

Report: MEDIA QUICK PROFILE  
 Market: ST. LOUIS, MO for APR-MAY 2008  
 Bases: ADULTS AGE 18+  
 Media: C30 KDNL ABC TOTAL

THE MEDIA AUDIT

All Groups  
TOTAL

Base Population: 2,077,918

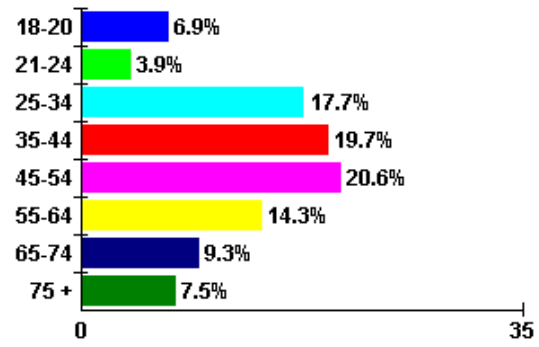
% in Media: 54.6

Media Persons: 1,133,515

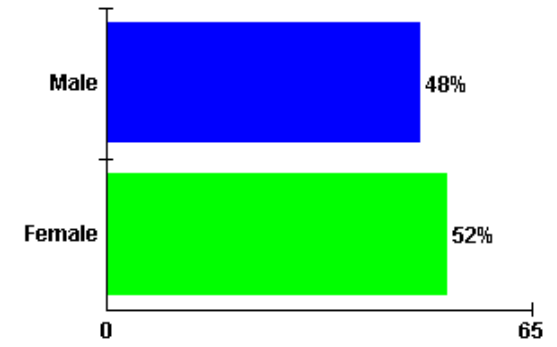
### Audience Profile

**Total Income: \$63,445,418,000**  
**Mean Income: \$55,972**  
**Mean Age: 46**  
**Home Owners: 77%**  
**Mean Home Value: \$207,888**  
**Mean Miles Past Week: 173**

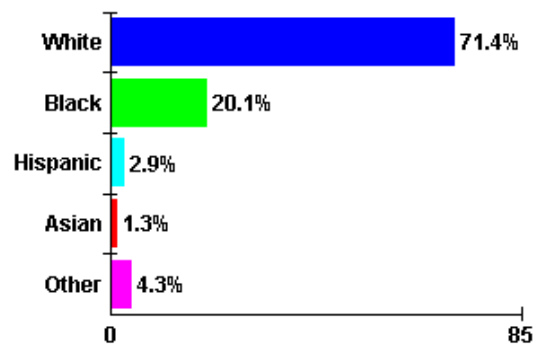
### Age Analysis



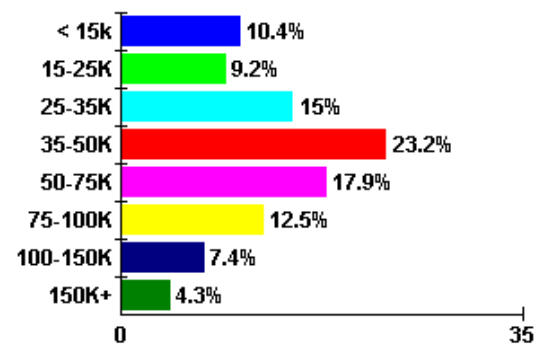
### Gender Profile



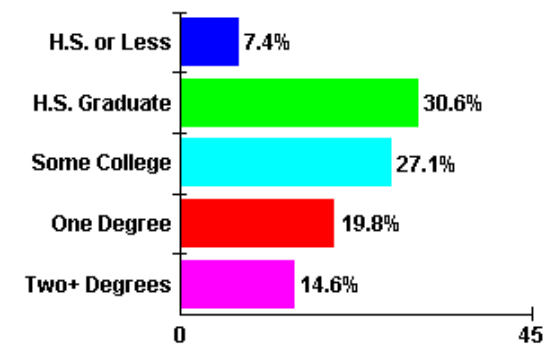
### Ethnicity Profile



### Annual Income



### Education Profile





## ABC30 IS THE LEADING STATION IN HOME VALUES

Report: CROSSTAB HOME VALUE REPORT  
 Market: ST. LOUIS, MO for APR-MAY 2008  
 Bases: ADULTS AGE 18+  
 Primary Target: ADULTS AGE 18+

THE MEDIA AUDIT

Base Persons: 2,077,917  
 Base Home Value: \$244,482,055,000

Primary Target: 100.0% of Base Persons  
 Primary Home Value: 100.0% of Base Home Value

Target	Avg (Mean) Home Value	\$0	\$103,944	\$207,888
PAST WEEK CUME TV VIEWING--CH 30 KDNL-TV ABC ADULTS AGE 18+	207,888			
PAST WEEK CUME TV VIEWING--CH 2 KTVI-TV FOX	204,730			
PAST WEEK CUME TV VIEWING--CH 5 KSDK-TV NBC	198,728			
PAST WEEK CUME TV VIEWING--CH 4 KMOV-TV CBS	196,637			
PAST WEEK CUME TV VIEWING--CH 11 KPLR-TV CW	178,736			



## USP

# Unique Selling Proposition

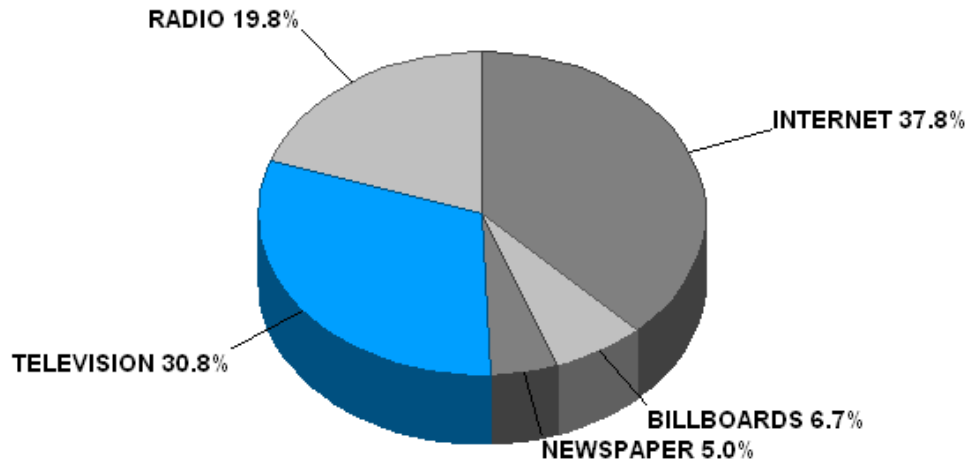


# ABC30's Unique Selling Proposition: *Reaching Newcomers to the St. Louis Market*

TV is the St. Louis Newcomer's Medium of Choice...  
beating out radio, newspaper & outdoor for their time,  
And ABC30 is their Station of Choice.

