



*A smart partnership to reach
A targeted audience*



▶ Shared By: Tracy Austin
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308,600 people who live
In Central Florida said they
are planning to purchase
a vehicle in the next 12 months

Report: TARGET QUICK PROFILE
Market: ORLANDO--CENTRAL FLORIDA AREA for APR-MAY 2008
Bases: ADULTS AGE 18+
Target: PLAN BUY--CAR/VAN/TRUCK/SUV
Base Population: 2,255,700

THE MEDIA AUDIT

All Groups TOTAL

Target Persons: 308,800

Demographic snapshot of local vehicle buyers

Audience Profile

Total Income: \$20,832,000,000

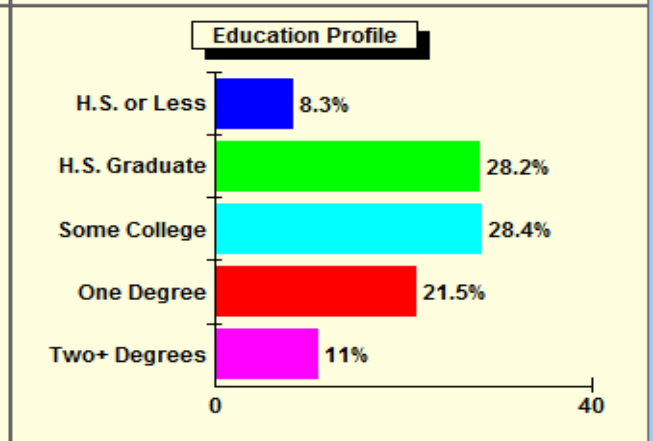
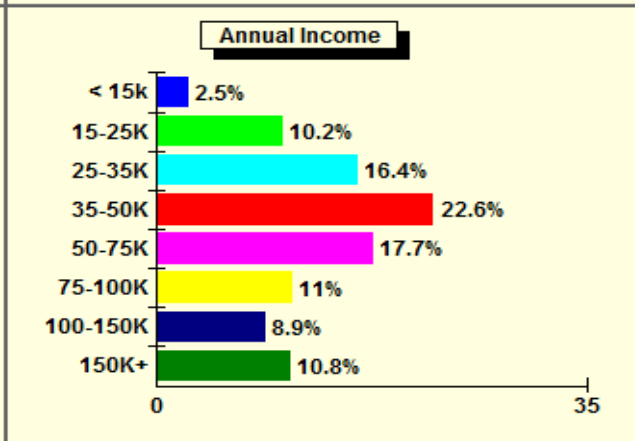
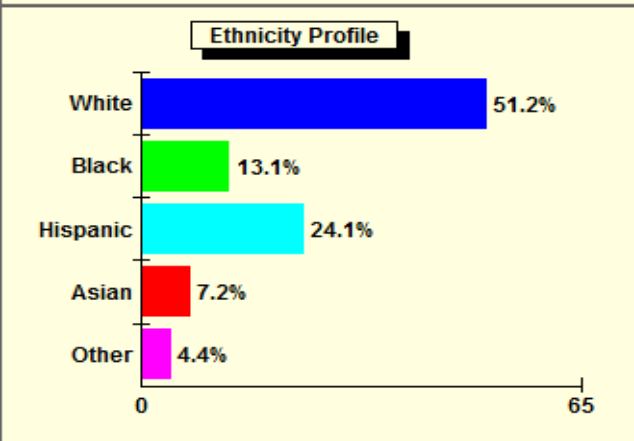
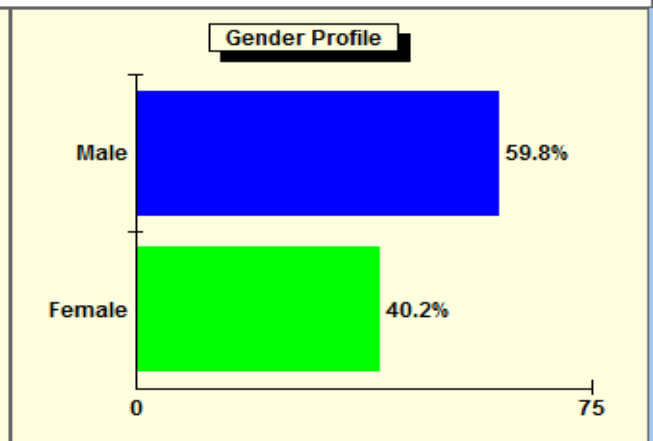
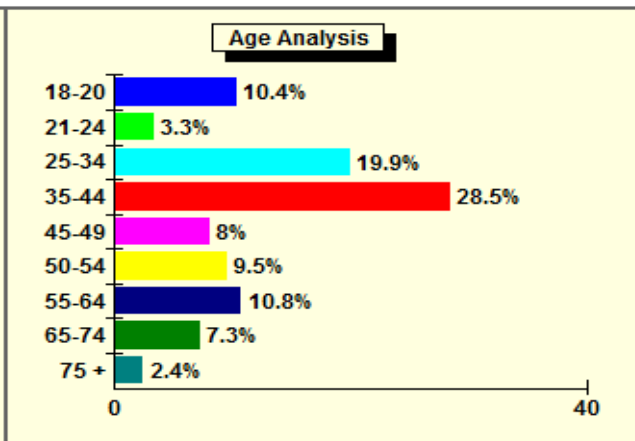
Mean Income: \$67,439

