



Investing In[®] series

Television market report

2000

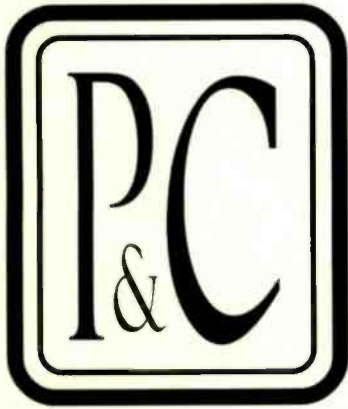


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Investing In[®] series

Television market report



Third Edition
July 2000 Ratings

2000

Also available on CD ROM and via the Internet through **MEDIA Access Pro™**

Alphabetic Listing of Markets

Rank	Market	Rank	Market	Rank	Market
163	Abilene-Sweetwater, TX	197	Cheyenne, WY-Scottsbluff, NE	210	Glendive, MT
149	Albany, GA	3	Chicago, IL	187	Grand Junction-Montrose, CO
55	Albany-Schenectady-Troy, NY	131	Chico-Redding, CA	38	Grand Rapids-Kalamazoo-Battle Creek, MI
49	Albuquerque-Santa Fe, NM	32	Cincinnati, OH	186	Great Falls, MT
177	Alexandria, LA	164	Clarksburg-Weston, WV	69	Green Bay-Appleton, WI
208	Alpena, MI	15	Cleveland, OH	47	Greensboro-High Point-Winston Salem, NC
126	Amarillo, TX	93	Colorado Springs-Pueblo, CO	106	Greenville-New Bern-Washington, NC
155	Anchorage, AK	86	Columbia, SC	35	Greenville-Spartanburg, SC-Asheville, NC
10	Atlanta, GA	145	Columbia-Jefferson City, MO	181	Greenwood-Greenville, MS
115	Augusta, GA	127	Columbus, GA	102	Hartford-New Haven, CT
61	Austin, TX	34	Columbus, OH	46	Harrisburg-Lancaster-Lebanon-York, PA
130	Bakersfield, CA	132	Columbus-Tupelo-West Point, MS	180	Harrisonburg, VA
24	Baltimore, MD	128	Corpus Christi, TX	27	Hartford-New Haven, CT
156	Bangor, ME	7	Dallas-Ft. Worth, TX	167	Hattiesburg-Laurel, MS
97	Baton Rouge, LA	88	Davenport, IA-Rock Island-Moline, IL	207	Helena, MT
137	Beaumont-Port Arthur, TX	56	Dayton, OH	71	Honolulu, HI
200	Bend, OR	18	Denver, CO	11	Houston, TX
169	Billings, MT	70	Des Moines-Ames, IA	82	Huntsville-Decatur-Florence, AL
158	Biloxi-Gulfport, MS	9	Detroit, MI	166	Idaho Falls-Pocatello, ID
154	Binghamton, NY	172	Dothan, AL	26	Indianapolis, IN
39	Birmingham, AL	133	Duluth, MN-Superior, WI	89	Jackson, MS
148	Bluefield-Beckley-Oak Hill, WV	96	El Paso, TX	184	Jackson, TN
125	Boise, ID	170	Elmira, NY	52	Jacksonville, FL
6	Boston, MA	141	Erie, PA	95	Johnstown-Altoona, PA
182	Bowling Green, KY	122	Eugene, OR	178	Jonesboro, AR
44	Buffalo, NY	189	Eureka, CA	147	Joplin, MO-Pittsburg, KS
91	Burlington, VT-Plattsburgh, NY	98	Evansville, IN	206	Juneau, AK
190	Butte-Bozeman, MT	203	Fairbanks, AK	31	Kansas City, KS-MO
199	Casper-Riverton, WY	119	Fargo-Valley City, ND	63	Knoxville, TN
90	Cedar Rapids-Waterloo-Dubuque, IA	64	Flint-Saginaw-Bay City, MI	129	La Crosse-Eau Claire, WI
83	Champaign-Springfield-Decatur, IL	116	Florence-Myrtle Beach, SC	194	Lafayette, IN
104	Charleston, SC	54	Fresno-Visalia, CA	123	Lafayette, LA
59	Charleston-Huntington, WV	81	Ft. Myers-Naples, FL	173	Lake Charles, LA
28	Charlotte, NC	118	Ft. Smith-Fayetteville-Springdale-Rogers, A	107	Lansing, MI
193	Charlottesville, VA	103	Ft. Wayne, IN	191	Laredo, TX
84	Chattanooga, TN	165	Gainesville, FL	53	Las Vegas, NV

Rank Listing of Markets

Rank	Market	Rank	Market	Rank	Market
1	New York, NY	37	San Antonio, TX	73	Omaha, NE
2	Los Angeles, CA	38	Grand Rapids-Kalamazoo-Battle Creek, MI	74	Paducah-Cape Girardeau-Harrisburg-Mt Vernon
3	Chicago, IL	39	Birmingham, AL	75	Shreveport, LA
4	Philadelphia, PA	40	Memphis, TN	76	Syracuse, NY
5	San Francisco-Oakland-San Jose, CA	41	New Orleans, LA	77	Rochester, NY
6	Boston, MA	42	Norfolk-Portsmouth-Newport News, VA	78	Spokane, WA
7	Dallas-Ft. Worth, TX	43	West Palm Beach-Ft. Pierce, FL	79	Springfield, MO
8	Washington, DC	44	Buffalo, NY	80	Portland-Auburn, ME
9	Detroit, MI	45	Oklahoma City, OK	81	Ft. Myers-Naples, FL
10	Atlanta, GA	46	Harrisburg-Lancaster-Lebanon-York, PA	82	Huntsville-Decatur-Florence, AL
11	Houston, TX	47	Greensboro-High Point-Winston Salem, NC	83	Champaign-Springfield-Decatur, IL
12	Seattle-Tacoma, WA	48	Louisville, KY	84	Chattanooga, TN
13	Tampa-St Petersburg-Sarasota, FL	49	Albuquerque-Santa Fe, NM	85	Madison, WI
14	Minneapolis - St. Paul, MN	50	Providence-New Bedford, RI	86	Columbia, SC
15	Cleveland, OH	51	Wilkes Barre-Scranton, PA	87	South Bend-Elkhart, IN
16	Miami - Ft. Lauderdale, FL	52	Jacksonville, FL	88	Davenport, IA-Rock Island-Moline, IL
17	Phoenix, AZ	53	Las Vegas, NV	89	Jackson, MS
18	Denver, CO	54	Fresno-Visalia, CA	90	Cedar Rapids-Waterloo-Dubuque, IA
19	Sacramento-Stockton-Modesto, CA	55	Albany-Schenectady-Troy, NY	91	Burlington, VT-Plattsburgh, NY
20	Pittsburgh, PA	56	Dayton, OH	92	Tri-Cities, TN-VA
21	St. Louis, MO	57	Little Rock-Pine Bluff, AR	93	Colorado Springs-Pueblo, CO
22	Orlando-Daytona Beach-Melbourne, FL	58	Tulsa, OK	94	Waco-Temple-Bryan, TX
23	Portland, OR	59	Charleston-Huntington, WV	95	Johnstown-Altoona, PA
24	Baltimore, MD	60	Richmond-Petersburg, VA	96	El Paso, TX
25	San Diego, CA	61	Austin, TX	97	Baton Rouge, LA
26	Indianapolis, IN	62	Mobile, AL-Pensacola, FL	98	Evansville, IN
27	Hartford-New Haven, CT	63	Knoxville, TN	99	Youngstown, OH
28	Charlotte, NC	64	Flint-Saginaw-Bay City, MI	100	Savannah, GA
29	Raleigh-Durham, NC	65	Wichita - Hutchinson, KS	101	Lincoln-Hastings-Kearney, NE
30	Nashville, TN	66	Lexington, KY	102	Hartington-Weslaco-McAllen-Brownsville, TX
31	Kansas City, KS-MO	67	Toledo, OH	103	Ft. Wayne, IN
32	Cincinnati, OH	68	Roanoke-Lynchburg, VA	104	Charleston, SC
33	Milwaukee, WI	69	Green Bay-Appleton, WI	105	Springfield-Holyoke, MA
34	Columbus, OH	70	Des Moines-Ames, IA	106	Greenville-New Bern-Washington, NC
35	Greenville-Spartanburg, SC-Asheville, NC	71	Honolulu, HI	107	Lansing, MI
36	Salt Lake City, UT	72	Tucson, AZ	108	Tyler-Longview, TX

109	Tallahassee, FL-Thomasville, GA	144	Sioux City, IA	178	Jonesboro, AR
110	Peoria-Bloomington, IL	145	Columbia-Jefferson City, MO	179	Marquette, MI
111	Reno, NV	146	Lubbock, TX	180	Harrisonburg, VA
112	Monterey-Salinas, CA	147	Joplin, MO-Pittsburg, KS	181	Greenwood-Greenville, MS
113	Santa Barbara-Santa Maria-San Luis Obispo,	148	Bluefield-Beckley-Oak Hill, WV	182	Bowling Green, KY
114	Sioux Falls-Mitchell, SD	149	Albany, GA	183	Meridian, MS
115	Augusta, GA	150	Odessa-Midland, TX	184	Jackson, TN
116	Florence-Myrtle Beach, SC	151	Wilmington, NC	185	Parkersburg, WV
117	Montgomery, AL	152	Minot-Bismarck-Dickinson, ND	186	Great Falls, MT
118	Ft. Smith-Fayetteville-Springdale-Rogers, A	153	Rochester, MN-Mason City, IA-Austin, MN	187	Grand Junction-Montrose, CO
119	Fargo-Valley City, ND	154	Binghamton, NY	188	Twin Falls, ID
120	Traverse City-Cadillac, MI	155	Anchorage, AK	189	Eureka, CA
121	Macon, GA	156	Bangor, ME	190	Butte-Bozeman, MT
122	Eugene, OR	157	Panama City, FL	191	Laredo, TX
123	Lafayette, LA	158	Biloxi-Gulfport, MS	192	St. Joseph, MO
124	Yakima-Pasco-Richland-Kennewick, WA	159	Palm Springs, CA	193	Charlottesville, VA
125	Boise, ID	160	Sherman, TX - Ada, OK	194	Lafayette, IN
126	Amarillo, TX	161	Quincy, IL-Hannibal, MO-Keokuk, IA	195	Mankato, MN
127	Columbus, GA	162	Salisbury, MD	196	San Angelo, TX
128	Corpus Christi, TX	163	Abilene-Sweetwater, TX	197	Cheyenne, WY-Scottsbluff, NE
129	La Crosse-Eau Claire, WI	164	Clarksburg-Weston, WV	198	Ottumwa, IA-Kirksville, MO
130	Bakersfield, CA	165	Gainesville, FL	199	Casper-Riverton, WY
131	Chico-Redding, CA	166	Idaho Falls-Pocatello, ID	200	Bend, OR
132	Columbus-Tupelo-West Point, MS	167	Hattiesburg-Laurel, MS	201	Lima, OH
133	Duluth, MN-Superior, WI	168	Utica, NY	202	Zanesville, OH
134	Monroe, LA-El Dorado, AR	169	Billings, MT	203	Fairbanks, AK
135	Rockford, IL	170	Elmira, NY	204	Victoria, TX
136	Wausau-Rhinelander, WI	171	Missoula, MT	205	Presque Isle, ME
137	Beaumont-Port Arthur, TX	172	Dothan, AL	206	Juneau, AK
138	Topeka, KS	173	Lake Charles, LA	207	Helena, MT
139	Terre Haute, IN	174	Yuma, AZ-El Centro, CA	208	Alpena, MI
140	Wheeling, WV-Steubenville, OH	175	Rapid City, SD	209	North Platte, NE
141	Erie, PA	176	Watertown, NY	210	Glendive, MT
142	Medford-Klamath Falls, OR	177	Alexandria, LA	PR	San Juan, PR
143	Wichita Falls, TX-Lawton, OK				

Introduction

Welcome to BIA's *Investing in Television® 2000 Market Report*. This is the premiere market-by-market investment information guide on the television industry. Based on an annual cycle, it is published quarterly after each of the ratings periods of Nielsen Media Research and profiles all 210 of its rated television markets, as well as Puerto Rico.

Of the 210 markets profiled in this publication, 195 markets have 1999 market gross revenue estimates totalling **\$19.767 billion**. The combined estimated population of these 195 markets is 271.2 million which represents 99.4% of the total U.S. population in 1998. Combined estimated 1998 retail sales for these markets are \$2.671.7 billion which is 99.1% of estimated total retail sales for the country. As of the end of December 1999, there were 1,296 full-power commercial stations licensed to operate in the U.S. More than 74% of these stations are profiled with revenue estimates in these 195 markets.

New in 2000

We are now tracking those stations which have their DTV operations on the air by placing an asterisk (*) in front of their DTV channel. You will also notice that certain local cable stations (call letters begin with an "A") have been added to the data in certain markets. These stations have received A.C. Nielsen ratings and most carry Warner Bros. programming.

Market Reports

Each Nielsen-rated Market is presented in four main sections:

- Market Trend Analysis** — gives an historic overview of certain market statistics.
- Daypart Share Analysis** — highlights station performance for the last four ratings periods in each critical daypart.
- Market Overview** — looks at the historic and projected growth of the market's demographic and economic statistics as well as BIA's estimated television advertising revenues.
- Competitive Overview** — profiles the television stations in the Nielsen Designated Market Area (DMA®).
- Why Market Rank Order?** Organizing the *Market Report* in this manner allows the sophisticated financial analyst the ease of performing comparable sales analyses and similar-sized market comparisons. Otherwise, significant page flipping would be involved. At the very front of the book, behind the title page, you will find an alphabetical listing of the DMA®'s, followed by a rank listing.

National Indices

Comparison of various market, owner and station factors with the entire country provides useful indicators of its potential. Below are several nationwide benchmarks:

National Totals

1998 Population ¹	273,537,800
1998 Retail Sales ¹	\$2,695,852,429,000
1999 BIA's Estimated Gross Television Advertising Revenues	\$20,307,000,000
Television Households as of Jan 1 2000 ²	100,801,720
Cable Penetration as of Nov 1999 ²	68%
VCR Penetration as of Nov 1999 ²	86%

¹ per Market Statistics, Inc. ² per Nielsen Media Research

National Growth Rates

	'93-'98	'98-2003
Population (POP)	1.1%	0.9%
Households (HH)	1.2	1.1
Retail Sales (RS)	5.3	4.5
Effective Buying Income (EBI)	2.1	4.5

1998 National Income

Per Capita	\$16,895
Median Household	\$35,377
Average Household	\$45,504

1998 National Ethnic Breakdown

Asian	3.9%
Black	12.8
White	82.4
Spanish-Speaking	11.5

National Revenue Ratio Averages

	1993	1998	2003
Revenue/\$1,000 Retail Sales	\$6.74	\$7.53	\$7.00
Revenue/Capita	\$54.12	\$74.24	\$82.23

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Market Statistics, Inc.

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Nielsen Media Research

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Every effort has been made to ensure the accuracy of the information in this publication. However, any errors detected or called to our attention, which in our opinion are material, will be corrected in future releases.

Questions about the *Investing in Television® 2000 Market Report* or other BIA publications or services should be directed to:

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Tucson, AZ Ratings Overview

DMA Rank: 72

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			Stations	Stations	Stations	Stations					Viewing	Commercial Viewing	PTV Viewing	Local Viewing	Viewing	Viewing
1993	81	52%	4	2	3	3	2	35%	58.8%	13.0%	71.8%	4.8%	76.6%	23.4%		
1994	81	60	4	2	3	3	2	35%	57.5	13.3	70.8	5	75.3	24.7		
1995	81	60	4	2	3	3	2	35%	54.3	13.0	67.3	4.3	71.6	28.4		
1996	80	60	4	2	5	1	2	34	65.3	13.0	65.8	4.3	70.1	29.9		
1997	78	59	4	3	5	2	2	33	61.5	13.0	62.5	4.3	66.8	33.2		
1998	78	61	4	4	6	2	2	33	59.3	3.0	62.3	4.0	66.3	33.7		
1999	78	60	4	4	6	2	2	33	59.3	3.8	62.1	3.8	65.9	34.1		

Daypart Share Analysis

Calls	6:00 - 9:00 AM					9:00 AM - 12:00 NOON					12:00 NOON - 3:00 PM					3:00 - 5:00 PM				
	Feb 00	Nov 99	Jul 99	May 99	May 99	Feb 00	Nov 99	Jul 99	May 99	May 99	Feb 00	Nov 99	Jul 99	May 99	May 99	Feb 00	Nov 99	Jul 99	May 99	May 99
KVOA	30%	32%	27%	35%	10%	10%	8%	8%	8%	14%	12%	14%	16%	16%	18%	17%	16%	16%	19%	19%
KGUN	17	18	17	20	18	19	14	22	22	15	15	12	13	13	9	10	12	9	12	9
KMSB-TV	0	0	3	3	0	4	6	5	5	9	9	7	9	9	0	0	0	2	4	4
KOLD-TV	7	9	13	9	15	16	25	22	22	11	13	14	13	13	14	18	17	14	14	14
KTTU-TV	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	3	4	5	0	0
KHRR	0	0	0	0	0	0	0	0	0	0	0	3	2	2	0	0	0	2	0	0
KWBA	3	4	4	0	3	4	5	4	4	0	0	3	0	0	3	4	0	0	0	0
KUVE-LP	3	4	5	5	5	4	3	4	4	6	0	4	2	2	7	6	5	7	7	7
* KUAT-TV	6	5	5	3	7	7	7	3	3	0	0	0	0	0	4	4	2	0	2	0
HUT %	63	72	70	75	58	64	66	68	68	55	49	59	55	55	55	62	60	58	28	28

PRIME TIME

Calls	5:00 - 7:00 PM					10:00 - 10:30 PM					10:30 - 12:00 MID									
	Feb 00	Nov 99	Jul 99	May 99	May 99	Feb 00	Nov 99	Jul 99	May 99	May 99	Feb 00	Nov 99	Jul 99	May 99	May 99					
KVOA	21%	22%	18%	20%	17%	17%	13%	18%	18%	31%	28%	22%	25%	25%	23%	21%	23%	22%	22%	22%
KGUN	16	17	18	22	16	17	11	14	14	19	18	21	24	24	9	11	10	14	14	14
KMSB-TV	6	7	7	8	8	9	7	8	8	7	6	3	4	4	6	4	4	5	5	5
KOLD-TV	10	13	15	12	15	16	15	19	19	13	15	17	18	18	11	12	11	12	12	12
KTTU-TV	3	3	4	4	3	3	3	3	3	0	2	3	2	2	0	3	4	3	3	3
KHRR	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0
KWBA	7	7	5	5	3	3	2	2	2	0	2	2	2	2	3	0	4	4	4	4
KUVE-LP	5	4	5	4	4	4	5	4	4	1	2	3	3	3	0	0	0	2	0	0
* KUAT-TV	4	3	3	2	6	4	5	5	5	4	4	4	3	3	3	4	4	2	3	3
HUT %	73	77	75	77	73	74	62	73	73	75	77	74	81	81	75	77	74	74	74	74

Market Ratings Overview

Market Trend Analysis

This section is a 7-year historical overview highlighting technical factors and viewing statistics that reflect trends in the specific market. **SPECIAL NOTE:** The statistics from 1992 were derived from data from The Arbitron Ratings Company and from 1993 forward from Nielsen Media Research. In some instances the cable penetration and market (DMA) rank are markedly different between Arbitron and Nielsen. Anchorage, Fairbanks and Honolulu were not rated by Arbitron and, therefore, show no statistics for 1992.

1 Technical Factors

DMA® Rank: Designated Market Area is a Registered Trademark of, and is defined by, Nielsen Media Research (see Copyrights). The rank is based on the number of television households in the market.

Cable Pct: The percentage of cable television penetration in the market.

#VHF Stations: The number of stations, not including satellite operations, that broadcast from the Very High Frequency channel range (2-13).

#UHF Stations: The number of stations, not including satellite operations, that broadcast from the Ultra High Frequency channel range (14-69).

#Network Affiliates: The number of stations that operated in the market under an agreement to rebroadcast a significant portion (more than ten hours) of a national network's programming (ABC, CBS, FOX, NBC, UPN, WB). **NOTE:** Until 1996, only 3 commercial networks were recognized: ABC, CBS and NBC.

#Ind Stations: The number of commercial television stations in the market that were not affiliated with one of the national network affiliates.

#PTV Stations: The number of public broadcast (non-commercial) television stations in the market.

2 Avg HUT Share

For the four ratings periods of the year, this is the average share of Households Using Television (HUT) — a unit of measurement of viewing audience, defined as the total number of sets turned on during an average quarter hour (AQH).

3

Local Viewing Shares

For the four ratings periods of the year in question, the following highlight the average share of viewing for:

Network Viewing: Total annual average share garnered by ABC, CBS, NBC until 1996 plus FOX, UPN and WB, thereafter.

Ind Viewing: Total annual average share garnered by non-network affiliated commercial stations.

Commercial Viewing: Total annual average share of viewing to commercial stations (excludes public broadcast).

PTV Viewing: Total annual average share of viewing to public (non-commercial) broadcast stations.

Local Viewing: Total annual average share of viewing to locally broadcast stations.

All Other Viewing: Total annual average share of viewing to cable stations and other stations outside the market.

4

Daypart Share Analysis

This section profiles daypart summaries for eight key time periods throughout the broadcast day for the last four ratings periods, thereby providing an annual trend. Daypart time spans depend on the geographic location of the market. The figures represent the percentage of Households Using Television (HUT) tuned to the station during the specific time period. Stations preceded by an asterisk "*" are Public television stations.

Early Morning: 6:00 - 9:00 AM or 7:00 - 9:00 AM

Mid-Morning: 9:00 AM - Noon.

Afternoon: Noon - 3:00 PM or Noon - 4:00 PM

Early Fringe: 3:00 - 5:00 PM or 4:00 - 6:00 PM

Evening News: 5:00 - 7:00 PM or 6:00 - 8:00 PM

Primetime: Sun. 6:00AM - 10:00 PM and Mon-Sat: 7:00 AM - 10:00 PM or Sun. 7:00 AM - 11:00 PM and Mon-Sat: 8:00 AM - 11:00 PM

Night News: 10:00 - 10:30 PM or 11:00 - 11:30 PM

Late Night: 10:30 PM - Midnight or 11:30 PM - 1:00 AM

HUT %: The percentage of total households in the market using television during the ratings period and daypart.



Tucson, AZ Market Overview

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998 Growth Rate	2003	2003 Growth Rate
DMA Population	860	997	3.0%	1,061	1.3%
Households	333	386	3.0%	416	1.5%
Retail Sales	6,986	8,932	5.0%	10,704	3.7%
EBI	11,344	14,115	4.5%	17,772	4.7%

	1998	1998	1998
DMA Counties	3	White	90.6%
TV Households	381	Black	4.0%
DMA Cable	60%	Asian	2.4%
DMA VCR	88%	Avg Household	\$ 36,577
		Per Capita	\$ 14,158
		Spanish Speaking	32.2

Tucson, AZ Competitive Overview

City Of License	Ch	Visual Power (kW)	HAAT	D TV	M Ch	A	Alt	Rep	Owner
Douglas	3	100 cp	16						WinStar Bostq Chlp
Tucson	4	35	3,609	23	NBC		Petry		Evening Post, Inc
Tucson	9	110	3,721	35	ABC		Katz		Lee Enterprises, Inc
Tucson	11	316	1,663	25	1 FOX		TellRp		Belo CC, Inc
Tucson	13	302	2,041	32	CBS		Mlrm		Radio, Media Inc
Tucson	18	2,510	1,969	19	1 UPN		Mlrm		Clean Channel TV Inc
Tucson	40	1,550	2,028	42	TEL				Comcast Companies Inc
Green Valley	46	1,843 cp	3,593	47	PAX				John Comm Corp
Sierra Vista	58	5,000	1,099	44	WB				Radio Broadcasting
Tucson	52	1			UNI				Univision TV Group
Tucson	6	36	3,629	30	PBS				Univ of Arizona
Tucson	27	30	574	28	Pos				

5 Historic and Projected Market Indicators

This overview examines historical and projected growth trends for the following four indicators. The growth rate is the compound average annual rate for the periods indicated. For comparison of each market's growth rates with the entire country, see the tables on page 6. This information is licensed from Market Statistics, Inc. and is reprinted herein with their permission.

- DMA Population:** Presented in thousands (000s) of people.
- DMA Households (HH):** Presented in thousands (000s) of households.
- DMA Retail Sales (RS):** Presented in hundreds of thousands (\$000,000s) of dollars.
- DMA Effective Buying Income (EBI):** After tax disposable income available in the market. Presented in hundreds of thousands (\$000,000s) of dollars.

6 Market Rankings and Statistics

- Pop Rank:** The market's ranking by total 1998 population.
- HH Rank:** The market's ranking by total 1998 households.

DMA Rank: 72
BIA Revenue Rank: 67

7 Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	93-98
	\$ 41,000	\$ 50,100	\$ 53,000	\$ 55,300	\$ 58,500	\$ 60,700	8.2%
***	0.0%	61,000	2000	2001	2002	2003	99-03
			64,100	66,000	68,600	70,700	3.7%

Estimated Breakouts	% Network	% Nat/Regl	% Local
	2.8%	38.5%	58.7%

Revenue/Retail Sales	1993	1998	2003
	\$5,871,000	\$6,801,000	\$6,611,000
Revenue/Capita	\$47.67	\$60.88	\$66.64

Share Summary 9:00 AM - MIDNIGHT (%)	Jul 99	Aug 99	Sep 99	Oct 99	Nov 99	Dec 99	Jan 00	Feb 00	Mar 00	Apr 00	May 00	Jun 00	Jul 00	Aug 00	Sep 00	Oct 00	Nov 00	Dec 00	Jan 01	Feb 01	Mar 01	Apr 01	May 01	Jun 01	Jul 01	Aug 01	Sep 01	Oct 01	Nov 01	Dec 01	Jan 02	Feb 02	Mar 02	Apr 02	May 02	Jun 02	Jul 02	Aug 02	Sep 02	Oct 02	Nov 02	Dec 02	Jan 03	Feb 03	Mar 03	Apr 03	May 03	Jun 03	Jul 03	Aug 03	Sep 03	Oct 03	Nov 03	Dec 03	Jan 04	Feb 04	Mar 04	Apr 04	May 04	Jun 04	Jul 04	Aug 04	Sep 04	Oct 04	Nov 04	Dec 04	Jan 05	Feb 05	Mar 05	Apr 05	May 05	Jun 05	Jul 05	Aug 05	Sep 05	Oct 05	Nov 05	Dec 05	Jan 06	Feb 06	Mar 06	Apr 06	May 06	Jun 06	Jul 06	Aug 06	Sep 06	Oct 06	Nov 06	Dec 06	Jan 07	Feb 07	Mar 07	Apr 07	May 07	Jun 07	Jul 07	Aug 07	Sep 07	Oct 07	Nov 07	Dec 07	Jan 08	Feb 08	Mar 08	Apr 08	May 08	Jun 08	Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sep 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26	Jul 26	Aug 26	Sep 26	Oct 26	Nov 26	Dec 26	Jan 27	Feb 27	Mar 27	Apr 27	May 27	Jun 27	Jul 27	Aug 27	Sep 27	Oct 27	Nov 27	Dec 27	Jan 28	Feb 28	Mar 28	Apr 28	May 28	Jun 28	Jul 28	Aug 28	Sep 28	Oct 28	Nov 28	Dec 28	Jan 29	Feb 29	Mar 29	Apr 29	May 29	Jun 29	Jul 29	Aug 29	Sep 29	Oct 29	Nov 29	Dec 29	Jan 30	Feb 30	Mar 30	Apr 30	May 30	Jun 30	Jul 30	Aug 30	Sep 30	Oct 30	Nov 30	Dec 30	Jan 31	Feb 31	Mar 31	Apr 31	May 31	Jun 31	Jul 31	Aug 31	Sep 31	Oct 31	Nov 31	Dec 31	Jan 32	Feb 32	Mar 32	Apr 32	May 32	Jun 32	Jul 32	Aug 32	Sep 32	Oct 32	Nov 32	Dec 32	Jan 33	Feb 33	Mar 33	Apr 33	May 33	Jun 33	Jul 33	Aug 33	Sep 33	Oct 33	Nov 33	Dec 33	Jan 34	Feb 34	Mar 34	Apr 34	May 34	Jun 34	Jul 34	Aug 34	Sep 34	Oct 34	Nov 34	Dec 34	Jan 35	Feb 35	Mar 35	Apr 35	May 35	Jun 35	Jul 35	Aug 35	Sep 35	Oct 35	Nov 35	Dec 35	Jan 36	Feb 36	Mar 36	Apr 36	May 36	Jun 36	Jul 36	Aug 36	Sep 36	Oct 36	Nov 36	Dec 36	Jan 37	Feb 37	Mar 37	Apr 37	May 37	Jun 37	Jul 37	Aug 37	Sep 37	Oct 37	Nov 37	Dec 37	Jan 38	Feb 38	Mar 38	Apr 38	May 38	Jun 38	Jul 38	Aug 38	Sep 38	Oct 38	Nov 38	Dec 38	Jan 39	Feb 39	Mar 39	Apr 39	May 39	Jun 39	Jul 39	Aug 39	Sep 39	Oct 39	Nov 39	Dec 39	Jan 40	Feb 40	Mar 40	Apr 40	May 40	Jun 40	Jul 40	Aug 40	Sep 40	Oct 40	Nov 40	Dec 40	Jan 41	Feb 41	Mar 41	Apr 41	May 41	Jun 41	Jul 41	Aug 41	Sep 41	Oct 41	Nov 41	Dec 41	Jan 42	Feb 42	Mar 42	Apr 42	May 42	Jun 42	Jul 42	Aug 42	Sep 42	Oct 42	Nov 42	Dec 42	Jan 43	Feb 43	Mar 43	Apr 43	May 43	Jun 43	Jul 43	Aug 43	Sep 43	Oct 43	Nov 43	Dec 43	Jan 44	Feb 44	Mar 44	Apr 44	May 44	Jun 44	Jul 44	Aug 44	Sep 44	Oct 44	Nov 44	Dec 44	Jan 45	Feb 45	Mar 45	Apr 45	May 45	Jun 45	Jul 45	Aug 45	Sep 45	Oct 45	Nov 45	Dec 45	Jan 46	Feb 46	Mar 46	Apr 46	May 46	Jun 46	Jul 46	Aug 46	Sep 46	Oct 46	Nov 46	Dec 46	Jan 47	Feb 47	Mar 47	Apr 47	May 47	Jun 47	Jul 47	Aug 47	Sep 47	Oct 47	Nov 47	Dec 47	Jan 48	Feb 48	Mar 48	Apr 48	May 48	Jun 48	Jul 48	Aug 48	Sep 48	Oct 48	Nov 48	Dec 48	Jan 49	Feb 49	Mar 49	Apr 49	May 49	Jun 49	Jul 49	Aug 49	Sep 49	Oct 49	Nov 49	Dec 49	Jan 50	Feb 50	Mar 50	Apr 50	May 50	Jun 50	Jul 50	Aug 50	Sep 50	Oct 50	Nov 50	Dec 50	Jan 51	Feb 51	Mar 51	Apr 51	May 51	Jun 51	Jul 51	Aug 51	Sep 51	Oct 51	Nov 51	Dec 51	Jan 52	Feb 52	Mar 52	Apr 52	May 52	Jun 52	Jul 52	Aug 52	Sep 52	Oct 52	Nov 52	Dec 52	Jan 53	Feb 53	Mar 53	Apr 53	May 53	Jun 53	Jul 53	Aug 53	Sep 53	Oct 53	Nov 53	Dec 53	Jan 54	Feb 54	Mar 54	Apr 54	May 54	Jun 54	Jul 54	Aug 54	Sep 54	Oct 54	Nov 54	Dec 54	Jan 55	Feb 55	Mar 55	Apr 55	May 55	Jun 55	Jul 55	Aug 55	Sep 55	Oct 55	Nov 55	Dec 55	Jan 56	Feb 56	Mar 56	Apr 56	May 56	Jun 56	Jul 56	Aug 56	Sep 56	Oct 56	Nov 56	Dec 56	Jan 57	Feb 57	Mar 57	Apr 57	May 57	Jun 57	Jul 57	Aug 57	Sep 57	Oct 57	Nov 57	Dec 57	Jan 58	Feb 58	Mar 58	Apr 58	May 58	Jun 58	Jul 58	Aug 58	Sep 58	Oct 58	Nov 58	Dec 58	Jan 59	Feb 59	Mar 59	Apr 59	May 59	Jun 59	Jul 59	Aug 59	Sep 59	Oct 59	Nov 59	Dec 59	Jan 60	Feb 60	Mar 60	Apr 60	May 60	Jun 60	Jul 60	Aug 60	Sep 60	Oct 60	Nov 60	Dec 60	Jan 61	Feb 61	Mar 61	Apr 61	May 61	Jun 61	Jul 61	Aug 61	Sep 61	Oct 61	Nov 61	Dec 61	Jan 62	Feb 62	Mar 62	Apr 62	May 62	Jun 62	Jul 62	Aug 62	Sep 62	Oct 62	Nov 62	Dec 62	Jan 63	Feb 63	Mar 63	Apr 63	May 63	Jun 63	Jul 63	Aug 63	Sep 63	Oct 63	Nov 63	Dec 63	Jan 64	Feb 64	Mar 64	Apr 64	May 64	Jun 64	Jul 64	Aug 64	Sep 64	Oct 64	Nov 64	Dec 64	Jan 65	Feb 65	Mar 65	Apr 65	May 65	Jun 65	Jul 65	Aug 65	Sep 65	Oct 65	Nov 65	Dec 65	Jan 66	Feb 66	Mar 66	Apr 66	May 66	Jun 66	Jul 66	Aug 66	Sep 66	Oct 66	Nov 66	Dec 66	Jan 67	Feb 67	Mar 67	Apr 67	May 67	Jun 67	Jul 67	Aug 67	Sep 67	Oct 67	Nov 67	Dec 67	Jan 68	Feb 68	Mar 68	Apr 68	May 68	Jun 68	Jul 68	Aug 68	Sep 68	Oct 68	Nov 68	Dec 68	Jan 69	Feb 69	Mar 69	Apr 69	May 69	Jun 69	Jul 69	Aug 69	Sep 69	Oct 69	Nov 69	Dec 69	Jan 70	Feb 70	Mar 70	Apr 70	May 70	Jun 70	Jul 70	Aug 70	Sep 70	Oct 70	Nov 70	Dec 70	Jan 71	Feb 71	Mar 71	Apr 71	May 71	Jun 71	Jul 71	Aug 71	Sep 71	Oct 71	Nov 71	Dec 71	Jan 72	Feb 72	Mar 72	Apr 72	May 72	Jun 72	Jul 72	Aug 72	Sep 72	Oct 72	
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7 Market Television Financials

Estimated Historic, Present and Projected Revenues: These are BIA's estimates of the gross advertising revenues (presented in thousands [\$000s]) for this market for the period 1993 to 2003. The revenue estimates represent total time sales including local, regional and national spot sales, plus political and network compensation. The figures do not include trade and barter, production or promotional revenues.

Gross revenue estimates are based on several factors including retail sales growth, historical revenue trends, market development, new station entries and regional trends. BIA's direct consultation with and survey responses from station operators and group owners in most markets yield additional data.

Historic and Projected Growth Rates: We have also included the compound average annual rate for the periods indicated: Historically for the last five years (93-98); Last year (98-99); and projected for the next five years (99-03).

★★★ **Confidence Rating:** These stars indicate BIA's confidence level for the estimated revenues. Three stars are awarded for a high level of confidence (several reliable outside sources); two stars for moderate confidence (limited outside sources); and one star for cautious confidence (estimated with our own resources).

Estimated Revenue Breakout: Percentage of the market's revenues that are derived from network compensation, and national/regional or local billing.

Ratios: Television market revenue to retail sales and revenue per capita are presented for three periods—historic, present and projected.

8 Station Technical Attributes

Technical information is secured from the FCC through Actions and filings for construction permits.

“•”: A bullet to the left of the station's listing indicates that there has been a change to this station since the last edition was printed. It could be any combination of new call sign, technical upgrade, new LMA or change in ownership or affiliation..

Call Letters: Listed in order of commercial, satellite, low power and then by public broadcast stations in order of channel, these are the licensed call letters of the television stations either licensed to the market.

City of License: The city from which the television station is licensed to operate as designated by the FCC.

Ch: The number of the over-the-air channel at which the station is located.

Visual Power (kW): The power in kilowatts at which the station transmits its signal. A “cp” indicated next to the station's power signifies that a construction permit has been granted by the FCC to change some aspect of the station's technical operations.

HAAT: Height above average terrain of the station's center of radiation (antenna) with respect to its surrounding terrain in feet.

DTV Ch: The High Definition Television channel that has been allocated to this station. If preceded by an asterisk (*), the station's DTV channel is on-the-air.

LMA: Local Marketing Agreement. The letter indicated in this column coincides with the other stations in the market that operate with this one under such an agreement.

9 Affiliation and Representation

Aff: The national network with which the station has an agreement to rebroadcast a signifi-

cant portion (ten-plus hours) of the network's programming (see Keys & Codes).

Rep: The abbreviated name for the firm that represents the station for the national sales of its advertising. See Keys & Codes for an explanation of all abbreviations.

10 Ownership

Ownership changes and information are gleaned from announcements in the trade publications, press releases, market contacts, FCC filings and other sources.

Owner: The most recent owner or proposed purchaser of the station. A proposed purchaser is indicated by a “p” following the Date Acq'd.

Year Std: The year the station first went on the air.

Date Acq'd: The date (Year Month) the station was acquired by the most recent or proposed purchaser.

Sales Price: Presented in thousands, this is the price paid for the station. To the right of the price you may encounter a code that signifies the type of transaction (See Keys & Codes).

NOTE: Because the actual sales price of a station or group may vary from the reported price, caution should be exercised with respect to the use of these data. We have attempted to include the most recent ownership transfer activity from 1981 to a point approximately 2 weeks prior to publication. If a sale was proposed but not approved 2 weeks prior to publication, the owner listed is the proposed purchaser. Due to the complexity of the issue, major group purchase prices are not broken out among the stations purchased.

11 Estimated Station Revenues

BIA estimates gross revenues for the leading stations in most markets. BIA's revenue estimates do not include trade/barter, production or promotion revenues. We utilize direct mail surveys, telemarketing, market contacts and computer modeling to generate these estimates. Despite this effort, we must reiterate that these are **just estimates**. We view these estimates, however, as an important element to the book and encourage station operators and owners to participate in our surveys.

12 Estimated Power Ratio

In addition to station revenue estimates, we have also calculated power ratios — the ratio of revenue share to audience share. This was calculated by determining the estimated revenue share for the station (station revenues divided by market revenues) and dividing this by the local commercial share (see below). A power ratio greater than 1 means that a station is receiving a percentage share of the market revenues greater than its local commercial share of the viewing audience.

13 Station Ratings

Avg '99 LCS: The Local Commercial Share is the average share for the prior 12 months adjusted for lost viewing to out-of-market, cable channels (i.e., HBO, CNN, TNT, etc.) and non-commercial stations. This is calculated by dividing the 12+ share by the total commercial station shares in the market for each of the 4 ratings periods beginning November 1997.

Share Summary: BIA is licensed by Nielsen Media Research (see Copyrights) to provide Nielsen's estimated survey results for the percentage of total Households Using Television (HUT) tuned to the station. In addition to the significant daypart breakdowns above, we profile the Total Day shares (9:00 AM to Midnight) of the stations for the last eight ratings periods thereby enabling the reader to analyze multi-year trends in a station's overall performance. See item #4 above for HUT % and other ratings explanations.

Keys and Codes

General

- DMA** Designated Market Area. DMA is a registered service mark of Nielsen Media Research, and is used pursuant to a license from Nielsen Media Research.
- EBI** Effective Buying Income
- HAAT** Height Above Average Terrain (shown in feet)
- HUT** Households Using Television
- LCS** Local Commercial Audience Viewing Share
- LMA** Operates under Local Marketing Agreement
- TVHH** Estimated Television Households as of 1/1/98
- UHF** Ultra High Frequency - stations above channel 13
- VHF** Very High Frequency - stations channel 13 and below
- *** Denotes a non-commercial station

Codes After Sales Price

- +** Sales price is amount listed plus notes, stock, or debt.
- al** Station sold for assumption of liabilities.
- c#** Indicates parent and satellite stations in the market.
- cp** Indicates sale of a station construction permit.
- d** Distress sale.
- dn** Donation.
- e** Estimated sales price.
- g** Group sale.
- g#** Parent/satellite of a group sale.
- na** Not available
- nc** No cash consideration.
- p** "p" after the date acquired (Date Acq'd) indicates a proposed sale.
- st** Stock transfer.

Station Affiliation

- ABC** ABC
- C&P** CBS and United Paramount Network
- CBS** CBS
- CNA** CBS, NBC, and ABC. Any combination of the first letters of these three networks means dual affiliation; i.e. C&A would mean CBS and ABC.
- DRK** Dark
- EDU** Educational
- F&P** FOX and United Paramount Network
- FOX** FOX
- HSN** Home Shopping Network
- IND** Independent
- NBC** NBC
- NOA** Not On Air — Station under construction
- P&W** United Paramount Network and Warner Brothers
- P&X** United Paramount Network and PaxTV
- PBS** Public Television
- PAX** PaxTV
- REL** Religious
- SAT** Satellite station
- T&X** Telemundo and PaxTV
- TBN** Trinity Broadcasting Network
- TBS** Turner Broadcasting System
- TEL** Telemundo
- TEV** Televisa
- UPN** United Paramount Network
- UNI** Univision
- WB** Warner Brothers
- X&W** PaxTV and Warner Brothers

Construction Permit

- cp** A "cp" following the Power column indicates that the station has a construction permit to change channel, power, or its antenna height to upgrade its technical facilities. The station is also authorized to operate at the indicated power or height for testing purposes.

Station Representatives (Rep)

ABC Cap Cities/ABC Spot Sales
Airwa Airwaves, Inc.
AmMed American Media Sales
Asian Asian Television Sales
Blair Blair Television
Boltn Jack Bolton & Associates
Brcst Broadcast Spot Sales
CBS CBS Television Stations
Centr Century Television Sales
Cntmp Contemporary Media
Doty Doty & Associates
Grp W Group W Television Sales
HRP Harrington, Righter & Parsons, Inc.
Indep Independent Television Sales
Inter Intercontinental Services, Ltd.
Katz Katz Communications, Inc.
Landn Landin Media Sales

Lazar R.A. Lazar Co.
MMT MMT Sales, Inc.
NBC NBC Spot Television Sales
Paxsn Paxson Television Sales
Petry Petry National Television
Rosln Roslin TV Sales
Sitel Seitel
Spot Spot Time, Ltd.
Svalli Savalli Broadcast Sales
TBN TBN Media Representatives
Teimn Telemundo
TeIRp TeleRep
Turnr Turner Broadcasting Sales, Inc.
UNI Univision
Wallc Hugh Wallace, Inc.
Young Adam Young, Inc.



