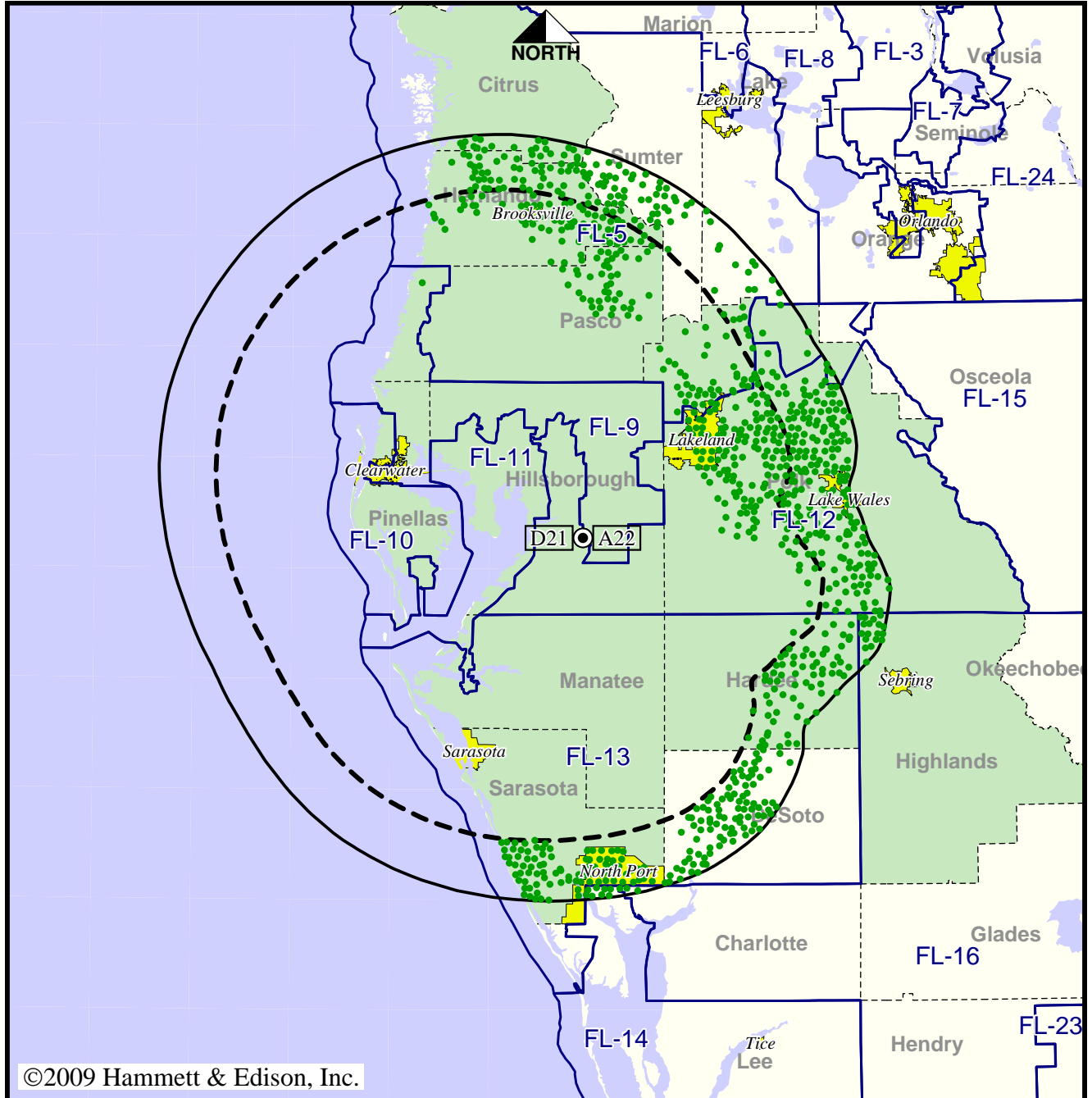


TV Station WCLF • Analog Channel 22, DTV Channel 21 • Clearwater, FL

Expected Operation on June 13: Licensed

Digital License (solid): 1000 kW ERP at 409 m HAAT  
 vs. Analog (dashed): 5000 kW ERP at 409 m HAAT

Market: Tampa-St. Petersburg-Sarasota, FL



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● Coverage gained after DTV transition  
 No symbol = no change in coverage

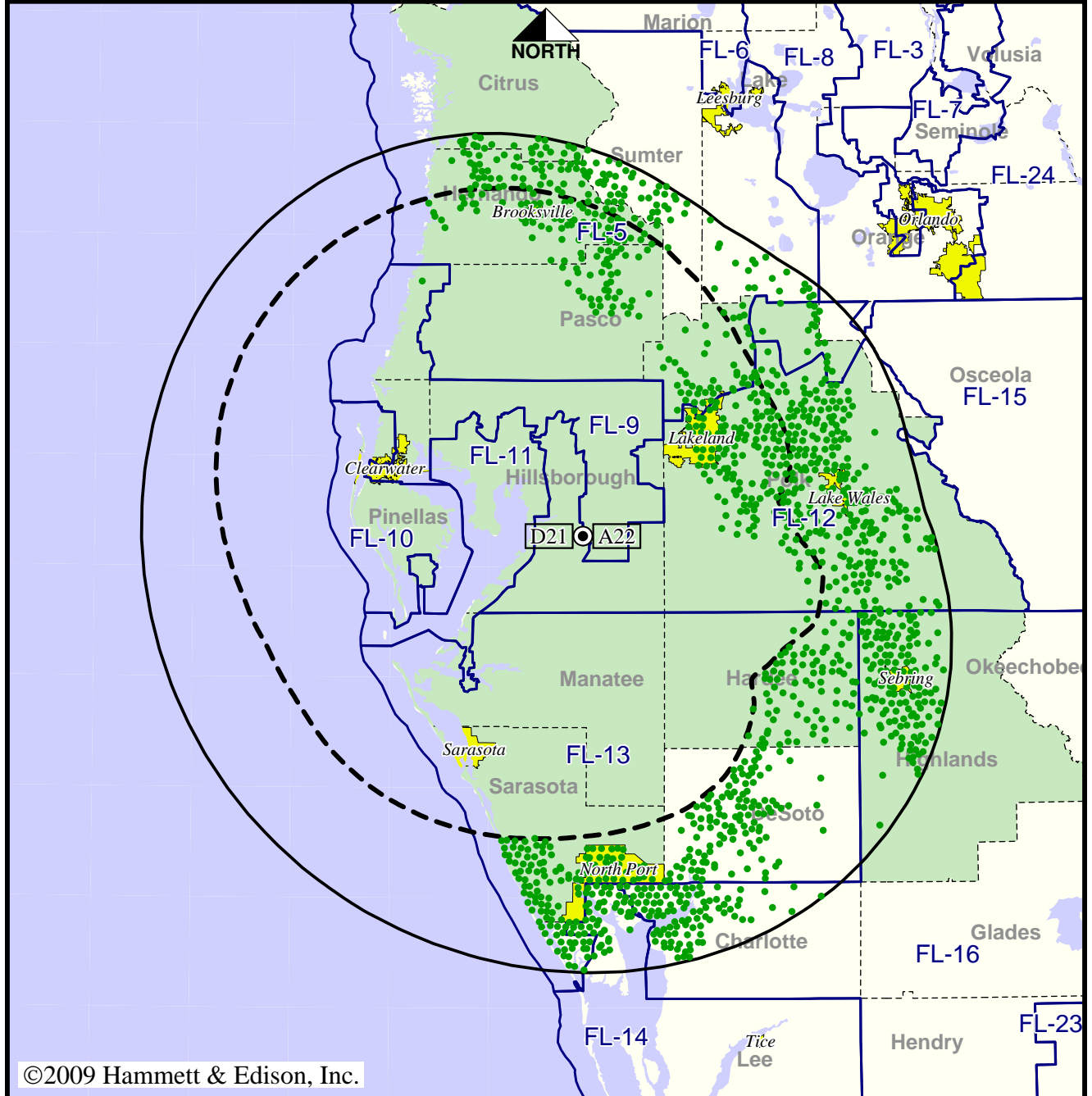
Analog service	2,919,044 persons
Digital service	3,503,788
Analog loss	0
Digital gain	584,744
Net gain	584,744

TV Station WCLF • Analog Channel 22, DTV Channel 21 • Clearwater, FL

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 1000 kW ERP at 404 m HAAT  
 vs. Analog (dashed): 5000 kW ERP at 409 m HAAT

Market: Tampa-St. Petersburg-Sarasota, FL



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● Coverage gained after DTV transition  
 No symbol = no change in coverage

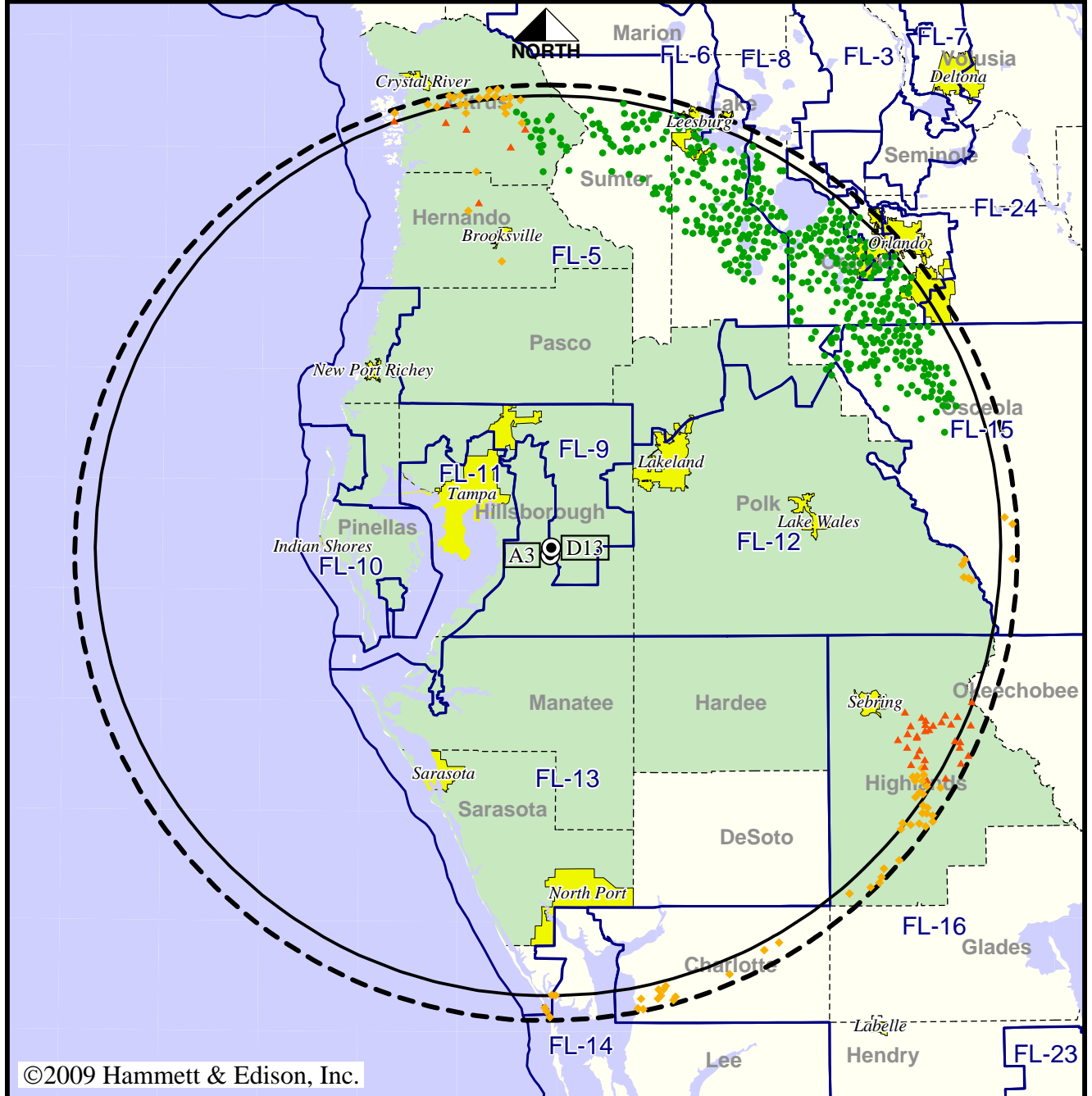
Analog service	2,919,044 persons
Digital service	3,726,934
Analog loss	0
Digital gain	807,890
Net gain	807,890

**TV Station WEDU • Analog Channel 3, DTV Channel 13 • Tampa, FL**

**Expected Operation on June 13: Granted Construction Permit**

**Digital CP (solid): 25.0 kW ERP at 471 m HAAT, Network: PBS  
vs. Analog (dashed): 100 kW ERP at 473 m HAAT, Network: PBS**

**Market: Tampa-St. Petersburg-Sarasota, FL**



©2009 Hammett & Edison, Inc.

- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

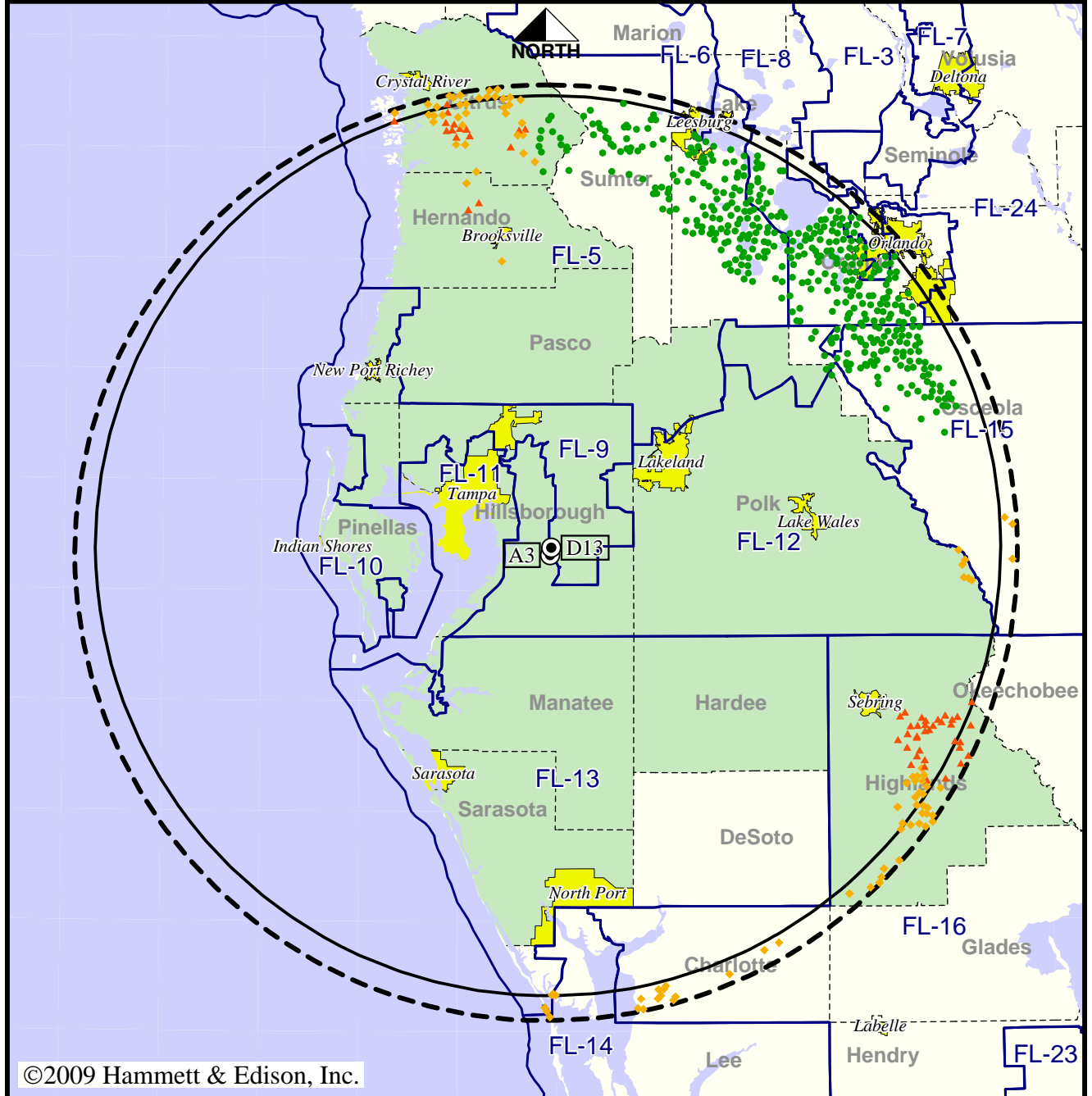
Analog service	3,838,458 persons
Digital service	4,349,525
Analog loss	32,081
Digital gain	543,148
Net gain	511,067

TV Station WEDU • Analog Channel 3, DTV Channel 13 • Tampa, FL

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 25.0 kW ERP at 471 m HAAT, Network: PBS  
 vs. Analog (dashed): 100 kW ERP at 473 m HAAT, Network: PBS

Market: Tampa-St. Petersburg-Sarasota, FL



©2009 Hammett & Edison, Inc.

- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

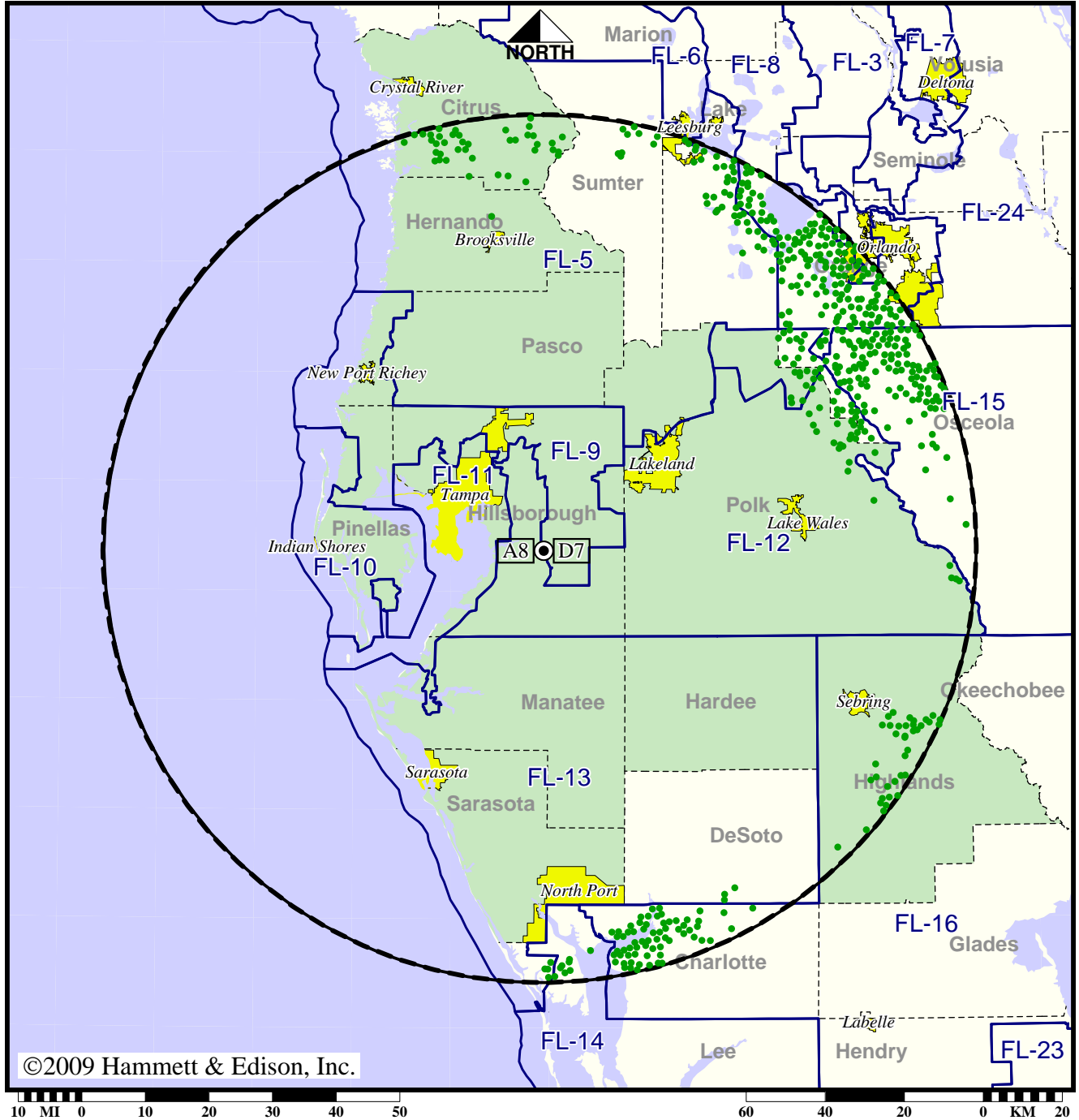
Analog service	3,838,458 persons
Digital service	4,288,922
Analog loss	42,853
Digital gain	493,317
Net gain	450,464

Station WFLA-TV • Analog Channel 8, DTV Channel 7 • Tampa, FL

Expected Operation on June 13: Licensed

Digital License (solid): 19.0 kW ERP at 465 m HAAT, Network: NBC  
 vs. Analog (dashed): 316 kW ERP at 471 m HAAT, Network: NBC

Market: Tampa-St. Petersburg-Sarasota, FL



- Coverage gained after DTV transition
- No symbol = no change in coverage

Analog service	3,754,099 persons
Digital service	4,273,546
Analog loss	0
Digital gain	519,447
Net gain	519,447

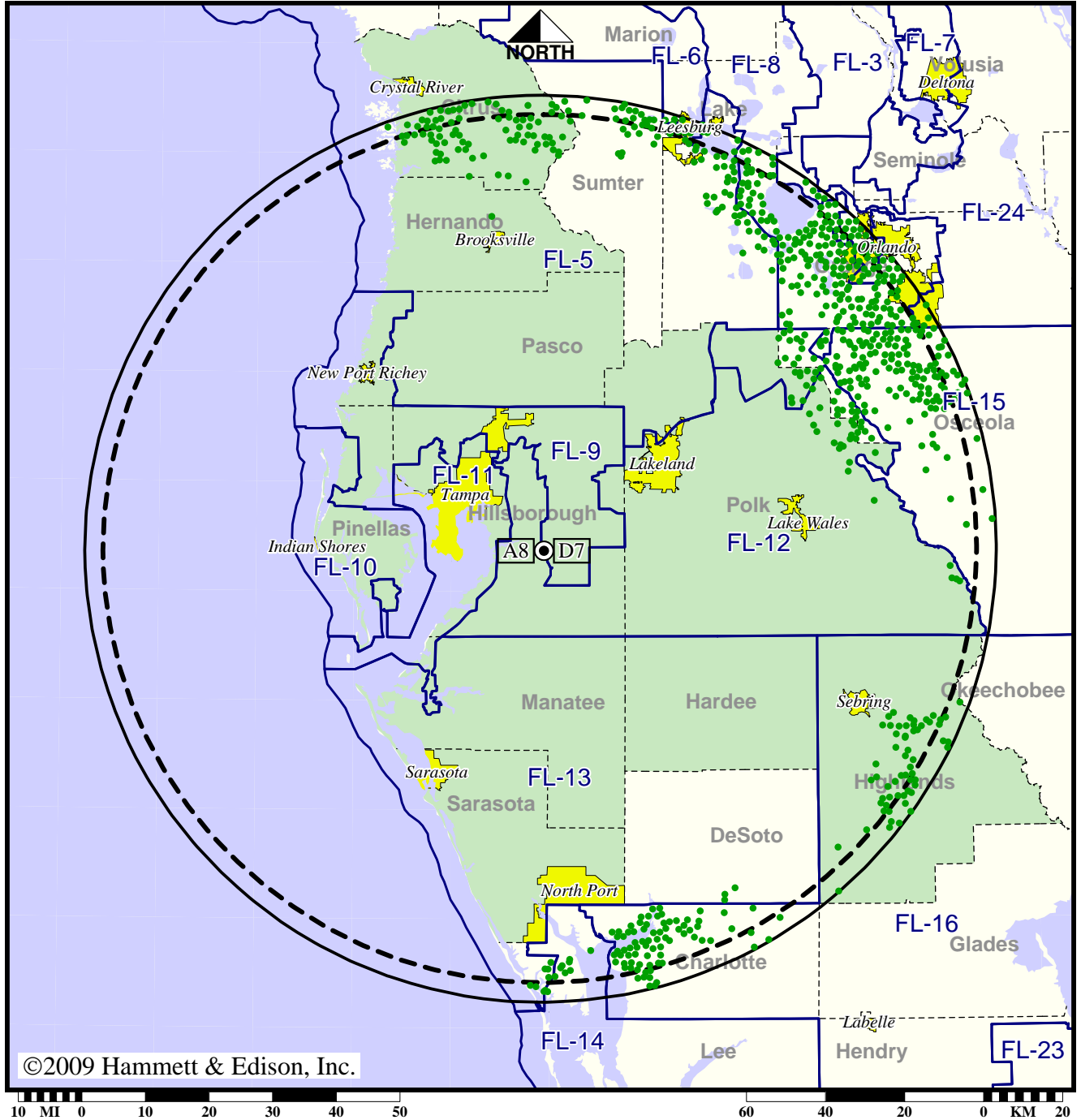


Station WFLA-TV • Analog Channel 8, DTV Channel 7 • Tampa, FL

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 32.0 kW ERP at 465 m HAAT, Network: NBC  
 vs. Analog (dashed): 316 kW ERP at 471 m HAAT, Network: NBC

Market: Tampa-St. Petersburg-Sarasota, FL



● Coverage gained after DTV transition  
 No symbol = no change in coverage

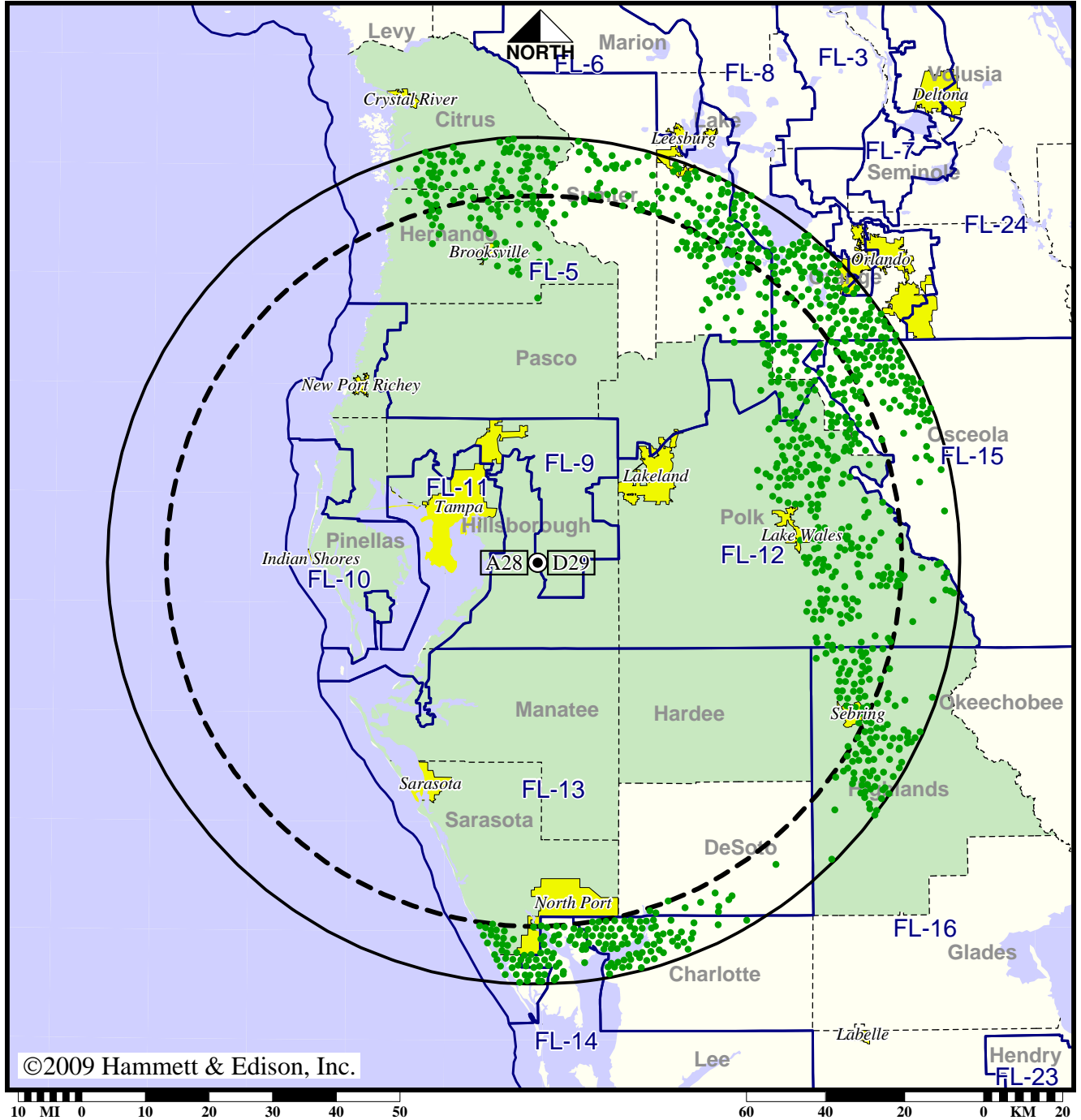
Analog service	3,754,099 persons
Digital service	4,483,095
Analog loss	0
Digital gain	728,996
Net gain	728,996