Report:	MEDIA DAY ANALYSIS	THE MEDIA AUDIT	Target Market
Market:	ST. LOUIS, MO for APR-MAY 2008		
Bases:	ADULTS AGE 18+		
Target:	YEARS LIVED IN CITY--1 YEAR OR LESS		
Base Population:	2,077,917	% In Target: 2.3%	Target Persons: 47,639

St. Louis Newcomers Spend 31% of their Media Day with Television



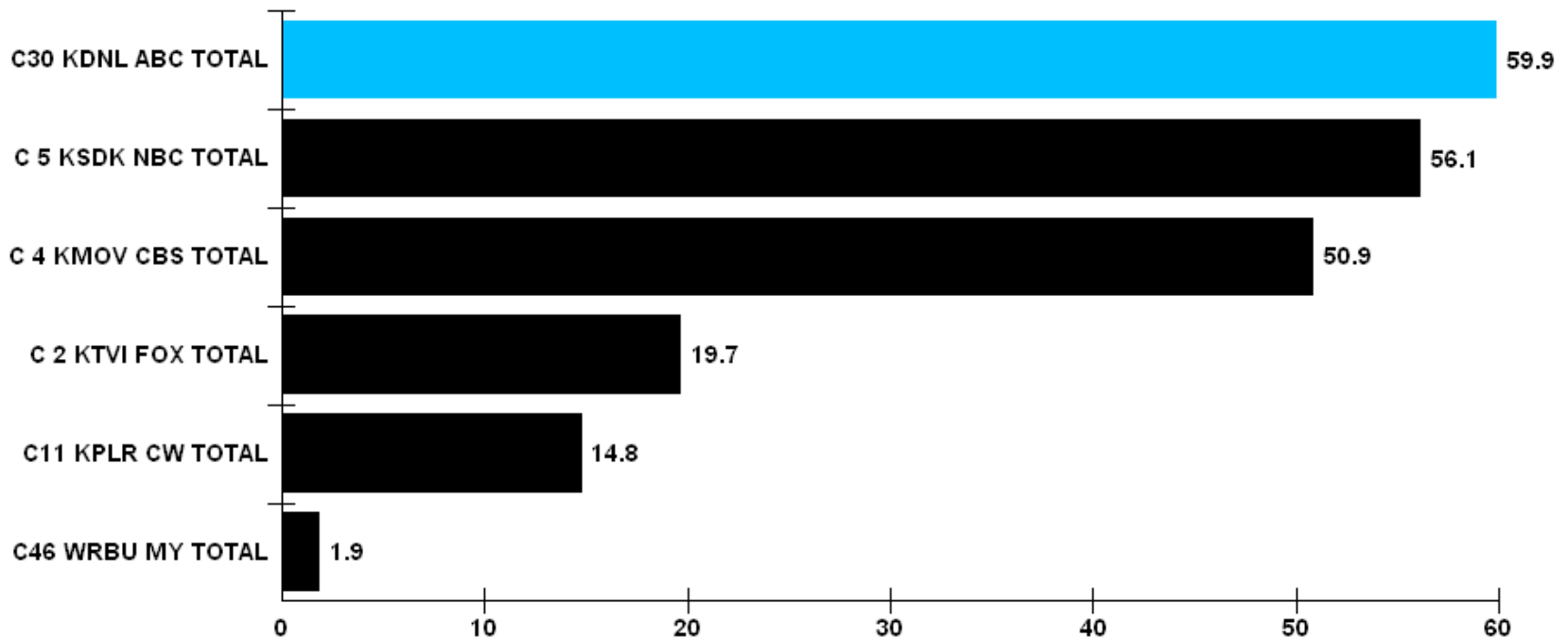


# ABC30's Unique Selling Proposition: *Reaching Newcomers to the St. Louis Market*

ABC30 Reaches 60% of Newcomers to the St. Louis Market...  
More than any other television station.

Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings  
Market: ST. LOUIS, MO for APR-MAY 2008  
Bases: ADULTS AGE 18+  
Target: YEARS LIVED IN CITY--1 YEAR OR LESS  
Base Population: 2,077,917 % In Target: 2.3% Target Persons: 47,639

ABC30 Reaches the Most Newcomers of Any TV Station



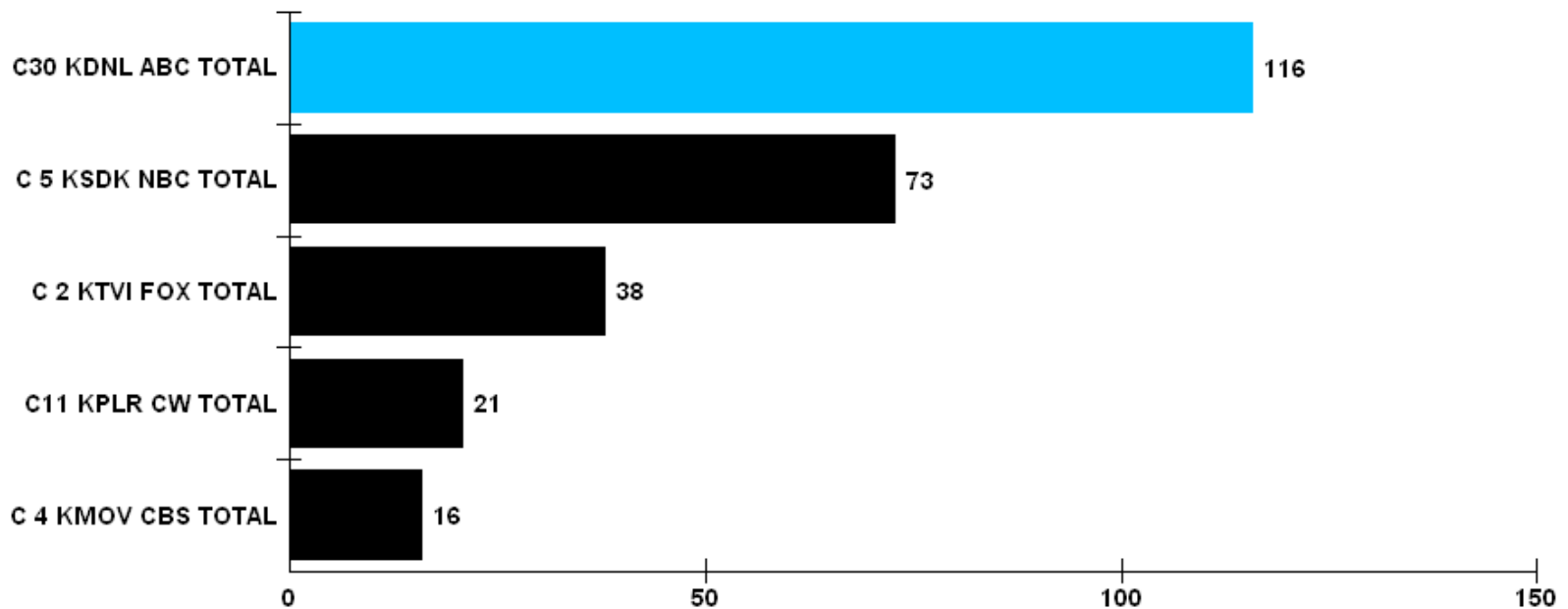


# ABC30's Unique Selling Proposition: *Reaching Newcomers to the St. Louis Market*

And ABC30 is also the most targeted and efficient in Reaching Newcomers

Report:	RANKER REPORT	THE MEDIA AUDIT	Most Often Index
Market:	ST. LOUIS, MO for APR-MAY 2008		
Bases:	ADULTS AGE 18+		
Target:	YEARS LIVED IN CITY--1 YEAR OR LESS		
Base Population:	2,077,917	% In Target: 2.3%	Target Persons: 47,639

