**Fla. LPFM Operator Looks to Radio's Roots**

[](http://www.bing.com/images/search?q=100+Power+Logo&FORM=IRTRRL)WYPW-FM 99.9, also known as Power 100, is a low-power FM station in Brandon, Fla., that is aiming to compete with stations from companies such as Cox Communications and iHeartMedia without a large advertising budget or billboard campaigns. "I want to take radio back to its roots. ... [A] living, breathing community entity making a difference," says Power 100's Andy Kovacs.

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<http://www.tampabay.com/news/business/power-100-looks-to-power-up-in-brandon-amid-the-corporate-radio-giants/2278400>