

# WYCT (CatCountry 98.7)

WYCT (98.7 FM) is a radio station known as "CatCountry 98.7." The main studio is located on Plantation Road in Pensacola, Florida, and caters to the Pensacola, Gulf Breeze, Pace and Milton markets as well as Baldwin County, Alabama.

Owner Dave Hoxeng applied to the FCC in 1987 for a new Pensacola station at 98.7. After long delays in winning license in Washington, he moved to Pensacola in 2002 to construct the new 100,000-watt FM radio station from the ground up. The station was started on 40 acres of raw timberland where a new 942-foot tower in Baldwin County with associated "hurricane proof" blockhouse was built. Dave and wife Mary debuted the radio station as Christmas Radio 98.7 in November 2003, and switched to CatCountry 98.7 on 12/26/03.

According to monthly Solutions Broadcast Research, CatCountry 98.7 has risen to deliver the largest Pensacola audience of adults aged 25 to 54, which is the most valued demographic by advertisers. (Solutions Spring 2006C2)

WYCT is licensed to broadcast in HD Radio. WYCT's first broadcast in HD Radio was on December 11, 2003. To generate the HD Radio signal, WYCT uses an Armstrong X-1 tube transmitter which feeds a Shively IAD antenna. WYCT is not, however, broadcasting in HD at this time.