New York, NY Ratings Overview

DMA Rank: 1

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	All Other Viewing
			Stations	Stations	Stations	Stations										
1993	1	61%	6	8	3	11	7	42%	46.0%	34.0%	80.0%	3.0%	83.0%	17.0%		
1994	1	64	6	9	3	12	7	43	45.0	32.3	77.3	3.0	80.3	19.7		
1995	1	66	6	9	3	12	7	44	43.0	31.0	74.0	3.0	77.0	23.0		
1996	1	68	6	10	6	10	6	45	71.0	3.5	74.5	3.0	77.5	22.5		
1997	1	69	6	10	6	10	6	45	67.5	3.8	71.3	3.3	74.6	25.4		
1998	1	72	6	10	6	10	6	45	61.8	4.3	66.1	3.0	69.1	30.9		
1999	1	73	6	10	6	10	7	44	57.8	5.3	63.1	2.5	65.6	34.4		

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WCBS-TV	5%	4%	4%	5%	10%	11%	11%	11%	9%	11%	10%	10%	6%	6%	6%	6%
WNBC	18	20	20	21	6	7	8	13	10	9	9	10	15	16	17	17
WNYW	9	12	12	10	6	7	8	7	3	3	4	5	3	3	5	4
WABC-TV	12	12	11	10	15	15	14	14	12	15	15	14	14	14	14	13
WWOR-TV	4	4	4	4	3	3	3	3	8	7	8	7	7	6	7	8
WPIX	6	8	10	11	13	14	14	10	8	9	10	8	7	10	11	10
WPXN-TV	0	0	0	0	0	0	0	0	0	0	0	0	1	2	2	1
WXTV	3	3	0	2	3	3	3	4	5	5	3	4	5	4	3	4
WNJU	0	0	0	0	0	0	0	0	2	0	0	0	3	2	0	0
* WNCT	6	6	6	5	6	5	5	4	0	0	0	0	2	3	3	3
* WLIW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	1
HUT %	63	69	67	68	62	65	66	66	57	59	59	58	63	66	70	67
	29	32	33	31	31	26	29	28	33	28	32	31	41	40	44	43

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WCBS-TV	6%	7%	7%	7%	9%	11%	12%	13%	7%	7%	10%	9%	5%	5%	8%	6%
WNBC	11	12	13	12	11	15	15	15	14	19	19	18	11	12	13	13
WNYW	7	7	7	7	7	8	8	9	6	6	5	5	8	6	6	5
WABC-TV	18	19	18	18	11	18	17	14	12	15	16	14	6	9	9	10
WWOR-TV	5	6	7	7	6	6	7	6	6	6	5	5	6	7	6	6
WPIX	10	11	10	9	6	7	8	7	11	10	12	11	10	11	12	11
WPXN-TV	2	2	2	1	3	2	2	2	3	2	2	2	2	0	2	1
WXTV	7	5	4	4	4	4	3	3	3	3	2	3	2	2	2	3
WNJU	2	1	1	1	2	2	1	0	2	2	2	0	2	2	0	0
WLNJ	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0
* WNCT	2	2	2	2	3	3	3	3	2	2	1	2	2	2	1	2
* WLIW	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0
HUT %	71	73	72	69	64	77	77	73	66	72	74	69	54	56	59	57
	51	54	58	56	61	67	68	67	57	58	59	57	41	40	41	40



New York, NY Market Overview

DMA Rank: 1
BIA Revenue Rank: 2

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		1998		1999		2000		2001		2002		2003	
	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate
DMA Population	18,845	19,224	0.4%	19,224	19,712	0.5%	19,712	19,712	19,712	19,712	19,712	19,712	19,712	19,712
Households	6,827	6,977	0.4%	6,977	7,189	0.6%	7,189	7,189	7,189	7,189	7,189	7,189	7,189	7,189
Retail Sales	141,628	169,687	3.7%	169,687	195,259	2.8%	195,259	195,259	195,259	195,259	195,259	195,259	195,259	195,259
EBI	393,498	399,629	0.3%	399,629	473,761	3.5%	473,761	473,761	473,761	473,761	473,761	473,761	473,761	473,761

	DMA Counties	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking
Pop Rank #	1	29	73.0%	19.7%	\$ 57,275	\$ 20,788	18.0
HH Rank #	1	6,875	19.7%	7.0%			
RS Rank #	1	74%					
EBI Rank #	1	83%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Δ '93 - '98
GROSS REVENUES	\$1,098,700	1,229,900	1,232,000	1,268,000	1,285,100	1,391,000	1,391,000	1,391,000	1,391,000	1,391,000	1,391,000	4.8%
Δ '98 - '99	5.7%	1,470,200	1,587,800	1,635,500	1,717,200	1,768,700	1,768,700	1,768,700	1,768,700	1,768,700	1,768,700	4.7%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	1.0%	18.0%	81.0%

Revenue/Retail Sales	1993	1998	2003
	\$7.76/1,000	\$8.20/1,000	\$9.06/1,000
Revenue/Capita	\$58.30	\$72.36	\$89.73

New York, NY Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	Ch	A	M	L	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WCBS-TV	New York	2	21	1,581	*56	CBS	CBS	CBS	CBS	CBS	CBS	CBS TV Stations Div	41	0005	g	185,000	0.79	16%	7	8	9	10	9	10	10	11				
WNBC	New York	4	17	1,690	28	NBC	NBC	NBC	NBC	NBC	NBC	NBC/GE	41	8606	g	315,000	1.26	17%	10	13	13	13	9	12	12	12				
WNYW	New York	5	17	1,690	*44	FOX	Petry	FOX	Petry	FOX	Petry	Fox Television	44	8511	g	260,000	1.47	12%	6	6	7	7	8	7	7	8				
WABC-TV	New York	7	65	1,611	45	ABC	ABC	ABC	ABC	ABC	ABC	ABC Inc	48	9602	g	285,000	0.92	21%	12	15	14	13	12	14	14	14				
WWOR-TV	Secaucus	9	62	1,641	38	UPN	Katz	UPN	Katz	UPN	Katz	News Corp	49	0008 p	g	170,000	1.05	11%	6	6	6	6	6	7	7	7				
WPIX	New York	11	59	1,660	33	WB	TelRp	WB	TelRp	WB	TelRp	Tribune Bcstg Co	48			195,000	0.88	15%	8	10	10	9	9	10	10	10				
WPXN-TV	New York	31	2,820	1,558	30	PAX	PAX	PAX	PAX	PAX	PAX	Paxson Comm Corp	62	9803	g	11,200	0.38	2%	2	2	2	2	1	1	2	1				
WXTV	Paterson	41	2,340	1,381	40	UNI	UNI	UNI	UNI	UNI	UNI	Univision TV Group	68	9212	g	40,000	0.39	7%	4	4	3	3	4	4	4	5				
WSAH	Bridgeport	43	2,290	509	42	PAX	TEL	UNI	UNI	UNI	Shop At Home Inc	67	9906		16,200															
WNJU	Linden	47	4,570	1,509	36	TEL	Teimn	TEL	Teimn	TEL	Telemundo Group Inc	65	8612		70,000															
WTBY	Poughkeepsie	54	5,000	1,608	27	TBN	TBN	TBN	TBN	TBN	Trinity Bcstg Ntwk	81	8207		2,970															
WLNY	Riverhead	55	5,000	637	57	IND	IND	IND	IND	IND	WLNY Inc	85																		
WRNN-TV	Kingston	62	5,000	1,939	21	IND	IND	IND	IND	IND	WRNN-TV	85																		
WMBC-TV	Newton	63	2,190	732	8	IND	IND	IND	IND	IND	Mountain Bcstg Corp	93																		
WHSI-TV	Smithtown	67	2,630	719	23	HSN	HSN	HSN	HSN	HSN	USA Broadcasting	79	8609		25,000c1															
WHSE-TV	Newark	68	2,630	1,440	53	HSN	HSN	HSN	HSN	HSN	USA Broadcasting	75	8609		c1															
*WNET	Newark	13	60	1,641	61	PBS	PBS	PBS	PBS	PBS	Educ Bcstg Corp	48																		
*WLIW	Garden City	21	3,160	400	22	PBS	PBS	PBS	PBS	PBS	Long Island ETV Inc	69																		
*WNYE-TV	New York	25	2,450	1,296	24	PBS	PBS	PBS	PBS	PBS	Board of Educ NYC	67																		
*WEDW	Bridgeport	49	1,950	732	52	PBS	PBS	PBS	PBS	PBS	CT Public TV & Radio	67																		
*WNJN	Montclair	50	2,090	797	51	PBS	PBS	PBS	PBS	PBS	NJ Pub Bcstg	73																		
*WNJB	New Brunswick	58	1,320	725	18	PBS	PBS	PBS	PBS	PBS	NJ Pub Bcstg	73																		
*WFME-TV	West Milford	66	24	712	29	EDU	EDU	EDU	EDU	EDU	Family Stations Inc	96																		

TOTAL	60	68	67	65	60	68	69	70
HUT %	44	43	46	45	42	43	46	45

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Chicago, IL Ratings Overview

DMA Rank: 3

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	3	52%	4	9	3	10	3	3	42%	54.5%	29.3%	83.8%	5.5%	89.3%	10.7%
1994	3	55	4	9	3	10	3	43	43	52.5	30.5	83.0	5.0	88.0	12.0
1995	3	56	4	9	3	10	3	43	43	47.3	31.8	79.1	4.5	83.6	16.4
1996	3	59	4	9	7	6	3	44	44	76.8	3.8	80.6	4.5	85.1	14.9
1997	3	60	4	9	7	6	3	43	43	73.5	3.3	76.8	5.0	81.8	18.2
1998	3	62	4	9	6	7	3	42	42	65.5	6.3	71.8	5.5	77.3	22.7
1999	3	63	4	9	6	7	3	44	44	64.8	7.5	72.3	5.0	77.3	22.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WBBM-TV	3%	3%	4%	4%	9%	10%	9%	9%	7%	7%	6%	7%	5%	5%	6%	6%
WMAQ-TV	13	12	13	13	7	7	7	8	7	5	6	6	8	11	11	10
WLS-TV	15	16	18	15	17	19	22	20	19	21	23	23	21	21	22	23
WGN-TV	14	14	13	12	11	11	11	10	15	15	16	14	11	11	10	10
WCIU-TV	6	7	6	8	0	2	0	0	4	4	3	2	5	5	5	4
WFLD	6	8	7	8	9	11	11	12	6	7	7	9	6	6	6	7
WCPX	0	0	0	0	0	0	0	0	2	2	2	2	2	0	0	1
WSNS	0	2	2	0	2	0	2	0	0	0	2	0	2	2	0	1
WPWR-TV	4	4	3	3	5	4	4	4	6	6	7	7	5	5	7	8
WGBO	0	0	0	0	2	2	2	0	2	3	2	1	2	2	2	2
* WTTW	8	10	10	9	7	7	8	8	4	5	6	5	5	5	7	6
HUT %	69	76	76	72	69	73	76	71	72	75	80	76	72	75	76	78
	29	32	33	32	33	29	31	31	36	33	36	35	39	39	43	40

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WBBM-TV	9%	8%	9%	9%	10%	11%	12%	12%	7%	9%	9%	10%	5%	6%	7%	5%
WMAQ-TV	9	9	9	9	12	16	16	15	14	18	18	18	11	13	13	15
WLS-TV	18	19	21	21	14	21	21	19	21	23	24	20	12	14	14	15
WGN-TV	9	10	9	9	8	9	9	9	11	11	11	11	8	7	8	8
WCIU-TV	4	4	4	4	4	3	3	3	4	3	3	3	6	6	5	5
WFLD	13	13	13	14	9	10	11	12	11	10	10	10	11	9	11	10
WCPX	3	3	2	2	3	3	2	2	2	2	1	2	2	0	0	2
WSNS	0	1	1	1	1	1	1	1	1	1	1	0	1	1	0	0
WPWR-TV	5	6	7	7	6	6	6	6	6	6	6	7	10	10	10	9
WGBO	3	3	3	2	2	2	3	2	1	2	2	2	1	2	2	2
* WTTW	4	4	4	4	4	3	4	4	3	2	3	2	2	2	3	3
HUT %	77	80	82	82	73	85	88	85	81	87	90	85	69	70	73	74
	48	50	55	53	57	62	66	64	60	62	61	60	44	43	42	43



Chicago, IL Market Overview

DMA Rank: 3
BIA Revenue Rank: 3

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	8,646	8,975	8,975	9,199
Households	3,104	3,229	3,229	3,334
Retail Sales	72,818	87,587	87,587	104,077
EBI	162,969	177,949	177,949	216,382
		1.8%	1.8%	4.0%
		0.7%	0.7%	0.5%
		0.8%	0.8%	0.6%
		3.8%	3.8%	3.5%

	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking
Pop Rank #	16	76.5%		\$ 55,105	\$ 19,828	14.0
HH Rank #	3	19.1%				
RS Rank #	3	4.1%				
EBI Rank #	3	89%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 684,000	753,100	785,000	825,800	835,300	848,400	4.4%
★ ★	Δ 98 - 99	865,900	935,200	963,200	1,001,800	1,031,800	Δ 99 - 03
	2.1%						4.5%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	0.8%	35.3%	63.9%

Revenue/Retail Sales	1993	1998	2003
	\$9.39/1,000	\$9.69/1,000	\$9.91/1,000
Revenue/Capita	\$79.11	\$94.53	\$112.16

Chicago, IL Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	Ch	M	L	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WBBM-TV	Chicago	36	2	1,371	3	CBS	CBS	CBS	CBS	CBS	CBS	TV Stations Div	40	0005	g	84,700	0.82	12%	7	8	9	8	8	9	9					
WMAQ-TV	Chicago	5	20	1,621	29	NBC	HRP	NBC/GE					49	8606	g	152,600	1.10	16%	9	12	11	11	10	13	12					
WLS-TV	Chicago	7	55	1,690	52	ABC	ABC	ABC Inc					43	9602	g	183,400	0.85	25%	15	18	19	18	17	19	18					
WGN-TV	Chicago	9	110	1,362	19	WB	TelRp	Tribune Bcstg Co					48			154,300	1.19	15%	10	10	10	10	10	11	11					
WCIU-TV	Chicago	26	5,000	op	1,555	27	IND	UNI	FOX	Petry			64			23,200	0.67	4%	4	4	3	3	3	3	3					
WFLD	Chicago	32	5,000	1,411	*31	FOX	Petry	Fox Television					66	8511	g	155,000	1.28	14%	9	9	9	9	12	8	10					
WWTO-TV LaSalle	Chicago	35	5,000	1,371	10	IND	TBN	Trinity Bcstg Ntwk					86	0006		77,358g5														
WCPX	Chicago	38	5,000	1,250	*43	PAX		Paxson Comm Corp					76	9802 p		128,000	0.42	2%	2	2	1	2	2	2	1	1				
WSNS	Chicago	44	5,000	op	1,549	*45	TEL	Telemundo Group Inc					70	9602		44,700	1.05	9%	6	6	7	6	7	6	6					
WPWR-TV Gary	Chicago	50	5,000	1,621	51	UPN	Blair	NewsWeb Corp					87			81,700	1.05	9%	6	6	7	6	7	6	6					
WEHS-TV Aurora	Chicago	60	5,000	1,681	59	HSN		USA Broadcasting					82	8612		25,000	0.54	4%	2	2	2	2	2	3	3					
WJYS	Hammond	62	5,000	479	36	IND		Jovon Bcstg Corp					91			18,700	0.54	4%	2	2	2	2	2	3	3					
WGBO	Joliet	66	2,500	1,289	53	UNI		Univision TV Group					81	9407		35,000+	0.54	4%	2	2	2	2	2	3	3					
● WVEA-LP Tampa	Chicago	61	25	483		UNI		Entravision Holdings					93																	
*WTTW	Chicago	11	200	op	1,526	47	PBS	Chicago Educ TV					55																	
*WYCC	Chicago	20	2,340	1,240	21	PBS		Community College					65																	
*WYIN	Gary	56	1,350	1,004	17	PBS		NW Indiana Pub Bcstg					87																	

TOTAL	69	76	77	79	72	80	78	79
HUT %	43	44	47	46	41	42	45	44

Allocations: Ch 53, Pontiac

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Philadelphia, PA Ratings Overview

DMA Rank: 4

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			# Stations	%	# Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing		Local Viewing
1993	4	71%	3	3	11	4	4	10	5	45%	54.5%	17.8%	72.3%	4.3%	76.6%	23.4%
1994	4	71	3	3	10	4	9	9	5	46	54.3	18.3	72.6	3.3	75.9	24.1
1995	4	73	3	3	10	4	9	5	5	45	50.5	16.8	67.3	4.0	71.3	28.7
1996	4	75	3	3	10	7	6	5	5	45	66.0	0.0	66.0	3.5	69.5	30.5
1997	4	76	3	3	10	7	6	5	5	44	63.8	0.0	63.8	3.5	67.3	32.7
1998	4	77	3	3	11	7	7	5	5	45	62.8	0.3	63.1	3.0	66.1	33.9
1999	4	78	3	3	11	7	7	5	5	44	59.5	0.3	59.8	3.0	62.8	37.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KYW-TV	8%	7%	8%	10%	10%	11%	12%	11%	11%	14%	12%	12%	10%	11%	9%	12%
WPVI-TV	22	23	23	21	19	19	19	19	16	18	17	17	21	23	25	22
WCAU	17	16	16	16	6	7	6	9	11	10	11	10	13	12	14	14
WPHL-TV	4	6	5	7	6	6	5	8	6	6	6	7	4	5	4	6
WTFX-TV	6	7	6	5	6	7	8	8	5	5	4	6	7	7	7	6
WGTV	0	0	2	0	0	0	3	2	0	0	2	0	0	0	0	0
WPSG	0	0	0	2	6	5	6	5	3	3	3	3	4	4	5	4
WPPX	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
WFMZ-TV	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	0
* WHYY-TV	5	6	6	6	5	5	5	5	3	3	3	3	2	1	2	2
* WNJS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
HUT %	62	65	66	67	58	60	64	67	56	59	58	58	63	65	69	66
	28	30	32	31	30	25	29	29	34	30	33	32	43	43	47	45

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM			
	Jul 00	May 00	Feb 00	Nov 99
KYW-TV	9%	8%	8%	9%
WPVI-TV	24	26	27	26
WCAU	11	10	10	11
WPHL-TV	5	6	6	8
WTFX-TV	10	10	11	10
WGTV	1	0	1	1
WPSG	6	5	5	5
WPPX	1	1	1	2
WFMZ-TV	0	0	1	0
* WHYY-TV	2	2	2	1
* WNJS	0	0	0	0
HUT %	69	68	72	73
	51	53	59	57

PRIME TIME

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KYW-TV	13%	14%	15%	16%
WPVI-TV	15	20	20	19
WCAU	11	14	15	15
WPHL-TV	4	4	5	6
WTFX-TV	7	8	9	9
WGTV	1	1	1	0
WPSG	5	6	5	5
WPPX	1	1	1	1
WFMZ-TV	0	0	0	0
* WHYY-TV	4	3	4	3
* WNJS	1	1	1	1
HUT %	62	72	76	75
	60	65	68	67

11:00 - 11:30 PM

Calls	11:00 - 11:30 PM			
	Jul 00	May 00	Feb 00	Nov 99
KYW-TV	10%	13%	12%	14%
WPVI-TV	20	23	24	22
WCAU	15	18	18	19
WPHL-TV	6	6	6	7
WTFX-TV	4	5	5	4
WGTV	1	1	1	0
WPSG	6	4	4	4
WPPX	1	0	0	0
WFMZ-TV	0	0	0	0
* WHYY-TV	2	2	2	2
* WNJS	0	0	0	0
HUT %	65	72	72	72
	53	54	56	56

11:30 - 1:00 AM

Calls	11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99
KYW-TV	8%	10%	10%	10%
WPVI-TV	12	13	14	16
WCAU	11	11	12	13
WPHL-TV	6	6	6	7
WTFX-TV	7	6	6	6
WGTV	2	2	2	1
WPSG	7	7	7	6
WPPX	0	0	0	0
WFMZ-TV	0	0	0	0
* WHYY-TV	2	2	2	3
* WNJS	0	0	0	0
HUT %	55	57	58	61
	36	35	36	36



Philadelphia, PA Market Overview

DMA Rank: 4
BIA Revenue Rank: 4

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Rate		Growth	
	1993	1998	1998	2003	2003	Rate
DMA Population	7,306	7,276	-0.1%	7,933	7,933	0.2%
Households	2,692	2,692	0.0%	2,747	2,747	0.4%
Retail Sales	61,794	74,584	3.8%	88,009	88,009	3.4%
EBI	135,222	144,802	1.4%	176,316	176,316	4.0%

	DMA Counties	White	Black	Asian	Avg Household
Pop Rank #	4	18	79.0%		\$ 53,798
HH Rank #	4	2,671	17.8%		\$ 19,901
RS Rank #	4	79%	2.9%		Spanish Speaking
EBI Rank #	4	86%			5.4

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 432,000	480,800	508,000	522,200	598,800	612,500	7.2%
★ ★ ★	Δ 98 - 99	636,700	655,800	675,500	695,700	716,600	Δ 99 - 03
	4.0%						3.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	1.3%	57.6%	41.0%

Revenue/Retail Sales	1993	1998	2003
	\$6.99/1,000	\$8.21/1,000	\$8.14/1,000
Revenue/Capita	\$59.13	\$84.18	\$97.72

Philadelphia, PA Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power '99	Avg Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	LCS	00	00	00	00	00	00	00	00	00	00	00
KYW-TV	Philadelphia	3	100	1,001	*26	CBS	CBS	CBS	CBS	TV Stations Div	41	0005	9	102,700	0.85	19%	10	11	12	13	10	11	12	12	12			
WPVI-TV	Philadelphia	6	74	1,089	*64	ABC	ABC	ABC	ABC	ABC Inc	47	9802	g	200,400	1.05	30%	16	19	19	18	17	18	18	18	19			
WCAU	Philadelphia	10	191	1,161	*67	NBC	NBC	NBC	NBC/GE		48	9511	sw	120,200	0.90	21%	10	12	12	12	11	14	12	13				
WPHL-TV	Philadelphia	17	2,940	1,050	54	WB	TelRip	Tribune Bcstg Co			65	9204	19,000st	55,200	0.87	10%	5	5	5	7	5	6	6	6				
WTFX-TV	Philadelphia	29	5,000	1,139	*42	FOX	Pety	Fox Television			65	9508	200,000	104,700	1.26	13%	6	7	7	9	7	8	7	9				
WMGM-TV	Wildwood	40	741	420	36	NBC	Landh	Green, Howard			66	8512	216e	7,100	1.12	1%		1						1				
WGTW	Burlington	48	2,940	1,100	27	IND		Brunson Comm Inc			93																	
WTVL	Reading	51	1,450	751	25	TEL		Reading Bcstg Inc			80																	
WWAC-TV	Atlantic City	53	12	279	46	IND		Lerfest Broadcasting			86	0005 p	9,000															
WPSG	Philadelphia	57	3,470	cp	32	UPN	Mlmm	CBS TV Stations Div			81	9509	g	43,400	0.97	7%	5	5	5	4	4	5	4	4	4			
WBPH-TV	Bethlehem	60	2,950	cp	59	IND		Sonshine Family TV			90																	
WPPX	Wilmington	61	3,020	958	31	PAX	Paxsn	Paxson Comm Corp			86	9501	9,635	3,000														
WPHA	Atlantic City	62	5,000	972	49	IND		Garden State Comm			NOA																	
● WHSP-TV	Vineland	65	4,080	cp	66	HSN		USA Broadcasting			81	8612	22,000															
WFMZ-TV	Allentown	69	1,780	1,027	*46	IND		Maranatha Bcstg			76																	
*WHYY-TV	Wilmington	12	309	965	*55	PBS		WHYY Inc			81																	
*WNJS	Camden	23	2,323	889	22	PBS		NJ Pub Bcstg			72																	
*WYBE	Philadelphia	35	1,910	932		PBS		Indep Public Media			90																	
*WLVT-TV	Allentown	39	575	991	62	PBS		Lehigh Pub Telecomm			65																	
*WNJT	Trenton	52	1,392	869	*43	PBS		NJ Pub Bcstg			71																	

TOTAL	55	62	64	66	58	65	62	67
HUT %	43	43	47	46	42	43	46	46

Allocations: Ch 59, Vineland, NJ

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

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DMA Rank: 4



San Francisco-Oakland-San Jose, CA Ratings Overview

DMA Rank: 5

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	Pct	# Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	5	65%	4	4	11	3	12	5	39%	43.3%	27.0%	70.3%	5.3%	75.6%	24.4%
1994	5	67	4	4	11	3	12	5	38	42.8	27.0	69.8	5.3	75.1	24.9
1995	5	68	4	4	11	3	12	5	38	40.3	24.5	64.8	5.0	69.8	30.2
1996	5	70	4	4	11	6	9	5	39	60.8	5.0	65.8	4.8	70.6	29.4
1997	5	71	4	4	11	6	9	5	37	57.0	5.5	62.5	5.3	67.8	32.2
1998	5	71	4	4	12	6	10	5	38	55.5	5.0	60.5	5.0	65.5	34.5
1999	5	71	4	4	12	6	10	5	38	53.3	5.0	58.3	4.8	63.1	36.9

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM				6:00 - 8:00 PM				8:00 - 11:00 PM				11:30 - 1:00 AM						
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99			
	12%	13%	14%	11%	9%	9%	9%	12%	6%	6%	7%	8%	5%	5%	5%	3%	9%	9%	9%	12%	10%	11%	12%	7%	7%	7%	8%	8%	8%	8%	
KTVU	15	13	14	14	7	9	10	9	10	11	11	9	14	14	14	14	10	11	11	9	14	14	17	17	14	14	14	17	17		
KRON-TV	5	5	5	6	14	14	14	14	8	8	8	9	14	12	12	10	14	16	17	17	15	17	18	17	8	8	8	8	9		
KPIX-TV	13	13	12	11	0	0	0	0	3	3	3	3	0	2	3	3	3	3	3	3	0	2	3	3	2	2	3	3	3		
KGO-TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	3	3	2	2	3	3	3		
KDTV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	3	4	4	4	4	4	4	4	4	
KBWB	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
KICU-TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	3	3	2	2	3	3	3	3	
KBHK	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	3	4	4	4	4	4	4	4	4	4
KSTS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
KOED	3	5	5	6	3	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
HUT %	48	52	53	54	45	50	52	52	49	55	60	55	28	26	28	27	59	63	68	63	36	37	41	40	59	63	68	63	68	63	63



San Francisco-Oakland-San Jose, CA Market Overview

DMA Rank: 5
BIA Revenue Rank: 5

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	6,247	6,735	6,735	7,238
Households	2,308	2,486	2,486	2,649
Retail Sales	52,457	69,178	69,178	83,857
EBI	125,258	143,800	143,800	179,741
		1.5%	1.5%	1.5%
		1.5%	1.5%	1.3%
		5.7%	5.7%	3.9%
		2.8%	2.8%	4.6%

	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking
DMA Counties	11	71.4%	8.7%	\$ 58,082	\$ 21,353	19.6
TV Households	2,423	8.7%	19.1%			
DMA Cable	72%					
DMA VCR	90%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93-98
GROSS REVENUES	\$ 500,000	549,700	544,000	563,100	574,700	606,800	3.9%
Δ 98-99	2.3%	1999	2000	2001	2002	2003	Δ 99-03
★ ★		620,600	639,200	658,400	678,100	698,500	3.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	2.2%	45.3%	52.5%

Revenue/Retail Sales	1993	1998	2003
	\$9,531,000	\$8,771,000	\$8,331,000
Revenue/Capita	\$80.04	\$90.10	\$96.50

San Francisco-Oakland-San Jose, CA Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est '99 Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	Aug 00	Sep 00	Oct 00	Nov 00	Dec 00	Jan 01	Feb 01	Mar 01	Apr 01	May 01	Jun 01
KTVU	Oakland	2	100	1,572	*56	FOX	TelRip	Cox Broadcasting	58	6310	12,360	119,200	1.07	18%	8	8	9	10	10	10	10	10	10	13				
KRON-TV	San Francisco	4	100	1,680	*57	NBC	Pety	Young Bcstg Inc	49	0004	823,000	149,700	1.15	21%	11	13	13	12	11	14	13	13	12	12	12			
KPIX-TV	San Francisco	5	100	1,660	*29	CBS	Grip W	CBS TV Stations Div	48	0005	g	82,600	0.74	18%	9	10	10	11	9	10	10	11	11	12	12			
KGO-TV	San Francisco	7	316	1,670	*24	ABC	ABC	ABC Inc	49	9602	g	112,100	0.82	22%	12	14	14	14	12	13	14	13	14	13	13			
KDTV	San Francisco	14	3,960	2,300	51	UNI	UNI	Univision TV Group	75	9212	g	13,000	0.70	3%	2	2	2	2	2	2	2	2	2	2	2			
KBWB	San Francisco	20	5,010	1,552	*19	WB	MMT	Granite Bcstg Corp	68	9806	203,750	23,300	0.75	5%	2	3	3	3	3	3	3	3	3	3	3			
KTSF	San Francisco	26	2,510	1,381	27	IND	Asian	Lincoln Bcstg	76			9,100																
KICU-TV	San Jose	36	4,070	2,251	*52	IND	Blair	Cox Broadcasting	67	9912 p	130,000	28,000	0.90	5%	2	2	2	2	3	3	3	3	3	3	3			
KCNS	San Francisco	38	5,000	1,444	39	IND	Millm	Shop At Home Inc	68	9803	g																	
KTNC-TV	Concord	42	2,218	3,226	63	IND	Uts	Pappas Telecasting	83	9711	7,105	8,900																
● KBHK	San Francisco	44	5,000	1,611	*45	UPN	Uts	News Corp	68	0008 p	g	63,800	1.47	7%	4	4	4	4	4	4	4	4	4	4	4			
KSTS	San Jose	48	2,510	2,257	49	TEL	Young	Telemundo Group Inc	81	8709	11,000	1,400																
KFTY	Santa Rosa	50	302	3,081	54	IND	Young	Ackerley Group	81	9603	7,800																	
KKPX	San Jose	65	3,090	2,664	41	PAX		Paxson Comm Corp	87	9504	5,000	3,000																
KPST-TV	Vallejo	66	3,470	1,529		HSN		Golden Link TV Inc	86	9604	7,500	6,500																
KTLN-TV	Novato	68	1,100	1,319	47	IND		Christian Comm	98	9807 p	500																	
KFWU	Fort Bragg	8	224	2,448	15	IND		Pappas Telecasting	90	9702	1,750																	
*KQED	San Francisco	9	316	1,670	*30	PBS		KQED Inc	54																			
*KRCB	Cotati	22	68	2,034	23	PBS		Rural CA Bcstg	84																			
*KMTP	San Francisco	32	1,320	1,611	33	PBS		Minority TV Project	91																			
*KTEH	San Jose	54	661	1,919	50	PBS		KTEH-TV Foundation	64																			
*KCSM-TV	San Mateo	60	4,470	1,247	59	PBS		SM Comm College Dist	64																			

TOTAL	54	60	62	63	59	65	65	67
HUT %	38	38	41	40	37	37	37	40

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Boston, MA Ratings Overview

DMA Rank: 6

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	%	# Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	6	70%	4	10	4	10	4	4	39%	50.5%	17.8%	68.3%	3.8%	72.1%	27.9%
1994	6	73	4	10	4	10	4	4	40	51.5	18.3	69.8	3.3	73.1	26.9
1995	6	75	4	10	4	10	4	4	41	47.0	19.3	66.3	3.8	70.1	29.9
1996	6	77	4	10	7	7	4	4	41	63.3	2.8	66.1	4.0	70.1	29.9
1997	6	77	4	10	7	7	4	4	43	58.8	3.3	62.1	4.3	66.4	33.6
1998	6	78	4	10	7	7	4	4	40	55.8	3.3	59.1	4.0	63.1	36.9
1999	6	79	4	10	7	7	4	4	40	56.8	1.8	58.6	3.8	62.4	37.6

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
	6%	6%	5%	6%	11%	13%	12%	14%	7%	9%	9%	10%	8%	10%	11%	12%
WBZ-TV	14	14	14	15	11	11	9	9	18	18	18	19	14	14	15	16
WCVB-TV	23	26	24	24	12	15	14	15	9	9	9	9	14	13	14	14
WHDH-TV	4	6	6	6	0	0	3	2	0	0	3	2	3	3	3	3
WMUR-TV	4	4	4	0	3	0	3	3	4	3	4	4	3	3	2	2
WFXT	0	0	2	3	3	0	2	0	5	3	4	3	6	6	6	5
WSBK-TV	2	3	3	5	6	6	6	6	3	4	4	5	4	5	4	5
WLVI-TV	0	0	0	0	0	0	0	0	0	0	2	2	3	3	3	3
WBPX	8	5	6	8	3	4	6	6	0	2	3	3	3	3	4	3
* WGBH-TV	3	4	3	0	0	0	0	0	0	0	0	0	2	2	2	1
* WENH-TV	64	68	67	67	49	49	55	55	46	48	56	57	60	62	64	64
HUT %	24	25	26	26	23	20	23	23	26	24	28	27	35	35	39	40

6:00 - 8:00 PM

Calls	Jul 00	May 00	Feb 00	Nov 99
	10%	11%	11%	11%
WBZ-TV	14	13	15	14
WCVB-TV	14	15	15	16
WHDH-TV	3	3	3	3
WMUR-TV	5	5	5	5
WFXT	9	9	10	10
WSBK-TV	5	6	5	6
WLVI-TV	2	2	2	2
WBPX	3	3	3	3
* WGBH-TV	0	0	0	0
* WENH-TV	0	0	0	0
* WGBX-TV	0	0	0	1
HUT %	46	49	55	54

PRIME TIME

Calls	Jul 00	May 00	Feb 00	Nov 99
	10%	12%	13%	14%
WBZ-TV	11	16	16	17
WCVB-TV	12	17	16	16
WHDH-TV	1	2	2	2
WMUR-TV	8	9	9	9
WFXT	3	3	4	3
WSBK-TV	4	6	6	6
WLVI-TV	2	1	2	1
WBPX	4	3	3	3
* WGBH-TV	1	1	1	1
* WENH-TV	1	1	1	1
HUT %	57	71	73	73

11:00 - 11:30 PM

Calls	Jul 00	May 00	Feb 00	Nov 99
	9%	13%	13%	14%
WBZ-TV	14	16	15	18
WCVB-TV	17	22	21	21
WHDH-TV	2	3	3	2
WMUR-TV	8	6	5	5
WFXT	2	2	2	2
WSBK-TV	7	6	6	7
WLVI-TV	2	0	0	1
WBPX	0	0	2	1
* WGBH-TV	0	0	0	0
* WENH-TV	0	0	0	0
* WGBX-TV	0	0	0	0
HUT %	61	68	67	71

11:30 - 1:00 AM

Calls	Jul 00	May 00	Feb 00	Nov 99
	8%	10%	12%	11%
WBZ-TV	8	8	8	13
WCVB-TV	13	15	13	14
WHDH-TV	0	0	0	0
WMUR-TV	7	6	6	6
WFXT	3	2	2	2
WSBK-TV	7	7	7	7
WLVI-TV	0	0	0	0
WBPX	0	0	0	0
* WGBH-TV	0	0	0	0
* WENH-TV	0	0	0	0
* WGBX-TV	0	0	0	0
HUT %	46	48	48	53



Boston, MA Market Overview

DMA Rank: 6
BIA Revenue Rank: 6

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003	
	Population	Growth Rate	Households	Rate	Household	Rate	Household	Rate
DMA Population	5,701	0.7%	5,891	0.7%	6,093	0.7%	6,093	0.7%
Households	2,124	0.9%	2,223	0.9%	2,334	1.0%	2,334	1.0%
Retail Sales	49,430	5.2%	63,682	5.2%	74,875	3.3%	74,875	3.3%
EBI	110,082	1.9%	120,894	1.9%	143,046	3.4%	143,046	3.4%
Pop Rank #	6		DMA Countries	16	White	90.4%	Avg Household	\$ 54,379
HH Rank #	6		TV Households	2,211	Black	5.8%	Per Capita	\$ 20,520
RS Rank #	6		DMA Cable	80%	Asian	3.6%	Spanish Speaking	5.2
EBI Rank #	6		DMA VCR	89%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993		1994		1995		1996		1997		1998		1999		2000		2001		2002		2003			
	ESTIMATED GROSS REVENUES	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue		
ESTIMATED GROSS REVENUES	\$ 400,000	471,400	513,000	510,000	515,800	552,900	515,800	510,000	515,800	552,900	515,800	510,000	515,800	552,900	515,800	510,000	515,800	552,900	515,800	510,000	515,800	552,900		
Δ 98 - 99	8.0%	597,100	644,900	664,200	697,400	718,300	697,400	664,200	697,400	718,300	697,400	664,200	697,400	718,300	697,400	664,200	697,400	718,300	697,400	664,200	697,400	718,300		
Estimated Breakouts	% Network	5.0%	% Natl/Regl	47.0%	% Local	48.0%	% Network	5.0%	% Natl/Regl	47.0%	% Local	48.0%	% Network	5.0%	% Natl/Regl	47.0%	% Local	48.0%	% Network	5.0%	% Natl/Regl	47.0%	% Local	48.0%
Revenue/Retail Sales	\$8.09/1,000	\$8.68/1,000	\$9.59/1,000	\$9.59/1,000	\$9.59/1,000	\$9.59/1,000	\$9.59/1,000	\$8.68/1,000	\$9.59/1,000	\$9.59/1,000	\$9.59/1,000	\$8.68/1,000	\$9.59/1,000	\$9.59/1,000	\$8.68/1,000	\$9.59/1,000	\$9.59/1,000	\$9.59/1,000	\$8.68/1,000	\$9.59/1,000	\$9.59/1,000	\$9.59/1,000		
Revenue/Capita	\$70.16	\$93.86	\$117.89	\$93.86	\$117.89	\$117.89	\$93.86	\$117.89	\$93.86	\$117.89	\$93.86	\$117.89	\$93.86	\$117.89	\$93.86	\$117.89	\$93.86	\$117.89	\$93.86	\$117.89	\$93.86	\$117.89		

Boston, MA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L	M	A	Aff	Rep	Owner	Year	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power (000)	Avg Ratio	LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			00	00	00	00	00	00	00	00	00	00	00	00
WBZ-TV	Boston	4	60	cp	1,158	*30	CBS	Grp W	CBS TV Stations Div	48	0005	g	112,500	0.99	19%	8	10	11	13	10	11	12	12	12						
WCVB-TV	Boston	5	62	cp	1,158	*20	ABC	Eagle	Hearst-Argyle TV Inc	72	9707	g	134,000	0.94	24%	12	13	14	14	13	14	15	15	14						
WHDH-TV	Boston	7	316	cp	1,004	*42	NBC	TelRp	Sunbeam Television	48	9306	204,000	132,100	0.96	23%	11	14	13	13	12	14	14	14	14						
WMUR-TV	Manchester	9	282		1,030	*59	ABC	Milmm	Hearst-Argyle TV Inc	54	0009	p	185,000	1.31	3%	2	2	2	2	2	2	2	2	2						
WFXT	Boston	25	1,950		1,171	*31	FOX	Pelty	Fox Television	77	9507	80,000	88,300	1.64	9%	7	7	6	6	5	6	5	6	6						
WUNI	Worcester	27	1,150	cp	1,529	29	UNI	UNI	JASAS Corp	70	9311	st	4,700																	
WSBK-TV	Boston	38	2,370		1,161	39	1	UPN	HRP	64	9503	100,000	42,300	1.01	7%	4	4	5	4	4	4	5	4	4						
WWDP	Norwell	46	501		351	52	2	IND	Norwell Television	86	0002	p																		
WNDS	Derry	50	5,000		702	35	IND	Svalli	Nash Family, et al	83																				
WLVI-TV	Cambridge	56	2,240		1,181	41	WB	TelRp	Tribune Bcsig Co	53	9403	25,000+	50,600	0.85	10%	4	5	5	6	6	7	6	5							
WPXB	Merrimack	60	5,000	cp	1,011	34	IND		Paxon Comm Corp	87	9505	3,050	1,900																	
WMFP	Lawrence	62	5,000		610	18	IND		Shop At Home Inc	88	9405	7,000																		
WHUB-TV	Marlborough	66	3,630		1,168	*23	HSN		USA Broadcasting	85	8609	19,000																		
WPX	Boston	68	1,350		817	32	PAX	MMT	Paxon Comm Corp	79	0006	p	7,300	0.41	3%	2	1	2	1	2	2	2	2							
WPXG	Concord	21	1,860	cp	1,050	33	PAX		Paxon Comm Corp	84	0006	p	st																	
WDPX	Vineyard Haven	58	1,150		509	40	PAX		Paxon Comm Corp	85	0006	p	st																	
*WGBH-TV	Boston	2	72	cp	1,099	19	PBS		WGBH Educ Foundation	55																				
*WENH-TV	Durham	11	316		994	57	PBS		University of NH	59																				
*WGBX-TV	Boston	44	1,100	cp	1,227	43	PBS		WGBH Educ Foundation	67																				
*WYDN	Worcester	48	240		807	47	PBS		Educational Pub TV	NOA	9104	dn																		
*WEKW-TV	Keene	52	96		1,079	49	PBS		University of NH	68																				

TOTAL	53	59	62	62	57	65	65	63
HUT %	37	38	41	41	38	39	42	42

Allocations: Ch 17, Portsmouth, NH; Ch 32, Greenfield; Ch 14, Worcester

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.
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DMA Rank: 6



Dallas-Ft. Worth, TX Ratings Overview

DMA Rank: 7

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	Pct	# Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	8	45%	4	4	9	3	10	2	45%	55.5%	30.5%	86.0%	4.3%	90.3%	9.7%
1994	8	49	4	4	10	3	11	2	47	45.5	40.3	85.8	3.8	89.6	10.4
1995	8	49	4	4	11	3	12	2	47	44.3	40.5	84.8	3.5	88.3	11.7
1996	8	51	4	4	11	6	9	2	47	73.8	10.5	84.3	4.8	89.1	10.9
1997	8	52	4	4	11	6	9	2	46	67.3	9.8	77.1	5.0	82.1	17.9
1998	8	52	4	4	12	6	10	2	46	64.8	10.5	75.3	4.8	80.1	19.9
1999	7	51	4	4	12	6	10	2	45	61.0	10.3	71.3	4.5	75.8	24.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KDFW	13%	13%	13%	13%	7	8	7	12	9	7	8	8	8	10	9	7
KXAS-TV	17	18	17	16	11	13	12	15	12	16	15	17	16	17	16	17
WFAA-TV	14	15	16	18	9	11	14	12	9	11	12	9	2	3	4	7
KTVT	3	4	5	5	5	7	5	6	5	6	4	4	6	7	6	6
KTXA	4	4	4	4	4	4	4	3	5	4	3	3	3	3	2	2
KUVN	0	2	2	0	4	0	0	3	5	4	3	3	4	5	4	3
KDFI-TV	0	0	2	0	4	4	5	3	4	4	4	4	6	6	7	8
KDAF	5	7	7	8	6	5	6	4	3	4	3	4	5	5	5	4
KXTX-TV	0	0	0	0	0	0	0	0	3	4	3	3	4	5	5	4
KSTR-TV	0	0	0	0	0	0	0	0	3	2	2	0	4	3	3	0
KPXD	0	0	0	0	0	0	0	0	2	2	2	2	1	0	2	0
* KERA-TV	8	8	7	7	7	7	6	6	3	4	3	4	5	5	4	4
HUT %	64	71	73	71	65	66	66	72	70	74	70	70	71	76	76	70
	26	28	29	29	32	27	29	31	36	32	32	34	41	39	39	40

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KDFW	9%	10%	11%	10%	9	10	10	11	6	7	7	8	9	8	9	8
KXAS-TV	12	13	13	12	11	15	14	15	12	19	18	19	10	12	12	13
WFAA-TV	20	21	19	20	14	19	18	19	18	20	19	24	11	13	13	19
KTVT	4	4	5	6	10	10	11	11	6	8	9	9	5	6	6	5
KTXA	5	6	5	5	6	6	6	6	7	6	5	4	10	9	9	7
KUVN	4	4	3	3	4	4	3	3	3	2	2	2	2	2	2	1
KDFI-TV	3	3	3	4	4	4	3	4	5	4	4	4	6	5	6	6
KDAF	11	12	11	11	6	7	7	8	13	12	12	11	12	11	12	11
KXTX-TV	3	3	4	3	4	4	3	3	4	4	2	2	3	4	2	2
KSTR-TV	2	1	2	0	1	1	1	1	1	1	1	1	1	1	1	2
KFWD	0	0	0	0	0	0	0	0	1	1	1	1	0	2	0	0
KPXD	1	1	1	1	2	2	2	1	2	1	1	1	1	0	0	1
* KDTN	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
* KERA-TV	6	6	5	4	4	3	4	3	2	2	4	2	3	2	3	3
HUT %	80	84	82	79	75	86	84	86	80	87	87	87	73	75	76	78



Dallas-Ft. Worth, TX Market Overview

DMA Rank: 7
BIA Revenue Rank: 7

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Households	Population	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate
Households	1,810	4,862	1,999	5,352	1,999	5,352	2,245	5,942	2.0%	2.1%
Retail Sales	44,705	56,375	56,375	103,715	56,375	103,715	75,090	142,816	4.7%	5.9%
EBI	87,082	103,715	3.6%	103,715	103,715	142,816	142,816	142,816	6.6%	6.6%
Pop Rank #	7	DMA Counties	31	White	82.3%	Avg Household	\$ 51,876			
HH Rank #	8	TV Households	2,018	Black	13.7%	Per Capita	\$ 19,379			
RS Rank #	7	DMA Cable	50%	Asian	3.4%	Spanish Speaking	15.4			
EBI Rank #	8	DMA VCR	89%							

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Δ 93 - 98	Δ 99 - 03
	\$ 400,000	441,400	447,700	469,000	509,700	536,200	522,000	542,900	559,200	575,900	593,200	6.0%	3.2%
Δ 98 - 99							-2.6%						

Estimated Breakouts	% Network	% Natl/Regl	% Local
	3.0%	47.9%	49.1%

Revenue/Retail Sales	1993	1998	2003
Revenue/Capita	\$8.95/1,000	\$9.51/1,000	\$7.90/1,000
	\$82.27	\$100.19	\$99.83

Dallas-Ft. Worth, TX Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power '99	Avg Ratio	LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KDFW	Dallas	4	100	1,677	*35	FOX	L			Fox Television	49	9701	g	79,300	1.01	15%	9	10	11	12	10	10	11	13					
KXAS-TV	Fort Worth	5	100	1,686	*41	NBC	M		Blair	NBC/GE	48	9804	na	102,100	1.15	17%	10	12	11	11	11	11	13	12	12				
WFAA-TV	Dallas	8	316	1,680	*9	ABC	M		TelRp	Belo Corp	49	5003		140,400	1.12	24%	13	16	15	16	15	17	18	19					
KTVT	Fort Worth	11	316	1,699	*19	CBS	M		HRP	CBS TV Stations Div	55	0005	g	59,900	0.96	12%	7	8	8	9	7	9	9	10					
KTXA	Fort Worth	21	4,900	1,690	18	UPN	M		Mlmm	CBS TV Stations Div	81	8702	g	42,600	1.02	8%	6	7	6	6	7	6	6	5					
KLVN	Garland	23	5,000	1,142	24	UNI	M		UNI	Univision TV Group	86	9212	g	13,200	0.63	4%	4	3	3	3	3	3	3	3					
KDFI-TV	Dallas	27	5,000	1,690	36	IND	M		Young	Fox Television	81	9912 p	p	15,400	0.59	5%	4	4	4	4	4	4	3	4					
KMPX	Decatur	29	3,630	525	30	REL	M		MMT	Lamb, Marcus D	93	8904	cp	4,600															
KDAF	Dallas	33	5,000	1,706	32	WB	M		HRP	Tribune Bcstg Co	80	9704	g	45,500	0.87	10%	8	7	8	8	7	7	7	7					
KDTX-TV	Dallas	39	5,000	1,680	40	IND	M		HRP	Pappas Telecasting	68	0007 p	p	16,500	0.79	4%	4	4	3	3	4	3	3	2					
KTAQ	Greenville	47	4,680	787	46	IND	M		HRP	New World Bcstg	94	0002	p	85,500															
KSTR-TV	Irving	49	5,000	1,198	48	HSN	M			USA Broadcasting	84	8704	st	16,250															
KFWD	Fort Worth	52	5,000	1,076	51	TEL	M			HIC Bcst Inc.	88	9002	st																
KLDT-TV	Lake Dallas	55	3,240	469	54	IND	M			Johnson Bcstg Inc	90	9701 p	na																
KDXT-TV	Dallas	58	5,000	1,434	45	TBN	M			Trinity Bcstg Ntwk	88	8605	cp	1,600cp															
KPXD	Arlington	68	5,000	1,775	42	PAX	M			Paxson Comm Corp	96	9705	st	2,500															
*KDTN	Denton	2	100	1,352	43	PBS	M			N Texas Public Bcstg	89																		
*KERA-TV	Dallas	13	316	1,700	14	PBS	M			N Texas Public Bcstg	60																		

TOTAL	73	76	76	76	76	73	75	79	79
HUT %	45	44	46	46	46	44	42	46	46

Allocations: Ch 36, Ch 42, Paris; Ch 64, Mineola

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Washington, DC Ratings Overview

DMA Rank: 8

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	Pct	# Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	7	55%	4	6	4	6	6	6	41%	52.0%	20.5%	72.5%	3.0%	75.5%	24.5%
1994	7	62	4	6	4	6	6	6	43	49.5	21.5	71.0	2.8	73.8	26.2
1995	7	64	4	7	4	7	6	6	41	47.8	21.5	69.3	2.5	71.8	28.2
1996	7	66	4	7	8	3	6	6	41	68.3	0.0	68.3	3.0	71.3	28.7
1997	7	68	4	7	8	3	6	6	41	62.5	0.0	62.5	2.8	65.3	34.7
1998	7	69	4	7	7	4	6	6	40	58.8	0.0	58.8	2.5	61.3	38.7
1999	8	70	4	7	7	4	6	6	41	57.5	0.0	57.5	2.5	60.0	40.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WRC-TV	20%	22%	17%	14%	13%	13%	7%	6%	7%	12%	13%	14%
WTTG	12	10	8	12	13	15	7	6	6	9	9	9
WJLA-TV	13	14	13	12	13	12	14	16	18	13	14	15
WUSA	6	8	10	12	13	14	14	15	16	10	12	13
WDCA	2	0	2	5	3	3	5	4	4	6	6	5
WHAG-TV	0	2	0	0	0	0	0	0	0	0	0	0
WBDC	2	4	4	3	0	0	4	4	4	3	3	3
* WETA-TV	5	7	5	4	5	4	3	2	2	4	3	3
Other	2	3	2	2	0	3	0	0	0	0	0	1
HUT %	62	69	64	61	59	62	54	54	57	57	60	65
	27	27	29	28	21	25	30	26	28	38	37	41

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM		
	Jul 00	May 00	Nov 99
WRC-TV	14%	15%	15%
WTTG	11	11	10
WJLA-TV	13	17	17
WUSA	13	15	15
WDCA	5	4	5
WHAG-TV	1	2	2
WBDC	4	4	5
WPXW	1	1	1
* WETA-TV	3	3	3
Other	0	0	0
HUT %	65	69	72
	48	48	55

PRIME TIME

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
WRC-TV	11%	14%	15%
WTTG	10	11	12
WJLA-TV	11	17	16
WUSA	11	13	15
WDCA	4	5	4
WHAG-TV	0	1	1
WBDC	3	3	3
WPXW	2	2	1
* WETA-TV	3	2	3
Other	1	1	1
HUT %	56	69	71
	55	59	63