Mean Age: 41

Home Owners: 67%

Mean Home Value: \$343,546

Mean Miles Past Week: 250





Report: TARGET PROFILE REPORT
 Market: ORLANDO--CENTRAL FLORIDA AREA for APR-MAY 2008
 Bases: PLAN BUY--CAR/VAN/TRUCK/SUV
 Target: PAST WEEK CUME TV VIEWING--CH 24 WMFE-TV PBS
 Base Population: 308,800

THE MEDIA AUDIT

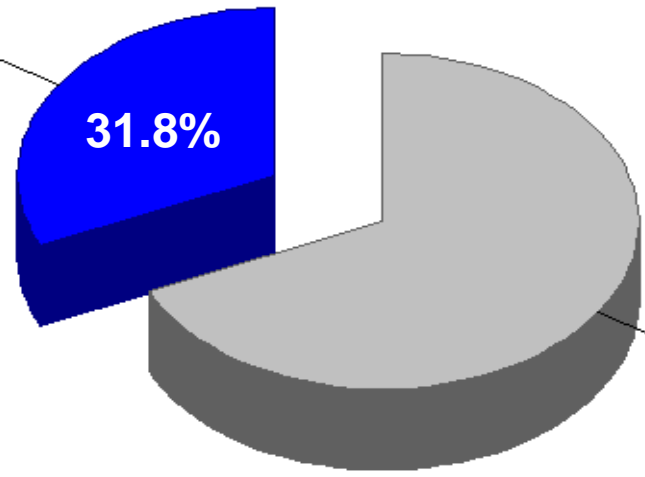
Target Analysis

% In Target: 31.8%

Target Persons: 98,200

31.8% of all the people planning to buy a vehicle are watching WMFE every week

PAST WEEK CUME TV VIEWING--CH 24 WMFE-TV PBS 31.8%



OTHER 68.2%



WMFE reaches 98,200 people planning to buy a car this year.
42,900 Domestic Buyers and **30,400 Foreign Buyers**

Report:	COMPOSITION REPORTS	THE MEDIA AUDIT	
Market:	ORLANDO--CENTRAL FLORIDA AREA for APR-MAY 2008		
Bases:	ADULTS AGE 18+		
Media:	C24 WMFE PBS TOTAL		
Base Population:	2,255,700	% In Media Audience: 33.8%	
Target	Market Persons	Media Persons	Media Rating
PLAN BUY--CAR/VAN/TRUCK/SUV	308,800	98,200	31.8
PLAN BUY--NEW CAR/VAN/TRUCK/SUV	114,900	35,200	30.6
PLAN BUY--USED CAR/VAN/TRUCK/SUV	139,000	36,300	26.1
PLAN BUY--CAR	137,600	39,600	28.8
PLAN BUY--VAN/TRUCK/SUV	141,100	49,200	34.9
PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV	117,900	→ 42,900	36.4
PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV	123,300	→ 30,400	24.7
PLAN BUY--WILL PAY \$20000 PLUS FOR NEXT VEHICLE	121,100	44,900	37.1
PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE	39,000	13,700	35.1



WMFE's new car buyers have an average income of 90,128 which is the highest compared to the other local networks

Report: CROSSTAB INCOME REPORT THE MEDIA AUDIT
 Market: ORLANDO--CENTRAL FLORIDA AREA for APR-MAY 2008
 Bases: ADULTS AGE 18+
 Primary Target: PLAN BUY--NEW CAR/VAN/TRUCK/SUV
 Base Persons: 2,255,700 Primary Target: 5.1% of Base Persons
 Base Income: \$140,416,000,000 Primary Target Income: 6.0% of Base Income

Target	Avg (Mean) Income	\$0	\$90,129
PAST WEEK CUME TV VIEWING--CH 24 WMFE-TV PBS	90,128		
PAST WEEK CUME TV VIEWING--CH 6 WKMG-TV CBS	80,640		
PAST WEEK CUME TV VIEWING--CH 2 WESH-TV NBC	80,472		
PAST WEEK CUME TV VIEWING--CH 9 WFTV-TV ABC	79,284		
PAST WEEK CUME TV VIEWING--CH 35 WOFL-TV FOX	75,542		

