

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-FM¹, Channel 290C2, Panama City; WVVE², Channel 261C3, and WPCF, 1290 kHz, Panama City Beach; WYYX, 249C1, Bonifay, Florida; and WYOO, Channel 266C3, Springfield, Florida.³ 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 | | City & State of License | County of License |
|--------------|-------|-------|------|--------------|-----------------|-------------|----------------|----------------------------------|-------------------------|-------------------|
| | | | | | | | Designntn Date | Home Mkt 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 |
| WKGC | 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 | Rhythmic/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/Tik/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 |
| WKGC | 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

WTVY-FM 3.16 mV/m

WILN Lic 3.16 mV/m

WVVE CP 3.16 mV/m

WVVE Lic / WYOO 3.16 mV/m

WPCF 5.0 mV/m

WILN Lic 3.16 mV/m

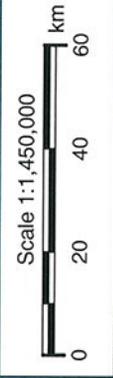
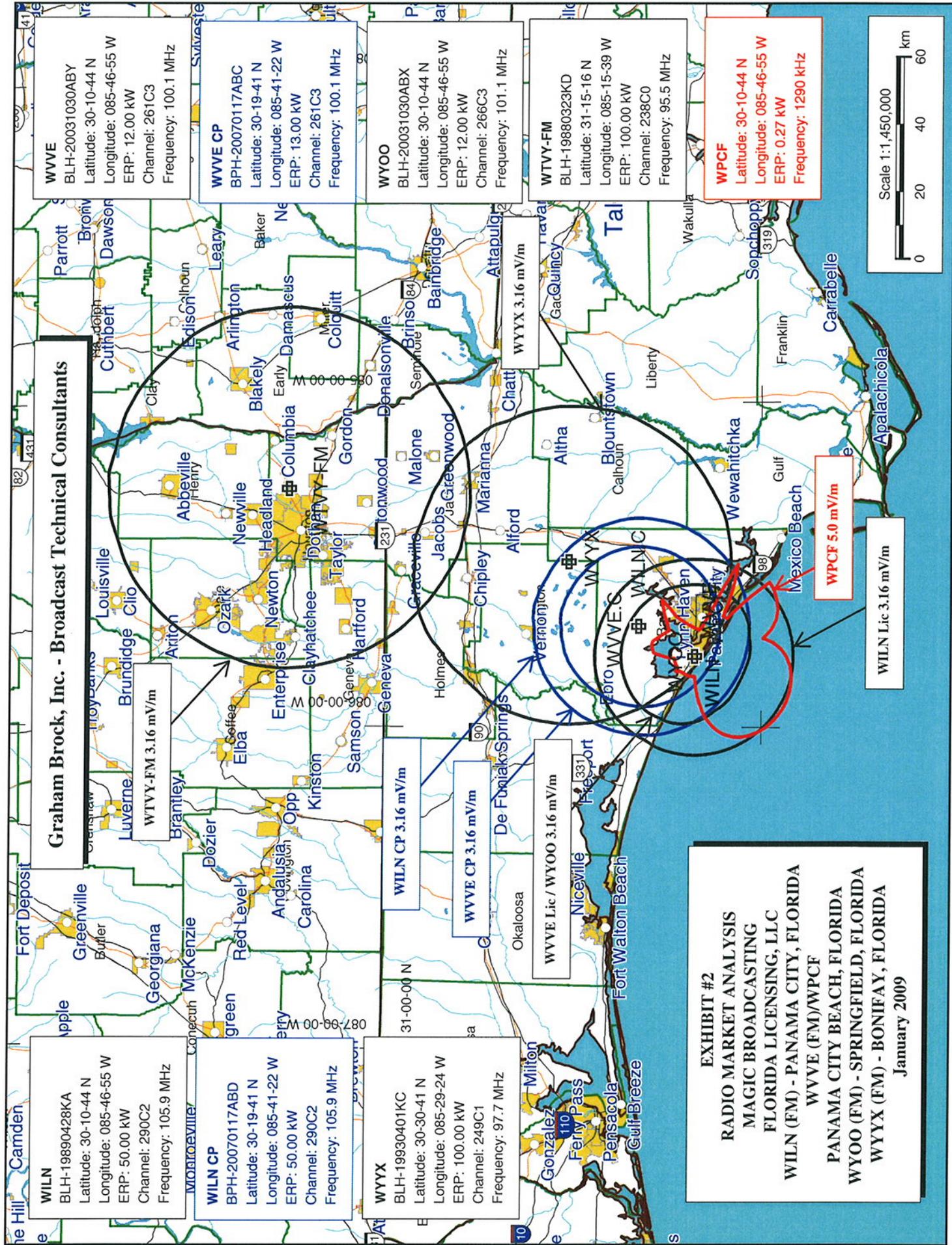
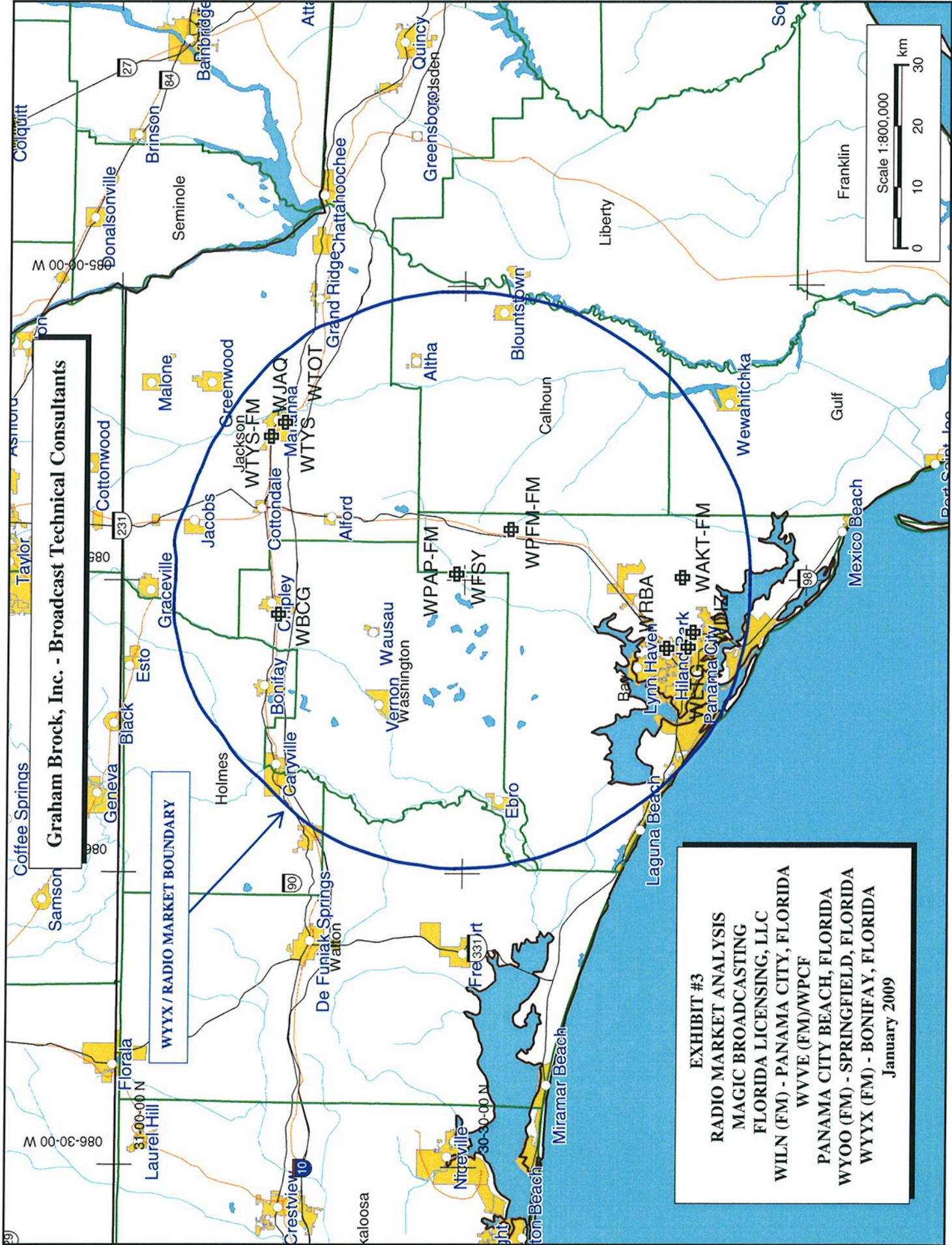


