

**RADIO MARKET ANALYSIS**  
**MAGIC BROADCASTING FLORIDA LICENSING, LLC**  
**WILN (FM), PANAMA CITY, FLORIDA**  
**WVVE (FM), PANAMA CITY BEACH, FLORIDA**  
**WYOO (FM), SPRINGFIELD, FLORIDA**  
**WYYX (FM), BONIFAY, FLORIDA**  
**WPCF (AM), PANAMA CITY BEACH, FLORIDA**  
**January 2009**

**TECHNICAL STATEMENT**

1. This Technical Statement and attached exhibits were prepared on behalf Magic Broadcasting Florida Licensing, LLC ("Magic"), licensee of radio stations WILN-FM<sup>1</sup>, Channel 290C2, Panama City; WVVE<sup>2</sup>, Channel 261C3, and WPCF, 1290 kHz, Panama City Beach; WYYX, 249C1, Bonifay, Florida; and WYOO, Channel 266C3, Springfield, Florida.<sup>3</sup> Magic is proposing a transfer of control and, therefore, a Radio Market Analysis is needed.

2. WILN-FM, WVVE, WYOO and WPCF are all licensed to communities in a metro county in the Panama City, Florida Arbitron Market (Market #239). WYYX is not licensed to a community in a metro county in any Arbitron Market, but is designated "home" to the Panama City, Florida Market. As a result, a hybrid ownership analysis is necessary to demonstrate compliance in both a rated and non-rated market.

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- 1) WILN has a pending application (BPH-20070117ABD) to relocate the transmitter site. Both the WILN license and application facilities are considered herein.
- 2) WVVE also has a pending application (BPH-20070117ABC) to relocate the transmitter site. Both the WVVE license and application facilities are considered herein.
- 3) Principals of Magic have interests in WJRL-FM, who has an application pending to change its community of license from Ozark, Alabama to Fort Rucker, Alabama (this change does not alter the market in which WJRL-FM operates); WTVY-FM, Dothan; WLDA, Slocomb; and WKMX, Enterprise, Alabama and WBBK-FM, Blakely, Georgia. Only WTVY-FM and WYYX have contour overlap that will be considered in this study. None of the other stations have contour overlap with any of the stations under study nor are they located in the same Arbitron Market. Therefore, they are not considered further.

### **ARBITRON/BIA MARKET REVIEW**

3. As shown on Exhibit #1, there are twenty-two AM and FM (commercial and non-commercial) stations listed in the Panama City, Florida Market. Magic would be in control of four FM stations and one AM station in the market. The number of stations indicated falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules. At this level, common ownership or control of up to six stations, with no more than four in the same service, is permissible. Therefore, control of WILN, WVVE, WYOO, WYYX and WPCF in the Panama City, Florida Market is believed to be in compliance with the Commission's radio ownership rules for rated markets.

### **REVISED CONTOUR OVERLAP ANALYSIS**

4. A study has been conducted to verify that the proposed transfer of control is also in compliance with the Commission's revised contour overlap rules. The city grade contours of the subject stations are shown on Exhibit #2. As noted, the locations of the city grade contours of these stations create two distinct markets. Market #1 is comprised of FM stations WILN (license and application), WVVE (license and application), WYYX, WYOO and AM station WPCF. Market #2 is comprised of FM stations WYYX and WTVY-FM.

5. A study, therefore, has been conducted to determine if ownership of these facilities complies with §73.3555 of the Commission's rules. Since the contour of WYYX is a subject station in each market, its contour will be used to define the market boundary, hereinafter

referred to as the "Radio Market". This boundary will be used to determine the number of other commercial and non-commercial AM and FM stations that either have transmitter sites within or provide coverage to the radio market. These stations will then be added to the relevant subject stations in the two markets under review. Only those stations with transmitter sites within 92.0 kilometers will be considered as contributors to the market. No other station in which Magic has interests will be considered, unless it is a subject station in the market under review.

6. Exhibit #3 is a depiction of the stations within, or providing service, to the WYYX / Radio Market boundary. Twelve stations are depicted. Exhibit #4 is a tabulation of the stations in Radio Market #1, which totals seventeen when the five subject stations are included. The number of stations depicted falls in the fifteen to twenty-nine stations tier of §73.3555(a)(1)(iii) of the Commission's rules. At the fifteen to twenty-nine stations level, common ownership or control of up to six stations, with no more four in the same service, is permissible. As such, Market #1 is in compliance with the rules.

7. Exhibit #5 is a tabulation of the stations in Radio Market #2, which totals fourteen when the two subject stations are added. The number of stations depicted falls in the fourteen or fewer stations tier of §73.3555(a)(1)(iv) of the Commission's rules. At the fourteen or fewer stations level, common ownership or control of up to five stations, with no more three in the same service, is permissible, provided the number of stations to be commonly held does not exceed 50% of the stations in the market. As such, Market #2 is in compliance with the rules.

