.1	115.3	39.32	
310.0	005.8298	0213.6	039.6	100.9	022.5000	0102.2	115.8	39.22	
311.0	005.8699	0209.8	039.4	100.7	022.5000	0102.3	116.4	39.13	
312.0	005.9102	0207.5	039.3	100.4	022.5000	0102.1	116.8	39.04	
313.0	005.9506	0205.9	039.2	100.1	022.5000	0102.3	117.2	38.98	
314.0	005.9911	0205.6	039.2	099.8	022.5000	0103.2	117.6	38.95	
315.0	006.0317	0204.6	039.2	099.6	022.5000	0103.1	118.0	38.87	

WLXA-AP-Amend

Latitude: 34-57-55.60 N
Longitude: 087-30-00 W
ERP: 22.50 kW
Channel: 252
Frequency: 98.3 MHz
AMSL Height: 321.5 m
Elevation: 224.0 m
Horiz. Pattern: Omni

E2 70 dBu

+ WLXA

WLXA-AP 70 dBu

WLXA-AP 70 dBu encompasses 90.1% of the Florence 2020 Population (Red).

Florence, AL 2020 boundary

Overlap Area Type: Intersection
Areas Included:
WLXA (252): FCC F(50-50) 70.00 dBu
Florence, AL

Population Database: 2020 US Census
Terrain data = FCC 30 meter

Total Population: 36,182
Overlap Area: 57.37 sq. km (Area using 0.034 km cells)

Area Description	Total Population	Total Area [sq. km]	Percent Population	Percent Population Area
Florence, AL	40,166	69.1	90.1 %	83.0 %

Scale 1:200,000



E3 WLXA 252C3 REFERENCE POINT CHANNEL STUDY

REFERENCE		DISPLAY DATES
34 45 23.60 N.	CLASS = C3	DATA 09-19-22
87 40 43.60 W.	Current Spacings to 3rd Adj.	SEARCH 09-19-22
----- Channel 252 - 98.3 MHz -----		

Call	Channel	Location	Azi	Dist	FCC	Margin
WLXA	APP 252C3	Florence	AL 329.6	0.02	152.5	-152.5
WLXA	RSV-A 252C3	Florence	AL 1.7	4.80	152.5	-147.7
WLXA	LIC-N 252C3	Loretto	TN 35.0	28.35	152.5	-124.2
WZLQ	LIC 253C1	Tupelo	MS 244.6	150.64	143.5	7.1
WKEA-FM	LIC-Z 252C3	Scottsboro	AL 98.3	162.93	152.5	10.4
WTXT	LIC 251C1	Fayette	AL 183.2	159.29	143.5	15.8
WJLI	LIC 252C1	Metropolis	IL 341.8	233.56	210.5	23.1
WKXM-FM	LIC-Z 249A	Winfield	AL 188.0	81.22	41.5	39.7

Reference station has protected zone issue: AM tower
 RSV-R = reserved - needs protection, RSV-A = allocation
 All separation margins include rounding.

WLXA-Ref.-AP-Amend

Latitude: 34-45-23.60 N
Longitude: 087-40-43.60 W
Channel: 252
Frequency: 98.3 MHz