EXHIBIT #2
 RADIO MARKET ANALYSIS
 MAGIC BROADCASTING
 FLORIDA LICENSING, LLC
 WILN (FM) - PANAMA CITY, FLORIDA
 WVVE (FM)/WPCF
 PANAMA CITY BEACH, FLORIDA
 WYOO (FM) - SPRINGFIELD, FLORIDA
 WYXX (FM) - BONIFAY, FLORIDA
 January 2009





Graham Brock, Inc. - Broadcast Technical Consultants

WYXX / RADIO MARKET BOUNDARY

EXHIBIT #3
RADIO MARKET ANALYSIS
MAGIC BROADCASTING
FLORIDA LICENSING, LLC
WILN (FM) - PANAMA CITY, FLORIDA
WVVE (FM)/WPCF
PANAMA CITY BEACH, FLORIDA
WYOO (FM) - SPRINGFIELD, FLORIDA
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WPCF (AM), PANAMA CITY BEACH, FLORIDA
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

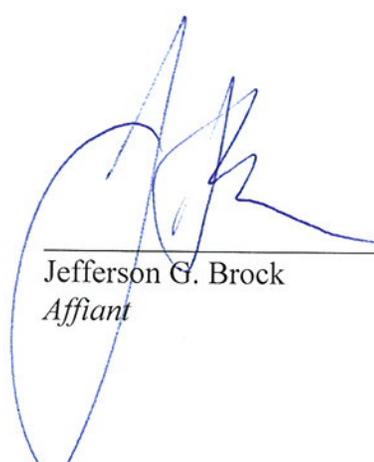
State of Georgia)
St. Simons Island) ss:
County of Glynn)

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.

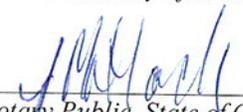
The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

This the 19th day of January 2009.



Jefferson G. Brock
Affiant

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



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