

- **POST-NEWSWEEK STATIONS**

POST-NEWSWEEK STATIONS, INC.

Revenue Comparison

Six Months Ended June 30

(\$ millions)

	<u>2006</u>	<u>2007</u>	
Total Revenue	\$174.9	\$168.7	-3.5%
Less: Incremental Olympics	(6.3)		
Political	<u>(2.9)</u>	<u>(0.6)</u>	
Core Revenue	\$165.7	\$168.1	+1.5%

POST-NEWSWEEK STATIONS, INC.

Gross Spot Revenue % Change

Six Months Ended June 30, 2007 vs. 2006

	<u>PNS</u>	<u>TV Industry</u>
Total Gross Spot	-5.0%	-4.3%
Core Gross Spot*	+0.2%	-2.4%

** Excludes Incremental Olympics and Political*

- **POST-NEWSWEEK STATIONS**

Update -

- **WJXT**
- **WPLG**
- **KPRC**

**The
One
&
Only**



	Mon	Tue	Wed	Thu	Fri
5:00A	Eyewitness News Daybreak at 5				
5:30A					
6:00A	Eyewitness News Daybreak at 6				
6:30A					
7:00A	The Early Show				
7:30A					
8:00A	The Early Show				
8:30A					
9:00A	Texas Justice				
9:30A					
10:00A	Maury Povich				
10:30A					
11:00A	Price Is Right				
11:30A					
12:00N	Eyewitness News at Noon				
12:30P	The Young & The Restless				
1:00P					
1:30P	Bold & the Beautiful				
2:00P	As the World Turns				
2:30P					
3:00P	Guiding Light				
3:30P					
4:00P	Oprah				
4:30P					
5:00P	Eyewitness News First at 5				
5:30P	Eyewitness News Live At 5:30				
6:00P	Eyewitness News at 6				
6:30P	CBS Evening News				
7:00P	Entertainment Tonight				
7:30P	Inside Edition				
8:00P	King Of Queens	JAG	60 Minutes II	Price Is Right	48 Hours
8:30P	Yes, Dear			30th Anniv Special	
9:00P	Everyb Luv Ray	The Guardian	CBS Miniseries: "Mama Flora's Family" Pt. 2 of 2	CSI	CBS Special Movie:
9:30P	Becker				"Murder She Wrote:
10:00P	48 Hours	Judging Amy		The Agency	South By Southwes
10:30P					
11:00P	Eyewitness News Nightbeat				
11:35P	Late Show With David Letterman				
12:05A					

The
One
&
Only



WJXT/CBS Program Schedule

WJXT Local News

2006-2007 Season



the local station

Morning	5A – 7 A	#1
	7A – 9 A	#2
	Sa/Su 7A – 9 A	#1
	NOON	#2
Evening	5P	#1
	5:30P	#1
	6P	#1
	6:30P	#2
Prime	10P HOUR	#1

WJXT is #2 in Primetime!



the local station



July 2007

Local Jacksonville Independent

#1

**TOTAL DAY
NOVEMBER 2006**



the local station

*7-9am The Morning Show Beats The Today Show, GMA, The Early Show
6:30pm Local News Beats NBC, ABC, CBS Network News
Primetime Beats ABC, Fox, CW
Nielsen November 2006*

Call MMT 212-319-8008



the local station

**According to the Nielsen
Rating Survey in
November 2006, WJXT
was the most watched
station in Jacksonville
beating all networks
and winning
head-to-head time
period battles at
7am and 6:30pm!**

Community



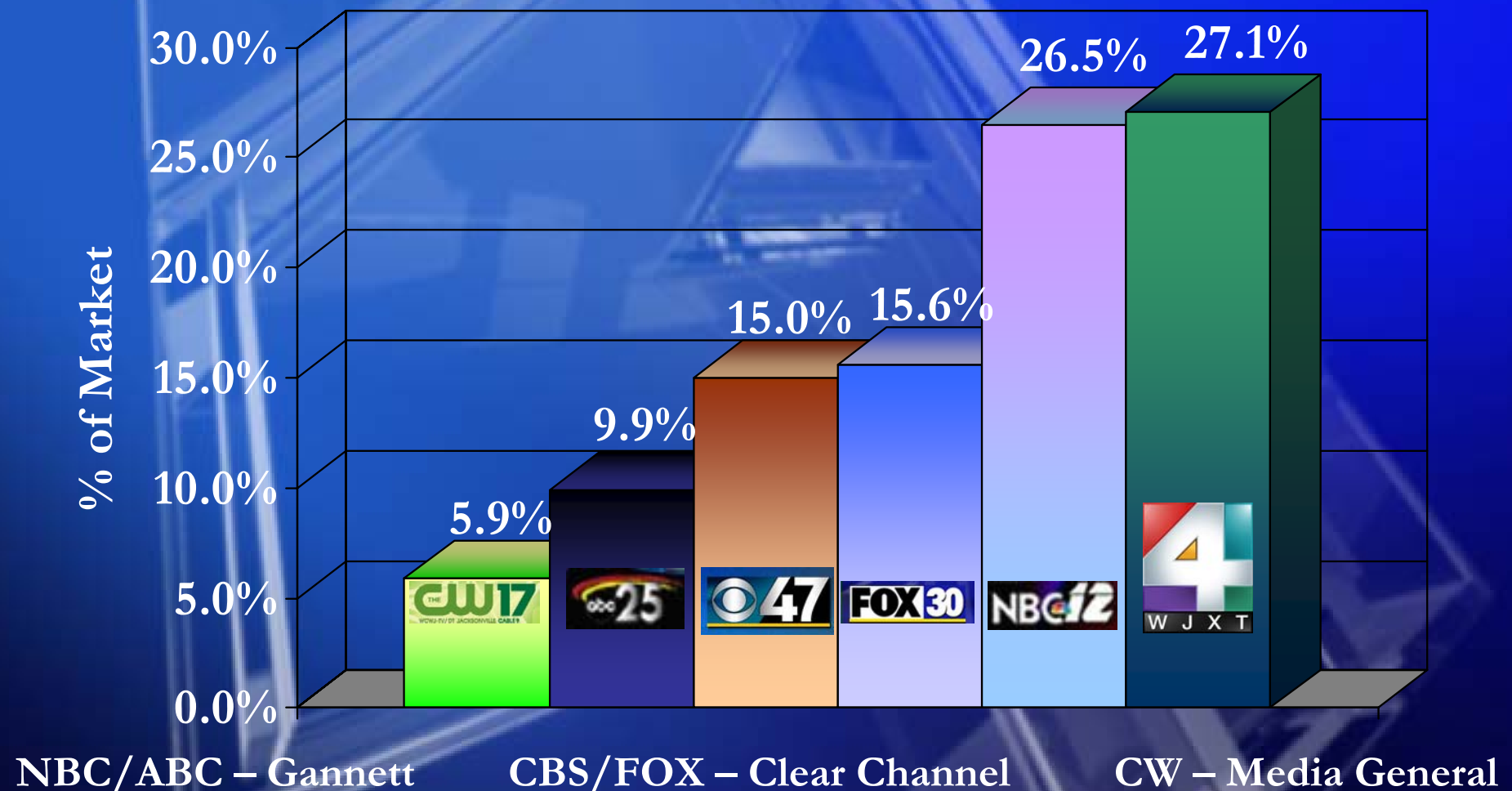
the local station

- In the last 12 months, WJXT talent has made 160 appearances at community events and organizations!
- In 2006, WJXT produced 29 hours of local programming with 26 hours in Primetime!