Station WFTS-TV • Analog Channel 28, DTV Channel 29 • Tampa, FL

Expected Operation on June 13: Licensed

Digital License (solid): 500 kW ERP at 476 m HAAT, Network: ABC  
 vs. Analog (dashed): 2630 kW ERP at 471 m HAAT, Network: ABC

Market: Tampa-St. Petersburg-Sarasota, FL



● Coverage gained after DTV transition  
 No symbol = no change in coverage

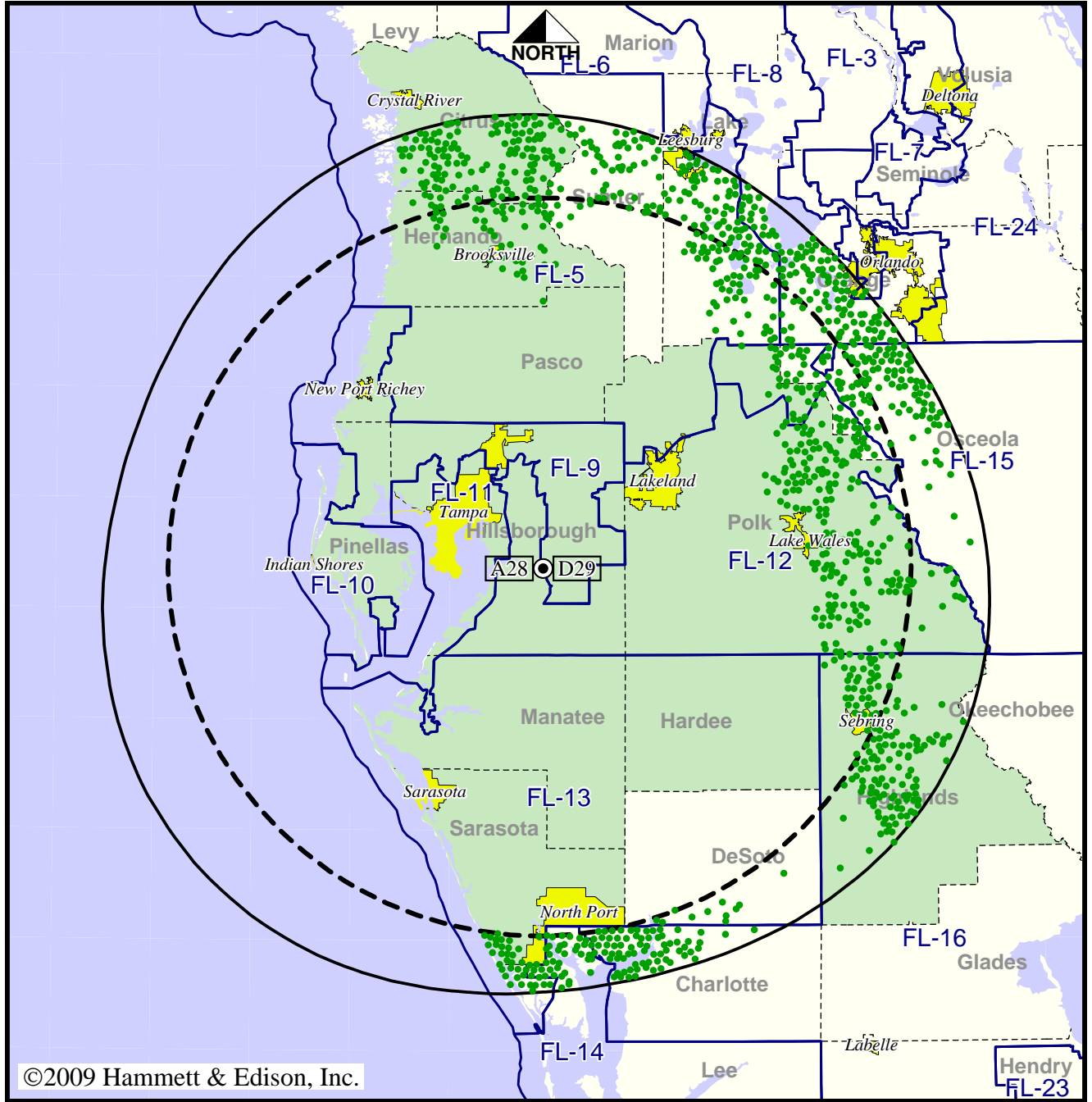
Analog service	3,466,658 persons
Digital service	4,137,012
Analog loss	0
Digital gain	670,354
Net gain	670,354

Station WFTS-TV • Analog Channel 28, DTV Channel 29 • Tampa, FL

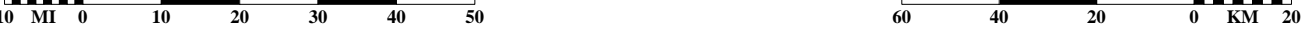
Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 1000 kW ERP at 468 m HAAT, Network: ABC  
 vs. Analog (dashed): 2630 kW ERP at 471 m HAAT, Network: ABC

Market: Tampa-St. Petersburg-Sarasota, FL



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- Coverage gained after DTV transition
- No symbol = no change in coverage

Analog service	3,466,658 persons
Digital service	4,178,854
Analog loss	0
Digital gain	712,196
Net gain	712,196

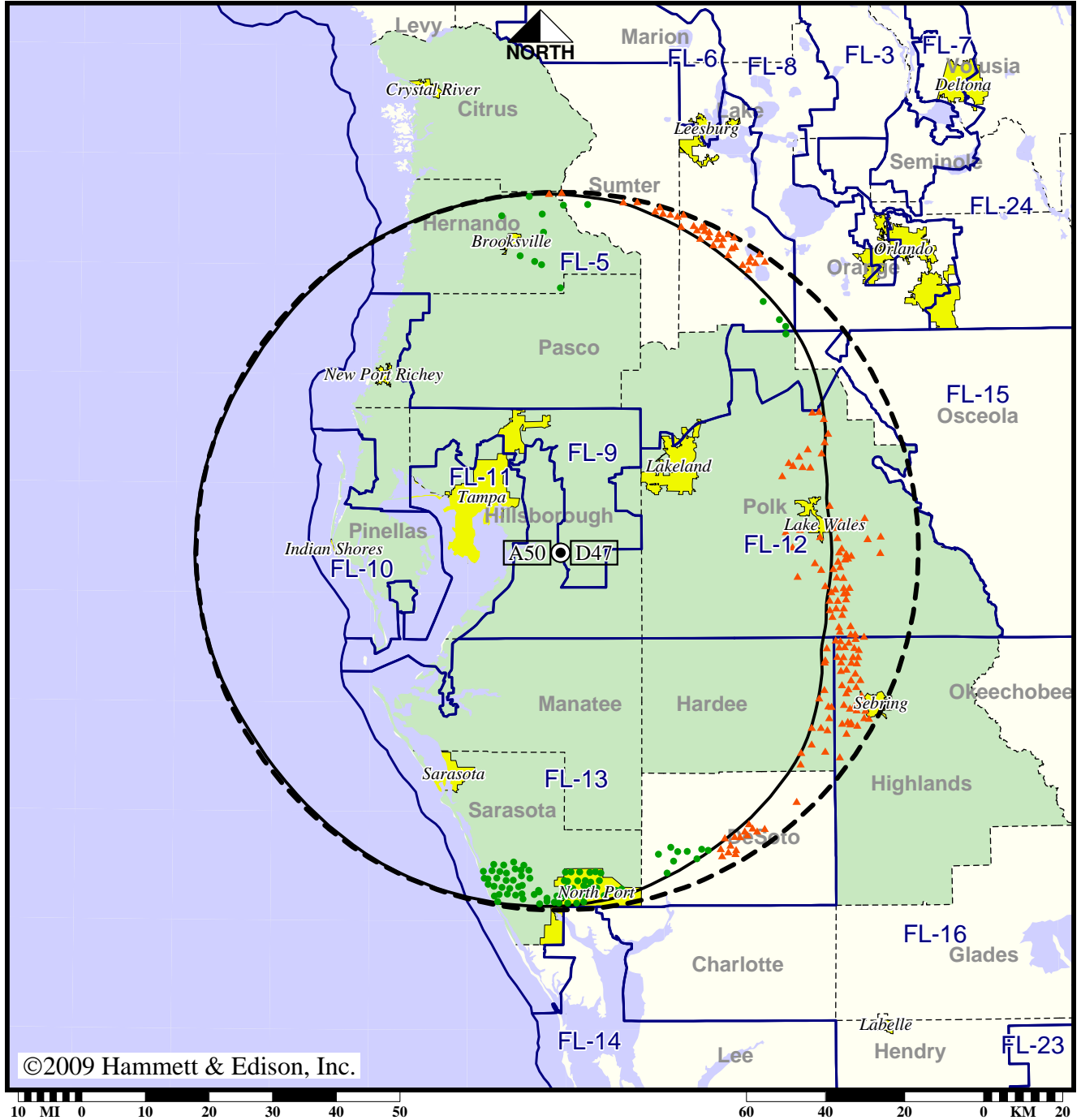


Station WFTT-TV • Analog Channel 50, DTV Channel 47 • Tampa, FL

Expected Operation on June 13: Licensed

Digital License (solid): 500 kW ERP at 317 m HAAT  
 vs. Analog (dashed): 4170 kW ERP at 445 m HAAT

Market: Tampa-St. Petersburg-Sarasota, FL



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

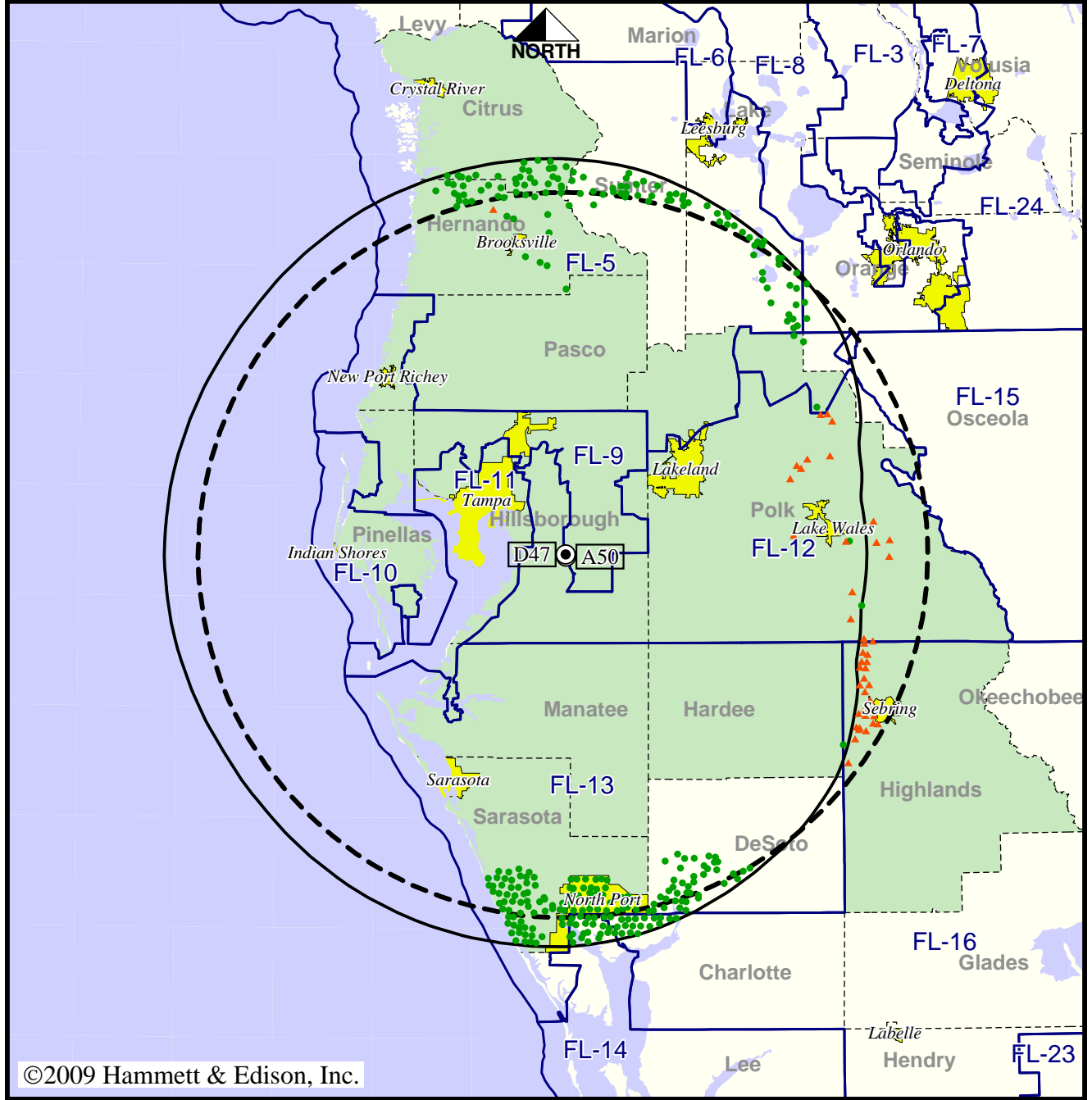
Analog service	3,441,270 persons
Digital service	3,451,949
Analog loss	74,381
Digital gain	85,060
Net gain	10,679

Station WFTT-TV • Analog Channel 50, DTV Channel 47 • Tampa, FL

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 650 kW ERP at 387 m HAAT  
 vs. Analog (dashed): 4170 kW ERP at 445 m HAAT