ABC30 Viewers are 16% more likely than the avg adult to be Newcomers



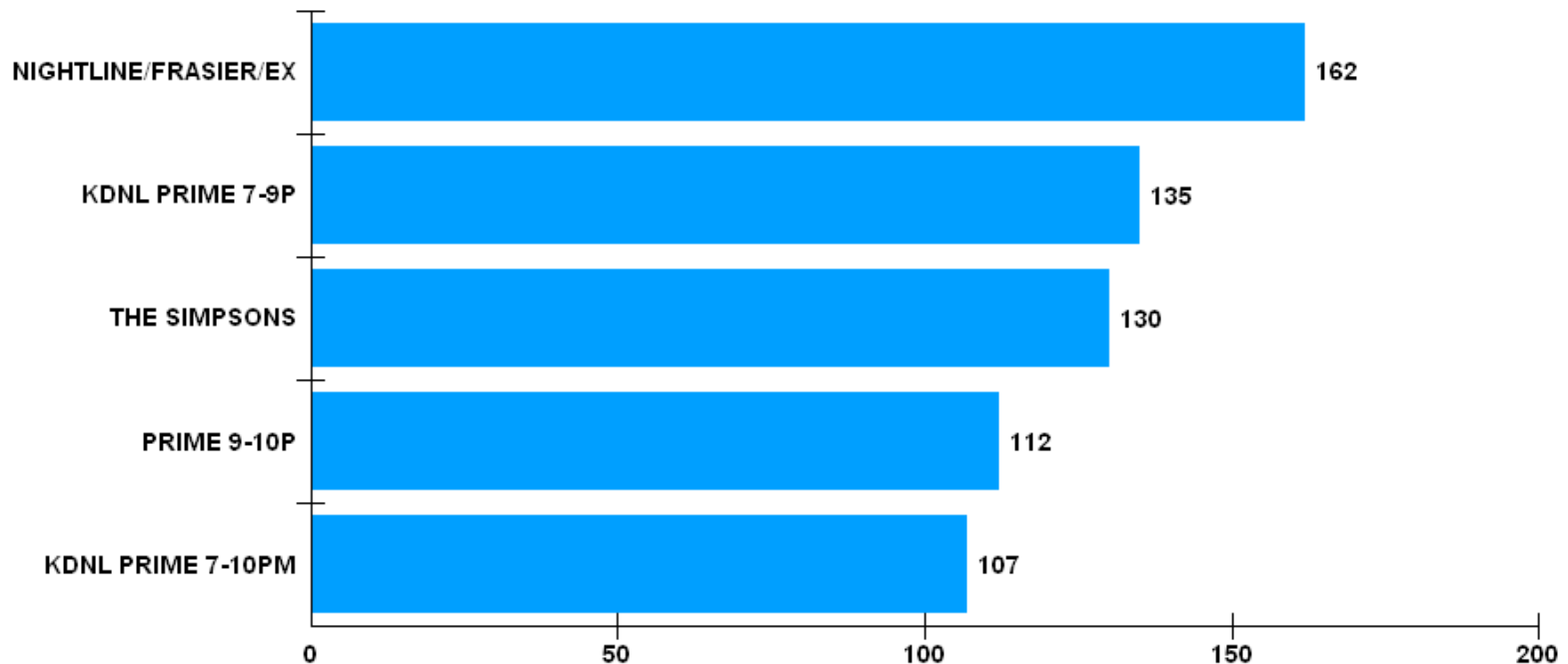


# ABC30's Unique Selling Proposition: *Reaching Newcomers to the St. Louis Market*

## ABC30 Programs Most Efficiently Reaching Newcomers

Report: RANKER REPORT THE MEDIA AUDIT Cume Index  
Market: ST. LOUIS, MO for APR-MAY 2008  
Bases: ADULTS AGE 18+  
Target: YEARS LIVED IN CITY--1 YEAR OR LESS  
Base Population: 2,077,917 % In Target: 2.3% Target Persons: 47,639

ABC30 Programming Most Targeted in Reaching Newcomers



# ABC30

## Profiling Programming

**The Media Audit**

# ABC30

# Profiling Programming

**GOOD MORNING AMERICA**

**The Media Audit**

## GOOD MORNING AMERICA

Report: MEDIA QUICK PROFILE  
Market: ST. LOUIS, MO for APR-MAY 2008  
Bases: ADULTS AGE 18+  
Media: GOOD MORNING AMERICA

THE MEDIA AUDIT

All Groups  
TOTAL

Base Population: 2,077,918

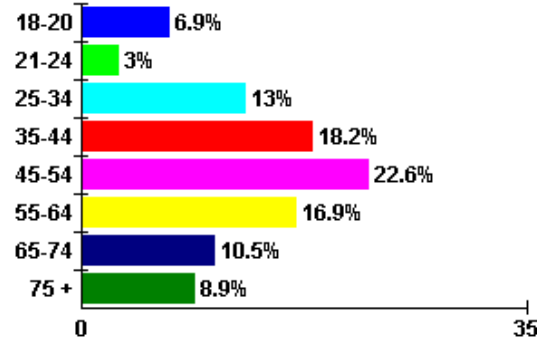
% in Media: 25.6

Media Persons: 531,550

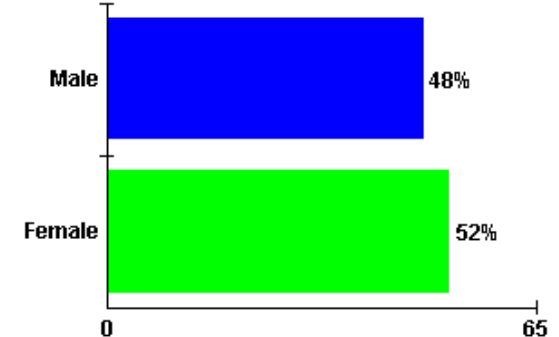
### Audience Profile

Total Income: \$27,742,566,750  
Mean Income: \$52,192  
Mean Age: 48  
Home Owners: 74%  
Mean Home Value: \$201,096  
Mean Miles Past Week: 161

