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Federal Communications Commission OCT 26 1995

Washington, D.C. 20554

FEDERAL COMMUNICATIONS COMMISSION
COMMUNICATIONS DIVISION

In the Matter of)	MM Docket No. 94-70
)	
Amendment of section 73.202(b))	RM-8474
Table of Allotments)	RM-8706
FM Broadcast Stations)	
(Moncks Corner, Kiawah Island)	
and Sampit, South Carolina))	

TO: Chief, Allocations Branch
Policy and Rules Division
Mass Media Bureau

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REPLY COMMENTS

Sampit Broadcasters ("SB") by its attorneys, hereby respectfully files its Reply Comments in the above-captioned rule making proceeding.¹ In support whereof, the following is shown.

Background

1. At the time this proceeding was initiated, Orville Ronald Brandon ("Brandon") was the court-appointed Receiver for the former licensee of WJYQ(FM), Moncks Corner, South Carolina.² In his Petition For Rulemaking, Brandon requested the Commission to allot FM Channel 288C2 to Kiawah Island, South Carolina, and to

¹ On October 11, 1995, the FCC issued a Public Notice, Report No. 2104, stating that SB's Counterproposal would be considered in this proceeding and affording interested parties fifteen days to file Reply Comments to SB's Counterproposal. These Reply Comments are timely-filed within fifteen days of the release of the Commission's Public Notice or by October 26, 1995.

² WJYQ's license was subsequently assigned to L.M. Communications II of South Carolina, Inc. (See File No. BALH-941221GN.)

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delete FM Channel 287C3 from Moncks Corner, South Carolina, with a concurrent modification of the license of WJYQ to operate at Kiawah Island.

2. On August 26, 1994, SB filed its "Comments and Counterproposal" seeking, inter alia, the allotment of Channel 289A to Sampit, South Carolina, as its first local service, as an alternative to Brandon's proposed reallocation of Channel 288C2 to Kiawah Island. In addition, SB suggested that the Commission could retain Channel 287A at Moncks Corner and allot Channel 288A to Kiawah Island, South Carolina. SB demonstrated that allotment of a new Class A FM station at Sampit and Kiawah Island and the retention of a Class A FM station at Moncks Corner would better serve the public interest than the reallocation of Channel 288C2 to Kiawah Island. The Commission has now accepted for filing SB's Counterproposal and is seeking comments on SB's proposal. SB is submitting these Reply Comments in order to provide the Commission with additional support for the allotment of Channel 289A at Sampit, South Carolina.

Sampit Qualifies as a "Community" for Allotment Purposes

3. SB demonstrated in its Counterproposal that Sampit, South Carolina, qualifies as a "community" for allotment purposes. Sampit possesses the requisite political, economic and social components commonly associated with community status. See, Table of FM Allotments (East Hemet, CA), 67 RR 2d 146 (1989). Sampit is home to numerous businesses, churches, community groups, and an elementary school, many of which have the name "Sampit" in their titles. Exhibit 1 to these Reply Comments is a list of businesses and organizations located in Sampit,

South Carolina. This list was originally included as Attachment 3 to SB's Counterproposal. Exhibit 2 is a portion of the Horry Telephone Cooperative, Inc., Telephone Directory which includes the listings for Sampit and shows several businesses with "Sampit" in their names. Exhibit 3 contains color photographs of many of the businesses, churches, community facilities and signs depicting "Sampit" located in Sampit. Sampit is home to the "Sampit Pentecostal Church," "Sampit Lumber Mill," "Sampit Laundry Mat," "Sampit Methodist Church," "Sampit Elementary School," "Sampit Monument Company," "Sampit Laundromat," "Sampit Community Child Care Center," "Sampit Action Community Group," "Sampit Senior Citizens Center," and "Sampit Community Organization, Inc." The existence of these businesses and organizations and the fact that many of them have included "Sampit" in their names is evidence that Sampit is a thriving community in South Carolina. See, FM Table of Allotments (Belfry and Harlold, KY), 6 FCC Rcd 6019 (1991), and FM table of Allotments (Virgie, KY), 4 FCC Rcd 7475 (1989).

4. The citizens of Sampit view themselves as a separate community. Exhibit 4 is a letter from Gordon W. Hartwig, Georgetown County Administrator. Mr. Hartwig states that Sampit is a "community with its own neighborhood associations, businesses, churches and school." Mr. Hartwig states further that "The citizens residing in that community consider themselves to be residents of Sampit and have a strong identity with their community." Exhibit 5 is a letter from Samuel Wragg, Co-Chairman of the Sampit Community Organization. In his letter, Mr. Wragg states that he feels "very strongly that Sampit is deserving of its own local radio station" and that the

allotment of a new FM station to Sampit has the "total support of the Sampit Community Organization." Mr. Wragg echoes the comments of Mr. Hartwig that Sampit is a viable community with its own businesses, school, organizations and churches. Mr. Wragg notes that the community has been in existence for over 100 years. Mr. Hartwig states further that the Sampit Action Group recently began a project to install 22 fire hydrants throughout the community. He states that the addition of a radio station would greatly serve the citizens and business people of Sampit. This evidence shows that the residents of Sampit have a strong sense of community. See, Table of FM Allotments (Willows and Dunnigan, CA), DA 95-2149, released October 24, 1995. This is sufficient evidence that Sampit, South Carolina, qualifies as a community for allotment purposes.

5. While Sampit does not provide every municipal service, the Commission does not require that a community provide every municipal service in order to merit a finding of community status. See, FM Table of Allotments (Willows and Dunnigan, SC), supra. Sampit is sufficiently independent from Georgetown County to be considered its own community.