**WJXT was the #1 billing station
in Jacksonville in 2006,
beating all network stations.**



the local station





the local station

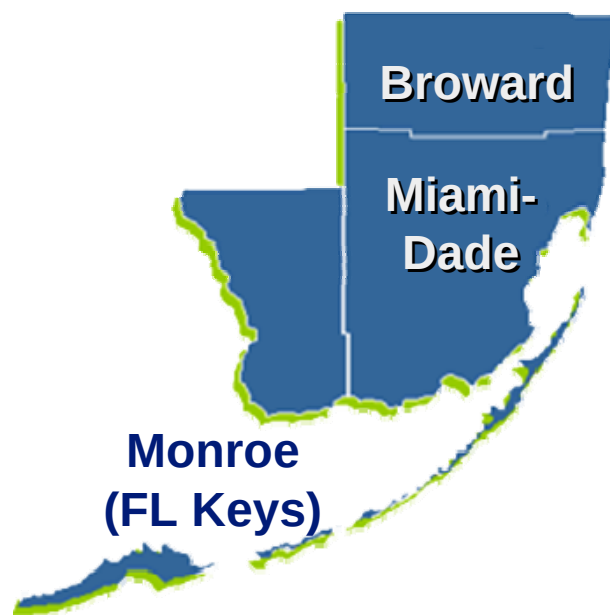
Miami • Fort Lauderdale



WPLG MIAMI • FORT LAUDERDALE



Miami · Fort Lauderdale
is an unusually
competitive market...



WPLG MIAMI · FORT LAUDERDALE



There are nine stations that air local news...

Six English Language



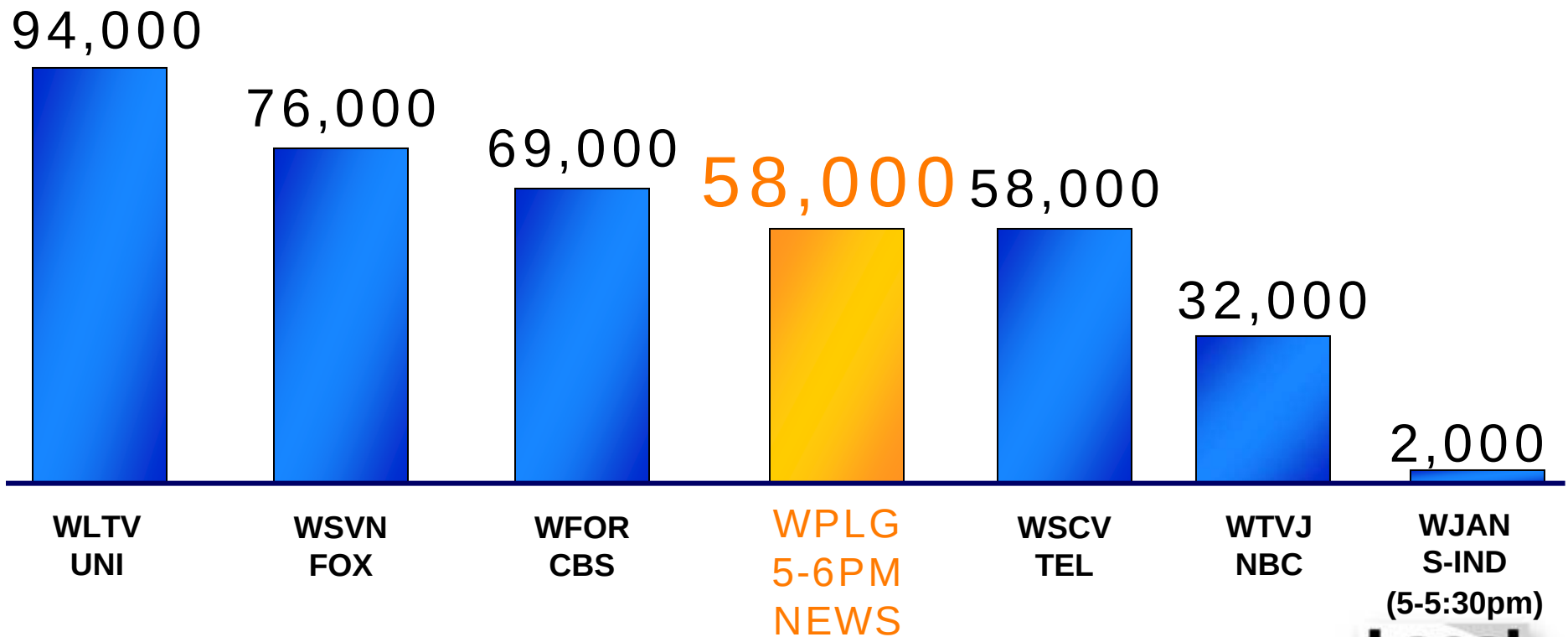
Three Spanish Language



WPLG MIAMI • FORT LAUDERDALE



In 2003, we had fallen
into 4th place in 5-6pm news



May'03 Households
M-F/5-6pm

WPLG MIAMI • FORT LAUDERDALE



We saw that the
5-6pm early evening ratings
for all stations were getting
smaller

- More working women
- Expanding cable news
- Internet

5pm English news
ratings were down -22%

Ratings decline....

2000

2001

2002

2003

2004

2005

Household rating points among English Language 5-6pm newscasts from May Nielsen's as listed

WPLG MIAMI • FORT LAUDERDALE



We looked for a new
strategy to win...

