

Request for Waiver of 47 C.F.R. §73.3555(a)

Sun Broadcasting, Inc.'s ("Sun") proposed acquisition of the licenses for WRXX-FM, Bonita Springs, Florida, and WXKB-FM, Cape Coral, Florida, from Beasley Broadcast Group, Inc. ("Beasley") would result in Sun owning a total of six (6) stations, all FM, in the Fort Myers-Naples Nielsen Metro Market (the "Fort Myers Metro"). Under Section 73.3555(a) of the Commission's rules, because the Fort Myers Metro includes a total of thirty-five (35) commercial and non-commercial radio stations, Sun is permitted to own seven (7) stations, but not more than four (4) stations in the AM or FM service. Accordingly, the proposed acquisition would comply with the overall cap on station ownership for the Fort Myers Metro, but requires a waiver of the market subcap to permit Sun to own more than four (4) FM stations in the market. As demonstrated below, grant of the requested waiver will solidify and enhance local service to the highly diverse and competitive Fort Myers Metro and will therefore serve the public interest.

Waiver of the Commission's rules is appropriate on a showing of good cause when the Commission finds that the grant of the waiver will better serve the public interest than strict application of the rules.¹ The Commission considers requests for waiver of the local radio ownership rules on a case-by-case basis, and has invited requests for waiver where, as here, specific circumstances justify deviation from the limits set forth in the rules.² The Commission's case-by-case analysis focuses on whether the requested waiver will serve the public's interest in localism and competition – policies that are the basis for the local radio ownership rules.³ While waiver proceedings are not the place for applicants to question the local radio ownership rule itself, any public interest analysis of a proposed waiver must take place against the backdrop of serious questions whether strict enforcement of the local radio caps adopted nearly thirty (30) years ago – before the Internet and satellite radio brought substantial new audio competition into every market – can lead to results that serve the public interest.⁴ In this case, waiver of the FM subcap in the Fort Myers Metro is warranted because the proposed transaction will significantly enhance local service to listeners in the Metro while maintaining a highly diverse and competitive market.

¹ See 47 C.F.R. §1.3; See also *Northeast Cellular Telephone Co. v. F.C.C.*, 897 F.2d 1164, 1166 (D.C. Cir. 1990) (citing *WAIT Radio v. F.C.C.*, 418 F. 2d 1153, 1157-59 (D.C. Cir. 1969)); *Network IP, LLC v. FCC*, 548 F.3d 116, 125-128 (D.C. Cir. 2008).

² See 2002 Biennial Regulatory Review Order—Review of the Commission's Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996 et al., *Report and Order*, 18 FCC Rcd 13620, 13746-47, para. 326 (2003) (citing 47 C.F.R. § 1.3).

³ See Alpha Media Licensee LLC, DA 25-712, rel. Aug. 13, 2025 (citing *Multimedia, Inc.*, Memorandum Opinion and Order, 11 FCC Rcd 4883, 4884-4885 (1995); Emmis Austin Radio Broadcasting Company, LP, DA 19-973, rel. Sept. 27, 2017).

⁴ See 2018 Quadrennial Regulatory Review – Review of the Commission's Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996, *Report and Order*, 38 FCC Rcd 12782 (2023) (separate statement of then-Commissioner Carr).

Sun Broadcasting, Inc. Owned and operated by the Schwartzel family, Sun is a local, family-owned business in Fort Myers that exclusively serves the Fort Myers-Naples market. Sun owns FM stations WHEL, a country music station branded as “Trump Country,” WFSX, a talk radio station branded as “Right All Along,” WARO, the Arrow, a classic rock station, and WFFY, a rhythmic contemporary station. On the television side, Sun owns WXCW(TV), the Fort Myers CW affiliate and three low-power stations that deliver Univision, Unimas, and Estrella-affiliated programming to the Fort Myers market. Fort Myers is Sun’s only media market and it has focused on developing a deep and broad set of services to the many diverse communities in the Metro.⁵

