



*A smart partnership to reach  
A targeted audience*



Shared By: Tracy Austin  
Date: August 18, 2008



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

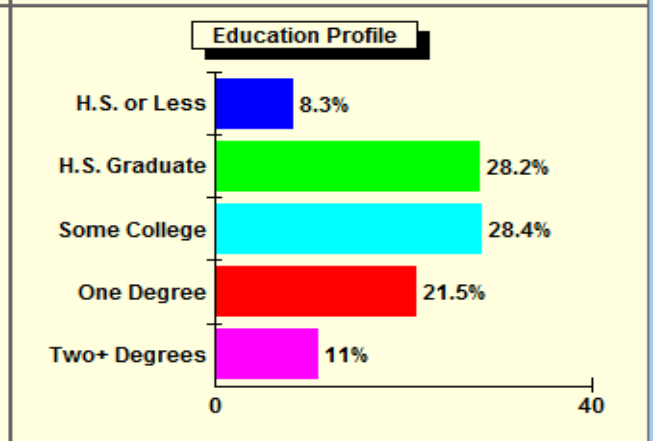
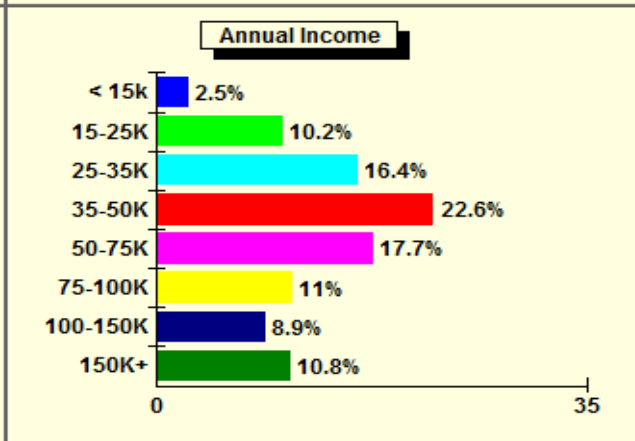
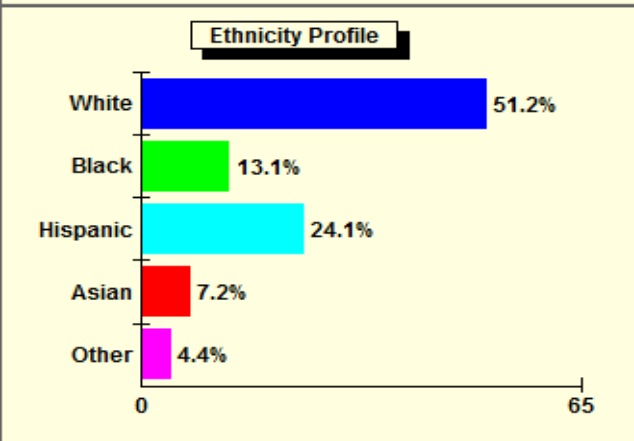
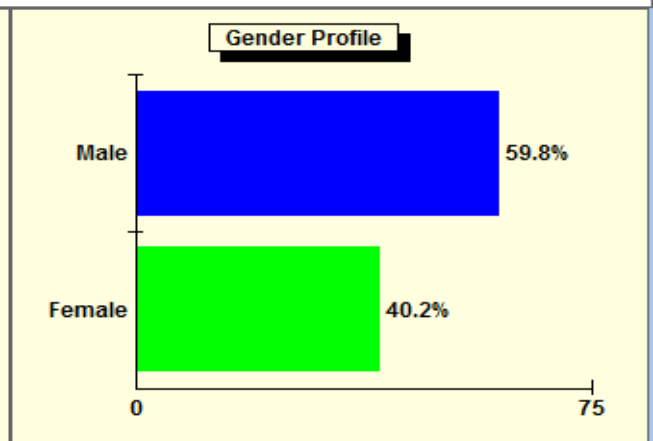
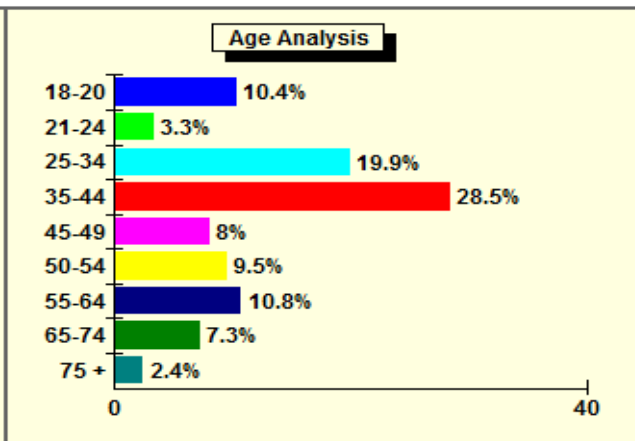
Mean Income: \$67,439