WPLG MIAMI • FORT LAUDERDALE





In 2004, we acquired
the rights to DR. PHIL
beginning in the 2006 season

WPLG MIAMI • FORT LAUDERDALE



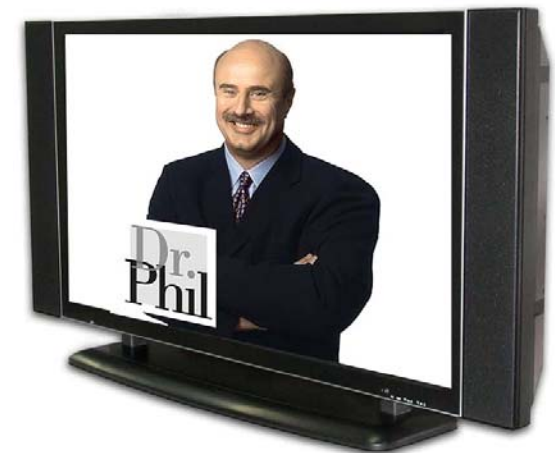
Our plan was to counter-program 5-6pm

WSVN
FOX
News

WFOR
CBS
News

WTVJ
NBC
News

WPLG



WLTV
UNI
News

WSCV
TEL
News

WJAN
S-IND
News

WPLG MIAMI • FORT LAUDERDALE



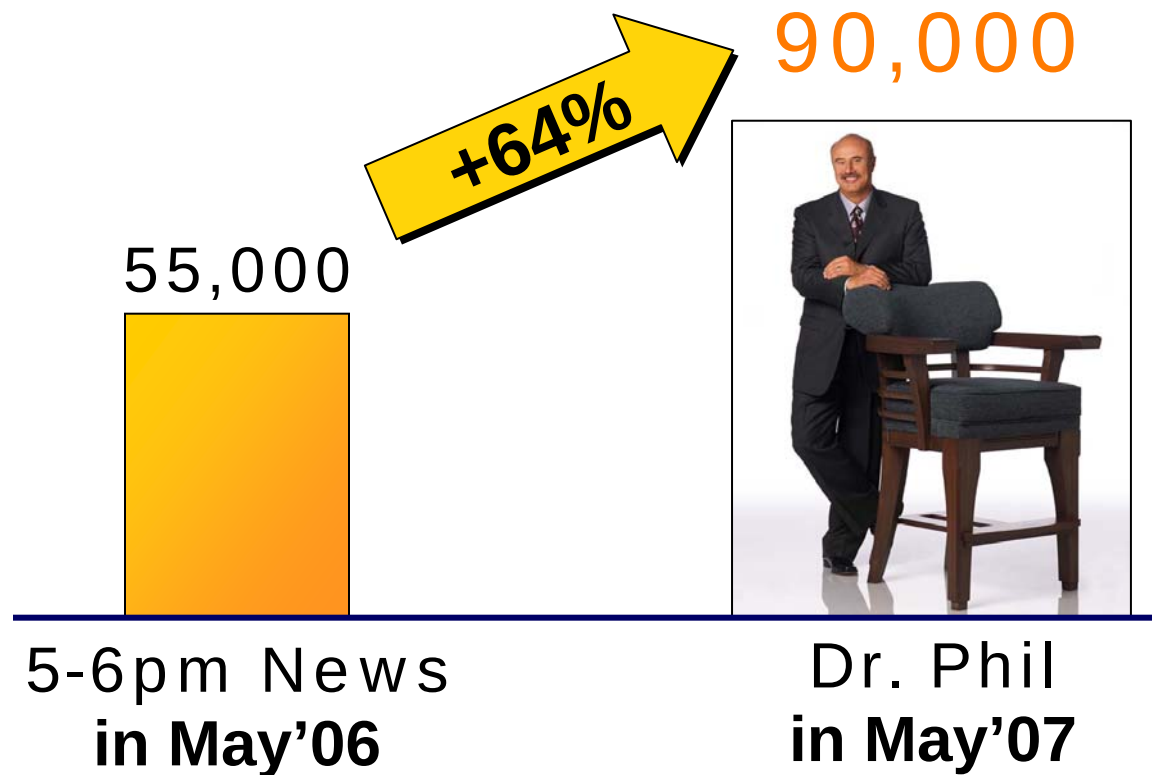
One year ago we made
the change...

The result?

WPLG MIAMI • FORT LAUDERDALE



We increased our
ratings at 5pm by **+64%**



May'06 and May'07 Households
M-F/5-6pm

WPLG MIAMI • FORT LAUDERDALE



DR. PHIL is now #1 from 5-6pm

90,000

81,000

77,000

56,000

48,000

43,000

41,000

WPLG



WLTU
UNI
News

WSVN
FOX
News

WFOR
CBS
News

WSCV
TEL
News

WTVJ
NBC
News

WJAN
S-IND
News

May'07 Households
M-F/5-6pm

WPLG MIAMI • FORT LAUDERDALE



This is the first time
in a decade that any
local station has beaten
Univision/Miami at 5pm

