

**RADIO MARKET ANALYSIS**  
**STYLES MEDIA GROUP, LLC**  
**WILN RADIO STATION**  
**PANAMA CITY, FLORIDA**  
**WPCF/WVVE RADIO STATIONS**  
**PANAMA CITY BEACH, FLORIDA**  
**WYOO RADIO STATION**  
**SPRINGFIELD, FLORIDA**  
**WYYX RADIO STATION**  
**BONIFAY, FLORIDA**  
**August 2002**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared on behalf of Styles Media Group, LLC (“Styles”), proposed assignee of radio stations WILN, Channel 290C2, Panama City, Florida; WPCF, 1290 kHz, and WVVE, Channel 261C3, Panama City Beach, Florida<sup>1</sup>; WYOO, Channel 266A, Springfield, Florida<sup>2</sup>, and WYYX, Channel 249C1, Bonifay, Florida. Principals of Styles also have attributable interests in the license of WTVY-FM, Channel 238C0, Dothan, Alabama.<sup>3</sup> The 3.16 mV/m contours of WILN, WVVE, WYOO and WYYX overlap, as do the 3.16 mV/m contours of WYYX and WTVY-FM.<sup>4</sup> This results in Styles having common interests in four FM stations and one AM station in one market (WYYX/WILN/WVVE/WYOO/WPCF) and two FM stations in a second market (WYYX/WTVY-FM). Exhibit #1 is a map depicting the city grade contours of the subject stations.<sup>5</sup>

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- 1) There is an outstanding permit to make minor changes in the facilities of WVVE, which is also considered in this instant review.
  - 2) There is an outstanding construction permit to upgrade WYOO to Channel 266C3, which is considered in this instant analysis.
  - 3) The licensee of WTVY-FM also is the licensee of WQLS, 1200 kHz, and WJRL-FM, Channel 280C3, Ozark, Alabama. The contours of WQLS and WJRL-FM do not cross any of the proposed Styles stations.
  - 4) The 5.0 mV/m contour of WPCF overlaps with WILN, WVVE, WYOO and WYYX, but does not cross the WTVY-FM contour.
  - 5) As can be seen on Exhibit #1, the outstanding permits for WYOO and WVVE do not alter the definition of Radio Market #1.

2. Therefore, a study has been conducted to determine if ownership of these facilities, in the two respective markets, complies with §73.3555 of the Commission's rules. Each market will be reviewed for compliance. Since WYYX is a common station to both markets, its city grade contour will be used to define the market boundary, hereinafter referred to as the "Radio Market". The study will determine the number of other commercial AM and FM stations that either have transmitter sites within, or provide coverage to, the subject Radio Market. The relevant subject stations in each market will then be added.

3. Exhibit #2 is a depiction of the stations in the WYYX Radio Market, showing fifteen commercial AM and FM stations, excluding the subject stations. Exhibit #3 is a tabulation of the stations in Radio Market #1 (WYYX/WILN/WVVE/WYOO/WPCF), a total of twenty stations, including the subject stations. 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.<sup>6</sup> At the fifteen to twenty-nine stations level, common ownership or control of up to six stations, with no more than four in the same service, is permissible.

4. Exhibit #4 is a tabulation of the stations in Radio Market #2 (WYYX/WTVY-FM), a total of seventeen stations, including the subject stations. 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.<sup>7</sup> At the fifteen to twenty-nine stations level, common ownership or control of up to six stations, with

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6) Although there are additional stations providing service to the Radio Market, they are not considered since the number of stations was ample to demonstrate compliance with the rules based on the number of stations proposed to be commonly owned.

7) See Footnote 6 supra.

no more than four in the same service, is permissible. Therefore, Styles' interests in four FM stations and one AM station in one market and two FM stations in a second market are in compliance with the Commission's rules. Therefore, Styles' proposed ownership of WILN, WVVE, WYOO, WYYX and WPCF is in compliance with §73.3555 of the rules.

5. The foregoing technical statement was prepared on behalf of Styles Media Group, 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 was extracted from the CABS database. We assume no liability for errors or omissions in that database which may be adverse to the information contained herein.