6. A community need not exhibit each of the indicia of community status to be considered a community for allotment purposes. See, FM Table of Allotments (Semora, North Carolina), 5 FCC Rcd 934, 935 (1990); see also, FM Table of Allotments (Willows and Dunnigan, SC), supra. In order to make the allotment, SB must demonstrate that Sampit is a "geographically identifiable population grouping." Revision of FM Assignment Policies and Procedures, 90 FCC 2d 88, 101 (1982).

Exhibit 6 is a copy of a letter from Mr. David Essex, Assistant Planning Director for the Georgetown County Planning Commission.³ In his letter, Mr. Essex states that Sampit has a "defined center, and a small commercial core does exist along U.S. 17-A." Included with his letter is a map that depicts the boundaries of Sampit. Mr. Essex also states that the area depicted on the map "contains approximately 1000 houses and 2607 persons...." While the 1995 Rand McNally Commercial Atlas and Marketing Guide lists Sampit as having a population of 150, Mr. Essex's statement shows that the actual population of Sampit is much greater.

7. The Commission has made allotments of new FM stations to other communities in South Carolina that possess similar community attributes. For example, in FM Table of Allotments (Bucksport, SC), 7 FCC Rcd 544, 552 (1992), the Commission allotted FM channel 300C2 to Bucksport, South Carolina. Bucksport is approximately 30 miles from Sampit. Like Sampit, Bucksport is not incorporated, has no local government and has a population of approximately 2,000 persons. The Commission cited to evidence that Bucksport possessed its own businesses, churches and community organizations and found that Bucksport constituted a community for allotment purposes. Subsequent to the allotment of Channel 300C2 to Bucksport, applications were filed for a construction permit for a new FM station there. Today, WGTR, Bucksport, is a successful FM station with an audience share of 6.3.⁴ In FM

³ SB included a similar letter from Mr. Essex, dated August 18, 1994, with Attachment 1 to its Counterproposal. Exhibit 6 is similar letter from Mr. Essex dated October 16, 1995.

⁴ Source: Arbitron, Spring 1995, Metro Audience Trends, Myrtle Beach, South Carolina. Estimates are for 12+ Average Quarter Hour Persons Share for Mon.-Sun., 6 a.m.- 12 mid.

Table of Allotments (Kingstree and McClellanville, SC), 3 FCC Rcd 1637 (1988), the Commission allotted a new FM station to McClellanville, South Carolina. The Commission found that McClellanville was a "small isolated fishing village," was unincorporated and had a population of only 436. Despite these facts, the Commission concluded that McClellanville possessed sufficient commercial activity to warrant community status. In FM Table of Allotments (Summerville, SC, et. al), 5 FCC Rcd 7475 (1990), the Commission allotted a new FM station to Bowman, South Carolina, despite the fact the community only had a population of 1,137. The Commission cited to the presence of businesses, schools and other local community indicia to support the conclusion that Bowman was a "community."

8. In similar cases concerning FM allotments in other states, the Commission has found that small, unincorporated communities deserve the allotment of a first local FM service. For example, in FM Table of Allotments (Semora, NC), *supra*, the Commission allotted a new FM station to a community with a population of only 150. In FM Table of Allotments (Belfry and Harold, KY), 6 FCC Rcd 6019 (1991), the Commission allotted a new FM station to Harold, Kentucky, with a population of only 600. In both those cases, the Commission cited to the presence of local businesses and to letters submitted by local residents identifying their community to support its decision. In FM Table of Allotments (Virgie, KY), 4 FCC Rcd 7574 (1989), the Commission allotted a new FM station to Virgie, Kentucky with a population of 800. While Virgie was not incorporated, had no local government and no specific

boundaries, the Commission found controlling the fact that local businesses considered themselves to be "Virgie" institutions. SB has demonstrated that Sampit possesses its own businesses, churches, school and community organizations; that Sampit has its own boundaries; a population estimated at approximately 1,000 to 2,600 persons; and that the residents of Sampit consider themselves to be members of a separate community. As it did with the other above-referenced communities, the Commission should find that the public interest would be served by the allotment of a new FM station to Sampit, South Carolina.

Statement of Continuing Interest

9. SB hereby states that, if allotted, SB (or a company in which a principal of SB has an interest) will promptly apply for a construction permit for a new FM station on Channel 289A at Sampit, and if granted, will promptly construct a station on that channel.

Conclusion

10. As SB has demonstrated throughout this proceeding, the public interest would best be served by the allotment of a new FM station at Sampit, South Carolina instead of reallocating Channel 288 to Kiawah Island. In its Counterproposal, SB also suggested, alternatively, that the Commission could allot Channel 288A to Kiawah Island, South Carolina, and Channel 287A at Moncks Corner, South Carolina. SB made this suggestion as a way to accommodate Brandon's professed interest in bringing new FM service to Kiawah Island while retaining FM service at Moncks Corner, South Carolina. Brandon has opposed SB's suggested allotments primarily

arguing that no expression of interest has been filed for Channel 288A at Kiawah Island or Channel 287A at Moncks Corner.⁵ However, SB did not intend that its proposed allotment of Channel 289A at Sampit, South Carolina, be contingent upon the Commission allotting the other Channels to Kiawah Island and Moncks Corner. The Commission can simply deny Brandon's proposal and allot Channel 289A to Sampit as follows:

SOUTH CAROLINA

<u>Community</u>	<u>Present</u>	<u>Proposed</u>
Moncks Corner	287C3	287C3
Sampit	---	289A

or

Alternatively, the Commission can make the following changes to the FM

Table of Allotments:

SOUTH CAROLINA

<u>Community</u>	<u>Present</u>	<u>Proposed</u>
Moncks Corner	287C3	287A
Kiawah Island	---	288A
Sampit	---	289A

Either alternative will better serve the public interest than Brandon's proposed reallocation of Channel 288C2 to Kiawah Island, South Carolina.