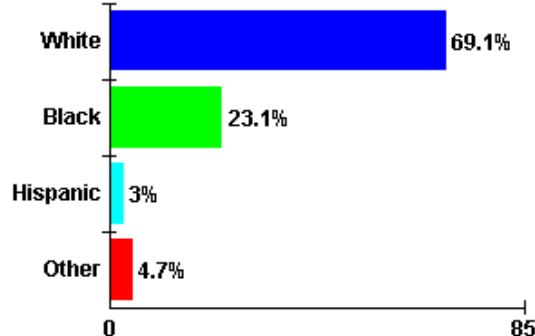
### Age Analysis



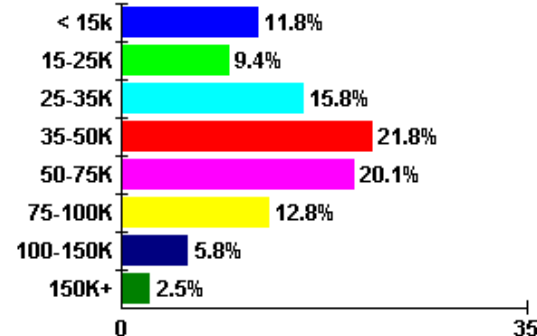
### Gender Profile



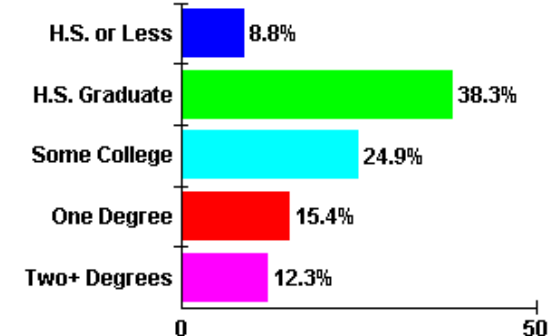
### Ethnicity Profile



### Annual Income



### Education Profile



## Page 1 of Prospect List for GOOD MORNING AMERICA

Report: COMPOSITION REPORTS  
 Market: ST. LOUIS, MO for APR-MAY 2008  
 Bases: ADULTS AGE 18+  
 Media: GOOD MORNING AMERICA

THE MEDIA AUDIT

### GOOD MORNING AMERICA

Base Population: 2,077,917

% In Media Audience: 25.6%

Target	Media Persons	Media Rating	Audience Composition	Target Index
MAKE OF VEHICLES NOW OWNED--PORSCHE	2,778	100.0	0.5	391
MAKE OF VEHICLES NOW OWNED--GEO	6,427	87.1	1.2	340
MAKE OF VEHICLES NOW OWNED--SUBARU	10,318	77.6	1.9	303
MARITAL STATUS--SEPARATED	22,764	63.7	4.3	249
MAKE OF VEHICLES NOW OWNED--JAGUAR	4,727	58.5	0.9	229
HOME/APT. RENTER--INCOME--\$75,000 OR MORE	23,326	55.3	4.4	216
MARITAL STATUS--ENGAGED	22,372	52.1	4.2	204
FOLLOW SPORTS ON TV/RADIO--WRESTLING	93,212	49.6	17.5	194
MAKE OF VEHICLES NOW OWNED--AUDI	5,293	48.6	1.0	190
READ NEWSPAPER AUTOMOBILE ADS--REGULARLY	87,760	47.5	16.5	186
ATE FAST FOOD PAST 4-WEEKS--RALLY'S HAMBURGERS	49,637	46.6	9.3	182
HEAVY EXPOSURE TELEVISION--300+ MINUTES AVG. DAY	196,426	46.0	37.0	180
CUSTOMER--VANTAGE C.U.	27,963	45.7	5.3	179
SHOP FURNITURE/MATTRESS--DILLARD'S	17,463	44.5	3.3	174
CELL PHONE CARRIER USED--TRACFONE	19,000	44.1	3.6	172
LIVE IN--WARREN COUNTY, MO	10,415	43.8	2.0	171
MAKE OF VEHICLES NOW OWNED--CADILLAC	26,807	43.4	5.0	170
HOME/APT. RENTER--INCOME--\$50,000-\$74,999	13,549	42.9	2.5	168
VISIT WEB REAL ESTATE SITES--REGULARLY	22,669	42.5	4.3	166
PLAN BUY--USED CAR/VAN/TRUCK/SUV	72,177	41.3	13.6	161
PLAN BUY--VAN/TRUCK/SUV	58,306	41.0	11.0	160
HOME/APT. RENTER--INCOME--UNDER \$15,000	22,825	40.9	4.3	160
FOLLOW SPORTS ON TV/RADIO--ICE SKATING	117,951	40.7	22.2	159
LIVE IN--MONROE COUNTY, IL	10,275	40.4	1.9	158
MAKE OF VEHICLES NOW OWNED--PONTIAC	46,967	40.4	8.8	158
MALLS SHOPPED OFTEN--JAMESTOWN MALL	45,435	40.2	8.5	157
SHOP FURNITURE/MATTRESS--ROTHMAN FURNITURE STORES	83,611	40.1	15.7	157
VISIT WEB CLASSIFIED JOB SITES--REGULARLY	45,996	40.0	8.7	156
BUILDING SUPPLY SHOP PAST 6 MOS--TRUE VALUE	34,860	39.8	6.6	156
PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV	93,896	39.2	17.7	153

# GOOD MORNING AMERICA NUMBER ONE IN NEWCOMERS

Report: RANKER REPORT  
Market: ST. LOUIS, MO for APR-MAY 2008  
Bases: ADULTS AGE 18+  
Target: YEARS LIVED IN CITY--1 YEAR OR LESS  
Base Population: 2,077,917