WPLG MIAMI • FORT LAUDERDALE



Also, the 6pm news

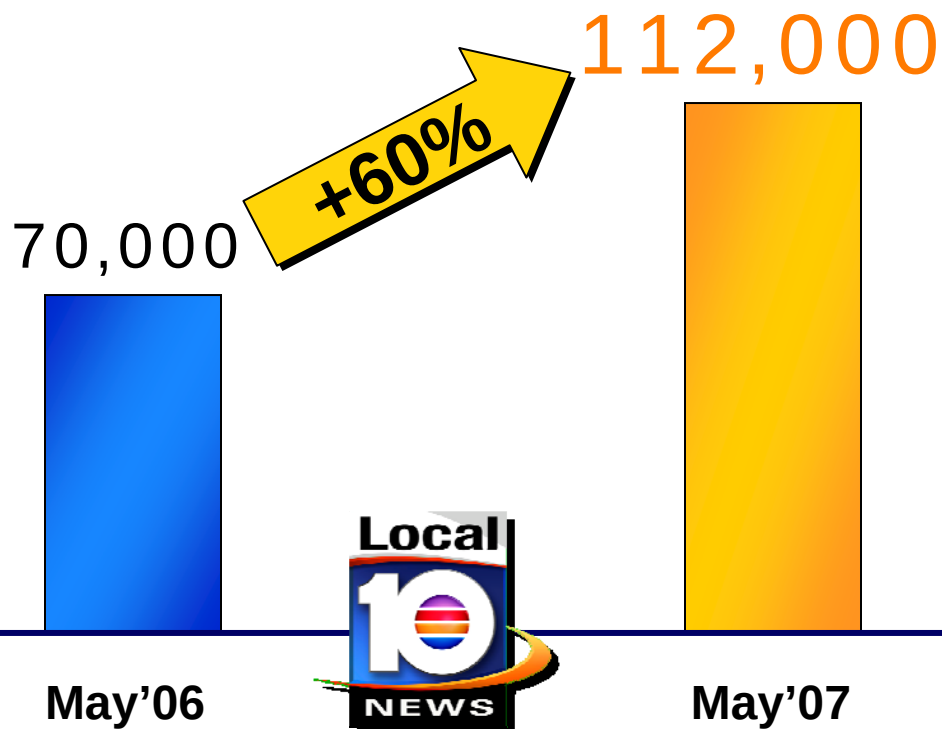


shot up like a rocket

WPLG MIAMI • FORT LAUDERDALE



With a DR. PHIL lead-in we
increased our ratings at 6pm by **+60%**

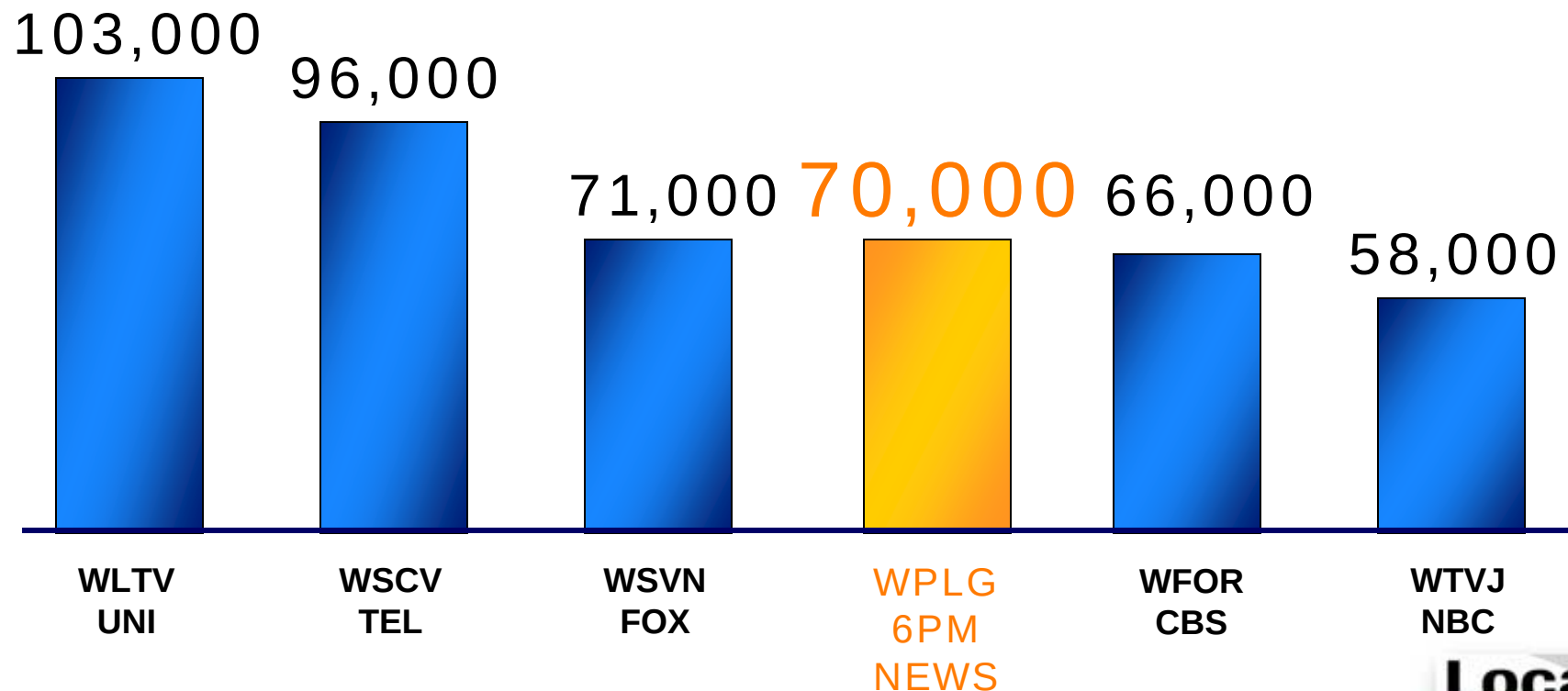


May'06 and May'07 Households
M-F/6-6:30pm

WPLG MIAMI • FORT LAUDERDALE



Prior to DR. PHIL at 5pm,