⁵ An expression of interest in Channel 287A was submitted by Clary K. Butler, President of Berkeley Broadcasting Corp., licensee of WMCJ(AM), Moncks Corner, South Carolina. See "Reply of Sampit Broadcasters" filed September 12, 1994, at Attachment 2.

Respectfully submitted,

SAMPIT BROADCASTERS



By:

Gary S. Smithwick
Shaun A. Maher
Its Attorneys

SMITHWICK & BELENDIUK, P.C.
1990 M Street, N.W., Suite 510
Washington, D.C. 20036
(202) 785-2800

October 26, 1995

SAMPIT\DF\REPLY.COM

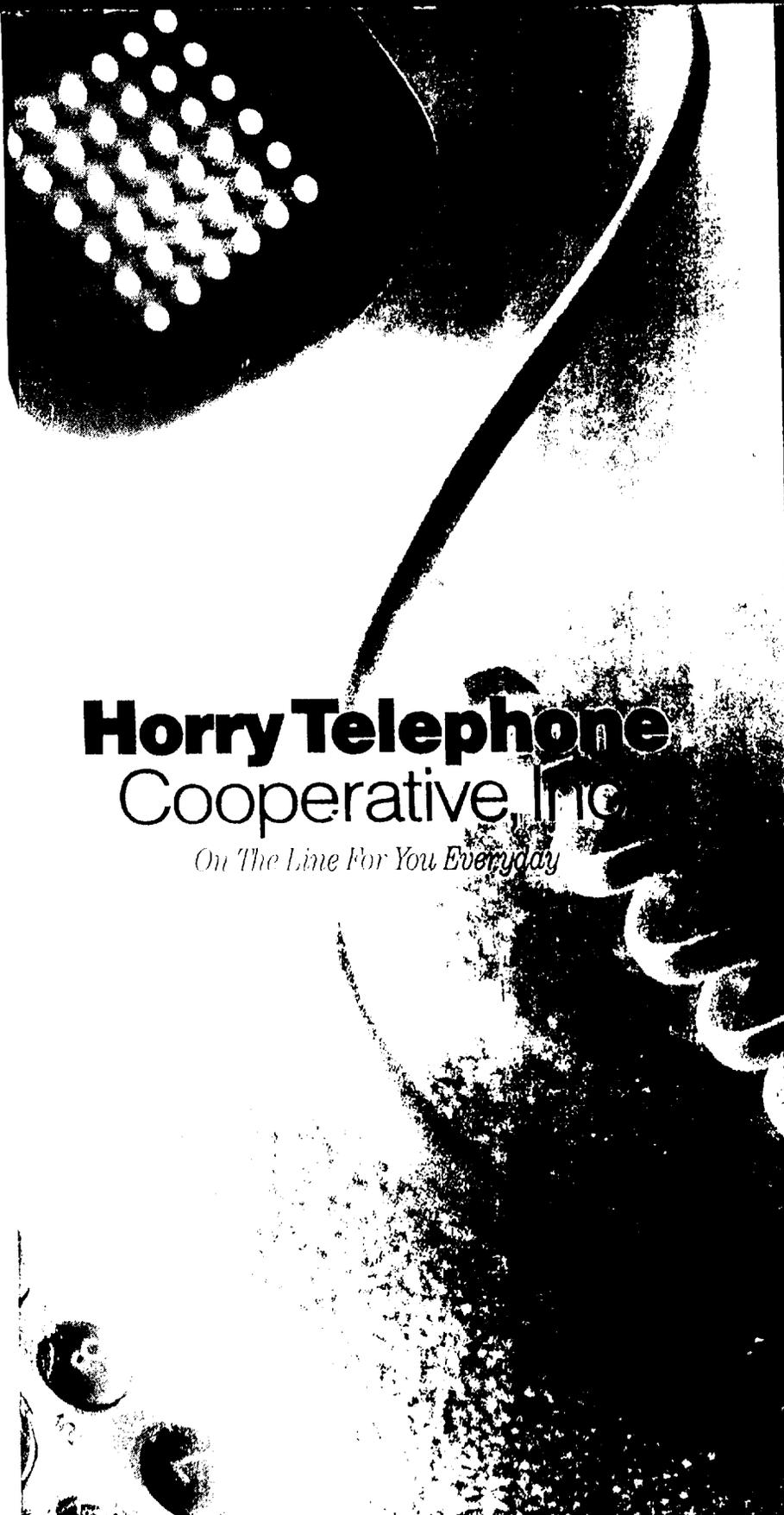
EXHIBIT 1

Businesses and Organizations in Sampit, South Carolina

Red Duke's Used Cars
H+S Oil Company and Propane Gas
Joyner Transfer
Springs Store
International Paper Company (satellite offices)
Roberts Body Shop
Jemco Sales Mobile Homes
Sampit Pentecostal Church
Georgetown County Rural Fire Department
(located in Sampit)
Georgetown County Water and Sewer Division
(located in Sampit)
Sampit Lumber Mill
Habies Lounge
Video Country
Rocky's Grocery
Altman's Beauty Salon
Hoyt Smith Grocery/Liquor Store
Sampit Laundry Mat
BB Grocery
Sampit Methodist Church
Sampit Elementary School
Citgo Gas Station
Linda's Crafts
Baptist Church
Touch of Class
Sampit Monument Company
Sampit Laudromat
Smith Grocery
New Hope Church
Sampit Community Child Care Center
St. Paul's Methodist Church
Sampit Action Community Group
Sampit Senior Citizens Center
Sampit Community Organization, Inc.
Smith Logging
Reddick's Used Cars
Bone Logging
Masons
Emerald Club
Eastern Star

EXHIBIT 2

HORRY TELEPHONE COOPERATIVE, INC., S.C. APRIL 1995 68444



Horry Telephone Cooperative, Inc.

