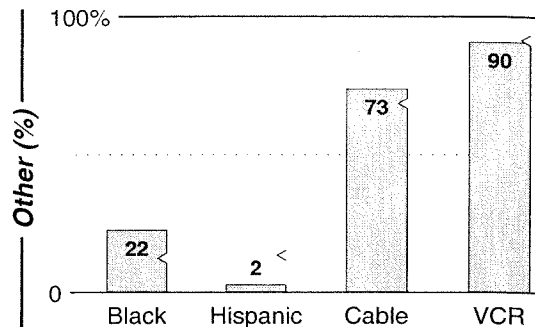
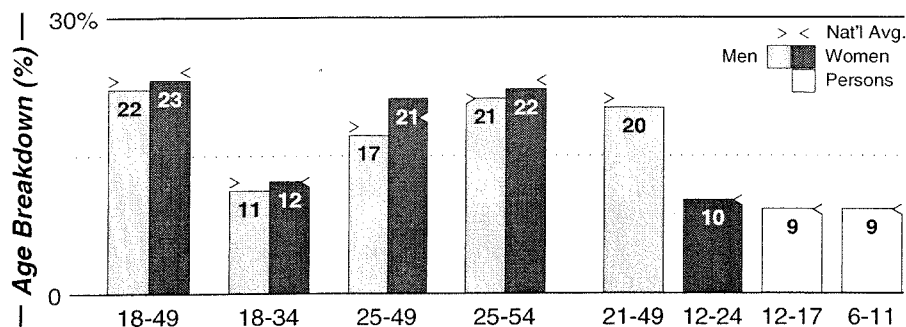


Mobile, AL-Pensacola, FL

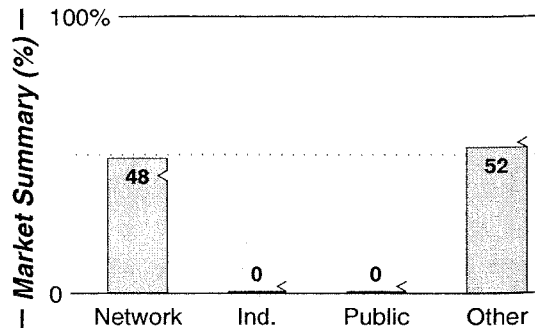
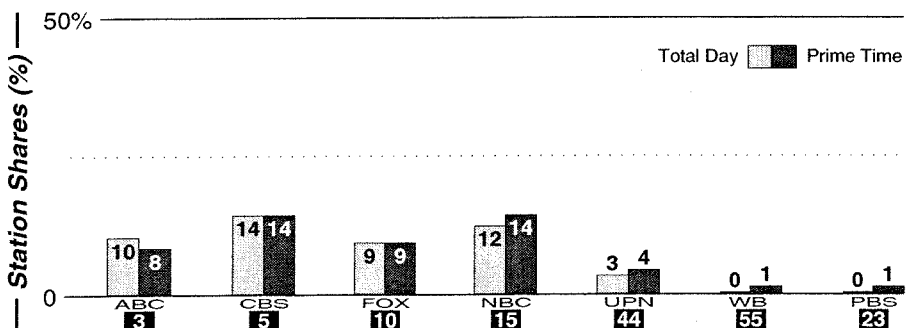
DMA Rank: **62** TVHH: **491,000** Pop: **1,289,000** Retail: **\$13.729B** Gross Rev: **\$79.9M** HH Inc: **\$39,922** ↓



Ch	p	Calls	City of License	PWR	HAAT	Polar	Latitude	Longitude	Rep	Affil	St	Owner	Acq	Price
3		WEAR-TV	Pensacola	100	1,883	HOR	30-36-45	87-38-43	HRP	ABC	54	Sinclair Bcst Group	9711	g
5		WKRG-TV	Mobile	100	1,906	HOR	30-41-20	87-49-49	MMT	CBS	55	Media General	0004	g
10		WALA-TV	Mobile	316	1,250	HOR	30-41-17	87-47-54	HRP	FOX	53	Emmis Communications	9808	g
12		WBQP-CA	Pensacola	3	348	HOR	30-26-39	87-14-37		IND	92	Watson Bstg		
15		WPMI	Mobile	5,000	1,709	HOR	30-37-35	87-38-50	Millm	NBC	82	Clear Channel TV Inc	8812	8,975
21		WMPV-TV	Mobile	4,370	1,431	HOR	30-35-18	87-33-16		TBN	85	Trinity Bcstg Ntwk	0006	g
23	*	WSRE	Pensacola	3,020	489	HOR	30-26-36	87-14-03		PBS	67	Pensacola Jr College		
33		WHBR	Pensacola	3,470	1,362	HOR	30-37-35	87-38-50		REL	86	Christian TV Network		
35		WFGX	Fort Walton Beac	509	197	HOR	30-26-36	86-35-56	HRP	IND	87	Sinclair Bcst Group	9403	250
42	*	WEIQ	Mobile	1,170	600	HOR	30-39-33	87-53-33		PBS	64	AL ETV Comm		
44		WJTC	Pensacola	3,310	1,499	HOR	30-35-16	87-33-13	Young	UPN	84	Clear Channel TV Inc	0012	g
46		WRBM-LP	Prichard	38	445	HOR	30-44-44	88-05-40		IND	99	Upper Gulf Coast LLC		
48		WDES-CA	Destin	38	170	HOR	30-23-49	86-30-27		IND	97	Beach TV Properties		
53		WPAN	Fort Walton Beac	3,090	719	HOR	30-24-09	86-59-35		IND	84	John Franklin Minist	8712	10 d
55		WBPB	Gulf Shores	3,750	1,011	HOR	30-36-37	87-36-26		WB	01	Emmis Communications	0303	11,500
58		WAWD	Fort Walton Beac	138	177	HOR	30-23-49	86-30-27		IND	98	Rainbow 58 Bcstg Inc		