The Fort Myers Nielsen Metro. The Fort Myers Metro is the 54th ranked Nielsen Metro in the County. The Metro is geographically small, including just two counties in Southwest Florida, but nonetheless features thirty-five (35) full power commercial and non-commercial AM and FM radio stations, owned by seventeen (17) different ownership groups.⁶ Fort Myers listeners are well-served by twenty-four (24) different station formats across the market’s stations. The Metro’s stations also broadcast thirteen (13) multicast streams, adding an additional four (4) programming formats beyond those offered by the primary streams of the Metro’s full-power stations.⁷ The Metro is fiercely competitive, with five (5) individual owners, including Sun and Beasley, earning between seventeen (17%) and twenty-five (25%) percent of market revenues, according to BIA.⁸ Following the transaction, competition will remain robust. Beasley, the largest competitor in the market today, according to BIA revenue estimates, would be removed, leaving four (4) comparably sized companies – Sun would be the largest – with none owning the lion’s share of the market.⁹

Broadcast operations in the Fort Myers Metro have become uniquely challenging over the past several years. Stations operating in the Fort Myers-Naples market face substantial challenges due to repeated severe weather events, which make the costs and resources necessary for operation higher than in other markets. Since 2022, the Fort Myers area has been hit by three catastrophic hurricanes – Milton, Helene, and Ian – causing widespread damage to Fort Myers

⁵ Sun operates pursuant to a shared services arrangement with Fort Myers Broadcasting Company (“FMBC”), which fully complies with the Commission’s rules and was approved by the Commission nearly ten years ago. *See* WLVO(FM), San Carlos, Florida, Reference No. 1800B3-KV, File No. BALH-20150812ABA, rel. May 23, 2017. Beasley also has contracted with FMBC for the sale of two FM stations and an AM station in the Fort Myers Metro. Through these two sales transactions, Beasley is exiting the market.

⁶ *See* Exhibit A. The attached BIA report lists WGBY as dark. The FCC’s LMS database confirms that the station is licensed and on-air. Sun will provide a corrected study at the Commission’s request.

⁷ *See id.*

⁸ *See id.*

⁹ *See* Exhibit B.

residents as well as broadcast stations.¹⁰ The Fort Myers Metro faces years of recovery from damage sustained from these storms, and now more than ever, the market needs committed broadcasters that are part of the community to reinvest in the market and ensure that quality broadcast service and emergency information is available to all area listeners. While Sun has thus far been spared substantial damage from these storms, their prevalence requires increased investment to ensure that existing facilities are hardened to withstand weather conditions that have become all too predictable.

These specific conditions in the Fort Myers Metro are in addition to the competitive difficulties that all local radio stations face. While Section 73.3555(a) ignores satellite and online competition to radio stations, Sun and other local broadcasters can't afford to do so. Put succinctly, services like Pandora, Spotify, Apple Music, You Tube, and SiriusXM Radio – services that didn't exist when the radio subcaps were adopted – provide substantial competition in Sun's efforts to build audiences for its stations that it can sell to local advertisers. Sun welcomes the competition, but if it is going to have to compete with nationwide services that have no limit to the efficiencies of scale and scope they can achieve, then surely that fact is relevant to the question of whether a minor deviation from the local ownership rules is justified in this case. Likewise, since Sun competes directly with these new services, the diversity of viewpoint and programming they bring into the Fort Myers Metro must be considered when deciding whether the post-transaction landscape proposed here will be sufficiently diverse to satisfy the public interest.

The Requested Waiver Will Strengthen Competition. A review of the effect of the proposed transaction on localism, competition, and the public interest clearly supports the conclusion that the proposed waiver is in the public interest. First, with respect to competition, the Fort Myers Metro is not particularly concentrated today, and it won't be after this transaction closes. The market will go from having five (5) relatively evenly sized competitors for the core advertising revenue in the market, to having four (4), and it will go from having sixteen (16) ownership groups competing for audiences to fifteen (15). Even if local broadcast radio was the only competitor vying for advertising and listeners in the Fort Myers Metro, this is not a market structure that harms the public interest in any way.