8. Therefore, common control of WYYX, WVVE, WILN, WYOO and WPCF in the pertinent rated and non-rated markets is in compliance with §73.3555 of the rules. As such, Magic's proposed transfer of control of these stations is in compliance with the rules.

9. The foregoing technical statement was prepared on behalf of Magic Broadcasting Florida Licensing, LLC, 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 4.3. BIA database. All other data was extracted from the CDBS database. We assume no liability for errors or omissions in either database which may be adverse to the information contained herein.





## FCC Geographic Market Definition for Panama City, FL

Call Letters	AM/FM	Freq	Type	Station	Format	Home Market	Market		Owner	City & State of License	County of License
							Designn	Home Mkt			
							Date	Rank			
WVVE	FM	100.1	C	Adult CHR		Panama City, FL	07/02/2003	239	Magic Broadcasting LLC	Panama City Beach, FL	Bay
WILN	FM	105.9	C	CHR		Panama City, FL	07/02/2003	239	Magic Broadcasting LLC	Panama City, FL	Bay
WDIZ	AM	590	C	Nostalgia		Panama City, FL	07/02/2003	239	Clear Channel Communications Inc	Panama City, FL	Bay
WFSY	FM	98.5	C	AC		Panama City, FL	07/02/2003	239	Clear Channel Communications Inc	Panama City, FL	Bay
WFLF	FM	94.5	C	News/Talk		Panama City, FL	07/02/2003	239	Clear Channel Communications Inc	Parker, FL	Bay
WKGK	AM	1480	NC	News/Talk		Panama City, FL	07/02/2003	239	Gulf Coast Community College	Panama City Beach, FL	Bay
WPAP	FM	92.5	C	Country		Panama City, FL	07/02/2003	239	Clear Channel Communications Inc	Panama City, FL	Bay
WPCF	AM	1290	C	Country		Panama City, FL	07/02/2003	239	Magic Broadcasting LLC	Panama City Beach, FL	Bay
WPFM	FM	107.9	C	CHR/Top40		Panama City, FL	07/02/2003	239	Double O Radio LLC	Panama City, FL	Bay
WYYX	FM	97.7	C	New Rock		Panama City, FL	07/02/2003	239	Magic Broadcasting LLC	Bonifay, FL	Holmes
WRBA	FM	95.9	C	Clisc Rock		Panama City, FL	07/02/2003	239	Double O Radio LLC	Springfield, FL	Bay
WEBZ	FM	99.3	C	Rhymc/CHR		Panama City, FL	07/02/2003	239	Clear Channel Communications Inc	Mexico Beach, FL	Bay
WAKT	FM	103.5	C	Country		Panama City, FL	07/02/2003	239	Double O Radio LLC	Callaway, FL	Bay
WPBH	FM	93.5	C	Clisc Rock		Panama City, FL	07/02/2003	239	Aloha Station Trust LLC	Port St. Joe, FL	Gulf
WLTG	AM	1430	C	News/Talk		Panama City, FL	07/02/2003	239	Hour Group Broadcasting Inc	Panama City, FL	Bay
WASJ	FM	105.1	C	Adult Hits		Panama City, FL	07/02/2003	239	Double O Radio LLC	Panama City Beach, FL	Bay
WYOO	FM	101.1	C	News/Talk		Panama City, FL	07/02/2003	239	Magic Broadcasting LLC	Springfield, FL	Bay
WFSW	FM	89.1	NC	NPR/Tlk/Inf		Panama City, FL	07/02/2003	239	Florida State University	Panama City, FL	Bay
WJTF	FM	89.9	NC	Inspiration		Panama City, FL	07/02/2003	239	Family Life Communications Inc	Panama City, FL	Bay
WKGK	FM	90.7	NC	News/Talk		Panama City, FL	07/02/2003	239	Gulf Coast Community College	Panama City, FL	Bay
WFFL	FM	91.7	NC	Religion		Panama City, FL	06/03/2005	239	Family Worship Center Church Inc	Panama City, FL	Bay
WBPC	FM	95.1	C	Oldies		Panama City, FL	08/10/2006	239	Bay Broadcasting LLC	Ebro, FL	Washington