11:00 - 11:30 PM

Calls	11:00 - 11:30 PM		
	Jul 00	May 00	Nov 99
WRC-TV	15%	20%	21%
WTTG	10	9	10
WJLA-TV	10	12	10
WUSA	12	14	16
WDCA	5	4	3
WHAG-TV	0	2	2
WBDC	3	3	3
WPXW	1	2	1
* WETA-TV	2	2	2
Other	0	0	0
HUT %	58	68	68
	46	45	48

11:30 - 1:00 AM

Calls	11:30 - 1:00 AM		
	Jul 00	May 00	Nov 99
WRC-TV	11%	14%	17%
WTTG	8	7	10
WJLA-TV	9	10	9
WUSA	7	7	10
WDCA	7	5	4
WHAG-TV	2	2	2
WBDC	4	3	4
WPXW	0	0	0
* WETA-TV	0	2	0
Other	0	0	0
HUT %	48	50	56
	31	29	31

Washington, DC Market Overview

DMA Rank: 8
BIA Revenue Rank: 9

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	5,122	5,378	5,378	5,679
Households	1,891	2,005	2,005	2,137
Retail Sales	43,768	55,330	55,330	68,190
EBI	107,127	117,873	117,873	146,290
Rate	1.0%	1.2%	1.2%	1.3%
Rate	4.8%	4.8%	4.8%	4.3%
Rate	1.9%	1.9%	1.9%	4.4%
DMA Counties	41	70.7%	Avg Household	\$ 58,804
TV Households	2,000	23.1%	Per Capita	\$ 21,919
DMA Cable	70%	5.9%	Spanish Speaking	6.7
DMA VCR	90%			

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$ 365,000	417,100	430,000	433,800	456,400	473,900	5.4%
Δ 98 - 99	2.7%	486,600	520,100	530,500	546,500	562,900	3.7%
★ ★							
Estimated Breakouts	% Network	1.2%	% Natl/Regl	54.8%	% Local	44.1%	
Revenue/Retail Sales	1993	1998	2003				
Revenue/Capita	\$8.34/1,000	\$8.56/1,000	\$8.25/1,000				
	\$71.26	\$88.12	\$99.12				

Washington, DC Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WRC-TV	Washington	4	100	745	*48	NBC	NBC	NBC	NBC/GE		47	8606	9	121,800	1.14	22%	10	13	13	11	14	13	12					
WTTG	Washington	5	100	771	*36	FOX	Pety	FOX	Fox Television		47	8511	9	104,500	1.19	18%	9	10	11	9	10	10	13					
WJLA-TV	Washington	7	316	771	*39	ABC	Katz	ABC	Allbritton Comm Co		47	7601	9	102,100	1.00	21%	11	14	14	13	12	13	12					
WUSA	Washington	9	316	771	*34	CBS	Blair	CBS	Gannett Co Inc		49	8601	9	84,000	0.75	23%	11	12	14	14	12	13	14					
WTMW	Arlington	14	2,880	568		IND			Urban Bcstg Corp		93																	
WDCA	Washington	20	3,980	771	35	UPN	TelRp	CBS	TV Stations Div		66	8702	9	40,900	0.93	9%	5	5	4	5	5	5	6					
WHAG-TV	Hagerstown	25	1,350	1,230	55	NBC	Katz	Quorum Bcstg Co			70	9901	g	7,800														
WBDC	Washington	50	2,450	810	51	WB	HRP	Tribune Bcstg Co			81	9912	g	10,000	0.60	7%	3	4	3	4	4	3	4					
● WWPX	Martinsburg	60	2,040	984	12	PAX	Wallc	Paxson Comm Corp			91	9909 p	g	1,400														
● WPXW	Manassas	66	3,400	623	43	PAX	Wallc	Paxson Comm Corp			78	9708	g	1,800														
WJAL	Hagerstown	68	3,890	1,293	16	IND		Good Companion Bcstg			87			1,800														
● WMDO-LP	Washington	30	21	447		UNI		Entravision Holdings			91																	
*WETA-TV	Washington	26	1,620	771	*27	PBS		Gtr Washington Educ			61																	
*WWPB	Hagerstown	31	4,070	1,240	44	PBS		MD Public Bcstg			74																	
*WHUT-TV	Washington	32	5,000	699	33	PBS		Howard University			80																	
*WWPY	Front Royal	42	142	1,306	21	EDU		Shenandoah Viley ETV			NOA																	
*WNVT	Goldvein	53	2,290	751	30	PBS		Central VA Ed Telecm			72																	
*WNVC	Fairfax	56	1,230	705	57	PBS		Central VA Ed Telecm			83																	
● WFEPT	Frederick	62	3,162	699	28	PBS		MD Public Bcstg			87																	

ADJACENT MARKET STATIONS												
TOTAL	53	60	62	63	63	57	61	63	64			
HUT %	39	38	42	43	43	39	39	43	42			

Allocations: Ch 69, Frederickburg

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.
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Detroit, MI Ratings Overview

DMA Rank: 9

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	9	59%	3	5	3	5	1	38%	64.3%	14.3%	78.6%	2.5%	81.1%	18.9%	
1994	9	62	3	5	2	6	1	41	42.5	35.0	77.5	2.0	79.5	20.5	
1995	9	64	3	5	3	5	1	44	47.3	26.0	73.3	2.0	75.3	24.7	
1996	9	65	3	5	5	3	1	45	63.0	9.3	72.3	2.3	74.6	25.4	
1997	9	67	3	5	5	3	1	45	60.0	8.0	68.0	3.0	71.0	29.0	
1998	9	67	3	5	6	2	1	44	65.0	0.0	65.0	3.3	68.3	31.7	
1999	9	67	3	5	6	2	1	45	60.8	0.0	60.8	3.3	64.1	35.9	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WJBK	17	18	20	18	14	15	16	20	12	14	11	11	16	19	16	15
WDIV	21	23	20	18	16	17	17	14	15	17	16	17	16	19	20	18
WXYZ-TV	16	17	17	15	3	2	0	0	4	3	4	3	5	5	5	6
WDWB	3	4	4	6	0	0	0	0	0	0	0	0	2	2	2	2
WADL	0	0	0	0	4	5	6	3	6	7	8	6	6	7	7	7
WKBD	4	6	5	5	9	10	10	10	10	10	10	9	10	9	8	9
WWJ-TV	2	0	2	3	4	4	5	6	3	2	3	4	2	2	3	3
* WTWS	3	5	6	5	60	64	65	63	58	62	61	62	64	69	69	68
HUT %	29	31	32	30	31	28	30	30	33	32	34	33	40	41	44	42

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WJBK	7	6	8	7	11	12	12	12	22	27	26	26	14	17	17	17
WDIV	19	21	20	22	13	19	18	17	17	19	20	20	11	14	14	15
WXYZ-TV	17	18	20	17	13	20	19	18	4	4	5	3	5	4	5	5
WDWB	4	4	5	4	4	5	5	5	1	1	1	1	0	0	0	0
WPXD	0	0	1	1	1	1	1	2	1	1	0	1	0	0	0	0
WADL	1	1	1	1	0	0	0	0	6	8	7	7	10	11	10	9
WKBD	13	15	13	12	7	8	8	7	8	8	8	6	6	6	6	5
WWJ-TV	5	4	5	5	9	8	9	9	3	3	3	3	3	2	3	3
* WTWS	2	2	2	2	4	3	3	3	69	77	77	73	58	63	68	64
HUT %	49	53	58	56	60	66	68	66	53	56	55	52	38	38	38	37



Atlanta, GA Ratings Overview

DMA Rank: 10

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES					All Other Viewing
			# Stations	%	# Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	
1993	10	55%	3	7	3	7	2	45%	55.8%	29.5%	85.3%	3.0%	88.3%	11.7%		
1994	11	61	3	7	3	7	2	45	40.5	42.5	83.0	2.8	85.8	14.2		
1995	10	62	3	7	3	7	2	45	42.8	35.3	78.1	3.8	81.9	18.1		
1996	10	65	3	7	6	4	2	45	67.5	8.5	76.0	2.8	78.8	21.2		
1997	10	67	3	7	6	4	2	46	61.3	8.8	70.1	3.3	73.4	26.6		
1998	10	68	3	7	6	4	2	46	60.5	7.8	68.3	4.0	72.3	27.7		
1999	10	69	3	7	6	4	2	47	58.5	9.3	67.8	3.0	70.8	29.2		

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WSB-TV	22%	20%	16	17	16%	14%	16%	14%	13%	16%	17%	17%	18%	21%	24%	21%
WAGA	15	16	18	17	16	22	21	22	12	13	14	15	15	14	15	14
WXIA-TV	17	19	19	18	5	7	8	10	8	7	7	6	11	11	12	12
WPXA	0	0	0	0	0	0	0	0	2	0	0	2	2	1	1	1
WTBS	7	7	7	7	8	8	8	7	8	7	7	9	7	6	7	7
WATL	4	5	6	5	3	3	3	3	5	4	4	4	5	6	6	6
WGCL	3	2	2	3	8	9	10	7	10	12	13	11	4	3	4	6
WUPA	3	3	1	2	3	2	0	0	3	3	2	2	4	4	3	3
* WGTW	4	6	4	4	5	4	4	3	3	2	2	2	5	4	4	4
* WPBA	0	2	2	0	2	2	3	2	0	0	0	0	1	2	2	0
HUT %	73	80	80	77	66	71	73	68	64	64	66	68	72	72	77	74
	30	31	34	34	32	27	30	30	35	31	32	33	44	43	44	44

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WSB-TV	22%	22%	24%	21%	13%	19%	19%	17%	19%	24%	23%	20%	10%	14%	14%	16%
WAGA	10	9	10	10	10	11	14	13	10	10	12	12	11	11	13	13
WXIA-TV	12	15	15	16	11	13	13	13	10	13	15	17	9	10	12	12
WPXA	2	2	1	2	2	2	3	3	2	1	1	2	0	0	0	2
WTBS	8	7	7	7	11	9	6	7	8	7	5	5	9	8	7	6
WHOT-TV	1	0	1	0	1	1	1	1	1	0	0	0	0	0	0	0
WATL	8	9	8	8	6	7	7	8	7	7	8	7	9	7	8	7
WGCL	4	5	5	5	8	9	10	10	4	6	7	7	5	5	6	5
WUPA	6	6	6	5	5	6	5	5	6	8	8	6	7	9	9	7
* WGTW	2	2	1	2	3	2	2	2	2	2	2	2	2	2	0	0
* WPBA	1	0	0	0	1	1	1	1	1	0	0	0	0	0	0	0
HUT %	76	77	78	76	71	80	80	80	70	78	81	78	62	66	69	68
	55	53	59	58	62	65	67	67	53	55	53	53	38	36	36	35

Atlanta, GA Market Overview

DMA Rank: 10
BIA Revenue Rank: 8

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	4,112	4,706	4,706	5,218
Households	1,527	1,758	1,758	1,974
Retail Sales	34,099	51,531	51,531	70,124
EBI	68,361	82,488	82,488	108,982
			72.7%	5.7%
Pop Rank # 10				\$ 46,927
HH Rank # 10				\$ 17,530
RS Rank # 10				3.4
EBI Rank # 12				
DMA Counties	52			
TV Households	1,775			
DMA Cable	71%			
DMA VCR	88%			
White				
Black				
Asian				
Spanish Speaking				
Avg Household				
Per Capita				
Spanish Speaking				

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	93 - 98
ESTIMATED GROSS REVENUES	\$ 274,700	319,100	368,500	422,100	429,000	456,600	10.7%
Δ 98 - 99	7.3%	490,000	524,300	540,000	545,400	556,300	3.2%
Estimated Breakouts			2.0%	39.9%	% Local	58.1%	
Revenue/Retail Sales			\$8.06/1,000	\$8.86/1,000	\$7.93/1,000		
Revenue/Capita			\$66.80	\$97.03			

Atlanta, GA Competitive Overview

Calls	City Of License	Visual Power (kW)	HAAT	DTV Ch	L M A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
														Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WSB-TV	Atlanta	2	1,060	*39	ABC	TelRp	Cox Broadcasting	48	9701	111,000	0.94	24%	15	17	19	17	15	17	18	15	15	15	15		
WAGA	Atlanta	5	1,070	*27	FOX	Pety	Fox Television	49	9701	98,000	1.00	20%	11	11	12	13	12	14	13	14	13	14	14	14	
WXIA-TV	Atlanta	11	1,050	*10	NBC	Blair	Gannett Co Inc	51	7906	93,000	1.19	16%	9	11	11	11	9	11	11	11	11	11	11	11	
WPXA	Rome	14	3,890	cp	1	PAX	Paxson Comm Corp	88	9405	4,800	0.49	2%	2	1	1	2	2	2	1	1	1	1	1	1	
WTBS	Atlanta	17	2,240	1,089	20	TBS	Time Warner Inc	67	9610 p	60,000	1.11	11%	9	9	7	7	8	8	8	8	8	8	8	8	
WHOT-TV	Athens	34	5,000	1,444	48	1	USA Broadcasting	89	9806	na	1,800	na	na	na	na	na	na	na	na	na	na	na	na	na	
WATL	Atlanta	36	2,690	1,089	25	WB	Tribune Bcstg Co	76	0002	62,400	1.16	11%	6	6	6	7	7	8	8	8	8	8	8	8	
WGCL	Atlanta	46	2,340	1,089	*19	CBS	Meredith Corp	71	9903	34,000	0.63	11%	6	7	8	8	6	7	8	8	8	8	8	8	
WHSG	Monroe	63	5,000	1,191	44	TBN	Trinity Bcstg Ntwk	91	8911	690cp	na	na	na	na	na	na	na	na	na	na	na	na	na	na	
WUPA	Atlanta	69	2,630	981	43	UPN	CBS TV Stations Div	81	9509	27,000	0.85	6%	4	5	4	4	4	4	4	4	4	4	4	4	
*WGTV	Athens	8	316	1,070	22	PBS	GA Public Bcstg	60						3	2	3	2	3	2	2	2	2	3	3	
*WPBA	Atlanta	30	1,380	1,096	21	EDU	Atlanta Bd of Ed	58						1	1	1	1	1	1	1	1	1	1	1	
*WATC	Atlanta	57	5,000	cp	1,047	41	Carolina Christian	NOA	9306	80cp															

TOTAL	66	70	72	71	67	73	72	70
HUT %	46	44	47	47	47	46	48	47

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Houston, TX Ratings Overview

DMA Rank: 11

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing		Local Viewing
1993	11	51%	3	8	3	3	3	3	3	45%	50.5%	32.8%	83.3%	3.5%	86.8%	13.2%
1994	10	51	3	9	3	3	3	3	3	46	49.5	35.5	85.0	3.5	88.5	11.5
1995	11	53	3	9	3	3	3	3	3	45	46.8	34.3	81.1	3.8	84.9	15.1
1996	11	55	3	11	6	8	2	2	2	47	73.8	7.3	81.1	3.3	84.4	15.6
1997	11	56	3	11	6	8	2	2	2	47	70.5	5.8	76.3	3.5	79.8	20.2
1998	11	57	3	12	6	9	2	2	2	47	66.0	8.3	74.3	3.3	77.6	22.4
1999	11	56	3	12	6	9	2	2	2	48	66.3	9.5	75.8	3.3	79.1	20.9

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KPRC-TV	13%	15%	16%	14%	8%	10%	11%	11%	9%	10%	7%	8%	14%	16%	14%	15%
KHOU-TV	12	11	9	10	18	21	19	18	9	12	12	12	14	15	15	17
KTRK-TV	17	19	18	18	9	11	12	14	16	17	17	19	11	11	13	14
KTXH	6	5	6	7	7	7	8	7	9	9	9	9	9	9	9	11
KRIV	8	10	11	11	8	11	8	11	7	8	8	9	9	9	9	6
KHWB	5	6	7	7	5	4	4	3	5	4	5	4	5	5	5	6
KXLN-TV	6	6	6	5	7	6	7	6	9	8	9	6	7	6	8	6
KTMD	0	0	0	0	2	2	2	0	2	3	3	2	4	3	2	1
KPXB	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
KNWS-TV	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0
KTBU	0	0	0	0	0	0	0	0	2	3	2	2	2	2	2	2
* KUHT	5	5	6	6	7	5	5	7	3	2	2	2	2	1	0	1
HUT %	72	77	79	78	71	77	76	77	71	78	74	75	73	76	76	80
	30	31	31	33	34	30	30	33	39	34	33	35	42	43	40	42

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KPRC-TV	12%	13%	12%	13%	10%	13%	12%	12%	12%	15%	14%	14%	10%	11%	11%	9%
KHOU-TV	15	16	17	19	12	14	15	15	13	15	15	15	9	9	11	9
KTRK-TV	15	15	15	15	13	17	17	16	15	18	18	19	9	11	11	14
KTXH	9	10	9	11	8	8	9	9	10	9	9	11	15	15	16	16
KRIV	9	11	12	9	8	10	12	12	6	6	7	7	7	6	9	10
KHWB	6	6	5	6	5	6	6	7	10	9	10	9	12	10	10	12
KXLN-TV	10	8	10	8	8	6	7	6	8	7	7	6	6	6	5	4
KTMD	1	2	1	1	2	2	2	1	2	2	2	1	4	3	2	1
KPXB	1	1	1	1	1	1	1	1	1	1	0	1	0	0	0	0
KNWS-TV	2	2	2	3	2	2	2	1	2	2	1	0	2	2	1	1
KTBU	2	2	2	3	2	2	2	2	2	2	2	2	3	2	3	2
* KUHT	1	0	1	1	4	3	4	4	1	1	1	1	1	1	2	2
HUT %	83	85	86	88	75	84	88	86	82	87	86	86	78	76	81	80
	54	55	55	57	62	66	68	67	63	66	64	61	49	48	46	44



Seattle-Tacoma, WA Ratings Overview

DMA Rank: 12

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	Pct	# Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	13	61%	6	4	3	7	3	3	40%	52.0%	23.8%	75.8%	4.0%	79.8%	20.2%
1994	13	67	6	4	3	7	3	3	41	44.3	28.5	72.8	3.5	76.3	23.7
1995	12	69	6	4	3	7	3	3	40	42.5	23.8	66.3	4.0	70.3	29.7
1996	12	71	6	4	6	4	3	3	41	65.5	0.8	66.3	4.3	70.6	29.4
1997	12	73	6	5	6	5	3	3	39	61.8	0.5	62.3	4.8	67.1	32.9
1998	12	73	6	6	6	6	3	3	39	59.8	1.5	61.3	4.0	65.3	34.7
1999	12	74	6	6	6	6	3	3	39	57.0	2.3	59.3	3.8	63.1	36.9

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KOMO-TV	14%	15%	18%	18%	12%	11%	12%	15%	10%	12%	11%	12%	12%	12%	16%	15%
KING-TV	23	19	17	20	10	9	9	11	11	9	10	11	17	17	17	18
KIRO-TV	10	9	10	11	11	12	12	13	6	6	7	10	10	12	10	13
KSTW	0	0	2	2	4	5	6	5	5	5	7	6	5	6	6	6
KCPQ	3	3	2	2	5	5	4	5	4	4	3	4	5	5	6	5
KONG-TV	0	0	0	0	0	0	0	0	3	3	2	2	2	2	0	0
KTWB-TV	0	2	3	3	4	4	3	3	3	3	4	4	3	3	4	6
KWPX	0	0	0	0	0	0	0	0	2	0	2	2	0	1	2	2
* KCTS-TV	6	9	7	8	5	6	5	6	2	3	3	3	3	4	4	4
* KBTC-TV	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0
HUT %	58	59	61	66	51	52	51	58	46	45	49	54	57	62	65	69
	23	25	25	26	25	22	23	26	25	23	25	28	33	35	39	41

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KOMO-TV	15%	16%	18%	20%	12%	18%	18%	19%	15%	16%	16%	19%	8%	8%	9%	12%
KING-TV	13	13	14	16	12	18	17	18	16	23	21	23	13	18	18	19
KIRO-TV	10	10	9	10	12	11	11	12	10	13	13	16	8	11	10	10
KSTW	6	8	9	7	4	5	5	5	6	6	5	4	7	7	6	6
KCPQ	9	9	11	10	7	9	11	11	7	6	7	6	7	6	7	6
KONG-TV	2	4	2	2	3	3	3	3	3	3	3	2	2	3	3	0
KTWB-TV	3	2	2	3	2	3	3	3	2	0	0	3	4	0	3	4
KWPX	0	1	1	1	2	1	2	1	1	0	0	0	0	0	0	0
* KCTS-TV	4	3	4	3	4	4	5	5	3	4	4	5	0	0	0	2
* KBTC-TV	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0
HUT %	62	66	70	72	59	73	76	78	63	71	69	78	49	53	58	60
	46	49	54	53	51	56	57	58	38	36	37	39	24	22	22	24

Seattle-Tacoma, WA Market Overview

DMA Rank: 12
BIA Revenue Rank: 14

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	3,830	4,163	4,163	4,439
Households	1,491	1,622	1,622	1,742
Retail Sales	32,497	42,642	42,642	52,702
EBI	69,953	86,531	86,531	120,334
		1.7%	1.3%	1.3%
		1.7%	1.4%	1.4%
		5.6%	4.3%	4.3%
		4.3%	6.8%	6.8%

DMA Counties	White	Avg Household	\$
17	86.9%	Per Capita	\$ 53,355
TV Households	Black	Spanish Speaking	\$ 20,786
12	4.5%		
13	7.1%		
DMA Cable	Aslan		
73%			
DMA VCR	92%		

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	1998	1998	1998
GROSS REVENUES	\$ 230,900	259,000	270,000	282,200	301,700	336,500	336,500	336,500	336,500
***	Δ 98 - 99	344,300	2000	2001	2002	2003	2003	2003	2003
	2.3%	351,200	358,200	365,400	372,700	372,700	372,700	372,700	372,700
		1.3%	44.8%	53.9%					
		1993	1998	2003					
		\$7.11/1,000	\$7.89/1,000	\$7.07/1,000					
		\$60.29	\$80.83	\$83.96					

Seattle-Tacoma, WA Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M	L	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est '99 Power Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KOMO-TV	Seattle	4	100	cp	1,152	*38		ABC	Katz	Fisher Bcstg	53	9702	77,100	0.93	24%	12	14	15	17	12	14	15	15						
KING-TV	Seattle	5	100	820	*48		NBC	Blair	Belo Corp	Belo Corp	48	9702	94,100	1.05	26%	12	15	14	14	12	17	16	16						
KIRO-TV	Seattle	7	316	820	*39		CBS	TelRip	Cox Broadcasting	Cox Broadcasting	58	9705	58,600	0.90	19%	9	10	10	12	11	11	10	12						
KSTW	Tacoma	11	316	cp	1,191	36	UPN	MMT	CBS TV Stations Div	CBS TV Stations Div	53	9706	29,000	0.84	10%	6	6	6	5	6	6	6	6						
KVOS-TV	Bellingham	12	234	2,368	35		IND	Mlmm	Ackerley Group	Ackerley Group	53	8502	3,700																
KCPQ	Tacoma	13	316	2,001	*18		FOX	Petry	Tribune Bcstg Co	Tribune Bcstg Co	80	9808 p	51,600	1.25	12%	6	7	7	8	7	7	7	8						
KONG-TV	Everett	16	5,000	784	31		IND		Belo Corp	Belo Corp	97	0002	9,400	0.91	3%	2	2	2	2	2	2	2	2						
KTBW-TV	Tacoma	20	3,550	1,611	14		TBN		Trinity Bcstg Ntwk	Trinity Bcstg Ntwk	84	8410	18,700	0.91	6%	3	3	3	4	3	4	4	4						
● KTWB-TV	Seattle	22	5,000	889	25		WB	MMT	Tribune Bcstg Co	Tribune Bcstg Co	85	9909 p																	
KBCB	Bellingham	24	3,390	cp	2,530	19	IND		Paxson Comm Corp	Paxson Comm Corp	97	9608	na																
KCWT	Wenatchee	27	289	1,394	46		DRK		Bingham Comm Group	Bingham Comm Group	84	8611	2,300																
KWPX	Belleveue	33	3,690	cp	2,352	32	PAX		Paxson Comm Corp	Paxson Comm Corp	89	9803	35,000																
KHCV	Seattle	45	2,000	2,343	44		IND		N Pacific Int'l TV	N Pacific Int'l TV	NOA	9211	cp	1,900															
● KBEH	Belleveue	51	1,022	cp	2,425	50			Racine, Christopher	Racine, Christopher	NOA	0006 p	500																
*KCTS-TV	Seattle	9	316	827	*41		PBS		KCTS Television	KCTS Television	54																		
*KCKA	Centralia	15	661	1,142	19		PBS		Bates Tech College	Bates Tech College	82	9705 p	g1																
*KBTC-TV	Tacoma	28	676	761	27		PBS		Bates Tech College	Bates Tech College	61	9709	g1																
*KWDK	Tacoma	56	3,980	cp	3,166	42	PBS		Korean-Amer Missions	Korean-Amer Missions	NOA																		

TOTAL	56	61	63	38	67	65	64
HUT %	35	36	38	41	36	37	40

Allocations: Ch 64, Anacortes

Tampa-St Petersburg-Sarasota, FL Ratings Overview

DMA Rank: 13

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	%	# Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	14	64%	3	64%	8	4	7	2	43%	54.8%	15.5%	70.3%	4.3%	74.6%	25.4%
1994	15	67	3	67	9	4	8	2	44	40.8	28.0	68.8	3.8	72.6	27.4
1995	15	69	3	69	9	4	8	2	45	43.0	20.5	63.5	3.8	67.3	32.7
1996	15	70	3	70	9	7	5	2	44	64.5	0.3	64.8	4.3	69.1	30.9
1997	15	72	3	72	9	7	5	2	44	60.3	0.3	60.6	4.3	64.9	35.1
1998	15	72	3	72	9	7	5	2	44	59.3	0.3	59.6	4.0	63.6	36.4
1999	14	73	3	73	9	7	5	2	44	53.8	3.0	56.8	5.0	61.8	38.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WFLA-TV	19%	21%	19%	20%	7%	10%	9%	10%	8%	9%	8%	8%	13%	17%	17%	17%
WTSP	6	6	5	5	14	16	16	17	14	16	16	16	9	8	9	12
WTVT	17	15	20	17	13	13	14	15	9	11	13	17	14	13	10	12
WFTS	8	9	10	10	5	6	7	7	8	10	9	9	6	6	7	8
WMOR-TV	0	0	0	0	0	0	0	0	2	2	2	2	3	2	1	2
WTTA	0	2	3	4	0	0	2	3	3	2	2	3	2	3	3	4
WWSB	0	2	0	2	2	0	2	0	0	0	0	0	1	1	1	1
WTOG	4	5	4	5	4	5	4	7	6	6	6	8	6	6	6	7
* WEDU	3	3	4	4	3	3	3	2	2	2	2	2	4	3	3	3
HUT %	57	63	65	67	48	53	57	61	52	58	58	65	58	59	57	66
	27	28	28	27	30	27	26	25	36	33	33	30	44	45	45	42

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WFLA-TV	16%	17%	17%	17%
WTSP	17	16	17	20
WTVT	8	8	8	8
WFTS	6	8	7	7
WMOR-TV	3	3	3	3
WTTA	3	3	3	3
WWSB	2	2	1	1
WTOG	8	10	10	10
WXPX	1	0	0	1
* WEDU	3	3	2	2
* WUSF-TV	1	0	1	2
HUT %	68	70	69	74
	55	56	60	58

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WFLA-TV	10%	14%	14%	15%
WTSP	11	15	15	16
WTVT	9	11	12	12
WFTS	9	12	12	11
WMOR-TV	3	2	2	2
WTTA	3	3	3	3
WWSB	2	1	2	2
WTOG	6	7	6	6
WXPX	2	1	2	1
* WEDU	4	3	4	4
* WUSF-TV	2	1	1	2
HUT %	59	71	73	74
	62	65	67	65

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WFLA-TV	13%	18%	18%	19%
WTSP	11	12	14	14
WTVT	9	8	10	9
WFTS	7	11	8	11
WMOR-TV	4	3	2	3
WTTA	2	1	2	2
WWSB	2	2	2	2
WTOG	8	7	6	7
WXPX	2	1	2	0
* WEDU	2	2	2	2
* WUSF-TV	0	0	0	0
HUT %	60	65	66	69
	48	51	49	48

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WFLA-TV	9%	13%	13%	14%
WTSP	6	7	8	7
WTVT	8	6	10	10
WFTS	3	5	4	9
WMOR-TV	5	3	2	3
WTTA	2	0	2	2
WWSB	0	0	0	0
WTOG	9	8	6	8
WXPX	0	0	0	0
* WEDU	2	0	2	0
* WUSF-TV	0	0	0	0
HUT %	44	42	47	55
	34	33	32	31



Tampa-St Petersburg-Sarasota, FL Market Overview

DMA Rank: 13
BIA Revenue Rank: 19

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth Rate		1998	1998	Growth Rate
	1993	1998			
DMA Population	3,310	3,561	3,561	3,772	1.2%
Households	1,393	1,487	1,487	1,583	1.3%
Retail Sales	30,362	41,029	41,029	53,845	5.6%
EBI	52,176	60,468	60,468	77,331	5.0%

	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking
DMA Counties	10	87.5%		\$ 40,662	\$ 16,983	
TV Households	1,486	10.7%				8.3
DMA Cable	74%					
DMA VCR	84%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 183,000	218,000	224,800	235,800	258,100	270,200	8.1%
Δ 98 - 99	-1.6%	265,900	284,500	293,000	307,600	316,900	4.5%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	2.0%	40.0%	58.0%

	1993	1998	2003
Revenue/Retail Sales	\$6.03/1,000	\$6.59/1,000	\$5.89/1,000
Revenue/Capita	\$55.29	\$75.88	\$94.01

Tampa-St Petersburg-Sarasota, FL Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WFLA-TV	Tampa	8	316	cp	1,526	* 7	NBC	HRP	Media General	55	9612	56,900	1.07	20%	10	12	12	13	10	12	12	12	12					
WTSP	St. Petersburg	10	316		1,503	*24	CBS	HRP	Gannett Co Inc	65	9701	38,000	0.60	24%	11	13	14	15	12	14	15	14	14					
WTVT	Tampa	13	316		1,421	*12	FOX	Petry	Fox Television	55	9701	58,700	1.10	20%	9	10	11	12	10	11	12	13	13					
WCLF	Clearwater	22	5,000	cp	1,342	21	REL		Christian TV Network	59					7	9	8	8	7	8	9	10	10					
WFTS	Tampa	28	4,000	cp	1,545	*29	ABC	Katz	Scripps Howard Bcstg	81	8512	40,800	1.02	15%	2	2	2	2	2	3	4	3	3					
WMOR-TV	Lakeland	32	5,000	cp	886	19	IND	MMT	Hearst Corp	86	9605	13,750	0.86	6%	2	2	2	3	3	4	3	3	3					
WTTA	St. Petersburg	38	1,410	cp	1,437	57	WB		Sinclair Bcst Group	91		5,300			2	2	2	2	1	2	1	1	1					
WWSB	Sarasota	40	2,880		771		ABC	Milinn	Southern Best Corp	71	8508	8,300	1.56	2%	1	2	2	1	1	1	1	1	1					
WTOG	St. Petersburg	44	5,000	cp	1,490	59	UPN	TelRp	CBS TV Stations Div	68	9610	40,500	1.25	12%	6	7	7	8	7	7	7	6	6					
WBHS-TV	Tampa	50	5,000	cp	1,460	47	HSN		USA Broadcasting	88																		
WBSV-TV	Venice	62	5,000	cp	1,562	25	IND	Young	Entravision Holdings	91	9910	17,000																
WXPX	Bradenton	66	2,240		1,526	42	PAX		Paxson Comm Corp	94	9801	100																
*WEDU	Tampa	3	100		1,552	54	PBS		FL West Coast Bcstg	58																		
*WUSF-TV	Tampa	16	1,620		1,011	34	PBS		Unv of South Florida	66																		

Allocations: Ch 60, Sebring; Ch 64, Inverness

TOTAL	52	60	62	66	56	62	63	64
HUT %	45	44	45	44	43	43	45	45

1/ See introduction section for interpretation of revenue estimates.



Minneapolis - St. Paul, MN Ratings Overview

DMA Rank: 14

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	Pct	# Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	15	46%	4	3	3	4	6	38%	60.5%	21.8%	82.3%	4.5%	86.8%	13.2%	
1994	14	47	4	4	3	5	6	38	58.8	22.0	80.8	4.3	85.1	14.9	
1995	14	48	4	4	3	5	5	37	54.5	22.5	77.0	4.0	81.0	19.0	
1996	14	50	4	4	6	2	5	38	74.0	0.0	74.0	4.3	78.3	21.7	
1997	14	51	4	4	6	2	5	38	72.0	0.0	72.0	4.8	76.8	23.2	
1998	14	52	4	4	6	2	5	36	70.8	0.0	70.8	4.5	75.3	24.7	
1999	15	52	4	4	6	2	5	37	69.0	0.0	69.0	4.3	73.3	26.7	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
	13 %	13 %	16 %	16 %	20 %	21 %	21 %	24 %	15 %	15 %	17 %	20 %	19 %	19 %	21 %	23 %
WCCO-TV	15	15	12	13	13	15	14	10	8	11	10	9	12	14	12	12
KSTP	6	5	5	4	6	6	7	6	10	9	10	10	6	9	10	10
KARE	18	15	14	15	6	6	8	9	12	12	13	12	11	12	13	12
KMWB	0	4	5	5	4	0	2	0	3	0	3	0	4	3	6	6
WFTC	6	4	5	5	5	4	5	7	6	6	6	9	4	4	4	4
KPXM	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0
* KTCA-TV	7	13	13	11	4	9	9	8	3	5	4	4	3	4	4	3
HUT %	65	69	70	69	58	61	66	64	59	58	63	64	59	65	70	70
	19	23	25	23	23	20	24	21	25	22	25	22	27	27	33	29

5:00 - 7:00 PM

Calls	Jul 00	May 00	Feb 00	Nov 99
	25 %	25 %	26 %	27 %
WCCO-TV	12	13	13	13
KSTP	9	11	12	11
KMSP	15	14	16	16
KARE	3	3	3	3
KMWB	11	12	11	10
WFTC	2	1	1	1
KPXM	2	1	2	2
* KTCA-TV	79	80	84	83

PRIME TIME

Calls	Jul 00	May 00	Feb 00	Nov 99
	19 %	20 %	21 %	21 %
WCCO-TV	15	20	21	20
KSTP	8	7	8	7
KMSP	13	18	18	17
KARE	3	4	4	4
KMWB	8	9	10	9
WFTC	2	1	1	1
KPXM	5	3	4	4
* KTCA-TV	73	82	87	83

10:00 - 10:30 PM

Calls	Jul 00	May 00	Feb 00	Nov 99
	25 %	25 %	25 %	27 %
WCCO-TV	16	18	18	20
KSTP	5	4	4	4
KMSP	21	24	28	24
KARE	4	3	4	5
KMWB	9	10	9	8
WFTC	1	1	1	1
KPXM	3	3	4	3
* KTCA-TV	84	88	93	92

10:30 - 12:00 MID

Calls	Jul 00	May 00	Feb 00	Nov 99
	15 %	17 %	16 %	15 %
WCCO-TV	9	11	11	17
KSTP	6	6	7	7
KMSP	17	18	21	19
KARE	7	6	7	8
KMWB	11	12	12	9
WFTC	0	0	0	0
KPXM	4	3	3	4
* KTCA-TV	69	73	77	79

HUT %

41

42

51

49

58



Cleveland, OH Ratings Overview

DMA Rank: 15

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	Pct	# Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	12	61%	3	9	4	8	2	38%	63.3%	15.3%	78.6%	2.0%	80.6%	19.4%	
1994	12	63	3	9	4	8	2	42	49.8	29.8	79.6	2.3	81.9	18.1	
1995	13	65	3	9	4	8	2	44	49.0	22.3	71.3	3.0	74.3	25.7	
1996	13	67	3	9	5	7	2	43	64.5	4.0	68.5	3.5	72.0	28.0	
1997	13	69	3	9	6	6	2	42	66.3	0.0	66.3	3.0	69.3	30.7	
1998	13	69	3	9	6	6	2	42	63.3	0.3	63.6	3.3	66.9	33.1	
1999	13	71	3	9	6	6	2	43	59.0	1.3	60.3	2.5	62.8	37.2	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WKYC-TV	20%	19%	16%	18%	9%	8%	9%	13%	8%	9%	10%	9%	10%	12%	12%	12%
WEWS	11	12	13	11	14	14	14	10	15	18	17	14	16	17	17	16
WJW	16	19	17	15	15	18	16	15	10	12	11	13	11	12	12	10
WOIO	4	3	3	3	11	13	12	11	11	11	12	12	9	9	10	14
WVPX	0	0	0	0	0	0	0	0	2	0	0	2	2	1	2	0
WUAB	4	4	4	3	2	0	3	2	5	6	6	7	6	7	7	6
WBXN-TV	2	5	8	7	3	3	3	3	4	4	4	4	6	7	7	7
* WVIZ-TV	3	4	5	4	3	4	4	4	3	3	3	2	2	3	4	3
* WEOA	0	3	2	2	0	0	0	0	0	0	0	0	0	1	2	1
HUT %	60	69	68	63	57	60	61	58	58	63	63	63	62	69	73	69
	25	29	29	28	30	26	29	29	33	31	32	31	39	42	44	42

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WKYC-TV	10%	12%	13%	12%
WEWS	19	20	20	21
WJW	11	12	13	12
WOIO	8	8	9	10
WVPX	3	3	2	2
WUAB	10	11	9	6
WBXN-TV	3	3	4	5
* WVIZ-TV	1	1	2	2
* WEOA	0	0	2	1
HUT %	65	70	74	71
	47	49	55	54

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WKYC-TV	12%	15%	16%	15%
WEWS	12	19	19	18
WJW	10	13	15	13
WOIO	9	9	11	12
WVPX	3	3	3	2
WUAB	11	10	6	6
WBXN-TV	2	3	3	4
* WVIZ-TV	3	2	3	3
* WEOA	0	1	1	1
HUT %	62	75	77	74
	58	63	64	65

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WKYC-TV	18%	19%	23%	22%
WEWS	17	20	21	20
WJW	9	10	11	9
WOIO	7	8	9	10
WVPX	2	1	2	2
WUAB	6	9	4	5
WBXN-TV	3	2	3	3
* WVIZ-TV	2	2	2	2
* WEOA	0	1	1	0
HUT %	64	72	76	73
	53	54	53	52

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WKYC-TV	15%	15%	18%	18%
WEWS	9	11	11	15
WJW	9	10	11	9
WOIO	5	5	8	6
WVPX	1	0	1	1
WUAB	6	7	6	5
WBXN-TV	4	4	4	5
* WVIZ-TV	1	0	1	1
* WEOA	0	0	0	0
HUT %	50	52	61	60
	39	37	38	36



Cleveland, OH Market Overview

DMA Rank: 15
BIA Revenue Rank: 18

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		1998	1998 Rate	2003	2003 Rate	Growth Rate
	1993	1998					
DMA Population	3,847	3,870	3,870	0.1%	3,867	0.0%	
Households	1,467	1,494	1,494	0.4%	1,519	0.3%	
Retail Sales	32,008	41,043	41,043	5.1%	52,183	4.9%	
EBI	59,406	65,503	65,503	2.0%	78,825	3.8%	

	DMA Counties	White	Black	Asian	Avg Household Per Capita	Spanish Speaking
Pop Rank #	15	17	84.6%	14.1%	\$ 43,841	
HH Rank #	13	1,479	14.1%	1.2%	\$ 16,927	
RS Rank #	15	72%				2.0
EBI Rank #	14	87%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$ 180,000	216,100	232,900	253,500	267,800	281,000	9.3%
Δ 98 - 99	-3.2%	272,000	294,600	303,400	312,500	321,900	4.3%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	2.3%	49.7%	48.0%

Revenue/Retail Sales	1993	1998	2003
	\$5.62/1,000	\$6.85/1,000	\$6.17/1,000
Revenue/Capita	\$46.79	\$72.61	\$83.24

Cleveland, OH Competitive Overview

Calls	City Of License	Visual Power (kW)	HAAT	DTV Ch	L M A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WKYC-TV	Cleveland	3	1,024	* 2	NBC	Katz	Gannett Co Inc	48	9512	9	64,000	1.02	23%	11	12	13	12	14	14	14	14	14				
WEWS	Cleveland	5	1,020	* 15	ABC	Blair	Scrapps Howard Bcstg	47			60,900	0.93	24%	13	16	15	13	14	14	14	14	14	16			
WJW	Cleveland	8	1,001	* 31	FOX	Petry	Fox Television	49	9701	9	49,100	1.00	18%	10	12	12	10	11	11	11	11	12	12			
WDLI	Canton	17	437	450	TBN		Trinity Bcstg Ntwk	67	8212	4,500																
WOIO	Shaker Heights	19	3,720	1,152	* 10	2	CBS	Petry	85	9809	g	36,100	0.88	15%	8	9	10	12	8	10	10	10	9			
WVPX	Akron	23	5,000	cp	971	59	1	PAX	Paxson Comm Corp	53	9602	g	3,100	0.57	2%	2	2	2	2	1	1	1	1			
WUAB	Lorain	43	5,000	cp	1,102	28	2	UPN	TelRp	68	9006	60,000	1.48	12%	8	9	6	5	8	9	6	6	6			
WGNN-TV	Sandusky	52	1,450	774	42	REL	Christian Faith Bcst	82																		
WBNS-TV	Akron	55	5,000	1,168	30	WB	Winston Bcstg	85	8702	al	9,400	0.58	6%	3	4	4	4	3	4	4	4	4	3			
WGHS-TV	Cleveland	61	2,000	1,161	34	HSN	USA Broadcasting	81	8611	15,000																
WOAC	Canton	67	5,000	486	1	IND	Shop At Home Inc	82	9803	23,000	1,200															
WMFD-TV	Mansfield	68	269	591	* 12	IND	Mtd-States TV Inc	88	9206	75																
*WVIZ-TV	Cleveland	25	2,140	997	26	PBS	ETV Metro Cleveland	65																		
*WEAO	Akron	49	692	974	50	PBS	NE ETV of Ohio Inc	75																		

TOTAL	57	66	67	65	58	65	63	64
HUT %	42	42	45	45	41	41	46	45

1/ See introduction section for interpretation of revenue estimates.
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DMA Rank: 15



Miami - Ft. Lauderdale, FL Ratings Overview

DMA Rank: 16

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	All Other Viewing
1993	16	63%	4	7	3	8	2	45%	40.0%	37.0%	77.0%	3.8%	80.8%	19.2%
1994	16	66	4	7	3	8	2	45	38.3	38.5	76.8	3.8	80.6	19.4
1995	16	67	4	8	3	9	2	45	35.0	40.8	75.8	3.0	78.8	21.2
1996	16	69	5	8	6	7	2	44	58.3	14.8	73.1	3.0	76.1	23.9
1997	16	71	5	9	6	8	2	45	56.8	15.0	71.8	2.8	74.6	25.4
1998	16	72	5	9	6	8	2	44	53.0	16.8	69.8	2.0	71.8	28.2
1999	16	72	5	10	6	9	2	46	50.5	19.3	69.8	2.5	72.3	27.7

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	All Other Viewing
1993	16	63%	4	7	3	8	2	45%	40.0%	37.0%	77.0%	3.8%	80.8%	19.2%
1994	16	66	4	7	3	8	2	45	38.3	38.5	76.8	3.8	80.6	19.4
1995	16	67	4	8	3	9	2	45	35.0	40.8	75.8	3.0	78.8	21.2
1996	16	69	5	8	6	7	2	44	58.3	14.8	73.1	3.0	76.1	23.9
1997	16	71	5	9	6	8	2	45	56.8	15.0	71.8	2.8	74.6	25.4
1998	16	72	5	9	6	8	2	44	53.0	16.8	69.8	2.0	71.8	28.2
1999	16	72	5	10	6	9	2	46	50.5	19.3	69.8	2.5	72.3	27.7

Daypart Share Analysis

7:00 - 9:00 AM

Calls	Jul 00	May 00	Feb 00	Nov 99
WFOR-TV	7%	5%	6%	5%
WTVJ	17	16	15	14
WSVN	17	17	16	17
WPLG	10	14	13	12
WLTN	7	10	11	11
WBFS-TV	4	6	5	6
WPXM	0	0	0	0
WBZL	5	4	5	5
WHFT	2	0	0	0
WSCV	0	0	0	0
WAMI-TV	2	2	2	3
* WPBT	4	3	3	3
* WLRN-TV	2	2	2	2
	77	79	78	78

9:00 AM - 12:00 NOON

Calls	Jul 00	May 00	Feb 00	Nov 99
WFOR-TV	8%	8%	10%	9%
WTVJ	5	8	7	8
WSVN	13	14	12	12
WPLG	13	12	11	12
WLTN	11	13	15	14
WBFS-TV	5	4	6	7
WPXM	0	0	0	0
WBZL	5	3	3	4
WHFT	0	0	0	0
WSCV	2	4	3	0
WAMI-TV	0	0	0	0
* WPBT	5	3	3	3
* WLRN-TV	0	0	0	0
	67	69	70	69

12:00 NOON - 4:00 PM

Calls	Jul 00	May 00	Feb 00	Nov 99
WFOR-TV	12%	12%	13%	10%
WTVJ	6	6	6	6
WSVN	8	9	8	10
WPLG	10	10	11	10
WLTN	14	18	20	16
WBFS-TV	5	3	4	5
WPXM	2	1	2	0
WBZL	3	2	3	4
WHFT	0	0	0	0
WSCV	3	5	4	4
WAMI-TV	3	2	2	2
* WPBT	2	2	2	2
* WLRN-TV	0	0	0	0
	68	70	75	69

4:00 - 6:00 PM

Calls	Jul 00	May 00	Feb 00	Nov 99
WFOR-TV	9%	10%	10%	11%
WTVJ	6	7	7	7
WSVN	13	13	13	14
WPLG	10	11	10	10
WLTN	14	15	17	17
WBFS-TV	6	6	6	7
WPXM	2	1	2	0
WBZL	5	6	6	8
WHFT	0	0	0	0
WSCV	6	7	5	5
WAMI-TV	2	1	2	2
* WPBT	2	2	2	2
* WLRN-TV	2	2	2	2
	77	81	81	85

6:00 - 8:00 PM

Calls	Jul 00	May 00	Feb 00	Nov 99
WFOR-TV	8%	7%	9%	10%
WTVJ	8	8	8	8
WSVN	9	10	9	9
WPLG	14	15	16	14
WLTN	16	16	17	17
WBFS-TV	7	8	7	8
WPXM	1	1	1	1
WBZL	7	7	7	8
WAMI-TV	5	5	4	4
WJAN-LP	2	2	2	2
* WPBT	0	0	0	0
* WLRN-TV	2	2	2	2
	82	83	85	85

PRIME TIME

Calls	Jul 00	May 00	Feb 00	Nov 99
WFOR-TV	9%	12%	14%	13%
WTVJ	8	11	11	11
WSVN	8	9	10	10
WPLG	9	14	13	12
WLTN	13	13	15	14
WBFS-TV	7	7	7	7
WPXM	2	2	1	2
WBZL	4	4	5	6
WAMI-TV	4	4	3	2
WJAN-LP	2	3	1	2
* WPBT	0	1	0	0
* WLRN-TV	3	2	3	3
	70	83	84	83