Indeed, the post-transaction market structure will strengthen competition because allowing Sun to achieve a greater scale will help it improve local service beyond what is possible in a market where local revenues are split among a larger group of owners. While there will be one fewer competitor in the market, the remaining station groups will be stronger as a result. This is particularly important in the Fort Myers Metro, which demands additional investment to ensure that stations can remain on the air during the market's frequent weather emergencies. Moreover, because Sun faces competition from a host of non-broadcast services like SiriusXM and Spotify, permitting this increased scale will help facilitate fair competition with these much larger, essentially unregulated services.

¹⁰ See, e.g., George Winslow, *Hurricane Milton: 2 TV Stations, 12 Radio Stations Still Down*, Oct. 15, 2024, available at <https://www.tvtechnology.com/news/hurricane-milton-2-tv-stations-12-radio-stations-still-down>.

Grant of the Waiver Will Enhance Localism. As discussed above, Sun is a single-market broadcaster focused solely on meeting the needs of residents in Fort Myers and its surrounding communities. Since Sun is a private company, it answers only to its Southwest Florida audiences, not Wall Street investors. Beasley has been an exemplary local broadcaster in the Fort Myers market, but Sun will be free of pressures from investors outside the Fort Myers Metro. Sun's undivided focus will be on identifying and investing in serving the needs of its Fort Myers audiences.

Sun's leadership team lives and works in the Fort Myers area, and the company has borne the brunt of the recent storms right along with its viewers and listeners. While the market faces years of rebuilding to recover from the substantial damage caused by the recent hurricanes, Sun is doubling down and reinvesting in these communities. Sun's history in the Fort Myers-Naples market has shown the company to be devoted to serving every segment of the community with diverse and engaging programming from Spanish language television, to conservative talk radio, to urban contemporary music. The efficiencies the proposed transaction would offer will allow Sun to further improve radio service to these communities.

Listeners in the Fort Myers Metro need station owners with this kind of single-minded focus because they face substantial challenges due to the repeated severe weather events they have faced. These circumstances increase the costs and resources necessary to operate high quality radio stations. Committed local broadcasters like Sun have every incentive to respond to these needs, and having more stations, facilities, redundancies, and efficiencies will enable Sun to continue serving the market reliably in these challenging conditions.

Grant of the Waiver Will Preserve Programming Choice in the Fort Myers market. As described above, Sun is proud of the diverse services it offers to the diverse communities that comprise the Fort Myers Metro. The proposed transaction will improve Sun's ability to continue delivering on that commitment. Sun has no plans to change the formats of WRXK-FM or WXKB-FM to formats offered by other stations in the market. Instead, Sun will continue to try to identify community needs and interests and respond accordingly. Sun has had a strong hand in promoting wide-ranging programming choices in the Fort Myers Metro and intends to continue to do so. Competition demands it. In addition to competing with each other, Sun and other radio broadcasters compete against online services that allow a person to listen to literally any song at any time and satellite services that offer hundreds of channels of curated programming. The additional scale provided by the proposed transaction will give Sun the flexibility to experiment, innovate, and deliver the kinds of daring and diverse programming that can compete in this fiercely competitive marketplace.

The proposed waiver also will ensure that a large number of independent operators continue to serve the market. Closing this transaction will leave fifteen (16) independent station owners serving the market. While this will shrink the number of independent voices in the market by one (1), that is the case whenever a station is sold to an in-market buyer. In any event, no one has suggested that fifteen (16) independent radio voices is insufficient to serve a market the size of the Fort Myers Metro. In any event, any slight loss of independent viewpoints occasioned by Beasley's exit from the market is decisively outweighed by the benefits to localism and competition that grant of the waiver will promote.

Waiver in This Case Will Serve the Public Interest. As the foregoing demonstrates, waiver of the FM subcap to permit Sun to own six (6) FM stations in the Fort Myers Metro will serve the public interest more effectively than strict adherence to the rule in this case. The Commission has waived the local ownership rule on several previous occasions where local conditions warranted such relief.¹¹ Those cases had in common with this one the clear circumstance where enforcement of the rule would deprive the local market of important services that the applicant was willing and able to provide. The Fort Myers Metro will benefit significantly from grant of the requested waiver in the form of enhanced local service and more effective and robust competition. Sun requests the Commission's permission to make those benefits a reality.

