

As demonstrated by the attached copies of the BIA Television Yearbook 2003 and Investing In Television 2003,¹ there are ample independently owned television stations in the Mobile, AL – Pensacola, FL DMA to allow common ownership of WFGX(TV) and WEAR-TV. The co-ownership of these two stations, sought in the instant application, will not change the competitive dynamics in the DMA and will allow the Stations to remain viable competitors in the Market.

WFGX(TV) has been programmed by Sinclair Media II, Inc. (“Sinclair”) pursuant to a Time Brokerage Agreement since 1998 when the TBA between Television Fit for Life, Inc. and Heritage Media Corporation (“Heritage”) was assigned to Sinclair by Heritage as part of Sinclair’s purchase of radio stations from Heritage. See File Nos. BAL-19970805GU, BALH-19970805GV and BALH-19970805GW.

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