Market: Tampa-St. Petersburg-Sarasota, FL



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

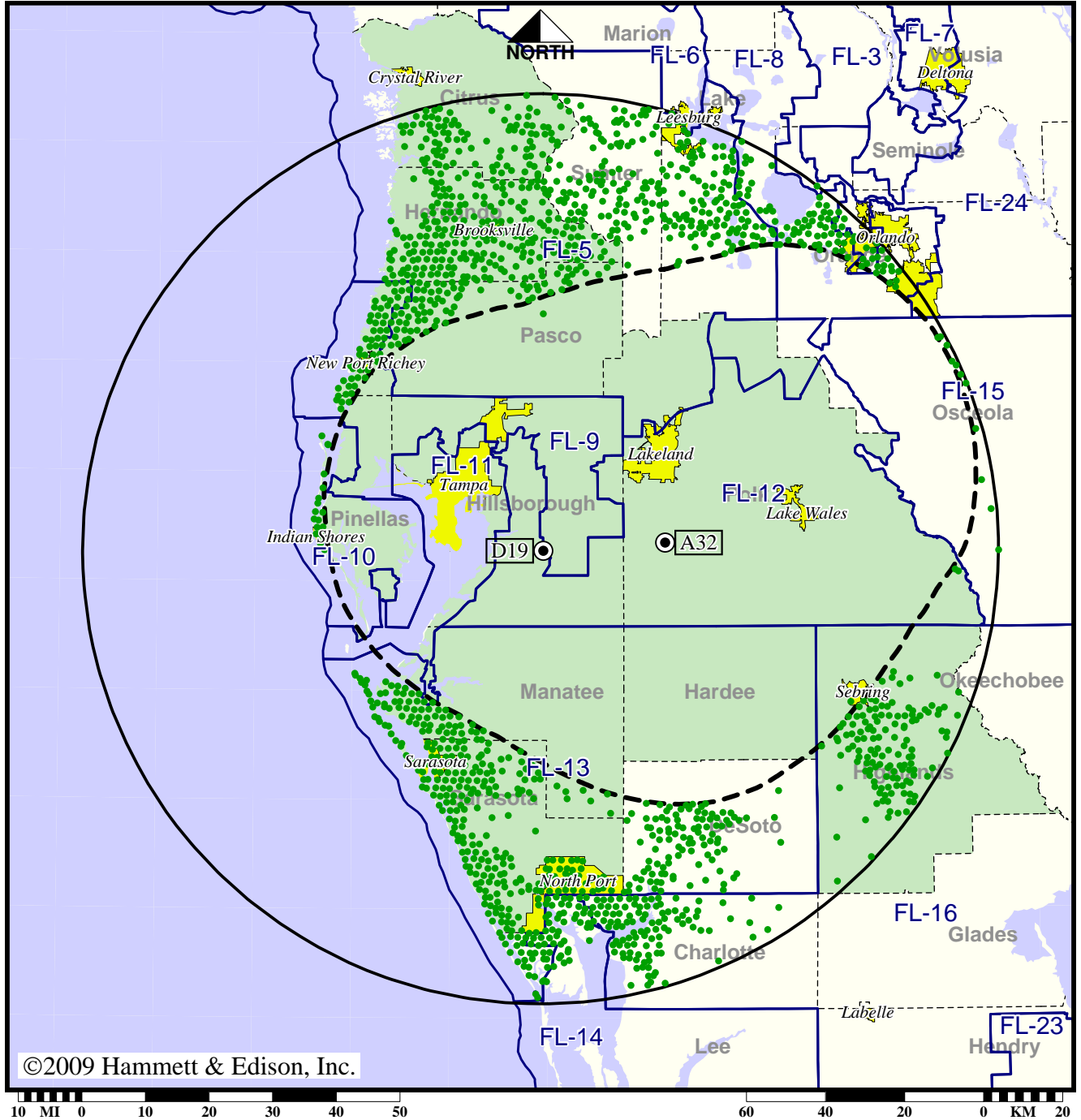
Analog service	3,441,270 persons
Digital service	3,601,616
Analog loss	30,214
Digital gain	190,560
Net gain	160,346

Station WMOR-TV • Analog Channel 32, DTV Channel 19 • Lakeland, FL

Expected Operation on June 13: Licensed

Digital License (solid): 1000 kW ERP at 458 m HAAT  
 vs. Analog (dashed): 5000 kW ERP at 331 m HAAT

Market: Tampa-St. Petersburg-Sarasota, FL



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- Coverage gained after DTV transition
- No symbol = no change in coverage

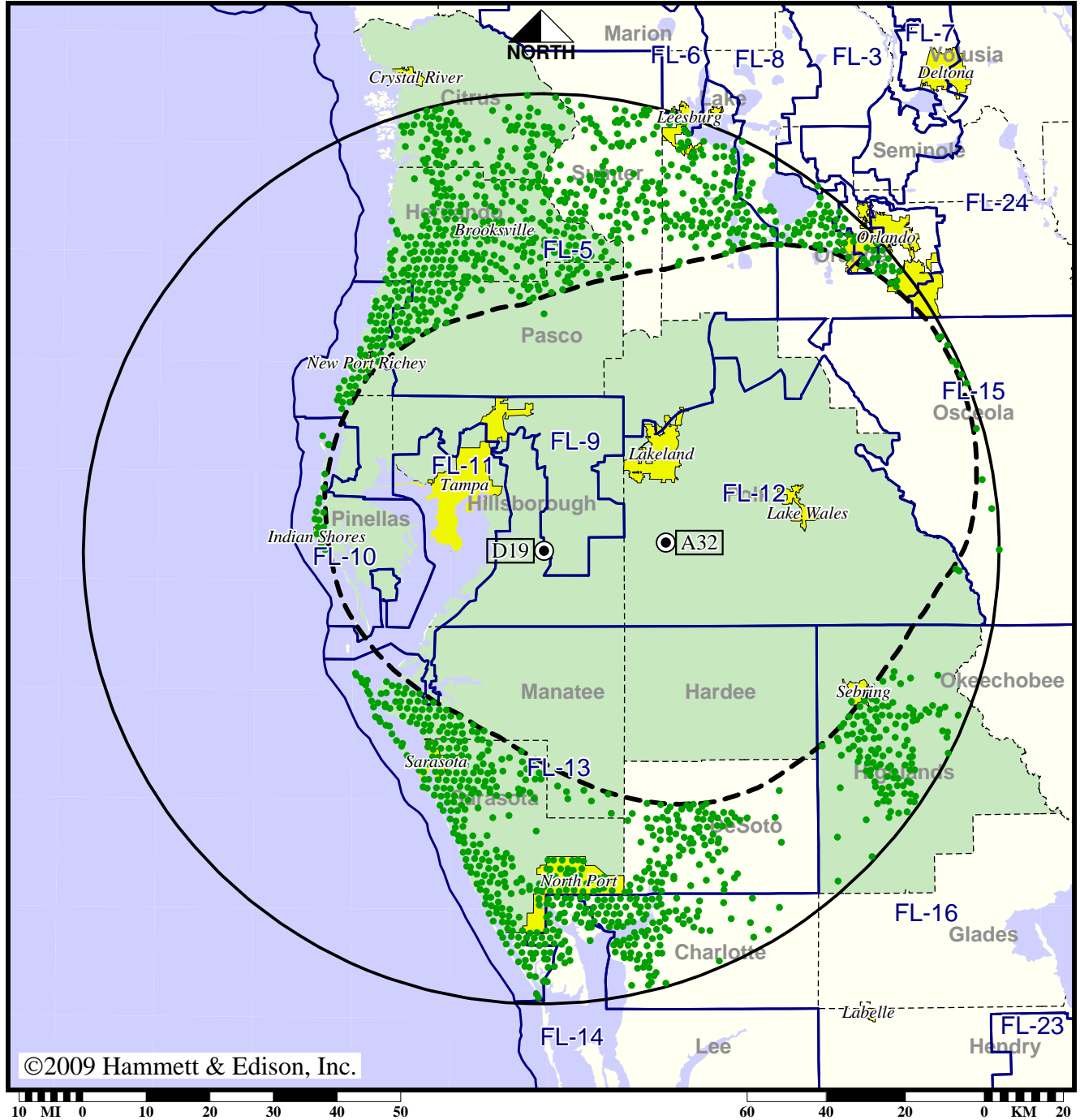
Analog service	2,960,886 persons
Digital service	4,347,986
Analog loss	0
Digital gain	1,387,100
Net gain	1,387,100

Station WMOR-TV • Analog Channel 32, DTV Channel 19 • Lakeland, FL

Approved Post-Transition Operation: Licensed

Digital License (solid): 1000 kW ERP at 458 m HAAT  
 vs. Analog (dashed): 5000 kW ERP at 331 m HAAT

Market: Tampa-St. Petersburg-Sarasota, FL



- Coverage gained after DTV transition
- No symbol = no change in coverage

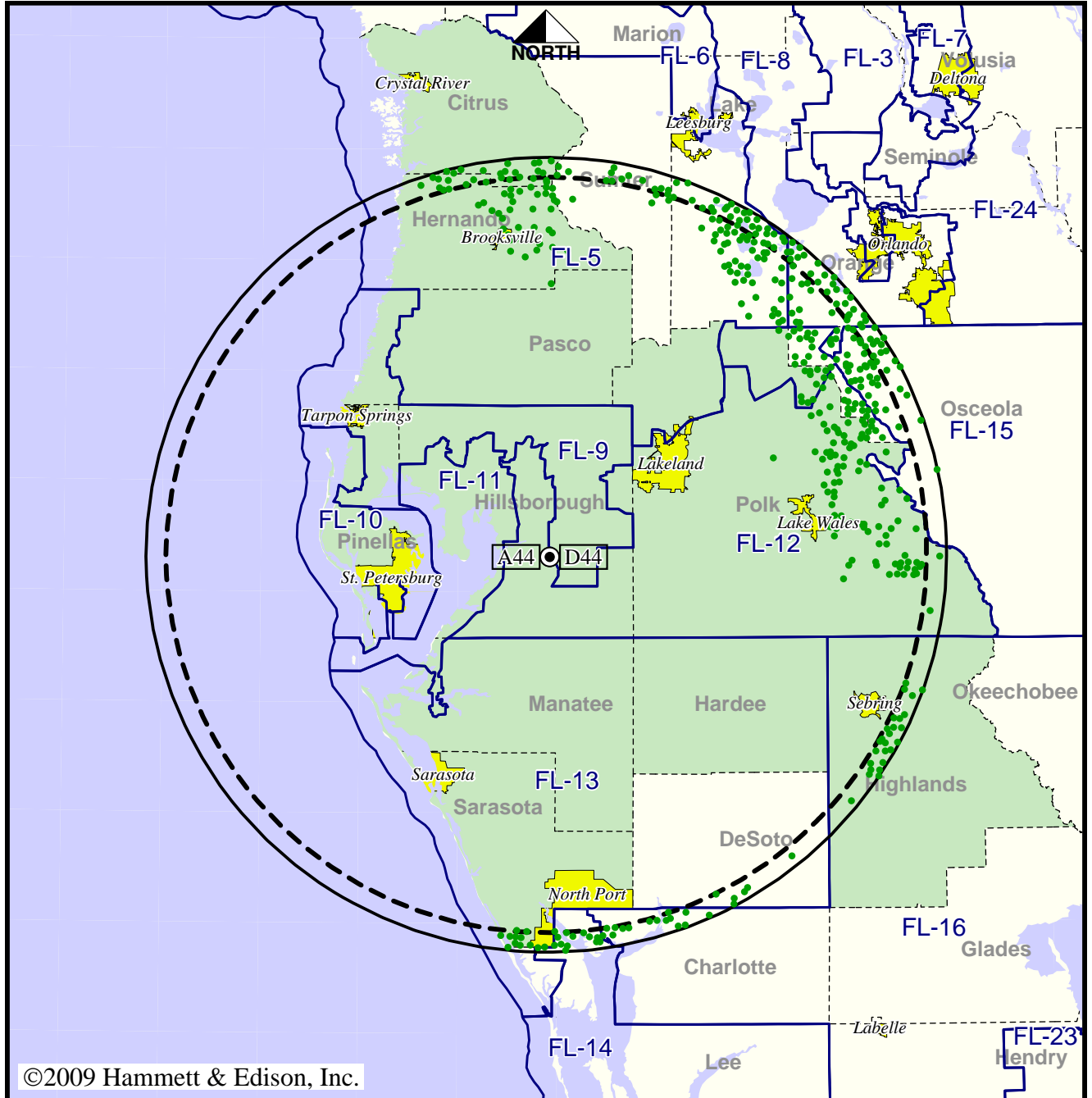
Analog service	2,960,886 persons
Digital service	4,346,192
Analog loss	0
Digital gain	1,385,306
Net gain	1,385,306

TV Station WTOG • Analog Channel 44, DTV Channel 44 • St. Petersburg, FL

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 370 kW ERP at 454 m HAAT  
 vs. Analog (dashed): 5000 kW ERP at 454 m HAAT

Market: Tampa-St. Petersburg-Sarasota, FL



©2009 Hammett & Edison, Inc.