On The Line For You Everyday

Telephone Directory

**Serving Horry County
and the Grand Strand**

Aynor

Surfside

Myrtle Beach

Loris

Socastee

North Myrtle Beach

Floyds

Garden City

Pawleys Island

Conway

Murrells Inlet

Georgetown

Wampee

Litchfield

Andrews

*Includes listings for
exchanges of GTE South
Incorporated*



Yellow Pages

**April 1995
Area Code 803**

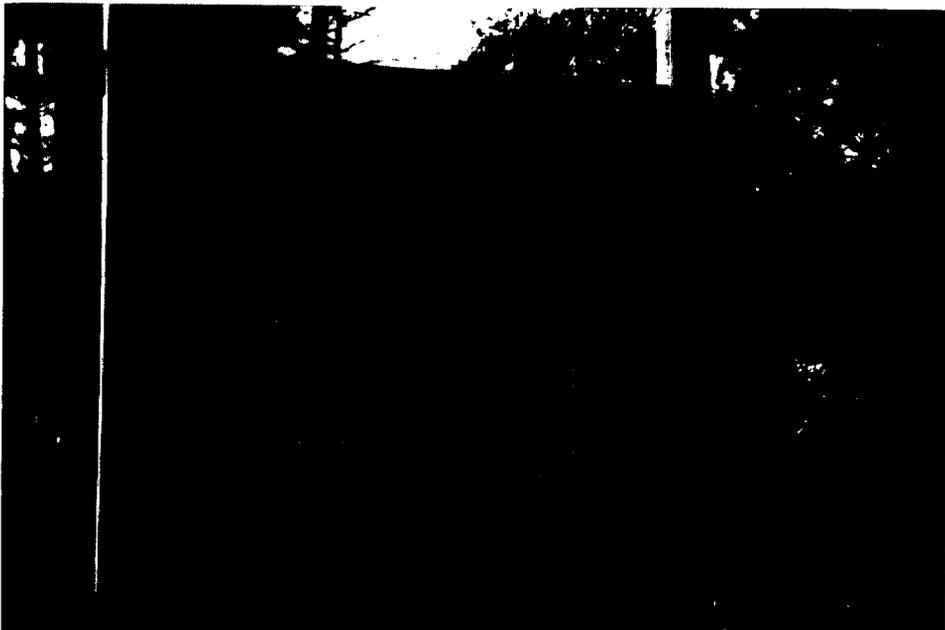
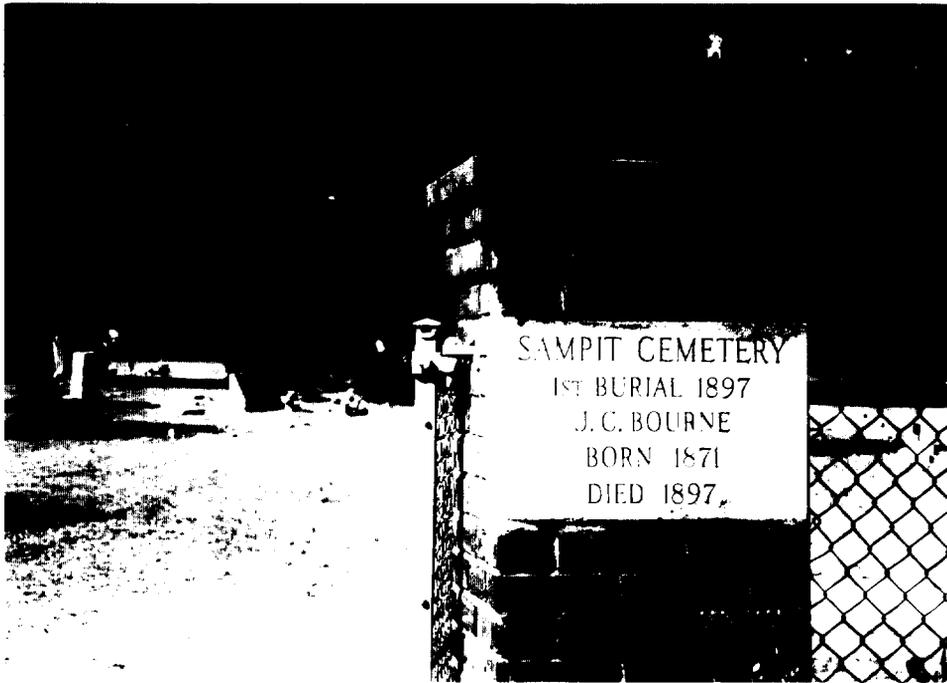
546-4592	Ryals John E. E. Gapway	204-3110
264-8734	Ryals M M Pwlys Isld	237-2065
527-4388	Ryals Sammie Hwy 17 S	546-0919
237-9298	Ryals Suanne Kent Rd	264-5283
527-6925	Ryan H C N Litchfield Bch	237-4509
546-8421	Ryan James Hugh N Litchfld Bch	237-8357
546-6381	Ryan Patrick River Club	237-3032
527-2041	Ryan Peter & Linda 6 Tall Pines Riverclub	237-0175
527-1533	Ryan Rick L Woodville Acres	237-4811
546-4186	Ryan Walsh Stevedoring Co Inc Trailer Pool	527-4494
546-3007	Ryan-Walsh Inc Port Area	527-3473
546-2712	Rybolt Henry C	237-4743
237-9560	Rybolt Shorter Rybolt Rd	237-9002
237-9694	Ryder Alan B Salt Marsh Cove	237-8316
237-3864	Ryder Truck Rental	546-1577
546-6816	S	
527-1335		
546-6816	S C Army National Guard Hwy 17	527-1512
546-8383	S C Coastal District/ A C T W U 13 W Oakland	264-8827
546-5988	S C Highway Dept S Island Rd	546-7534
237-4222	S C Public Service Authority Gapway Rd	546-3789
237-6154	S D Player Construction Co Hwy 17	237-8140
527-1508	Saba Vladimir V 2303 Norris Dr S Lich Bch	237-2794
237-2243	Sabb Johnny 2302 Emanuel	546-3184
546-1374	Sacks B P 4412 Boyle Rd	237-4005
237-2529	Sacks Allan 862 Wee Hawka Way	237-7606
237-8118	Sacks Allan 862 Weehawka Way	237-0441
237-4729	Sadler John M 604 Springs Av	237-9228
264-5829	Sadler R E 715 Springs Av	237-4394
546-9850	Safe-T-Guard Hwy 17 Mini Warehouses	237-4202
546-8765	Salamon Stephen & Marie 294 Masters Dr	237-7816
264-5739	Salamone Richard 117 Jencho Ct	527-0023
546-3565	Salapatek Andrew N Santee Scn	546-1471
264-3685	Salesby D N Salt Marsh Cove	237-8740
546-4454	Salerno Francis A 2711 Oak Cr	237-2080
264-8388	Salha Abe 54 Wedgefield Rd	527-4848
546-5867	Salley J Alex Jr Chapel Creek Villas	237-8041
237-3481	Salley Kathryn 4203 Parker Av	237-9819