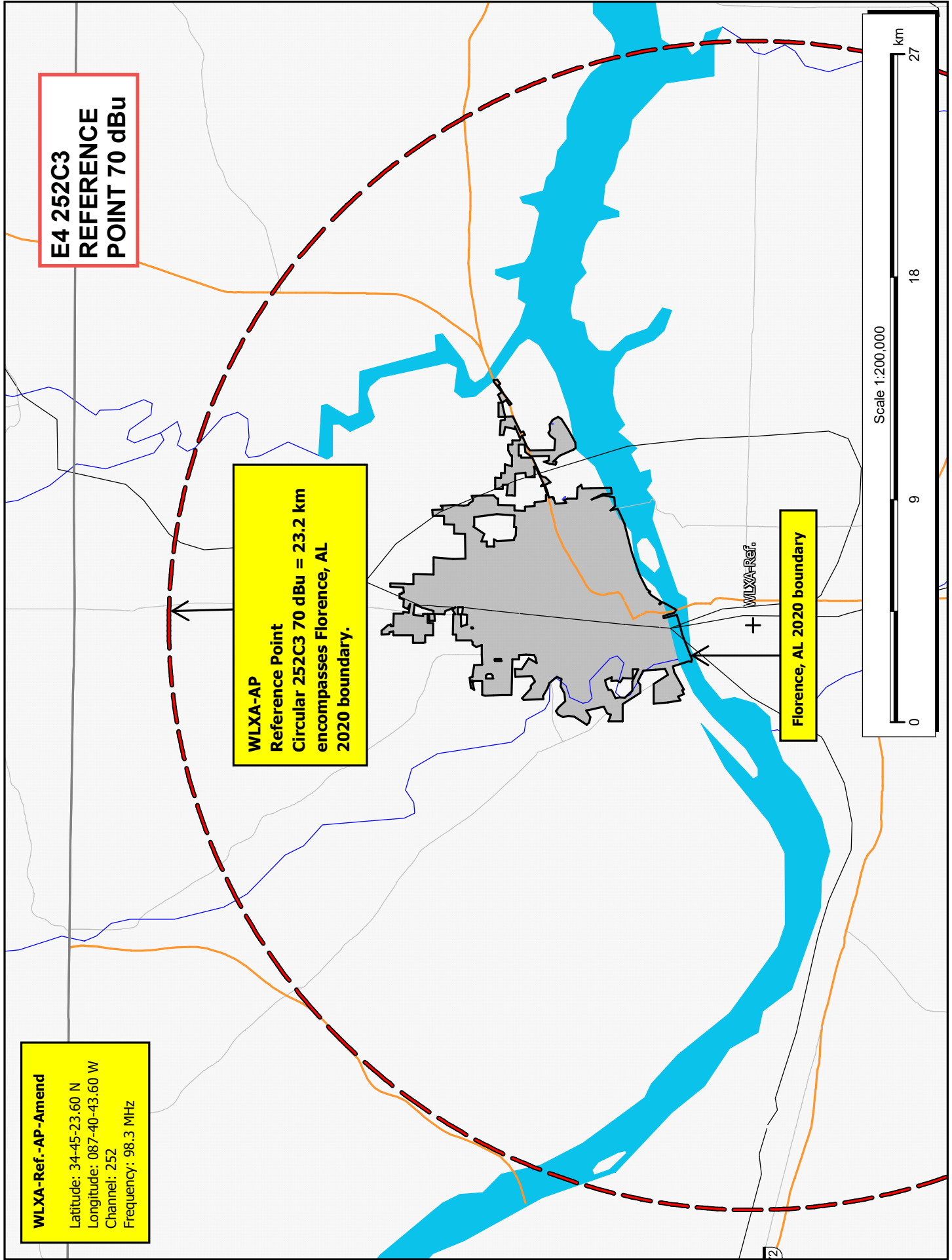
**E4 252C3
REFERENCE
POINT 70 dBu**

**WLXA-AP
Reference Point
Circular 252C3 70 dBu = 23.2 km
encompasses Florence, AL
2020 boundary.**

Florence, AL 2020 boundary

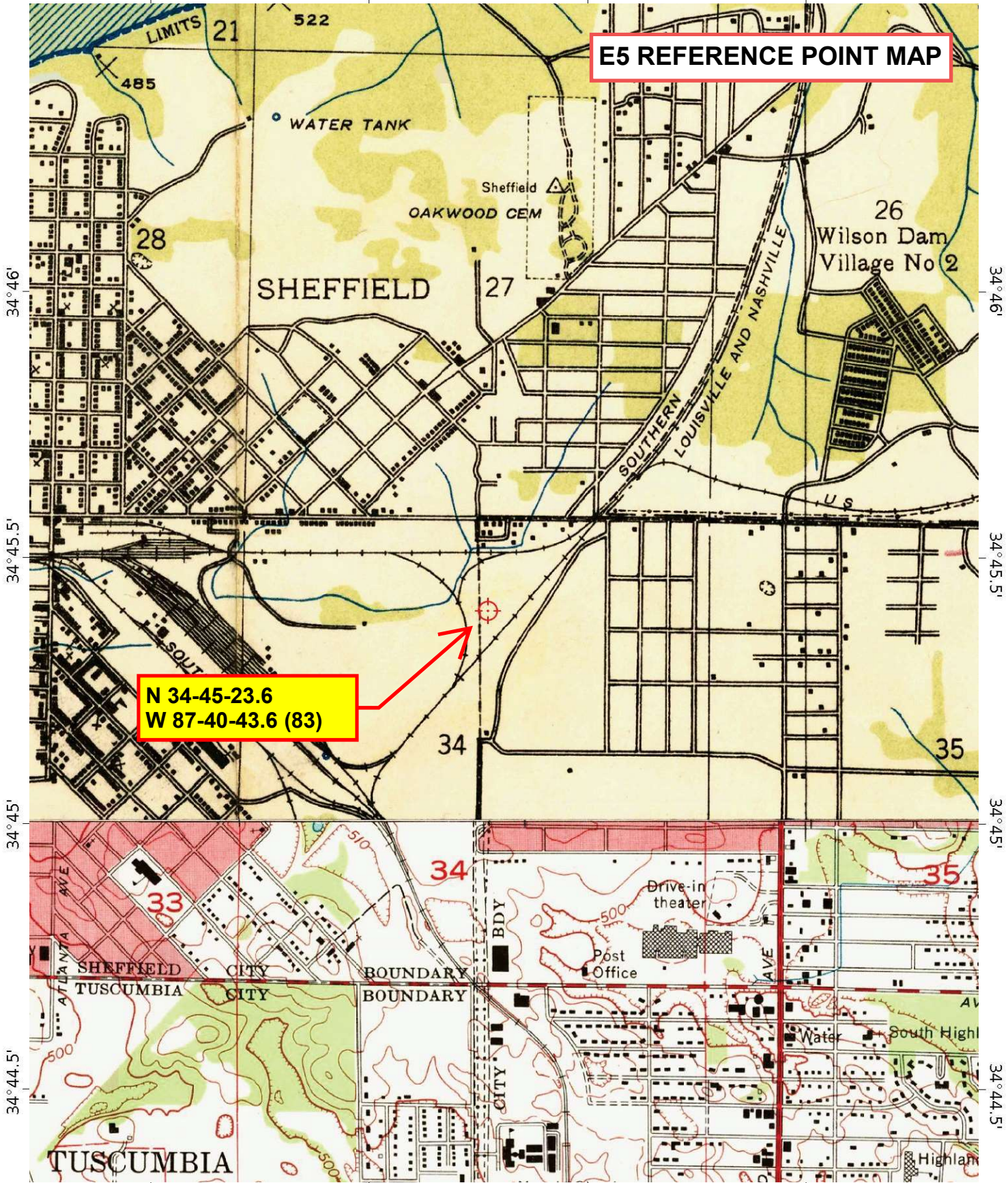
WLXA-Ref.
+

Scale 1:200,000



-87°41.5' -87°41' -87°40.5' -87°40'

E5 REFERENCE POINT MAP



**N 34-45-23.6
W 87-40-43.6 (83)**

Mercator Projection
 WGS84
 UTM Zone 16S



E5 REFERENCE POINT AERIAL

N 34-45-23.6
W 87-40-43.6
ASR #1299445



300 ft

E6 Registration 1298784



Registration Detail

Reg Number	1298784	Status	Constructed
File Number	A1120452	Constructed	11/23/2018
EMI	No	Dismantled	
NEPA			

Antenna Structure

Structure Type G TOWER - Guyed Structure Used for Communication Purposes

Location (in NAD83 Coordinates)

Lat/Long	34-57-55.6 N 087-30-00.0 W	Address	301 Turrentine Road
City, State	Killen , AL		
Zip	35645	County	LAUDERDALE
Center of AM Array		Position of Tower in Array	

Heights (meters)

Elevation of Site Above Mean Sea Level	224.0	Overall Height Above Ground (AGL)	128.0
Overall Height Above Mean Sea Level	352.0	Overall Height Above Ground w/o Appurtenances	128.0

Painting and Lightings Specifications

FAA Chapters 3, 4, 5, 12
Paint and Light in Accordance with FAA Circular Number 70/7460-1K

FAA Notification

FAA Study	2014-ASO-9178-OE	FAA Issue Date	09/15/2014
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Owner & Contact Information

FRN	0006155576	Owner Entity Type	Corporation
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Owner

Professional 2 Way Radio, Inc. Attention To: Greg Clemmons 2806 W. Mall Drive Florence , AL 35630	P: (256)460-7444 F: E: greg6097@gmail.com
--	---

Contact

CLEMMONS , GREG 2806 W. Mall Drive Florence , AL 35630	P: (256)460-7444 F: E: greg6097@gmail.com
--	---