- Coverage gained after DTV transition
- No symbol = no change in coverage

Analog service	3,604,598 persons
Digital service	3,821,733
Analog loss	0
Digital gain	217,135
Net gain	217,135

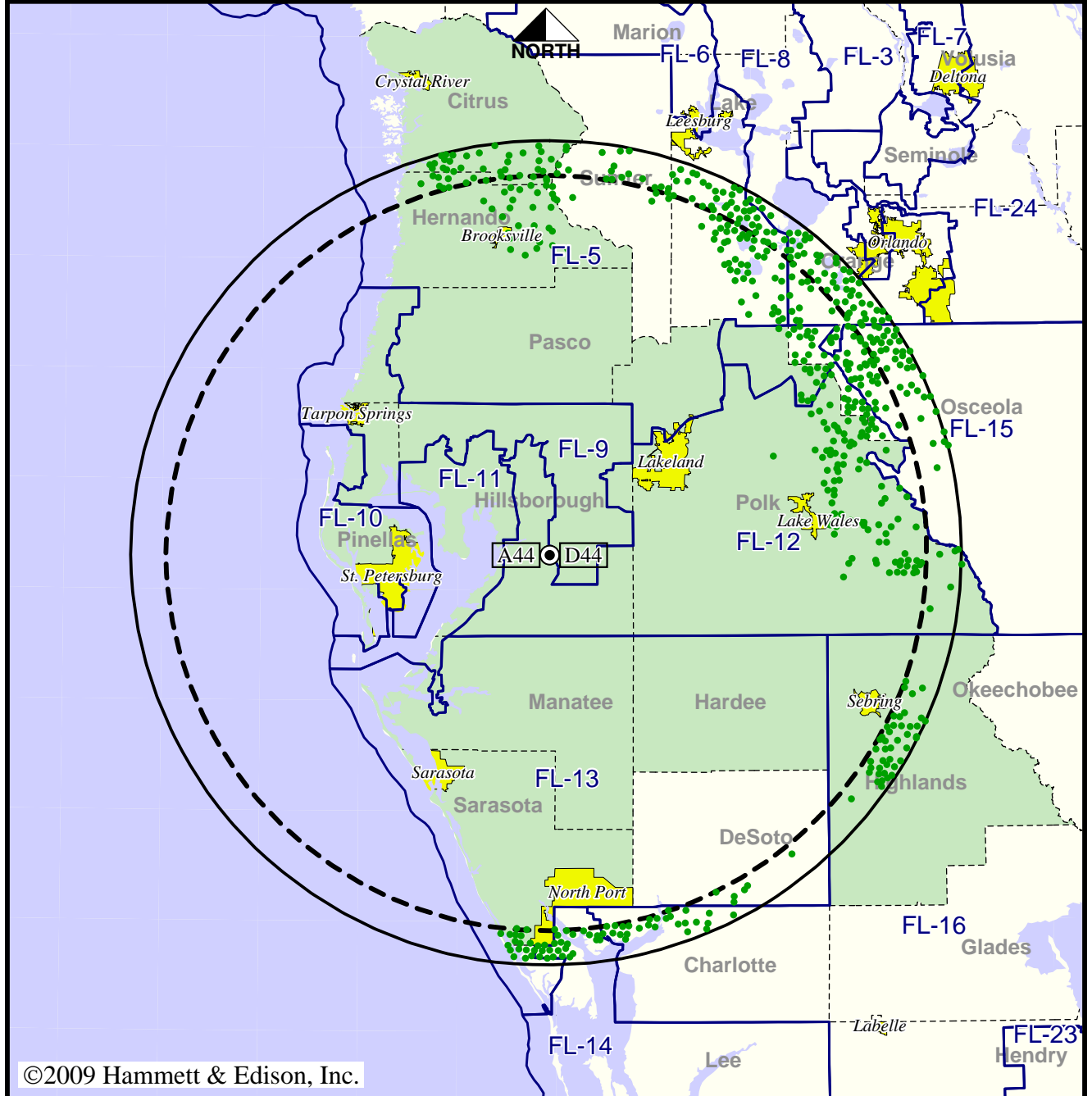


TV Station WTOG • Analog Channel 44, DTV Channel 44 • St. Petersburg, FL

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 550 kW ERP at 454 m HAAT  
 vs. Analog (dashed): 5000 kW ERP at 454 m HAAT

Market: Tampa-St. Petersburg-Sarasota, FL



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- Coverage gained after DTV transition
- No symbol = no change in coverage

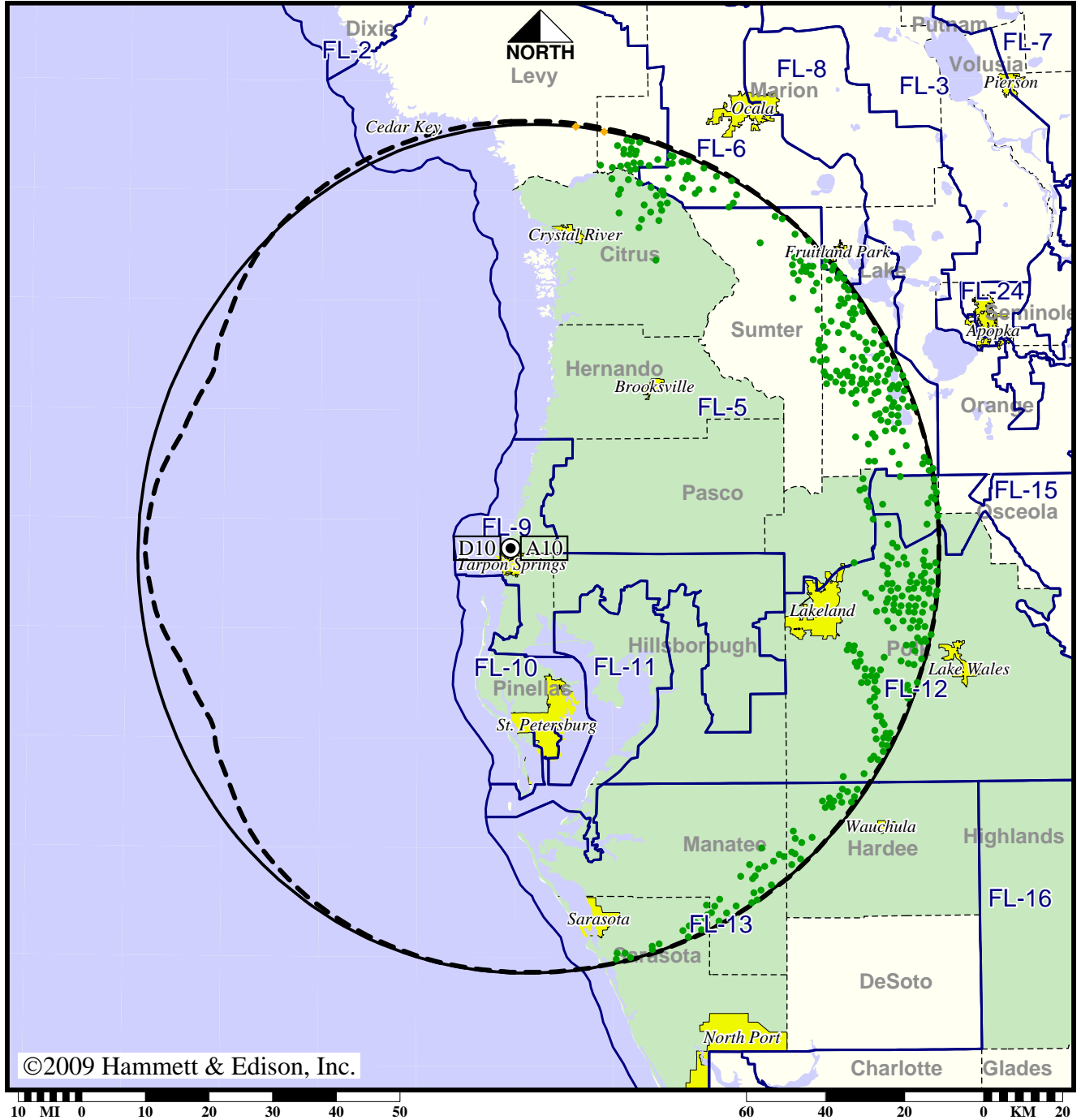
Analog service	3,604,598 persons
Digital service	3,923,050
Analog loss	0
Digital gain	318,452
Net gain	318,452

TV Station WTSP • Analog Channel 10, DTV Channel 10 • St. Petersburg, FL

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 17.9 kW ERP at 457 m HAAT, Network: CBS  
 vs. Analog (dashed): 316 kW ERP at 458 m HAAT, Network: CBS

Market: Tampa-St. Petersburg-Sarasota, FL



- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network

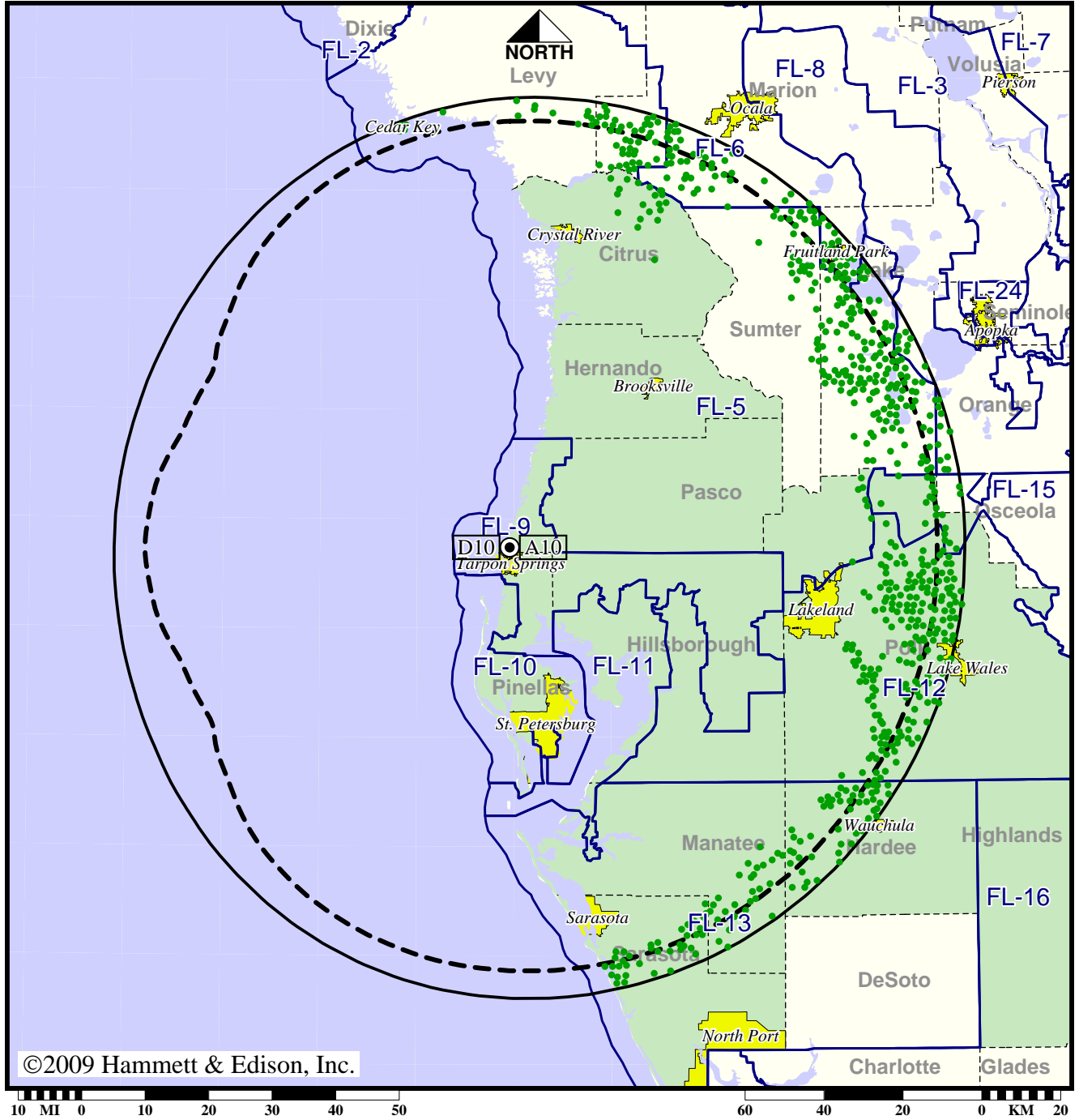
Analog service	3,250,075 persons
Digital service	3,455,225
Analog loss	321
Digital gain	205,471
Net gain	205,150

TV Station WTSP • Analog Channel 10, DTV Channel 10 • St. Petersburg, FL

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 37.0 kW ERP at 457 m HAAT, Network: CBS  
 vs. Analog (dashed): 316 kW ERP at 458 m HAAT, Network: CBS

Market: Tampa-St. Petersburg-Sarasota, FL



● Coverage gained after DTV transition  
 No symbol = no change in coverage

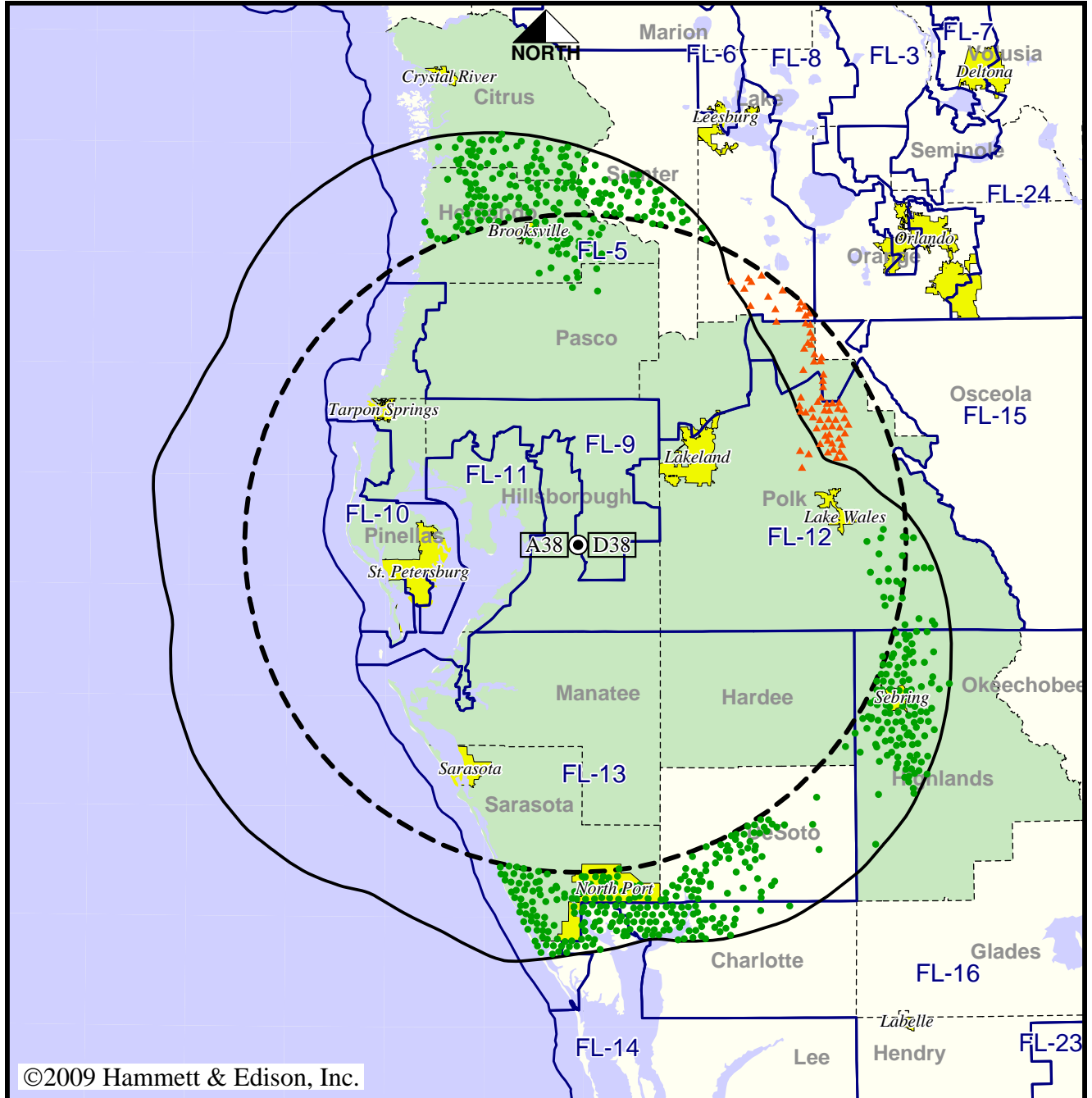
Analog service	3,250,075 persons
Digital service	3,595,104
Analog loss	0
Digital gain	345,029
Net gain	345,029

