

# B.95

## WBPC-FM 95.1

*Classic Hits & Today's Best!*

**WBPC-FM 95.1**  
Bay Broadcasting, LLC  
P.O. Box 27272  
3900 Marriott Drive  
Panama City Beach, FL 32411

PH: (850) 235-2195  
FX: (850) 235-2795  
www.B951fm.com

 Hourly updates  
from America's  
#1 News Source.



October 1, 2008

### **I'm excited to announce some changes at WBPC-FM Panama City Beach!**

#### **First, a few highlights :**

- We signed WBPC-FM 95.1 on the air "from scratch" July 15<sup>th</sup>, 2005 playing Classic Hits
- WBPC became the first local radio station to specifically target upscale adults
- WBPC was Panama City's first Fox News Radio affiliate (other stations in town quickly followed)
- WBPC is the local home of Alabama Crimson Tide Football and Nick Saban's coach's show
- WBPC teamed with the USAF to exclusively broadcast the Blue Angels & Thunderbirds Shows
- WBPC donated more than \$100,000 in free airtime to local Panama City area non-profit agencies

#### **Now it's time for the next chapter in the story of WBPC :**

I have decided to sell my voting control of the company to my business partner Dick Robinson of Palm Beach Florida. Upon completion of the transfer, he will own 100% of Bay Broadcasting, LLC. We've hired PC native David Swaim as WBPC's new General Manager and I'm very excited about his vision for the radio station's future. He can be reached at 850-235-2195.

This will allow me to spend 100% of my time with my family in the Boston area while focusing on our advertising agency business – Massmedia, Inc. ([www.massmedia.net](http://www.massmedia.net)). Massmedia offers businesses high-end services such as those we've provided to US Airways and Justin Boots, and many others (TV, Radio, Web, Outdoor, and more) at reasonable rates. Beginning this fall, Massmedia is also providing creative services for the Jacksonville, New England, and Denver Auto Shows. For some fresh ideas or a free quote on your project please call 877-massmedia or email me at [charlie@massmedia.net](mailto:charlie@massmedia.net).

**To our WBPC listeners, advertisers, and friends...THANK YOU!** Special thanks to the select few who took the extra time to provide me with your personal wisdom on the ways of doing business in Bay County and "Lower Alabama".

We started a company to help business reach the more affluent segment of the market. And we succeeded. It's been a fantastic three years and I look forward to returning to the world's most beautiful beaches as a tourist many times in the future!

Sincerely,

Charlie Shapiro  
Managing Partner  
Bay Broadcasting, LLC

**B95 reaches adults with purchasing power.**