237-2718	Salmon D K LI Col Waverly Mkts	237-9757
237-2054	Salmon R R 2502 Palm Dr	237-3019
527-2935	SAL'S SHOE REPAIR & BOOT SHOP 916 Front	546-3165
527-9874	Salt Marsh Cove Maintenance Bldg	
527-7777	Salt Marsh Cove	237-4608
527-2727	Salt Marsh Cove Pool Phone Hwy 17	237-4020
237-2842	Salters Terry & Bill 413 S Hazel Av	264-5757
546-9003	Sammond Edward C & Eleanor 102 King George Rd	546-6613
546-4657	Sammy's Muffler Shop Highmarket	546-0292
237-9689	Samonie Byron Chapel Creek Villas	237-3670
264-5373	Sampol Community Child Care Center	
527-3014	Sampol Scn Georgetown	546-0207
237-2536	Sampol Finance Co 816 Front St	546-2064
237-0312	Sampol Furniture Co 814 Front	546-4707
546-6513	Sampol Lumber Mill Oak Grove Scn	546-6138
237-2465	Or	546-6139
527-2115	Sampol Monument Sampol Scn	527-2588
546-6015	Sampol North Santee Facility Hwy 2224	527-7533
546-5774	Sampol Wholesale Housing Pt 1 Georgetown	546-4727
237-9253	Sampson Phillip 1821 Hawkins	546-6288
527-1075	Sams Office Supply 1309 Highmarket	546-4187
527-8708	Or	527-3469
237-3389	Samson Jack 707 Johnstone Rd	546-3303
527-2976	Samuel Theodora Rt 1 Bx 354C	527-6123
237-9544	Sand Crusier'S Wees & Tees 918 Front St	546-8103
237-4807	Sand D 3-B South Cove	237-3329
546-3013	SANDBARR Real Estate Co 529 Prince	546-2241
237-3389	Sanders A W Ten Acre Rd	264-8048
237-8968	Sanders Allair 489 S Santee Rd	527-3838
237-1657	Sanders Carol Hwy 521	527-3313
546-0740	Sanders Cathleen Sampol Scn	527-1868
264-8089	Sanders Charles W Country Club Estates	546-9764
237-8709	Sanders David C Heron Marsh Villas	237-3145
237-2331	Sanders Earl 824 Brinkley	546-8839
237-3659	Sanders Florie Sampol Scn	546-8853
546-2109	Sanders Frances Hwy 478	546-8375
237-9767	Sanders Frances Andrews Hwy	546-5416
237-4327	Sanders Harvey G Jr Inlet Point	237-4521
237-3215	Sanders J Luckey 918 Highmarket St	527-4032
264-5182	Sanders J Luckey Land Surveyors 918 Highmarket St	527-2300
527-2853	Sanders J T Willowbank	546-4252
264-8833	Sanders Jessie J Cleburn	546-2069
546-5388	Sanders Joyce Harmony Hills Mhpt	527-8417
527-2795	Sanders Luckey Jr 2002 Fraser St	527-8085
546-9614	Sanders Melzonia Sampol Scn	546-4009
264-8002	Sanders Molly 29 Rainey Dr	546-5500
546-9515	Sanders Monna Road Rd	527-8850