11:00 - 11:30 PM

Calls	Jul 00	May 00	Feb 00	Nov 99
WFOR-TV	11%	11%	13%	11%
WTVJ	10	12	13	13
WSVN	6	6	7	7
WPLG	10	12	11	14
WLTN	11	13	13	14
WBFS-TV	7	7	7	7
WPXM	2	1	2	1
WBZL	5	5	5	5
WAMI-TV	6	5	4	2
WJAN-LP	1	2	2	1
* WPBT	0	0	0	0
* WLRN-TV	2	1	1	2
	71	75	78	78

11:30 - 1:00 AM

Calls	Jul 00	May 00	Feb 00	Nov 99
WFOR-TV	9%	8%	10%	8%
WTVJ	9	9	10	9
WSVN	5	6	6	8
WPLG	8	9	8	11
WLTN	7	9	8	9
WBFS-TV	8	8	8	8
WPXM	1	0	1	1
WBZL	5	4	5	5
WAMI-TV	5	4	3	2
WJAN-LP	2	2	2	2
* WPBT	0	0	0	0
* WLRN-TV	1	0	2	2
	60	59	63	65



Miami - Ft. Lauderdale, FL Market Overview

DMA Rank: 16
BIA Revenue Rank: 10

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth Rate		1998	1999	2000	2003	Growth Rate
	1993	1998					
DMA Population	3,419	3,772	3,772	3,772	3,954	3,954	0.9%
Households	1,309	1,447	1,447	1,447	1,531	1,531	1.1%
Retail Sales	34,065	47,294	47,294	47,294	58,000	58,000	4.2%
EBI	55,170	63,869	63,869	63,869	78,936	78,936	4.3%

	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking
DMA Counties	3	78.3%	19.5%	\$ 44,148	\$ 16,933	38.1
TV Households	1,442	73%	77%			
DMA Cable						
DMA VCR						

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Δ 93 - 98	Δ 99 - 03
	\$ 316,200	373,800	380,000	418,300	431,100	450,400	450,400	474,100	488,400	503,000	503,000	7.3%	2.7%
Δ 98 - 99	0.2%	451,300	460,300	474,100	488,400	503,000	503,000	503,000	503,000	503,000	503,000		
★ ★ ★													

Estimated Breakouts	% Network	% Natl/Regl	% Local
	1.9%	51.1%	47.0%

Revenue/Retail Sales	1993	1998	2003
	\$9,281,000	\$9,521,000	\$8,671,000
Revenue/Capita	\$92.48	\$119.41	\$127.21

Miami - Ft. Lauderdale, FL Competitive Overview

Calls	City Or License	Visual Power (kW)	Ch	HAAT	DTV	L M	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est '99 Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WFOR-TV	Miami	4	100	997	22	CBS	22	CBS	CBS	CBS	CBS TV Stations Div	67	0005	g	53,000	0.98	12%	9	9	11	12	7	8	9	10				
WTVJ	Miami	6	100	1,801	30	NBC	30	NBC	NBC	NBC	NBC/GE	49	9511	g	71,000	1.31	12%	7	10	9	8	7	10	9	8				
WWSN	Miami	7	316	961	* 8	FOX	* 8	HRP	HRP	HRP	Sunbeam Television	56	6212	na	89,400	1.41	14%	8	9	9	10	9	9	10	10				
WWTU	Key West	8	6	108	12	IND	12	IND	IND	IND	Hispanic Keys Bcstg	96																	
WPLG	Miami	10	316	cp	1,007	* 9	ABC	* 9	MMT	MMT	Post-Newsweek Stns	61	6909	g	76,300	1.06	16%	10	11	11	11	10	11	11	12				
WEYS	Key West	22	11	203	3	IND	3	IND	IND	IND	WEYS TV Corp	94	9707 p	nc															
WLTU	Miami	23	2,000	1,011	24	UNI	24	UNI	UNI	UNI	Univision TV Group	67	9212	g	57,000	0.60	21%	12	13	15	14	14	14	15	14				
WBFS-TV	Miami	33	5,000	925	32	UPN	32	Katz	Katz	Katz	CBS TV Stations Div	84	9509	g	41,500	0.92	10%	7	6	7	7	7	7	6	7				
WPXM	Miami	35	3,240	367	26	PAX	26	Paxsn	Paxsn	Paxsn	Paxson Comm Corp	92	9801	g	3,400	0.75	1%	1	1	1	1	1	1	1	1				
WBZL	Miami	39	5,000	906	19	WB	19	MMT	MMT	MMT	Tribune Bcstg Co	82	9704	g	36,700	0.90	9%	5	5	5	6	6	6	6					
WHFT	Miami	45	2,400	cp	1,011	46	TBN	46	TBN	TBN	Trinity Bcstg Ntwk	75	8005	g	10,000														
WSCV	Ft. Lauderdale	51	5,000	860	52	TEL	52	Teilmn	Teilmn	Teilmn	Telemundo Group Inc	72	8612	g	19,000	1.05	4%	4	4	3	3	2	2	3	3				
WAMI-TV	Hollywood	69	5,000	866	47	IND	47	Milmm	Milmm	Milmm	USA Broadcasting	88	8811	g	4,000	0.30	3%	2	2	1	2	2	2	2	1				
WJAN-LP	Miami	41	101	517		IND		HSN	HSN	HSN	Sherjan Bcstg Co Inc	93																	
WFUN-LP	Ft. Lauderdale	48	30	522		HSN		HSN	HSN	HSN	Rodriguez Comm	00	0002 p	g	3,450														
*WPBT	Miami	2	100	929	18	PBS	18	PBS	PBS	PBS	Comm TV Found	55																	
*WLRN-TV	Miami	17	2,820	1,014	20	EDU	20	EDU	EDU	EDU	Schl Bd of Dade Cnty	62																	

TOTAL	68	73	75	76	68	72	73	73
HUT %	46	46	47	46	45	45	46	45

Allocations: Ch 21*, Islamorada; Ch 16*, Marathon

Phoenix, AZ Ratings Overview

DMA Rank: 17

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	%	# Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	20	51%	8	4	4	4	1	44%	51.0%	27.3%	78.3%	4.5%	82.8%	17.2%	
1994	20	53	8	4	4	4	1	43	33.5	41.8	75.3	4.5	79.8	20.2	
1995	19	54	8	5	4	4	1	42	38.0	33.3	71.3	4.3	75.6	24.4	
1996	17	57	8	5	8	5	1	41	58.8	13.8	72.6	4.8	77.4	22.6	
1997	17	57	8	5	8	5	1	41	54.0	14.3	68.3	4.8	73.1	26.9	
1998	17	59	8	6	8	6	1	42	52.3	14.5	66.8	5.0	71.8	28.2	
1999	17	58	6	6	7	5	1	43	52.3	16.0	68.3	5.0	73.3	26.7	

Daypart Share Analysis

Calls	6:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTVK	21%	23%	20%	19%	16%	16%	15%	16%	11%	11%	11%	11%	15%	15%	15%	13%
KPHO-TV	3	2	3	3	11	13	16	14	10	11	12	13	6	5	6	7
KSAZ-TV	8	8	9	9	7	7	6	6	10	11	11	13	12	13	14	11
KPNX	15	16	18	17	9	8	9	11	9	6	8	7	7	8	8	8
KNXV-TV	6	7	7	6	6	7	6	7	6	7	8	8	4	3	5	7
KTVW-TV	2	2	2	3	3	3	4	4	4	4	4	3	4	4	4	4
KUTP	5	4	5	5	3	2	3	3	3	3	4	3	4	4	5	4
KPPX	0	0	0	0	0	0	0	0	2	2	2	2	2	2	2	2
KASW	6	6	5	6	5	5	5	5	6	5	5	5	6	7	8	7
* KAET	5	5	5	4	10	10	9	10	4	3	3	4	5	5	4	5
HUT %	71	73	74	72	70	71	73	76	65	63	68	69	65	66	71	68
	27	29	28	27	32	28	28	30	34	33	30	30	39	40	37	38

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTVK	15%	14%	15%	14%	12%	8%	9%	8%	13%	11%	11%	11%	10%	9%	7%	7%
KPHO-TV	6	7	8	9	10	13	13	13	9	10	11	11	8	8	10	9
KSAZ-TV	11	10	11	10	10	12	13	11	9	9	10	10	11	10	11	11
KPNX	15	15	15	15	12	17	16	16	22	24	24	25	16	18	18	17
KNXV-TV	6	5	5	6	9	14	13	13	6	9	10	13	5	7	5	8
KTVW-TV	3	3	3	4	3	3	2	3	2	2	1	1	0	1	0	0
KUTP	8	8	7	8	4	5	5	5	5	7	6	5	6	7	6	6
KPPX	2	2	2	2	2	2	2	2	2	0	2	1	0	0	1	0
KASW	5	5	5	5	4	4	4	5	7	7	6	7	7	6	6	6
* KAET	3	3	3	4	5	4	5	5	3	2	3	4	3	3	3	4
HUT %	74	72	74	77	71	82	83	81	78	81	84	88	66	69	67	68
	50	53	51	52	57	63	64	65	54	58	59	57	37	37	38	36



Phoenix, AZ Market Overview

DMA Rank: 17
BIA Revenue Rank: 13

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1999		2000		2001		2002		2003	
	1993	1998	1998	1999	1999	2000	2000	2001	2001	2002	2002	2003
DMA Population	2,996	3,663	3,663	4,159	4,159	4,159	4,159	4,159	4,159	4,159	4,159	4,159
Households	1,127	1,383	1,383	1,593	1,593	1,593	1,593	1,593	1,593	1,593	1,593	1,593
Retail Sales	25,879	38,960	38,960	53,607	53,607	53,607	53,607	53,607	53,607	53,607	53,607	53,607
EBI	43,893	55,679	55,679	74,112	74,112	74,112	74,112	74,112	74,112	74,112	74,112	74,112
Pop Rank # 17	DMA Counties		12	White		89.1%	Avg Household		\$40,248			
HH Rank # 17	TV Households		1,391	Black		3.6%	Per Capita		\$15,199			
RS Rank # 17	DMA Cable		59%	Asian		2.1%	Spanish Speaking		19.5			
EBI Rank # 18	DMA VCR		89%									

	1998		1999		2000		2001		2002		2003	
	1993	1998	1998	1999	1999	2000	2000	2001	2001	2002	2002	2003
ESTIMATED GROSS REVENUES	\$ 214,000	244,900	244,900	277,500	277,500	295,000	295,000	329,700	329,700	343,300	343,300	343,300
Δ 98 - 99	7.1%	367,700	394,900	406,800	406,800	427,100	427,100	439,900	439,900	439,900	439,900	439,900
Δ 99 - 03												9.9%
★ ★ ★												4.6%

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993		1994		1995		1996		1997		1998		1999		2000		2001		2002		2003	
	1993	1994	1994	1995	1995	1996	1996	1997	1997	1998	1998	1999	1999	2000	2000	2001	2001	2002	2002	2003	2003	2003
ESTIMATED GROSS REVENUES	\$ 214,000	244,900	244,900	277,500	277,500	295,000	295,000	329,700	329,700	343,300	343,300	343,300	343,300	343,300	343,300	343,300	343,300	343,300	343,300	343,300	343,300	343,300
Δ 98 - 99	7.1%	367,700	394,900	406,800	406,800	427,100	427,100	439,900	439,900	439,900	439,900	439,900	439,900	439,900	439,900	439,900	439,900	439,900	439,900	439,900	439,900	439,900
★ ★ ★																						

Estimated Breakouts	% Network	% Natl/Regl	% Local
	3.2%	43.6%	53.3%

Revenue/Retail Sales	1993	1998	2003
	\$8,271,000	\$8,811,000	\$8,211,000
Revenue/Capita	\$71.43	\$93.72	\$105.77

Phoenix, AZ Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M Ch	L Ch	A	Aff	Rep	Owner	Year Std Acq'd	Date	Sales Price (000)	Est '99 Revenue (000)1/	Est '99 Ratio	Avg Power '99 LCS	Avg	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KTVK	Phoenix	3	100	1,778	24	IND	IND	TelRip	Belo Corp	55	9911	315,000c3	59,600	0.90	18%	13	11	11	10	13	12	12	12	11						
KTFI	Flagstaff	4	100	1,598	18	CBS	HRP	HRP	Mereditth Corp	49	5206	9	52,000	0.88	16%	8	9	11	11	10	10	10	12	11						
KPHO-TV	Phoenix	5	100	1,772	*17	WB	IND	IND	KUSK Inc	88	9705	c1	82																	
KMOH-TV	Kingman	6	100	1,919	19	FOX	FOX	Petry	Fox Television	53	9701	9	54,000	0.98	15%	10	10	10	11	9	10	10	10	12						
KUSK	Prescott	7	9	2,809	25	NBC	NBC	Blair	Gannett Co Inc	53	7906		84,000	1.27	18%	11	14	13	13	11	13	13	13	13						
KSAA-TV	Phoenix	10	316	1,826	*31	ABC	ABC	Katz	Scrrips Howard Bcstg	79	8501	26,600	50,600	1.06	13%	7	8	8	9	8	8	8	9	9						
KBCZ	Holbrook	11	2	177	34	TBN	UNI	UNI	Trinity Bcstg Ntwk	67	7707																			
KPNX	Mesa	12	316	1,821	*36	UNI	UNI	UNI	Univision TV Group	79	9212	9	13,000	0.88	4%	3	3	3	3	3	3	3	2	2						
KNXV-TV	Phoenix	15	3,980	1,716	*56	UPN	UPN	UPN	Mojave Bcstg Co	85	0008 P	9	37,200	1.26	8%	5	5	5	5	5	5	5	7	5						
KPAZ-TV	Phoenix	21	1,290	1,604	20	PAX	PAX	Paxsn	Paxson Comm Corp	99	9708	12,000	2,700	0.73	1%	2	1	2	2	2	2	2	2	4						
KTVW-TV	Phoenix	33	2,290	1,673	34	WB	NBC	Katz	Gannett Co Inc	95	0002	12,100	14,600	0.57	7%	5	5	5	5	5	5	5	4	4						
KMCC	Lake Havasu Cty	34	468	2,681	32	PAX	PAX	PAX	Paxson Comm Corp	70	9705	6,250c1																		
*KUTP	Phoenix	45	4,570	1,703	*26	TEL	TEL	Apogee Companies Inc	Apogee Companies Inc	92	9607	g																		
KPPX	Tolleson	51	5,000	1,749	52	PBS	PBS	PBS	AZ State University	90																				
KASW	Phoenix	61	2,510	1,775	49																									
KNAZ-TV	Flagstaff	2	100	1,601	22																									
KBPX	Flagstaff	13	290	1,555	27																									
KDRX-LP	Phoenix	48	25	1,498	29																									
*KAET	Phoenix	8	316	1,755	29																									

Allocations: Ch 9, Flagstaff

TOTAL	69	70	73	74	72	73	74	74	72
HUT %	43	44	43	44	42	43	43	43	43

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Denver, CO Ratings Overview

DMA Rank: 18

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other	
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	Viewing
1993	21	57%	4	6	3	7	3	37%	54.8%	21.8%	76.6%	3.8%	80.4%	19.6%		
1994	21	58	4	6	3	7	3	38	54.0	23.0	77.0	3.3	80.3	19.7		
1995	18	58	4	6	3	7	3	38	46.3	24.3	70.6	3.8	74.4	25.6		
1996	18	61	4	7	6	5	3	38	68.8	0.0	68.8	3.3	72.1	27.9		
1997	18	62	4	8	6	6	3	39	67.0	0.0	67.0	5.0	72.0	28.0		
1998	18	62	4	8	6	6	3	39	63.3	0.3	63.6	4.5	68.1	31.9		
1999	18	61	4	8	6	6	3	40	60.3	0.5	60.8	3.8	64.6	35.4		

Daypart Share Analysis

Calls	6:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KWGN-TV	0%	2%	0%	5%	14	14	14	15	13	12	13	11	14	14	17	18
KCNC-TV	12	13	13	13	9	11	11	11	11	13	14	15	10	11	11	14
KMGH-TV	21	26	25	27	10	10	11	15	7	9	9	9	14	13	12	14
KUSA	3	3	5	4	4	3	4	4	6	5	6	5	6	5	7	7
KDVR	3	4	3	3	4	4	2	5	7	5	5	9	6	4	4	4
KCEC	0	3	0	0	4	4	3	0	4	3	3	0	2	2	1	0
KPXC-TV	0	0	0	0	0	0	0	0	2	2	4	4	2	0	2	2
* KRMA-TV	3	2	3	3	4	3	3	3	2	0	2	2	2	2	2	2
* KBDI-TV	0	0	0	0	4	0	3	3	0	0	0	0	0	0	0	0
HUT %	53	65	62	67	58	54	56	60	55	53	59	59	61	58	64	67
	20	23	24	25	26	22	24	25	29	25	27	27	33	32	34	36

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KWGN-TV	7%	7%	9%	9%	7%	7%	6%	7%	9%	8%	10%	7%	6%	5%	6%	6%
KCNC-TV	11	11	14	14	12	13	14	14	14	17	18	16	9	9	12	10
KMGH-TV	11	10	11	10	12	17	17	19	9	10	11	17	5	8	8	10
KUSA	15	13	13	14	12	16	16	17	22	25	25	27	16	19	18	20
KTVD	4	6	6	6	4	5	5	5	5	4	5	3	6	5	6	5
KDVR	13	12	13	14	7	8	10	9	6	6	6	6	11	10	9	8
KCEC	2	2	2	1	2	2	2	1	1	2	1	0	2	2	0	0
KPXC-TV	1	1	1	1	2	2	2	1	1	1	1	1	0	0	0	0
* KRMA-TV	0	1	2	2	3	2	3	3	2	2	3	3	2	2	3	2
* KBDI-TV	2	0	1	1	2	1	2	1	1	1	1	0	0	0	0	0
HUT %	66	63	72	72	63	73	77	77	70	76	81	80	57	60	62	61
	45	46	52	54	54	59	64	64	54	55	56	55	36	35	36	35



Denver, CO Market Overview

DMA Rank: 18
BIA Revenue Rank: 15

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	2,875	3,207	3,207	3,479
Households	1,141	1,275	1,275	1,403
Retail Sales	27,427	36,220	36,220	47,225
EBI	50,223	59,226	59,226	77,272
		2.2%	2.2%	1.6%
		2.2%	5.7%	1.9%
		3.4%	3.4%	5.4%
				5.5%
Pop Rank # 18	DMA Counties	56	White	92.7%
HH Rank # 18	TV Households	1,268	Black	4.1%
RS Rank # 18	DMA Cable	61%	Asian	2.4%
EBI Rank # 17	DMA VCR	90%	Avg Household	\$46,437
			Per Capita	\$18,469
			Spanish Speaking	13.6

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 180,000	206,300	225,000	246,200	273,700	299,200	10.7%
Δ 98 - 99	4.1%	311,600	335,900	346,000	363,300	374,200	4.7%
★ ★ ★							
			% Network	% Natl/Regl	% Local		
			1.7%	45.5%	52.8%		
Revenue/Retail Sales	\$6.56/1,000	\$8.26/1,000	\$7.92/1,000				
Revenue/Capita	\$62.61	\$93.30	\$107.56				

Denver, CO Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	M	L	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KWGN-TV	Denver	2	100	1,050	34	WB	TelRip	WB	TelRip	52	6603	33,000	0.88	12%	6	7	6	7	8	7	7	7							
KCNC-TV	Denver	4	100	1,480	35	CBS	Petry	CBS	Petry	53	0005	62,400	1.00	20%	11	11	13	14	11	11	11	13	15						
KMGH-TV	Denver	7	316	1,011	*17	ABC	Katz	McGraw-Hill	Bcstg	53	7203	52,400	0.84	20%	10	13	12	14	11	13	13	13	13						
KUSA	Denver	9	316	919	16	NBC	Blair	Gannett Co Inc		52	7906	90,000	1.20	24%	12	13	13	15	13	16	16	16	15						
KTVJ	Boulder	14	2,190	cp	1,184	15	HSN	Roberts	Bcstg Co	96	9403	350cp			na														
KTVB	Denver	20	5,000	cp	1,342	19	UPN	NewsWeb	Corp	88	9403	15,600	0.56	9%	5	5	6	5	5	5	5	5	6						
KMAS-TV	Steamboat Sprng	24	6	515	10	TEL	GreenTV	Corp		88	9506	200																	
KDEN	Longmont	25	5,000	1,068	29	IND		Colorado	Bcstrs	97																			
KDVR	Denver	31	5,000	1,040	*32	FOX	Petry	Fox	Television	83	9507	49,400	1.22	13%	7	8	8	9	7	8	8	8	10						
KCEC	Denver	50	2,510	cp	764	51	UNI	Entravision	Holdings	90	9612	3,400			nc														
KWHD	Castle Rock	53	5,000	633	46	IND	Landh	LeSea	Bcstg Inc	90		1,500																	
KPXC-TV	Denver	59	5,000	1,168	43	PAX	Teimn	Paxson	Comm Corp	88	9607	2,900			g														
KFCF	Ft. Collins	22	1,860	840	21	FOX	Petry	Fox	Television	94	9507				c1														
*KRMA-TV	Denver	6	100	cp	958	*18	PBS	Rocky Mtn	Public Bcg	56	8702																		
*KBDI-TV	Broomfield	12	229	2,421	38	PBS		Front Range	Educ	80																			
*KRMT	Denver	41	2,223	cp	1,129	40	REL	Lamb, Marcus	D	89	9707	1,950																	

TOTAL	59	61	66	67	59	65	67	71
HUT %	38	38	41	42	39	39	40	43

1/ See introduction section for interpretation of revenue estimates.
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DMA Rank: 18



Sacramento-Stockton-Modesto, CA Ratings Overview

DMA Rank: 19

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	19	56%	3	5	3	5	2	43%	48.3%	25.3%	73.6%	3.8%	77.4%	22.6%	
1994	19	60	3	6	3	6	1	44	48.3	24.0	72.3	4.0	76.3	23.7	
1995	21	62	3	6	3	6	1	42	44.8	22.8	67.6	4.0	71.6	28.4	
1996	21	63	3	6	6	3	1	43	67.8	0.3	68.1	3.3	71.4	28.6	
1997	20	64	3	6	6	3	1	42	61.8	1.5	63.3	4.0	67.3	32.7	
1998	20	65	3	6	6	3	2	43	59.5	2.8	62.3	3.5	65.8	34.2	
1999	20	64	3	6	6	3	2	43	56.3	3.3	59.6	4.0	63.6	36.4	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KCRA-TV	19%	19%	10%	9%	12%	12%	12%	13%	11%	13%	13%	14%	13%	15%	17%	20%
KXTV	9	10	10	9	10	11	11	10	9	9	8	8	8	14	12	14
KOVR	6	6	6	6	14	13	12	11	10	13	11	12	11	13	13	11
KUVS	2	2	3	2	2	0	2	2	4	3	2	2	2	3	3	2
KSPX	0	0	0	0	0	0	0	0	2	2	2	2	2	2	1	0
KMAX-TV	9	9	9	9	5	5	6	8	5	5	5	5	5	6	6	5
KTXL	6	6	5	4	4	6	6	7	5	5	5	6	4	4	4	5
KQCA	7	7	8	8	5	5	5	5	4	5	4	5	5	5	7	8
KVIE	6	6	5	7	6	6	5	5	4	3	4	3	2	3	2	1
HUT %	64	65	66	65	58	58	59	61	54	58	55	56	65	65	67	69
	27	28	29	31	29	24	28	29	33	28	31	31	44	43	47	47

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KCRA-TV	13%	14%	15%	14%
KXTV	12	12	13	17
KOVR	11	10	10	10
KUVS	3	3	3	3
KSPX	2	2	1	1
KMAX-TV	6	8	7	6
KTXL	7	7	8	7
KQCA	7	8	9	10
KVIE	2	2	3	2
HUT %	63	66	69	70
	53	54	61	62

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KCRA-TV	18%	22%	23%	25%
KXTV	15	18	17	17
KOVR	9	11	11	11
KUVS	3	3	3	2
KSPX	2	1	2	3
KMAX-TV	5	5	6	5
KTXL	6	6	6	5
KQCA	4	4	4	5
KVIE	3	2	3	4
HUT %	65	72	75	77
	42	42	43	41

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KCRA-TV	17%	21%	21%	24%
KXTV	13	16	15	14
KOVR	10	11	11	11
KUVS	3	3	3	2
KSPX	2	0	2	3
KMAX-TV	5	5	6	5
KTXL	6	6	5	5
KQCA	6	6	5	5
KVIE	3	3	3	4
HUT %	65	71	71	73
	38	37	38	37



Sacramento-Stockton-Modesto, CA Market Overview

DMA Rank: 19
BIA Revenue Rank: 21

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth			Growth Rate			
	1993	1998	1998	2003	Rate	Rate	
DMA Population	3,126	3,290	3,290	3,567	1.6%	1.6%	
Households	1,110	1,168	1,168	1,270	1.7%	1.7%	
Retail Sales	22,163	30,177	30,177	38,051	4.7%	4.7%	
EBI	46,972	49,211	49,211	59,785	4.0%	4.0%	
Pop Rank # 19	DMA Counties		16	White	81.8%	Avg Household	\$ 42,147
HH Rank # 19	TV Households		1,160	Black	6.1%	Per Capita	\$ 14,957
RS Rank # 20	DMA Cable		64%	Asian	10.7%	Spanish Speaking	19.5
EBI Rank # 22	DMA VCR		90%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	1998 - 99	1999	2000	2001	2002	2003	2003 - 99
GROSS REVENUES	\$ 172,000	184,600	177,000	192,700	204,100	228,600	Δ 93 - 98	223,300	243,400	258,000	273,500	284,400	Δ 99 - 03
★ ★	-2.3%												
Estimated Breakouts	% Network		% Natl/Regl		% Local			% Network		% Natl/Regl		% Local	
	5.0%		52.0%		43.0%			5.0%		52.0%		43.0%	
Revenue/Retail Sales	\$ 7.76/1,000							\$ 7.58/1,000					\$ 7.47/1,000
Revenue/Capita	\$55.02							\$69.48					\$79.73

Sacramento-Stockton-Modesto, CA Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power	Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KCRA-TV	Sacramento	3	100	1,939	*35	1	NBC	Petry	Hearst-Argyle TV Inc	55	9812	520,000	57,000	0.95	27%	13	15	16	15	14	17	17	16						
KXTV	Sacramento	10	316	1,952	*61	ABC	TelRp	Gannett Co Inc	55	9905	sw	37,000	0.87	19%	11	12	12	12	10	11	11	12	12						
KOVR	Stockton	13	316	1,949	25	CBS	HRP	Sinclair Bcst Group	54	9608	g	34,400	0.86	18%	10	11	11	11	9	11	11	11	12						
KUVS	Modesto	19	5,000	1,880	18	UNI	UN	Univision TV Group	66	9703	40,000pe	8,400	0.94	4%	3	2	2	2	2	2	3	2	3						
KSPX	Sacramento	29	4,570	1,053	48	PAX		Paxson Comm Corp	90	0005 p	17,725	5,000	2.24	1%	2	2	2	2	1	1	1	1	1						
KMAX-TV	Sacramento	31	5,000	1,831	21	UPN	Mlmm	CBS TV Stations Div	74	9710	na	21,300	0.95	10%	5	6	6	6	5	6	5	7	6						
KTXL	Sacramento	40	5,000	1,962	*55	FOX	TelRp	Tribune Bcstg Co	68	9704	g	46,000	1.72	12%	6	7	8	9	6	7	7	7	9						
KQCA	Stockton	58	5,000	1,834	46	1	WB	Blair	Hearst-Argyle TV Inc	86	0002	350	14,200	0.71	9%	5	6	6	6	6	6	5	5						
KFTL	Stockton	64	1,950	2,868	62	IND		Family Stations Inc	88																				
*KVIE	Sacramento	6	100	1,860	53	PBS		Central CA ETV	59																				
*KBSV	Ceres	23	15 cp	154	15	PBS		Bet-Nahtrain Inc	96																				

TOTAL	59	65	66	66	66	66	65	66	65	66
HUT %	42	42	45	46	46	41	41	45	45	44

1/ See introduction section for interpretation of revenue estimates.
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DMA Rank: 19



Pittsburgh, PA Ratings Overview

DMA Rank: 20

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	%	# Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	17	75%	3	75%	3	3	3	3	39%	63.8%	8.8%	72.6%	2.8%	75.4%	24.6%
1994	17	75	3	75	3	3	3	3	39	63.0	9.5	72.5	2.5	75.0	25.0
1995	17	76	3	76	3	3	3	2	44	54.5	10.5	65.0	3.8	68.8	31.2
1996	19	78	3	78	3	5	1	2	46	64.3	0.0	64.3	3.8	68.1	31.9
1997	19	79	3	79	3	5	1	2	44	59.0	0.0	59.0	3.5	62.5	37.5
1998	19	79	3	79	4	6	1	3	44	58.0	0.0	58.0	3.0	61.0	39.0
1999	19	79	3	79	4	6	1	3	46	56.5	0.0	56.5	3.0	59.5	40.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KDKA-TV	9%	10%	10%	12%	15%	18%	20%	21%	21%	24%	22%	22%	13%	16%	15%	16%
WTAE-TV	20	18	19	19	17	17	15	15	9	10	10	10	15	15	15	15
WPXI	17	18	18	17	8	9	10	12	7	9	9	8	18	20	23	20
WNPA-TV	0	0	0	0	2	0	0	2	0	0	0	0	2	2	2	1
WCWB	0	3	4	4	0	0	0	0	3	2	2	3	5	5	5	5
WPGH-TV	0	0	0	0	3	3	4	5	3	2	3	5	3	3	3	3
* WQED	3	3	4	3	3	3	3	5	0	2	2	2	2	3	2	3
HUT %	49	52	55	55	48	50	52	60	43	49	48	50	58	64	65	63
	25	29	30	28	31	27	31	32	34	31	36	35	42	42	49	48

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KDKA-TV	17%	18%	18%	19%
WTAE-TV	16	16	16	15
WPXI	17	19	19	19
WNPA-TV	4	3	3	4
WCWB	5	5	5	6
WPGH-TV	6	6	6	6
* WQED	1	1	1	2
* WQEX	0	0	0	0
HUT %	66	68	68	71
	49	50	60	59

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KDKA-TV	14%	17%	18%	19%
WTAE-TV	14	19	19	18
WPXI	11	16	15	16
WNPA-TV	3	2	2	3
WCWB	3	3	3	3
WPGH-TV	5	6	6	7
* WQED	3	2	3	3
* WQEX	1	0	0	0
HUT %	54	65	66	69
	59	64	69	68

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KDKA-TV	18%	20%	23%	25%
WTAE-TV	16	18	19	18
WPXI	17	20	21	20
WNPA-TV	2	2	2	1
WCWB	3	2	2	3
WPGH-TV	6	5	6	6
* WQED	1	1	1	2
* WQEX	0	0	0	0
HUT %	63	68	74	75
	57	58	59	57



Pittsburgh, PA Market Overview

DMA Rank: 20
BIA Revenue Rank: 22

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1999		2000		2001		2002		2003	
	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate
DMA Population	2,925	2.892	2,892	-0.2%	2,892	2.892	2,822	-0.5%	2,822	2.822	2,822	-0.5%
Households	1,157	1,150	1,150	-0.1%	1,150	1,150	1,142	-0.1%	1,142	1,142	1,142	-0.1%
Retail Sales	21,608	28,866	28,866	6.0%	28,866	28,866	35,110	4.0%	35,110	35,110	35,110	4.0%
EBI	44,783	50,763	50,763	2.5%	50,763	50,763	62,598	4.3%	62,598	62,598	62,598	4.3%

	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking
Pop Rank # 20	15	91.6%		\$ 44,130		
TV Households	1,135	7.3%		\$ 17,556		
DMA Cable	80%	1.0%				0.8
DMA VCR	83%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Δ 93 - 98	Δ 99 - 03
	\$ 152,600	170,900	190,300	204,400	219,800	226,400	219,800	238,100	247,600	257,500	257,500	8.2%	4.2%
Δ 98 - 99	-3.7%												

Estimated Breakouts	% Network	% Natl/Regl	% Local
	5.0%	40.0%	55.0%

Revenue/Retail Sales	1993	1998	2003
	\$7.06/1,000	\$7.84/1,000	\$7.33/1,000
Revenue/Capita	\$52.17	\$78.28	\$91.25

Pittsburgh, PA Competitive Overview

City Of License	Calls	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power	Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	Aug 00	Sep 00	Oct 00	Nov 00	Dec 00	Jan 01	Feb 01	Mar 01	Apr 01	May 01	Jun 01
KDKA-TV Pittsburgh	2	100	cp	968	*25	CBS	Grip W	CBS	Grip W	CBS TV Stations Div	49	0005	53,600	0.77	32%	15	16	17	20	17	18	18	18	20						
WTAE-TV Pittsburgh	4	100		961	*51	ABC	Katz	Hearst-Argyle TV Inc	Hearst-Argyle TV Inc	58	9707	52,000	0.99	24%	13	15	15	14	12	13	14	14	15							
WPXI Pittsburgh	11	316		991	*48	NBC	TelRp	Cox Broadcasting	Cox Broadcasting	57	6411	20,500	1.15	24%	11	14	14	14	14	14	15	14	14							
WNPA-TV Jeannette	19	3,020		1,066	30	UPN	Rosh	CBS TV Stations Div	CBS TV Stations Div	53	9901	39,000	1.15	2%	2	2	2	2	2	2	1	1	1							
WCWB Pittsburgh	22	5,000		919	42	WB	Mlmm	Sinclair Bcst Group	Sinclair Bcst Group	78	9911 p	17,808	1.01	7%	3	3	3	3	4	4	4	4	3							
WPCB-TV Greensburg	40	4,900	cp	932	50	IND		Cornerstone TV Inc	Cornerstone TV Inc	79																				
WPGH-TV Pittsburgh	53	5,000	cp	1,024	43	FOX	HRP	Sinclair Bcst Group	Sinclair Bcst Group	74	9106	31,700	1.32	11%	4	4	4	4	4	5	6	6	7	7						
*WQED Pittsburgh	13	316		689	38	PBS		WQED Pittsburgh	WQED Pittsburgh	54																				
*WQEX Pittsburgh	16	1,700	cp	974	26	PBS		WQED Pittsburgh	WQED Pittsburgh	59																				
*WGPT Oakland	36	240		653	54	PBS		MD Public Bcstg	MD Public Bcstg	87																				

TOTAL	50	56	58	63	63	54	60	61	63
HUT %	43	43	49	48	48	43	44	48	47

Allocations: Ch 66, Fairmont, WV



St. Louis, MO Ratings Overview

DMA Rank: 21

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	Pct	# Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	18	47%	4	3	3	4	1	44%	60.0%	22.5%	82.5%	4.8%	87.3%	12.7%	
1994	18	48	4	3	2	5	1	43	45.0	35.8	80.8	4.8	85.6	14.4	
1995	20	50	4	3	3	4	1	42	52.5	23.0	75.5	4.0	79.5	20.5	
1996	20	52	4	3	5	2	1	43	74.0	0.0	74.0	4.3	78.3	21.7	
1997	21	53	4	3	5	2	1	43	72.8	0.0	72.8	4.8	77.6	22.4	
1998	21	53	4	3	5	2	1	44	69.0	0.0	69.0	4.3	73.3	26.7	
1999	21	55	5	3	6	2	1	43	66.8	0.0	66.8	4.5	71.3	28.7	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTVI	12%	13%	12%	10%	12%	15%	13%	12%	9%	16%	19%	17%	13%	14%	15%	14%
KMOV	11	10	11	11	18	14	14	12	16	16	19	17	19	18	18	19
KSDK	28	28	28	26	13	13	14	16	16	18	17	17	17	18	20	21
KPLR-TV	9	9	12	12	7	6	11	10	6	6	6	6	6	7	8	8
WPXS	0	0	0	0	0	0	0	0	0	0	0	0	1	2	0	0
KDNL-TV	6	5	5	6	8	6	8	8	9	10	11	10	8	8	8	9
* KETC	3	6	7	7	5	8	9	9	3	3	4	4	4	5	5	6
HUT %	69	71	75	72	63	62	69	67	59	62	67	66	68	72	74	77
HUT %	29	32	32	31	29	27	28	29	33	30	32	31	39	38	41	39

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTVI	12%	10%	10%	10%	9%	10%	12%	12%	8%	8%	8%	7%	9%	10%	10%	10%
KMOV	19	20	21	21	16	20	20	20	18	21	22	24	11	12	14	12
KSDK	24	23	26	25	17	21	22	23	23	27	27	24	17	20	20	19
KPLR-TV	9	11	11	11	8	11	9	9	16	15	16	15	13	14	13	13
WPXS	1	2	0	1	1	1	1	0	1	1	1	0	0	0	0	0
KDNL-TV	6	6	7	7	9	13	14	12	5	6	6	8	6	6	6	8
* KETC	3	3	4	5	5	4	5	5	1	2	2	2	2	2	2	2
HUT %	74	75	79	80	65	80	83	81	72	80	82	80	58	64	65	64
HUT %	49	49	55	54	57	62	65	64	61	63	62	61	44	43	43	43



Orlando-Daytona Beach-Melbourne, FL Ratings Overview

DMA Rank: 22

Market Trend Analysis

Year	DMA Rank	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing			
		Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Ind Viewing	Commercial Viewing	PTV Viewing
1993	23	67%	3	7	3	3	48%	54.8%	17.0%	71.8%	2.3%	74.1%	25.9%
1994	23	73	3	8	3	45	54.8	19.0	73.8	2.0	75.8	24.2	
1995	22	73	3	9	3	46	50.3	19.0	69.3	2.0	71.3	28.7	
1996	22	75	3	9	6	46	70.3	0.0	70.3	2.0	72.3	27.7	
1997	22	77	3	9	6	45	65.0	0.0	65.0	2.0	67.0	33.0	
1998	22	77	3	9	6	45	61.3	0.0	61.3	2.3	63.6	36.4	
1999	22	77	3	10	6	45	56.8	0.5	57.3	2.5	59.8	40.2	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WESH	22%	21%	23%	24%	17%	15%	17%	16%	12%	11%	12%	12%	8%	12%	11%	13%
WKMG-TV	7	7	7	6	10	11	10	12	9	11	11	12	16	17	19	17
WFTV	19	18	22	20	9	12	13	11	13	14	16	12	7	7	8	8
WKCF	4	5	4	5	5	6	6	6	4	6	7	7	4	5	5	3
WOFI	4	4	3	3	0	0	0	0	0	2	1	0	0	1	1	0
WOPX	0	0	0	0	2	2	2	2	5	6	6	4	7	8	7	6
WRBW	2	2	2	3	3	4	3	4	3	3	2	2	3	4	3	4
* WMFE-TV	3	4	4	5	51	54	56	55	52	57	59	54	57	64	65	63
HUT %	27	29	32	30	30	28	28	26	36	34	34	33	46	46	47	45

PRIME TIME

Calls	6:00 - 8:00 PM				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WESH	11%	11%	12%	12%	14%	17%	17%	17%	11%	13%	12%	12%
WKMG-TV	10	11	11	12	12	14	15	15	10	9	11	10
WFTV	19	20	21	19	15	16	18	19	8	9	11	13
WKCF	7	8	10	9	5	5	6	6	8	7	8	8
WRDQ	1	0	0	0	0	0	0	0	0	0	0	0
WOFI	8	7	7	5	6	5	5	5	5	0	5	6
WOPX	2	1	1	2	2	2	2	2	0	0	0	0
WRBW	8	6	7	7	4	4	4	3	6	4	3	5
WVEN-LP	0	0	1	0	0	0	0	0	0	0	0	0
* WMFE-TV	2	2	2	2	1	1	1	1	0	0	0	0
HUT %	57	57	61	59	48	50	48	46	48	42	50	54



Orlando-Daytona Beach-Melbourne, FL Market Overview

DMA Rank: 22
BIA Revenue Rank: 20

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	2,474	2,784	2,784	3,068
Households	973	1,094	1,094	1,216
Retail Sales	23,096	32,263	32,263	42,715
EBI	38,273	45,542	45,542	59,774
		2.4%	2.0%	2.1%
		2.4%	2.1%	2.1%
		6.9%	5.8%	5.8%
		3.5%	5.6%	5.6%

	White	Black	Asian	Avg Household
DMA Counties	9	84.0%		\$ 41,648
TV Households	1,102	13.4%		\$ 16,360
DMA Cable	77%	2.2%		Spanish Speaking
DMA VCR	88%			8.8

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
\$	155,500	176,600	195,500	210,700	219,200	224,600	7.6%
Δ 98 - 99	0.4%	225,500	239,000	247,400	259,700	268,800	4.5%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	3.9%	55.3%	40.8%

Revenue/Retail Sales	1993	1998	2003
\$	\$6.73/1,000	\$6.96/1,000	\$6.29/1,000
Revenue/Capita	\$62.85	\$80.68	\$87.61

Orlando-Daytona Beach-Melbourne, FL Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	M	L	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WESH	Daytona Beach	2	100	1,650	11			NBC				Hearst-Argyle TV Inc	56	9805 p	g	52,000	1.05	22%	12	13	13	13	11	14	13	13				
WKMG-TV	Orlando	6	100	1,460	58			CBS			MMT	Post-Newsweek Sins	54	9709	sw	37,000	0.78	21%	9	11	12	13	10	12	13	13				
WFTV	Orlando	9	316	1,572	39			ABC			TelRp	Cox Broadcasting	58	8508	185,000	56,000	0.99	25%	13	15	16	14	13	14	14	16				
WKCF	Clermont	18	5,000	1,608	17			WB			Blair	Emmis Communications	88	9910	191,500	34,300	1.09	14%	6	7	8	8	8	8	8	9				
WNTD	Daytona Beach	26	2,750	997	49			IND				Entravision Holdings	88	0005 p	22,850	2,000														
WRDQ	Orlando	27	5,000	1,867	14			IND				Cox Broadcasting	00	0003 p	na															
WOFI	Orlando	35	5,000	1,480	*22			FOX			MMT	Meredith Corp	79	8304	26,667g	29,000	1.07	12%	6	6	6	7	7	7	7	6				
WBSF	Melbourne	43	2,290	994	20			HSN				USA Broadcasting	82	9806	na															
WTGL-TV	Cocoa	52	4,720	935	51			IND				Good Life Bcstg Inc	82	8306	2,900															
WACX	Leesburg	55	5,000	1,690	40			REL				Assoc Christian TV	86	9801	13,161	2,200														
WOPX	Melbourne	56	5,000	1,401	48			PAX				Paxson Comm Corp	86	9801	13,161	2,200														
WRBW	Orlando	65	5,000	1,526	41			UPN			Mlrmn	News Corp	94	0008 p	g	13,000	1.15	5%	4	4	4	4	3	3	3	3				
WVEN-LP	Orlando	63	11	346				UNI				Entravision Holdings	00																	
*WCEU	New Smyrna Bch	15	675	cp	1,447	33		PBS				Daytona Bch College	88																	
*WMEF-TV	Orlando	24	1,350	1,250	23			PBS				Community Comm	65																	
*WLCB-TV	Leesburg	45	5,000	cp	453							Good Life Bcstg Inc	NOA	0005	20cp															
*WBCC	Cocoa	68	2,820	942	30			PBS				Brevard Comm College	87	8801	300															

Allocations: Ch 58, Bunnell

TOTAL	53	59	62	62	56	61	60	63
HUT %	45	45	46	45	45	44	46	46

1/ See introduction section for interpretation of revenue estimates.