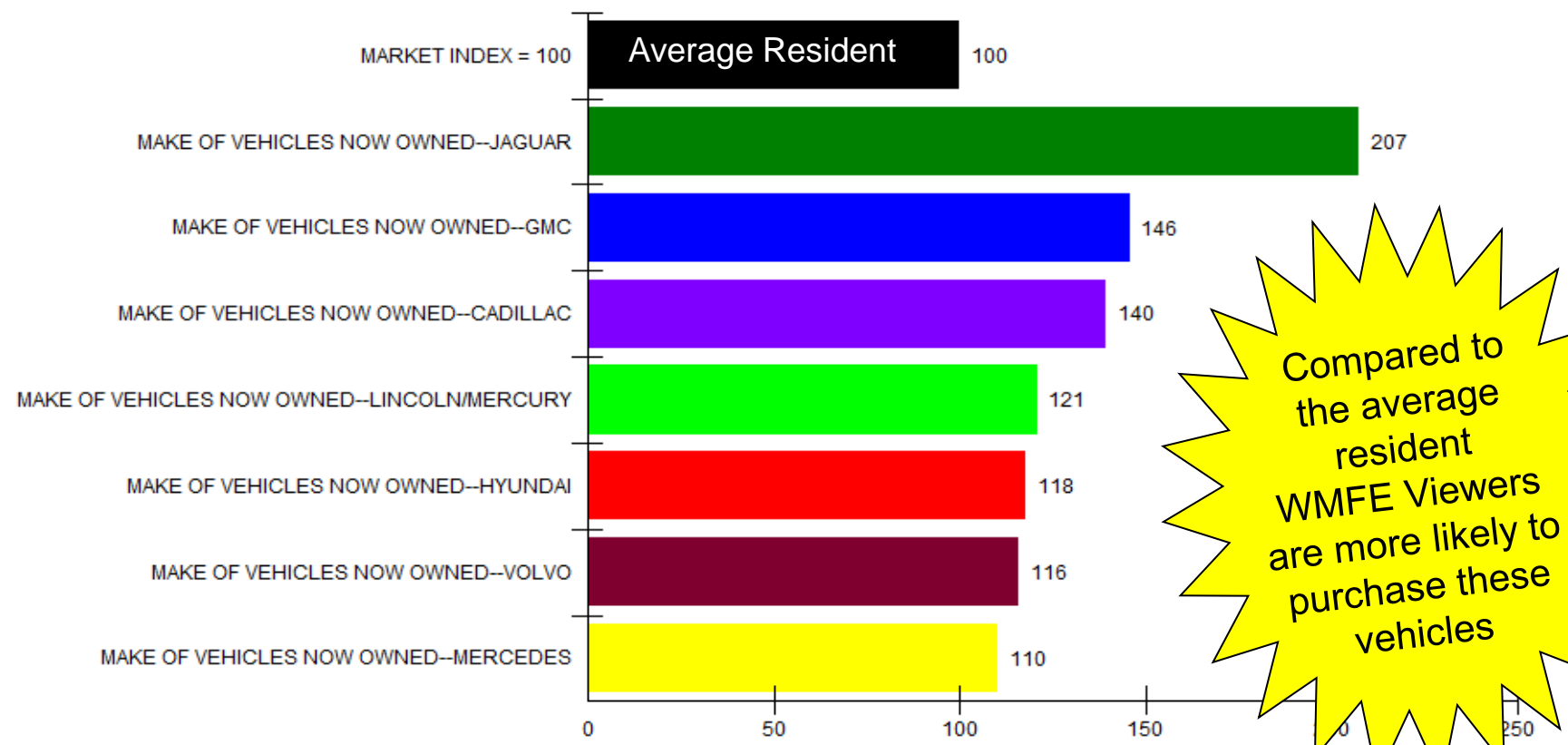


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: ORLANDO--CENTRAL FLORIDA AREA for APR-MAY 2008
 Bases: ADULTS AGE 18+
 Media: C24 WMFE PBS TOTAL

THE MEDIA AUDIT

Cume Index

WMFE Audience Profile



Compared to the average resident WMFE Viewers are more likely to purchase these vehicles



Annual Consumer Buying Power

Report: ANNUAL CONSUMER BUYING POWER COMPOSITION REPORT
Market: ORLANDO, FL for MAY-JUN/OCT-NOV 2007
Bases: ADULTS AGE 18+
Media: C24 WMFE PBS TOTAL
Base Population: 1,302,700

Targets	Media \$'s
USED CARS	1,105,659,904
NEW CARS	1,422,702,336



In 2007 in Orlando
WMFE Viewers
spent over
\$1.4 Billion on
new Cars and
\$1.1 Billion on
used cars



Are you currently buying a local news package to reach the vehicle buyers ?