527-1660	Sandora David A 51 Palmetto	527-1660
	Sandpiper Run Comm Assoc	
237-8934	Litchfield By The Sea	237-8934
546-8368	Sandra's Hair Designs 1914 S Island Rd	546-8368
237-7813	Sands M M 294 Baskerville Av	237-7813
237-2354	Sands M R 706 Spring St	237-2354
	Sandy Island Senior Citizen Center	
237-3746	Sandy Island	237-3746
237-3183	Sankord Warren Lit Retreat	237-3183
527-4127	Santee Cooper Power	527-4127
527-3552	Santee Cooper Merriman	527-3552
	Santee Cooper Winyah Generating	
546-4171	Station Ofc Panny Royal Rd	546-4171
546-2143	Manager	546-2143
546-8034	Superintendent	546-8034
	SANTEE ELECTRIC COOPERATIVE INC	
546-4521	W Virginia Rd	546-4521
546-8062	Santee Gun Club 210 Santee Gun Club Rd	546-8062
237-9005	Sanzenbacher Charles W Litchfield Retreat	237-9005
527-4548	Sapento William Jr 5 William Screven Rd	527-4548
237-3831	Sapo A Salt Marsh Cove	237-3831
237-4943	Sapp Bill Parker Blvd	237-4943
546-4517	Sapp David A 29 Collins Meadow Dr	546-4517
546-1085	Sargeant Willie 1912 Lagon	546-1085
546-2327	Sargent Andrew 2812 Front St	546-2327
527-7615	Sargent Catherine Rt 2	527-7615
546-7552	Sargent Celia 315 Whites Crk Rd	546-7552
546-9796	Sargent Clarence S 1904 Church	546-9796
546-8784	Sargent Isaac & Harlene Pond Rd	546-8784
546-5804	Sargent James 425 Dawson	546-5804
546-7254	Sargent Mary A N Santee Scn	546-7254
546-8143	Sargent Sarah 517 Martin Rd	546-8143
546-8448	Sargent William Jr S Isld Rd Mvrl	546-8448
237-2870	Sarvis Homer J River Rd	237-2870
527-6583	Sasser J A 1102 Lucas St	527-6583
546-1587	Sasser Sammie S 83 Hunter Ln	546-1587
527-4125	Satellite City 126 S Fraser Georgetown	527-4125
237-1178	Sattele G J Rev Salt Marsh Cove	237-1178
237-3342	Satterfield E T Rosehu Plantation	237-3342
546-2207	Saunders Ahn E 2203 Devine St	546-2207
264-3091	Saunders Charles Viking Rd	264-3091
527-8982	Saunders R 511 N Congdon St	527-8982
237-4795	Saussy George S Jr Col	237-4795
264-3278	Sauve J Floyd 402 S Poplar Av	264-3278
237-2966	Savoca C J N Litchfield	237-2966
237-3579	Sawyer Beverly 17 Springs Av	237-3579
546-9603	Sawyer Carmel & Carole Ann m 409 Screven	546-9603
546-0633	Sawyer Carol D Dunbar Scn	546-0633
546-3745	Sawyer Paige B 416 Highmarket	546-3745
546-3745	Sawyer Paige Photography 416 Highmarket	546-3745
546-7203	Sawyer T C 1052 Huger Dr	546-7203
546-8306	Sawyer Thomas C Jr 408 Screven	546-8306
546-7071	Sawyer Tom M 571 Black River Rd	546-7071
237-1130	Sawyer Tom M Jr 4805 Mulberry Ln	237-1130
237-4801	Sawyer Tom M Jr 4515 Euter Ln	237-4801
237-1742	Sawyer Tom M Jr 4609 Mulberry Ln	237-1742
237-2142	Sawyer William F Hickory Dr	237-2142
237-7559	Saxon Donald Paul 2815 Cypress Dr	237-7559
264-3362	Saxon James R Kent Scn	264-3362
264-8186	Saxon W R 111 W Cherry	264-8186
237-0128	Says Shannon L 106 Sea Colony	237-0128
237-9809	Saylor F F Salt Marsh Cove	237-9809
237-8493	Saylor Paul Atlantic Av	237-8493
527-4554	SC Pipeline Corp Woodstock Rd	527-4554
527-8118	Scanlon Joseph	527-8118
546-3543	Scarborough Thomas 531 Panny Royal Rd	546-3543
237-3287	Scarborough Marvin M Burn Dr	237-3287
237-9572	Scarlett Kenneth J 408 Litchfield Retreat	237-9572
237-2058	Scarpelli Theresa 87 Martin Luther King Rd	237-2058
237-4519	Scarr George J Litchfield Bch	237-4519
237-8377	Scants Unlimited Hwy 17p	237-8377
237-2339	Schaake Robert T 183 Sallow Dr	237-2339
237-9156	Schaale Samuel C 828 Tall Pines	237-9156
237-9910	Schaale E F Litchfield By The Sea	237-9910
264-3060	Schelling Dan & Kathie 112 S Rosemary Av	264-3060
264-8581	Scheller Robert 110 Myrtle Rd	264-8581
237-2895	Schenck J S Pwlys Pwr	237-2895
237-4866	Schilmacher George Litchfield Country Club	237-4866
527-1375	Schilling Fred 403 Prince St	527-1375
546-5148	Schimmerhorn Dallas 2309 S Fraser St	546-5148
237-2943	Schlett Daniel 29 Ricefields Dr	237-2943
237-4933	Schlude I F Litchfield Retreat	237-4933
237-8429	Schmidt George 19 Hickory Dr	237-8429
237-0124	Schmidt James C 5 Savannah Dr	237-0124
546-2748	Schmid Louise S Wedgefield Pntn	546-2748
237-2908	Schmitz Charles M Barnuck Burn Rd	237-2908
237-4255	Schnaars Henry 827 River Club Dr	237-4255
237-1278	Schneider Bob 20 Emerald Green	237-1278
546-4715	Schneider Harold A 13 Magnolia Dr	546-4715
237-9749	Schroeder John F Litchfield By The Sea	237-9749