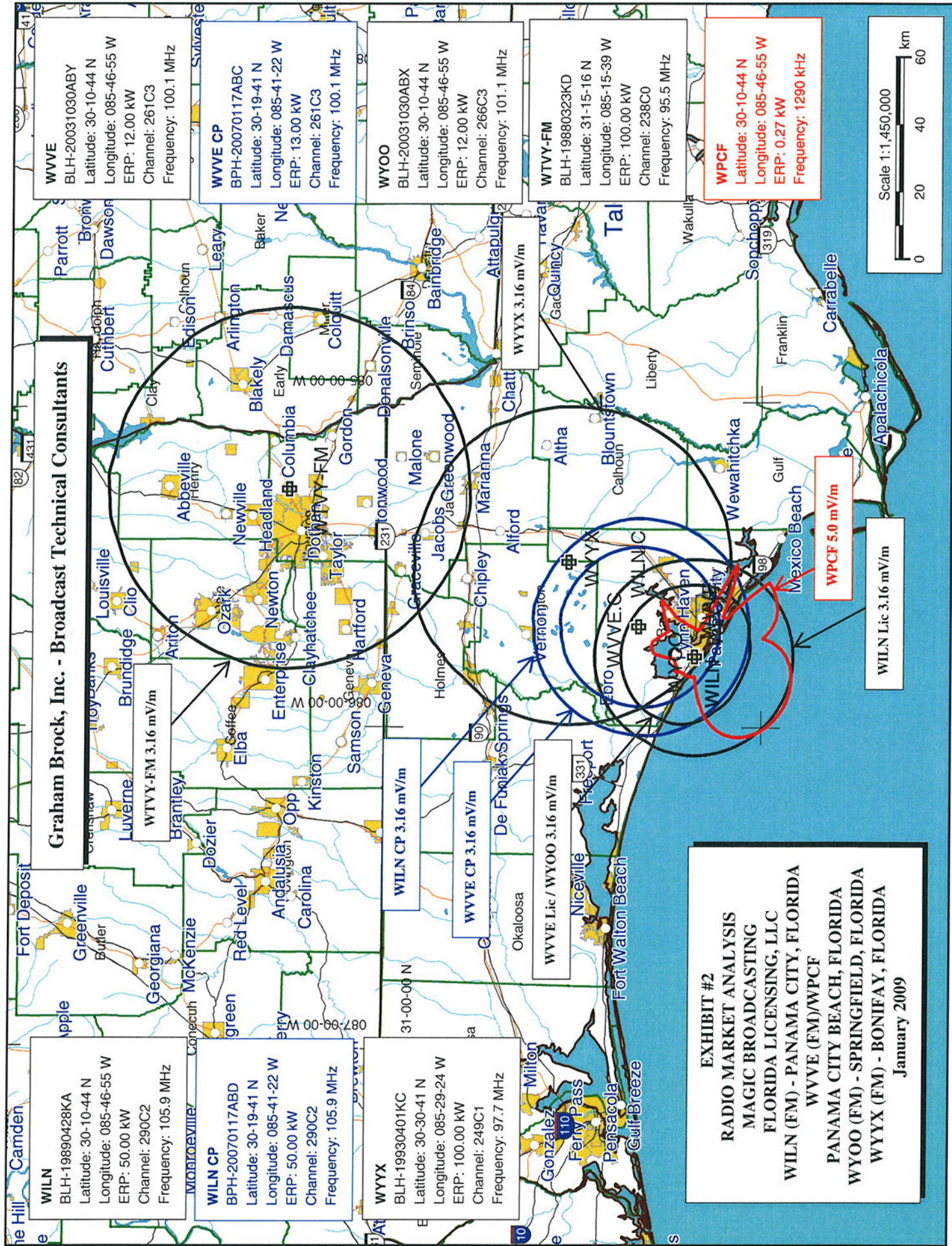
Number of Stations in Geographic Market 22

### Previous Stations in Geographic Market

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

"p" indicates pending sale to owner listed





**Graham Brock, Inc. - Broadcast Technical Consultants**

**WILN**  
BLH-19890428KA  
Latitude: 30-10-44 N  
Longitude: 085-46-55 W  
ERP: 50.00 kW  
Channel: 290C2  
Frequency: 105.9 MHz

**WILN CP**  
BPH-20070117ABD  
Latitude: 30-19-41 N  
Longitude: 085-41-22 W  
ERP: 50.00 kW  
Channel: 290C2  
Frequency: 105.9 MHz

**WYXX**  
BLH-19930401KC  
Latitude: 30-30-41 N  
Longitude: 085-29-24 W  
ERP: 100.00 kW  
Channel: 249C1  
Frequency: 97.7 MHz

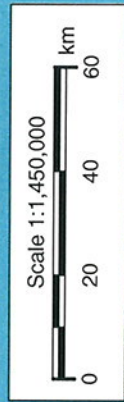
**WVVE**  
BLH-20031030ABY  
Latitude: 30-10-44 N  
Longitude: 085-46-55 W  
ERP: 12.00 kW  
Channel: 261C3  
Frequency: 100.1 MHz