THE MEDIA AUDIT

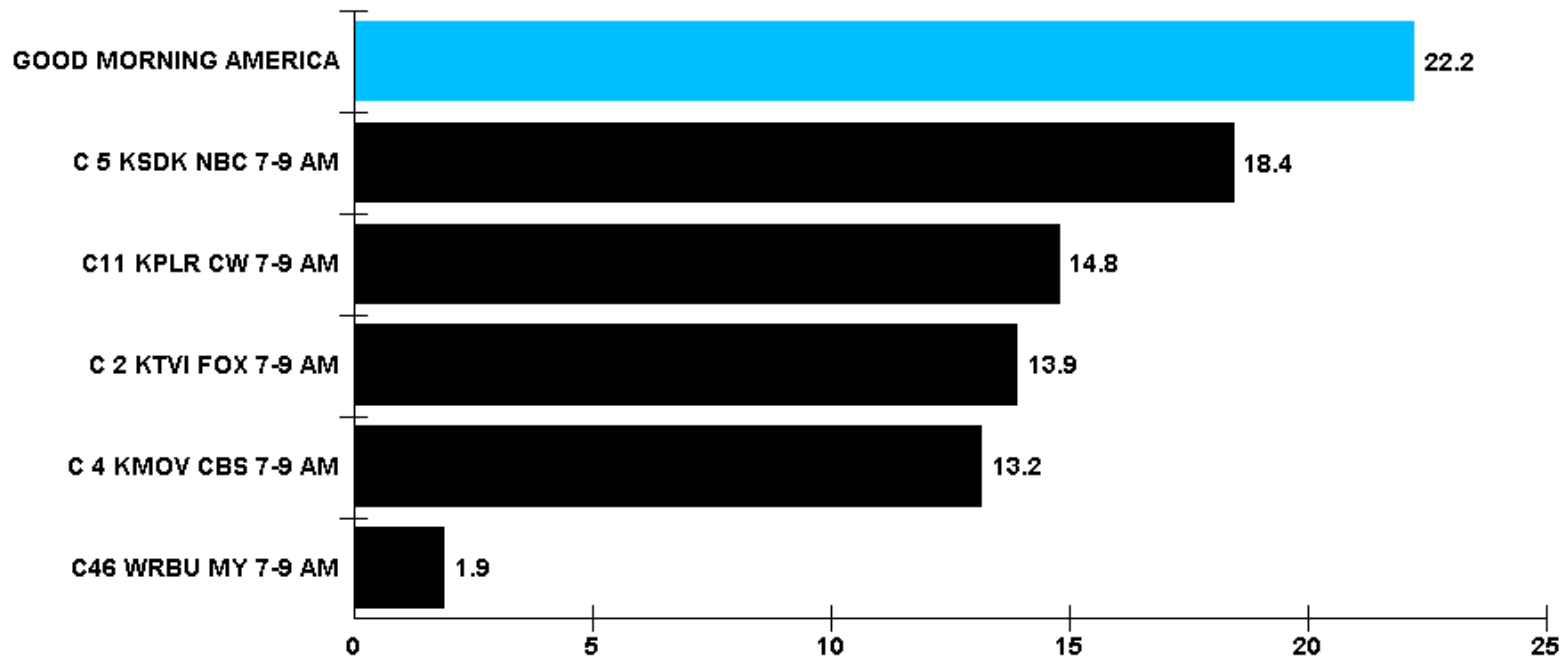
Cume Ratings

**GOOD MORNING AMERICA**

% In Target: 2.3%

Target Persons: 47,639

## GMA Reaches the Most Newcomers



**GOOD MORNING AMERICA  
 NUMBER ONE IN USED CAR BUYERS**

Report: RANKER REPORT  
 Market: ST. LOUIS, MO for APR-MAY 2008  
 Bases: ADULTS AGE 18+  
 Target: PLAN BUY--USED CAR/VAN/TRUCK/SUV  
 Base Population: 2,077,917