our 6pm news was in 4th place

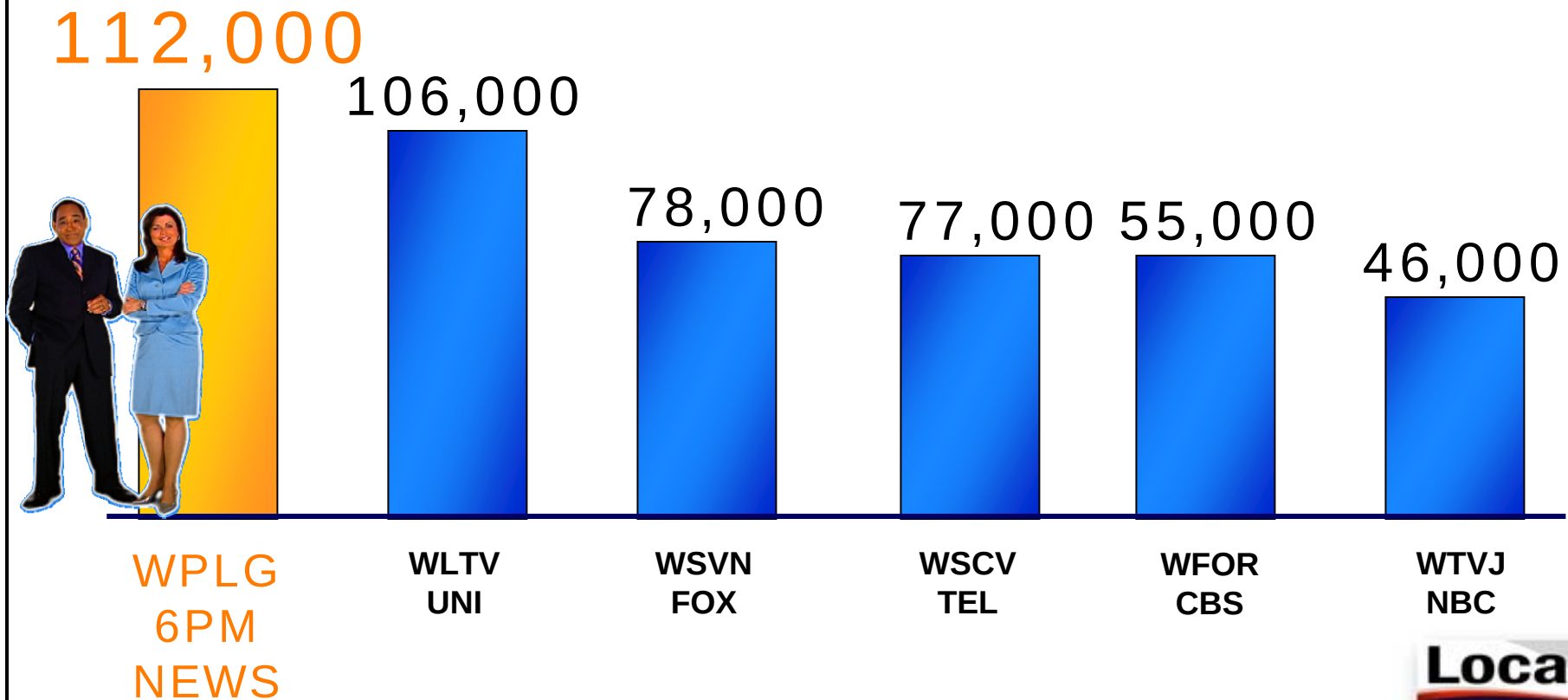


May'06 Households
M-F/6-6:30pm

WPLG MIAMI • FORT LAUDERDALE



With DR. PHIL as the lead-in,
we moved to 1st place at 6pm



May'07 Households
M-F/6-6:30pm

WPLG MIAMI • FORT LAUDERDALE



This is the first time
in **six years** that any
local station has beaten
Univision/Miami at 6pm