¹¹ See Alpha Media Licenses, LLC, *Letter Ruling*, DA 25-712 (rel. Aug. 13, 2025); Emmis Austin Radio Broadcasting Company, LP, DA 19-973, rel. Sept. 27, 2017; Entercom Kansas City License, LLC, *Memorandum Opinion and Order*, 17 FCC Rcd 24197 (2002); Entercom Commc'ns & CBS Radio, *Memorandum Opinion and Order*, 32 FCC Rcd 9380 (MB 2017); Audacy License, LLC, *Memorandum Opinion and Order*, FCC 24-94, 2024 WL 4369711 (rel. Sept. 30, 2024).

Exhibit A

BIA Market Report

FCC Geographic Market Definition for Ft. Myers-Naples, FL

Call Letters	AM/FM	Freq	Type		Home Market	Market	Home	Owner	City & State of License	County of License
			Station	Format		Designtn Date	Mkt Rank			
WAFZ	FM	92.1	C	Mexican	Ft. Myers-Naples, FL	07/02/2003	52	Glades Media Company	Immokalee, FL	Collier
WAFZ	AM	1490	C	Mexican	Ft. Myers-Naples, FL	07/02/2003	52	Glades Media Company	Immokalee, FL	Collier
WARO	FM	94.5	C	Clsc Rock	Ft. Myers-Naples, FL	07/02/2003	52	Sun Broadcasting Inc	Naples, FL	Collier
WAVV	FM	101.1	C	Soft AC	Ft. Myers-Naples, FL	07/02/2003	52	Ft Myers Broadcasting Company	Naples Park, FL	Collier
WAYJ	FM	89.5	NC	ChrsContem	Ft. Myers-Naples, FL	07/02/2003	52	Hope Media Group	Naples, FL	Collier
WBCN	AM	770	C	Sports	Ft. Myers-Naples, FL	07/02/2003	52	Beasley Media Group LLC	North Fort Myers, FL	Lee
WBGY	FM	90.3	NC	DARK	Ft. Myers-Naples, FL	02/20/2004	52	Kol Haley 2000 Corp.	Everglades City, FL	Collier
WBTT	FM	105.5	C	Hip Hop	Ft. Myers-Naples, FL	07/02/2003	52	iHeartMedia Inc	Naples Park, FL	Collier
WCKT	FM	107.1	C	Country	Ft. Myers-Naples, FL	07/02/2003	52	iHeartMedia Inc	Lehigh Acres, FL	Lee
WCNZ	AM	1660	NC	Religion	Ft. Myers-Naples, FL	07/02/2003	52	Relevant Radio Inc	Marco Island, FL	Collier
WDLV	FM	88.7	NC	ChrsContem	Ft. Myers-Naples, FL	07/02/2003	52	Educational Media Foundation	Fort Myers, FL	Lee
WFFY	FM	98.5	C	Rhymc/CHR	Ft. Myers-Naples, FL	07/02/2003	52	Sun Broadcasting Inc	San Carlos Park, FL	Lee
WFSX	FM	92.5	C	Nws/TIK/Inf	Ft. Myers-Naples, FL	07/02/2003	52	Sun Broadcasting Inc	Estero, FL	Lee
WGCU	FM	90.1	NC	News/Talk	Ft. Myers-Naples, FL	07/02/2003	52	FL Gulf Coast University, Board of Regents	Fort Myers, FL	Lee
WGUF	FM	98.9	C	Talk	Ft. Myers-Naples, FL	07/02/2003	52	Renda Broadcasting Corp.	Marco, FL	Collier
WHEL	FM	93.7	C	CHR	Ft. Myers-Naples, FL	07/02/2003	52	Sun Broadcasting Inc	Sanibel, FL	Lee
WINK	FM	96.9	C	AC	Ft. Myers-Naples, FL	07/02/2003	52	Ft Myers Broadcasting Company	Fort Myers, FL	Lee
WJGO	FM	102.9	C	Adult Hits	Ft. Myers-Naples, FL	07/02/2003	52	Renda Broadcasting Corp.	Tice, FL	Lee
WJPT	FM	106.3	C	Soft AC	Ft. Myers-Naples, FL	07/02/2003	52	Beasley Media Group LLC	Fort Myers, FL	Lee
WJYO	FM	91.5	NC	Religion	Ft. Myers-Naples, FL	07/02/2003	52	Airwaves for Jesus Inc	Fort Myers, FL	Lee
WMKO	FM	91.7	NC	News/Talk	Ft. Myers-Naples, FL	07/02/2003	52	FL Gulf Coast University, Board of Regents	Marco Island, FL	Collier
WMYE	FM	91.9	NC	Alternative	Ft. Myers-Naples, FL	06/24/2008	52	Call Communications Group Inc	Fort Myers, FL	Lee
WMYR	AM	1410	C	Religion	Ft. Myers-Naples, FL	07/02/2003	52	Relevant Radio Inc	Fort Myers, FL	Lee
WOLZ	FM	95.3	C	80s Hits	Ft. Myers-Naples, FL	07/02/2003	52	iHeartMedia Inc	Fort Myers, FL	Lee
WRXK	FM	96.1	C	Rock	Ft. Myers-Naples, FL	07/02/2003	52	Beasley Media Group LLC	Bonita Springs, FL	Lee
WSGL	FM	104.7	C	Mix AC	Ft. Myers-Naples, FL	07/02/2003	52	Renda Broadcasting Corp.	Naples, FL	Collier
WSOR	FM	90.9	NC	Religion	Ft. Myers-Naples, FL	07/02/2003	52	Moody Bible Institute of Chicago Inc.	Naples, FL	Collier
WTLQ	FM	97.7	C	Span/CHR	Ft. Myers-Naples, FL	07/02/2003	52	Ft Myers Broadcasting Company	Punta Rassa, FL	Lee
WVOI	FM	91.5	NC	80Hts/News	Ft. Myers-Naples, FL		52	Bokev Media, Inc.	Everglades City, FL	Collier
WWCL	AM	1440	NC	Span/Chrst	Ft. Myers-Naples, FL	07/02/2003	52	Radio Vision Cristiana Management	Lehigh Acres, FL	Lee
WWCN	FM	99.3	C	Tropical	Ft. Myers-Naples, FL	07/02/2003	52	Beasley Media Group LLC	Fort Myers Beach, FL	Lee
WWGR	FM	101.9	C	Country	Ft. Myers-Naples, FL	07/02/2003	52	Renda Broadcasting Corp.	Fort Myers, FL	Lee
WXKB	FM	103.9	C	Top 40	Ft. Myers-Naples, FL	07/02/2003	52	Beasley Media Group LLC	Cape Coral, FL	Lee
WZJZ	FM	100.1	C	AC/Span	Ft. Myers-Naples, FL	07/02/2003	52	iHeartMedia Inc	Port Charlotte, FL	Charlotte