Last Action Status

Status	Constructed	Received	11/26/2018
Purpose	Notification	Entered	11/26/2018
Mode	Interactive		

307(b) Showing

Radio7Media LLC, licensee of Station WLXA(FM), Loretto, Tennessee, submits this statement in support of its application to change the city of license from Loretto, Tennessee to Florence, Alabama. Radio7Media LLC will demonstrate, pursuant to Section 307(b) of the Communications Act, 47 U.S.C. § 307(b), *Revision of Procedures Governing Amendments to FM Table of Allotments and Changes of Community of License in the Radio Broadcast Services*, 21 FCC Rcd 14212, ¶ 10 (2006) and *Policies to Promote Rural Radio Service and to Streamline Allotment and Assignment Procedures*, 26 FCC Rcd 2556 (2011), recon. 27 FCC Rcd 12829 (2012) (“*Rural Radio*”) that the proposed city of license change is in the public interest.

As demonstrated in the technical exhibits, Channel 252C3 can be allotted to Florence consistent with Section 73.207 of the Commission’s Rules. In addition, a 70 dBu signal can be provided to Florence from the proposed allotment and application sites. From the proposed application site, there will be a net gain in population within the proposed 60 dBu contour to 5,370 persons. There is no loss area.

Radio7Media LLC is not claiming a first local service preference because the existing WLXA facility already provides a 70 dBu signal to more than 50% of the Florence, Alabama Urbanized Area. Of course, the new community of license, Florence, Alabama, is the central community in this Urbanized Area. Thus, the proposal is for an intra-urbanized area change in community of license. In the case of *Gearhart, Madras, Manzanita and Seaside, Oregon* (“*Gearhart*”), 26 FCC Rcd 10259 (MB 2011), the Media Bureau found that the Rural Radio policies do not present an obstacle to the change of community of license where the 70 dBu contours for both the existing and proposed communities of license cover more than 50% of the same urbanized area. In *Gearhart*, the Bureau stated where a “first local service preference is not being used to enter the market”¹ the stricter standards are not to be applied. Instead, the determination is based on the Priority 4 public interest factors. Here, the application satisfies

¹ Citing *East Los Angeles, Long Beach and Frazier Park, California*, 10 FCC Rcd. 3864, 3869 (MMB 1995); *Rural Radio* at ¶ 10.

Priority 4 by providing a net gain in population and by being able to better serve the Florence, Alabama Urbanized Area.² In this regard, the proposed change will cover 56.6% of the Florence, Alabama Urbanized Area instead of the current 52.6% coverage with a 70 dBu signal.

In *Amendment of the Commission's Rules Regarding Modification of FM and TV Authorizations to Specify a New Community of License*, 4 FCC Rcd 4870 (1989), *recons. granted in part*, 5 FCC Rcd 7094 (1990) (“*Community of License Order*”) as modified by the *Rural Radio* decision, the Commission stated that a station may change its community of license without subjecting the license to other expressions of interest if: (1) the proposed allotment is mutually exclusive with the current allotment; (2) the current community of license will not be deprived of its only local service; and (3) the proposed arrangement of allotments is preferred under the Commission's allotment priorities. These criteria are met here.

First, the proposed use of Channel 252C3 at Florence is mutually exclusive with the current use of Channel 252C3 at Loretto.

Second, under the *Rural Radio* policies, the loss of local service is not recognized for Section 307(b) comparisons because the current 70 dBu contour covers more than 50% of the Urbanized Area. See *Rural Radio* at ¶¶ 30, 38 (a station that places a “principal community signal over 50 percent or more of an urbanized area . . . will be presumed to . . . serve the urbanized area rather than the proposed community”).

Finally, as stated, the proposal satisfies Priority 4 based on the net gain population in the 60 dBu contour and the increased coverage over the Florence, Alabama Urbanized Area. See *Revision of FM Assignment Policies and Procedures*, 90 FCC 2d 88 (1982).³

In conclusion, Radio7Media LLC's proposed change in community of license will benefit the public interest.

² See *Rural Radio* at 10263. See also Station KYOK(AM), Conroe, Texas (BP-20110407ABH). Letter dated April 16, 2013 at p.2.

³ The FCC's FM allotment priorities are as follows: (1) first full-time aural service, (2) second full-time aural service, (3) first local service, and (4) other public interest matters.

