MC Alcamo & Co

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For Immediate Release

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M.C. Alcamo & Co., Inc. Releases 4th Quarter Revenue and Profits Review:

U.S. Broadcasters Posted Q4 Revenue Growth of + 27.1%

Fisher led with revenue gain of + 49.0%; Gray posted + 47.8%
Station groups posted 4th consecutive quarter of double-digit growth

Industry-wide, margin expansion was + 10 pts, from 30% to 40%
Sinclair and Meredith posted the quarter's highest profit margins at 51%
Meredith recorded margin expansion of 28 points

Alcamo: "incremental revenue came down to EBITDA at 79%"

New York, N.Y., March 25, 2011 – Media investment bank M.C. Alcamo & Co., Inc. today released its review of performance in the broadcast industry for Q4 2010.

"The U.S. broadcast industry continued its robust recovery in the fourth quarter, clocking revenue growth of +27.1%," said Michael Alcamo, the firm's President. "The sector's profitability margin expanded by ten margin points: from 30% in Q4 2009 to 40% in Q4 2010." (Profitability margin is measured as *pro forma* EBITDA/ revenue.)

"The strong political season, coupled with a continued ad recovery in major categories, drove revenue and margin gains throughout the industry," Alcamo said. "Political spending crowded out non-political at most major groups, suggesting that a side-effect of the strong political season will be revenue strength in the first quarter of 2011."

Strong Q4 results marked the fourth consecutive quarter of double-digit growth

	Q1 2010	Q2 2010	Q3 2010	Q4 2010
quarterly revenue growth, compared to prior year	+ 15.3%	+ 12.1 %	+17.6 %	+ 27.1 %
industry-wide EBITDA margin in quarter	35 %	39 %	37 %	40 %
margin expansion from quarter in prior year	11 pts	5 pts	6 pts	10 pts

Alcamo said, "Due in part to the efficiencies achieved during the recession, incremental revenue was even profitable than usual. Our data showed that incremental revenue in the fourth quarter of 2010 came down to EBITDA at 79%".

Industry-wide margin expansion reflected two factors," Alcamo noted. "First, ad categories, including automotive, travel, technology and finance all continued to recover well. This was magnified by demand pressure from political advertising, during a very busy political season locally and regionally. These dynamics led to industry-wide EBITDA growth of + 70%, and industry-wide margin expansion of ten points, to 40%."

Executive Summary

Revenue and profitability growth were strong at all publicly-listed broadcasters. Pure-play broadcasters reported revenue growth of + 26.3% for the quarter. Media groups that own a broadcast division reported revenue growth of + 28.2%. Together, fifteen firms reported quarterly revenue growth of $317.8 million, or + 27.1%.

Publicly-Reporting Broadcasters: + 27.1% Revenue Growth for Q4 2010
(figures in thousands)

		Revenue		d-Revenue	
	Company	2009 Q4	2010 Q4	$	%
BLC	Belo Corporation	$ 171,344	$ 206,228	$ 34,884	+ 20.4%
EVC	Entravision Communications Corp.	$ 48,066	$ 50,647	$ 2,581	+ 5.4%
FSCI	Fisher Communications Group, Inc.	$ 38,641	$ 57,566	$ 18,925	+ 49.0%
GTN	Gray Television, Inc.	$ 77,517	$ 114,595	$ 37,078	+ 47.8%
TVL	LIN Television Corp.	$ 101,111	$ 125,126	$ 24,015	+ 23.8%
NXST	Nexstar Broadcasting Group Inc.	$ 73,960	$ 97,056	$ 23,096	+ 31.2%
SBGI	Sinclair Broadcast Group, Inc.	$ 183,340	$ 225,555	$ 42,215	+ 23.0%
	7 pure-play broadcasters	$ 693,979	$ 876,773	$ 182,794	+ 26.3%
GCI	Gannett Company, Inc.	$ 183,171	$ 232,779	$ 49,608	+ 27.1%
JRN	Journal Communications Inc.	$ 46,100	$ 56,300	$ 10,200	+ 22.1%
MDP	Meredith Corporation	$ 75,680	$ 97,450	$ 21,770	+ 28.8%
MEG	Media General, Inc.	$ 71,616	$ 92,147	$ 20,531	+ 28.7%
MHP	McGraw Hill Companies, Inc.	$ 23,340	$ 28,400	$ 5,060	+ 21.7%
SGA	Saga Communications	$ 4,402	$ 5,136	$ 734	+ 16.7%
SSP	The E.W. Scripps Company	$ 73,934	$ 100,984	$ 27,050	+ 36.6%
WPO	Washington Post Company	$ 80	$ 103	$ 23	+ 28.3%
	8 integrated media groups	$ 478,323	$ 613,299	$ 134,976	+ 28.2%
	total broadcast revenue/ 15 firms			+ $ 317,770	+ 27.1%

Please see the explanatory notes included with the financial data on Annex A.