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed

FCC Geographic Market Definition for Ft. Myers-Naples, FL

Call Letters	AM/ FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WZKO	AM	1350	C	Urban AC	Ft. Myers-Naples, FL	07/02/2003	52	Genesis Multimedia Group LLC	Fort Myers, FL	Lee

Number of Stations in Geographic Market 35

Previous Stations in Geographic Market

Exhibit B

Estimated Market Revenue Shares

Pre Transaction

Group	Estimated Revenue (BIA)	Market Revenue Share
Beasley	\$8,450,000	25.8%
Sun	\$6,375,000	19.5%
Fort Myers Broadcasting Company	\$5,500,000	16.8%
iHeart	\$5,875,000	18.0%
Renda	\$5,850,000	17.9%
Glades	\$500,000	1.5%
Relevant Radio	\$100,000	0.3%
Total	\$32,650,000	

Post Transaction

Group	Revenue	Market Revenue Share
Sun	\$11,075,000	33.9%
FMBC	\$9,250,000	28.3%
iHeart	\$5,875,000	18.0%
Renda	\$5,850,000	17.9%
Glades	\$500,000	1.5%
Relevant Radio	\$100,000	0.3%
Total	\$32,650,000	

These tables were derived by using BIA's per-station revenue estimates reflected in the attached excerpt from BIA Advisory Services, INVESTING IN RADIO 2025, 1st Quarter Edition Market Report (2025).