# Graham Brock, Inc. - Broadcast Technical Consultants

**WYOO - Lic**  
 BMLH-19961209KA  
 Latitude: 30-12-12 N  
 Longitude: 085-36-57 W  
 ERP: 5.20 kW  
 Channel: 266A  
 AMSL Height: 76.0 m

**WYOO.C**  
 BPH-20020314AAI  
 Latitude: 30-10-44 N  
 Longitude: 085-46-55 W  
 ERP: 12.00 kW  
 Channel: 266C3  
 AMSL Height: 124.0 m

**WTVY-FM**  
 BLH-19880323KD  
 Latitude: 31-15-16 N  
 Longitude: 085-15-39 W  
 ERP: 100.00 kW  
 Channel: 238C0  
 AMSL Height: 423.0 m

**WILN**  
 BLH-19890428KA  
 Latitude: 30-10-44 N  
 Longitude: 085-46-55 W  
 ERP: 50.00 kW  
 Channel: 290C2  
 AMSL Height: 118.0 m

**WYYX**  
 BLH-19930401KC  
 Latitude: 30-30-41 N  
 Longitude: 085-29-24 W  
 ERP: 100.00 kW  
 Channel: 249C1  
 AMSL Height: 297.0 m

**WTVY-FM 3.16 mV/m**

**WYYX 3.16 mV/m**

**WILN 3.16 mV/m**

**WYOO CP 31.6 mV/m**

**WVVE LIC/CP 3.16 mV/m**

**WYOO LIC 3.16 mV/m**

**WPCF 5.0 mV/m**

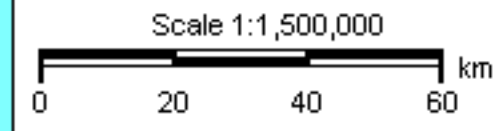
**WPCF**  
 Latitude: 30-10-44 N  
 Longitude: 085-46-55 W  
 ERP: 0.27 kW  
 Frequency: 1290 KHz  
 Prop Model: FCCM3

**WVVE**  
 BLH-19930409KC  
 Latitude: 30-10-44 N  
 Longitude: 085-46-55 W  
 ERP: 8.00 kW  
 Channel: 261C3  
 AMSL Height: 126.0 m

**WVVE.C**  
 BPH-20020314AAM  
 Latitude: 30-10-44 N  
 Longitude: 085-46-55 W  
 ERP: 12.00 kW  
 Channel: 261C3  
 AMSL Height: 124.0 m

## CITY GRADE CONTOURS

**EXHIBIT #1**  
**RADIO MARKET ANALYSIS**  
**STYLES MEDIA GROUP, LLC**  
**WILN - PANAMA CITY, FL**  
**WPCF/WVVE - PANAMA CITY BEACH, FL**  
**WYOO - SPRINGFIELD, FL**  
**WYYX - BONIFAY, FL**  
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**EXHIBIT #3**

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

**AM Stations**

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

Total AM Stations - 6

**FM Stations**

WPAP-FM	Ch 223C1	Panama City, FL
WTYS-FM	Ch 231A	Marianna, FL
WRBA	Ch 240C2	Springfield, FL
* WYYX	Ch 249C1	Bonifay, FL
WFSY	Ch 253C	Panama City, FL
+ WOOF-FM	Ch 259C1	Dothan, AL
* WVVE	Ch 261C3	Panama City Beach, FL
WJAQ	Ch 265A	Marianna, FL
* WYOO	Ch 266A	Springfield, FL
+ WYDA	Ch 269A	Graceville, FL
WMXP	Ch 278C1	Callaway, FL
WASJ	Ch 286C2	Panama City, FL
* WILN	Ch 290C2	Panama City, FL
WLHR	Ch 300C1	Panama City, FL

Total FM Stations -14

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 20**

\* Subject station

+ City grade contour provides service to Radio Market

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**EXHIBIT #4**

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

**AM Stations**

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

Total AM Stations - 5

**FM Stations**

WPAP-FM	Ch 223C1	Panama City, FL
WTYS-FM	Ch 231A	Marianna, FL
* WTVY-FM	Ch 238C0	Dothan, AL
WRBA	Ch 240C2	Springfield, FL
* WYYX	Ch 249C1	Bonifay, FL
WFSY	Ch 253C	Panama City, FL
+ WOOF-FM	Ch 259C1	Dothan, AL
WJAQ	Ch 265A	Marianna, FL
+ WYDA	Ch 269A	Graceville, FL
WMXP	Ch 278C1	Callaway, FL
WASJ	Ch 286C2	Panama City, FL
WLHR	Ch 300C1	Panama City, FL

Total FM Stations -12

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

- \* Subject station
- + City grade contour provides service to Radio Market