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	Pct	# Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	27	56%	4	4	4	3	5	2	41%	55.0%	20.5%	75.5%	4.8%	80.3%	19.7%
1994	27	57	4	4	4	3	5	2	40	52.5	19.8	72.3	4.0	76.3	23.7
1995	25	58	4	4	4	3	5	2	40	48.3	20.0	68.3	4.0	72.3	27.7
1996	24	61	4	4	4	6	2	2	41	67.0	0.0	67.0	4.0	71.0	29.0
1997	24	63	4	4	4	6	2	2	39	66.0	0.0	66.0	4.5	70.5	29.5
1998	24	63	4	4	4	6	2	2	39	63.8	0.3	64.1	4.0	68.1	31.9
1999	23	62	4	4	4	6	2	2	39	62.0	0.0	62.0	4.0	66.0	34.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KATU	14%	15%	15%	17%	10%	12%	14%	14%	8%	10%	10%	10%	11%	12%	11%	15%
KOIN	6	5	6	6	14	15	15	16	10	12	10	13	15	17	18	20
KGW	20	19	19	20	8	9	7	10	11	11	11	10	18	20	17	16
KPTV	8	9	9	8	5	6	7	7	9	10	11	11	6	6	8	6
KPXG	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
KWBP-TV	4	4	4	4	4	3	3	3	4	3	3	3	5	5	5	5
KPDX	0	4	4	2	7	8	8	8	7	7	9	9	5	5	6	5
* KOPB-TV	7	9	8	8	8	8	8	6	4	3	3	2	4	4	4	4
HUT %	59	65	65	65	56	61	62	64	53	56	55	58	64	69	71	71
	24	26	25	24	26	24	24	24	27	25	27	26	37	41	42	42

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KATU	15%	16%	18%	21%	12%	19%	18%	19%	13%	17%	17%	20%	11%	13%	13%	14%
KOIN	12	10	12	13	13	14	15	17	13	16	17	19	11	13	14	14
KGW	11	16	14	15	12	17	17	17	17	21	21	21	14	15	15	19
KPTV	6	6	6	7	6	5	6	6	7	6	6	6	7	6	6	6
KPXG	0	1	1	1	2	2	2	2	0	0	0	0	0	0	0	0
KWBP-TV	5	4	5	3	4	4	3	2	4	4	3	2	5	5	3	3
KPDX	11	11	14	11	8	10	10	9	9	9	8	8	6	7	5	4
* KOPB-TV	3	2	3	3	6	4	5	5	2	2	2	1	0	0	3	0
HUT %	63	66	73	74	63	75	76	77	65	75	74	77	54	59	59	60
	48	52	56	54	52	58	60	59	36	38	39	39	22	22	22	22



Portland, OR Market Overview

DMA Rank: 23
BIA Revenue Rank: 25

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth			Growth		
	1993	1998	2003	1998	2003	Rate
DMA Population	2,396	2,644	2,838	2,644	2,838	1.4%
Households	923	1,020	1,101	1,020	1,101	1.5%
Retail Sales	20,970	29,318	39,150	29,318	39,150	6.0%
EBI	37,430	45,042	60,008	45,042	60,008	5.9%
Pop Rank # 23	DMA Counties 26		White 92.7%	Avg Household \$ 44,150		
HH Rank # 23	TV Households 1,004		Black 2.3%	Per Capita \$ 17,037		
RS Rank # 21	DMA Cable 62%		Asian 3.7%	Spanish Speaking 6.1		
EBI Rank # 26	DMA VCR 90%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	93 - 98
GROSS REVENUES	\$ 120,500	139,800	146,100	165,800	172,100	200,400	10.7%
Δ 98 - 99	-1.4%	1999	2000	2001	2002	2003	Δ 99 - 03
★★★		197,600	212,400	223,000	240,900	252,900	6.4%
Estimated Breakouts	% Network 3.0%		% Natl/Regl 50.0%		% Local 47.0%		
Revenue/Retail Sales	1993	1998	2003				
Revenue/Capita	\$5.75/1,000	\$6.84/1,000	\$6.46/1,000				
	\$50.29	\$75.79	\$89.11				

Portland, OR Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est '99 Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KATU	Portland	100	2	1,745	*43	ABC	Eagle	Fisher Bcstg	62	0005	6/22	562,500g3	38,100	0.80	24%	11	14	14	16	14	14	16	15					
KOIN	Portland	100	6	1,749	*40	CBS	HRP	Ermmis Communications	53	0005	6/22	562,500g3	38,800	0.89	22%	11	12	13	15	12	14	15	15					
KGW	Portland	316	8	1,719	*46	NBC	Blair	Belo Corp	56	9702	9	48,600	48,600	1.12	22%	12	17	14	14	12	17	14	13					
KPTV	Portland	316	12	1,782	*30	UPN	Katz	News Corp	55	0008	9	23,000	23,000	1.06	11%	6	6	7	7	7	6	7	7					
KPXG	Salem	1,700	22	1,191	20	PAX		Paxson Comm Corp	81	9806	30,000	2,100											1					
KNMT	Portland	2,690	24	1,519	45	IND		National Minority TV	89	8810	520																	
KWBFP-TV	Salem	5,000	32	1,785	33	WB		Acme Television LLC	89	9707	17,600		8,000	0.81	5%	4	4	4	3	3	3	3	3					
KPDV	Vancouver	2,950	49	1,729	*48	FOX	Petry	Meredith Corp	83	9707	9	39,000	39,000	1.32	15%	7	8	9	9	8	9	10	11					
*KOPB-TV	Portland	316	10	1,726	*27	PBS		Oregon Public Bcstg	61	9309	nc												4					
*KTVR	La Grande	7	13	2,582	5	PBS		Oregon Public Bcstg	64	9309	nc												4					

TOTAL	55	65	65	68	60	67	69
HUT %	36	38	41	40	36	39	41

Allocations: Ch 16, La Grande, Ch 40, Portland

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Baltimore, MD Ratings Overview

DMA Rank: 24

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			9%	7%	8%	8%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	22	54%	3	3	3	3	2	2	45%	56.0%	16.3%	72.3%	2.8%	75.1%	24.9%
1994	22	58	3	3	3	3	2	2	45	54.8	18.5	73.3	3.0	76.3	23.7
1995	23	61	3	3	3	3	3	3	43	50.0	16.0	66.0	3.3	69.3	30.7
1996	23	62	3	3	5	1	3	3	43	63.3	0.0	63.3	3.3	66.6	33.4
1997	23	64	3	3	5	1	3	3	42	60.8	0.0	60.8	3.0	63.8	36.2
1998	23	66	3	3	6	0	2	2	43	59.5	0.0	59.5	3.0	62.5	37.5
1999	24	67	3	3	6	0	2	2	43	57.3	0.0	57.3	3.0	60.3	39.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WMAR-TV	8%	25	22	21	11	11	10	13	11	9	10	10	19	19	20	18
WBAL-TV	18	21	22	21	12	14	14	15	22	23	21	22	15	14	14	14
WJZ-TV	2	0	2	2	4	4	5	4	4	4	5	6	10	10	8	9
WUTB	0	0	3	2	0	3	3	2	3	3	4	4	3	4	5	5
WBFF	4	5	6	5	9	9	9	8	5	5	6	4	5	6	6	6
WNUV	5	6	8	5	4	6	5	4	2	2	2	2	4	4	5	4
WMPB	4	4	6	7	2	2	4	9	0	3	5	9	2	6	7	10
Other	65	70	76	71	51	59	60	65	54	59	61	65	64	71	73	74
HUT %	25	27	30	28	26	23	25	25	29	28	30	28	38	39	41	41

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WMAR-TV	10%	14	15	13	10%	14%	13%	12%	9%	11%	10%	12%	7%	7%	7%	10%
WBAL-TV	14	17	17	17	13	16	16	15	19	20	20	18	12	14	13	12
WJZ-TV	17	17	17	17	14	16	17	17	17	21	22	20	10	12	12	11
WUTB	4	5	5	5	4	4	4	4	3	3	2	2	4	4	3	4
WBFF	7	9	9	9	7	8	9	8	7	6	6	5	6	6	5	5
WNUV	8	8	9	10	5	6	6	6	8	7	7	7	10	9	9	9
WMPB	2	2	2	1	3	3	3	3	1	1	1	2	0	0	2	2
Other	1	7	10	14	1	5	10	12	0	4	6	12	0	2	4	9
HUT %	63	72	75	77	57	72	78	77	64	73	74	78	49	54	55	62
HUT %	48	51	56	56	57	63	65	65	48	51	53	51	33	34	34	35



Baltimore, MD Market Overview

DMA Rank: 24
BIA Revenue Rank: 24

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1999		2000		2001		2002		2003	
	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate
DMA Population	2,643	0.3%	2,689	0.3%	2,778	0.7%	2,778	0.7%	2,778	0.7%	2,778	0.7%
Households	981	0.4%	1,002	0.4%	1,050	0.9%	1,050	0.9%	1,050	0.9%	1,050	0.9%
Retail Sales	20,967	4.0%	25,518	4.0%	30,563	3.7%	30,563	3.7%	30,563	3.7%	30,563	3.7%
EBI	44,892	1.6%	48,687	1.6%	58,864	3.9%	58,864	3.9%	58,864	3.9%	58,864	3.9%

	1998	1999	2000	2001	2002	2003
White	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%
Black	27.1%	27.1%	27.1%	27.1%	27.1%	27.1%
Asian	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%
Avg Household	\$ 48,599	\$ 48,599	\$ 48,599	\$ 48,599	\$ 48,599	\$ 48,599
Per Capita	\$ 18,107	\$ 18,107	\$ 18,107	\$ 18,107	\$ 18,107	\$ 18,107
Spanish Speaking	1.9	1.9	1.9	1.9	1.9	1.9

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
ESTIMATED GROSS REVENUES	\$ 153,800	167,100	180,700	184,700	194,200	205,900	214,800	227,700	234,500	241,600	248,800
Δ 98 - 99	4.3%										
Δ 99 - 03											
★ ★ ★											

Estimated Breakouts	% Network	% Natl/Regl	% Local
	5.0%	47.0%	48.0%

Revenue/Retail Sales	1993	1998	2003
	\$ 7.34/1,000	\$ 8.07/1,000	\$ 8.14/1,000
Revenue/Capita	\$58.19	\$76.57	\$89.56

Baltimore, MD Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M	L	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power	Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WMAR-TV	Baltimore	2	100	1,001	*52	ABC	Katz	Scripps Howard Bcstg	47	9106	125,000	30,600	0.84	17%	8	11	9	9	10	10	10	10	10	10	10					
WBAL-TV	Baltimore	11	100	938	*59	NBC	Blair	Hearst-Argyle TV Inc	48	9707	g	59,000	1.10	25%	12	14	13	12	15	15	15	15	15	15	15					
WJZ-TV	Baltimore	13	215	876	*38	CBS	Grp W	CBS TV Stations Div	48	0005	g	49,700	0.80	29%	14	16	15	16	16	17	17	17	17	17	17					
● WUTB	Baltimore	24	1,170	1,070	41	UPN	News Corp	News Corp	85	0008 p	g	16,500	1.10	7%	4	5	5	5	5	4	4	4	4	4	4					
WBFF	Baltimore	45	1,290	1,266	*46	FOX	TelRp	Sinclair Bcst Group	71			32,100	1.36	11%	5	6	7	7	6	6	6	6	6	6	6					
WNUV	Baltimore	54	1,353	1,145	40	WB	TelRp	Glencalm Ltd	82	9508	na	26,900	1.14	11%	6	6	7	7	7	7	7	7	7	7	7					
*WMPT	Annapolis	22	5,000	869	*42	PBS		MD Public Bcstg	75						3	3	3	3	3	3	3	3	3	3	3					
*WMPB	Baltimore	67	1,000	820	29	PBS		MD Public Bcstg	69						0	5	8	14	5	8	9	10	9	10	10					

TOTAL	52	66	68	74	63	70	70	72
HUT %	39	41	44	43	41	41	45	45

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



San Diego, CA Ratings Overview

DMA Rank: 25

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	25	79%	4	4	4	3	5	1	42%	20.8%	44.5%	65.3%	3.5%	68.8%	31.2%
1994	24	80	4	4	4	3	5	1	43	20.5	44.3	64.8	4.3	69.1	30.9
1995	27	79	4	4	4	3	5	1	42	18.0	40.5	58.5	4.0	62.5	37.5
1996	27	82	4	4	4	6	2	1	41	0.5	58.3	58.8	4.3	63.1	36.9
1997	26	82	4	4	4	5	3	1	41	10.0	46.5	56.5	4.3	60.8	39.2
1998	26	82	4	4	4	5	3	1	42	11.3	45.5	56.8	4.0	60.8	39.2
1999	26	83	4	4	4	6	3	1	41	9.8	45.0	54.8	4.0	58.8	41.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM				
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	
	0%	2%	3%	3%	3%	3%	3%	4%	4%	4%	4%	5%	4%	3%	4%	4%	3%
XETV	7	7	6	7	12	12	11	13	8	8	8	10	11	11	14	15	15
KFMB-TV	8	10	9	9	8	9	11	9	9	9	10	9	11	15	14	13	13
KGTV	15	16	15	14	5	5	6	7	8	9	9	8	10	10	11	11	11
KNSD	11	13	14	12	10	9	8	8	7	7	7	8	9	8	8	10	10
KUSI-TV	7	7	7	8	5	4	4	5	4	5	5	5	5	6	6	5	5
KSWB-TV	4	2	2	3	3	2	3	2	5	3	3	3	3	3	2	2	2
KBNT-LP	9	9	10	9	7	8	8	8	3	3	3	3	4	4	4	3	3
* KPBS	0	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0
LSDN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SD4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
HUT %	61	68	68	67	53	52	54	56	48	48	50	52	56	64	63	62	62
	25	26	27	28	27	25	26	28	31	28	31	30	40	41	44	43	43

6:00 - 8:00 PM

Calls	Jul 00	May 00	Feb 00	Nov 99
	8%	8%	10%	9%
XETV	11	11	12	12
KFMB-TV	9	9	10	14
KGTV	10	11	13	12
KNSD	0	0	2	0
XUPN	6	6	7	9
KUSI-TV	9	10	9	7
KSWB-TV	5	3	4	3
KBNT-LP	2	3	3	3
* KPBS	0	0	1	0
LSDN	4	4	0	0
SD4	0	0	0	0
Other	64	65	71	69
HUT %	50	53	57	56

PRIME TIME

Calls	Jul 00	May 00	Feb 00	Nov 99
	6%	9%	10%	10%
XETV	12	12	13	14
KFMB-TV	9	14	13	13
KGTV	11	17	17	16
KNSD	2	2	2	0
XUPN	5	5	5	6
KUSI-TV	5	6	6	6
KSWB-TV	4	3	3	3
KBNT-LP	4	5	5	5
* KPBS	0	0	0	0
LSDN	3	3	3	0
SD4	0	0	0	1
Other	61	76	74	74
HUT %	56	61	61	60

11:00 - 11:30 PM

Calls	Jul 00	May 00	Feb 00	Nov 99
	3%	4%	4%	4%
XETV	11	8	14	13
KFMB-TV	12	9	15	14
KGTV	14	15	21	19
KNSD	0	0	0	0
XUPN	5	4	5	7
KUSI-TV	5	5	3	5
KSWB-TV	2	0	1	0
KBNT-LP	4	4	4	4
* KPBS	0	0	0	0
LSDN	0	0	0	0
SD4	0	0	0	0
Other	56	49	68	66
HUT %	42	26	42	40

11:30 - 1:00 AM

Calls	Jul 00	May 00	Feb 00	Nov 99
	4%	9%	4%	4%
XETV	8	12	11	9
KFMB-TV	7	14	9	9
KGTV	13	17	17	15
KNSD	0	2	0	0
XUPN	4	5	3	6
KUSI-TV	4	6	6	5
KSWB-TV	0	3	0	0
KBNT-LP	3	5	4	3
* KPBS	0	0	0	0
LSDN	0	3	0	0
SD4	0	0	0	0
Other	43	76	54	51
HUT %	27	61	26	26

Indianapolis, IN Ratings Overview

DMA Rank: 26

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing					
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	26	59%	4	5	3	6	4	44%	51.0%	23.8%	74.8%	2.8%	77.6%	22.4%
1994	26	61	4	5	3	6	4	43	49.5	23.3	72.8	2.0	74.8	25.2
1995	24	61	4	5	3	6	4	44	45.8	21.3	67.1	2.3	69.4	30.6
1996	25	64	4	5	6	3	4	44	66.5	0.0	66.5	2.8	69.3	30.7
1997	25	65	4	5	6	3	4	43	63.3	0.0	63.3	2.8	66.1	33.9
1998	25	64	4	5	6	3	4	43	60.8	0.0	60.8	3.0	63.8	36.2
1999	25	65	4	5	6	3	4	44	57.0	0.0	57.0	2.8	59.8	40.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WTTV	4%	6%	5%	8%	7%	7%	7%	7%	5%	5%	4%	5%	6%	6%	8%	9%
WRTV	12	13	13	13	9	9	10	9	7	8	9	9	11	11	13	11
WISH-TV	10	10	12	12	14	16	16	16	18	23	20	18	16	17	17	16
WTHR	17	20	21	20	11	12	14	15	10	10	11	11	10	14	13	14
WNDY-TV	3	3	4	3	0	3	3	2	2	2	2	2	4	5	4	3
WHMB-TV	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	2
WXIN	6	5	6	5	3	4	4	4	3	3	3	5	4	5	5	5
WIPX	0	0	0	0	0	0	0	0	0	0	0	2	0	0	1	1
WFYI	4	6	5	4	3	3	4	5	2	2	3	3	3	3	4	3
HUT %	56	63	66	65	47	54	58	58	47	53	54	55	56	65	67	64
	29	30	31	30	30	24	28	29	32	27	31	30	40	39	43	42

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WTTV	7%	12%	8%	9%	5%	9%	7%	8%	8%	7%	7%	8%	12%	10%	9%	12%
WRTV	8	8	9	8	11	15	15	14	10	14	12	13	7	9	7	11
WISH-TV	16	17	19	18	13	16	17	17	15	17	20	18	9	12	14	10
WTHR	11	13	14	15	12	16	16	16	15	20	20	18	11	14	11	11
WNDY-TV	5	5	6	5	4	4	4	3	3	3	3	2	4	5	4	4
WXIN	9	9	9	9	6	8	8	9	5	6	6	7	5	5	6	6
WIPX	1	1	2	2	3	2	2	1	2	1	1	0	0	0	0	0
WFYI	2	2	2	2	3	2	3	3	2	3	3	2	3	3	3	2
HUT %	59	67	69	68	57	72	72	71	60	71	72	68	51	58	54	56
	49	49	55	56	56	62	65	66	44	44	50	48	31	29	32	32



Indianapolis, IN Market Overview

DMA Rank: 26
BIA Revenue Rank: 25

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1999		2000		2001		2002		2003	
	1993	1998	1998	1999	1998	1999	2000	2001	2002	2003	1998	2003
DMA Population	2,410	2,496	2,496	2,496	2,565	2,565	2,565	2,565	2,565	2,565	2,565	2,565
Households	919	968	968	968	1,014	1,014	1,014	1,014	1,014	1,014	1,014	1,014
Retail Sales	20,156	25,918	25,918	25,918	32,518	32,518	32,518	32,518	32,518	32,518	32,518	32,518
EBI	38,180	44,515	44,515	44,515	57,636	57,636	57,636	57,636	57,636	57,636	57,636	57,636
White	89.2%	89.2%	89.2%	89.2%	89.2%	89.2%	89.2%	89.2%	89.2%	89.2%	89.2%	89.2%
Black	9.5%	9.5%	9.5%	9.5%	9.5%	9.5%	9.5%	9.5%	9.5%	9.5%	9.5%	9.5%
Asian	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Spanish Speaking	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3
DMA Counties	33	33	33	33	33	33	33	33	33	33	33	33
TV Households	963	963	963	963	963	963	963	963	963	963	963	963
DMA Cable	66%	66%	66%	66%	66%	66%	66%	66%	66%	66%	66%	66%
DMA VCR	89%	89%	89%	89%	89%	89%	89%	89%	89%	89%	89%	89%
Pop Rank #	26	26	26	26	26	26	26	26	26	26	26	26
HH Rank #	26	26	26	26	26	26	26	26	26	26	26	26
RS Rank #	25	25	25	25	25	25	25	25	25	25	25	25
EBI Rank #	27	27	27	27	27	27	27	27	27	27	27	27

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	93-98
ESTIMATED GROSS REVENUES	\$ 135,000	155,000	165,000	180,500	188,600	188,300	188,600	217,800	230,900	240,100	240,100	6.9%
★ ★ ★	4.9%	197,600	209,500	217,800	230,900	240,100	240,100	240,100	240,100	240,100	240,100	5.0%
Estimated Breakouts	2.5%	2.5%	2.5%	38.5%	38.5%	38.5%	38.5%	38.5%	38.5%	38.5%	38.5%	59.0%
Revenue/Retail Sales	\$6.70/1,000	\$6.70/1,000	\$6.70/1,000	\$7.27/1,000	\$7.27/1,000	\$7.38/1,000	\$7.38/1,000	\$7.38/1,000	\$7.38/1,000	\$7.38/1,000	\$7.38/1,000	\$93.61
Revenue/Capita	\$56.02	\$56.02	\$56.02	\$75.44	\$75.44	\$75.44	\$75.44	\$75.44	\$75.44	\$75.44	\$75.44	\$93.61

Indianapolis, IN Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	L	M	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power	Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jan 99	Feb 99	Mar 99	Apr 99	May 99	Jun 99	Jul 99	Aug 99	Sep 99	Oct 99	Nov 99	Dec 99
WTTV	Bloomington	4	59	1,171	53	WB	WB	WB	WB	TelRp	Sinclair Bcst Group	49	9608	31,100	1.21	13%	6	8	6	8	8	8	7							
WRTV	Indianapolis	6	100	915	*25	ABC	ABC	ABC	ABC	MMT	McGraw-Hill Bcstg	49	7203	34,800	0.98	18%	9	11	10	9	11	10	11							
WISH-TV	Indianapolis	8	316	1,001	*9	CBS	CBS	CBS	CBS	Petry	LIN Television Corp	54	9802	39,000	0.79	25%	13	15	16	17	13	14	15	16						
WTHR	Indianapolis	13	316	981	*46	NBC	NBC	NBC	NBC	Blair	Dispatch Bcst Group	57	7511	17,650	1.01	25%	10	15	13	13	12	17	14	15						
WNDY-TV	Marion	23	5,000	965	32	UPN	UPN	UPN	UPN	Mlmm	CBS TV Stations Div	87	9802	34,990	9,100	0.66	7%	3	4	4	3	4	4	4						
WHMB-TV	Indianapolis	40	2,090	991	16	REL	REL	REL	REL	Landn	LeSea Bcstg Inc	71	7208	3,100	3,100															
WCLJ	Bloomington	42	5,000	1,040	56	TBN	TBN	TBN	TBN		Trinity Bcstg Ntwk	88																		
WXIN	Indianapolis	59	4,470	997	*45	FOX	FOX	FOX	FOX	Mlmm	Tribune Bcstg Co	84	9704	30,400	1.28	12%	6	6	6	7	6	6	8	8						
● WIPX	Bloomington	63	1,820	1,076	27	PAX	PAX	PAX	PAX		Paxson Comm Corp	88	9909 p	g																
WTTK	Kokomo	29	5,000	774	54	WB	WB	WB	WB	TelRp	Sinclair Bcst Group	88	9608	g1																
*WFYI	Indianapolis	20	1,480	850	21	PBS	PBS	PBS	PBS		Metro IN Public Bctg	70																		
*WTIU	Bloomington	30	832	709	14	PBS	PBS	PBS	PBS		Trustees of IN Univ	69																		
*WIPB	Muncie	49	676	499	52	PBS	PBS	PBS	PBS		Ball State Univ	53																		
*WTBU	Indianapolis	69	10	548	44	IND	IND	IND	IND		Butler University	92																		

Allocations: Ch 67, Anderson

TOTAL	51	61	62	61	52	63	63	64
HUT %	41	40	45	45	42	42	46	44

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

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DMA Rank: 26

Market Trend Analysis

Year	DMA Rank	COMMERCIAL STATIONS			LOCAL SHARES			Avg HUT Share	PTV Stations	Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	All Other Viewing
		Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	Network Viewing								
1993	24	80%	2	5	3	4	3	40%	48.3%	10.8%	59.1%	2.0%	61.1%	38.9%	
1994	25	83	2	5	3	4	3	41	48.5	11.0	59.5	2.0	61.5	38.5	
1995	26	84	2	6	3	5	3	42	44.8	11.0	55.8	2.0	57.8	42.2	
1996	26	85	2	6	6	2	3	42	57.5	0.0	57.5	2.0	59.5	40.5	
1997	27	86	2	6	6	2	3	42	56.8	0.0	56.8	2.3	59.1	40.9	
1998	27	87	2	6	6	2	3	41	52.0	0.0	52.0	2.3	54.3	45.7	
1999	27	87	2	6	6	2	3	41	50.8	0.0	50.8	2.5	53.3	46.7	

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WFSB	14%	13%	12%	16%	16%	15%	20%	21%	17%	19%	18%	20%	19%	18%	20%
WTNH-TV	15	15	17	13	12	12	12	12	13	10	10	13	10	10	13
WXXX	0	0	0	0	0	0	0	0	0	3	3	2	3	3	2
WVIT	22	19	19	7	7	9	7	6	6	9	10	10	9	10	8
WBNE	0	3	3	0	0	0	2	3	2	2	3	3	2	3	4
WTIC-TV	0	3	2	4	5	4	3	4	4	4	6	6	4	5	4
* WEDH	3	4	5	2	0	2	0	0	0	3	4	4	3	4	3
Other	0	0	3	0	0	4	0	0	0	0	0	0	0	0	0
HUT %	54	57	61	42	40	46	44	46	47	50	53	54	46	42	45
	25	25	25	24	21	23	27	26	27	37	39	44	30	28	28

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM			PRIME TIME			11:00 - 11:30 PM			11:30 - 1:00 AM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WFSB	15%	15%	16%	13%	14%	15%	13%	15%	17%	12%	11%	11%	12%	11%	11%
WTNH-TV	14	14	16	10	15	15	12	16	17	7	9	10	7	9	13
WXXX	2	3	4	3	3	3	3	3	1	3	0	0	3	0	0
WHPX	0	1	2	2	2	1	1	0	0	0	0	0	0	0	0
WVIT	11	12	11	12	16	15	15	18	18	13	13	13	13	13	13
WBNE	3	2	3	2	2	3	3	2	2	3	2	4	3	2	2
WTIC-TV	8	9	8	7	9	10	8	7	6	8	7	6	8	7	6
* WEDH	2	3	3	3	2	4	1	1	1	0	0	0	0	0	0
Other	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0
HUT %	55	59	64	52	63	67	56	62	67	46	42	47	46	42	45
	48	50	55	57	63	64	46	47	46	30	28	30	30	28	28



Hartford-New Haven, CT Market Overview

DMA Rank: 27
BIA Revenue Rank: 28

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	2,456	2,446	2,446	2,461
Households	927	926	926	943
Retail Sales	20,518	23,968	23,968	27,206
EBI	49,003	51,161	51,161	60,051
		Rate	Rate	Rate
		-0.1%	0.1%	0.1%
		0.0%	0.4%	0.4%
		3.2%	2.6%	2.6%
		0.9%	3.3%	3.3%

	White	Avg Household
White	88.8%	\$ 55,232
Black	8.8%	\$ 20,917
Asian	2.2%	Spanish Speaking
		7.4

	HAAT	DTV	L
DMA Counties	7		
TV Households	916		
DMA Cable	88%		
DMA VCR	87%		

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 130,000	145,400	150,000	156,300	163,800	182,100	7.0%
***	Δ 98 - 99	185,600	196,700	202,600	212,800	219,200	4.2%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	7.8%	48.0%	44.2%

Revenue/Retail Sales	1993	1998	2003
Revenue/Retail Sales	\$6.34/1,000	\$7.60/1,000	\$8.06/1,000
Revenue/Capita	\$52.93	\$74.45	\$89.07

Hartford-New Haven, CT Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	Ch	A	M	L	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est '99 Power Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WFBS	Hartford	3	100	cp	883	*33	CBS	Petry	Meredith Corp	57	9709	46,500	0.84	30%	14	15	16	15	13	16	16	16	16						
WTNH-TV	New Haven	8	174		1,191	*10	1	ABC	Petry	48	9802	46,000	0.99	25%	10	12	12	13	12	13	13	13	12						
WHCT-TV	Hartford	18	3,273		988	46	IND		Hoffman, Martin, Trs	59		6,400	0.69	5%	2	3	3	2	2	3	3	3	2						
WXXX	Waterbury	20	2,240		1,201	12	2	UPN	Tribune Bcstg Co	53	9911 p	19,149																	
● WHPX	New London	26	2,792		1,250	34	PAX		Paxson Comm Corp	86	9909 p	3,800																	
WVIT	New Britain	30	5,000	cp	1,486	35	NBC	TelRp	NBC/GE	53	9712	130,000	1.03	21%	10	12	11	11	9	12	11	11	11						
WBNE	New Haven	59	5,000		1,030		1	WB	K-W Television	95		5,400	0.73	4%	2	2	3	3	2	2	2	2	2						
WTIC-TV	Hartford	61	5,000		1,690	5	2	FOX	Tribune Bcstg Co	84	9704	37,500	1.35	15%	6	7	7	8	7	8	7	8	8						
*WEDH	Hartford	24	813		860	32	PBS		CT Public TV & Radio	62																			
*WEDN	Norwich	53	794		679	45	PBS		CT Public TV & Radio	67																			
*WEDY	New Haven	65	8		269	39	PBS		CT Public TV & Radio	74																			

ADJACENT MARKET STATIONS

TOTAL	46	53	55	57	49	58	57	55
HUT %	38	39	43	42	39	39	43	41

● Indicates a change since last edition.
1/ See introduction section for interpretation of revenue estimates.



Charlotte, NC Ratings Overview

DMA Rank: 28

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	Pct	# Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	30	58%	2	4	3	3	3	43%	53.3%	17.5%	70.8%	1.3%	72.1%	27.9%	
1994	29	63	2	4	3	3	4	42	51.3	17.5	68.8	2.3	71.1	28.9	
1995	28	64	2	6	3	5	4	43	49.0	18.5	67.5	1.8	69.3	30.7	
1996	28	66	2	6	6	2	4	43	66.5	0.0	66.5	1.0	67.5	32.5	
1997	28	67	2	6	6	2	4	42	60.8	2.3	63.1	2.0	65.1	34.9	
1998	28	67	2	6	6	2	4	43	59.0	2.8	61.8	1.3	63.1	36.9	
1999	28	66	2	6	6	2	4	43	55.5	3.3	58.8	2.0	60.8	39.2	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WBTW	12%	10%	12%	13%	12%	13%	13%	14%	20%	22%	23%	21%	14%	15%	16%	15%
WSOC-TV	25	32	32	30	17	16	18	16	14	16	18	17	18	22	22	23
WCCB	6	7	6	4	9	11	10	11	3	3	3	6	4	5	5	6
WCNC-TV	10	12	11	9	6	8	7	7	6	7	6	4	7	6	6	6
WJZY	3	3	2	2	0	0	0	2	4	3	3	4	6	4	4	6
WFVT	0	2	3	4	0	0	0	0	3	3	4	4	3	4	5	5
WAXN	0	0	0	2	6	5	5	5	2	2	3	3	5	4	4	5
* WTVI	3	4	2	2	4	3	2	0	3	0	0	0	2	0	1	0
HUT %	59	70	68	66	54	56	55	55	55	56	60	59	59	60	63	66
	25	27	29	30	26	22	25	27	32	28	31	30	40	37	42	43

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WBTW	14%	15%	15%	14%	11%	14%	15%	14%	12%	14%	17%	16%	7%	9%	10%	9%
WSOC-TV	20	20	21	20	14	19	19	16	21	23	23	23	13	15	15	16
WCCB	6	8	9	8	6	9	10	9	5	6	7	7	10	9	11	9
WCNC-TV	12	13	13	13	8	11	11	11	10	11	10	10	6	7	6	6
WJZY	5	5	6	6	5	6	6	5	5	5	5	5	7	7	6	5
WFVT	5	5	5	5	5	5	5	5	4	4	4	4	4	5	4	4
WAXN	3	6	6	6	4	4	4	4	1	1	1	1	2	2	3	2
* WTVI	0	1	0	1	2	1	2	1	2	1	1	1	0	0	0	0
* WUNG-TV	0	0	0	0	1	0	1	1	0	0	0	0	0	0	0	0
HUT %	65	73	75	73	56	69	74	66	60	65	68	67	49	54	55	51
	51	50	58	58	57	62	66	65	45	46	48	48	30	29	31	31



Raleigh-Durham, NC Ratings Overview

DMA Rank: 29

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing					
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	32	53%	2	6	3	5	2	36%	56.3%	11.0%	67.3%	2.3%	69.6%	30.4%
1994	32	58	2	6	2	6	2	36	48.0	19.0	67.0	2.3	69.3	30.7
1995	32	60	2	8	3	7	2	34	47.8	14.5	62.3	2.3	64.6	35.4
1996	30	61	2	8	7	3	2	35	59.3	2.0	61.3	2.3	63.6	36.4
1997	29	63	2	8	7	3	2	34	56.3	2.5	58.8	2.3	61.1	38.9
1998	29	62	2	8	6	4	2	36	53.0	3.5	56.5	2.5	59.0	41.0
1999	29	62	2	8	6	4	2	46	52.5	4.3	56.8	2.8	59.6	40.4

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WRAL-TV	19%	20%	20%	19%	18%	20%	20%	18%	19%	21%	22%	20%	25%	27%	26%	25%
WTVD	25	26	27	23	15	16	18	15	14	16	16	14	14	16	16	15
WNCN	7	7	7	6	6	5	5	6	5	6	6	7	4	4	4	5
WLFL	3	2	3	4	3	0	3	3	3	3	3	4	5	5	6	6
WRDC	3	3	3	4	2	0	2	2	3	2	2	5	4	4	3	4
WKFT	2	0	0	0	0	0	0	0	3	3	2	3	5	5	4	5
WRPX	0	0	0	0	0	0	0	0	2	0	2	2	0	0	0	0
WRAZ	3	4	4	4	7	7	6	6	4	3	3	4	4	4	4	4
* WUNC-TV	2	2	2	3	2	3	4	4	0	0	2	2	3	3	4	4
HUT %	64	64	66	63	53	51	58	54	55	54	58	61	64	68	67	68
	30	32	33	31	32	26	29	30	36	31	33	34	44	43	45	46

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WRAL-TV	18%	21%	20%	20%	13%	14%	16%	15%	16%	20%	22%	19%	11%	13%	15%	13%
WTVD	17	18	19	18	12	16	16	16	15	17	16	16	9	12	11	14
WNCN	5	4	5	5	7	9	9	9	6	8	7	7	6	6	6	6
WLFL	5	6	6	6	5	5	6	6	6	4	4	5	6	5	5	6
WRDC	7	8	8	7	6	7	7	6	7	7	7	6	7	7	8	9
WKFT	8	8	7	8	4	4	4	4	5	4	5	5	4	3	5	5
WRPX	2	1	1	2	3	3	2	2	3	2	2	2	3	2	2	2
WRAZ	4	4	4	4	5	6	6	7	5	4	5	5	5	5	6	5
* WUNC-TV	1	2	2	2	2	2	3	3	2	2	2	2	2	2	2	2
HUT %	67	72	72	72	57	66	69	68	65	68	70	67	53	55	60	62
	54	52	59	59	61	64	68	66	50	52	54	52	36	36	36	37



Raleigh-Durham, NC Market Overview

DMA Rank: 29
BIA Revenue Rank: 33

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		1998	1998 Rate	2003	2003 Rate
	1993	1998				
DMA Population	2,024	2,237	2,237	2.0%	2,422	1.6%
Households	766	855	855	2.2%	945	2.0%
Retail Sales	16,020	24,550	24,550	8.9%	34,912	7.3%
EBI	30,027	36,935	36,935	4.2%	50,256	6.4%

	White	Black	Asian
DMA Counties	23	858	84%
TV Households	67.5%	29.6%	2.0%
DMA Cable	62%	84%	
DMA VCR			

	Avg Household	Per Capita	Spanish Speaking
Pop Rank # 29	\$ 43,204	\$ 16,513	3.2
HH Rank # 29			
RS Rank # 27			
EBI Rank # 32			

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 86,000	98,100	105,000	133,700	140,500	166,800	14.2%
★★★	Δ -2.9%	162,000	176,600	181,900	196,400	202,300	Δ 99 - 03
							5.7%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	4.0%	52.0%	44.0%

Revenue/Retail Sales	1993	1998	2003
	\$5,371,000	\$6,791,000	\$5,791,000
Revenue/Capita	\$42.49	\$74.56	\$83.53

Raleigh-Durham, NC Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M	L	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power	Avg Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		00	00	00	00	00	00	00	00	00	00	00	00
WRAL-TV	Raleigh	5	100	1,982	*53				CBS	TelRip	Capitol Bostg Co	56	9602	43,000	0.88	30%	16	17	18	17	15	17	19	17					
WTVB	Durham	11	312	2,018	*52				ABC	ABC	ABC Inc	54	9602	42,900	1.02	26%	13	15	15	14	14	14	15	15					
WNCN	Goldstboro	17	5,000	2,000	55				NBC	NBC	NBC/GE	88	9602	18,700	1.05	11%	6	7	7	7	5	7	7	7					
WFLR	Raleigh	22	5,000	1,677	57	1			WB	HRP	Sinclair Best Group	81	9505	14,500	0.99	9%	5	4	5	5	5	5	5	5					
WRDC	Durham	28	5,000	1,919	27	1			UPN	HRP	Sinclair Best Group	68	9911 p	na	8%	8%	5	5	5	5	4	5	4	5					
WRAY	Wilson	30	1,820	1,768	42				IND	Young	Shop At Home Inc	95	9803	8,000	0.71	7%	4	4	3	4	4	4	4	4					
WKFT	Fayetteville	40	5,000	1,841	38				PAX	AmMed	Bahakel Comm	81	9710 p	19,500	1.00	9%	2	2	2	1	1	1	1	1					
WRPX	Rocky Mount	47	5,000	1,217	15				FOX	TelRip	Paxson Comm Corp	95	0005	1,000	1.08	9%	5	5	5	5	5	5	5	5					
WRAX	Raleigh	50	5,000	1,801	*49				PAX	Young	Capitol Bostg Co	85	9711	4,500	1.08	9%	2	2	2	1	1	1	1	1					
WFPX	Fayetteville	62	933	840	36				PBS	University of NC	University of NC	55		7,000															
**WUNC-TV	Chapel Hill	4	100	1,539	59				PBS			55																	
**WUNP-TV	Roanoke Rapids	36	1,550	1,207	39				PBS			87																	

TOTAL	58	61	62	62	62	55	60	61	62
HUT %	45	43	47	47	47	45	43	47	47

● Indicates a change since last edition
1/ See Introduction section for interpretation of revenue estimates.



Nashville, TN Ratings Overview

DMA Rank: 30

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# UHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES			All Other Viewing	
			# Stations	%	# Stations	%				Network Viewing	Ind Viewing	Commercial Viewing		PTV Viewing
1993	33	52%	3	6	3	2	2	37%	62.8%	10.0%	72.8%	2.8%	75.6%	24.4%
1994	33	55	3	6	3	2	2	36	59.5	10.3	69.8	2.3	72.1	27.9
1995	33	58	3	6	3	2	2	36	55.8	10.0	65.8	2.5	68.3	31.7
1996	33	61	3	7	7	2	2	36	64.3	0.0	64.3	2.3	66.6	33.4
1997	33	62	3	7	6	2	2	41	60.5	0.0	60.5	2.5	63.0	37.0
1998	33	64	3	7	6	2	2	47	58.0	0.0	58.0	3.0	61.0	39.0
1999	30	63	3	7	6	2	2	47	55.0	0.8	55.8	3.0	58.8	41.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
	14%	16%	15%	12%	11%	12%	13%	11%	12%	11%	11%	12%	10%	10%	10%	10%
WKRN-TV	17	18	20	22	11	12	13	15	10	10	12	12	16	16	17	18
WSMV-TV	15	17	15	17	18	20	20	22	15	17	15	17	12	12	12	14
WTVF	3	3	2	2	5	5	5	4	5	5	7	7	2	2	3	3
WZTV	0	0	0	0	0	0	0	0	2	2	3	2	2	2	2	0
WNPX	2	2	2	2	0	0	0	0	4	4	4	4	6	6	8	7
WUXP	2	2	3	3	0	0	0	0	3	3	3	2	0	0	2	3
WNAB	4	5	5	5	4	2	3	3	4	2	2	2	5	4	3	3
WNPT	57	63	62	63	49	51	54	55	55	54	57	58	51	54	57	58
HUT %	32	31	33	34	34	28	31	32	38	31	34	34	41	39	41	41

5:00 - 7:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WKRN-TV	13%	13%	13%	11%
WSMV-TV	21	21	22	23
WTVF	17	17	17	18
WZTV	7	7	7	7
WNPX	2	2	2	1
WUXP	6	6	8	8
WNAB	2	2	3	3
WNPT	3	3	3	3
HUT %	71	71	75	74

10:00 - 10:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WKRN-TV	15%	16%	16%	14%
WSMV-TV	17	21	23	23
WTVF	19	22	23	21
WZTV	5	6	5	6
WNPX	2	1	1	1
WUXP	5	4	5	5
WNAB	3	3	3	2
WNPT	2	1	1	1
HUT %	68	74	76	73

10:30 - 12:00 MID

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WKRN-TV	11	12	14	15
WSMV-TV	11	12	16	12
WTVF	6	6	6	6
WZTV	2	0	0	0
WNPX	6	6	6	5
WUXP	6	6	6	6
WNAB	3	3	3	3
WNPT	3	3	3	3
HUT %	54	54	59	56



Nashville, TN Market Overview

DMA Rank: 30
BIA Revenue Rank: 37

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		1998	1998 Rate	2003	2003 Rate
	1993	1998				
DMA Population	1,953	2,151	2,151	2.0%	2,313	1.5%
Households	743	824	824	2.1%	903	1.8%
Retail Sales	16,197	21,934	21,934	6.3%	29,369	6.0%
EBI	29,399	36,725	36,725	4.6%	51,002	6.8%

	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking
Pop Rank # 30	48	85.8%		\$ 44,569	\$ 17,075	1.5
HH Rank # 30	826	12.8%				
RS Rank # 34	64%	1.2%				
EBI Rank # 33	85%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	93 - 98
\$	97,400	118,400	128,600	137,500	137,000	143,500	8.1%
Δ 98 - 99	2.7%	147,400	159,200	165,600	173,800	179,100	5.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	4.0%	35.0%	61.0%

Revenue/Retail Sales	1993	1998	2003
\$	\$6.01/1,000	\$6.54/1,000	\$6.10/1,000
Revenue/Capita	\$49.87	\$66.71	\$77.43

Nashville, TN Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M	L	A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est '99 Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WKRN-TV	Nashville	2	100	1,348	27	ABC	27	ABC	Young	Young Bcstg Inc	53	8904	51,000	29,000	1.09	18%	11	12	12	11	9	10	11	10				
WSMV-TV	Nashville	4	100	1,424	10	NBC	10	NBC	TelRp	Meredith Corp	50	9411	159,000	40,800	1.03	27%	12	14	15	16	13	16	15	16	16			
WTVF	Nashville	5	100	1,394	56	CBS	56	CBS	Petry	Landmark Comm	54	9109	46,000	42,000	0.92	31%	13	15	16	17	14	17	18	19	19			
WZTV	Nashville	17	5,000	1,161	15	FOX	15	FOX	Mlmm	Sinclair Bcst Group	76	9807	g	19,500	1.32	10%	5	6	6	6	5	6	6	6	6			
WNPX	Cookeville	28	5,000	1,299	36	PAX	36	PAX	Mlmm	Paxson Comm Corp	88	9710	4,300	1,200	0.81	1%	2	1	2	1	1	1	1	1	1			
WUXP	Nashville	30	5,000	1,414	21	UPN	21	UPN	Mlmm	Sinclair Bcst Group	84	9911 P	g3	9,000	0.76	8%	4	4	4	4	5	4	4	4	4			
WHTN	Murfreesboro	39	5,000	820	38	IND	38	IND	Mlmm	Christian TV Network	83	8608	1,600	500														
WPGD	Hendersonville	50	4,470	771	51	IND	51	IND	Mlmm	Trinity Bcstg Ntwk	92	0006	g5	500														
WNAB	Nashville	58	3,980	787	23	WB	23	WB	Mlmm	Lambert Bcstg LLC	95	9808	30,000+	5,400	0.73	5%	2	3	3	3	3	3	3	3	3			
WJFB	Lebanon	66	2,240	528	44	IND	44	IND	Mlmm	Bryant Comm Inc	88																	
*WNPT	Nashville	8	316	1,280	46	PBS	46	PBS	Mlmm	WNPT	62																	
*WCTE	Cookeville	22	1,320	1,394		PBS		PBS	Mlmm	Upper Cumberland Bct	78																	

TOTAL	53	58	61	62	53	59	61	61
HUT %	47	45	49	49	47	44	48	48

Allocations: Ch 33, McMinnville; Ch 64, Tullahoma; Ch 42*, Nashville; Ch 51, Hopkinsville, KY



Kansas City, KS-MO Ratings Overview

DMA Rank: 31

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing					
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	29	58%	3	4	3	4	1	42%	58.3%	17.0%	75.5%	3.0%	78.5%	21.5%
1994	31	60	3	4	3	4	1	42	51.8	21.8	73.6	3.0	76.6	23.4
1995	31	62	3	4	3	4	1	42	47.0	20.8	67.8	3.0	70.8	29.2
1996	32	65	3	5	6	2	1	41	66.0	0.5	66.5	3.0	69.5	30.5
1997	32	66	3	5	5	3	1	40	58.5	8.0	66.5	3.0	69.5	30.5
1998	31	65	3	5	6	2	1	41	60.3	2.8	63.1	2.8	65.9	34.1
1999	33	65	3	5	6	2	1	41	57.8	4.3	62.1	2.8	64.9	35.1

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WDAF-TV	15%	16%	17%	17%	9%	10%	12%	12%	9%	10%	12%	14%	11%	13%	15%	14%
KCTV	11	11	11	10	18	18	18	18	13	14	14	13	9	10	10	11
KMBC-TV	19	20	19	18	12	15	14	13	11	14	14	11	16	16	17	17
KCWE	3	3	3	3	2	0	0	0	2	2	2	3	4	2	3	4
KSHB-TV	6	8	7	7	3	3	4	5	5	3	4	5	7	6	6	5
KPXE	0	0	0	0	0	0	0	0	4	3	2	3	2	2	2	0
KSMO-TV	0	3	4	6	3	0	0	2	5	4	5	4	5	6	7	7
* KCPT	3	4	5	5	3	4	5	6	2	0	0	3	3	0	2	0
HUT %	57	65	66	66	50	50	53	56	51	50	53	56	57	55	62	58
	26	28	27	26	28	23	24	24	31	25	26	25	35	32	34	33

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WDAF-TV	10%	11%	13%	12%	9%	11%	12%	12%	9%	10%	13%	11%	13%	13%	15%	14%
KCTV	18	17	18	19	13	16	17	18	17	18	20	19	12	12	15	12
KMBC-TV	17	18	19	18	14	20	18	18	20	25	23	22	13	16	13	18
KCWE	3	3	3	3	4	4	3	4	2	3	3	4	3	3	3	3
KMCI	3	3	3	4	2	2	2	2	4	3	4	4	3	3	3	3
KSHB-TV	5	6	5	5	9	12	10	10	7	11	10	10	7	8	8	8
KPXE	2	2	2	2	4	3	3	3	2	1	1	2	2	0	0	2
KSMO-TV	6	6	7	6	4	4	5	5	6	5	6	5	6	6	7	6
* KCPT	4	3	4	3	4	3	4	3	3	2	2	2	2	2	2	2
HUT %	68	69	74	72	63	76	74	75	70	78	82	79	61	63	66	68
	46	46	51	51	55	59	65	64	58	61	61	59	40	39	37	37

Cincinnati, OH Ratings Overview

DMA Rank: 32

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Viewing	Viewing					Viewing	Viewing	Viewing	Viewing	
1993	31	56%	3	2	3	2	4	42%	56.3%	18.3%	74.6%	2.5%	77.1%	22.9%	
1994	30	57	3	2	3	2	4	41	54.8	17.3	72.1	2.0	74.1	25.9	
1995	30	59	3	2	3	2	4	41	49.5	17.0	66.5	2.5	69.0	31.0	
1996	29	61	3	2	5	0	4	40	67.3	0.0	67.3	2.5	69.8	30.2	
1997	30	62	3	2	5	0	4	42	63.5	0.0	63.5	2.3	65.8	34.2	
1998	30	62	3	2	5	0	4	42	61.8	0.0	61.8	2.5	64.3	35.7	
1999	32	63	3	3	6	0	4	42	57.8	0.0	57.8	2.8	60.6	39.4	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WLWT	16%	16%	18%	15%	7%	8%	8%	8%	8%	8%	9%	9%	13%	13%	14%	14%
WCPO-TV	14	15	15	16	16	17	17	17	13	16	16	15	15	18	16	17
WKRC-TV	15	17	18	16	15	17	16	15	14	14	15	16	19	18	19	19
WXIX-TV	11	12	13	11	9	10	10	11	12	11	9	10	7	6	6	6
WSTR-TV	4	6	6	7	7	8	7	5	5	6	5	5	5	7	8	7
WBQC-LP	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
WCET	5	6	6	5	5	3	3	3	3	2	2	0	3	3	3	2
Other	0	0	2	0	0	0	0	0	0	0	0	0	1	0	0	0
HUT %	65	72	78	70	59	63	61	59	55	57	56	55	64	65	66	65
	25	28	30	29	28	25	29	28	31	27	32	30	39	38	43	42

6:00 - 8:00 PM

Calls	PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WLWT	12%	11%	12%	12%	11%	15%	14%	14%	12%	15%	17%	16%
WCPO-TV	16	19	18	17	12	19	19	17	16	18	19	16
WKRC-TV	17	16	16	16	14	17	17	18	20	24	23	23
WXIX-TV	7	9	10	12	9	11	12	12	9	10	10	10
WSTR-TV	8	10	10	9	5	6	6	7	7	7	7	6
WBQC-LP	0	0	0	0	1	1	1	0	0	0	0	0
WCET	2	3	2	2	3	3	3	4	3	3	3	3
Other	0	0	0	0	0	0	0	1	0	0	0	0
HUT %	62	68	68	68	55	72	72	73	67	77	79	74
	46	47	56	54	57	62	65	65	52	52	52	52



Cincinnati, OH Market Overview

DMA Rank: 32
BIA Revenue Rank: 30

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	2,089	2,173	2,173	2,241
Households	782	822	822	862
Retail Sales	17,223	22,334	22,334	28,827
EBI	33,668	37,925	37,925	48,137
		0.8%	0.8%	0.6%
		1.0%	1.0%	1.0%
		5.3%	5.2%	5.2%
		2.4%	4.9%	4.9%
White	24	88.2%	Avg Household	\$ 46,143
Black	820	10.6%	Per Capita	\$ 17,453
Asian	64%	1.0%	Spanish Speaking	0.7
DMA Counties	87%			
TV Households				
DMA Cable				
DMA VCR				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 113,500	123,700	134,100	150,200	154,900	168,300	8.2%
***	Δ 98 - 99	168,400	180,200	185,600	196,700	202,600	Δ 99 - 03
	0.1%						4.7%
Estimated Breakouts	% Network	3.0%	% Natl/Regl	39.0%	% Local	58.0%	
Revenue/Retail Sales	1993	1998	2003				
Revenue/Capita	\$6.59/1,000	\$7.54/1,000	\$7.03/1,000				
	\$54.33	\$77.45	\$90.41				