THE MEDIA AUDIT

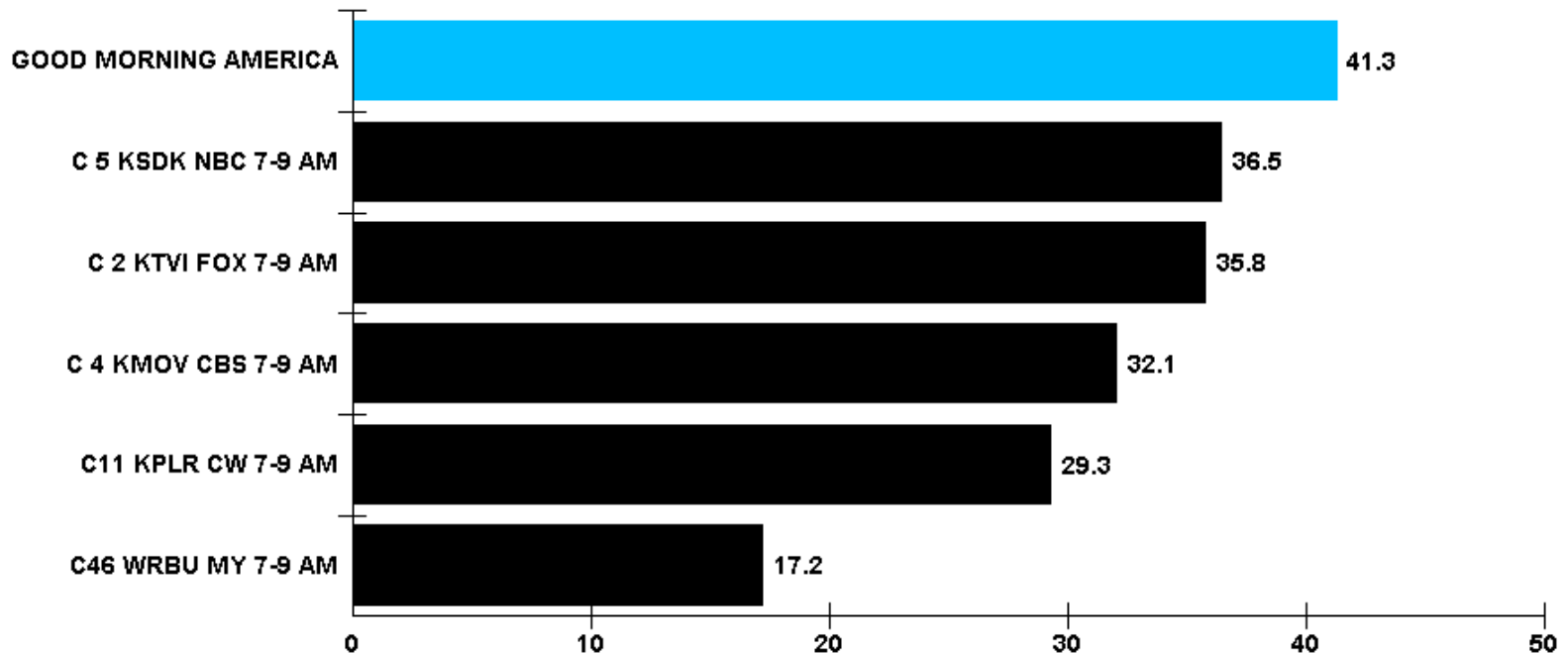
Cume Ratings

**GOOD MORNING AMERICA**

% In Target: 8.4%

Target Persons: 174,825

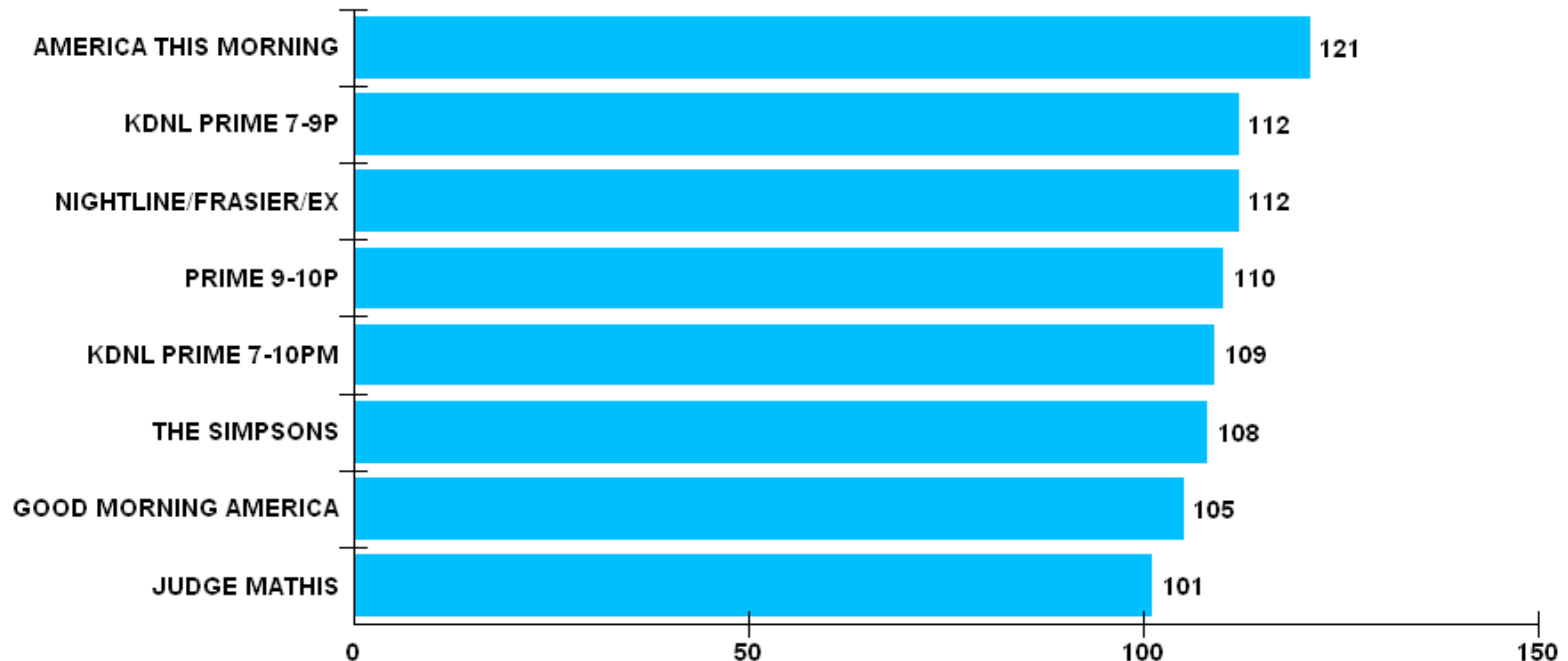
**USED CAR BUYERS**



## GOOD MORNING AMERICA IS ABC30'S MOST EFFICIENT PROGRAM IN REACHING \$50,000+ INCOME

Report: RANKER REPORT THE MEDIA AUDIT Cume Index  
 Market: ST. LOUIS, MO for APR-MAY 2008  
 Bases: ADULTS AGE 18+  
 Target: ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS  
 Base Population: 2,077,917 % In Target: 39.2% Target Persons: 814,588

ANNUAL HOUSEHOLD INCOME \$50,000+



# ABC30

## Profiling Programming



**The Media Audit**



Report: MEDIA QUICK PROFILE  
 Market: ST. LOUIS, MO for APR-MAY 2008  
 Bases: ADULTS AGE 18+  
 Media: THE SIMPSONS  
 Base Population: 2,077,918

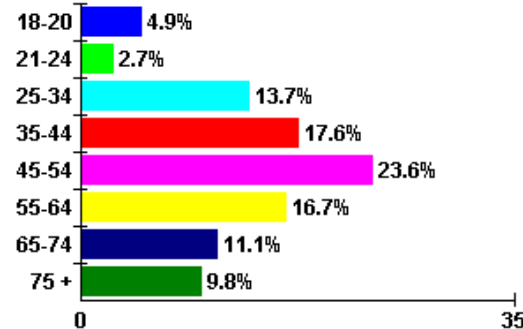
THE MEDIA AUDIT

% in Media: 41.4

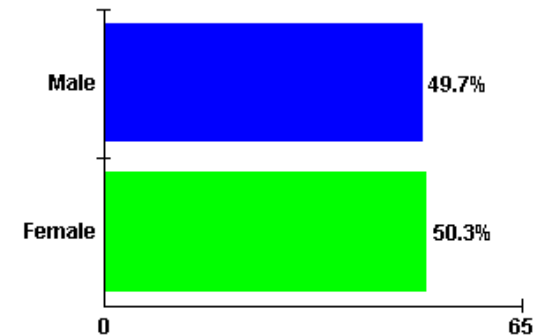
### Audience Profile

**Total Income: \$46,769,832,250**  
**Mean Income: \$54,400**  
**Mean Age: 48**  
**Home Owners: 78%**  
**Mean Home Value: \$187,598**  
**Mean Miles Past Week: 169**

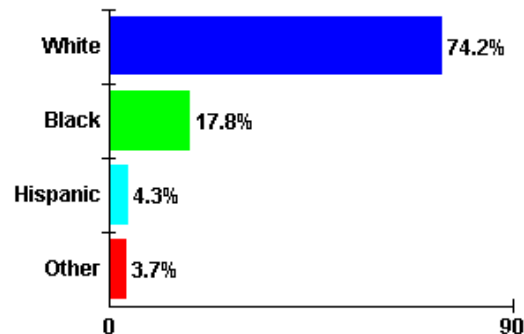
### Age Analysis



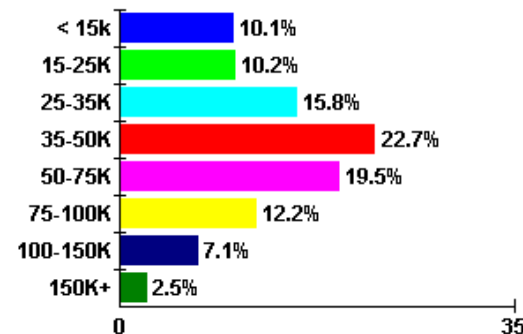
### Gender Profile



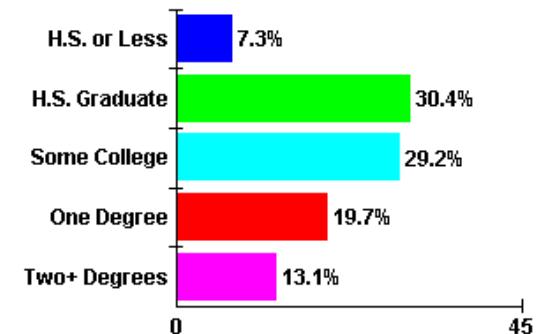
### Ethnicity Profile



### Annual Income



### Education Profile



## Page 1 of Prospect List for THE SIMPSONS



Report: COMPOSITION REPORTS  
Market: ST. LOUIS, MO for APR-MAY 2008  
Bases: ADULTS AGE 18+  
Media: THE SIMPSONS