WPLG MIAMI • FORT LAUDERDALE



We recognized that
morning news is still
strong for local stations

WPLG MIAMI • FORT LAUDERDALE



We added a 5-5:30am
weekday newscast

WPLG MIAMI • FORT LAUDERDALE



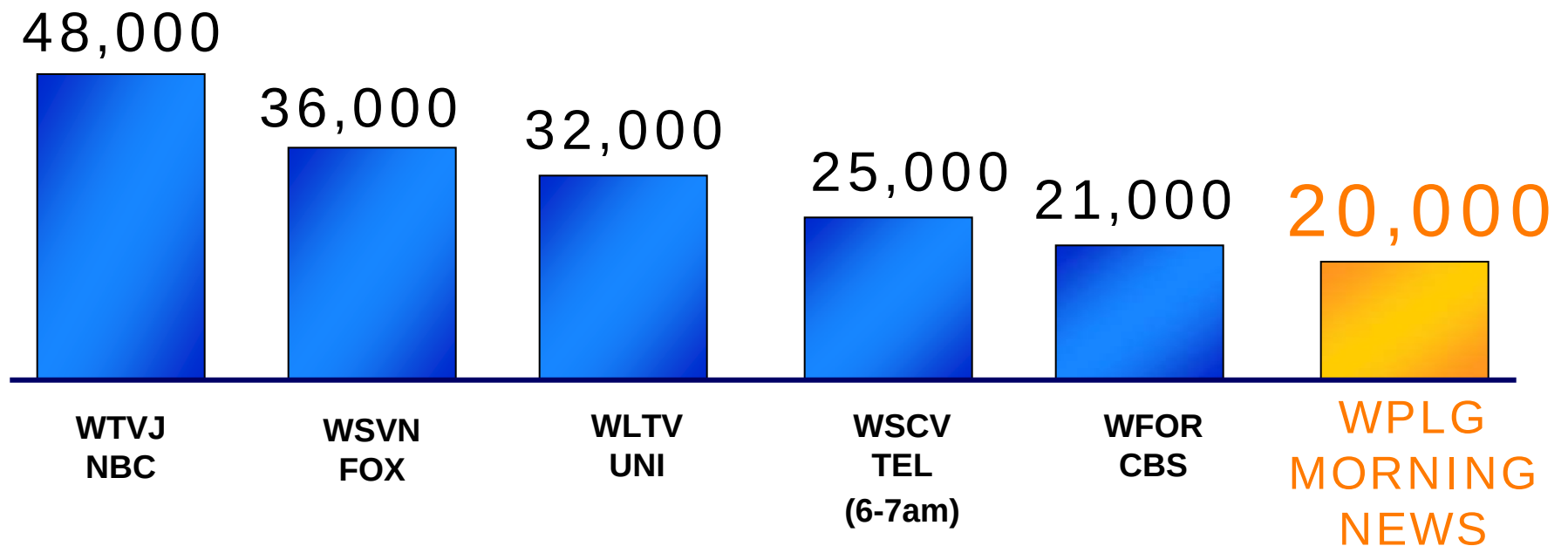


... and made some
morning news
talent changes

WPLG MIAMI • FORT LAUDERDALE



Our weekday morning news
was in **last place** a year ago

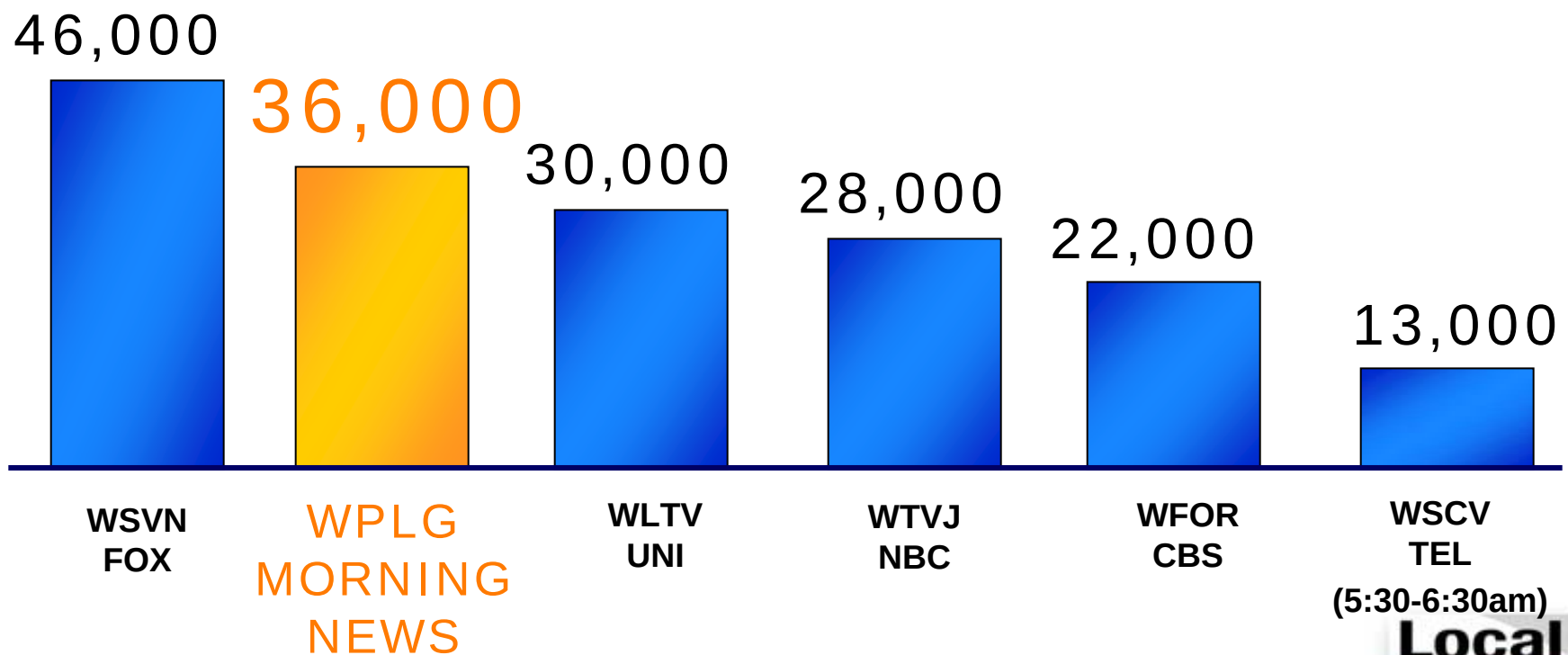


May'06 Households
M-F/5-7am

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Since we made the changes,
our weekday morning news is
up **+80%** and is now **#2**