The unusually strong profits will likely be utilized in three ways," Alcamo said. "First, many broadcasters will continue to pay down outstanding debt, but maintain borrowing capacity under their facilities. Secondly, cash reserves will be set aside to fund strategic deals, so that firms can move quickly when opportunities arise."

"Third, we are seeing a number of broadcasters invest in their product through the upgrade of station technology to be fully high-definition capable," Alcamo said.

Moreover, when compared to other traditional media, trends in broadcast revenue and profitability are particularly striking. On Thursday, March 24, the Newspaper Association of America reported that newspaper print advertising revenue fell to $22.8 billion in 2010 – a decline of 8.2% compared with 2009.

"Thanks to the implementation of new technologies and cost controls established during the recession, the industry has quickly developed a reputation for its strong cash-producing characteristics," Alcamo noted. "All major groups reported increases in cash balances and reductions in amounts outstanding under credit facilities. Because of the continuing development of cash balances, we expect that dividends will either be re-instituted or raised at firms throughout the industry in 2011," he said.

About M.C. Alcamo & Co., Inc.

Research for the **M.C. Alcamo & Co., Inc. Fourth Quarter Review** was led by **Anuj Chandak**, an associate who is a student at the Leonard N. Stern School of Business at New York University, and supervised by **Michael Alcamo**, the firm's president.

M.C. Alcamo & Co., Inc. is a New York-based investment banking firm specializing in mergers and acquisitions, workouts and restructuring, and private equity transactions. The firm serves diverse industries, including television broadcasting and business and consumer media, and advises numerous owners of broadcast assets, business newsletters and consumer media assets in strategic sale transactions.

In January 2009, the firm's research group drew on 60 years of statistics relevant to post-war business cycles to forecast the end of the recession for June 2009. In October, the firm evaluated the 2002 recovery and noted a "Recovery Multiplier" effect for broadcast media growth amounting to 2x GDP growth, and thus forecast revenue growth in broadcast media of 6.0% for 2010. For further information, please see www.mcalcamo.com.

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Annex A: **Confidential and Proprietary**

I. Revenue and Profitability Trends, Q4 2010 vs Q4 2009

Figures in thousands

		Revenue		d-Revenue		Expense		d-Expense	
	Company	**2010 Q4**	**2009 Q4**	**$**	**%**	**2010 Q4**	**2009 Q4**	**$**	**%**
BLC	Belo Corporation	$ 206,228	$ 171,344	$ 34,884	20.4%	$ 127,138	$ 115,838	$ 11,300	9.8%
EVC	Entravision Communications Corp.	$ 50,647	$ 48,066	$ 2,581	5.4%	$ 30,703	$ 30,149	$ 554	1.8%
FSCI	Fisher Communications Group, Inc.	$ 57,566	$ 38,641	$ 18,925	49.0%	$ 41,923	$ 34,128	$ 7,795	22.8%
GTN	Gray Television, Inc.	$ 114,595	$ 77,517	$ 37,078	47.8%	$ 62,361	$ 58,832	$ 3,529	6.0%
TVL	LIN Television Corp.	$ 125,126	$ 101,111	$ 24,015	23.8%	$ 72,505	$ 66,669	$ 5,836	8.8%
NXST	Nexstar Broadcasting Group Inc.	$ 97,056	$ 73,960	$ 23,096	31.2%	$ 66,146	$ 59,859	$ 6,287	10.5%
SBGI	Sinclair Broadcast Group, Inc.	$ 225,555	$ 183,340	$ 42,215	23.0%	$ 144,211	$ 249,420	$ (105,209)	-42.2%
	7 pure play broadcasters	$ 876,773	$ 693,979	$ 182,794	**26.3%**	$ 544,987	$ 614,895	$ (69,908)	-11.4%

