

Panama City, FL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	212	169,900	
DMA	148	376,700	
Hispanic	182	16,500	9.71%
Black	160	20,700	12.18%

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 WYYX-AMR	WFSY-A/C WRBA-CAC	WBPC-CLH		WPAP-COU WWLY-COU	WGSX-SPR WYOO-TLK		WEBZ-UAC			WASJ-REL WKNK-REL	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)

WASJ-FM, WKNK-FM, WLTG-AM, WPCF-AM	Faith Radio Network, Inc
WEBZ-FM, WFLF-FM, WFSY-FM, WPAP-FM	iHeartMedia, Inc.
WILN-FM, WWLY-FM, WYOO-FM, WYYX-FM	Magic Broadcasting, Inc.

LOCAL SPORTS COVERAGE

WGSX-FM	Atlanta Braves-Baseball
F = Flagship	Nascar Stock Races-Car Racing

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WAYP-FM	Non-Commercial	106.9
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