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

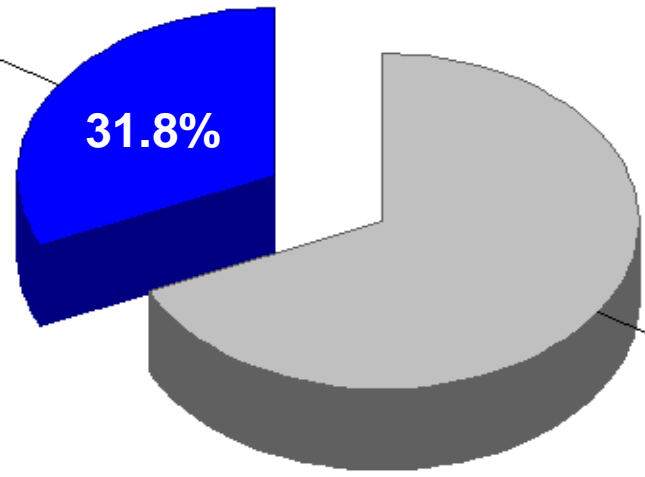
Target Analysis

% 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%





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		

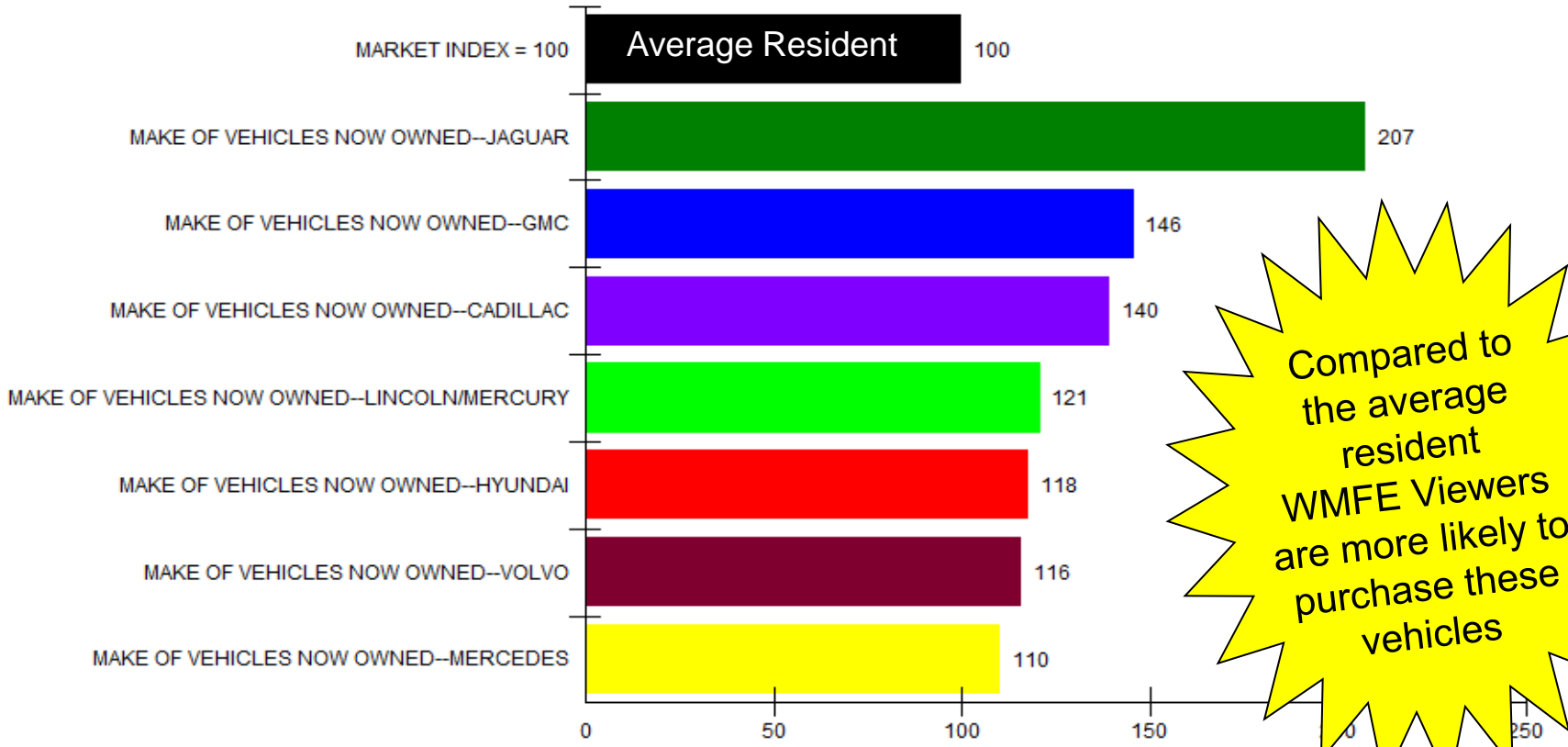


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: ORLANDO--CENTRAL FLORIDA AREA for APR-MAY 2008  
 Bases: ADULTS AGE 18+  
 Media: C24 WMFE PBS TOTAL

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*

