

NEWS RELEASE

MINORITY OWNED TV STATION CELEBRATES 30 YEARS IN BUSINESS

WBQP TV

July 20, 2022

WBQP TV ADDS A NEW TV STATION – WPAN 53.4

Pensacola, Florida, July 20, 2022.

WBQP TV-12 celebrates 30 years in business by adding yet another TV station, WPAN 53.4. Vernon and Mary L. Watson, owners of WBQP-TV is the first and only black-owned TV on the Gulf Coast. WBQP TV signed on the air in June 1992 as the first Low Power Community TV Station in the area where the owners literally started it in their garage 30 years ago and now has come full circle, back home in part, thanks to Covid 19. In 1995, WBQP TV became Warner Bros' first "WB Network" affiliate in the market. WBQP TV was the only TV station in the area to carry the OJ Simpson trial gavel-to-gavel live. Although WBQP TV met with a lot of adversities and hardships and did not have must carry cable rights and had to lease a cable channel to survive; had no financial backers; the station was completely destroyed by Hurricane Ivan in 2004; and was a victim of the 2007/2008 economic financial crisis but yet somehow persevered to see its 30th year in business.

WBQP TV started with one channel and over the years, thanks to digital broadcasting has added 10 digital channels to its network. Due to its low power status, WBQP TV was only broadcasting to the Greater Pensacola/Milton/Gulf Breeze area on channel 12. In June, 2022, WBQP TV leased channel 53.4 on WPAN TV Station which is a full power station that reaches the entire Mobile/Pensacola/Fort Walton Beach Designated Market Area (DMA) which covers 12 counties in Northwest Florida, South Alabama and East Mississippi. This makes WBQP TV the only "Urban" full market TV Station on the Gulf Coast.

WBQP TV main channels WPAN 53.4 and WBQP 12.1 programming is catered to the African American audience. WBQP's network affiliate is the "The Griot" Network, formerly Light TV that is a part of Byron Allen Broadcast Group. The programming consists of Sitcoms, Comedy, Judge's shows, and first rate Movies

along with a segment of local programming. WBQP TV other sub-channels 12.2 thru 12.10 has something for everyone including baby boomers programs, music videos, religious and local programming.

WBQP TV has also gotten in the digital age with OTT TV media and has the station on popular streaming platforms such ROKU, Fire TV and Apple TV and on WebTV and Internet Protocol Television (IPTV) and has its own WBQP MOBILE APP in the Google, Amazon and IOS app stores. WBQP has a presence on all social media such as: Face Book, YouTube, Twitter, etc. WBQP TV also has applications pending in all major manufacture television brands Smart TV Apps.

As more and more people are “cutting the cord” and moving away from cable and getting their local channels for “free” Over-The-Air (OTA) and streaming the remaining video/cable content Over-The -Top (OTT) by internet streaming has made WBQP TV more relevant than ever before. WBQP can be seen on WPAN 53.4, WBQP TV-12, Streaming Platforms, WebTV, Internet TV and Social Media.

Media Contact:

Vernon Watson, Owner
wbqp@wbqp.com Station
mr.vernon.vw@gmail.com Personal
312 East Nine Mile Road
Suite 29D
Pensacola, Florida 32514
850-293-5007 Cell
850-478-6000 Station
<https://wbqptv.com>