**WVVE CP**  
BPH-20070117ABC  
Latitude: 30-19-41 N  
Longitude: 085-41-22 W  
ERP: 13.00 kW  
Channel: 261C3  
Frequency: 100.1 MHz

**WYOO**  
BLH-20031030ABX  
Latitude: 30-10-44 N  
Longitude: 085-46-55 W  
ERP: 12.00 kW  
Channel: 266C3  
Frequency: 101.1 MHz

**WTVY-FM**  
BLH-19880323KD  
Latitude: 31-15-16 N  
Longitude: 085-15-39 W  
ERP: 100.00 kW  
Channel: 238C0  
Frequency: 95.5 MHz

**WPCF**  
Latitude: 30-10-44 N  
Longitude: 085-46-55 W  
ERP: 0.27 kW  
Frequency: 1290 kHz



**EXHIBIT #2**  
**RADIO MARKET ANALYSIS**  
**MAGIC BROADCASTING**  
**FLORIDA LICENSING, LLC**  
**WILN (FM) - PANAMA CITY, FLORIDA**  
**WVVE (FM)/WPCF**  
**PANAMA CITY BEACH, FLORIDA**  
**WYOO (FM) - SPRINGFIELD, FLORIDA**  
**WYXX (FM) - BONIFAY, FLORIDA**  
**January 2009**





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**January 2009**

**EXHIBIT #4**

**Tabulation of Stations in Radio Market #1**

**AM Stations**

WDIZ	590 kHz	Panama City, Florida
WTOT	980 kHz	Marianna, Florida
WBGC	1240 kHz	Chipley, Florida
* WPCF	1290 kHz	Panama City Beach, Florida
WTYS	1340 kHz	Marianna, Florida
WLTG	1430 kHz	Panama City, Florida

Total AM Stations - 6

**FM Stations**

WPAP-FM	Ch 223C1	Panama City, Florida
WTYS-FM	Ch 231A	Marianna, Florida
WRBA	Ch 240C2	Springfield, Florida
* WYYX	Ch 249C1	Bonifay, Florida
WFSY	Ch 253C0	Panama City, Florida
* WVVE	Ch 261C3	Panama City Beach, Florida
WJAQ	Ch 265A	Marianna, Florida
* WYOO	Ch 266C3	Springfield, Florida
WAKT-FM	Ch 278C1	Callaway, Florida
* WILN	Ch 290C2	Panama City, Florida
WPFM-FM	Ch 300C1	Panama City, Florida

Total FM Stations - 11

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 17**

\* Subject station.



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**WPCF (AM), PANAMA CITY BEACH, FLORIDA**  
**January 2009**

**EXHIBIT #5**

**Tabulation of Stations in Radio Market #2**

**AM Stations**

WDIZ	590 kHz	Panama City, Florida
WTOT	980 kHz	Marianna, Florida
WBGC	1240 kHz	Chipley, Florida
WTYS	1340 kHz	Marianna, Florida
WLTG	1430 kHz	Panama City, Florida

Total AM Stations - 5

**FM Stations**

WPAP-FM	Ch 223C1	Panama City, Florida
WTYS-FM	Ch 231A	Marianna, Florida
* WTVY-FM	Ch 238C0	Dothan, Alabama
WRBA	Ch 240C2	Springfield, Florida
* WYYX	Ch 249C1	Bonifay, Florida
WFSY	Ch 253C0	Panama City, Florida
WJAQ	Ch 265A	Marianna, Florida
WAKT-FM	Ch 278C1	Callaway, Florida
WPFM-FM	Ch 300C1	Panama City, Florida

Total FM Stations - 9

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 14**

\* Subject station.

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

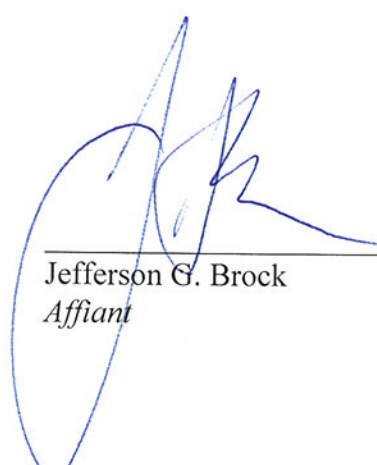
*State of Georgia    )*  
*St. Simons Island    ) ss:*  
*County of Glynn    )*

**JEFFERSON G. BROCK**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Magic Broadcasting Florida Licensing, LLC, 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.

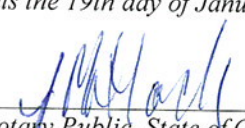
*This the 19th day of January 2009.*



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Jefferson G. Brock  
*Affiant*

*Sworn to and subscribed before me  
this the 19th day of January 2009*



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*Notary Public, State of Georgia  
My Commission Expires: September 3, 2007*