THE MEDIA AUDIT

Base Population: 2,077,917

% In Media Audience: 41.4%

Target	Media Persons	Media Rating	Audience Composition	Target Index
MAKE OF VEHICLES NOW OWNED--PORSCHE	2,778	100.0	0.3	242
RACE--HISPANIC DESCENT	32,868	72.8	3.8	176
MAKE OF VEHICLES NOW OWNED--JAGUAR	5,725	70.8	0.7	171
MAKE OF VEHICLES NOW OWNED--SUZUKI	4,813	70.5	0.6	170
MAKE OF VEHICLES NOW OWNED--ACURA	22,436	68.1	2.6	165
MAKE OF VEHICLES NOW OWNED--LEXUS	27,912	68.0	3.2	164
STAGE IN LIFE CYCLE--MARRIED,U/35,NO CHILDREN	46,590	66.8	5.4	161
MAKE OF VEHICLES NOW OWNED--MAZDA	44,645	66.4	5.2	161
MAKE OF VEHICLES NOW OWNED--OLDSMOBILE	38,378	65.4	4.5	158
ART PATRONS--ADVANCED DEGREE/\$100K/ATTND OP/SY/TH	34,443	65.3	4.0	158
HOME/APT. RENTER--INCOME--UNDER \$15,000	34,656	62.2	4.0	150
MAKE OF VEHICLES NOW OWNED--PONTIAC	71,677	61.7	8.3	149
FOLLOW SPORTS ON TV/RADIO--WRESTLING	115,484	61.4	13.4	149
CELL PHONE CARRIER USED--TRACFONE	26,274	60.9	3.1	147
HEAVY EXPOSURE TELEVISION--300+ MINUTES AVG. DAY	257,064	60.2	29.9	146
PLAN TO BUY A HOME NEXT 2 YEARS--\$50K+ INCOME	78,132	58.8	9.1	142
MARITAL STATUS--SEPARATED	20,381	57.0	2.4	138
MAKE OF VEHICLES NOW OWNED--CADILLAC	35,144	56.9	4.1	138
PLAN BUY--USED CAR/VAN/TRUCK/SUV	98,541	56.4	11.5	136
FOLLOW SPORTS ON TV/RADIO--GOLF	267,514	55.2	31.1	133
DUAL INCOME NO CHILD	106,966	54.4	12.4	132
MALLS SHOPPED OFTEN--SOUTH COUNTY CENTER	142,874	54.1	16.6	131
YEARS LIVED IN CITY--1 YEAR OR LESS	25,725	54.0	3.0	131
AFFLUENT BLUE COLLAR WORKER--FAMILY INCOME \$75000+	48,121	54.0	5.6	130
ATE FAST FOOD PAST 4-WEEKS--RALLY'S HAMBURGERS	57,469	53.9	6.7	130
FOLLOW SPORT ON RADIO--COLLEGE BASEBALL	108,194	53.8	12.6	130
FOLLOW SPORTS ON TV/RADIO--ICE SKATING	155,984	53.8	18.1	130
VISIT WEB AUTOMOBILE SITES--OCCASIONALLY	185,165	53.7	21.5	130
SHOPPED PAST 6-MONTHS--DILLARD'S	160,986	53.6	18.7	130
HOME OWNER--INCOME--\$50,000-\$74,999	154,647	53.4	18.0	129



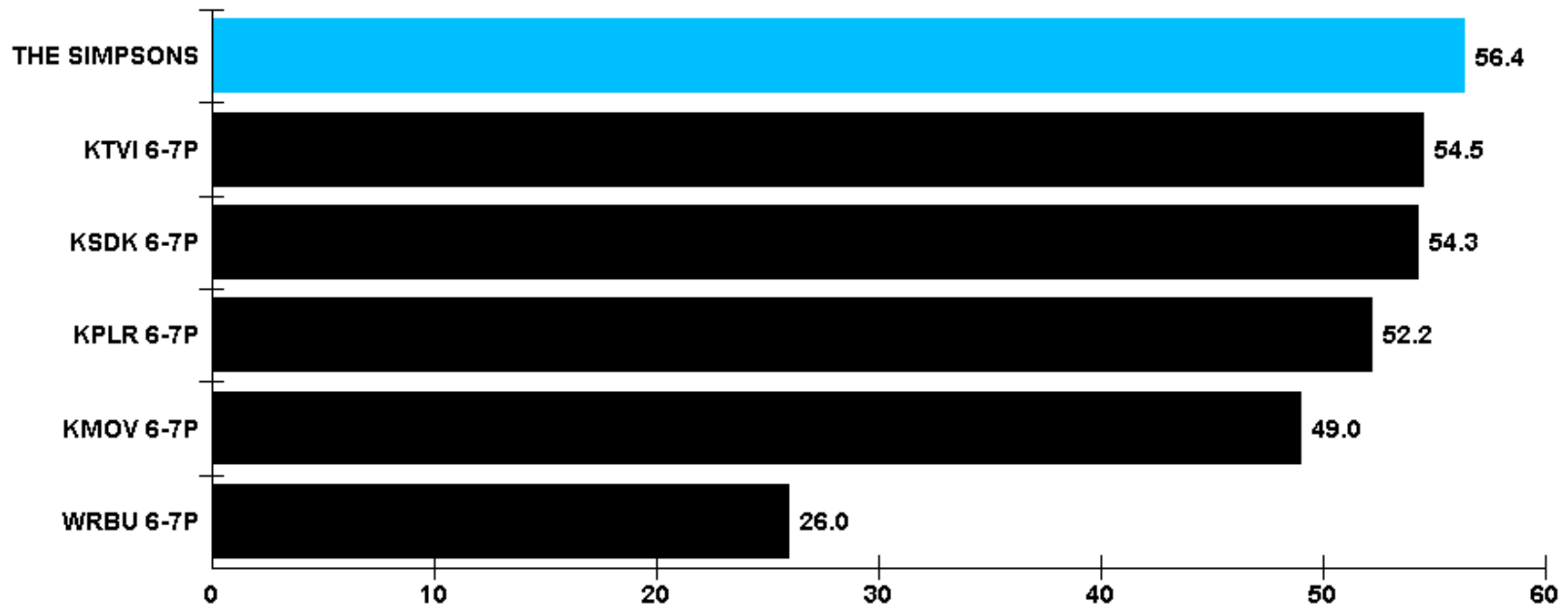
Report: RANKER REPORT  
Market: ST. LOUIS, MO for APR-MAY 2008  
Bases: ADULTS AGE 18+  
Target: PLAN BUY--USED CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

Base Population: 2,077,917

% In Target: 8.4%

## THE SIMPSONS REACH THE MOST USED CAR BUYER IN THE TIME PERIOD



# ABC30

## Profiling Programming



**The Media Audit**



Report: MEDIA QUICK PROFILE  
 Market: ST. LOUIS, MO for APR-MAY 2008  
 Bases: ADULTS AGE 18+  
 Media: JUDGE MATHIS