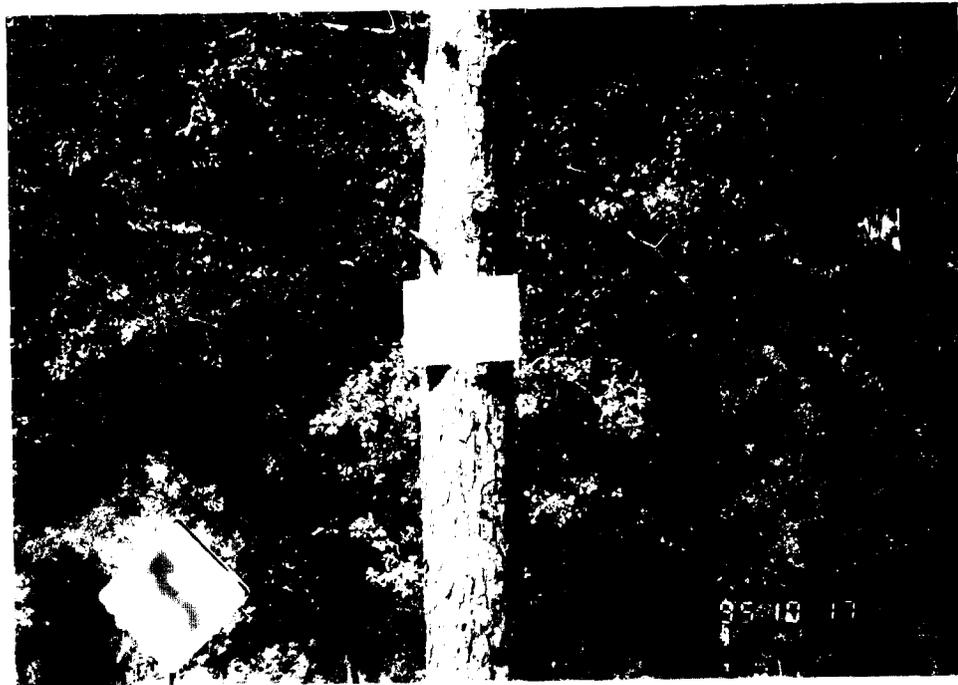
527-2096	Schofield Sales Inc 1303 Highmarket	527-2096
237-9827	Schommer H J Hagley Esls	237-9827
546-4752	School Bus Maintenance Shop Church	546-4752
546-4687	Schooler Alfred 329 E Bay	546-4687
527-4501	Schooler C B	527-4501
546-8988	Schooler C B Huger Dr	546-8988
237-9090	Schooler C B Dr 620 Springs Av	237-9090
546-8712	Schooler C B Dr Optmistrl Ofc: 718 Front Or	546-8712
546-8988	Ree: Huger Dr	546-8988
546-4487	Schooler Lewis 11 Magnolia Dr	546-4487
827-1239	Schoolfield W B Highngale Pntn	827-1239
237-8542	Schump Joseph M Litchfield Country Club	237-8542
237-9158	Schroer Charles Middleton Rd	237-9158
527-7554	Schroer Joe & SueAnn 411 Front St	527-7554
237-8818	Schroer Michael 4 Dogwood Ln	237-8818
237-3258	Schroer Sonya & John 13 Harmon Cove	237-3258
237-7742	Schnuhl Donald A 79 Kings Rd	237-7742
237-1839	Schuchman C 24 Martin Oaks Dr	237-1839
827-1015	Schutte William W 1822 N Pate Dr	827-1015
237-8040	Schutz Alpha L & William H Litchfield	237-8040
237-8208	Schutz Joseph Litchfield By The Sea	237-8208
546-8947	Schutze R A 81 Charaw Way	546-8947
546-8866	Schutze Robert A Sr Pioneer Place Villa	546-8866
237-1878	Schwab Richard A N Litchfield	237-1878
237-3894	Schwartz Harold 7 Windward Ct	237-3894
546-8803	Schwartz I Willowbank	546-8803
546-0517	Schwartz Paul & Ellen 8 Duck Pond Rd	546-0517
546-4728	Schwartz S F 1304 Richmond Dr	546-4728
237-2829	Schwartzkopf Bill Pawleys Island	237-2829
546-8316	Schwartzkopf Eric Indigo Hall Apts	546-8316
237-2822	Schwer William Hughes Landing	237-2822
546-7530	SCNC	546-7530
	Scotchman Stores	
527-2808	No 50 701 Hwy 17 Georgetown	527-2808
527-4215	No 55 630 Frazier Georgetown	527-4215
546-4829	No 17 701 Blackriver Rd	546-4829
546-4442	Scott Al 1903 Legion	546-4442
546-3831	Scott Alberta M Lincolnshire Subdy	546-3831
264-3036	Scott Annette ButlerMA St	264-3036
264-8860	Scott Bessie Mae N W Pine	264-8860
546-5789	Scott Billy Conway Hwy	546-5789
237-8958	Scott Bodie Shipyard Vlg	237-8958
264-5765	Scott Brenda Olmstead Av	264-5765
264-8684	Scott Bronte 507 Morgan Av	264-8684
264-3701	Scott C	264-3701
237-2816	Scott C Lawson Middleton Plc Litchfield	237-2816
527-8414	Scott Chris D Hwy 51	527-8414
264-3268	Scott Daphney Butler	264-3268
237-1844	Scott David Sandpiper Run	237-1844
527-4248	Scott Edith M 815 N Congdon St	527-4248
546-8281	Scott Everette L 508 Britt Mvrl	546-8281
546-6589	Scott Franklin 1814 Prince	546-6589
264-8294	Scott Herberl Short	264-8294
546-9248	Scott Howard 804 N Congdon	546-9248
264-8372	Scott Isaac Nathaniel 315 N Poplar Av	264-8372
237-7678	Scott J Douglas & Diana 12 River Club Dr	237-7678
546-5983	Scott James 915 Palm St	546-5983
237-4823	Scott James M 2208 Goodson Cr	237-4823
546-5444	Scott Jimmy Conway Hwy	546-5444
527-3024	Scott John H Choppee Scn	527-3024
264-5045	Scott Josephine E Gapway Rd	264-5045
546-2795	Scott L 265 Rose Dr	546-2795
527-2277	Scott Laurie L Francis Marion Estates	527-2277
264-8398	Scott Lela N W Pine	264-8398
264-8128	Scott Leroy Buckhorn	264-8128
237-9753	Scott Lynda 2728 Oak Dr	237-9753
237-2838	Scott LITTLETON B S Litchfield	237-2838
546-1080	Scott M B Forest Dr	546-1080
264-8398	Scott Mabel N Poplar Av	264-8398
264-3348	Scott Maggie 415 S Park Av	264-3348
527-1790	Scott Margaret 3 Avant Court	527-1790
527-4802	Scott Patricia 225 Kaminski St	527-4802
546-5805	Scott Regina Hwy 701	546-5805
237-2855	Scott Robert 225 McKinley Cr	237-2855
237-9088	Scott Robert & Anne 24 Pilot House Pl	237-9088
546-3820	Scott Roosevelt 1902 Front	546-3820
264-8900	Scott Susie H 303 W Elmwood St	264-8900
546-8644	Scott Theopre 1518 Duke	546-8644
546-4944	Scott Thomasina Hwy 17 A	546-4944
546-9502	Scott W F 2117 S Island Rd	546-9502
527-3302	Scott Wayne 2516 S Bay	527-3302
264-5303	Scott Wendy 334 Pine St	264-5303
	Scott's Bridal & Formal Wear 2010 Highmarket St	546-7468
546-7468	Scott's Interiors 2010 Highmarket St	546-7468
527-3050	Scott's Marine 2316 N Fraser	527-3050
546-7100	Scott's Sitch And Sew 2310 Highmarket St	546-7100