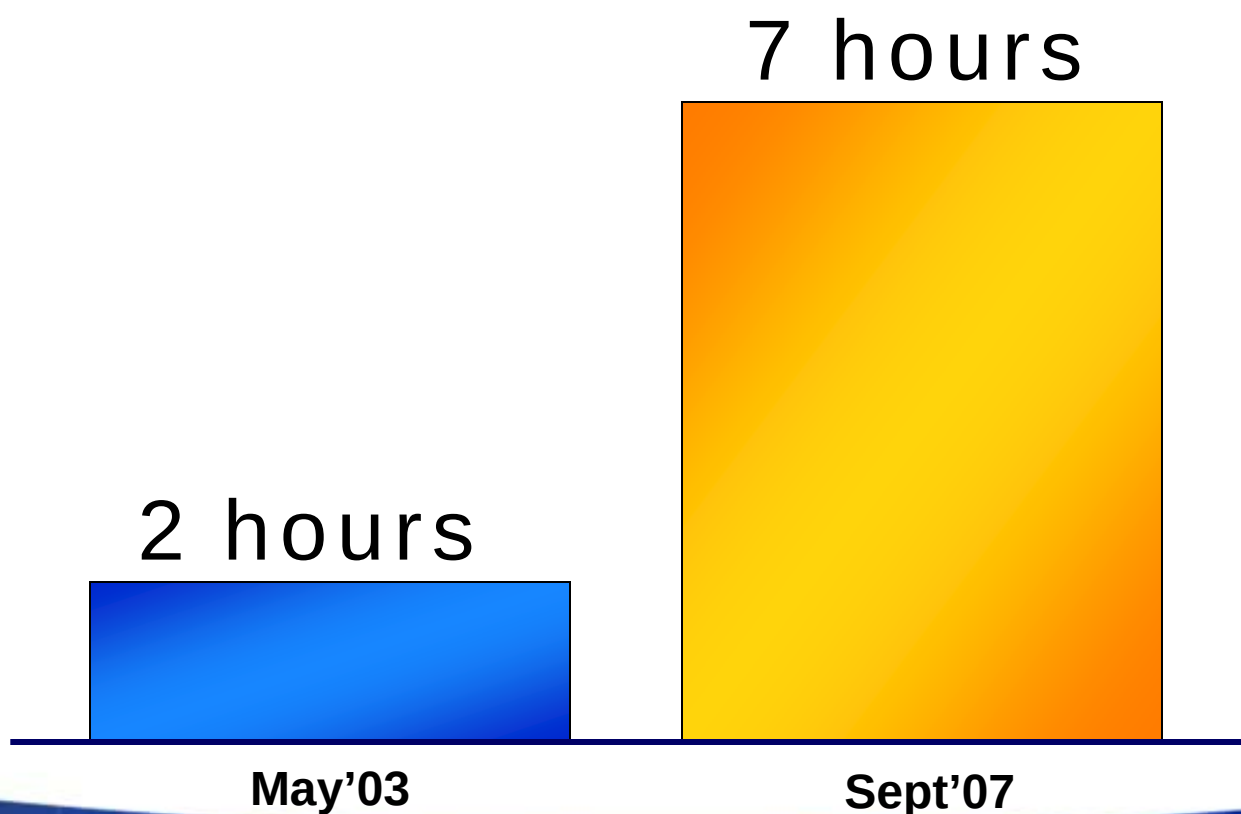


May'07 Households vs. May'06
M-F/5-7am

WPLG MIAMI • FORT LAUDERDALE



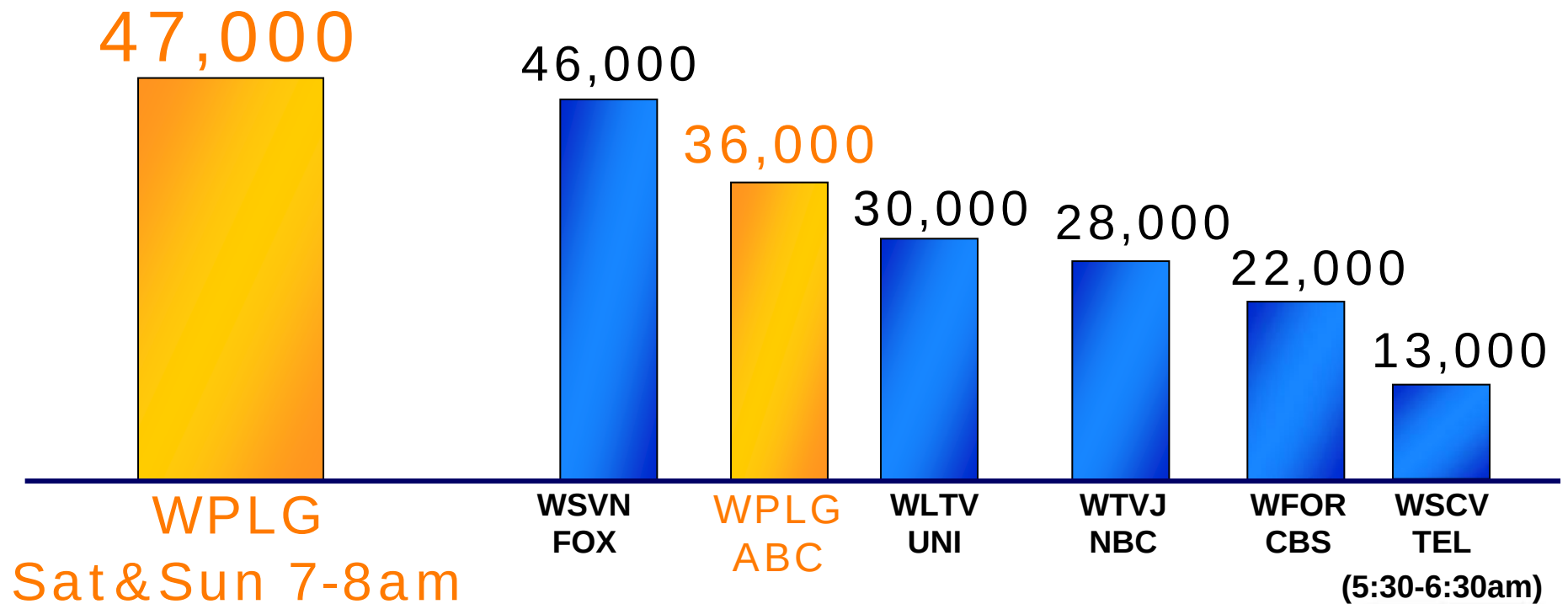
We expanded our
weekend morning news from
two hours to **seven hours** a week



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Our Saturday and Sunday 7-8am news now beats all the weekday morning newscasts



May'07 Households

WPLG MIAMI • FORT LAUDERDALE



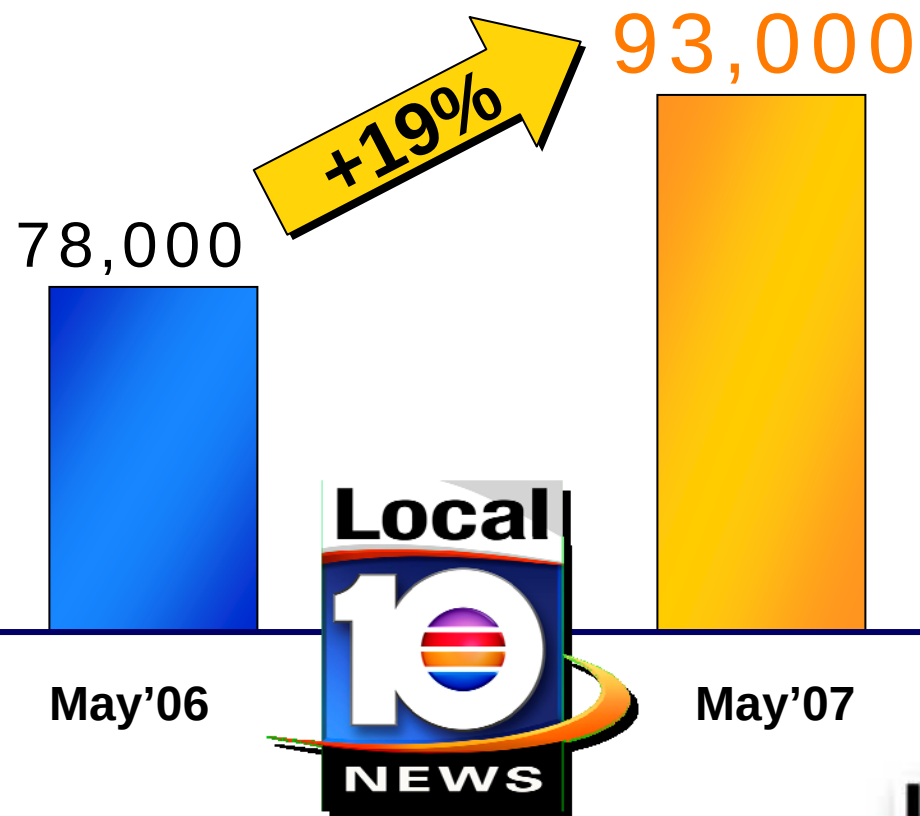


We also brought in new
anchors and reporters
and focused our
promotional messages

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We increased our ratings
at 11pm by **+19%**