TV Station WTTA • Analog Channel 38, DTV Channel 38 • St. Petersburg, FL

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 1000 kW ERP at 438 m HAAT  
 vs. Analog (dashed): 1410 kW ERP at 438 m HAAT

Market: Tampa-St. Petersburg-Sarasota, FL



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

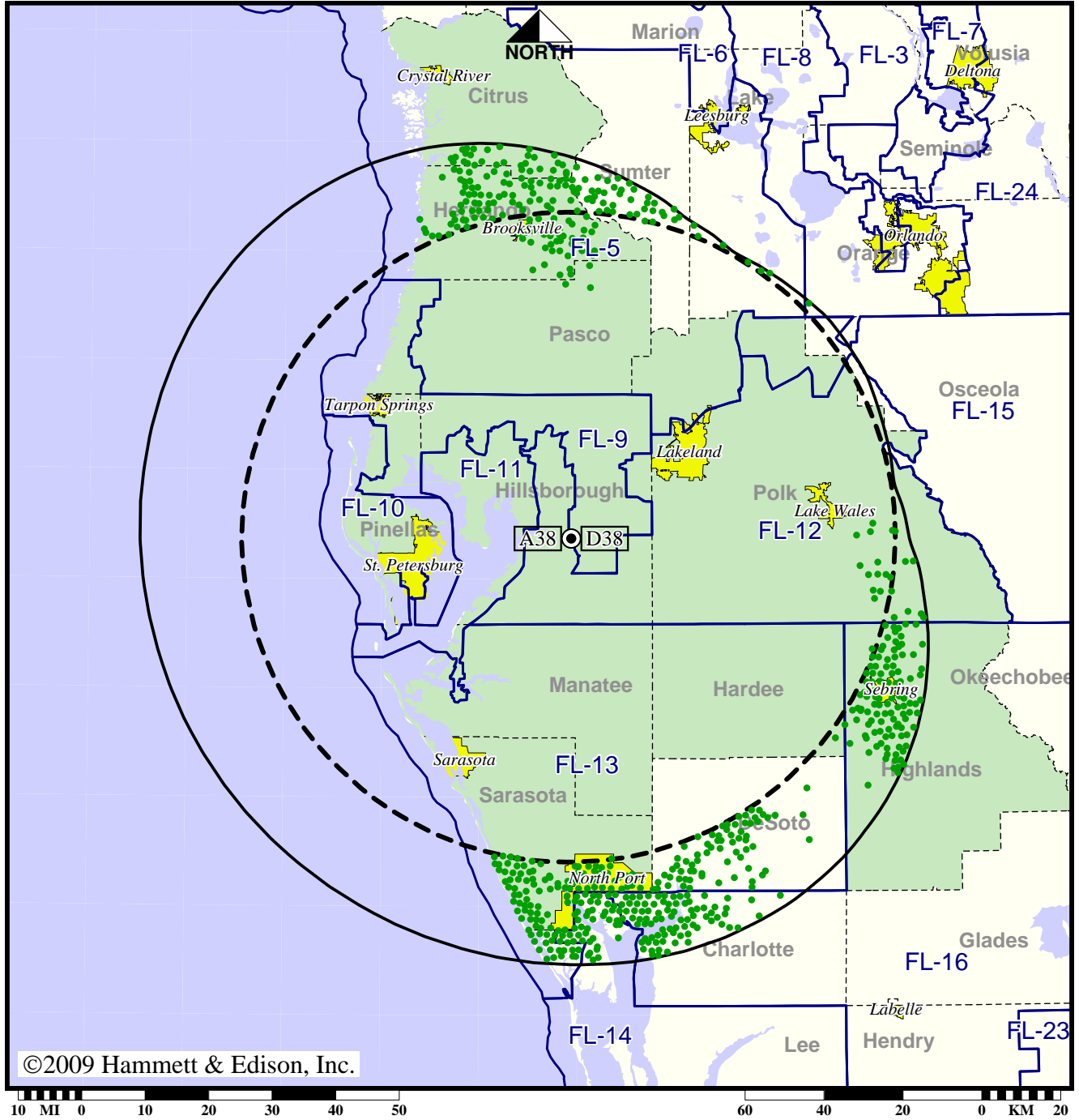
Analog service	3,381,297 persons
Digital service	3,663,409
Analog loss	42,245
Digital gain	324,357
Net gain	282,112

TV Station WTTA • Analog Channel 38, DTV Channel 38 • St. Petersburg, FL

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 1000 kW ERP at 438 m HAAT  
 vs. Analog (dashed): 1410 kW ERP at 438 m HAAT

Market: Tampa-St. Petersburg-Sarasota, FL



● Coverage gained after DTV transition  
 No symbol = no change in coverage

Analog service	3,381,297 persons
Digital service	3,722,525
Analog loss	0
Digital gain	341,228
Net gain	341,228

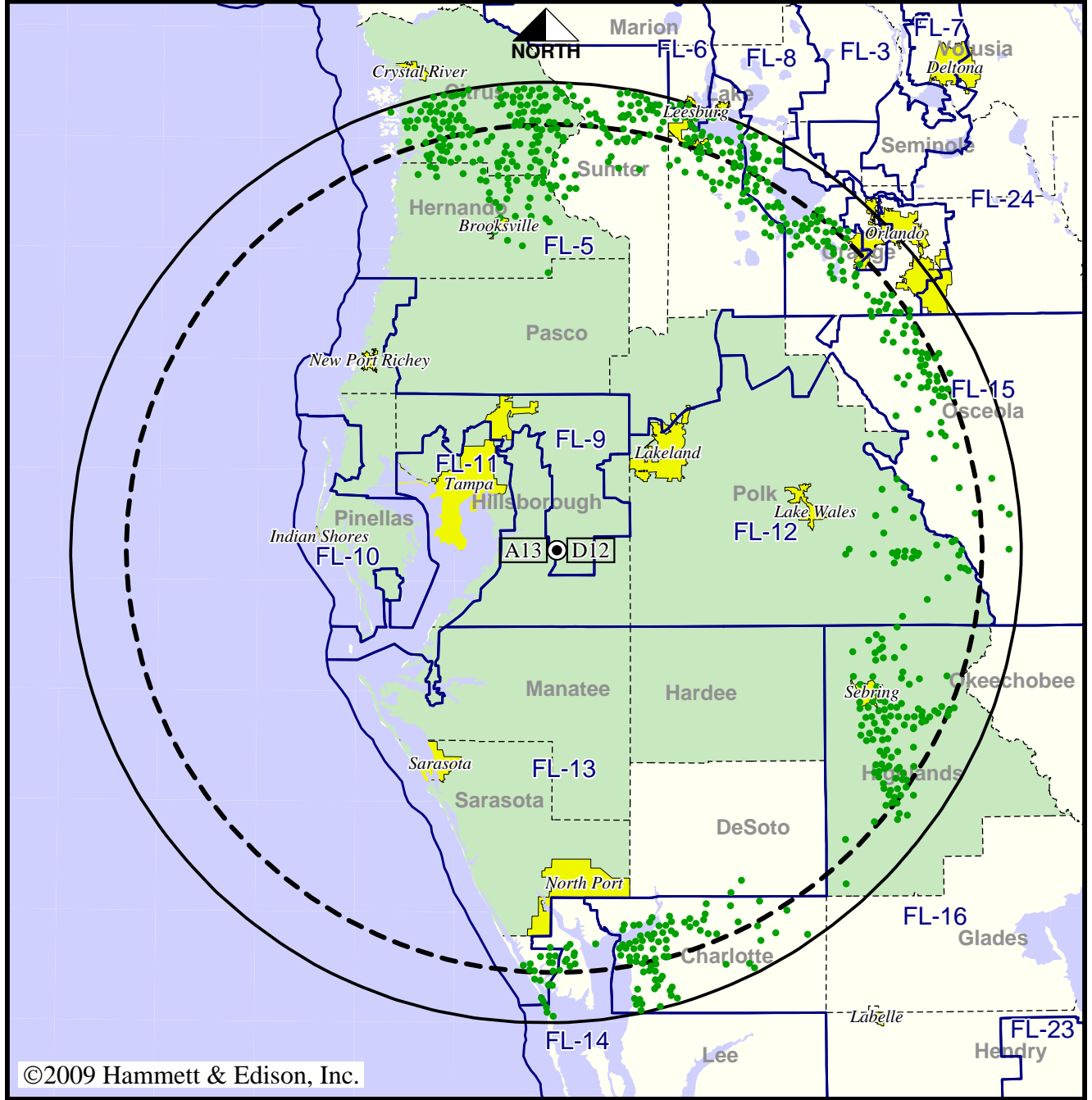


**TV Station WTVT • Analog Channel 13, DTV Channel 12 • Tampa, FL**

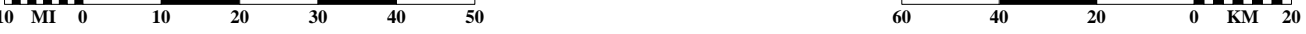
**Expected Operation on June 13: Granted Construction Permit**

**Digital CP (solid): 72.3 kW ERP at 436 m HAAT, Network: Fox  
vs. Analog (dashed): 316 kW ERP at 433 m HAAT, Network: Fox**

**Market: Tampa-St. Petersburg-Sarasota, FL**



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- Coverage gained after DTV transition
- No symbol = no change in coverage

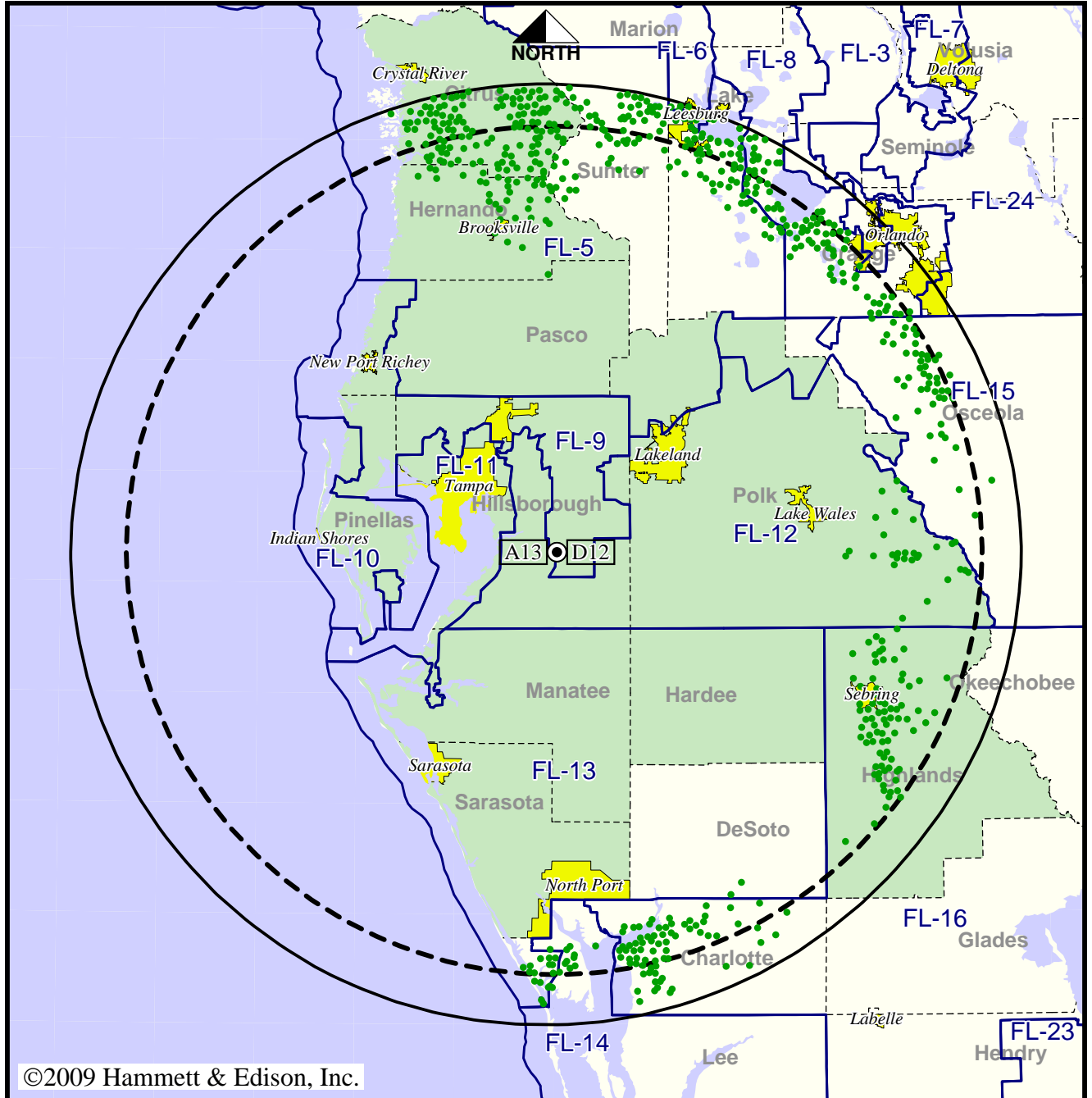
Analog service	3,840,207 persons
Digital service	4,195,671
Analog loss	0
Digital gain	355,464
Net gain	355,464

TV Station WTVT • Analog Channel 13, DTV Channel 12 • Tampa, FL

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 72.3 kW ERP at 436 m HAAT, Network: Fox  
 vs. Analog (dashed): 316 kW ERP at 433 m HAAT, Network: Fox

Market: Tampa-St. Petersburg-Sarasota, FL



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- Coverage gained after DTV transition
- No symbol = no change in coverage