Cincinnati, OH Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est '99 Power Ratio	AVG '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WLWT	Cincinnati	100	5	1,001	*35	NBC	Katz	Hearst-Argyle TV Inc	48	9707	9	34,000	1.01	20%	10	12	10	12	10	12	12	12	12			
WCPO-TV	Cincinnati	316	9	1,001	*10	ABC	Blair	Scripps Howard Bcsig	49			42,800	0.97	26%	13	16	16	15	13	15	16	16	16			
WKRC-TV	Cincinnati	316	12	1,001	*31	CBS	TelRp	Clear Channel TV Inc	49	9905	9	36,000	0.82	26%	14	15	16	17	14	15	15	15	16			
WXIX-TV	Newport	5,000	19	1,004	*29	FOX	TelRp	Raycom Media Inc	68	9809	9	35,500	1.17	18%	9	10	10	10	10	10	10	11	12			
WSTR-TV	Cincinnati	5,000	64	1,099	33	WB	HRP	Sinclair Bcst Group	80	9604	11,000	20,300	1.21	10%	6	7	7	7	7	5	6	6	7			
WBQC-LP	Cincinnati	35	25	831		P&X		Block, Elliot	00																	
*WPTO	Oxford	204	14	299	28	PBS		Grtr Dayton Pub TV	59																	
*WCET	Cincinnati	2,240	48	1,070	34	PBS		Grtr Cincinnati TV	54																	
*WKON	Owenton	562	52	710	44	PBS		KY Authority Educ TV	68																	
*WCYN	Covington	162	54	400	24	PBS		KY Authority Educ TV	69																	
TOTAL												55	63	63	64	55	60	63	66							
HUT %												40	40	45	44	39	38	46	44							

Allocations: Ch 55, Hillsboro

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing					
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	28	52%	3	6	3	6	2	43%	55.3%	20.8%	76.1%	4.5%	80.6%	19.4%
1994	28	53	3	6	2	7	2	42	34.8	40.5	75.3	4.3	79.6	20.4
1995	29	54	3	6	3	6	2	41	44.0	27.5	71.5	3.8	75.3	24.7
1996	31	57	3	6	5	4	2	42	64.8	6.5	71.3	4.8	76.1	23.9
1997	31	60	3	6	5	4	2	42	62.5	7.3	69.8	5.0	74.8	25.2
1998	32	60	3	6	6	3	2	40	67.8	0.0	67.8	4.8	72.6	27.4
1999	31	62	3	6	6	3	2	41	62.5	0.5	63.0	4.5	67.5	32.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM				
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	
WTMJ-TV	18%	19%	19%	19%	8%	10%	10%	12%	14%	12%	12%	13%	11%	17%	17%	15%	18%
WITI	15	15	15	14	12	13	13	16	12	12	12	12	14	14	14	15	11
WISN-TV	16	18	15	13	15	14	12	11	10	13	12	9	13	13	16	15	13
WVTV	5	6	7	7	4	3	4	4	3	3	3	3	3	5	7	7	7
WCGV-TV	6	5	5	6	4	4	3	4	8	7	5	5	3	3	3	3	3
WPXE	0	0	0	0	0	0	0	0	3	0	2	2	2	0	0	2	2
WDJT-TV	3	3	4	5	15	16	15	11	8	8	6	6	6	9	7	7	10
* WMVS	4	4	4	4	2	3	2	3	2	2	3	3	3	2	3	4	4
HUT %	67	70	69	68	60	63	59	61	60	57	56	53	68	63	67	68	68
	28	29	31	30	28	24	26	27	31	26	29	29	37	35	35	39	37

5:00 - 7:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WTMJ-TV	20%	19%	20%	21%
WITI	12	13	13	9
WISN-TV	15	17	16	14
WVTV	6	7	8	8
WCGV-TV	9	9	9	9
WPXE	2	3	3	3
WDJT-TV	5	4	5	7
* WMVS	2	2	2	3
* WMVT	0	1	0	1
Other	0	1	0	1
HUT %	71	76	76	76
	46	48	55	55

10:00 - 10:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WTMJ-TV	14%	17%	18%	17%
WITI	10	11	12	12
WISN-TV	13	20	19	19
WVTV	5	5	6	6
WCGV-TV	6	6	6	6
WPXE	2	2	2	2
WDJT-TV	9	10	11	11
* WMVS	4	3	3	3
* WMVT	1	1	1	1
Other	0	0	0	0
HUT %	64	75	78	77
	56	62	66	65

10:30 - 12:00 MID

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WTMJ-TV	21%	23%	26%	22%
WITI	13	12	13	12
WISN-TV	17	24	19	22
WVTV	7	7	8	8
WCGV-TV	6	7	7	6
WPXE	2	1	2	1
WDJT-TV	5	5	7	6
* WMVS	2	2	2	3
* WMVT	1	0	1	1
Other	0	0	0	0
HUT %	74	81	85	81
	58	60	60	59

10:30 - 12:00 MID

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WTMJ-TV	15%	16%	18%	15%
WITI	8	7	8	8
WISN-TV	12	13	14	18
WVTV	10	9	10	10
WCGV-TV	6	8	7	8
WPXE	0	0	0	2
WDJT-TV	5	5	7	5
* WMVS	3	2	2	3
* WMVT	1	2	0	0
Other	0	0	0	0
HUT %	60	62	66	69
	40	37	38	38

Columbus, OH Ratings Overview

DMA Rank: 34

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES			All Other Viewing	
			# Stations	Pct	# Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	34	57%	3	3	3	3	1	35%	66.5%	8.8%	75.3%	2.5%	77.8%	22.2%	
1994	34	59	3	3	2	4	1	35	47.5	25.3	72.8	2.5	75.3	24.7	
1995	34	60	3	3	3	3	1	35	59.8	9.0	68.8	2.8	71.6	28.4	
1996	34	62	3	3	5	1	1	38	68.5	0.0	68.5	2.8	71.3	28.7	
1997	34	63	3	3	5	1	1	43	61.3	0.0	61.3	3.0	64.3	35.7	
1998	34	64	3	3	5	1	1	42	59.8	0.0	59.8	3.5	63.3	36.7	
1999	34	66	3	3	5	1	1	41	54.8	0.0	54.8	3.0	57.8	42.2	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WCMH-TV	23%	24%	25%	26%	8%	10%	9%	15%	9%	10%	8%	9%	14%	15%	15%	13%
WSYX	9	10	9	8	8	10	11	10	11	12	12	10	10	12	13	12
WBNS-TV	22	19	18	18	23	19	21	18	24	25	24	23	21	20	20	22
WTTE	4	4	3	5	8	9	9	11	4	3	3	6	7	7	7	7
WWHO	3	4	5	4	0	2	2	3	3	3	3	3	3	3	3	4
* WOSU-TV	4	5	5	5	4	2	0	0	3	0	0	2	4	3	4	4
HUT %	65	66	65	66	51	52	52	57	54	53	50	53	59	60	62	62
	26	28	30	28	27	22	25	24	31	27	30	27	39	39	42	41

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WCMH-TV	14%	15%	15%	15%	13%	17%	16%	18%	18%	20%	23%	24%	13%	13%	15%	16%
WSYX	8	10	11	10	12	17	16	17	10	12	13	13	10	12	13	14
WBNS-TV	22	22	22	24	14	16	18	17	19	19	22	20	13	12	15	13
WTTE	11	10	10	11	8	9	9	9	9	8	8	7	9	7	9	9
WSFJ	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0
WWHO	4	4	4	4	2	3	3	4	5	5	3	3	6	5	3	4
* WOSU-TV	2	2	2	2	4	2	4	4	2	2	3	3	2	0	2	3
HUT %	61	64	64	66	54	64	66	69	63	66	72	70	53	49	57	59
	47	48	55	53	56	61	65	63	51	51	51	48	35	33	33	32



Columbus, OH Market Overview

DMA Rank: 34
BIA Revenue Rank: 27

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003	
	Pop	HH	Rate	Rate	Rate	Rate	Rate	Rate
DMA Population	1,915	1,998	0.9%	1,998	2,069	0.7%		
Households	720	759	1.1%	759	798	1.0%		
Retail Sales	16,223	24,500	8.6%	24,500	33,368	6.4%		
EBI	29,747	34,327	2.9%	34,327	44,075	5.1%		
White	19	87.5%						
Black	758	10.6%						
Asian	67%	1.7%						
Spanish Speaking	87%							
DMA Counties	19							
TV Households	758							
DMA Cable	67%							
DMA VCR	87%							
Avg Household								
Per Capita								
Spanish Speaking								

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Δ 93-98	Δ 99-03
★ ★ ★	\$ 121,000	142,800	151,300	165,800	173,000	182,500	198,400	204,400	216,600	223,100	223,100	8.6%	4.5%
Δ 98-99	2.6%	187,200	198,400	204,400	216,600	223,100	231,100	240,000	248,000	256,000	264,000	8.6%	4.5%
Estimated Breakouts	% Network	2.5%	% Natl/Regl	43.4%	% Local	54.1%							
Revenue/Retail Sales	1993	\$ 7.46/1,000	1998	\$ 7.45/1,000	2003	\$ 6.69/1,000							
Revenue/Capita	1993	\$ 63.19	1998	\$ 91.34	2003	\$ 107.83							

Columbus, OH Competitive Overview

City Of License	Calls	Visual Power (kW)	Ch	HAAT	DTV	L M	A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est '99 Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WCMH-TV Columbus	4	100	902	14	NBC	NBC	NBC/GE				49	9602	49,400	1.01	26%	11	14	13	14	12	16	15	15				
WSYX Columbus	6	100	938	13	2	ABC	Petry	Sinclair Bcst Group			49	9807	39,900	0.97	22%	10	12	12	13	10	11	12	16				
WBNS-TV Columbus	10	316	889	*21	CBS	Blair	Dispatch Bcst Group				49		52,800	0.83	34%	17	17	20	19	17	18	20	20				
WTTN Columbus	28	1,910	965	36	2	FOX	TelRp	Glencalm Ltd			84	9808	34,900	1.43	13%	7	8	7	8	7	7	7	8				
WSFJ Newark	51	724	620	24	PAX	Walc	Christian TV OH Inc				80		1,900														
WWHO Chillicothe	53	5,000	1,145	46	1	P&W	Mllmn	CBS TV Stations Div			87	9712	8,300	0.89	5%	3	3	3	4	3	3	3	3				
*WOSU-TV Columbus	34	1,170	1,079	38	PBS		Ohio State Univ				56					3	2	3	3	3	3	3	4				
TOTAL																51	56	58	61	52	58	60	66				
HUT %																40	39	44	42	40	38	45	44				



Greenville-Spartanburg, SC-Asheville, NC Ratings Overview

DMA Rank: 35

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	Pct	# Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	35	48%	3	3	3	3	4	36%	62.5%	10.8%	73.3%	0.5%	73.8%	26.2%	
1994	35	55	3	3	3	3	37	60.5	11.5	72.0	0.0	72.0	28.0		
1995	35	56	3	4	4	3	35	57.3	10.5	67.8	0.0	67.8	32.2		
1996	35	59	3	5	5	3	36	62.0	1.5	63.5	0.0	63.5	36.5		
1997	35	60	3	5	6	2	34	57.8	2.3	60.1	0.0	60.1	39.9		
1998	35	60	3	5	6	2	33	56.0	1.5	57.5	0.0	57.5	42.5		
1999	35	60	3	5	7	1	33	55.3	0.0	55.3	0.0	55.3	44.7		

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WYFF	35%	29%	29%	29%	16%	15%	15%	14%	18%	18%	15%	12%	27%	24%	23%	22%
WSPA-TV	15	14	12	12	18	23	20	20	26	27	27	29	19	19	18	17
WLOS	16	21	22	22	13	10	13	11	10	11	13	11	11	14	14	11
WHNS	0	0	0	0	0	0	3	0	3	0	0	3	3	3	3	4
WBSC	0	0	0	0	0	0	4	0	0	0	0	0	2	0	3	3
WASV	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	2
WRET-TV	0	3	0	3	0	0	0	0	0	0	0	0	0	2	2	0
Other	0	0	0	0	4	0	3	0	3	3	3	3	3	2	3	2
HUT %	66	67	63	66	51	48	61	45	60	59	58	58	65	64	66	61
	22	24	22	23	21	17	19	20	24	21	23	21	30	30	33	32

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WYFF	22%	19%	17%	20%	12%	13%	12%	13%	24%	25%	25%	23%	17%	17%	14%	13%
WSPA-TV	14	14	13	12	13	16	16	16	21	22	19	19	12	14	13	14
WLOS	17	22	21	21	11	16	15	14	13	17	18	18	6	7	9	10
WHNS	8	8	8	9	5	6	7	7	6	4	4	5	9	7	8	8
WBSC	3	3	1	1	2	2	2	2	0	2	0	0	0	0	0	0
WASV	4	3	3	3	3	2	2	3	2	2	4	3	0	0	5	0
WUNF-TV	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
WRET-TV	0	0	0	0	1	0	1	1	0	0	0	0	0	0	0	0
Other	3	2	2	2	7	5	2	3	2	2	0	0	0	0	0	0
HUT %	71	71	65	68	55	60	57	59	68	74	70	68	44	45	49	45
	44	45	53	50	46	51	52	52	33	34	30	32	15	14	13	15



Greenville-Spartanburg, SC-Asheville, NC Market Overview

DMA Rank: 35
BIA Revenue Rank: 49

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		1998	2003	Growth Rate
	1993	1998			
DMA Population	1,767	1,889	1,889	2,009	1.2%
Households	682	734	734	792	1.5%
Retail Sales	16,554	19,342	19,342	26,203	6.3%
EBI	23,862	27,027	27,027	34,888	5.2%

Pop Rank # 35	DMA Counties	29	White	83.8%	Avg Household	\$ 36,846
HH Rank # 35	TV Households	732	Black	14.9%	Per Capita	\$ 14,304
RS Rank # 36	DMA Cable	61%	Asian	0.7%	Spanish Speaking	1.2
EBI Rank # 40	DMA VCR	85%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Δ 93 - 98
	***	\$ 65,600	77,200	84,500	90,500	94,200	100,200	100,200	111,100	114,500	120,200	123,800
	4.2%	104,400	111,100	114,500	120,200	123,800						4.4%

Estimated Breakouts	% Network	5.0%	% Natl/Regl	56.0%	% Local	39.0%
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Revenue/Retail Sales	1993	1998	2003
	\$3.96/1,000	\$5.18/1,000	\$4.72/1,000
Revenue/Capita	\$37.13	\$53.04	\$61.62

Greenville-Spartanburg, SC-Asheville, NC Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M	L	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WYFF	Greenville	4	100	2,001							NBC	Katz	53	9805 P	9	30,000	1.06	27%	16	14	15	14	16	14	16					
WSPA-TV	Spartanburg	7	316	2,001	*53						CBS	Blair	56	0004	g2	27,900	0.81	33%	16	18	17	17	16	20	20	18				
WLOS	Asheville	13	178	2,799	56						ABC	HRP	54	9608	g1	22,800	0.95	23%	11	14	14	13	11	13	13	13				
WGGS-TV	Greenville	16	5,000	cp	1,145	35					IND		72			650														
WHNS	Asheville	21	3,390	2,507	57						FOX	TelRip	84	9707	g	16,600	1.45	11%	5	5	5	6	6	6	5	7				
WBSC	Anderson	40	5,000	cp	1,027	14					WB	HRP	53	9608	g1	2,900	0.93	3%	2	2	2	2	2	2	2	2				
WASV	Asheville	62	3,388	cp	2,530	45					UPN	Pappas Telecasting	94	9507	1,220	3,500	0.84	4%	2	2	2	2	2	2	2	2				
WNEG-TV	Toccoa	32	646	830	24	1					CBS	Roslin	84	0004	g2															
*WNTV	Greenville	29	5,000	1,286	9						PBS		63																	
*WUNF-TV	Asheville	33	2,667	2,677	25						PBS	University of NC	67																	
*WNEH	Greenville	38	1,780	768	18						PBS	SC ETV Commission	84																	
*WRET-TV	Spartanburg	49	1,740	971	43						PBS	SC ETV Commission	80																	

ADJACENT MARKET STATIONS													5	3	2	2	2	5	4	2	2
TOTAL													57	60	56	57	56	63	58	58	58
HUT %													31	30	33	33	32	32	35	35	33

Allocations: Ch 48, Greenwood, SC; Ch 50, Cullowhee, NC; Ch 66, Forest City, NC

1/ See introduction section for interpretation of revenue estimates.

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DMA Rank: 35

Salt Lake City, UT Ratings Overview

DMA Rank: 36

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES			All Other Viewing		
			Stations	%	Stations	%					Network Viewing	Ind Viewing	Commercial Viewing		PTV Viewing	Local Viewing
1993	41	47%	5	47%	2	3	3	4	3	32%	59.8%	15.8%	75.6%	6.5%	82.1%	17.9%
1994	38	50	5	50	2	3	3	4	3	33	57.8	17.3	75.1	6.5	81.6	18.4
1995	37	52	5	52	2	3	3	4	3	31	55.0	15.8	70.8	6.8	77.6	22.4
1996	36	54	5	54	2	6	6	1	3	34	70.0	0.0	70.0	6.8	76.8	23.2
1997	36	56	5	56	2	6	6	1	3	39	68.0	0.0	68.0	6.8	74.8	25.2
1998	36	56	5	56	4	6	6	3	3	40	67.3	0.0	67.3	6.8	74.1	25.9
1999	36	54	5	54	4	6	6	3	3	38	66.8	1.3	68.1	7.3	75.4	24.6

Daypart Share Analysis

Calls	6:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KUTV	13%	14%	17%	12%	16%	16%	8%	10%	10%	5%	6%	8%
KTVX	9	8	12	12	12	13	8	9	10	15	18	19
KSL-TV	16	14	15	9	6	8	13	12	12	13	14	13
KSTU	10	10	9	13	13	15	13	11	12	9	9	9
KJZZ-TV	6	6	6	6	8	6	11	13	13	8	9	7
KUPX	0	0	0	0	0	0	2	0	0	2	0	2
KUWB	0	6	5	4	4	3	3	3	3	4	4	5
* KUED	4	5	4	0	0	0	2	0	0	6	5	5
* KBYU-TV	5	5	5	8	9	8	5	5	5	5	5	5
HUT %	63	68	73	64	68	69	65	63	65	67	70	74
	17	20	20	26	23	26	29	25	27	33	34	36

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KUTV	12%	11%	13%	13%	15%	16%	17%	17%	19%	10%	11%	13%
KTVX	13	16	16	13	19	20	13	16	17	10	10	12
KSL-TV	12	13	15	13	17	18	24	26	30	15	14	16
KSTU	17	17	16	13	12	14	11	9	6	11	10	8
KJZZ-TV	11	15	11	5	10	8	9	10	9	10	11	11
KUPX	1	1	1	3	2	2	2	1	2	0	0	2
KUWB	3	3	3	3	4	4	3	2	3	4	5	4
* KUED	2	2	2	4	3	4	4	5	5	6	7	7
* KBYU-TV	5	3	4	3	3	3	1	2	0	3	2	2
HUT %	76	81	81	70	85	89	84	88	91	69	70	75
	43	44	48	46	55	60	54	60	60	37	36	35



Salt Lake City, UT Market Overview

DMA Rank: 36
BIA Revenue Rank: 38

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	2,007	2,267	2,267	2,448
Households	628	724	724	801
Retail Sales	14,186	20,695	20,695	27,532
EBI	25,798	31,477	31,477	42,625
			Rate	Rate
			2.5%	1.5%
			2.9%	2.0%
			7.8%	5.9%
			4.1%	6.3%

	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking
DMA Counties	37	95.2%		\$43,459	\$13,884	7.3
TV Households	721	0.9%				
DMA Cable	53%	2.5%				
DMA VCR	92%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Δ '93 - '98	Δ '99 - '03
ESTIMATED GROSS REVENUES	\$ 98,200	116,500	123,600	137,600	145,400	144,100	144,100	145,400	159,500	167,500	172,500	8.0%	4.2%
Δ 98 - 99	1.4%	146,100	154,900	159,500	167,500	172,500	172,500	172,500	172,500	172,500	172,500		
Estimated Breakouts			% Network	% Natl/Regl	% Local								
			3.0%	30.0%	67.0%								
Revenue/Retail Sales			1993	1998	2003								
			\$6.92/1,000	\$6.96/1,000	\$6.27/1,000								
Revenue/Capita			\$48.93	\$63.56	\$70.47								

Salt Lake City, UT Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	DTV	M Ch	L A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est Power (000)	Est Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jan 99	Feb 99	Mar 99	Apr 99	May 99	Jun 99	Jul 99	Aug 99	Sep 99	Oct 99	Nov 99	Dec 99
KUTV	Salt Lake City	2	46	3,061	35	CBS	Katz	CBS TV Stations Div	54	0005	g1	25,000	0.81	21%	10	12	13	13	13	13	13	13	14	15				
KBUN	Ely	3	100	cp				Equity Bcstg Corp	NOA																			
KCSG	Cedar City	4	38	2,743	14	PAX	Rosh	Bonneville Intl Corp	90	9801	g	31,200	1.07	20%	12	14	15	15	15	15	13	13	14	14				
● KTVX	Salt Lake City	4	32	3,872	*40	ABC	MMT	News Corp	48	0008	p	41,900	1.15	25%	12	16	15	15	15	15	14	20	17	16				
KSL-TV	Salt Lake City	5	34	3,780	*38	NBC	Pety	Bonneville Intl Corp	NOA	9906																		
KBCJ	Vernal	6	83	2,218				Equity Bcstg Corp	NOA																			
KBEO	Jackson	11	316	cp	1,037			KM Communications	NOA																			
KSTU	Salt Lake City	13	112	3,662	28	FOX	Pety	Fox Television	78	9002		41,000	1.01	18%	12	12	12	13	12	11	12	11	12	13				
KJZZ-TV	Salt Lake City	14	1,410	cp	3,875	27	UPN	Millmn	89	9304		1,725	0.93	11%	7	10	9	9	9	6	9	8	8	6				
KUPX	Provo	16	2,000	cp	2,779	29	PAX	Paxson Comm Corp	85	9902	sw	1,100	0.75	1%	2	2	2	2	2	2	2	2	2	1				
KTMM	Salt Lake City	20	1,660	cp	3,842			Channel 20 TV Co	NOA																			
KAZG	Ogden	24	5,000	cp	807	HSN		Utah Television LLC	98			750																
KUWB	Ogden	30	1,660	cp	3,842	17	WB	Acme Communications	85	9902	sw	4,500	0.77	4%	3	4	4	4	4	3	3	3	3	3				
KENV	Eiko	10	3	1,850	8	NBC		Sunbelt Bcstg Co	97																			
KUSG	St. George	12	10	138	9	CBS		CBS TV Stations Div	99	0005	g1																	
*KBNY	Ely	6	100	cp	886			Equity Bcstg Corp	NOA																			
*KUED	Salt Lake City	7	155	3,032	42	PBS		University of Utah	58																			
*KULC	Ogden	9	166	2,930	34	PBS		University of Utah	86																			
*KBVU-TV	Provo	11	162	cp	2,940	39	PBS	Brigham Young Univ	65																			
*KUEW	St. George	18	6	cp	158	PBS		University of Utah	NOA																			
*KUES	Richfield	19	1	cp	1,447	PBS		University of Utah	NOA																			

TOTAL	66	75	78	78	78	78	71	76	76	75
HUT %	35	37	40	38	36	38	41	41	41	41

Allocations: Ch 3, Ch 15, Price; Ch 8, Richfield

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.
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San Antonio, TX Ratings Overview

DMA Rank: 37

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing					
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	39	61%	3	4	3	4	2	46%	51.5%	26.0%	77.5%	2.8%	80.3%	19.7%
1994	40	64	3	5	3	5	2	46	49.0	26.8	75.8	3.0	78.8	21.2
1995	39	64	3	5	3	5	2	46	45.8	27.5	73.3	3.0	76.3	23.7
1996	37	64	3	5	5	3	2	47	62.5	9.3	71.8	2.5	74.3	25.7
1997	38	65	3	5	5	3	2	46	59.8	9.8	69.6	3.0	72.6	27.4
1998	38	65	3	6	5	4	2	47	57.0	9.5	66.5	3.0	69.5	30.5
1999	37	65	3	6	5	4	2	48	54.0	11.0	65.0	3.0	68.0	32.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KMOL-TV	20%	21%	13	13	14%	15%	17%	16%	10%	11%	12%	11%	11%	12%	13	15
KENS-TV	11	13	16	15	10	12	13	12	10	11	12	11	11	12	13	15
KSAT-TV	12	17	16	15	13	17	16	18	10	14	13	15	15	18	17	17
KPXL	0	0	0	0	0	0	0	0	3	3	3	2	1	2	2	2
KABB	3	4	5	6	5	6	8	7	7	8	9	10	4	5	5	5
KRRT	4	7	7	6	7	6	4	4	7	6	4	5	6	6	6	6
KWEX-TV	6	6	6	6	6	5	5	5	8	8	9	6	9	9	10	10
KVDA	0	0	0	0	0	2	2	2	2	3	3	4	4	3	3	3
* KLRN	2	3	4	3	3	3	4	4	3	4	4	3	5	6	6	6
HUT %	58	71	71	70	58	66	69	68	60	67	68	65	63	71	70	73
	29	33	33	33	37	31	30	34	42	35	31	36	47	44	40	42

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KMOL-TV	11%	12%	13%	13%	12%	15%	15%	15%	15%	19%	18%	18%	12%	12%	13%	13%
KENS-TV	16	16	18	18	11	13	14	14	21	21	22	22	13	13	16	13
KSAT-TV	17	20	17	17	11	17	16	16	16	21	22	21	10	15	15	16
KPXL	1	2	1	1	2	2	2	2	2	2	1	1	1	1	1	1
KABB	9	9	9	9	9	10	11	11	11	9	9	9	14	14	14	14
KRRT	6	6	6	5	6	5	6	6	4	4	5	6	6	6	6	8
KWEX-TV	12	9	11	10	10	8	10	9	6	6	6	6	4	4	4	4
KVDA	1	1	1	2	1	1	1	1	1	0	1	0	2	2	0	1
* KLRN	2	2	3	2	4	4	4	3	2	2	3	2	1	2	2	2
* KHCE	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
HUT %	75	77	79	77	66	75	79	77	78	84	87	85	64	69	71	72
	60	57	56	58	64	65	67	69	67	67	66	66	50	46	44	47

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			3	4	4	3					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	36	57%	3	4	4	3	2	2	33%	62.0%	8.3%	70.3%	2.3%	72.6%	27.4%
1994	36	58	3	4	2	5	2	2	34	38.0	31.0	69.0	2.3	71.3	28.7
1995	38	59	3	4	4	3	2	2	33	57.3	9.3	66.6	2.0	68.6	31.4
1996	38	62	3	4	5	2	2	2	33	66.3	0.0	66.3	2.0	68.3	31.7
1997	37	63	3	5	6	2	2	2	33	62.0	0.0	62.0	2.0	64.0	36.0
1998	37	62	3	5	5	3	2	2	32	59.5	0.0	59.5	1.5	61.0	39.0
1999	38	61	3	5	5	3	2	2	31	56.5	0.0	56.5	2.0	58.5	41.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
	13%	12%	10%	11%	20%	20%	20%	20%	20%	22%	16%	19%	16%	16%	15%	15%
WWMT	31	28	30	28	6	7	8	11	12	14	14	12	16	17	19	19
WOOD-TV	17	18	20	20	15	15	18	14	16	13	15	14	14	13	13	13
WZZM-TV	3	4	4	4	5	0	0	3	5	6	7	10	5	5	5	5
WXMI	4	4	3	3	6	7	6	5	3	3	4	3	7	8	6	5
WOTV	4	7	6	5	3	0	3	0	0	0	0	0	3	4	4	3
* WGVU-TV	72	73	73	71	55	49	55	53	56	58	56	58	61	63	62	60
HUT %	21	26	25	23	21	18	19	18	21	19	21	20	26	29	32	29

6:00 - 8:00 PM

Calls	Jul 00	May 00	Feb 00	Nov 99
	21%	22%	19%	21%
WWMT	16	17	19	17
WOOD-TV	15	14	14	14
WZZM-TV	9	8	10	8
WXMI	5	4	4	4
WOTV	0	1	1	2
WZPX	0	0	1	0
* WGVU-TV	66	66	68	66
HUT %	38	43	49	46

PRIME TIME

Calls	Jul 00	May 00	Feb 00	Nov 99
	14%	16%	13%	15%
WWMT	12	16	17	17
WOOD-TV	10	15	15	14
WZZM-TV	8	8	10	9
WXMI	5	8	7	7
WOTV	3	2	2	2
WZPX	3	2	3	3
* WGVU-TV	55	67	67	67
HUT %	45	52	54	52

11:00 - 11:30 PM

Calls	Jul 00	May 00	Feb 00	Nov 99
	15%	16%	14%	16%
WWMT	22	24	30	26
WOOD-TV	18	21	17	19
WZZM-TV	5	5	5	4
WXMI	4	4	2	5
WOTV	0	0	0	0
WZPX	0	0	0	2
* WGVU-TV	64	70	68	72
HUT %	32	34	31	31

11:30 - 1:00 AM

Calls	Jul 00	May 00	Feb 00	Nov 99
	13%	10%	12%	12%
WWMT	17	20	18	22
WOOD-TV	6	9	8	10
WZZM-TV	6	6	8	5
WXMI	4	0	0	0
WOTV	0	0	0	0
WZPX	0	0	0	0
* WGVU-TV	46	45	46	49
HUT %	14	14	13	13



Grand Rapids-Kalamazoo-Battle Creek, MI Market Overview

DMA Rank: 38
BIA Revenue Rank: 45

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth Rate	
	1993	1998	1998	2003
DMA Population	1,760	1,851	1.0%	1,929
Households	634	672	1.2%	712
Retail Sales	14,078	18,447	5.6%	23,954
EBI	26,119	29,874	2.7%	37,857
			4.9%	
Pop Rank # 38	DMA Counties	White	91.2%	Avg Household
HH Rank # 38	TV Households	Black	7.0%	\$ 44,442
RS Rank # 38	DMA Cable	Asian	1.2%	Per Capita
EBI Rank # 37	DMA VCR	Spanish Speaking	3.3	\$ 16,136

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 68,200	81,600	84,500	92,100	95,400	106,800	9.4%
***	Δ 98 - 99	107,700	117,700	121,200	128,500	132,400	Δ 99 - 03
	0.8%						5.3%
Estimated Breakouts	% Network	% Natl/Regl	% Local				
	3.8%	47.0%	49.2%				
Revenue/Retail Sales	1993	1998	2003				
	\$4.84/1,000	\$5.79/1,000	\$5.53/1,000				
Revenue/Capita	1993	1998	2003				
	\$38.75	\$57.70	\$68.64				

Grand Rapids-Kalamazoo-Battle Creek, MI Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M	L	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est '99 Power Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WWMT	Kalamazoo	3	100	1,001	2			CBS			TelRip	Freedom Comm Inc	50	9807	g	31,100	0.93	31%	16	17	16	16	20	17	18					
WOOD-TV	Grand Rapids	8	316	991	* 7	1		NBC			Blair	LIN Television Corp	49	9802	g	29,200	1.04	26%	12	15	15	15	15	15	15					
WZZM-TV	Grand Rapids	13	316	1,001	39			ABC			Katz	Gannett Co Inc	62	9701	sw	24,000	1.01	22%	12	13	13	13	13	13	13					
WXMI	Grand Rapids	17	1,290	1,096	19			FOX			Petry	Tribune Bostg Co	82	9804	sw	17,400	1.15	14%	6	7	7	9	7	8	9					
WOTV	Battle Creek	41	5,000	1,076			1	ABC			Blair	Channel 41 Inc	71	7405	g	6,000	0.80	7%	5	6	5	5	4	4	4					
● WZPX	Battle Creek	43	5,000	1,060	44			PAX				Paxson Comm Corp	96	9909 p	g															
WTLJ	Muskegon	54	4,370	965	24			REL				Tri-State Christn TV	86	9201	1,500															
WLLA	Kalamazoo	64	2,510	1,047	45			IND				Christian Faith Bcst	88																	
*WGVU-TV	Grand Rapids	35	1,320	860	11			PBS				Grand Valley St Univ	72																	
*WGVK	Kalamazoo	52	45	410	5			PBS				Grand Valley St Univ	84																	

TOTAL	53	60	59	60	60	54	61	59	61
HUT %	28	30	33	32	29	30	34	33	33

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Birmingham, AL Ratings Overview

DMA Rank: 39

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				Avg HUT Share	PTV Stations	Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	All Other Viewing
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	37%								
1993	51	62%	2	3	3	2	2	37%	2	56.3%	13.0%	69.3%	2.0%	71.3%	28.7%	
1994	51	63	2	3	2	3	2	37	2	29.5	39.8	69.3	2.0	71.3	28.7	
1995	51	63	2	3	3	2	2	37	2	52.5	10.0	62.5	2.3	64.8	35.2	
1996	51	66	2	4	5	1	2	37	2	56.0	7.0	63.0	2.0	65.0	35.0	
1997	51	67	2	4	6	0	2	36	2	58.3	0.0	58.3	2.0	60.3	39.7	
1998	51	66	2	7	6	3	2	40	2	57.0	0.0	57.0	2.0	59.0	41.0	
1999	39	69	3	6	6	3	2	49	2	52.3	0.5	52.8	2.0	54.8	45.2	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WBRC-TV	19%	20%	22%	22%	11%	12%	13%	15%	14%	14%	14%	15%	15%	15%	15%	11%
WVTM-TV	16	16	18	17	9	11	12	11	10	11	12	13	7	8	8	8
WTTO	4	4	4	5	5	4	4	3	5	5	4	4	6	5	6	7
WIAT	3	3	2	2	12	12	14	13	8	9	12	10	5	6	5	9
WPXH	0	0	0	0	0	0	0	0	2	2	2	2	2	1	0	1
WABM	2	3	3	2	0	2	0	2	5	4	5	5	6	5	6	6
WBMA-LP	9	12	12	11	10	12	11	12	10	12	12	12	12	13	14	12
WBIQ-TV	2	2	2	2	3	2	2	3	2	2	1	2	3	2	2	3
HUT %	55	60	63	61	50	55	56	59	56	59	62	63	56	55	56	57
	35	34	36	37	39	33	34	36	44	38	37	38	46	42	41	43

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WBRC-TV	18%	18%	20%	19%	12%	13%	15%	13%	15%	15%	16%	17%	13%	12%	12%	13%
WVTM-TV	10	11	12	13	9	11	12	12	11	14	14	15	9	10	11	10
WTTO	9	9	8	9	6	6	7	7	9	9	10	10	10	10	10	10
WIAT	7	7	7	7	7	9	9	10	5	6	7	7	3	4	5	5
WPXH	2	2	1	1	3	3	2	2	2	2	2	1	1	1	1	1
WTJP	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0
WABM	5	5	4	4	3	4	4	3	4	4	6	4	5	5	0	6
WBMA-LP	14	15	16	14	9	13	14	11	12	15	16	14	6	9	9	11
WBIQ-TV	1	0	1	2	2	2	2	2	2	2	2	2	1	1	1	2
HUT %	66	67	69	69	52	61	65	60	61	67	73	70	49	52	49	58
	57	53	59	60	64	66	69	69	64	64	62	61	48	46	46	45

Memphis, TN Ratings Overview

DMA Rank: 40

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other	
			Stations	%	Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	Viewing
1993	42	55%	3	3	3	3	2	40%	60.8%	14.0%	74.8%	2.3%	77.1%	22.9%		
1994	42	58	3	3	3	4	2	38	45.5	29.0	74.5	2.5	77.0	23.0		
1995	42	58	3	3	3	3	39	38	55.0	13.5	68.5	2.3	70.8	29.2		
1996	42	62	3	4	5	2	38	48	65.8	0.0	65.8	2.0	67.8	32.2		
1997	42	63	3	4	5	2	48	51	57.5	0.0	57.5	2.3	59.8	40.2		
1998	42	64	3	4	5	2	51	50	55.3	0.0	55.3	3.0	58.3	41.7		
1999	43	64	3	4	5	2	50	50	52.0	1.0	53.0	2.5	55.5	44.5		

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WREG-TV	12%	13%	14%	15%	17%	18%	17%	20%	14%	16%	16%	16%	15%	14%	15%	16%
WMC-TV	16	19	17	17	6	8	9	9	9	10	11	10	10	12	14	13
WHBQ-TV	9	10	10	10	12	13	14	15	9	9	11	12	10	9	9	9
WPTY-TV	3	3	3	4	3	3	4	6	6	8	9	10	9	10	11	12
WLMT	6	7	8	8	4	4	5	4	6	6	7	6	5	5	6	5
WPXX-TV	0	0	0	0	0	0	0	0	2	2	2	3	2	0	2	1
* WKNO-TV	3	2	3	3	4	2	2	2	4	2	3	2	4	4	3	2
HUT %	49	54	55	57	46	48	51	56	50	53	59	59	55	54	60	58
	35	35	36	36	38	33	34	35	43	36	38	38	45	43	45	43

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WREG-TV	15%	15%	16%	17%	12%	15%	15%	16%	15%	17%	17%	18%	7%	8%	8%	9%
WMC-TV	15	18	21	20	10	13	13	14	16	22	23	22	9	10	10	11
WHBQ-TV	7	7	9	8	9	10	12	11	10	8	11	10	14	13	15	14
WPTY-TV	6	6	6	6	6	9	9	9	4	5	5	7	4	5	5	7
WLMT	8	8	9	8	6	8	7	7	5	6	6	7	11	13	14	13
WBUY	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
WPXX-TV	2	2	2	2	2	2	2	2	2	1	1	2	1	1	0	1
* WKNO-TV	2	2	2	2	3	2	2	2	3	3	3	3	2	1	2	2
HUT %	55	58	65	63	48	59	60	61	56	62	66	69	49	51	54	57
	57	55	61	61	65	65	69	68	66	64	64	63	51	47	47	47



Memphis, TN Market Overview

DMA Rank: 40
BIA Revenue Rank: 50

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Pop	HH	Pop	HH	Rate	Rate	Rate	Rate	Rate	Rate
DMA Population	1,672	609	1,729	637	0.7%	1,729	1,767	0.4%		
Households	609	609	637	637	0.9%	637	664	0.8%		
Retail Sales	11,773	15,887	15,887	15,887	6.2%	15,887	20,355	5.1%		
EBI	22,525	26,063	26,063	26,063	3.0%	26,063	33,941	5.4%		
Pop Rank #	40		30		White	59.7%	Avg Household	\$ 40,890		
HH Rank #	40		632		Black	39.2%	Per Capita	\$ 15,074		
RS Rank #	46		64%		Asian	0.9%	Spanish Speaking	1.2		
EBI Rank #	42		81%							

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
★ ★	\$ 71,000	84,200	88,500	105,700	100,700	98,700	6.8%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	1.9%	100,600	103,600	106,700	109,900	113,200	3.0%
Estimated Breakouts	% Network	5.8%	% Natl/Regl	35.5%	% Local	58.8%	
Revenue/Retail Sales	Revenue/Capita	\$6.03/1,000	\$42.46	\$57.09	\$6.21/1,000	\$5.56/1,000	

Memphis, TN Competitive Overview

City Of License	Calls	Ch	Visual Power (kW)	HAAT	DTV	L M	A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WREG-TV Memphis	3	100	1,001	28	CBS	Katz	New York Times Co	56	7108	10,966	29,200	1.00	29%	12	14	14	15	14	14	14	17	17					
WMC-TV Memphis	5	100	1,011	52	NBC	Blair	Raycom Media Inc	48	9610	30,400	1.26	24%	9	12	12	11	12	11	14	14	14	13	13				
WHBQ-TV Memphis	13	316	1,011	53	FOX	Petry	Fox Television	53	9506	na	18,900	0.99	19%	9	9	11	11	11	10	10	10	11	11				
WPXY-TV Memphis	24	3,020	1,116	25	1	A&W	Millinn	78	9203	21,000	14,100	1.00	14%	6	7	7	7	7	7	7	8	8	8				
WLMT Memphis	30	3,020	cp	31	1	UPN	Millinn	83	9204	al	7,000	0.54	13%	6	7	7	7	7	7	7	6	6	7				
WBUY Holly Springs	40	4,680	466	41	TBN		Trinity Bcstg Ntwk	91	0006	g5	1,000	0.99	1%	2	1	1	1	1	1	1	1	1	1				
WPXX-TV Memphis	50	1,320	1,034	51	PAX		Film Bcstg Corp	95	9008	220cp	1,000	0.99	1%	3	2	3	2	3	2	3	2	3	3				
*WKNO-TV Memphis	10	316	1,079	29	PBS		Mid-South Public Com	56																			
*WMAV-TV Oxford	18	1,100	1,388	36	PBS		MS Auth for ETV	72																			

TOTAL	47	52	55	55	55	53	55	59	59
HUT %	51	48	51	50	51	48	52	52	52

Allocations: Ch 14*, Memphis

New Orleans, LA Ratings Overview

DMA Rank: 41

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing					
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	40	69%	3	3	3	2	2	42%	63.3%	14.8%	78.1%	2.8%	80.9%	19.1%
1994	41	68	3	3	2	2	2	41	47.0	30.5	77.5	2.5	80.0	20.0
1995	41	68	3	4	3	2	2	40	56.0	16.3	72.3	2.8	75.1	24.9
1996	41	71	3	5	6	2	2	41	69.8	0.0	69.8	2.5	72.3	27.7
1997	41	73	3	5	6	2	2	50	64.8	0.5	65.3	2.8	68.1	31.9
1998	41	73	3	5	6	2	2	51	60.3	0.3	60.6	2.8	63.4	36.6
1999	41	75	3	5	6	2	2	51	57.8	2.3	60.1	3.8	63.9	36.1

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WWL-TV	23%	15%	15%	15%	27%	30%	29%	28%	26%	29%	32%	29%	21%	24%	24%	25%
WDSU	15	14	15	15	9	10	9	10	8	7	7	7	8	7	8	8
WVUE	4	4	4	6	3	3	2	4	5	6	5	9	11	13	14	14
WHNO	2	2	0	2	0	0	0	0	0	1	0	0	2	1	0	1
WGNO	4	5	4	5	4	5	7	7	4	5	4	7	7	7	8	9
WNOL-TV	5	5	3	4	7	6	5	6	4	4	4	4	5	6	6	6
WPXL	0	0	0	0	0	0	0	0	3	3	3	3	3	2	2	2
WUPL	1	0	1	2	1	0	0	2	3	3	2	3	2	2	1	2
* WYES-TV	4	5	6	6	4	3	4	4	3	2	2	2	3	3	2	2
* WLAE-TV	0	1	1	2	2	2	2	2	2	2	2	2	2	1	3	2
LWWL	0	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0
HUT %	58	63	61	66	57	59	58	63	58	62	61	66	64	66	68	71
	35	36	37	38	38	35	34	35	43	39	38	39	47	45	44	45

5:00 - 7:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WWL-TV	27%	28%	30%	29%
WDSU	10	11	11	11
WVUE	9	9	10	11
WHNO	1	2	1	1
WGNO	7	8	7	7
WNOL-TV	8	8	6	7
WPXL	3	3	2	2
WUPL	4	4	4	4
* WYES-TV	3	2	4	4
* WLAE-TV	1	1	1	2
LWWL	0	0	0	0
HUT %	73	76	76	78

10:00 - 10:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WWL-TV	17%	18%	20%	19%
WDSU	10	14	12	13
WVUE	7	9	10	10
WHNO	0	1	0	0
WGNO	8	12	11	10
WNOL-TV	7	8	7	8
WPXL	3	3	2	3
WUPL	4	4	4	5
* WYES-TV	3	2	3	3
* WLAE-TV	1	0	0	1
LWWL	0	0	0	0
HUT %	60	71	69	72

10:00 - 10:30 PM

Calls	10:00 - 10:30 PM			
	Jul 00	May 00	Feb 00	Nov 99
WWL-TV	22%	26%	27%	24%
WDSU	12	15	16	15
WVUE	7	8	7	8
WHNO	0	1	1	1
WGNO	7	8	7	9
WNOL-TV	8	9	7	8
WPXL	2	2	2	2
WUPL	4	4	3	4
* WYES-TV	2	1	2	2
* WLAE-TV	0	0	0	1
LWWL	0	0	0	0
HUT %	64	74	72	74

10:30 - 12:00 MID

Calls	10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99
WWL-TV	12%	13%	15%	12%
WDSU	8	9	9	8
WVUE	7	9	9	9
WHNO	1	1	2	2
WGNO	7	6	7	9
WNOL-TV	12	13	11	13
WPXL	2	0	2	1
WUPL	5	5	4	4
* WYES-TV	3	2	3	3
* WLAE-TV	0	0	0	1
LWWL	0	1	0	0
HUT %	57	59	62	62



New Orleans, LA Market Overview

DMA Rank: 41
BIA Revenue Rank: 41

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	1,709	1,731	1,731	1,757
Households	618	635	635	656
Retail Sales	13,407	16,332	16,332	20,065
EBI	24,227	25,364	25,364	31,484
			Rate	Rate
			0.3%	0.3%
			0.5%	0.7%
			4.0%	4.2%
			0.9%	4.4%

	White	Black	Asian
DMA Counties	14	630	76%
TV Households	630	76%	84%
DMA Cable	76%	84%	
DMA VCR	84%		

	Avg Household	Per Capita	Spanish Speaking
	\$ 39,975	\$ 14,651	4.2

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 90,000	92,600	104,300	111,700	111,000	109,400	Δ 4.0%
Δ 98 - 99	1.9%	111,500	114,800	116,000	119,500	121,900	Δ 9.9 - 0.3
★ ★							2.2%

	% Network	% Natl/Regl	% Local
Estimated Breakouts	5.0%	32.3%	62.7%

	1993	1998	2003
Revenue/Retail Sales	\$6.71/1,000	\$6.70/1,000	\$6.08/1,000
Revenue/Capita	\$52.66	\$63.20	\$69.38

