

Sworn Statement of Mara Rankin

1. My name is Mara Rankin and I am a resident of Miami Beach, FL and, since the spring of this year, have been employed by WDLP Broadcasting Co., LLC (“WBC”) as the General Manager of WDLP-TV, Key West, FL (Fac. ID # 72053).
  
2. I have been employed in media sales in the Miami-Ft. Lauderdale DMA since 1976. During that time, I have closely followed the ratings of DMA radio and television stations. In the business of buying and selling media time, it has been vital to my career success that I know the audience shares of the TV stations in the DMA. In reviewing the periodic Nielsen audience data since 1982, I have observed that station WVIB (TV), Key West, which previously has had the call letters “WWTU (TV),” has never met Nielsen’s minimum reporting standards, which means it never has achieved even an all-day audience share of “1.” I have furnished to counsel for Sonia Broadcasting Co., LLC (an affiliate of WBC) copies of true Nielsen market data for the Miami DMA covering the periods April 24-May 21, 2003; January 3-30, 2002; and July 5-August 1, 2001, which I understand will be submitted to the FCC (but which I have requested be filed at the FCC subject to the FCC’s confidentiality provisions, in order to protect my relationships with Nielsen.)
  
3. Furthermore, being in the media sales business in Miami for most of my professional life, I have never observed nor ever even heard of that Key West station (channel 8, Key West) achieving any recordable audience rating (or share). It is my professional opinion that WVIB has never been considered to be ANY competitive force in the Miami DMA. It has been regarded by me and, in my opinion, by others in the ad business in the DMA, as only an “infomercial” station with scant audience appeal in the DMA or even in Key West.

Executed in Florida under penalty of perjury on this 29<sup>th</sup> of September 2003.

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Mara Rankin