WMFE's Jim Lehrer News Hour can enhance your current campaign with brand new exclusive vehicle buyers!



Jim Lehrer viewers are loyal and not watching the other networks.
 Adding WMFE's 7-8pm News Hour will bring you a new audience of car buyers and enhance any Television campaign

Report: COMBO BUILDER -- NET MEDIA REACH REPORT
 Market: ORLANDO--CENTRAL FLORIDA AREA for APR-MAY 2008
 Bases: ADULTS AGE 18+
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV
 Base Population: 2,255,700

THE MEDIA AUDIT

Adding over 46,000 different car buyers

Media	Cume Persons	Cume Rating	0
MORN NEWS*WFTV C 9	50,800	16.5	█
EARLY NEWS*WFTV C 9	79,100	25.6	█
LATE NEWS*WFTV C 9	53,000	17.2	█
NET MEDIA REACH 1	91,100	29.5	█
MORN NEWS*WFTV C 9	50,800	16.5	█
EARLY NEWS*WFTV C 9	79,100	25.6	█
LATE NEWS*WFTV C 9	53,000	17.2	█
C24 WMFE PBS 7-7 3PM	79,300	25.7	█
C24 WMFE PBS 7 3-8PM	74,600	24.2	█
NET MEDIA REACH 2	137,300	44.5	█

Adding WMFE's Jim Lehrer News Hour Will increase the reach 15% combined with the current News campaign on WFTV-TV



Jim Lehrer viewers are loyal and not watching the other networks.
 Adding WMFE's 7-8pm News Hour will bring you a new audience of car buyers and enhance any Television campaign

Report: COMBO BUILDER -- NET MEDIA REACH REPORT THE MEDIA AUDIT
 Market: ORLANDO--CENTRAL FLORIDA AREA for APR-MAY 2008
 Bases: ADULTS AGE 18+
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV
 Base Population: 2,255,700

Adding over 58,000 different car buyers

Media	Cume Persons	Cume Rating	0
MORN NEWS*WESH C 2	27,000	8.7	
EARLY NEWS*WESH C 2	59,300	19.2	
LATE NEWS*WESH C 2	20,600	6.7	
NET MEDIA REACH 1	62,100	20.1	
MORN NEWS*WESH C 2	27,000	8.7	
EARLY NEWS*WESH C 2	59,300	19.2	
LATE NEWS*WESH C 2	20,600	6.7	
C24 WMFE PBS 7-7 3PM	79,300	25.7	
C24 WMFE PBS 7 3-8PM	74,600	24.2	
NET MEDIA REACH 2	120,800	39.1	

Adding WMFE's Jim Lehrer News Hour Will double the reach of the current News campaign on WESH-TV



Jim Lehrer viewers are loyal and not watching the other networks.
 Adding WMFE's 7-8pm News Hour will bring you a new audience of car buyers and enhance any Television campaign

Report: COMBO BUILDER -- NET MEDIA REACH REPORT
 Market: ORLANDO--CENTRAL FLORIDA AREA for APR-MAY 2008
 Bases: ADULTS AGE 18+
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

Base Population: 2,255,700

Adding over 57,000 different car buyers

Media	Cume Persons	Cume Rating
MORN NEWS*WKMG C 6	40,100	13.0
EARLY NEWS*WKMG C 6	66,900	21.7
LATE NEWS*WKMG C 6	42,900	13.9
NET MEDIA REACH 1	72,800	23.6
MORN NEWS*WKMG C 6	40,100	13.0
EARLY NEWS*WKMG C 6	66,900	21.7
LATE NEWS*WKMG C 6	42,900	13.9
C24 WMFE PBS 7-7 3PM	79,300	25.7
C24 WMFE PBS 7 3-8PM	74,600	24.2
NET MEDIA REACH 2	130,200	42.2

Adding WMFE's Jim Lehrer News Hour Will increase the reach 18.6% combined with the current News campaign on WKMG-TV



in conclusion:

- 1 out of every 3 vehicle buyers in Central FL is watching WMFE every week
- WMFE reaches over 98,000 active car buyers and has the highest average income of any network
- WMFE viewers put their money when their mouth is! We spent over \$2.5 Billion on automotive purchase in 2007
- Increase any TV campaign with the power of the Jim Lehrer News Hour.
Loyal vehicle buyers you can't reach anywhere else!



*A smart partnership to reach
A targeted audience*

