

Market: Panama City, FL

Competitive Overview

Metro Rank: 235

Some stations also rated in Dothan.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2010 Est Revenue (000) 1/	Power Ratio	Avg '10 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2011	Spring 2011	Fall 2010	Spring 2010	Fall 2009	Spring 2009	Fall 2008	Spring 2008
WPAP	Panama City	C1	92.5	100.0	cp	922	a	Clear Channel	67	0807	g	Country	1,100	1.46	11.6	12.4	10.4	9.5	9.4	11.4	12.5	10.5	10.6
WPBH	Port St. Joe	C2	93.5	14.5		669		Aloha Station Trust	90	0807	g	Clsc Rock	25	0.24	1.6	1.8	1.8	1.3	1.3	1.7	2.3	1.9	1.9
WFLF	Parker	C0	94.5	100.0		994	a	Clear Channel	77	0807	g	News/Talk	300	0.74	6.2	4.1	4.9	5.1	5.0	4.6	5.1	4.3	3.1
WBPC	Ebro	C3	95.1	25.0	cp	328		Beach Radio Inc	05	0908		Clsc Hits	300	1.49	3.1	2.4	2.5	1.9	2.5	2.9	1.7	1.2	1.2
WRBA	Springfield	C2	95.9	50.0		282	c	Double O Radio	87	0403	d1	Clsc Rock	450	1.82	3.8	3.5	3.1	3.8	3.1	3.4	4.5	4.9	5.0
WYYX	Bonifay	C1	97.7	100.0		830	b	Magic Bcstg II	83	1009	c1	New Rock	600	1.18	7.8	5.9	5.5	5.7	6.3	6.9	6.8	7.4	6.8
• WFSY	Panama City	C0	98.5	100.0		1089	a	Clear Channel	71	0807	g	AC	750	1.24	9.3	7.6	8.0	7.0	7.5	6.9	6.8	8.6	9.9
WEBZ	Mexico Beach	C2	99.3	50.0		492	a	Clear Channel	90	0807	g	Rhyme/CHR	400	0.44	14.0	10.0	8.0	9.5	11.3	8.6	6.3	6.2	6.2
WVVE	Panama City	C3	100.1	12.0	cp	404	b	Magic Bcstg II	89	1009	c1	Hot AC	450	1.12	6.2	3.5	3.7	4.4	5.0	4.0	4.0	6.2	8.1
WYOO	Springfield	C3	101.1	12.0		404	b	Magic Bcstg II	92	1009	c1	News/Talk	650	1.08	9.3	7.1	6.7	6.3	7.5	9.1	9.1	7.4	6.8
WAKT	Callaway	C1	103.5	100.0		423	c	Double O Radio	90	0403	d1	Country	175	0.57	4.7	3.5	2.5	2.5	3.8	5.1	4.5	5.6	6.2
WBYW	Lynn Haven	A	104.3	6.0		249		Smith, Vernon	09			Adult Rock				1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WASJ	Panama City	C2	105.1	50.0		335	c	Double O Radio	93	0403	d1	Adult Hits	225	0.64	5.4	3.5	3.7	5.1	4.4	4.6	6.8	4.3	1.9
WILN	Panama City	C2	105.9	50.0	cp	384	b	Magic Bcstg II	85	1009	c1	CHR	650	1.08	9.3	7.6	8.0	8.9	7.5	6.3	6.3	4.9	4.3
WPFM	Panama City	C1	107.9	100.0		781	c	Double O Radio	63	0403	d1	CHR/Top40	250	1.01	3.8	3.5	3.7	3.8	3.1	2.9	3.4	4.9	4.3
# FM Stations -						15	# Combos -		12	FM TOTALS					96.1	77.6	72.5	74.8	77.7	78.4	80.1	78.3	76.3

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2010 Est Revenue (000) 1/	Power Ratio	Avg '10 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2011	Spring 2011	Fall 2010	Spring 2010	Fall 2009	Spring 2009	Fall 2008	Spring 2008
WDIZ	Panama City	B	590	1.7	2.50	a	Clear Channel	40	0807	g		Sports	75	0.37	3.1	1.2	0.6	0.6	2.5	2.3	1.7	1.9	1.9
WPCF	Panama City	D	1290	0.3	0.06	b	Magic Bcstg II	58	1009	c1		Clsc Rock	25			0.0 ^{3/}	0.0 ^{3/}	0.0 ^{3/}	0.0 ^{3/}	0.0	0.0	0.0	0.0
WLTG	Panama City	B	1430	5.0	5.00		Hour Group Bcstg Inc	49	9102	212	al	News/Talk	75		0.7	0.0	0.6	0.6	0.6	0.6	0.6	0.6	1.2
# AM Stations -						3	# Combos -		2	AM TOTALS					3.8	1.2	1.2	1.2	3.1	2.9	2.3	2.5	3.1
Stations Profiled -						18	# Duopolies -		6	Total Local Commercial Share						78.8	73.7	76.0	80.8	81.3	82.4	80.8	79.4

FM Translators Rebroadcasting AM Stations & Multicast Signals

Calls	City of License	Freq	Day Power (kW)	HAAT	C	Owner	Year Std	Format	Originating Station or Signal							
									Fall 2011	Spring 2011	Fall 2010	Spring 2010	Fall 2009	Spring 2009	Fall 2008	Spring 2008
W225AG	Panama City	92.9	0.1	cp	123	Magic Bcstg LLC	07	Clsc Rock	WPCF-AM	WPCF-AM	WPCF-AM	WPCF-AM	WPCF-AM	WPCF-AM	WPCF-AM	WPCF-AM

• Indicates a change since last edition

Beginning Fall 2005, Arbitron now reports a rolling average of the last two reporting periods for this market.

1/ See introduction section for interpretation of revenue estimates.

2/ Included in TLR share for noted station

3/ TLR share includes listening shares from partner stations

Metro Rank: 235

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Radio data is current as of 02/21/12