WLXA
FCC Facility #53875
BPH-20161012AAD
Minor Amendments

§307(b) Technical Analysis
Requesting City of License Change to Florence, AL

This Section 307(b) technical report has been developed for Radio 7 Media, LLC in support of minor amendments to application BPH-20161012AAD and in response to the Commission's 30 day letter 1800B3-TSN.

The minor amendments address the Commission's noted deficiency of a 60 dBu population loss, by changing site and proposing a 60 dBu population increase of 5,370 (2020) in an area of 192 sq km while maintaining the proposed change in community of license to Florence, AL.

Proposed terrain based service contour population and area (2020):

60 dBu = 184,965/ 4,770 sq km

70 dBu = 90,433/ 1,717.6 sq km

Gain-Loss area (exhibits A and B):

The WLXA amended application results in a net 60 dBu population gain of 5,370 (based on 2020 census data) and 192 sq km in area (see exhibit A)¹. There is no loss area.

Exhibit B demonstrates that the gain area will receive new 8th or greater reception service.

¹ All exhibits prepared utilizing V-Soft's Probe 5 software. Contours are plotted in 360 degree intervals using FCC 30 second terrain. Reception services are FM 60 dBu and AM 2 mV/m using the Probe 5 Service Counting tool.

Anderson Associates

Broadcast Engineering Consultants

Urbanized areas (exhibit C):

The licensed WLXA 70 dBu encompasses 52.6% of the Florence Urbanized Area (2010 boundaries used per Commission policy). The proposed 70 dBu encompasses 56.6% of the Florence Urbanized Area (+4%) and increases the Urbanized Area population served with a 70 dBu from 42,652 to 45,987 (+3,335).

Reception services (exhibit D):

Exhibit D shows a total of thirteen (11 FM + 2 AM) FM 60 dBu or Am 2 mV/m reception services covering Loretto, TN.

Conclusion:

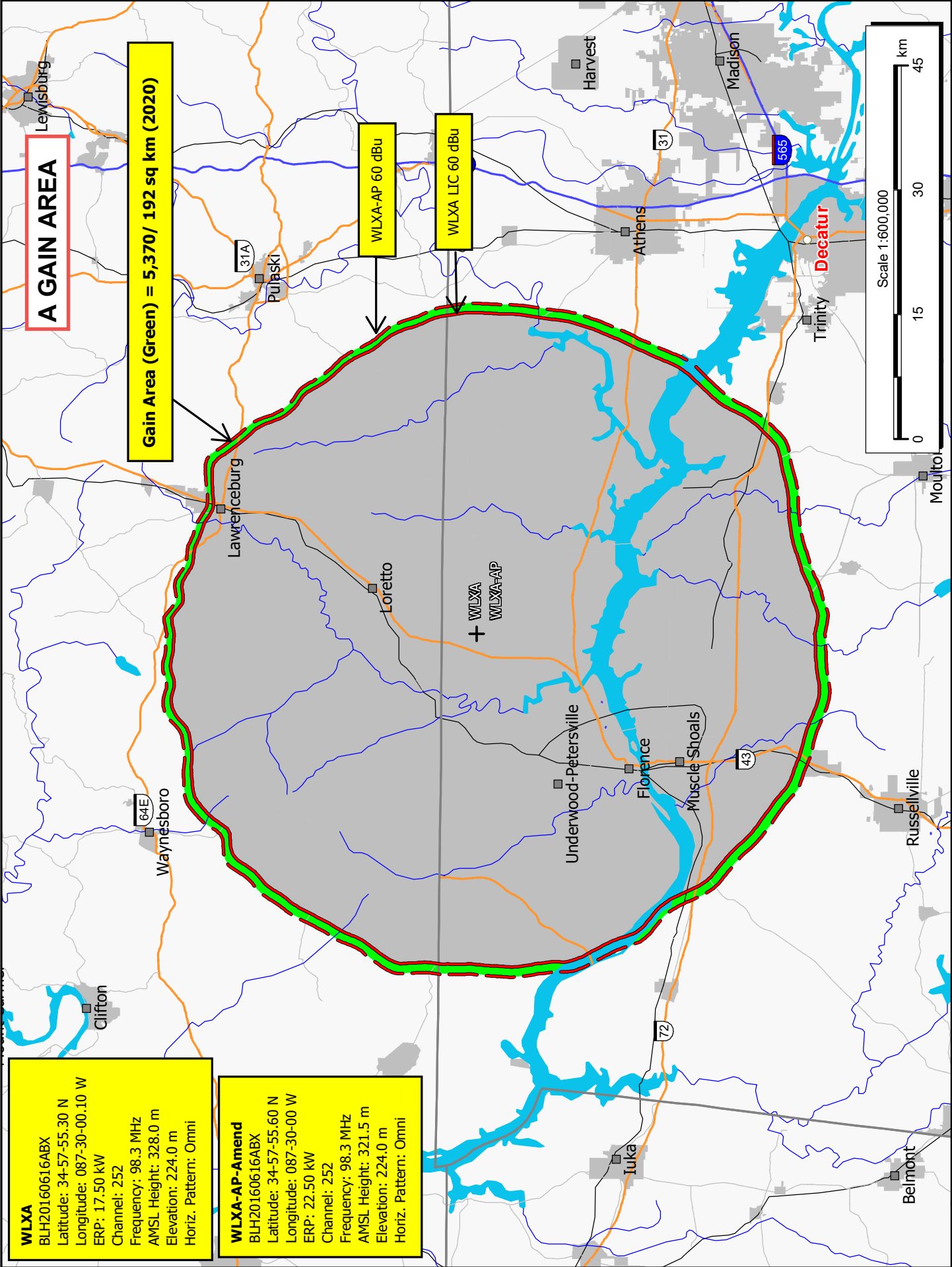
It is concluded that the amended WLXA application results in a priority four preferential arrangement of allocations with an increase in 60 dBu population served of 5,370 in an area of 192 sq km as well as a 4% increase in area and 3,335 (+4.2%) in population of the Florence, AL Urbanized Area 70 dBu coverage. There is no loss area. Since the licensed WLXA facility encompasses more than 50% of the Florence, AL Urbanized Area, the removal of local service at Loretto, TN is not a factor. In fact, Loretto does not lose reception service.

