

**Do you have any sense of how usage of local online media is being split between the desktop and mobile devices now?**

No, but what I do know is that mobile usage is growing significantly as more and more smart phones come out and as people begin to realize that a phone isn't just for making phone calls anymore. We're really watching our mobile usage grow dramatically.

**What are people using their phones, their mobile devices, for -- text, Web access, video, what?**

The No. 1 thing that people are doing with their mobile phones is sending text messages. A lot of that is peer-to-peer communication. I was at a conference last week where they said the number of text messages sent now outpaces the number of phone calls that are made in a month. If you think about it, it makes a lot of sense because if I'm in a text message conversation with somebody, I might have to send two, three, five, 10 messages to complete what I might have said in one phone call. After texting, I would say that the next thing is mobile Web.

**Which means?**

Which means I'm hopping on my phone and I'm browsing the Internet. I'm doing that by opening up my phone and typing in a Web address or by using the menus that the carriers offer me as part of their service. The unique thing about working with NewsOverWireless is that we have positioning in both of those.

**Are you a strong believer in the business of stations' offering video clips?**

Yes, very much so. That area is probably showing some of the highest growth, but is also starting from the lowest base. We've seen tremendous adoption. We're getting millions of viewers consuming video content and so we absolutely believe in providing video on demand where folks can hop on and see the latest breaking newscasts or the latest weather forecasts or get a sports update or actually home in on a particular story. It's a powerful way to get different information to folks and it expands the television station's core audience.

**And that's basically a subscription service.**

It doesn't have to be, but it is today. With Verizon VCast, people are paying a flat fee of usually \$15 a month and that gives them access to the entire menu of content that Verizon offers. Sprint TV actually offers it on an a la carte basis where people come in and pay a separate fee of \$4.95 month to access the local content.

**You're also the point person at Capitol responsible for mobile DTV. In April, WRAL announced that it would offer a mobile service to city buses. Can you tell me a little bit more about that?**

What we're doing is putting mobile DTV onto the bus system and we are doing it in a way that is a simulcast of WRAL. It's presented on the bus in a screen that has other components, including a Doppler radar image, which is continually updated; forecast information that's continually updated; a news ticker that is continually updated; as well as some advertising.

The transit authority is very excited about it because they believe it enhances their public transit system. It provides an information and entertainment service that makes riding the buses more appealing. They pride themselves on innovation. They were the first city in the U.S. to deploy LED lighting in the parking decks. They have deployed hybrid buses, a new technology to provide a cleaner environment. They view this as a new technology that's going to provide a better experience.

**So this is just not a showcase. This is something that you see evolving into a real business.**

Certainly. If we're able to generate positive revenue from this, then it's a way for them to reinvest in the transit system without having to do any kind of new taxes or anything.

It helps us, too. It's going to take time for the consumer electronics folks to start producing and selling personal mobile DTV devices and this is a way to really get out in front of that, to educate folks about mobile DTV and also to set the stage for what we hope is going to be a lot of new eyeballs and the ability to reach folks at times and in places that we can't today.

**So, like other broadcasters, you will be starting with a simulcast service. Where does it go beyond that?**

We continue to look and explore and investigate, but I will say at this point what we really are most excited about is the idea of reaching people in places and in ways that we haven't been able to reach. So right now it's really more about the traditional