		Net Operating Income		d-NOI		pro forma EBITDA		d-EBITDA	
	Company	**2010 Q4**	**2009 Q4**	**$**	**%**	**2010 Q4**	**2009 Q4**	**$**	**%**
BLC	Belo Corporation	$ 79,090	$ 55,506	$ 23,584	42%	$ 44,028	$ 18,332	$ 25,696	140%
EVC	Entravision Communications Corp.	$ 19,944	$ 17,917	$ 2,027	11%	$ 16,697	$ 15,005	$ 1,692	11%
FSCI	Fisher Communications Group, Inc.	$ 15,643	$ 4,513	$ 11,130	247%	$ 22,157	$ 7,162	$ 14,995	209%
GTN	Gray Television, Inc.	$ 52,234	$ 18,685	$ 33,549	180%	$ 58,280	$ 23,706	$ 34,574	146%
TVL	LIN Television Corp.	$ 44,164	$ 29,383	$ 14,781	50%	$ 52,621	$ 34,442	$ 18,179	53%
NXST	Nexstar Broadcasting Group Inc.	$ 30,910	$ 14,101	$ 16,809	119%	$ 42,170	$ 24,747	$ 17,423	70%
SBGI	Sinclair Broadcast Group, Inc.	$ 81,344	$ (66,080)	$ 147,424	-223%	$ 113,157	$ 82,000	$ 31,157	38%
	7 pure play broadcasters	$ 323,329	$ 74,025	$ 249,304	337%	$ 349,110	$ 205,394	$ 143,716	**70%**

			Full company revenue				Broadcast Segment Revenue			
	8 integrated media groups	**N**	**2010 Q4**	**2009 Q4**	**$**	**%**	**2010 Q4**	**2009 Q4**	**$**	**%**
GCI	Gannett Company, Inc.		$ 1,461,615	$ 1,455,738	$ 5,877	0.4%	$ 232,779	$ 183,171	$ 49,608	27.1%
JRN	Journal Communications Inc.		$ 103,700	$ 96,200	$ 7,500	7.8%	$ 56,300	$ 46,100	$ 10,200	22.1%
MDP	Meredith Corporation	1	$ 366,860	$ 336,855	$ 30,005	8.9%	$ 97,450	$ 75,680	$ 21,770	28.8%
MEG	Media General, Inc.	2	$ 189,876	$ 177,084	$ 12,792	7.2%	$ 92,147	$ 71,616	$ 20,531	28.7%
MHP	The McGraw Hill Companies, Inc.	3	$ 1,524,079	$ 1,462,492	$ 61,587	4.2%	$ 28,400	$ 23,340	$ 5,060	21.7%
SGA	Saga Communications	4	$ 34,133	$ 31,784	$ 2,349	7.4%	$ 5,136	$ 4,402	$ 734	16.7%
SSP	The E.W. Scripps Company	5	$ 220,238	$ 196,479	$ 23,759	12.1%	$ 100,984	$ 73,934	$ 27,050	36.6%
WPO	Washington Post Company	6	$ 699,787	$ 709,269	$ (9,482)	-1.3%	$ 103	$ 80	$ 23	28.3%
	total broadcast revenue, 8 integrated media groups						$ 613,299	$ 478,323	$ 134,976	28.2%
	total broadcast revenue, 15 firms in sample set						**$ 1,490,072**	**$ 1,172,302**	**$ 317,770**	**27.1%**

Notes:

All figures from Q4 2010 income statements and notes thereto. All figures in thousands except percentage items.

Pro forma EBITDA is determined to be net income(loss) before interest, taxes, depreciation, amortization, and non-cash, non-recurring and extraordinary items indicated on the GAAP income statement, with reference to cash flow statement disclosures.

1. MDP's segment reporting for its local media group represents its broadcast division.It has year ended on June 30 and the quarterly results are derived from the 10K and previous 10Q of the company.
2. MEG does not report segment expense or segment operating income
3. MHP files its broadcasting revenue within its Information and Media segment, a subset of which is broadcasting. For Q4 2010, MHP reported in an earnings call that broadcasting revenue grew 21.7% to $28.4 million.
4. SGA's segment result represents the television segment
5. SSP's segment result represents the television segment.
6. WPO does not report its broadcast revenue separately. The indicated revenue is a combination of cable and television broadcast revenue