Radio Market Rank: 54
 BIA Revenue Rank: 53
 Confidence Rating: ★

Ft. Myers-Naples, FL Radio Market Competition Overview



FM Stations

Nielsen Audio 12+ Metro Shares (see rights)

Call Letters	City Of License	Class	Freq	Pwr (kW)	HAAT	CP	Combo	Owner	Started	Acquired	Sales Price (\$000)	Format	2023 OTA Rev (\$000)	2023 Digital Rev (\$000)	Pwr Ratio	LCS 2023	Fall 2024	Sum 2024	Spring 2024	Winter 2024	Fall 2023	Sum 2023
WXKB	Cape Coral	C	103.9	100.0	1119		a	Beasley Media Group	1975	Nov 1994	3,500	Top 40	2,975		1.88	4.8	2.4	3.4	2.4	4.0	3.0	3.3
WWGR	Fort Myers	C0	101.9	100.0	1119			Renda Bcstg Corp	1969	Jul 1994	4,000	Country	2,750		1.13	7.4	4.7	4.9	5.8	4.9	3.7	4.1
WFSX-FM	Estero	C2	92.5	20.5	689		c	Sun Broadcasting Inc	1978	Dec 2011	c2	Nws/Tlk/In	2,500		0.83	9.2	7.3	6.7	6.7	5.6	5.8	5.1
WARO	Naples	C0	94.5	100.0	1020		c	Sun Broadcasting Inc	1962	Dec 2011	c2	Clsc Rock	2,400		1.30	5.6	4.6	4.3	3.8	3.6	4.7	3.7
WJGO	Tice	C1	102.9	96.0	466			Renda Bcstg Corp	1999	Oct 2000	7,000	Adult Hits	2,200		1.19	5.6	3.9	3.1	3.6	3.3	2.2	4.5
WBTT	Naples Park	C2	105.5	23.5	722			iHeartMedia	1987	Jul 2008	g	Hip Hop	2,175		1.70	3.9	3.2	3.0	1.3	2.5	4.0	2.6
WJPT	Fort Myers	C2	106.3	50.0	466		a	Beasley Media Group	1992	Feb 1998	d3	Soft AC	2,175		0.94	7.0	3.6	7.3	3.6	4.6	5.0	3.8
WTLQ-FM	Punta Rassa	C3	97.7	14.5	430		b	Ft Myers Bcstg Co	1999	Oct 2000	7,000	Span/CHR	2,025		0.98	6.3	4.5	3.1	3.1	4.4	3.7	6.2
WAVV	Naples Park	C1	101.1	100.0	981			Ft Myers Bcstg Co	1987	Sep 2022	8,000	Soft AC	1,800		0.54	10.2	5.6	6.4	6.6	6.2	6.6	5.9
WINK-FM	Fort Myers	C	96.9	100.0	1486		b	Ft Myers Bcstg Co	1964			AC	1,725		0.92	5.7	4.0	2.9	3.8	3.9	4.0	3.8
WRXK-FM	Bonita Springs	C	96.1	100.0	1119		a	Beasley Media Group	1974	Aug 1986	3,500	Rock	1,725		1.31	4.0	2.1	3.0	2.9	2.7	2.2	2.9
WOLZ	Fort Myers	C1	95.3	79.0	476			iHeartMedia	1970	Jul 2008	g	80s Hits	1,450		1.34	3.3	1.9	2.3	2.1	2.7	2.5	3.0
WHEL	Sanibel	C2	93.7	43.0	476		c	Sun Broadcasting Inc	1971	Dec 2011	c2	CHR	1,250		1.46	2.6	1.3	1.2	1.0	1.1	1.7	2.1
WCKT	Lehigh Acres	C2	107.1	23.5	722			iHeartMedia	1976	Jul 2008	g	Country	1,175		0.97	3.7	2.6	2.3	2.4	2.4	2.7	3.1
WZJZ	Port Charlotte	C1	100.1	84.0	1060			iHeartMedia	1976	Jul 2008	g	AC/Span	1,075		1.31	2.5	1.9	1.6	1.9	1.3	1.2	1.5
WWCN	Fort Myers Beach	C2	99.3	50.0	466		a	Beasley Media Group	1983	Feb 1998	6,000 d3	Tropical	950		1.00	2.9	1.5	2.2	1.6	2.6	1.7	2.5
WSGL	Naples	C2	104.7	20.0	433			Renda Bcstg Corp	1980	Dec 1998	3,650	Mix AC	900		1.37	2.0	0.9	1.8	0.8	2.1	1.4	0.6
WAFZ-FM	Immokalee	A	92.1	5.6	328		d	Glades Media Company	1984	Jun 2004	na	Mexican	500		0.69	2.2	2.0 ^a	1.5 ^a	1.0 ^a	1.1 ^a	0.9 ^a	1.2 ^a
WFFY	San Carlos Park	C2	98.5	50.0	384			Sun Broadcasting Inc	1978	Jun 2017	3,045	Rhymc/CHR	225		0.17	4.1	2.1	2.3	1.9	1.7	2.8	2.6
WGUF	Marco	A	98.9	6.0	328			Renda Bcstg Corp	1990	May 1997	2,000	Talk	200		0.00	0.8	0.7	0.3	1.1	0.3	0.8	0.4
Totals																93.8	60.8	63.6	57.4	61.0	60.6	62.9