THE MEDIA AUDIT

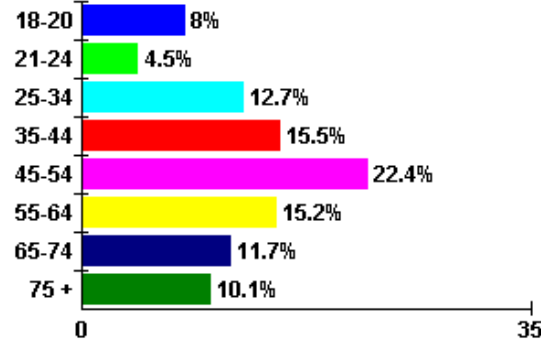
Base Population: 2,077,918

% in Media: 28.2

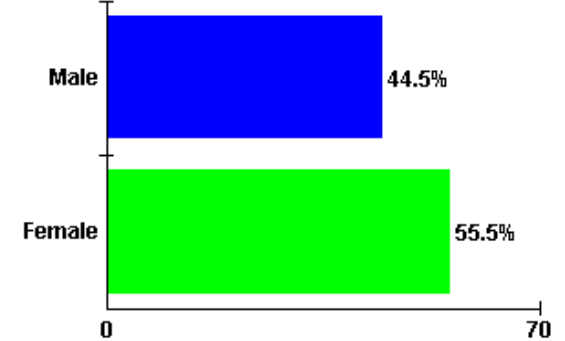
### Audience Profile

**Total Income:** \$28,913,812,500  
**Mean Income:** \$49,343  
**Mean Age:** 48  
**Home Owners:** 77%  
**Mean Home Value:** \$185,329  
**Mean Miles Past Week:** 147

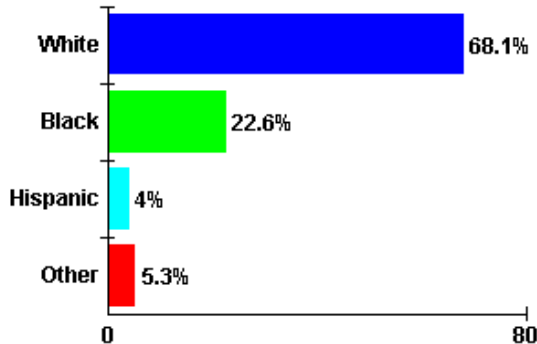
### Age Analysis



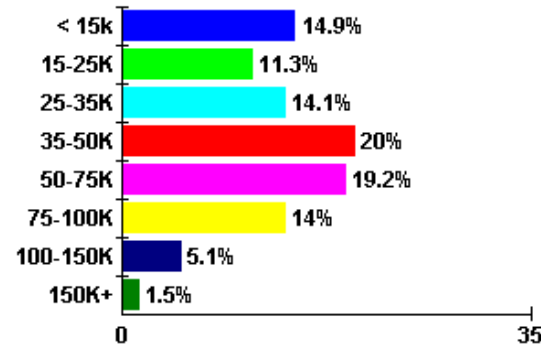
### Gender Profile



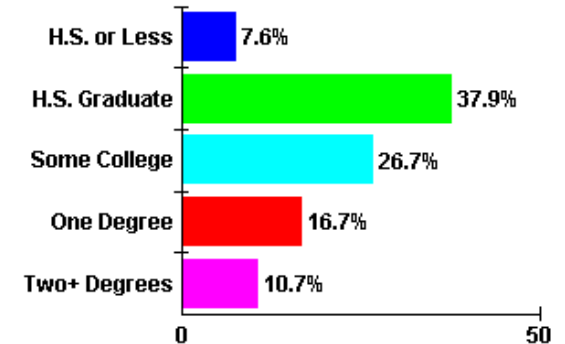
### Ethnicity Profile



### Annual Income



### Education Profile



## Page 1 of Prospect List for JUDGE MATHIS



Report: COMPOSITION REPORTS  
 Market: ST. LOUIS, MO for APR-MAY 2008  
 Bases: ADULTS AGE 18+  
 Media: JUDGE MATHIS

THE MEDIA AUDIT

Base Population: 2,077,917

% In Media Audience: 28.2%

Target	Media Persons	Media Rating	Audience Composition	Target Index
MAKE OF VEHICLES NOW OWNED--PORSCH	1,682	60.6	0.3	215
HOME/APT. RENTER--INCOME--UNDER \$15,000	32,862	58.9	5.6	209
LIVE IN--WARREN COUNTY,MO	13,365	56.2	2.3	199
MAKE OF VEHICLES NOW OWNED--ACURA	18,143	55.1	3.1	195
SHOP FURNITURE/MATTRESS--LA-Z-BOY FURNITURE GALLERIES	30,600	53.2	5.2	189
MAKE OF VEHICLES NOW OWNED--GEO	3,876	52.5	0.7	186
RACE--HISPANIC DESCENT	23,531	52.1	4.0	185
HEAVY EXPOSURE TELEVISION--300+ MINUTES AVG. DAY	220,606	51.7	37.6	183
MALLS SHOPPED OFTEN--JAMESTOWN MALL	58,065	51.4	9.9	182
MARITAL STATUS--ENGAGED	21,901	51.0	3.7	181
LIVE IN--JERSEY COUNTY, IL	8,917	49.7	1.5	176
MAKE OF VEHICLES NOW OWNED--CADILLAC	28,372	46.0	4.8	163
MTV GENERATION--AGE 18-44/VIEW MTV AND/OR VH-1	126,625	45.9	21.6	163
HOME/APT. RENTER--INCOME--\$75,000 OR MORE	19,266	45.7	3.3	162
SHOP FURNITURE/MATTRESS--SEARS	32,293	45.6	5.5	162
ANNUAL HOUSEHOLD INCOME--UNDER \$15,000	87,328	45.6	14.9	162
PLAN BUY--USED CAR/VAN/TRUCK/SUV	79,141	45.3	13.5	161
CELL PHONE CARRIER USED--TRACFONE	19,198	44.5	3.3	158
FOLLOW SPORTS ON TV/RADIO--ICE SKATING	128,842	44.4	22.0	157
MAKE OF VEHICLES NOW OWNED--JAGUAR	3,569	44.1	0.6	157
MALLS SHOPPED OFTEN--PLAZA FRONTENAC	19,883	42.8	3.4	152
AFFLUENT BLUE COLLAR WORKER--FAMILY INCOME \$75000+	36,989	41.5	6.3	147
LIVE IN--LINCOLN/WARREN COUNTIES	26,283	41.4	4.5	147
SHOP SUPERMARKET PAST WEEK--SAVE-A-LOT	54,756	41.0	9.3	145
FOLLOW SPORTS ON TV/RADIO--WRESTLING	76,717	40.8	13.1	145
PLAN TO BUY A HOME NEXT 2 YEARS--\$50K+ INCOME	54,206	40.8	9.3	145
SHOPPED PAST 6-MONTHS--K-MART	204,443	40.3	34.9	143
ATE FAST FOOD PAST 4-WEEKS--DAIRY QUEEN	33,213	39.8	5.7	141
PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV	94,734	39.6	16.2	140
MAKE OF VEHICLES NOW OWNED--OLDSMOBILE	23,023	39.3	3.9	139



Report: RANKER REPORT  
 Market: ST. LOUIS, MO for APR-MAY 2008  
 Bases: ADULTS AGE 18+  
 Target: PLAN BUY--USED CAR/VAN/TRUCK/SUV  
 Base Population: 2,077,917

THE MEDIA AUDIT

% In Target: 8.4%

**JUDGE MATHIS REACHES THE MOST USED CAR BUYERS IN THE TIME PERIOD**