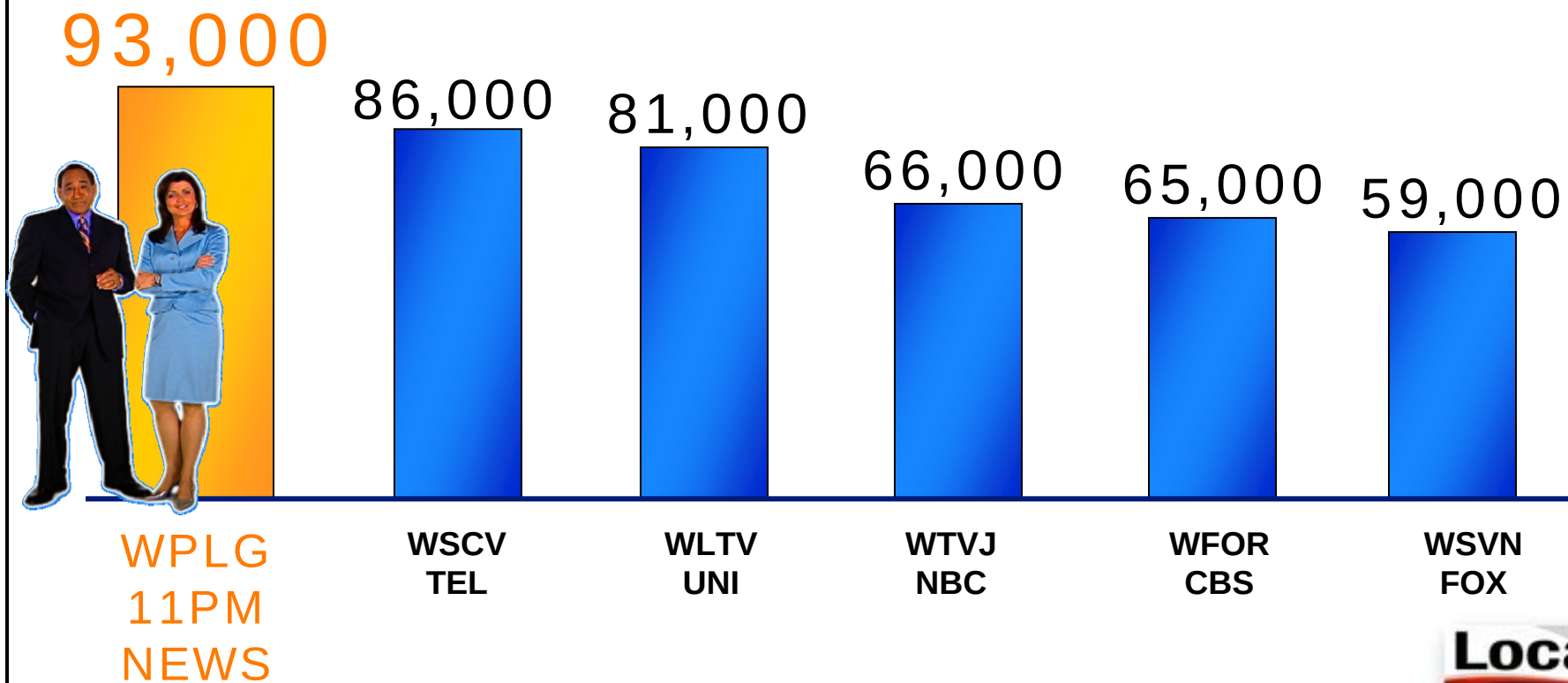


May'07 Households vs. May'06
M-F/11-11:30pm

WPLG MIAMI • FORT LAUDERDALE



Our late news is now the #1 news at 11pm



May'07 Households
M-F/11-11:30pm

WPLG MIAMI • FORT LAUDERDALE



We also acquired the
rights to JUDGE JUDY
at 4pm for the
2006 season.



It was airing on
the Fox station
at that time.

WPLG MIAMI • FORT LAUDERDALE



JUDGE JUDY is #1 and now tops OPRAH

64,000



WPLG
JUDGE JUDY

61,000



WFOR
Oprah

60,000



WSVN
News

47,000



WTVJ
Ellen

May'07 Households
M-F/4-5pm

WPLG MIAMI • FORT LAUDERDALE



Our 4-6:30pm revenue is up **+47%**

WPLG 4-6:30 pm revenue...

Overall market...

...a remarkable growth rate
considering the market overall
is down **-3%** this year

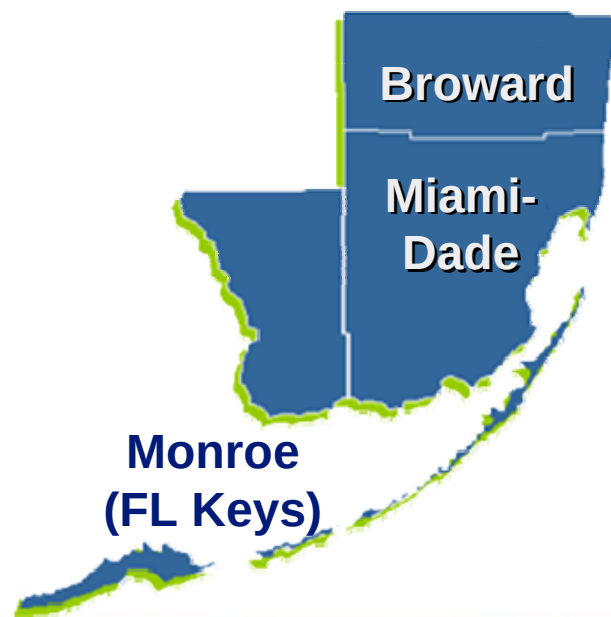
First 35 weeks of 2007

WPLG MIAMI • FORT LAUDERDALE



Yes...

Miami · Fort Lauderdale
is an usually
competitive market



WPLG MIAMI · FORT LAUDERDALE



We have put a strategy in
place where we now are

#1

WPLG MIAMI • FORT LAUDERDALE

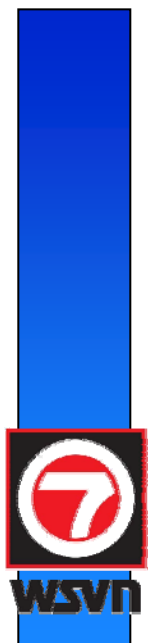


#1 station
sign-on to sign-off
...first time in nine years

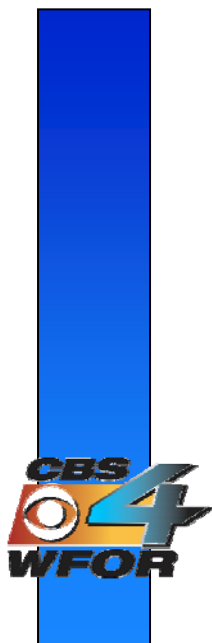
1.1
million



1.0
million



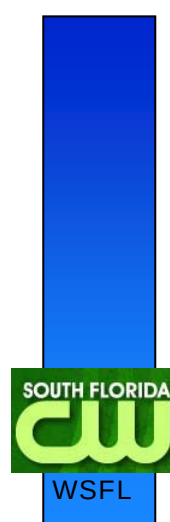
1.0
million



900k



800k



600k



550k



500k



300k



May'07 Homes reached per week
M-Su/7am-1am

WPLG MIAMI • FORT LAUDERDALE



Miami • Fort Lauderdale



WPLG MIAMI • FORT LAUDERDALE



LOCAL



KPRC

New Leadership



- New General Manager
- New General Sales Manager
- New Vice President News
- New Marketing Director

- New Morning News Anchor Team
- New 4pm and 6pm Anchor Team



Market Share Growth in 2007

- Have replaced \$3.7 million in Incremental Olympic revenue from February 2006.
- Will replace \$2.5 million in political billing from 2006.
- Jan-July YTD KPRC has increased revenue market share by +0.6% (excluding Olympics).



Increased Rates Year to Year

Morning News	+10.6%
Daytime	+19.9%
6pm News	+14.0%
Access	+19.4%
NBC Prime	+ 3.0%
10pm News	+10.2%

Outpacing the Houston Market



Through first 7 months of 2007:

Houston Market	+1.1%
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KPRC	+5.5%
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(excludes Olympics)

Preliminary LPM Data is favorable



LPM increases for July 07 compared to July 06
Book (Persons 25-54)

5-6am News	from #3 to #2
6-7am News	from #4 to #2
7-9am Today Show	from #2 to #1
6-6:30pm News	from #3 to #2

- **POST-NEWSWEEK STATIONS**