Multicasting Stations

Nielsen Audio 12+ Metro Shares (see rights)

Call Letters	Frequency	Owner	Format	2023 OTA Rev (\$000)	2023 Digital Rev (\$000)	LCS 2023	Fall 2024	Sum 2024	Spring 2024	Winter 2024	Fall 2023	Sum 2023
WAVV-HD2	101.1	Ft Myers Bcstg Co	Smooth Jaz			0.3	0.0 ^a	0.0 ^a	0.3 ^a	0.1 ^a	0.5 ^a	0.3 ^a
WBTT-HD2	105.5	iHeartMedia	Rhymc/Olde			0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCKT-HD2	107.1	iHeartMedia	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFSX-HD2	92.5	Sun Broadcasting Inc	Sprts/Talk			0.5	0.6 ^a	0.2 ^a	0.2 ^a	0.2 ^a	0.3 ^a	0.1 ^a
WHEL-HD2	93.7	Sun Broadcasting Inc	Rock			0.8	0.0 ^a	0.2 ^a	0.9 ^a	0.7 ^a	0.6 ^a	0.5 ^a
WHEL-HD3	93.7	Sun Broadcasting Inc	Country			0.0	0.0 ^a	0.0 ^a	0.1 ^a	0.3 ^a	0.0	0.0
WINK-HD2	96.9	Ft Myers Bcstg Co	SpnAC/Trpc			1.3	1.0 ^a	0.7 ^a	0.7 ^a	0.9 ^a	1.0 ^a	1.0 ^a
WJPT-HD2	106.3	Beasley Media Group	Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOLZ-HD2	95.3	iHeartMedia	ChrsContem			0.4	WAYJ ²					
WRXK-HD2	96.1	Beasley Media Group	Sports			0.0	WBCN ²					
WTLQ-HD2	97.7	Ft Myers Bcstg Co	Mexican			0.0	0.0	0.0	0.0	0.0	0.0 ^a	0.0 ^a
WXKB-HD2	103.9	Beasley Media Group	Variety			0.9	0.0 ^a					
WZJZ-HD2	100.1	iHeartMedia	Jazz			0.0	0.0	0.0	0.0	0.0	0.0	0.0
Totals						4.2	2.1	1.3	2.5	2.7	2.5	2.1

Please Note: Station Ratings with a small 2 indicates it is included in the TLR share for a noted station. A small 3 signifies a TLR share includes listening shares from partner stations.