Semester 21, 2022



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A GAIN AREA

Gain Area (Green) = 5,370/ 192 sq km (2020)

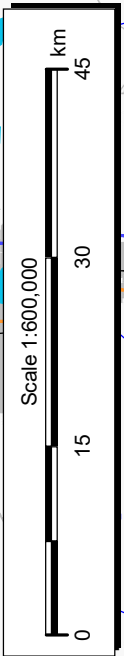
WLXA-AP 60 dBu

WLXA LIC 60 dBu

**+ WLXA
WLXA-AP**

WLXA
 BLH20160616ABX
 Latitude: 34-57-55.30 N
 Longitude: 087-30-00.10 W
 ERP: 17.50 kW
 Channel: 252
 Frequency: 98.3 MHz
 AMSL Height: 328.0 m
 Elevation: 224.0 m
 Horiz. Pattern: Omni

WLXA-AP-Amend
 BLH20160616ABX
 Latitude: 34-57-55.60 N
 Longitude: 087-30-00 W
 ERP: 22.50 kW
 Channel: 252
 Frequency: 98.3 MHz
 AMSL Height: 321.5 m
 Elevation: 224.0 m
 Horiz. Pattern: Omni



C URBANIZED AREA

WLXA-AP 70 dBu

WLXA 70 dBu - Licensed
Encompasses 52.6% of Florence Urbanized Area
with a population of 42,652 (53.06%).