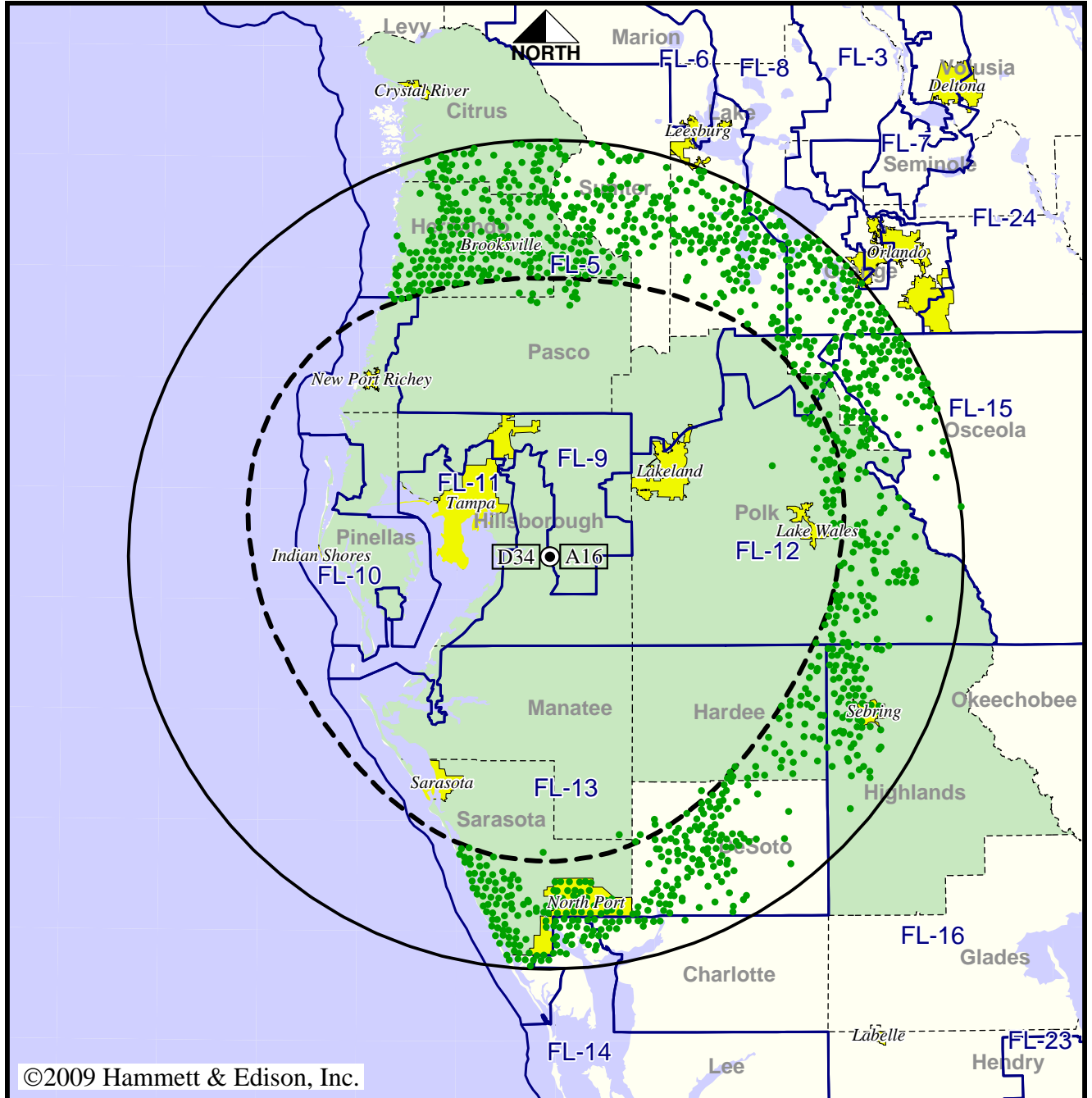
Analog service	3,840,207 persons
Digital service	4,186,737
Analog loss	0
Digital gain	346,530
Net gain	346,530

Station WUSF-TV • Analog Channel 16, DTV Channel 34 • Tampa, FL

Expected Operation on June 13: Licensed

Digital License (solid): 475 kW ERP at 453 m HAAT, Network: PBS  
 vs. Analog (dashed): 1620 kW ERP at 308 m HAAT, Network: PBS

Market: Tampa-St. Petersburg-Sarasota, FL



● Coverage gained after DTV transition  
 No symbol = no change in coverage

Analog service	3,211,749 persons
Digital service	3,957,455
Analog loss	0
Digital gain	745,706
Net gain	745,706

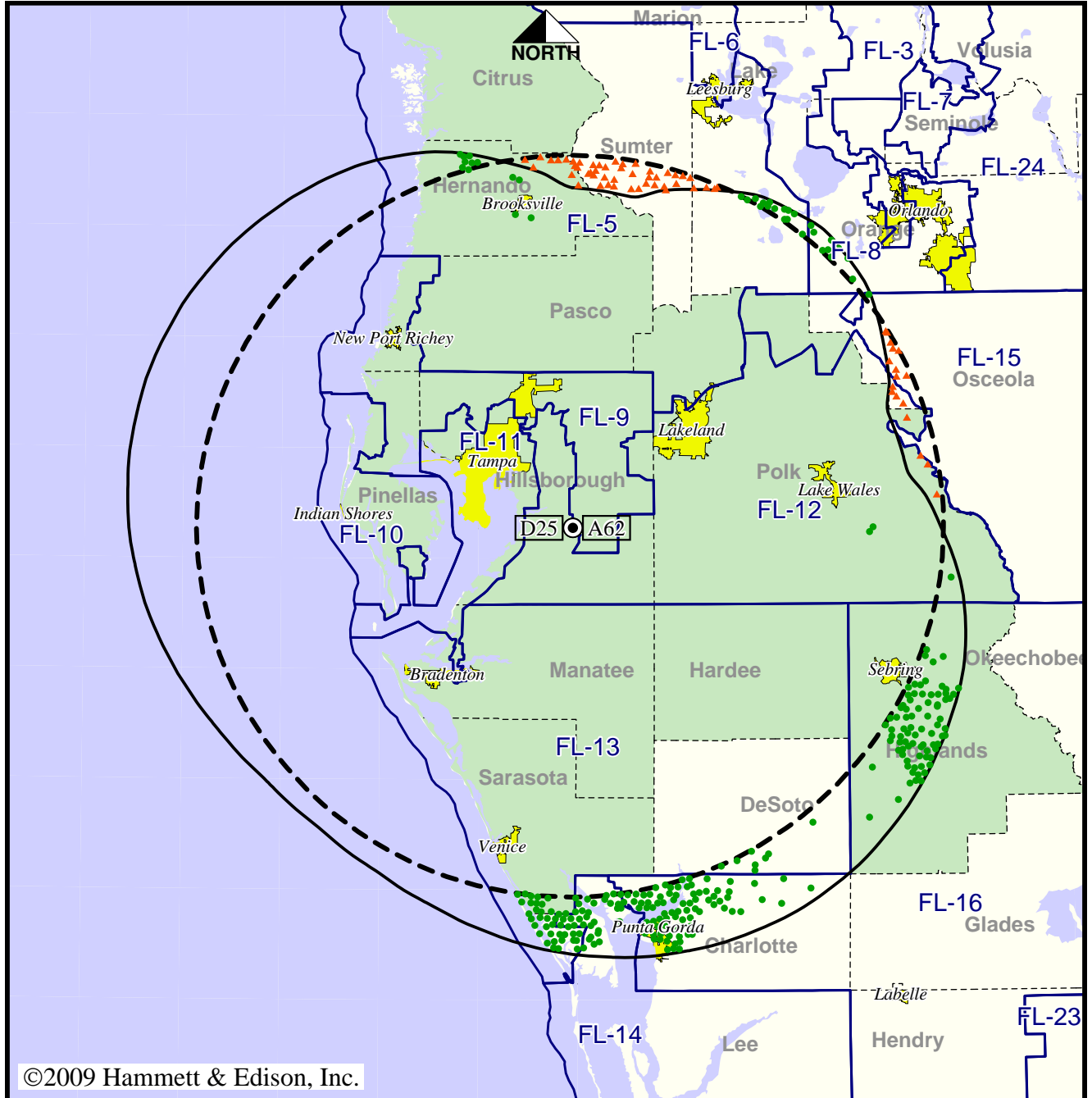


Station WVEA-TV • Analog Channel 62, DTV Channel 25 • Venice, FL

Expected Operation on June 13: Licensed

Digital License (solid): 750 kW ERP at 472 m HAAT  
 vs. Analog (dashed): 5000 kW ERP at 476 m HAAT

Market: Tampa-St. Petersburg-Sarasota, FL



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

Analog service	3,664,264 persons
Digital service	3,794,341
Analog loss	19,403
Digital gain	149,480
Net gain	130,077

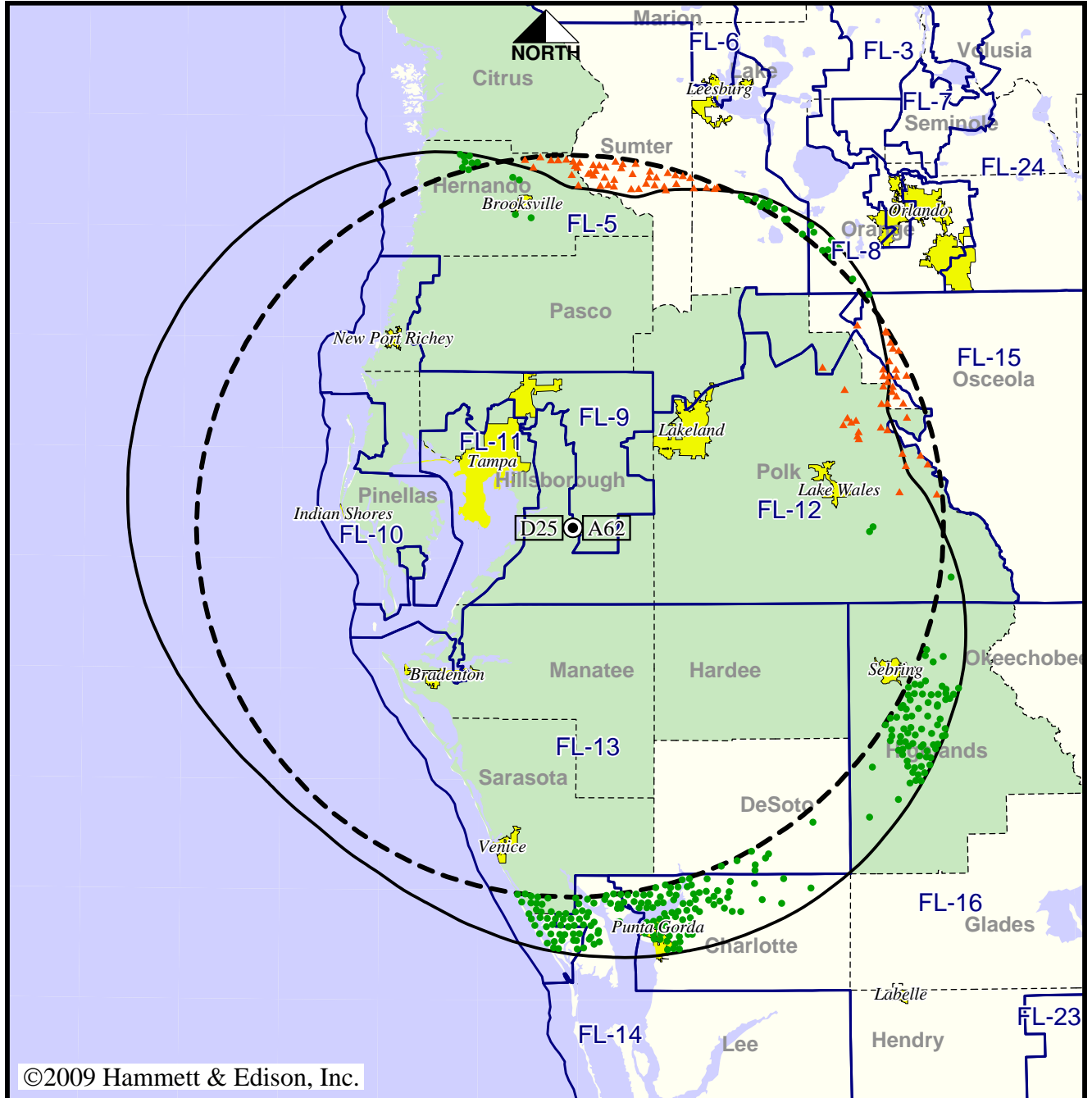


Station WVEA-TV • Analog Channel 62, DTV Channel 25 • Venice, FL

Approved Post-Transition Operation: Licensed

Digital License (solid): 750 kW ERP at 472 m HAAT  
 vs. Analog (dashed): 5000 kW ERP at 476 m HAAT

Market: Tampa-St. Petersburg-Sarasota, FL



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

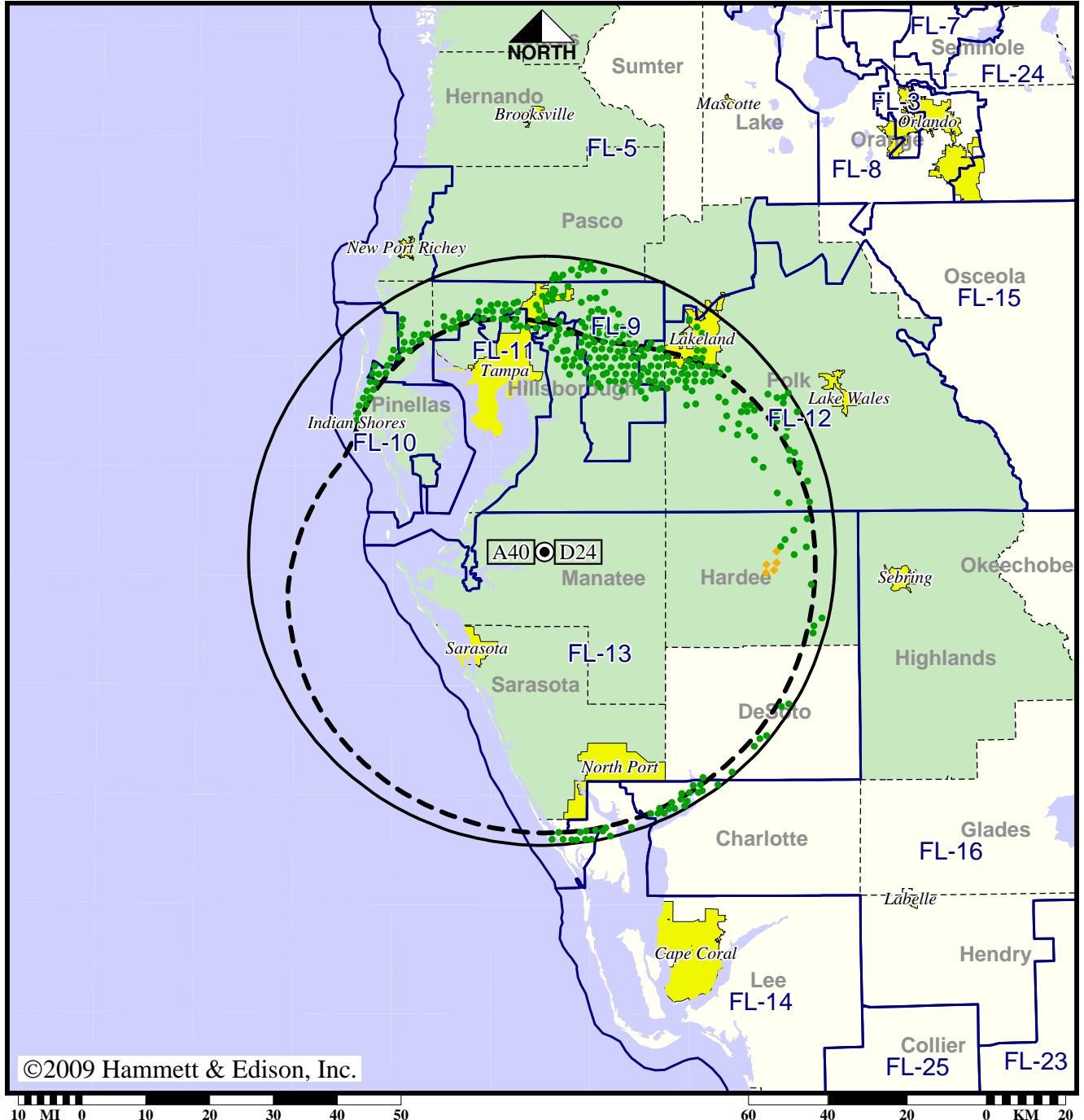
Analog service	3,664,264 persons
Digital service	3,783,377
Analog loss	28,606
Digital gain	147,719
Net gain	119,113