II. Profitability Margin and Margin Expansion Analysis

	Company	EBITDA margins: pro forma EBITDA/ Revenue 2010 Q4	2009 Q4	EBITDA margin expansion	NOI Margins: NOI/ Revenue 2010 Q4	2009 Q4	NOI margin expansion
BLC	Belo Corporation	21%	11%	11%	38%	32%	6%
EVC	Entravision Communications Corp.	33%	31%	2%	39%	37%	2%
FSCI	Fisher Communications Group, Inc.	38%	19%	20%	27%	12%	15%
GTN	Gray Television, Inc.	51%	31%	20%	46%	24%	21%
TVL	LIN Television Corp.	42%	34%	8%	35%	29%	6%
NXST	Nexstar Broadcasting Group Inc.	43%	33%	10%	32%	19%	13%
SBGI	Sinclair Broadcast Group, Inc.	50%	45%	5%	36%	-36%	72%
	7 pure play broadcasters	40%	30%	10%	37%	11%	26%

Figures in thousands

		Broadcast Segment Oper. Income (Loss): 2010 Q4	2009 Q4	Ch $	Ch %	oper inc/ revenue: 2010 Q4	2009 Q4	op income margin expansion
GCI	Gannett Company, Inc.	$ 115,757	$ 78,696	$ 37,061	47%	50%	43%	7%
JRN	Journal Communications Inc.	$ 16,200	$ 8,700	$ 7,500	86%	29%	19%	10%
MDP	Meredith Corporation	$ 38,549	$ 17,063	$ 21,486	126%	40%	23%	17%
MEG	Media General, Inc.	n/a	n/a	-	-	-	-	-
MHP	The McGraw Hill Companies, Inc.	n/a	n/a	-	-	-	-	-
SGA	Saga Communications	$ 1,556	$ 286	$ 1,270	444%	30%	6%	24%
SSP	The E.W. Scripps Company	$ 37,279	$ 14,675	$ 22,604	154%	37%	20%	17%
WPO	Washington Post Company	$ 45	$ 29	$ 16	56%	44%	36%	8%
	8 integrated media groups	$ 209,386	$ 119,449	$ 89,937	-	34%	25%	9%

III. Analysis of Change in NOI:

Did d-NOI Arise from Revenue Increase or Expense Reduction?

Figures in thousands

Summary Analysis

		Quarterly d-NOI	Quarterly d-Rev	Quarterly d-Exp	d-revenue represented what % of d-NOI	d-expense represented what % of d-NOI	d-EBITDA	dEBITDA/ dREV incremental revenue came down to EBITDA
BLC	Belo Corporation	$ 23,584	$ 34,884	$ 11,300	148%	-48%	$ 25,696	74%
EVC	Entravision Communications Corp.	$ 2,027	$ 2,581	$ 554	127%	-27%	$ 1,692	66%
FSCI	Fisher Communications Group, Inc.	$ 11,130	$ 18,925	$ 7,795	170%	-70%	$ 14,995	79%
GTN	Gray Television, Inc.	$ 33,549	$ 37,078	$ 3,529	111%	-11%	$ 34,574	93%
TVL	LIN Television Corp.	$ 14,781	$ 24,015	$ 5,836	162%	-62%	$ 18,179	76%
NXST	Nexstar Broadcasting Group Inc.	$ 16,809	$ 23,096	$ 6,287	137%	-37%	$ 17,423	75%
SBGI	Sinclair Broadcast Group, Inc.	$ 147,424	$ 42,215	$ (105,209)	29%	71%	$ 31,157	74%
	7 pure play broadcasters	$ 249,304	$ 182,794	$ (69,908)	73%	27%	$ 143,716	79%

NOI trends

		Broadcast Segment Oper. Income (Loss) 2010 Q4	2009 Q4	Ch $	Ch %
GCI	Gannett Company, Inc.	$ 115,757	$ 78,696	$ 37,061	47%
JRN	Journal Communications Inc.	$ 16,200	$ 8,700	$ 7,500	86%
MDP	Meredith Corporation	$ 38,549	$ 17,063	$ 21,486	126%
MEG	Media General, Inc.	n/a	n/a	-	-
MHP	The McGraw Hill Companies, Inc.	n/a	n/a	-	-
SGA	Saga Communications	$ 1,556	$ 286	$ 1,270	444%
SSP	The E.W. Scripps Company	$ 37,279	$ 14,675	$ 22,604	154%
WPO	Washington Post Company	$ 45	$ 29	$ 16	56%
	8 integrated media groups	$ 209,386	$ 119,449	$ 89,937	75%

IV. Profitability Level of Incremental Revenue

Q4 d Rev	$ 182,794	26.3%
Q4 d EBITDA	$ 143,716	
incremental revenue came down to ebitda		78.6%