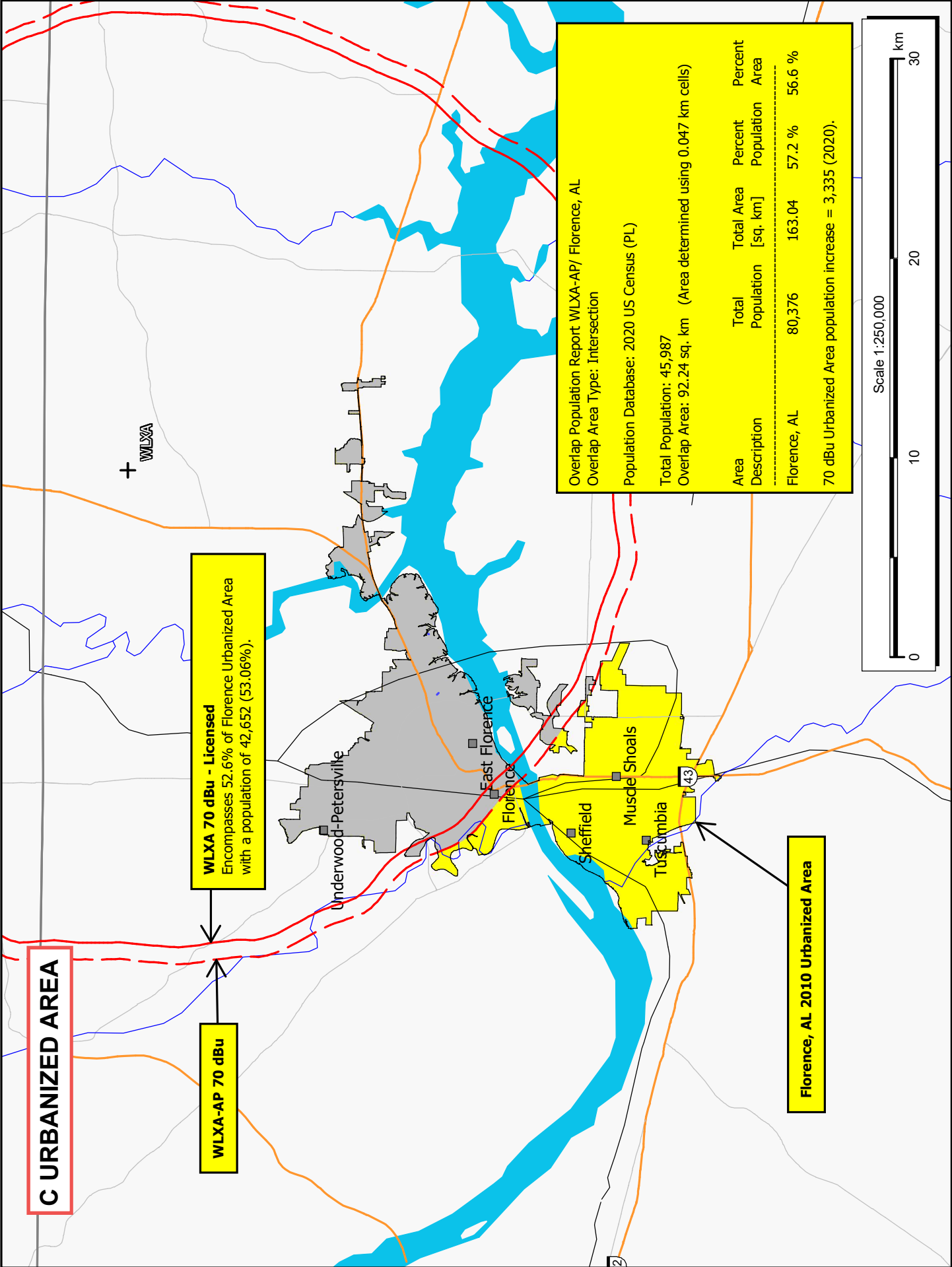
Florence, AL 2010 Urbanized Area

Overlap Population Report: WLXA-AP/ Florence, AL
Overlap Area Type: Intersection
Population Database: 2020 US Census (PL)
Total Population: 45,987
Overlap Area: 92.24 sq. km (Area determined using 0.047 km cells)

Area Description	Total Population	Total Area [sq. km]	Percent Population	Percent Area
Florence, AL	80,376	163.04	57.2 %	56.6 %

70 dBu Urbanized Area population increase = 3,335 (2020).

Scale 1:250,000



D LORETTO RECEPTION SERVICES

FM Stations Covering Loretto (60 dBu):

Call Sign	Principal City	State	Frequency (MHz)	FCC Facility ID
WLXA	Loretto	TN	98.3	53875
WXFL	Florence	AL	96.1	4770
WLLX	Lawrenceburg	TN	97.5	53664
WMXV	St. Joseph	TN	101.5	6709
WQLT-FM	Florence	AL	107.3	5274
WAWI	Lawrenceburg	TN	89.7	81646
WFIX	Florence	AL	91.3	67799
WEUZ	Minor Hill	TN	92.1	7053
WYTK	Rogersville	AL	93.9	14052
WMSR-FM	Collinwood	TN	94.9	50128
WZYP	Athens	AL	104.3	3083

AM Stations Covering Loretto (2 mV/m):

Call Sign	Principal City	State	Frequency (kHz)	FCC Facility ID
WWLX	LAWRENCEBURG	TN	590	53665
WSM	NASHVILLE	TN	650	74066