New Orleans, LA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	M	L	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power	Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WWL-TV	New Orleans	4	100	1,001	30	CBS	TelRp	Belo Corp	57	9405	110,000	37,900	0.94	36%	19	20	22	21	20	22	22	22	22	22						
WDSU	New Orleans	6	100	929	43	NBC	Katz	Hearst-Argyle TV Inc	48	9805	g	22,700	1.13	18%	9	11	10	10	9	11	11	11	11	11						
WVUE	New Orleans	8	316	991	29	FOX	HRP	Emmis Communications	59	9808	g	16,600	1.15	13%	7	8	8	10	7	7	8	8	9	9						
WHNO	New Orleans	20	5,000	902	14	IND	cp	LeSea Bcstg Inc	94	9402	cp	1,800	1.61	1%	1	1	1	1	1	2										
WGNO	New Orleans	26	5,000	1,014	15	ABC	TelRp	Tribune Bcstg Co	67	8307	21,000	15,700	1.08	13%	6	8	7	8	7	8	8	8	8	9						
WNOL-TV	New Orleans	38	5,000	1,020	40	WB	MMT	Tribune Bcstg Co	84	0002	na	10,600	0.79	12%	7	8	7	8	7	7	7	7	7	7						
WPXL	New Orleans	49	5,000	889	50	PAX	cp	Film Bcstg Corp	89	9305	135	2,200	0.99	2%	2	2	2	2	2	2	1	1	1	1						
WUPL	Slidell	54	4,376	700	24	UPN	Mlmm	CBS TV Stations Div	95	9711	32,500	4,000	0.72	5%	3	4	3	4	3	3	3	3	3	3						
*WYES-TV	New Orleans	12	316	1,011	11	PBS		Grtr New Orleans ETV	57	9401	1,300				3	3	3	3	3	3	3	3	3	3						
*WLAE-TV	New Orleans	32	2,290	1,011	31	PBS		Ed Bcstg Foundation	84						1	1	1	2	1	2										
LWWL						IND		Local Cable Station	99																					

TOTAL	58	65	63	69	61	62	63	65
HUT %	51	49	51	51	52	50	51	51

Allocations: Ch 62, Hammond; Ch 11, Houma Note: LWWL is a local cable channel carrying IND programming



Norfolk-Portsmouth-Newport News, VA Ratings Overview

DMA Rank: 42

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	38	66%	3	3	3	3	1	37%	61.0%	13.5%	74.5%	2.0%	76.5%	23.5%	
1994	39	69	3	3	3	3	37	58.8	15.3	74.1	2.0	76.1	23.9		
1995	40	71	3	5	3	5	38	54.8	13.5	68.3	2.0	70.3	29.7		
1996	40	74	3	5	6	2	37	68.3	0.0	68.3	2.3	70.6	29.4		
1997	40	75	3	5	6	2	35	63.5	0.0	63.5	2.3	65.8	34.2		
1998	39	75	3	5	6	2	36	61.0	0.0	61.0	2.3	63.3	36.7		
1999	40	75	3	5	6	2	46	55.8	0.0	55.8	2.0	57.8	42.2		

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WTKR	11%	10%	12%	11%	8%	10%	12%	13%	7%	9%	9%	10%	12%	14%	16%	15%
WAVY-TV	20	21	23	23	9	9	9	9	9	10	11	12	12	12	13	12
WVEC-TV	11	12	11	11	8	9	10	8	6	7	8	7	6	8	10	10
WGNT	5	5	7	5	5	6	7	6	3	3	3	3	5	7	6	6
WTVZ	4	7	7	4	5	6	4	5	2	2	2	4	2	3	2	4
WVBT	2	2	0	1	4	2	2	2	3	0	0	0	2	2	2	1
* WHRO-TV	6	5	5	6	2	0	2	0	2	0	0	0	2	1	1	1
ZLNC	2	3	2	2	2	0	2	0	50	51	53	54	54	59	61	62
HUT %	61	65	67	63	52	52	57	56	39	34	35	37	46	44	47	49

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WTKR	11%	10%	11%	11%	12%	12%	14%	14%	13%	13%	14%	14%	8%	8%	10%	9%
WAVY-TV	13	14	15	13	10	14	14	14	14	17	17	18	11	12	13	13
WVEC-TV	13	12	13	13	10	15	16	15	14	15	17	16	7	9	10	11
WGNT	12	15	17	18	7	8	9	8	6	5	7	7	10	9	11	10
WTVZ	7	8	8	6	5	6	6	5	7	7	7	7	8	8	8	7
WVBT	3	3	3	4	4	6	5	6	2	3	2	2	2	3	3	3
WPXV	0	0	0	0	1	1	1	1	1	0	0	0	0	0	0	0
* WHRO-TV	1	1	2	1	3	3	2	2	2	3	3	2	1	2	2	2
ZLNC	2	2	1	1	2	2	1	2	0	0	0	0	2	2	2	2
HUT %	62	65	70	67	54	67	68	67	59	63	67	66	49	53	59	57



Norfolk-Portsmouth-Newport News, VA Market Overview

DMA Rank: 42
BIA Revenue Rank: 47

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	1,737	1,747	1,747	1,785
Households	623	633	633	657
Retail Sales	14,542	16,448	16,448	20,507
EBI	25,304	25,416	25,416	29,606
			Rate	Rate
			0.1%	0.4%
			0.3%	0.7%
			2.5%	4.5%
			0.1%	3.1%

	White	Avg Household
DMA Counties	27	\$ 40,140
TV Households	629	\$ 14,548
DMA Cable	77%	Spanish Speaking
DMA VCR	86%	3.0

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 69,300	78,200	89,000	94,300	100,800	103,600	8.4%
Δ 98 - 99	1.6%	105,300	109,500	112,800	115,600	118,500	3.0%

	1993	1998	2003
Estimated Breakouts	5.0%	45.0%	50.0%
Revenue/Retail Sales	\$4.77/1,000	\$6.30/1,000	\$5.78/1,000
Revenue/Capita	\$39.90	\$59.30	\$66.39

Norfolk-Portsmouth-Newport News, VA Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M	L	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power	Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																				Jul 00	Aug 00	Sep 00	Oct 00	Nov 00	Dec 00	Jan 01	Feb 01	Mar 01	Apr 01	May 01	Jun 01
WTKR	Norfolk	3	100	981	58			CBS			Petry	New York Times Co	50	9505	76,000	22,400	0.82	26%	11	13	14	13	13	16	16						
WAVY-TV	Portsmouth	10	316	991	31	1		NBC			Blair	LIN Television Corp	57	9802	g	29,700	1.34	21%	9	12	12	10	14	12	12						
WVEC-TV	Hampton	13	178	op	41			ABC			TelRp	Belo Corp	53	8311	g	20,100	0.87	22%	10	11	12	9	11	14	15						
WGNT	Portsmouth	27	2,340	971	19			UPN			Millm	CBS TV Stations Div	61	9711	42,500	14,400	0.85	16%	7	8	10	9	9	10	8						
WTVZ	Norfolk	33	5,000	909	38			WB			HRP	Sinclair Best Group	79	9506	48,000	10,100	1.20	8%	5	6	5	5	5	4	4						
WVBT	Virginia Beach	43	5,000	856	29	1		FOX				Entravision Holdings	92		6,600	0.78	8%	3	4	4	4	4	4	4	5						
WPXV	Norfolk	49	2	op	1,129	46		PAX				Paxson Comm Corp	89	9801	14,750	800															
WPEN-LP	Hampton	68	13	343				IND				Lockwood Bestig	93																		
*WHRO-TV	Norfolk	15	2,880	965	16			PBS				Hampton Rds Educ	61								2	2	2	2	2	2					
● ZLNC			1					IND				Local Cable Station	99								2	2	1	1							

	Jul 00	Aug 00	Sep 00	Oct 00	Nov 00	Dec 00	Jan 01	Feb 01	Mar 01	Apr 01	May 01	Jun 01
TOTAL	50	56	60	61	52	59	60	62				
HUT %	49	46	50	50	48	47	38	36				

Allocations: Ch 55, Newport News; Ch 4, Manteo, NC Note: ZLNC is a local cable channel carrying IND programming

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.
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DMA Rank: 42

West Palm Beach-Ft. Pierce, FL Ratings Overview

DMA Rank: 43

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing					
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	46	70%	2	4	3	3	2	35%	49.0%	11.8%	60.8%	2.0%	62.8%	37.2%
1994	45	76	2	4	3	3	2	44	47.0	16.0	63.0	1.5	64.5	35.5
1995	45	78	2	4	3	3	2	45	44.3	14.3	58.6	2.0	60.6	39.4
1996	45	81	2	4	5	1	2	44	58.5	0.0	58.5	1.5	60.0	40.0
1997	44	83	2	4	5	1	2	44	55.8	0.0	55.8	1.8	57.6	42.4
1998	43	84	2	5	5	2	2	44	54.3	0.3	54.6	2.0	56.6	43.4
1999	44	84	2	6	6	2	3	44	48.8	1.5	50.3	1.8	52.1	47.9

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WPTV	29%	30%	30%	30%	11%	11%	13%	16%	11%	12%	13%	13%	20%	19%	22%	20%
WPEC	10	11	12	12	17	18	19	19	11	12	13	13	11	12	12	13
WPBF	10	10	9	8	9	9	8	8	12	11	12	13	9	10	10	9
WFLX	0	0	3	2	6	5	7	7	4	5	5	6	4	5	4	5
WTVX	0	3	3	3	2	3	2	3	3	3	3	4	4	5	5	5
WPXP	0	0	0	0	0	0	0	0	0	0	0	2	1	0	0	1
WXEL	3	2	3	4	0	0	2	3	0	0	0	0	1	0	1	2
Other	3	2	2	2	0	0	0	0	2	0	0	0	0	0	0	0
HUT %	55	58	62	61	45	46	51	56	44	42	45	48	50	51	54	55
	25	26	28	29	28	26	26	28	33	31	31	32	42	41	43	42

6:00 - 8:00 PM

Calls	PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM							
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99				
WPTV	18%	16%	16%	17%	12%	16%	15%	15%	18%	21%	21%	21%	13%	13%	13%	14%
WPEC	12	12	13	13	12	14	16	15	14	14	18	16	8	8	11	9
WPBF	15	15	15	16	12	17	15	14	11	13	11	12	8	9	9	11
WFLX	7	8	8	9	6	8	9	9	6	5	5	6	4	5	6	6
WTVX	6	8	8	8	4	5	4	5	4	5	5	6	5	8	6	6
WPXP	0	1	1	2	2	2	2	2	2	1	0	1	0	0	0	0
WXEL	1	1	2	1	2	2	2	2	1	2	1	1	0	2	0	0
Other	1	1	2	3	2	2	2	4	1	1	1	2	0	0	0	0
HUT %	60	62	65	69	52	66	65	66	57	62	62	65	38	45	45	46
	53	52	58	57	62	65	67	66	54	55	55	54	37	36	35	35

Buffalo, NY Ratings Overview

DMA Rank: 44

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	37	68%	3	3	3	3	2	36%	61.3%	6.0%	67.3%	3.3%	70.6%	29.4%	
1994	37	68	3	3	3	3	2	36	61.3	6.5	67.8	2.8	70.6	29.4	
1995	36	71	3	3	3	3	2	37	58.3	6.0	64.3	2.8	67.1	32.9	
1996	39	73	3	4	5	2	2	38	64.3	0.0	64.3	2.5	66.8	33.2	
1997	39	74	3	4	5	2	2	36	61.8	0.0	61.8	2.5	64.3	35.7	
1998	40	76	3	4	6	1	2	36	60.0	0.0	60.0	2.3	62.3	37.7	
1999	42	76	3	5	6	2	2	34	57.3	0.0	57.3	2.0	59.3	40.7	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WGRZ-TV	20%	21%	22%	17%	7%	8%	7%	9%	8%	8%	7%	9%	15%	14%	10%	11%
WIVB-TV	12	9	10	10	8	9	15	15	15	14	19	20	16	14	22	20
WKBW-TV	14	16	27	28	13	13	26	19	13	14	26	24	15	18	25	22
WUTV	3	3	0	3	5	3	0	5	2	2	0	4	3	3	1	5
WNYO	4	6	4	7	9	11	5	9	7	7	3	5	3	4	2	4
* WNED-TV	2	3	4	5	4	5	0	2	2	2	0	0	2	1	1	1
HUT %	55	58	67	70	46	49	53	59	47	47	55	62	54	54	61	63
	28	29	24	22	31	27	21	21	34	31	24	25	40	44	39	35

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WGRZ-TV	9%	9%	8%	8%
WIVB-TV	15	15	17	16
WKBW-TV	21	22	28	31
WUTV	9	9	6	9
WNYO	3	4	2	2
WPXJ-TV	1	1	0	0
WNGS	0	0	0	0
* WNED-TV	3	2	1	1
HUT %	61	62	62	67
	49	53	54	51

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WGRZ-TV	11%	15%	15%	14%
WIVB-TV	11	15	16	17
WKBW-TV	14	19	19	18
WUTV	7	8	7	8
WNYO	3	4	3	4
WPXJ-TV	2	1	0	0
WNGS	1	1	0	0
* WNED-TV	3	3	2	2
HUT %	52	66	62	63
	59	66	58	59

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WGRZ-TV	12%	15%	15%	16%
WIVB-TV	19	19	25	24
WKBW-TV	23	23	31	31
WUTV	8	8	4	4
WNYO	2	3	0	1
WPXJ-TV	0	0	0	0
WNGS	0	0	0	0
* WNED-TV	1	1	1	0
HUT %	65	69	76	76
	55	54	43	42

Oklahoma City, OK Ratings Overview

DMA Rank: 45

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	45	58%	3	3	3	3	4	38%	64.0%	11.3%	75.3%	3.3%	78.6%	21.4%	
1994	43	59	3	3	3	3	37	37	61.8	13.0	74.8	3.0	77.8	22.2	
1995	43	59	3	3	3	4	37	37	57.8	11.5	69.3	3.0	72.3	27.7	
1996	43	62	3	3	4	2	38	38	70.0	0.0	70.0	2.8	72.8	27.2	
1997	43	63	3	3	4	2	37	37	65.5	0.0	65.5	2.5	68.0	32.0	
1998	44	64	3	3	6	2	38	38	63.5	0.0	63.5	2.8	66.3	33.7	
1999	45	64	3	3	6	2	44	44	61.0	0.0	61.0	2.8	63.8	36.2	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KFOR-TV	26%	28%	30%	29%	11%	14%	14%	14%	15%	17%	17%	17%	13%	14%	14%	13%
KOCO-TV	14	16	15	15	9	12	11	11	10	12	12	10	16	16	15	15
KWTV	14	13	14	13	18	16	17	15	13	14	17	15	14	13	14	15
KOKH-TV	3	3	3	3	4	4	4	5	4	4	4	5	3	4	4	4
KOCB	3	4	4	4	5	5	6	5	7	6	7	7	4	5	6	6
KAUT-TV	4	4	4	4	3	3	2	3	6	6	4	4	4	5	6	7
KOPX	0	0	0	0	0	0	0	0	2	0	0	0	1	0	0	0
* KETA	0	0	2	2	0	2	0	2	2	2	2	2	3	4	4	5
HUT %	64	68	72	70	50	56	55	55	59	61	63	60	60	61	63	65
	30	33	35	35	31	27	27	28	38	32	33	32	42	40	40	38

5:00 - 7:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KFOR-TV	17%	18%	18%	20%
KOCO-TV	17	18	17	16
KWTV	16	15	16	17
KOKH-TV	6	6	6	7
KOCB	8	8	8	8
KAUT-TV	5	6	6	7
KSBI	0	0	0	0
KOPX	0	1	0	0
* KETA	1	1	1	1
HUT %	70	73	72	76
	56	54	57	55

10:00 - 10:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KFOR-TV	13%	17%	17%	18%
KOCO-TV	14	20	20	19
KWTV	15	16	16	16
KOKH-TV	7	8	8	8
KOCB	5	5	6	6
KAUT-TV	4	4	4	4
KSBI	1	0	1	0
KOPX	1	1	1	1
* KETA	4	3	3	3
HUT %	64	74	76	75
	61	65	70	68

10:30 - 12:00 MID

Calls	10:00 - 10:30 PM			
	Jul 00	May 00	Feb 00	Nov 99
KFOR-TV	23%	25%	28%	26%
KOCO-TV	14	15	13	16
KWTV	18	23	21	21
KOKH-TV	6	6	5	3
KOCB	9	8	9	10
KAUT-TV	3	4	5	4
KSBI	0	0	0	0
KOPX	0	0	0	0
* KETA	2	2	1	2
HUT %	75	83	82	82
	65	68	67	65

10:30 - 12:00 MID

Calls	10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99
KFOR-TV	13%	14%	16%	15%
KOCO-TV	8	10	9	14
KWTV	10	11	13	11
KOKH-TV	9	8	7	5
KOCB	11	11	11	10
KAUT-TV	6	6	6	6
KSBI	0	0	0	0
KOPX	0	0	0	0
* KETA	2	2	1	2
HUT %	59	62	64	63
	47	47	46	45

Oklahoma City, OK Market Overview

DMA Rank: 45
BIA Revenue Rank: 44

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		Growth Rate		1998		Growth Rate	
	Households	1,516	1,575	0.8%	1,575	0.8%	2003	1,621	0.6%	
Households	583	604	0.7%	604	0.8%	2003	628	0.8%		
Retail Sales	10,251	14,008	6.4%	14,008	4.2%	2003	17,177	4.2%		
EBI	20,057	22,520	2.3%	22,520	4.7%	2003	28,324	4.7%		
Pop Rank #	45	DMA Counties	34	White	84.7%	Avg Household	\$ 37,266			
HH Rank #	46	TV Households	600	Black	8.2%	Per Capita	\$ 14,295			
RS Rank #	51	DMA Cable	64%	Asian	1.8%	Spanish Speaking	4.6			
EBI Rank #	54	DMA VCR	89%							

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
★ ★ ★	\$ 80,200	92,300	93,500	97,900	101,600	108,100	6.2%
★ ★ ★	Δ 98 - 99	108,400	114,900	117,200	124,200	126,700	4.0%
	0.3%	108,400	114,900	117,200	124,200	126,700	4.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	4.0%	38.0%	58.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$7.82/1,000	\$7.72/1,000	\$7.38/1,000
	\$52.90	\$68.63	\$78.16

Oklahoma City, OK Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	Ch A	M A	DTV	L A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KFOR-TV	Oklahoma City	4	100	1,539	*27	NBC	Katz	New York Times Co	49	9607	155,000	30,000	1.03	27%	13	16	16	15	17	18	17	17	17						
KOCO-TV	Oklahoma City	5	100	1,522	16	ABC	Blair	Hearst-Argyle TV Inc	54	9707	g	22,300	0.94	22%	12	15	14	14	11	13	15	16	16	16					
KWTV	Oklahoma City	9	316	1,526	39	CBS	TelRp	Griffin Television	53	6401	g	29,700	0.98	28%	13	14	14	15	14	16	19	20	20	20					
● KTBO-TV	Oklahoma City	14	575	cp	1,175	15	TBN	Trinity Bcstg Ntwk	81																				
KAFU	Enid	20	141	cp	446	18		G & D Communications	NOA																				
● KOKH-TV	Oklahoma City	25	3,240	1,539	24	1	FOX	Sinclair Bcst Group	59	9911 p	g	9,100	0.93	9%	6	6	6	7	5	6	6	5	7	7					
● KOOK	Shawnee	30	5,000	cp	837	29		Equity Bcstg Corp	NOA	0007 p	1,750																		
KBCA	Elk City	31	5,000	cp	712			TV 31 LLC	NOA																				
KOCB	Oklahoma City	34	1,170	cp	1,217	33	1	WB	HRP	79	9606	g	12,600	1.29	9%	6	6	6	6	6	6	5	5	5					
KAUT-TV	Oklahoma City	43	1,950	1,558	42	UPN		CBS TV Stations Div	80	9808	na	4,000	0.74	5%	5	5	5	4	4	4	2	2	2	2					
KSBI	Oklahoma City	52	3,020	cp	1,513	51	IND	Locke Supply Co	88	8609	nc																		
KOPX	Oklahoma City	62	2,690	787	50	PAX		Paxson Comm Corp	96	9610	6,395	700																	
*KWET	Cheyenne	12	316	cp	981	8	PBS	Oklahoma ETV	78																				
*KETA	Oklahoma City	13	316	cp	1,526	32	PBS	Oklahoma ETV	56																				

TOTAL	58	65	65	66	58	64	67	70
HUT %	47	45	48	47	47	46	37	38

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Harrisburg-Lancaster-Lebanon-York, PA Ratings Overview

DMA Rank: 46

Market Trend Analysis

Year	DMA Rank	COMMERCIAL STATIONS				LOCAL SHARES				Avg HUT Share	# PTV Stations	All Other Viewing		
		Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	Network Viewing	Ind Viewing	Commercial Viewing			PTV Viewing	Local Viewing	All Other Viewing
1993	44	69%	1	5	4	2	1	33%	54.3%	7.5%	61.8%	3.3%	65.1%	34.9%
1994	44	70	1	6	4	3	34	54.5	7.5	62.0	3.3	65.3	34.7	
1995	44	71	1	6	4	3	33	52.0	7.3	59.3	3.5	62.8	37.2	
1996	44	73	1	6	5	2	33	60.8	0.0	60.8	3.0	63.8	36.2	
1997	45	75	1	6	5	2	32	56.0	0.0	56.0	3.0	59.0	41.0	
1998	45	76	1	5	5	1	32	54.8	0.0	54.8	3.0	57.8	42.2	
1999	46	77	1	5	5	1	31	52.0	0.0	52.0	3.0	55.0	45.0	

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WGAL	43%	42%	36%	9%	13%	14%	20%	23%	21%	28%	30%	28%
WLYH-TV	0	0	0	0	0	0	0	0	0	2	2	2
WHP-TV	0	0	3	11	13	13	9	11	15	10	11	9
WHTM-TV	17	16	20	18	16	15	14	12	14	14	15	14
WPMT	0	3	0	0	0	0	0	0	0	5	4	6
* WITF-TV	5	9	7	6	5	4	0	0	0	2	0	2
HUT %	65	70	66	44	47	47	43	46	51	61	62	61
	20	24	22	17	15	17	19	18	21	28	27	32

Calls	6:00 - 8:00 PM			PRIME TIME			11:00 - 11:30 PM			11:30 - 1:00 AM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WGAL	28%	23%	23%	13%	18%	17%	31%	37%	31%	24%	26%	21%
WLYH-TV	3	2	2	3	2	2	3	0	0	0	0	0
WHP-TV	10	14	13	10	11	13	4	6	5	9	6	7
WHTM-TV	13	14	14	13	18	16	18	16	19	8	6	9
WPMT	9	8	10	7	8	8	6	5	6	6	0	4
* WITF-TV	2	1	2	4	3	4	2	0	2	0	0	0
HUT %	65	62	64	50	60	59	64	64	68	47	38	42
	40	40	48	45	52	55	29	29	34	13	11	13



Harrisburg-Lancaster-Lebanon-York, PA Market Overview

DMA Rank: 46
BIA Revenue Rank: 53

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth		
	1993	1998	1998	2003	
DMA Population	1,560	1,615	1,615	1,664	
Households	585	610	610	638	
Retail Sales	13,853	16,795	16,795	20,292	
EBI	25,726	28,701	28,701	35,715	
		0.7%	0.6%	0.6%	
		0.8%	0.9%	0.9%	
		3.9%	3.9%	3.9%	
		2.2%	4.5%	4.5%	
DMA Counties	9	White	93.5%	Avg Household	\$ 47,036
HH Rank # 45	600	Black	5.0%	Per Capita	\$ 17,773
RS Rank # 40	77%	Asian	1.4%	Spanish Speaking	3.1
EBI Rank # 38	89%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 55,900	66,900	75,000	76,200	77,300	79,500	7.3%
Δ 98 - 99	5.2%	83,600	88,600	91,300	94,000	96,800	3.7%
★ ★ ★							
Estimated Breakouts	% Network	6.0%	% Natl/Regl	46.0%	% Local	48.0%	

Revenue/Retail Sales \$4.04/1,000 \$4.73/1,000 2003 \$4.77/1,000
Revenue/Capita \$35.83 \$49.23 \$58.17

Harrisburg-Lancaster-Lebanon-York, PA Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WGAL	Lancaster	8	110 cp	1,375	58	NBC	Katz	NBC	Katz	Hearst-Argyle TV Inc	49	9805 p	g	34,800	1.16	36%	18	20	19	18	16	21	20	20			
WLYH-TV	Lancaster	15	1,050	1,362	23	1	UPN	Milmm	Gateway Comm	Gateway Comm	57	7209		4,100	1.23	4%	3	2	2	2	2	2	2	2	3		
WHP-TV	Harrisburg	21	1,200	1,221	4	1	CBS	Milmm	Clear Channel TV Inc	Clear Channel TV Inc	53	9511		9,300	0.51	22%	9	11	12	12	10	12	12	13			
WHTM-TV	Harrisburg	27	2,138 cp	1,135	57	ABC	Milmm	Allbritton Comm Co	Allbritton Comm Co	Allbritton Comm Co	53	9603		18,000	0.90	24%	13	15	15	15	12	12	13	14			
WPMT	York	43	5,010 cp	1,368	47	FOX	TelFp	Tribune Bcstg Co	Tribune Bcstg Co	Tribune Bcstg Co	52	9704	g	15,000	1.38	13%	5	6	7	8	6	7	6	8			
WGCB-TV	Red Lion	49	617 cp	610	30	IND	Wallc	Norris, John & Family	Norris, John & Family	Norris, John & Family	79			2,400			3	2	3	3	3	3	3	3			
*WITF-TV	Harrisburg	33	1,100	1,421	*36	PBS			WITF Inc	WITF Inc	64						3	2	3	3	3	3	3	3			

TOTAL 51 56 58 58 49 57 56 61
HUT % 28 28 34 33 28 30 34 32

Allocations: Ch 55, Lebanon



Greensboro-High Point-Winston Salem, NC Ratings Overview

DMA Rank: 47

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing				
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	Avg HUT Share	# PTV Stations		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing
1993	48	59%	3	4	3	4	35%	1	65.0%	7.3%	72.3%	0.0%	72.3%
1994	48	59	3	4	2	5	35	1	44.0	25.8	69.8	0.5	70.3
1995	48	60	3	4	3	4	34	1	48.8	16.0	64.8	0.8	65.6
1996	47	63	3	4	5	2	35	1	60.8	0.0	60.8	1.5	62.3
1997	46	63	3	4	5	2	34	1	56.5	0.0	56.5	1.5	58.0
1998	46	64	3	5	6	2	41	1	55.8	0.3	56.1	2.0	58.1
1999	47	64	3	5	6	2	44	1	53.0	1.8	54.8	2.0	56.8

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WFMY-TV	16%	17%	17%	18%	10%	11%	12%	13%	22%	26%	24%	22%	16%	19%	19%	19%
WGHP	23	24	25	21	21	26	23	19	12	13	12	12	18	17	17	16
WXII	16	17	15	16	10	10	10	12	10	10	9	11	10	9	9	11
WGPX	0	0	0	0	0	0	0	0	2	0	2	2	2	2	2	2
WBFX	3	2	0	3	4	3	2	3	3	2	2	2	3	3	3	3
WXLV-TV	4	5	5	6	6	5	7	8	7	7	6	7	9	9	8	9
WUPN-TV	4	2	2	2	2	2	0	0	4	4	4	3	4	4	3	3
WUNL-TV	2	2	2	3	4	4	3	4	2	0	0	0	3	4	4	4
HUT %	68	69	66	69	57	61	57	59	62	62	59	59	65	67	65	67
	30	30	32	31	30	25	26	27	35	30	32	32	42	41	43	43

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WFMY-TV	20%	22%	23%	24%	13%	15%	16%	15%	16%	18%	19%	17%	9%	10%	10%	11%
WGHP	14	13	14	13	12	13	15	14	10	12	12	11	12	12	14	11
WXII	16	15	16	16	10	14	13	13	17	20	20	20	11	11	11	12
WGPX	2	2	2	2	3	3	3	3	3	2	3	3	2	2	3	3
WBFX	4	4	4	3	3	4	3	3	4	4	3	3	4	3	3	2
WXLV-TV	6	6	6	6	7	10	10	10	4	5	5	7	3	4	5	7
WUPN-TV	4	4	4	4	4	4	3	3	5	3	3	3	7	5	4	4
WLXI-TV	0	0	0	0	0	0	0	0	1	0	0	1	1	0	0	2
WUNL-TV	1	1	1	1	2	2	2	2	1	0	1	0	0	0	0	0
HUT %	67	67	70	69	54	65	65	63	61	64	66	65	49	47	50	52
	50	50	57	57	59	62	65	65	49	49	48	48	34	33	32	31

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth Rate			Growth Rate		
	1993	1998	2003	1998	2003	2003
DMA Population	1,399	1,494	1,575	1,494	1,575	\$ 39,487
Households	554	596	639	596	639	\$ 15,744
Retail Sales	11,838	16,009	20,656	16,009	20,656	Spanish Speaking 1.6
EBI	20,937	23,519	29,379	23,519	29,379	4.5%

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 54,500	61,400	66,700	75,700	82,700	86,800	9.8%
Δ 98 - 99	-1.6%	85,400	91,400	94,100	99,800	102,800	4.7%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	3.0%	51.0%	46.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$4.60/1,000	\$5.42/1,000	\$4.98/1,000
	\$38.96	\$58.10	\$65.27

Greensboro-High Point-Winston Salem, NC Competitive

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est '99 Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WFMY-TV	Greensboro	2	100	1,841	51	CBS	Blair	Gannett Co Inc	49	8801	g	26,200	0.99	31%	14	16	16	16	16	16	18	18	17					
WGHP	High Point	8	316	1,270	35	FOX	Petry	Fox Television	63	9506	g	20,700	1.10	22%	13	13	13	13	12	12	12	12	13					
WXII	Winston Salem	12	316	1,982	31	NBC	Katz	Hearst-Argyle TV Inc	53	9805 p	g	20,000	1.12	21%	10	12	11	12	10	12	12	12	11					
WGPX	Burlington	16	5,000	1,293	14	PAX		Paxson Comm Corp	84	9607	g	5,500	0.59	3%	2	2	2	2	2	2	2	2	1					
WBFX	Lexington	20	5,000	1,890	19	WB		Pappas Telecasting	86	9602	g	2,700	0.63	5%	3	3	3	3	3	3	3	3	3					
WXLV-TV	Winston Salem	45	5,000	1,959	29	ABC	Milmm	Sinclair Bcst Group	79	9807	g	9,900	0.89	13%	6	7	7	7	7	7	6	7	7					
WUPN-TV	Greensboro	48	1,100	1,696	33	UPN	Milmm	Sinclair Bcst Group	81	9911 p	g4	4,400	1.03	5%	4	3	3	3	3	3	3	3	3					
● WLXI-TV	Greensboro	61	1,050	548	43	TBN		Tri-State Chrstn TV	84	9110	g	1,900																
*WUNL-TV	Winston Salem	26	5,000	1,654	32	PBS		University of NC	73																			

TOTAL	54	58	59	58	58	54	56	59	58
HUT %	43	42	45	44	44	44	42	46	45

Allocations: Ch 67, High Point

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	50	58%	2	3	3	3	3	37%	63.8%	12.0%	75.8%	1.5%	77.3%	22.7%	
1994	49	60	2	4	3	3	3	36	61.8	13.5	75.3	0.5	75.8	24.2	
1995	50	60	2	4	3	3	3	37	56.5	13.0	69.5	0.0	69.5	30.5	
1996	50	65	2	4	6	0	3	36	69.0	0.0	69.0	0.0	69.0	31.0	
1997	50	66	2	4	6	0	3	35	64.8	0.0	64.8	0.5	65.3	34.7	
1998	50	65	2	4	6	0	3	35	62.0	0.0	62.0	0.0	62.0	38.0	
1999	48	64	2	5	6	1	3	38	57.8	0.5	58.3	1.0	59.3	40.7	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
	18%	19%	21%	15%	9%	9%	13%	9%	13%	14%	16%	12%	13%	13%	15%	13%
WAVE	21	22	24	25	18	15	14	15	12	13	12	12	17	17	18	18
WHAS-TV	0	0	0	2	0	0	0	0	3	2	2	2	3	2	2	1
WBNA	9	8	10	10	11	11	12	12	12	12	14	15	17	15	16	16
WLKY-TV	0	0	0	0	3	3	0	0	2	3	0	0	2	3	1	2
WWWB	8	11	8	9	9	12	12	12	8	7	7	7	5	6	6	6
WDRB-TV	3	3	4	4	4	5	5	5	5	6	6	6	4	4	4	5
WFTE	4	2	3	3	0	0	0	0	0	2	1	1	1	1	2	2
* WKPC-TV	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
* WKMJ	63	65	70	68	56	55	56	53	55	59	58	55	62	61	65	63
HUT %	29	34	36	34	32	29	30	31	36	33	34	34	44	44	48	46

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WAVE	16%	15%	15%	14%
WHAS-TV	13	16	15	15
WBNA	2	2	2	1
WLKY-TV	17	17	17	19
WWWB	3	2	1	1
WDRB-TV	8	8	8	9
WFTE	5	5	6	6
* WKPC-TV	2	1	2	2
* WKMJ	1	1	1	1
HUT %	67	67	67	68

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WAVE	16%	20%	20%	19%
WHAS-TV	16	19	20	17
WBNA	1	0	1	1
WLKY-TV	12	13	15	16
WWWB	3	2	2	1
WDRB-TV	11	10	10	11
WFTE	5	5	5	5
* WKPC-TV	1	1	0	0
* WKMJ	0	0	0	0
HUT %	65	70	73	70

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WAVE	10%	13%	15%	13%
WHAS-TV	10	11	12	13
WBNA	0	0	0	0
WLKY-TV	9	10	11	12
WWWB	3	3	0	0
WDRB-TV	12	13	14	15
WFTE	5	5	5	7
* WKPC-TV	0	0	0	0
* WKMJ	0	0	0	0
HUT %	49	55	57	60

Louisville, KY Market Overview

DMA Rank: 48
BIA Revenue Rank: 48

Demographic and Economic Overview

(000s, except Retail Sales and EB in \$000,000s)

	Growth Rate			Growth Rate		
	1993	1998	2003	1998	2003	2003
DMA Population	1,449	1,510	1,559	1,510	1,559	\$ 41,907
Households	549	579	609	579	609	\$ 16,072
Retail Sales	11,118	13,962	17,264	13,962	17,264	Spanish Speaking 1.0
EBI	21,496	24,268	31,110	24,268	31,110	
White	28	28	28	88.6%	88.6%	Avg Household \$ 41,907
Black	577	577	577	10.4%	10.4%	Per Capita \$ 16,072
Asian	65%	65%	65%	0.9%	0.9%	Spanish Speaking 1.0
DMA Counties	28	28	28	88.6%	88.6%	
TV Households	577	577	577	10.4%	10.4%	
DMA Cable	65%	65%	65%	0.9%	0.9%	
DMA VCR	85%	85%	85%	0.9%	0.9%	

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 72,000	78,100	85,500	91,700	93,500	106,000	8.0%
Δ 98 - 99	-0.8%	105,100	111,400	114,700	118,200	121,700	3.7%
★							
Estimated Breakouts	% Network 6.0%	% Natl/Regl 32.7%	% Local 61.3%				
Revenue/Retail Sales	\$6.48/1,000	\$7.59/1,000	\$7.05/1,000				
Revenue/Capita	\$49.69	\$70.20	\$78.06				

Louisville, KY Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	M	L	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est '99 Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WAVE	Louisville	100	3	1,821	47				NBC	HRP	Cosmos Bcstg	48	8108	g	25,900	1.07	23%	11	13	14	12	12	14	13	15				
WHAS-TV	Louisville	135	11	1,280	55				ABC	TelRp	Belo Corp	50	9702	g	32,400	1.10	28%	13	15	14	14	16	17	16	15				
WBNA	Louisville	1,700	21	732	8				PAX		Word Broadcasting	86			700			2	2	2	2	2	2	2	2				
WLKY-TV	Louisville	4,270	32	1,260	26				CBS	Katz	Hearst-Argyle TV Inc	61	9805	g	20,200	0.64	30%	12	13	14	15	17	19	18	17				
● WWWB	Campbellsville	5,000	34	1,467	19				WB		Cascade Broadcasting	83	0002	na				3	3	3	1	1							
WDRB-TV	Louisville	5,000	41	1,283	49				FOX	Petry	Blade Communications	71	8312	10,000	20,500	1.39	14%	8	9	9	10	7	8	8	9				
WFTS	Salem	5,000	58	1,148	51				UPN		Grr Louisville TV	94			5,400	1.03	5%	4	5	5	5	2	3	4	3				
*WKPC-TV	Louisville	589	15	866	*17				PBS		KY Authority Educ TV	58	9702	p	399			2	1	2	2	2	2	2	2				
*WKZT-TV	Elizabethtown	692	23	650	43				PBS		KY Authority Educ TV	68																	
*WKMJ	Louisville	1,350	68	817	38				PBS		KY Authority Educ TV	70																	
TOTAL																			55	61	62	61	54	63	59	59			
HUT %																			45	45	49	49	33	32	37	35			

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Albuquerque-Santa Fe, NM Ratings Overview

DMA Rank: 49

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Ind Viewing		Commercial Viewing		PTV Viewing		Local Viewing		All Other Viewing	
			Stations	Stations	Stations	Stations					Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing
1993	49	55%	6	4	4	6	3	33%	60.5%	8.3%	68.8%	3.3%	72.1%	27.9%								
1994	49	54	6	4	3	7	3	34	39.3	28.3	67.6	3.0	70.6	29.4								
1995	49	55	5	5	3	7	3	32	54.8	10.0	64.8	3.3	68.1	31.9								
1996	48	59	5	5	6	4	3	33	62.0	1.5	63.5	2.8	66.3	33.7								
1997	48	60	5	5	6	4	3	32	57.3	2.0	59.3	3.0	62.3	37.7								
1998	48	60	5	5	6	4	3	32	54.5	2.0	56.5	3.0	59.5	40.5								
1999	49	58	5	6	6	5	3	31	52.3	2.0	54.3	2.8	57.1	42.9								

Daypart Share Analysis

Calls	6:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KASA-TV	0%	0%	3%	5%	7%	5%	4%	5%	6%	3%	3%	3%	3%	3%	3%
KOB-TV	26	30	24	9	12	10	15	17	13	15	10	16	15	15	12
KOAT-TV	23	22	24	17	13	15	14	17	20	19	17	18	19	18	18
KRQE-TV	3	4	5	14	13	15	12	12	14	15	8	6	8	10	10
KAPX	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0
KWBQ	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
KLUZ-TV	3	3	0	3	3	0	4	4	3	0	3	0	0	0	0
KASY-TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
KNME-TV	4	4	4	3	3	6	0	0	0	0	0	0	0	0	0
HUT %	59	63	61	51	51	51	51	55	54	55	54	55	48	51	46
	19	24	24	21	19	20	24	20	21	21	24	21	24	23	23

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KASA-TV	8%	9%	8%	7%	8%	9%	7%	6%	6%	4%	4%	4%	4%	4%	4%
KOB-TV	14	14	12	11	15	15	23	25	28	24	21	21	21	26	23
KOAT-TV	18	20	23	13	17	18	27	26	27	30	12	12	12	11	15
KRQE-TV	17	15	19	10	11	14	9	10	13	12	8	9	10	10	9
KAPX	0	0	0	2	1	2	0	0	0	0	0	0	0	0	0
KWBQ	3	0	2	2	2	1	3	2	0	0	0	0	0	0	0
KLUZ-TV	3	3	2	3	2	3	1	2	0	0	0	0	0	0	0
KASY-TV	4	2	1	3	2	2	1	0	0	2	4	3	0	0	0
KNME-TV	2	3	3	4	3	3	2	1	2	2	0	0	0	0	3
HUT %	69	66	66	55	61	63	73	72	76	76	49	53	49	52	56
	43	45	49	43	51	56	41	47	46	43	20	21	21	21	20



Albuquerque-Santa Fe, NM Market Overview

DMA Rank: 49
BIA Revenue Rank: 51

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	1,524	1,617	1,617	1,676
Households	545	587	587	617
Retail Sales	11,606	16,635	16,635	21,580
EBI	19,717	22,564	22,564	28,756
		1.2%	0.7%	0.7%
		1.5%	1.0%	1.0%
		7.5%	5.3%	5.3%
		2.7%	5.0%	5.0%
DMA Counties	33	White	83.7%	Avg Household
HH Rank # 48	569	Black	2.4%	Per Capita
RS Rank # 41	57%	Asian	1.4%	Spanish Speaking
EBI Rank # 53	87%			

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 59,000	75,300	78,500	84,700	87,000	93,500	93,500	100,700	103,700	110,000	113,300	Δ 99 - 03
★ ★	-1.2%	92,400	100,700	103,700	110,000	113,300	113,300	113,300	113,300	113,300	113,300	5.2%
Estimated Breakouts			% Network	% Natl/Regl	% Local							
			3.4%	50.0%	46.6%							
Revenue/Retail Sales			1993	1998	2003							
Revenue/Capita			\$5.08/1,000	\$5.62/1,000	\$5.25/1,000							
			\$38.71	\$57.82	\$67.60							

Albuquerque-Santa Fe, NM Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	M	L	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Revenue (000)	Est '99 Power (000)	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jan 00	Feb 00	Mar 00	Apr 00	May 00	Jun 00	Jul 00	Aug 00	Sep 00	Oct 00	Nov 00	Dec 00
KASA-TV	Santa Fe	28	2	4,183					FOX	TelRtp	Raycom Media Inc	83	9910	1,000	18,200	1,411	14%	6	7	8	7	7	8	9						
KOB-TV	Albuquerque	27	4	4,200	26				NBC	Petry	Hubbard Bcstg Inc	48	5703	26,800	1,116	25%	12	16	14	13	12	16	14	13						
KOAT-TV	Albuquerque	87	7	4,239	21				ABC	Blair	Hearst-Argyle TV Inc	53	9805 p	25,100	0.94	29%	15	16	17	17	15	16	16	17						
KCHF	Santa Fe	316	11	1,995	10				REL	cp	Son Bcstg Inc	84																		
KRQE-TV	Albuquerque	87	13	4,223	16				CBS	Katz	Emmis Communications	53	0005 p	16,500	0.74	24%	11	11	13	14	12	13	14	14						
KAPX	Albuquerque	5,000	14	1,234					PAX		Roberts Bcstg Co	99																		
KWBQ	Santa Fe	5,000	19	1,575	29	1			WB		Ramar Comm Inc	99	9910	na																
KNAT	Albuquerque	1,200	23	4,131	24				TBN		Trinity Bcstg Ntwk	75	0006	95																
KRPV-TV	Roswell	871	27	377	28				IND		Prime Time Christian	86																		
KBFI	Durango	5,000	33	5,000	cp						Ramar Comm Inc	NOA																		
KLUZ-TV	Albuquerque	1,200	41	4,121	42				UNI		Entravision Holdings	87	9904	3,800	1.03	4%	3	3	3	2	2	2	2	2						
KASY-TV	Albuquerque	1,410	50	4,187	51	1			UPN		Acme Television LLC	95	9910	25,400	0.54	4%	2	2	2	2	2	2	2	2						
KOFT	Farmington	100	3	453	8				ABC		Hearst-Argyle TV Inc	NOA	9805 p	g1																
KOCT	Carlsbad	100	6	1,201	19				ABC	Blair	Hearst-Argyle TV Inc	56	9805 p	g1																
KREZ-TV	Durango	6	6	361	15				CBS	Katz	Emmis Communications	65	0005 p	g3																
KOBR	Roswell	316	8	1,759	35				NBC	Petry	Hubbard Bcstg Inc	53	8506	2,000																
KBIM-TV	Roswell	316	10	2,001	41				CBS	Katz	Emmis Communications	66	0005 p	g3																
KOVT	Silver City	36	10	1,590	12				ABC	Blair	Hearst-Argyle TV Inc	86	9805 p	g1																
KOBF	Farmington	316	12	410	17				NBC	Petry	Hubbard Bcstg Inc	72	8307	2,350																
KUPT	Carlsbad	5,000	25	646							Ramar Comm Inc	NOA	9810 p	10cp																
KHFT	Hobbs	8	29	522	16				UPN		Ramar Comm Inc	88	9707	200																
*KENW	Portales	100	3	1,152	32				PBS		Eastern NM Univ	74																		
*KNME-TV	Albuquerque	27	5	4,229	25				PBS		Regents - Univ of NM	58																		
**KAZQ	Albuquerque	427	32	4,039	17				PBS		Alpha-Omega Bcstg	88																		

Allocations: Ch 10, Gallup; Ch 21, Roswell; Ch 6, Silver City

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

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TOTAL	54	57	56	57	53	59	59	60
HUT %	29	30	32	32	30	30	33	33

DMA Rank: 49

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing					
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	43	67%	3	3	3	3	1	35%	54.3%	5.3%	59.6%	0.0%	59.6%	40.4%
1994	46	71	3	3	2	4	1	35	29.3	28.5	57.8	0.0	57.8	42.2
1995	46	73	3	2	3	2	1	34	50.8	4.5	55.3	0.0	55.3	44.7
1996	46	75	3	2	4	1	1	34	56.8	0.0	56.8	0.0	56.8	43.2
1997	47	76	3	3	5	1	1	33	52.0	0.0	52.0	0.0	52.0	48.0
1998	49	78	3	3	5	1	1	35	50.3	0.0	50.3	0.3	50.6	49.4
1999	50	78	3	3	5	1	1	42	43.0	0.3	43.3	1.0	44.3	55.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WLNE	5%	6%	6%	4%	4%	4%	5%	4%	9%	10%	10%	10%	6%	9%	10%	9%
WJAR	38	37	34	37	18	16	16	20	16	15	15	15	19	18	18	20
WPRI-TV	5	4	5	6	12	13	11	11	8	9	8	8	9	8	8	9
WLWC	3	4	7	4	4	3	6	3	3	3	3	3	4	4	4	4
WNAC-TV	2	0	2	2	4	3	2	0	4	3	3	5	4	4	4	3
WPXQ	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
* WSBE-TV	0	0	0	0	0	0	0	0	0	0	0	0	1	2	2	3
Other	5	15	9	15	6	15	6	12	2	11	11	8	8	18	14	17
HUT %	58	66	63	68	48	54	46	50	42	51	50	49	51	63	60	66
	27	28	29	27	26	21	24	21	29	27	30	26	37	40	45	41

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WLNE	7%	8%	8%	6%	10%	14%	13%	10%	6%	6%	6%	7%	5%	6%	5%	7%
WJAR	18	20	20	22	13	17	18	20	25	28	29	28	21	22	22	22
WPRI-TV	13	13	13	14	12	13	15	14	9	9	10	9	8	8	11	8
WLWC	4	5	5	3	2	2	3	3	4	3	3	3	4	4	4	4
WNAC-TV	6	7	8	6	6	6	6	7	3	3	2	3	3	3	3	3
WPXQ	1	1	2	2	2	2	1	1	1	1	0	1	0	0	0	0
* WSBE-TV	0	1	1	2	2	1	2	1	0	0	0	0	0	0	0	0
Other	11	17	15	17	9	14	13	16	6	13	11	13	6	6	6	6
HUT %	60	72	72	72	56	69	71	72	54	63	61	64	47	49	51	50
	51	52	59	56	59	63	66	64	46	46	47	46	29	28	29	28



Wilkes Barre-Scranton, PA Ratings Overview

DMA Rank: 51

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	%	Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	47	75%	0	4	3	1	1	1	38%	54.3%	4.8%	59.1%	3.5%	62.6%	37.4%
1994	47	76	0	4	3	1	1	1	39	54.8	5.5	60.3	3.0	63.3	36.7
1995	47	79	0	4	3	1	1	1	38	49.3	5.3	54.6	3.0	57.6	42.4
1996	49	81	0	4	4	0	1	1	38	57.0	0.0	57.0	2.8	59.8	40.2
1997	49	80	0	4	4	0	1	1	38	53.8	0.0	53.8	2.5	56.3	43.7
1998	47	82	0	6	5	1	1	1	37	51.8	0.0	51.8	2.0	53.8	46.2
1999	51	82	0	6	5	1	1	1	36	48.8	0.0	48.8	1.5	50.3	49.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WNEP-TV	36%	40%	33%	37%	21%	24%	20%	19%	22%	24%	23%	22%	27%	28%	28%	24%
WYOU	2	2	3	3	14	15	15	16	13	14	13	14	9	8	7	10
WBRE-TV	23	17	20	20	4	6	5	8	12	14	15	11	15	17	20	18
WSWB-TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
WOLF-TV	2	2	0	0	4	4	4	3	0	0	0	3	2	2	2	2
* WVIA-TV	0	3	5	3	0	3	4	2	0	0	2	0	0	3	3	2
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
HUT %	63	64	61	63	43	52	51	48	47	52	53	50	53	58	61	56
	27	28	27	28	23	22	24	23	25	25	28	26	31	35	42	37

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WNEP-TV	24%	25%	25%	24%
WYOU	7	7	7	8
WBRE-TV	20	21	23	25
WSWB-TV	2	0	1	2
WOLF-TV	5	5	7	4
WQPX	0	0	0	1
* WVIA-TV	0	2	2	2
Other	0	0	1	0
HUT %	58	60	66	66
	44	49	58	54

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WNEP-TV	14%	21%	20%	19%
WYOU	10	13	12	13
WBRE-TV	10	13	14	16
WSWB-TV	2	1	1	2
WOLF-TV	5	6	6	6
WQPX	2	1	1	1
* WVIA-TV	2	2	2	2
Other	0	1	1	0
HUT %	45	58	57	59
	50	58	60	59

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WNEP-TV	33%	38%	33%	32%
WYOU	7	9	8	12
WBRE-TV	14	16	19	21
WSWB-TV	0	0	0	0
WOLF-TV	2	2	2	0
WQPX	0	0	0	0
* WVIA-TV	2	3	3	2
Other	0	2	2	0
HUT %	58	70	67	67
	36	37	37	37

4:00 - 6:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WNEP-TV	15%	14%	10%	15%
WYOU	8	10	10	9
WBRE-TV	16	19	17	19
WSWB-TV	0	0	0	0
WOLF-TV	0	0	0	0
WQPX	0	0	0	0
* WVIA-TV	0	0	0	0
Other	0	0	0	0
HUT %	39	43	44	43
	16	16	16	17



Wilkes Barre-Scranton, PA Market Overview

DMA Rank: 51
BIA Revenue Rank: 77

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth			Growth		
	1993	1998	2003	1998	2003	Rate
DMA Population	1,461	1,464	1,450	1,464	1,450	-0.2%
Households	559	564	568	564	568	0.1%
Retail Sales	11,322	13,381	15,710	13,381	15,710	3.3%
EBI	20,347	21,846	26,239	21,846	26,239	3.7%
Pop Rank # 51	DMA Counties	17	White	97.8%	Avg Household	\$ 38,754
HH Rank # 51	TV Households	555	Black	1.4%	Per Capita	\$ 14,926
RS Rank # 55	DMA Cable	82%	Asian	0.6%	Spanish Speaking	1.1
EBI Rank # 55	DMA VCR	84%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 36,600	42,000	4,400	46,700	50,100	52,800	7.6%
★ ★ ★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	2.1%	53,900	58,200	60,500	64,800	67,400	5.7%
Estimated Breakouts	% Network	7.0%	% Natl/Regl	38.0%	% Local	55.0%	
Revenue/Retail Sales	Revenue/Capita	\$3,231,000	\$25.05	\$3,951,000	\$4,291,000	\$46.48	

Wilkes Barre-Scranton, PA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
														Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WNEP-TV	Scranton	16	1,150	1,660	49	ABC	Katz	New York Times Co	54	8510	40,000	1.01	38%	19	23	21	20	18	19	18	19	18	19		
WYOU	Scranton	22	5,000	1,657	13	CBS	Blair	Mission/Basket Bcstg	53	9712	20,000	0.70	23%	9	11	11	12	10	11	12	13	13	13	13	
WBRE-TV	Wilkes Barre	28	3,020	1,670	11	NBC	Petry	Nexstar Bcstg Group	53	9704 p	47,000+	0.95	30%	11	14	14	15	11	16	16	16	16	16	16	
WSWB-TV	Scranton	38	1,290	1,263	31	WB	Milrnn	KB Prime Media LLC	85	9810	500														
WOLF-TV	Hazleton	56	1,580	1,650	9	FOX	Milrnn	Pegasus Comm Corp	85	9305	8,800	1.81	9%	4	4	4	5	4	4	4	4	4	4	6	
WQPX	Scranton	64	3,090	348	32	PAX		Faxson Comm Corp	98	9808	6,000cp														
WILF	Williamsport	53	1,320	801	29	FOX		Pegasus Comm Corp	93	9305	10cp														
*WVIA-TV	Scranton	44	1,000	1,673	41	PBS		NE Pennsylvania ETV	66					2	2	2	2	2	2	2	2	2	2	2	

ADJACENT MARKET STATIONS

TOTAL	45	54	53	54	43	54	53	58
HUT %	32	35	39	37	33	34	41	38

1/ See introduction section for interpretation of revenue estimates.