Radio Market Rank: 54
 BIA Revenue Rank: 53
 Confidence Rating: ★

Ft. Myers-Naples, FL Radio Market Competition Overview



AM Stations

Nielsen Audio 12+ Metro Shares (see rights)

Call Letters	City Of License	Class	Freq	Day-Night Pwr (kw)	CP	Combo	Owner	Started	Acquired	Sales Price (\$000)	Format	2023 OTA Rev (\$000)	2023 Digital Rev (\$000)	Pwr Ratio	LCS 2023	Fall 2024	Sum 2024	Spring 2024	Winter 2024	Fall 2023	Sum 2023
WBCN	North Fort Myers	B	770	10 - 0.63		a	Beasley Media Group	1983	Nov 1987	300	Sports	625		0.95	2.0	0.8 ³	0.9 ³	1.4 ³	0.8 ³	1.1 ³	1.2 ³
WFSX	Fort Myers	C	1240	1 - 1	CP		Sun Broadcasting Inc	1940	Dec 2011	c2	Mexican			0.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAXA	Pine Island Center	B	1200	0.8 - 0.75			Ft Myers Bcstg Co	1986	Aug 1995	560	Spanish AC			0.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMYR	Fort Myers	B	1410	5 - 5			Relevant Radio Inc	1952	Sep 2016	546	Religion	100		0.00	0.0	0.1 ³	0.3 ³	0.3 ³	0.2 ³	0.0 ³	0.2 ³
WAFZ	Immokalee	C	1490	0.6 - 0.7		d	Glades Media Company	1964	Mar 1996	na	Mexican			0.00	0.0	WAFZ-FM ²					
WZKO	Fort Myers	D	1350	2 - 0.15			Genesis Multimedia	1964	May 2016	450	Urban AC			0.00	0.0	0.0 ³					
				-										Totals	2.0	0.9	1.2	1.7	1.0	1.1	1.4

FM Translators Rebroadcasting AM/FM Stations & Multicast Stations

Call Letters	City Of License	Freq	Pwr (kW)	HAAT	Owner	Year Std	Format	Originating Station	Call Letters	City Of License	Freq	Pwr (kW)	HAAT	Owner	Year Std	Format	Originating Station
W239CL	Golden Gate	95.7	0.3	968	Ft Myers Bcstg Co	2007	SpnAC/Vart	WINK-HD2	W231DC	Fort Myers	94.1	0.2	331	Sun Broadcasting Inc	2007	Sprts/Talk	WFSX-HD2
W247CR	Pine Island Center	97.3	0.2	476	Ft Myers Bcstg Co	2017	SpnAC/Vart	WINK-HD2	W243BM	Suncoast Estates	96.5	0.3	302	Beasley Media Group	2007	Variety	WXKB-HD2
W259CZ	Immokalee	99.7	0.3	843	Glades Media Company	2021	Mexican	WAFZ	W251AL	Fort Myers	98.1	0.2	424	Beasley Media Group	2007	Sports	WBCN
W268AH	Bonita Springs	101.5	0.1	689	Beasley Media Group	2007	Variety	WXKB-HD2	W263BI	Fort	100.5	0.3	1053	Hope Media Group	2007	ChrsContem	WOLZ
W278DD	Bonita Springs	103.5	0.3	238	Call Comm Group Inc	2007	Alternativ	WWCN	W277AP	Bayshore	103.3	0.2	486	Sun Broadcasting Inc	2007	Sprts/Talk	WHEL-HD2
W286AK	Naples	105.1	0.1	452	Beasley Media Group	2007	Variety	WXKB-HD2	W282BY	Fort Myers	104.3	0.3	302	Beasley Media Group	2016	Sports	WBCN
W294AN	Fort Myers Beach	106.7	0.3	357	Relevant Radio Inc	2007	Religion	WMYR	W290DB	Naples	105.9	0.3	1024	Sun Broadcasting Inc	2007	Sprts/Talk	WFSX-HD2
									W300EF	Naples	107.9	0.3	222	Call Comm Group Inc	2007	Smooth Jaz	WAVV-HD2

Please Note: Station Ratings with a small 2 indicates it is included in the TLR share for a noted station. A small 3 signifies a TLR share includes listening shares from partner stations.