GEORGETOWN PAWLEYS ISLAND

EXHIBIT 3













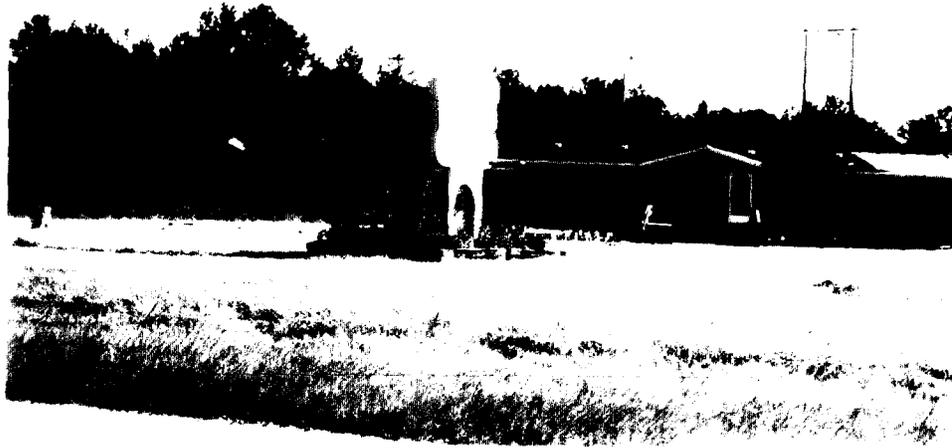


EXHIBIT 4

**GEORGETOWN
COUNTY
SOUTH
CAROLINA**

**Post Office Drawer 1270
715 Prince Street
Georgetown, South Carolina 29442
Telephone (803) 546-4189
Fax (803) 546-4730**

October 17, 1995

Mr. William F. Caton
Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, DC 20554

Re: MM Docket No 94-70
Moncks Corner, Kiawah Island,
and Sampit, South Carolina

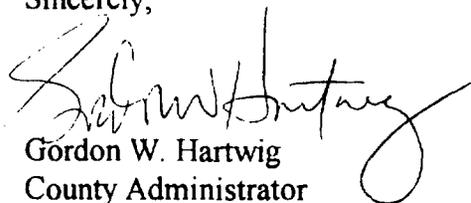
Dear Mr. Caton:

I am writing concerning the proposal of Sampit Broadcasters to allot a new FM radio station to Sampit, South Carolina. Sampit is located in Georgetown County, South Carolina. As County Administrator for Georgetown County I endorse the Sampit Broadcasters' proposal. Sampit, South Carolina, is a viable community which can best be served by its own FM radio station.

Sampit, South Carolina is a community with its own neighborhood associations, businesses, churches and school. The citizens residing in that community consider themselves to be residents of Sampit and have a strong identity with their community.

Sampit is a community that continues to experience population and economic growth. The community recently began a fund raising effort to install 22 fire hydrants and began this \$16,000 project last week. The addition of an FM radio station would greatly serve the citizens and business people of Sampit.

Sincerely,


Gordon W. Hartwig
County Administrator

GWH:kl

EXHIBIT 5

October 23, 1995

Federal Communications Commission
Washington, D. C. 20554

Re: MM Docket No. 94-70
Moncks Corner, Kiawah Island, and Sampit, South Carolina

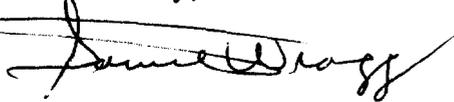
Ladies and Gentlemen:

I am writing to support the proposal of Sampit Broadcasters to allot a new FM radio station to Sampit, South Carolina. As co-chairman of the Sampit Community Organization, I feel very strongly that Sampit is deserving of its own local radio station. A local radio station would be in the best interests of Sampit and it has my personal support and the total support of the Sampit Community Organization.

Sampit is a viable community consisting of many businesses, several community organizations, a school, multiple day-care facilities, and eight churches. A Sampit resident is a member of the Georgetown County Commission and a Sampit resident holds a seat in the South Carolina House of Representatives. The Sampit Action Group has been responsible for installing fire hydrants throughout the community. Sampit residents are active in local politics, and have a tradition deeply rooted in religious teachings. The community has been in existence for over one hundred years.

I believe that Sampit would benefit from its own local radio station to serve the needs and interests of this unique community.

Sincerely,



Samuel Wragg
Co-Chairman
Sampit Community Organization

SW/bhm