

Panama City, FL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	213	165,600	
DMA	148	368,400	
Hispanic	184	14,900	9.00%
Black	160	19,600	11.84%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	Sp/Fa; Fa/Sp

	Contemporary	Rock	Adult Contemporary	Adult/ Classic Hits	Oldies	Country	News/ Talk/ Info	Adult Music	Urban/ Black/ Gospel	Hispanic	Other/ Foreign Language	Religion	Non-Commercial
AM										WLTG-HIS		WPCF-REL	
FM	WILN-CHR	WFLF-AOR WRBA-CLR WTKP-CLR WYYX-AMR	WFSY-A/C	WASJ-ADH WBPC-CLH		WKNK-COU WPAP-COU WWLY-COU	WGSX-SPR WYOO-N/T		WEBZ-UAC				WAYP-NCL WFSU-EDU WFSW-EDU WJTF-NCL WKGC-EDU WPFM-NCL
DIGITAL							WPAP-F2-TLK						

Population Source: Nielsen Audio's Radio and Television Market Population Estimates; released annually

COMBOS (+ LMA's)

WEBZ-FM, WFLF-FM, WFSY-FM, WPAP-FM
WILN-FM, WWLY-FM, WYOO-FM, WYYX-FM
WASJ-FM, WKNK-FM, WRBA-FM

iHeartMedia, Inc.
Magic Broadcasting, Inc.
RoRo Investments LLC

LOCAL SPORTS COVERAGE

WGSX-FM

WFLF-FM
WLTG-AM
F = Flagship

Atlanta Braves-Baseball
Nascar Stock Races-Car Racing
Florida State University Seminoles-Football
Atlanta Braves-Baseball

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WFSU-FM	Non-Commercial College	93.7
WLTG-AM	Hispanic	101.7
WPAP-F2	Talk	92.5
WPCF-AM	Religion	93.1

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NATIONAL REPS

WASJ-FM, WKNK-FM, WRBA-FM
WEBZ-FM, WFLF-FM, WFSY-FM, WPAP-FM, WPAP-F2
WILN-FM, WPCF-AM, WWLY-FM, WYOO-FM, WYYX-FM

RegR
iHeartMedia
Loc Focus