TV Station WWSB • Analog Channel 40, DTV Channel 24 • Sarasota, FL

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 90.0 kW ERP at 234 m HAAT, Network: ABC  
 vs. Analog (dashed): 2880 kW ERP at 235 m HAAT, Network: ABC

Market: Tampa-St. Petersburg-Sarasota, FL



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network

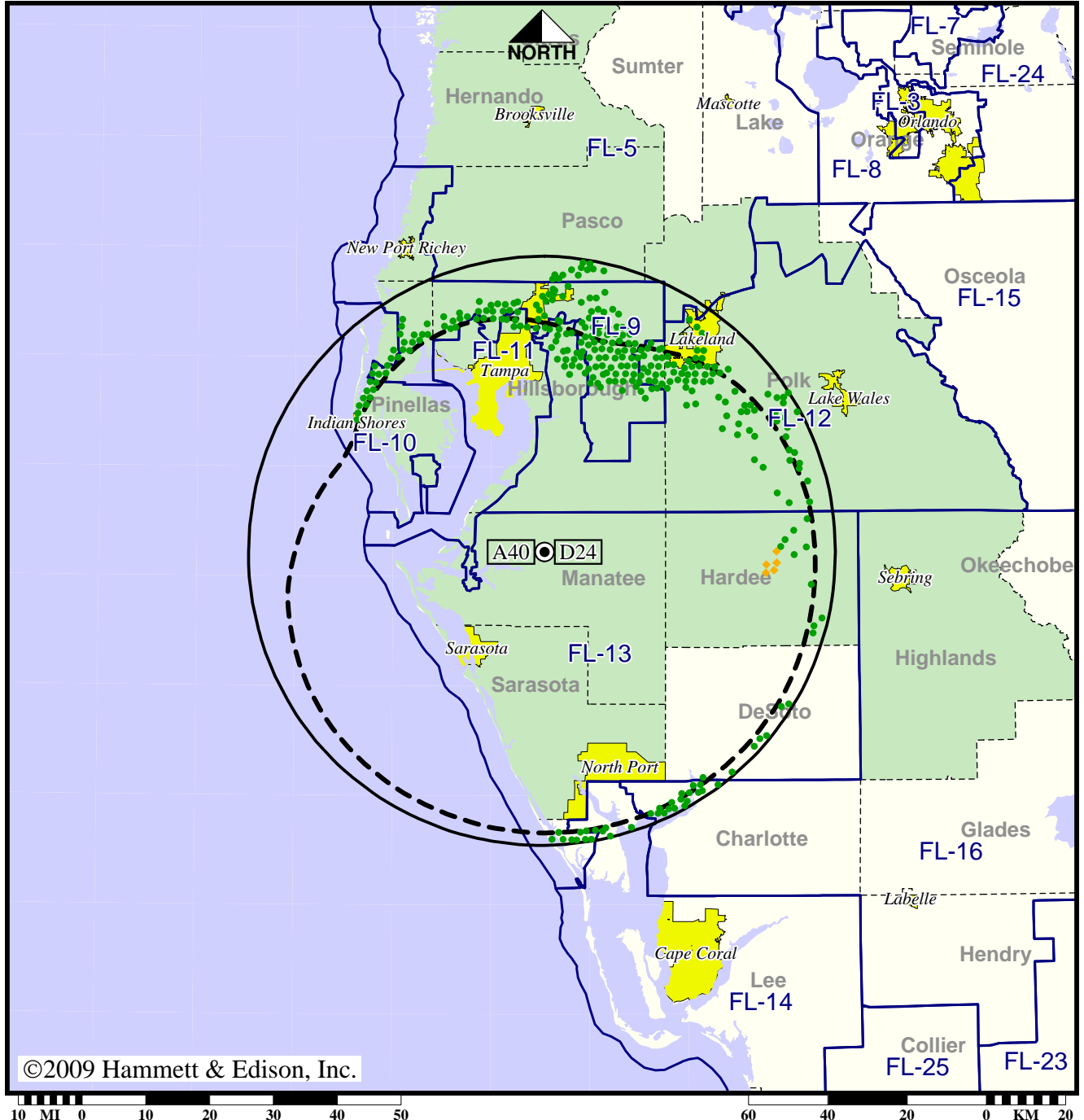
Analog service	2,086,020 persons
Digital service	2,574,043
Analog loss	1,032
Digital gain	489,055
Net gain	488,023

TV Station WWSB • Analog Channel 40, DTV Channel 24 • Sarasota, FL

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 90.0 kW ERP at 234 m HAAT, Network: ABC  
 vs. Analog (dashed): 2880 kW ERP at 235 m HAAT, Network: ABC

Market: Tampa-St. Petersburg-Sarasota, FL



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network

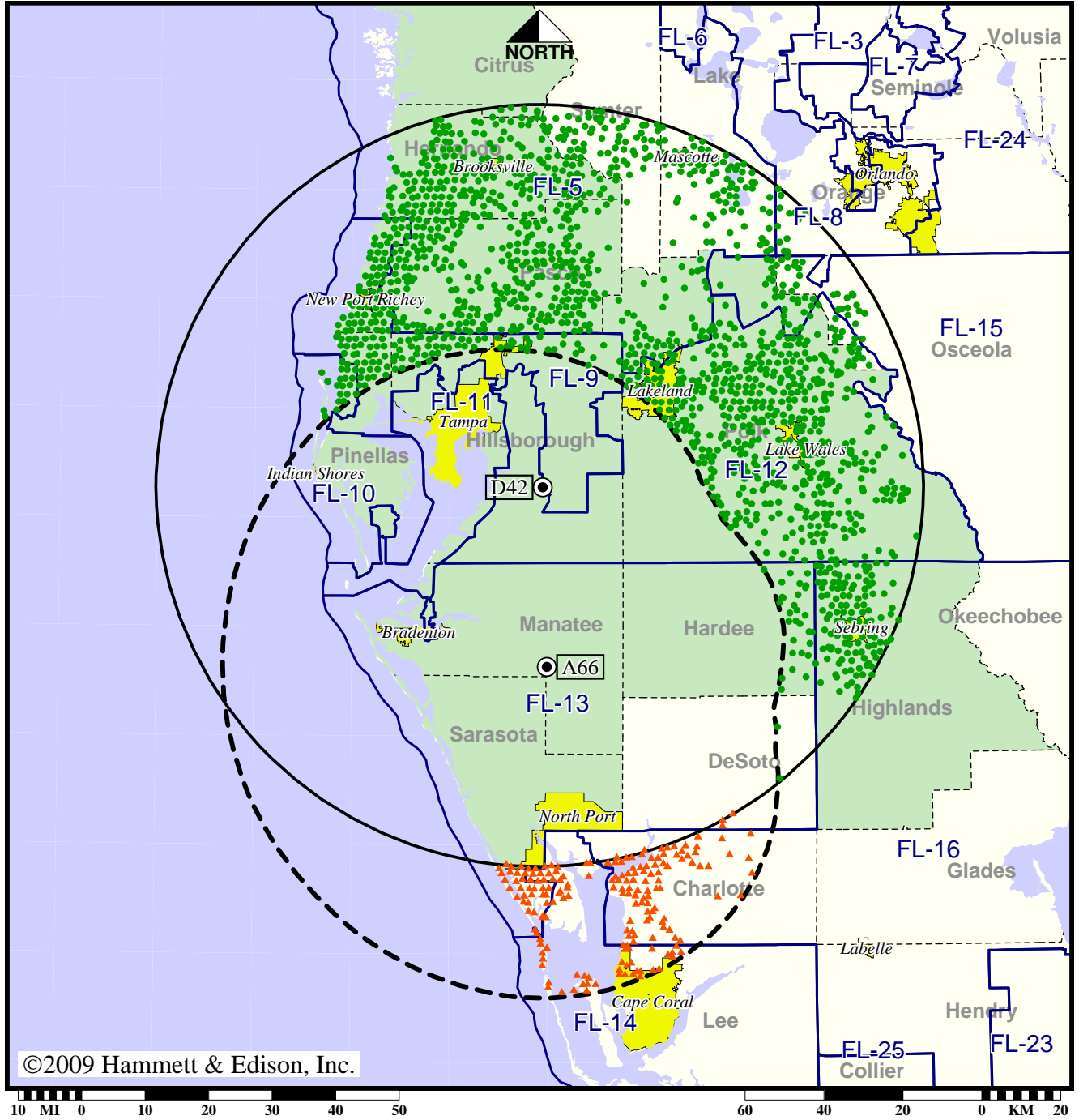
Analog service	2,086,020 persons
Digital service	2,574,043
Analog loss	1,032
Digital gain	489,055
Net gain	488,023

TV Station WXPX • Analog Channel 66, DTV Channel 42 • Bradenton, FL

Expected Operation on June 13: Licensed

Digital License (solid): 210 kW ERP at 476 m HAAT  
 vs. Analog (dashed): 2240 kW ERP at 465 m HAAT

Market: Tampa-St. Petersburg-Sarasota, FL



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

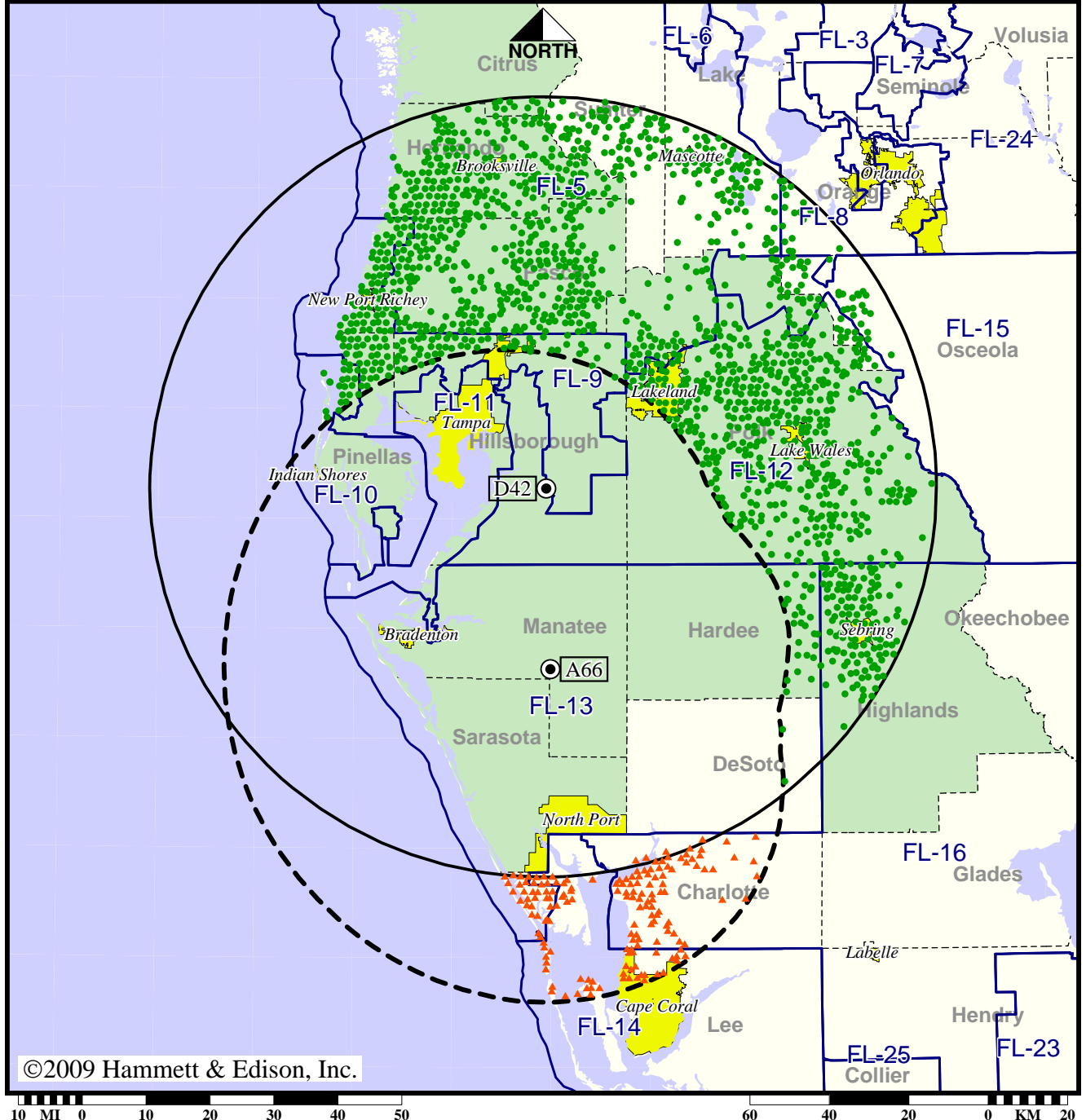
Analog service	2,565,842 persons
Digital service	3,725,789
Analog loss	83,691
Digital gain	1,243,638
Net gain	1,159,947

TV Station WXPX • Analog Channel 66, DTV Channel 42 • Bradenton, FL

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 257 kW ERP at 474 m HAAT  
 vs. Analog (dashed): 2240 kW ERP at 465 m HAAT

Market: Tampa-St. Petersburg-Sarasota, FL



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

Analog service	2,565,842 persons
Digital service	3,758,386
Analog loss	67,238
Digital gain	1,259,782
Net gain	1,192,544