Allocations: Ch 61, Mobile; Ch 64, Destin

Ch	General Manager	Address, City, State ZIP	Phone	FAX	Owner Contact	Owner Phone
3	Carl Leahy	PO Box 12278, Pensacola, FL 32581	850-456-3333	455-8972	David D. Smith	410-568-1500
5	Joe Goleniowski	PO Box 160587, Mobile, AL 36616	251-479-5555	473-8130	James Zimmerman	804-775-4600
10	Scott Wilson	1501 Stachel Paige Drive, Mobile, AL 36606	251-434-1010	434-1073	Jeff Smulyan	317-266-0100
12	Vernon Watson	3101 N R Street, Pensacola, FL 32505	850-433-1210	433-2537	Vernon Watson	850-433-1210
15	Sharon Moloney	661 Azalea Rd, Mobile, AL 36609	251-602-1500	602-1547	William Moll	210-822-2828
21	Linda Dixon	1668 S Beltline Hwy, Mobile, AL 36693	251-661-2101	661-7121	Paul F. Crouch	714-832-2950
23	Sandy Cesaretti Ray	1000 College Blvd, Pensacola, FL 32504	850-484-1200	484-1255	Sandy Cesaretti Ray	850-484-1200
33	David Mayo	PO Box 2633, Pensacola, FL 32513	850-433-8633	438-8503	Robert D'Andrea	727-535-5622
35	Carl Leahy	4990 Mobile Hwy, Pensacola, FL 32506	850-456-3333	455-0159	David D. Smith	410-568-1500
42	Allan Pizzato	2112 11th Ave S Ste 400, Birmingham, AL 35205	800-239-5233	251-2192	Allan Pizzato	205-328-8756
44	Sharon Moloney	661 Azalea Rd, Mobile, AL 36609	251-602-1500	602-1547	William Moll	210-822-2828
48	Jud Colley	PO Box 9556, Panama City, FL 32417	850-234-2773	234-1179	Jud Colley	850-234-2773
53	John Franklin, Sr	PO Box 18126, Pensacola, FL 32523	850-433-1766	433-1641	John L. Franklin	850-433-1766
55	Scott Wilson	1501 Stachel Paige Drive, Mobile, AL 36606	251-434-1010	434-1073	Jeff Smulyan	317-266-0100
58	Robin Quinlan	PO Box 5527, Destin, FL 32540	850-837-9333	650-2246	Jud Colley	850-234-2773



Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth			Growth		
	1997	2002	Rate	2002	2007	Rate
DMA Population	1,221	1,289	1.1%	1,289	1,362	1.1%
Households	446	493	2.0%	493	531	1.5%
Retail Sales	NA ^{1/}	13,729	NA ^{1/}	13,729	16,910	4.3%
EBI ^{2/}	16,602	19,675	3.5%	19,675	24,918	4.8%
Pop Rank #	59					
HH Rank #	63					
RS Rank #	69					
EBI Rank #	62					
	DMA Counties	11	White	72.8%	Avg Household	\$ 39,922
	TV Households	491	Black	22.3%	Per Capita	\$ 15,263
	DMA Cable	73%	Asian	1.6%	Hispanic Origin	2.2
	DMA VCR	90%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
ESTIMATED GROSS REVENUES	\$ 62,600	70,200	70,800	79,000	66,000	79,900	5.0%
★★	Δ 01 - 02 21.0%	2003 78,300	2004 86,000	2005 86,100	2006 90,400	2007 93,200	Δ 02 - 07 3.1%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	1.1%	38.9%	60.0%

Revenue/Retail Sales	NA 1/	\$5.82/1,000	\$5.51/1,000
Revenue/Capita	\$51.27	\$61.99	\$68.43

Mobile, AL-Pensacola, FL Competitive Overview

[illegible]

Allocations: Ch 61, Mobile; Ch 64, Destin

	50	51	42	49	50	51	46	51
TOTAL								
HUT %	37	37	34	33	36	37	37	33

- Indicates a change since last edition

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header. 3/ See introduction section for interpretation of revenue estimates.

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DMA Rank: 62