Jacksonville, FL Market Overview

DMA Rank: 52
BIA Revenue Rank: 42

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth Rate			Growth Rate		
	1993	1998	2003	1998	2003	2003
DMA Population	1,300	1,432	1,571	1.9%	1.9%	1.9%
Households	484	537	593	2.0%	2.0%	2.0%
Retail Sales	11,726	14,649	19,377	5.8%	5.8%	5.8%
EBI	18,864	23,300	31,471	6.2%	6.2%	6.2%
Pop Rank # 52	DMA Counties			14	White	73.9%
HH Rank # 52	TV Households			540	Black	23.5%
RS Rank # 48	DMA Cable			73%	Asian	2.3%
EBI Rank # 49	DMA VCR			86%	Avg Household \$ 43,406	
				Per Capita \$ 16,269		
				Spanish Speaking 3.4		

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98								
ESTIMATED GROSS REVENUES	\$ 68,200	77,900	82,300	89,200	92,400	107,400	9.5%								
Δ 98 - 99	3.3%	110,900	120,700	124,300	130,500	134,400	4.9%								
★ ★ ★	<table border="1"> <thead> <tr> <th>Estimated Breakouts</th> <th>% Network</th> <th>% Natl/Regl</th> <th>% Local</th> </tr> </thead> <tbody> <tr> <td></td> <td>5.0%</td> <td>33.0%</td> <td>62.0%</td> </tr> </tbody> </table>							Estimated Breakouts	% Network	% Natl/Regl	% Local		5.0%	33.0%	62.0%
Estimated Breakouts	% Network	% Natl/Regl	% Local												
	5.0%	33.0%	62.0%												
Revenue/Retail Sales	\$5.82/1,000	1993	1998	2003											
Revenue/Capita	\$52.46	\$7.33/1,000	\$6.94/1,000	\$85.55											

Jacksonville, FL Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power	Ratio	LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WJXT	Jacksonville	4	100	961	42	CBS	MMT	Post-Newsweek Stns	49	5301	g	32,500	0.84	35%	17	19	21	22	18	20	21	22						
WTLV	Jacksonville	12	316	971	13	NBC	Blair	Gannett Co Inc	57	8801	g	28,000	1.15	22%	9	10	11	11	11	14	14	13						
WJWB	Jacksonville	17	4,680	997	34	WB	HRP	Media General	66	8210	18,000	11,000	0.83	12%	6	6	7	7	7	7	7	6						
WJXX	Orange Park	25	5,000	659	10	ABC	Mlmm	Gannett Co Inc	97	0003	81,000	10,600	1.06	9%	6	7	7	7	4	5	5	6						
WAWS	Jacksonville	30	2,820	991	32	2	FOX	Katz	81	8908	8,100	18,400	1.28	13%	6	7	7	7	6	7	8	9						
WTEV	Jacksonville	47	5,000	981	2	UPN	TelRp	Clear Channel TV Inc	80	0005	g	10,400	0.94	10%	7	7	7	7	6	6	6	5						
WBSSG-TV	Brunswick	21	5,000	1,969	24	1	PAX	Pety	90																			
WPXJ-LP	Jacksonville	41	1	554				Paxon Comm Corp	99																			
*WJCT	Jacksonville	7	316	909	38	PBS		WJCT Inc	58																			
*WXGA-TV	Waycross	8	316	1,030	18	PBS		GA Public Bcstg	61																			
*WJEB-TV	Jacksonville	59	3,310	948	44	EDU		Jacksonville Educators	92	8911	250																	

TOTAL	54	58	63	63	63	54	61	63	63
HUT %	47	46	48	48	49	48	47	49	51

Allocations: Ch 41, Lake City, Ch 63, Palatka

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Las Vegas, NV Ratings Overview

DMA Rank: 53

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable		# VHF Stations		# UHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES			All Other Viewing
		Pct	Pct	Stations	Stations	Stations	Stations	Network Viewing	Ind Viewing				Commercial Viewing	PTV Viewing	Local Viewing	
1993	78	42%	4	3	3	4	4	40%	56.5%	20.8%	77.3%	2.8%	80.1%	19.9%		
1994	75	56	4	3	3	4	4	39	53.8	21.8	75.6	2.8	78.4	21.6		
1995	72	65	4	4	3	5	1	39	50.5	20.8	71.3	3.0	74.3	25.7		
1996	66	63	4	4	6	2	1	40	67.5	3.3	70.8	2.8	73.6	26.4		
1997	64	65	4	4	6	2	1	39	62.0	2.8	64.8	3.3	68.1	31.9		
1998	61	67	4	4	5	3	1	40	54.8	5.5	60.3	3.5	63.8	36.2		
1999	56	68	4	5	6	3	1	49	48.5	6.5	55.0	3.5	58.5	41.5		

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KVBC	18%	21%	16%	18%	10%	8%	9%	12%	10%	10%	11%	10%	13%	13%	15%	15%
KVVU-TV	6	4	5	5	3	4	4	6	3	2	4	5	4	3	3	4
KLAS-TV	13	11	11	12	16	17	20	17	11	13	11	11	14	15	14	14
KTNV	9	10	9	10	5	6	5	6	12	12	13	12	11	11	11	13
KINC	2	2	4	3	2	3	4	3	4	4	4	4	3	5	4	3
KVWB	5	5	6	7	8	6	7	7	7	6	7	7	5	5	7	7
KFBT	2	0	0	0	2	2	2	2	5	3	3	3	4	3	4	3
KBLR	0	0	0	0	0	2	2	0	0	0	0	0	2	2	2	1
* KLXV	5	5	6	4	6	5	7	5	2	2	3	2	3	3	4	3
LV1	0	3	0	0	2	8	0	0	2	5	0	0	0	2	0	0
HUT %	60	61	57	59	54	61	60	58	56	57	58	54	59	62	64	63
	32	33	35	35	36	34	35	36	41	40	40	41	50	50	52	52

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KVBC	13%	15%	16%	16%	12%	16%	16%	16%	16%	19%	19%	19%	14%	17%	15%	15%
KVVU-TV	10	10	11	12	9	10	12	11	5	6	5	5	3	3	4	4
KLAS-TV	12	12	11	10	13	13	14	13	14	18	18	15	9	10	9	8
KTNV	8	8	8	12	10	15	14	15	10	11	12	12	7	8	7	8
KINC	4	4	5	4	4	4	4	4	3	3	2	3	3	2	1	2
KVWB	7	6	6	6	6	6	6	6	6	5	6	6	8	7	8	7
KFBT	5	4	5	4	4	3	3	3	4	5	5	4	4	3	4	3
KBLR	1	1	1	1	0	1	1	1	0	0	0	0	0	0	0	0
KTUD-LP	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0
* KLXV	2	2	2	2	4	4	4	4	2	2	2	5	0	0	0	2
LV1	0	2	0	0	0	1	0	0	0	0	0	0	0	0	0	0
HUT %	62	64	65	67	62	73	75	74	60	69	70	69	48	50	48	49
	57	58	63	62	60	63	65	65	48	49	49	47	34	35	34	35

Fresno-Visalia, CA Ratings Overview

DMA Rank: 54

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES			All Other Viewing	
			Stations	%	Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	57	47%	0	8	3	5	2	37%	48.5%	26.3%	74.8%	2.5%	77.3%	22.7%	
1994	57	49	0	9	3	6	2	38	48.5	27.0	75.5	2.3	77.8	22.2	
1995	57	51	0	9	3	6	2	36	44.0	27.8	71.8	2.5	74.3	25.7	
1996	56	54	0	10	5	5	2	37	60.8	11.0	71.8	2.3	74.1	25.9	
1997	55	53	0	10	6	4	2	36	57.0	12.5	69.5	3.5	73.0	27.0	
1998	55	53	0	10	6	4	2	37	55.3	12.5	67.8	3.5	71.3	28.7	
1999	55	52	0	10	6	4	2	35	51.5	13.0	64.5	3.5	68.0	32.0	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
	7%	14%	17%	16%	8%	13%	16%	15%	12%	15%	16%	12%	10%	16%	18%	16%
KFTV	14	15	14	14	6	5	4	9	14	12	10	11	12	10	12	12
KSEE	14	14	11	11	12	15	12	14	8	10	7	10	10	13	11	11
KMPH	22	20	19	17	16	13	15	11	15	14	15	17	25	23	25	24
KFSN-TV	5	4	7	6	11	9	11	10	10	11	10	8	7	5	5	6
KJEO	4	0	0	0	0	0	0	0	3	3	0	3	3	3	2	3
KAIL	0	2	2	0	0	4	0	0	0	2	3	4	0	2	1	0
KMSG-TV	6	5	5	7	5	8	7	9	2	2	4	3	2	1	0	0
* KVPT	72	74	75	71	58	67	65	68	64	69	65	68	69	73	74	72
HUT %	24	28	29	26	24	23	23	24	28	27	25	26	38	40	39	38

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
	13%	15%	19%	16%	10%	12%	12%	14%	4%	3%	5%	7%	0%	0%	0%	0%
KFTV	9	8	9	8	10	12	13	12	17	18	20	20	23	22	22	22
KSEE	18	17	17	13	13	13	13	13	16	14	14	13	13	13	11	7
KMPH	20	20	19	24	14	18	16	16	21	25	20	22	9	11	8	12
KFSN-TV	8	6	6	7	12	12	13	13	10	7	9	8	12	9	9	11
KJEO	1	2	0	1	0	1	1	1	0	0	0	0	0	0	0	0
KNSO	2	2	2	1	3	3	2	2	3	4	3	3	0	0	0	0
KAIL	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0
KMSG-TV	0	1	0	1	2	1	2	1	0	0	0	0	0	0	0	0
KPXF	1	1	1	1	3	2	3	2	0	0	0	0	0	0	0	0
* KVPT	72	72	73	72	67	75	75	74	71	71	71	73	57	55	55	52
HUT %	48	52	54	54	45	53	53	51	22	23	24	23	10	10	11	10

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing					
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	52	66%	3	2	3	2	2	33%	64.5%	6.5%	71.0%	3.3%	74.3%	25.7%
1994	52	67	3	2	3	2	2	34	64.5	6.8	71.3	3.3	74.6	25.4
1995	52	67	3	2	3	2	2	34	59.5	6.8	66.3	3.0	69.3	30.7
1996	52	71	3	2	4	1	2	34	64.0	0.0	64.0	3.0	67.0	33.0
1997	52	73	3	2	4	1	2	32	60.5	0.0	60.5	2.8	63.3	36.7
1998	52	73	3	3	5	1	2	32	59.3	0.0	59.3	2.3	61.6	38.4
1999	53	74	3	4	5	2	33	56.3	56.3	0.0	56.3	2.5	58.8	41.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WRGB	15%	13%	14%	13%	28%	29%	29%	24%	22%	25%	23%	21%	25%	21%	21%	24%
WTEN	13	15	15	15	8	7	8	9	21	16	13	16	18	21	22	18
WNYT	37	32	34	32	9	7	7	16	16	14	16	13	18	17	16	18
WXXA-TV	0	0	0	0	6	7	8	6	0	0	0	5	4	3	4	3
WEWB	2	0	2	3	0	0	0	0	0	0	3	0	2	2	3	2
WMHT	8	6	7	6	4	0	4	0	3	0	0	0	3	2	2	2
HUT %	75	66	72	69	55	50	56	55	62	55	55	55	70	66	68	67
	26	24	24	23	18	14	17	17	20	19	21	18	29	32	35	33

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WRGB	17%	14%	15%	16%	13%	16%	17%	17%	19%	18%	21%	18%	15%	13%	17%	12%
WTEN	23	25	23	23	13	19	18	18	15	17	15	20	6	8	8	10
WNYT	20	19	19	19	14	17	17	18	24	29	30	30	21	23	19	22
WXXA-TV	6	4	6	8	6	7	8	8	0	0	0	0	0	0	5	0
WEWB	2	2	2	0	3	3	4	3	4	0	3	0	4	0	0	0
WYPX	0	1	0	0	2	1	1	1	0	0	0	0	0	0	0	0
WMHT	2	2	2	2	5	2	3	3	4	0	4	2	0	0	0	0
LEDG	0	0	0	0	2	0	0	0	2	0	0	0	0	0	0	0
HUT %	70	67	67	68	58	65	68	68	68	64	73	70	46	44	49	44
	43	46	52	51	49	55	57	56	32	32	32	32	14	12	13	13



Albany-Schenectady-Troy, NY Market Overview

DMA Rank: 55
BIA Revenue Rank: 57

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth Rate		Growth Rate	
	1993	1998	1998	2003
DMA Population	1,347	1,332	1,332	1,329
Households	516	513	513	519
Retail Sales	10,841	13,052	13,052	14,596
EBI	22,139	21,421	21,421	24,132
				2.4%

	White	Black	Asian	Spanish Speaking
DMA Counties	14	93.9%		\$ 41,739
TV Households	507	4.4%		\$ 16,079
DMA Cable	76%			
DMA VCR	88%			2.1

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 57,300	62,100	72,300	68,900	73,300	77,900	6.3%
***	Δ 98 - 99	78,700	83,400	85,900	90,200	92,900	4.2%
	1.0%						

Estimated Breakouts	% Network	% Natl/Regl	% Local
	6.1%	47.2%	46.7%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$5.29/1,000	\$5.97/1,000	\$6.36/1,000
	\$42.54	\$58.48	\$69.90

Albany-Schenectady-Troy, NY Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	M	L	Year Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power (000)	Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
														Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WRGB	Schenectady	93	6	1,020	39			47	8601	56,000	20,500	0.84	31%	17	17	18	15	19	18	18	19	19	19		
WTEN	Albany	316	10	1,001	26			53	8908	42,000c1	21,300	0.97	28%	15	18	17	16	14	17	16	16	16	16		
WNYT	Albany	178	13	1,181	15			56	9608	sw	21,200	0.90	30%	15	16	15	16	15	17	18	18	18	18		
WXXX-TV	Albany	3,020	23	1,198	4			82	9411	25,500	14,300	1.65	11%	5	5	5	7	6	5	6	6	6	7		
WEWB	Schenectady	2,950	45	1,109	43			84	9909	18,500	500			2	2	2	3	2							
WYPX	Amsterdam	5,000	55	732	50			88	9606	2,500	750														
WCDC	Adams	447	19	2,090	36			54	8908	c1	100			4	2	3	3	3	2	2	2	2	2		
WVBG-LP	Albany	79	25	1,030				98																	
*WMHT	Schenectady	2,630	17	984	34			62																	
LEDG								00																	
														ADJACENT MARKET STATIONS											
														TOTAL											
														HUT %											
														58 60 61 62 55 62 62 64											
														30 30 34 33 30 31 36 35											

Allocations: Ch 51, Pittsfield, MA Note: LEDG is a local cable channel carrying UPN programming



Dayton, OH Ratings Overview

DMA Rank: 56

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	53	65%	2	4	3	3	1	37%	59.8%	7.5%	67.3%	2.0%	69.3%	30.7%	
1994	53	66	2	4	3	3	1	37	58.5	8.0	66.5	2.3	68.8	31.2	
1995	53	67	2	4	3	3	1	36	53.5	7.5	61.0	2.0	63.0	37.0	
1996	53	69	2	4	4	2	1	37	61.8	0.0	61.8	2.0	63.8	36.2	
1997	53	70	2	4	4	2	1	35	59.0	0.0	59.0	2.0	61.0	39.0	
1998	53	70	2	4	4	2	1	35	55.5	0.0	55.5	2.0	57.5	42.5	
1999	54	71	2	4	6	1	1	34	52.8	0.0	52.8	2.0	54.8	45.2	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WDTN	22%	24%	23%	20%	14%	17%	16%	15%	11%	12%	12%	11%	15%	17%	21%	20%
WHIO-TV	21	23	21	20	30	30	30	24	37	40	39	38	27	31	26	25
WKEF	11	11	9	12	3	4	3	7	6	6	6	6	11	10	9	10
WBDT	0	0	0	0	3	0	3	0	0	0	0	0	2	3	2	0
WRGT-TV	0	0	0	2	3	0	3	2	2	0	0	3	3	4	3	4
* WPTD	4	6	7	7	3	3	4	4	0	0	0	0	2	3	3	3
HUT %	58	64	60	61	56	54	59	52	56	58	57	58	60	68	64	62
	22	23	24	23	23	19	22	23	25	22	26	25	30	32	37	32

6:00 - 8:00 PM

Calls	PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WDTN	12%	13%	14%	15%	12%	19%	18%	18%	16%	20%	18%	16%
WHIO-TV	29	30	30	27	16	18	18	17	32	37	38	37
WKEF	8	7	9	8	8	13	12	13	5	7	7	9
WBDT	3	2	1	1	2	3	2	2	0	0	0	0
WRGT-TV	7	8	6	9	6	7	7	7	5	4	3	4
* WPTD	2	1	1	2	3	2	2	2	0	0	0	0
HUT %	61	61	61	62	47	62	59	59	58	68	66	66
	41	44	50	46	47	55	57	55	36	36	37	34



Dayton, OH Market Overview

DMA Rank: 56
BIA Revenue Rank: 56

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth Rate		Growth Rate	
	1993	1998	1998	2003
DMA Population	1,360	1,338	-0.3%	0.3%
Households	515	512	-0.1%	0.0%
Retail Sales	11,138	13,260	3.5%	4.3%
EBI	21,101	22,794	1.6%	4.0%

	DMA Counties	White			Black			Asian		
		12	87.6%	Avg Household	506	11.0%	Per Capita	72%	1.1%	Spanish Speaking
Pop Rank # 56			\$ 44,537							
HH Rank # 55			\$ 17,031							
RS Rank # 56										
EBI Rank # 52										

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Δ '93 - '98	Δ '99 - '03
	\$	64,300	75,000	78,800	80,600	83,700	87,200	89,400	86,200	84,500	91,200	89,400	24,100
Δ %	-8.5%												

Estimated Breakouts	% Network	% Natl/Regl	% Local
	7.0%	31.0%	62.0%

Revenue/Retail Sales	1993	1998	2003
\$	\$5.77/1,000	\$6.58/1,000	\$5.45/1,000
Revenue/Capita	\$47.28	\$65.17	\$67.93

Dayton, OH Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M	A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power	Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul '00	May '00	Feb '00	Nov '99	Jul '99	May '99	Feb '99	Nov '98	Jul '98	May '98	Feb '98	Nov '97
WDTN	Dayton	2	1,001	50	ABC	50	ABC	Katz	Smith Bcstg Group	49	0005 p	94	21,800	1.05	26%	12	15	15	12	13	14	16						
WHIO-TV	Dayton	7	1,142	41	CBS	41	CBS	TelRp	Cox Broadcasting	49	8004	47,500	32,500	0.87	47%	23	25	23	23	25	26	25						
WKEF	Dayton	22	3,980	51	NBC	51	NBC	Petry	Sinclair Bcst Group	64	9807	g	12,200	0.96	16%	7	9	8	7	10	9	7						
WBDB	Springfield	26	1,230	505	W&P	18	W&P		Acme Television LLC	80	9906	g1	1,600	2.01	1%	2	2	2	2	2	1	1						
WKOI	Richmond	43	2,290	991	TBN	39	TBN		Trinity Bcstg Ntwk	82																		
WRGT-TV	Dayton	45	5,000	1,171	FOX	30	FOX	Milmm	Glencairm Ltd	84	9806 p	g	11,700	1.47	10%	5	5	5	6	5	6	5	6					
*WPTD	Dayton	18	1,510	1,148	PBS	58	PBS		Gntn Dayton Pub TV	67																		
LMVC									Local Cable Station	99																		

TOTAL	51	59	57	55	51	56	57	56
HUT %	31	32	36	35	33	31	38	36

Note: LMVC is a local cable channel carrying UPN programming

1/ See introduction section for interpretation of revenue estimates.

Little Rock-Pine Bluff, AR Ratings Overview

DMA Rank: 57

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable		# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
		Pct	Pct	Stations	Stations	Viewing	Viewing					Viewing	Viewing	Viewing	Viewing		Viewing
1993	58	57%	3	4	3	4	4	4	4	4	37%	65.3%	10.3%	75.6%	2.5%	78.1%	21.9%
1994	58	59	3	4	3	4	4	4	4	4	37	62.8	11.3	74.1	2.5	76.6	23.4
1995	58	58	3	4	3	4	4	4	4	4	37	58.0	11.3	69.3	2.8	72.1	27.9
1996	58	61	3	4	5	2	4	4	4	4	37	66.3	0.0	66.3	2.5	68.8	31.2
1997	57	63	3	4	5	2	4	4	4	4	36	61.5	0.0	61.5	2.5	64.0	36.0
1998	56	64	3	6	6	3	4	4	4	4	36	58.0	0.0	58.0	2.3	60.3	39.7
1999	57	65	3	7	7	3	4	4	4	4	35	54.3	0.0	54.3	2.0	56.3	43.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KARK-TV	18%	21%	20%	20%	8%	8%	9%	8%	14%	19%	18%	14%	19%	22%	24%	16%
KATV	25	29	27	27	8	11	10	11	16	20	17	24	16	17	18	20
KTHV	8	9	9	10	25	28	28	26	14	13	15	14	7	11	9	13
KLRT	0	0	0	0	7	7	6	5	7	8	7	7	2	2	0	0
KASN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
KYPX	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0
* KETS	3	3	4	4	3	0	3	3	0	0	0	0	0	0	0	0
HUT %	54	62	60	61	51	54	56	53	53	60	57	59	44	54	51	49
	24	30	28	26	24	21	21	22	27	24	24	24	28	28	28	28

5:00 - 7:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KARK-TV	13%	17%	16%	15%
KATV	30	31	31	32
KTHV	13	11	10	11
KLRT	5	6	7	4
KASN	4	5	4	4
KYPX	2	0	1	1
KKYK-LP	0	0	1	0
* KETS	0	0	0	0
HUT %	67	70	70	67
	47	48	54	48

10:00 - 10:30 PM

Calls	10:00 - 10:30 PM			
	Jul 00	May 00	Feb 00	Nov 99
KARK-TV	14%	18%	20%	19%
KATV	25	28	29	28
KTHV	19	21	19	17
KLRT	3	3	2	3
KASN	3	2	1	2
KYPX	0	0	0	0
KKYK-LP	0	0	2	0
* KETS	2	1	2	0
HUT %	66	73	75	69
	47	51	51	44

10:30 - 12:00 MID

Calls	10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99
KARK-TV	14%	13%	13%	16%
KATV	11	10	11	15
KTHV	13	11	12	11
KLRT	7	7	6	9
KASN	2	2	2	0
KYPX	0	0	0	0
KKYK-LP	0	0	0	0
* KETS	0	0	0	0
HUT %	47	43	44	51
	24	23	24	20



Little Rock-Pine Bluff, AR Market Overview

DMA Rank: 57
BIA Revenue Rank: 60

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		Growth Rate	
	1993	1998	1998	2003	2003	Rate
DMA Population	1,241	1,290	0.8%	1,319	0.4%	
Households	473	494	0.9%	513	0.8%	
Retail Sales	9,003	12,664	7.1%	15,991	4.8%	
EBI	16,768	18,989	2.5%	24,498	5.2%	
Pop Rank # 57	DMA Counties	36	White	80.4%	Avg Household	\$ 38,470
HH Rank # 57	TV Households	488	Black	18.6%	Per Capita	\$ 14,718
RS Rank # 60	DMA Cable	63%	Asian	0.6%	Spanish Speaking	1.8
EBI Rank # 59	DMA VCR	82%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993		1994		1995		1996		1997		1998		1999		2000		2001		2002		2003		2003	
	1993	1994	1994	1995	1995	1996	1996	1997	1997	1998	1998	1999	1999	2000	2000	2001	2001	2002	2002	2003	2003	2003	2003	2003
ESTIMATED GROSS REVENUES	\$ 49,800	56,100	56,100	61,800	61,800	71,700	71,700	66,900	66,900	75,800	75,800	85,700	85,700	82,400	82,400	85,700	85,700	85,700	85,700	85,700	85,700	85,700	85,700	85,700
Δ 98 - 99	-4.3%																							
Δ 99 - 03																								
★ ★ ★																								
Estimated Breakouts	% Network		3.0%		% Natl/Regl		37.0%		% Local		60.0%													
Revenue/Retail Sales	\$5.53/1,000		\$5.53/1,000		\$5.99/1,000		\$5.99/1,000		\$5.36/1,000		\$5.36/1,000													
Revenue/Capita	\$40.13		\$40.13		\$58.76		\$58.76		\$64.97		\$64.97													

Little Rock-Pine Bluff, AR Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M Ch	L A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power '99 Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KARK-TV	Little Rock	4	100	1,650	32	NBC	Katz	Morris Network Inc	54	8802	60,000	19,000	1.05	25%	11	15	14	12	12	16	14	14					
KATV	Little Rock	7	316	1,939	22	ABC	Petry	Allbritton Comm Co	53	8303	g	25,000	1.11	31%	16	19	19	19	15	17	19	19					
KTHV	Little Rock	11	316	1,709	12	CBS	Milmm	Gannett Co Inc	55	9411	27,000	15,000	0.77	27%	13	14	14	15	13	16	15	16					
KLRT	Little Rock	16	5,000	1,772	30	1 FOX	Katz	Clear Channel TV Inc	83	9106	6,600	8,500	1.06	11%	5	5	5	5	7	5	5	7					
KVTN	Pine Bluff	25	4,370	597	24	REL		Agape Church Inc	88	8706	410p	500															
KVTH	Hot Springs	26	1,910	846	14	REL		Agape Church Inc	86	9311	75																
KASN	Pine Bluff	38	5,000	1,946	39	1 UPN	Katz	Clear Channel TV Inc	86	0005	11,663g	3,000	0.69	6%	3	3	2	3	3	3	3	4					
KY/PX	Little Rock	42	3,390	1,096	43	PAX		Equity Bcstg Corp	98	0005 p	7,500	550															
KKYK-TV	Camden	49	1,510	574		WB		Equity Bcstg Corp	99			1,000															
KKYK-LP	Little Rock	22	49	1,248		WB		Equity Bcstg Corp	95																		
*KETS	Little Rock	2	100	1,782	47	PBS		AR ETV Comm	66																		
*KEMV	Mountain View	6	100	1,391	35	PBS		AR ETV Comm	80																		
*KETG	Arkadelphia	9	316	1,070	46	PBS		AR ETV Comm	76																		
*KLEP	Newark	17	15	532	27	EDU		Newark Pub School	85																		

TOTAL	52	58	56	56	52	52	59	58	62
HUT %	33	33	36	33	36	33	33	37	37

Allocations: Ch 36*, Little Rock

Tulsa, OK Ratings Overview

DMA Rank: 58

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable		# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES			All Other Viewing
		Pct	Stations	Stations	Stations	Network Viewing	Ind Viewing					Commercial Viewing	PTV Viewing	Local Viewing	
1993	59	63%	3	4	3	4	3	3	38%	62.0%	10.8%	72.8%	3.0%	75.8%	24.2%
1994	59	62	3	4	3	4	3	3	37	59.8	12.3	72.1	3.0	75.1	24.9
1995	59	61	3	4	3	4	3	3	37	56.3	11.8	68.1	3.0	71.1	28.9
1996	59	63	3	4	5	2	3	3	38	67.5	0.0	67.5	3.0	70.5	29.5
1997	58	63	3	4	6	1	3	3	36	63.0	0.0	63.0	3.0	66.0	34.0
1998	58	63	3	4	5	2	3	3	36	59.8	0.0	59.8	2.8	62.6	37.4
1999	59	62	3	7	6	4	3	3	36	59.8	0.0	59.8	3.0	62.8	37.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KJRH	14%	21%	23%	10%	11%	14%	8%	8%	9%	8%	10%	9%	8%	10%	9%
KOTV	18	17	18	23	26	24	21	24	23	26	24	23	26	24	23
KTUL	25	23	23	11	14	15	14	21	19	14	21	16	9	14	15
KWBT	0	3	0	2	0	0	0	0	0	0	0	0	0	5	0
KOKI-TV	0	0	0	0	0	0	5	3	4	7	0	0	2	3	0
KTFO	0	0	0	0	0	0	3	0	0	4	0	4	3	2	4
KTPX	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
* KOED-TV	4	3	3	0	0	3	0	0	3	3	0	3	6	5	5
HUT %	61	67	70	46	51	48	51	56	58	61	54	63	54	63	65
	26	27	28	26	22	21	28	23	24	24	29	27	29	27	29

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KJRH	7%	8%	10%	9%	14%	13%	11%	13%	15%	10%	11%	13%	10%	11%	13%
KOTV	24	22	23	15	18	17	24	24	27	26	24	24	10	13	14
KTUL	26	28	28	16	22	21	30	29	30	29	26	24	26	24	25
KWBT	2	1	2	1	2	2	2	2	0	1	2	2	2	2	0
KOKI-TV	7	7	6	5	7	7	5	4	3	5	8	8	8	8	9
KTFO	4	5	4	2	3	2	0	0	1	2	0	0	0	0	0
KTPX	0	0	1	3	2	2	1	0	0	0	0	0	0	0	0
KWHB	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
* KOED-TV	1	1	1	4	3	4	1	0	0	1	0	0	0	0	0
HUT %	71	72	75	55	71	67	74	72	76	79	56	58	56	58	57
	48	45	49	52	56	59	56	55	52	52	31	29	31	29	26



Tulsa, OK Market Overview

DMA Rank: 58
BIA Revenue Rank: 55

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		Growth Rate		
	1993	1998	1998	2003	2003	Rate	
DMA Population	1,195	1,258	1,258	1,325	1.0%	1.0%	
Households	465	486	486	517	1.2%	1.2%	
Retail Sales	7,814	11,376	11,376	14,527	5.0%	5.0%	
EBI	15,627	18,322	18,322	23,810	5.4%	5.4%	
Pop Rank # 58	DMA Counties		22	White	81.7%	Avg Household	\$ 37,699
HH Rank # 59	TV Households		483	Black	7.5%	Per Capita	\$ 14,564
RS Rank # 66	DMA Cable		60%	Asian	0.9%	Spanish Speaking	2.5
EBI Rank # 63	DMA VCR		86%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	1998 - 98
	GROSS REVENUES	\$ 51,400	66,500	66,600	70,500	73,700	78,000
REVENUES	Δ 5.5%	82,200	88,000	92,400	97,900	103,300	Δ 99 - 03
★ ★	Estimated		% Network	% Natl/Regl	% Local		
	Breakouts		4.0%	38.0%	58.0%		
	Revenue/Retail Sales		\$6.58/1,000	\$6.86/1,000	\$7.11/1,000		
	Revenue/Capita		\$43.01	\$62.00	\$77.96		

Tulsa, OK Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Revenue (000)	Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KJRH	Tulsa	2	100	1,828	56	NBC	Blair	Scriptis Howard Bcsig	54	7003	15,400	0.99	19%	11	11	11	11	9	13	12	11							
KOTV	Tulsa	6	100	1,880	55	CBS	TelRlp	Belo Corp	49	8311	24,900	0.87	35%	18	19	20	20	19	23	20	22							
KTUL	Tulsa	8	316	1,896	58	ABC	Katz	Allbritton Comm Co	54	8303	23,500	0.95	30%	16	20	19	20	17	19	17	18							
KDOR	Bartlesville	17	3,980	1,037	15	REL		Trinity Bcsig Ntwk	87	0006	g5																	
KWBT	Muskogee	19	5,000	824		WB		Cascade Broadcasting	99	0002	na	800																
KOKI-TV	Tulsa	23	3,310	1,309	22	1	FOX	Milrnn	80	9002	12,000	1.33	11%	5	5	5	7	6	6	7	7							
KTFO	Tulsa	41	1,350	1,509	42	1	UPN	Milrnn	81	9908	3,300	0.80	5%	2	2	2	2	3	3	3	2							
KTPX	Okmulgee	44	5,000	909	28		PAX	Paxson Comm Corp	98	9608	700																	
KWHB	Tulsa	47	5,000	1,509	48		IND	LeSea Bcsig Inc	85	8605	3,400																	
KGEB	Tulsa	53	1,780	597	49		IND	University Bcsig Inc	96	9403	275																	
*KOET	Eufala	3	100	1,309	31		PBS	Oklahoma ETV	78																			
*KOED-TV	Tulsa	11	316	1,713	38		PBS	Oklahoma ETV	59																			
*KRSC-TV	Claremore	35	2,750	850	36		EDU	Rogers State College	87																			

Allocations: Ch 45, Grove

TOTAL	54	62	62	65	57	67	62	63
HUT %	35	34	35	36	34	35	38	37

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Charleston-Huntington, WV Ratings Overview

DMA Rank: 59

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing				
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing
1993	56	73%	4	2	3	3	5	39%	55.0%	10.0%	65.0%	0.0%	65.0%
1994	56	72	4	2	3	3	5	38	53.0	9.8	62.8	0.0	62.8
1995	56	72	4	2	3	3	5	39	50.3	8.0	58.3	0.0	58.3
1996	57	74	4	2	4	2	5	40	55.0	0.0	55.0	0.0	55.0
1997	56	74	4	2	4	2	5	40	52.3	0.0	52.3	0.0	52.3
1998	57	74	4	2	5	1	5	38	48.8	0.0	48.8	0.0	48.8
1999	58	73	4	3	5	2	5	37	46.0	0.0	46.0	0.0	46.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WSAZ-TV	43%	43%	45%	34%	12%	15%	18%	15%	20%	24%	22%	22%	19%	23%	27%	21%
WCHS-TV	8	11	11	10	9	9	10	8	8	13	11	10	13	11	12	13
WVAH-TV	0	2	0	0	5	5	8	6	4	4	4	5	5	6	6	6
WOWK-TV	7	4	5	6	9	13	13	11	10	12	13	13	11	8	9	10
WLPX-TV	0	0	0	0	0	0	0	0	2	2	0	0	0	0	0	0
WPBY-TV	0	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0
HUT %	58	62	61	52	35	42	49	40	44	55	50	50	48	48	54	50
	24	30	27	29	26	24	23	26	28	27	27	27	32	34	38	36

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WSAZ-TV	29%	30%	30%	28%
WCHS-TV	7	8	8	8
WVAH-TV	8	7	10	6
WOWK-TV	13	11	12	12
WLPX-TV	0	0	0	2
WHCP	0	0	0	0
WPBY-TV	0	0	0	0
HUT %	57	56	60	56
	45	48	56	56

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WSAZ-TV	12%	13%	15%	16%
WCHS-TV	10	13	16	12
WVAH-TV	5	6	7	7
WOWK-TV	9	13	14	12
WLPX-TV	3	2	2	2
WHCP	0	1	1	1
WPBY-TV	0	0	1	1
HUT %	39	48	56	51
	46	56	59	58

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WSAZ-TV	27%	33%	33%	33%
WCHS-TV	9	8	8	9
WVAH-TV	2	2	2	2
WOWK-TV	15	13	19	14
WLPX-TV	0	0	0	0
WHCP	0	0	0	0
WPBY-TV	0	0	0	0
HUT %	53	56	62	58
	36	38	39	37



Charleston-Huntington, WV Market Overview

DMA Rank: 59
BIA Revenue Rank: 85

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	1,268	1,273	1,273	1,263
Households	480	489	489	496
Retail Sales	8,171	11,391	11,391	14,171
EBI	14,822	16,296	16,296	20,079
		Rate	Rate	Rate
		0.1%	-0.2%	0.3%
		0.4%	0.3%	4.5%
		1.9%	4.3%	

	White	Avg Household
DMA Counties	34	\$ 33,298
TV Households	481	\$ 12,803
DMA Cable	73%	Spanish Speaking
DMA VCR	81%	0.5

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 37,700	43,300	45,500	52,700	45,200	47,000	4.5%
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	-3.0%	45,600	47,900	48,800	51,300	52,300	3.5%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	7.0%	43.0%	50.0%

	1993	1998	2003
Revenue/Retail Sales	\$4.61/1,000	\$4.13/1,000	\$3.69/1,000
Revenue/Capita	\$29.73	\$36.92	\$41.41

Charleston-Huntington, WV Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	M	L	A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power '99 Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WSAZ-TV	Huntington	3	43	1,273	23	NBC	Katz	Emmis Communications	49	0005	p	93	17,700	0.95	41%	16	18	19	19	18	20	19	19					
WCHS-TV	Charleston	8	158	1,121	41	1	ABC	Millinn	54	9711	g	7,700	0.84	20%	9	10	11	9	8	10	9	10	10					
WVAH-TV	Charleston	11	51	1,723	19	1	FOX	Millinn	82	9806	p	9,500	1.39	15%	5	5	7	6	6	7	7	7	9					
WOWK-TV	Huntington	13	141	1,270			CBS	TelRp	55	7409		7,424	10,100	0.92	24%	9	11	13	12	10	12	12	11					
WLTX-TV	Charleston	29	5,000	1,207	39		PAX	Paxson Comm Corp	98	9811		200cp	100															
WHCP	Portsmouth	30	2,040	1,175	17		WB	TV Properties Inc	88			500																
WTSF-TV	Ashland	61	1,950	620	44		REL	Messinger, Maybelle	83	8307		644																
*WOUB-TV	Athens	20	1,000	804	27		PBS	Ohio University	63																			
*WKPI	Pikeville	22	1,320	1,411	24		PBS	KY Authority Educ TV	68																			
*WKAS	Ashland	25	162	499	26		PBS	KY Authority Educ TV	68																			
*WPBY-TV	Huntington	33	2,371	cp	34		PBS	WV Educ Bcstg	69																			
*WPBO-TV	Portsmouth	42	525	1,253	43		PBS	Ohio State Univ	73																			

TOTAL	39	44	50	46	42	49	47	49
HUT %	33	35	38	38	35	34	40	39

Allocations: Ch 23, Ch 49, Charleston; Ch 50, Ashland, KY; Ch 69, Paintsville, KY; Ch 51, Pikeville, KY

1/ See introduction section for interpretation of revenue estimates.



Richmond-Petersburg, VA Ratings Overview

DMA Rank: 60

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable		# UHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
		Pct	Pct	Stations	Stations	Stations	Stations				Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing		Local Viewing
1993	54	51%	3	2	3	2	2	2	2	36%	64.5%	9.0%	73.5%	2.0%	75.5%	24.5%
1994	55	55	3	2	3	2	2	2	2	35	62.5	9.0	71.5	1.5	73.0	27.0
1995	54	58	3	2	3	2	2	2	2	35	56.8	8.5	65.3	2.0	67.3	32.7
1996	54	60	3	2	5	0	2	2	2	35	65.3	0.0	65.3	1.8	67.1	32.9
1997	59	62	3	2	5	0	2	2	2	35	63.5	0.0	63.5	2.0	65.5	34.5
1998	59	64	3	2	5	0	2	2	2	34	60.8	0.0	60.8	2.0	62.8	37.2
1999	61	65	3	2	5	0	2	2	2	33	58.0	0.0	58.0	1.5	59.5	40.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WTVR-TV	10%	11%	9%	10%	26%	30%	27%	22%	34%	43%	41%	37%	16%	15%	14%	18%
WRIC-TV	16	14	16	16	8	9	12	11	17	14	15	16	13	14	15	14
WWBT	40	37	38	36	16	14	14	17	8	6	7	6	28	27	28	26
WRLH-TV	0	3	3	3	3	4	4	3	3	2	2	5	6	6	5	5
WUPV	0	0	2	0	0	0	0	0	0	0	0	0	3	4	4	3
* WCVB-TV	4	4	4	3	0	0	0	0	0	0	0	0	2	2	3	2
HUT %	70	69	72	68	53	57	57	53	62	65	65	64	68	68	69	68
	23	26	27	25	19	17	18	18	22	21	22	21	29	29	29	30

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WTVR-TV	13%	11%	11%	12%
WRIC-TV	18	17	21	21
WWBT	24	25	25	24
WRLH-TV	7	7	5	5
WUPV	6	7	6	4
* WCVB-TV	2	0	2	1
HUT %	70	67	70	67
	46	45	52	49

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WTVR-TV	16%	14%	15%	14%
WRIC-TV	16	17	17	18
WWBT	22	28	31	30
WRLH-TV	6	5	7	6
WUPV	3	2	2	2
* WCVB-TV	0	0	0	0
HUT %	63	66	72	70
	32	34	34	29

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WTVR-TV	9%	8%	11%	13%
WRIC-TV	8	10	9	13
WWBT	18	17	24	21
WRLH-TV	8	7	6	4
WUPV	3	0	0	0
* WCVB-TV	0	0	0	0
HUT %	46	42	50	51
	14	15	15	13



Richmond-Petersburg, VA Market Overview

DMA Rank: 60
BIA Revenue Rank: 58

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth Rate		Growth Rate			
	1993	1998	1998	2003		
DMA Population	1,214	1,242	1,242	1,290		
Households	464	476	476	504		
Retail Sales	10,763	12,229	12,229	15,159		
EBI	19,498	20,735	20,735	24,910		
Pop Rank # 60	DMA Counties	34	White	65.9%	Avg Household	\$ 43,579
HH Rank # 60	TV Households	475	Black	32.2%	Per Capita	\$ 16,691
RS Rank # 63	DMA Cable	65%	Asian	1.6%	Spanish Speaking	1.4
EBI Rank # 58	DMA VCR	84%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 58,600	62,100	64,900	70,600	76,200	76,700	5.5%
Δ 98 - 99	2.3%	78,500	82,000	84,500	88,700	91,400	3.9%

Estimated Breakouts		% Network	4.0%	% Natl/Regl	44.0%	% Local	52.0%
Revenue/Retail Sales	\$5.44/1,000	1993	\$6.27/1,000	1998	\$6.03/1,000	2003	\$6.03/1,000
Revenue/Capita	\$48.27		\$61.76		\$70.85		

Richmond-Petersburg, VA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power '99	Avg Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WTVR-TV	Richmond	100	6	840	25		25	CBS	Blair	Raycom Media Inc	48	9708	15,300	0.63	31%	16	17	19	19	17	18	18	18	18				
WRIC-TV	Petersburg	269	8	1,050	22		22	ABC	Katz	Young Bcsig Inc	55	9408	22,200	1.01	28%	14	15	16	15	15	17	16	17	17				
WWBT	Richmond	316	12	791	54		54	NBC	Petty	Jefferson-Pilot Comm	56	6810	5,000	1.13	29%	15	18	17	16	15	18	18	17	17				
WRLLH-TV	Richmond	5,000 cp	35	1,260	26		26	FOX	Milmm	Sinclair Best Group	82	9807	15,300	1.62	12%	5	6	5	7	6	7	7	7	9				
WUPV	Ashland	2,690 cp	65	860	47		47	UPN		Lockwood Bcsig	90	9708	10,000			3	4	3	3									
*WCVE-TV	Richmond	2,980	23	1,073	24		24	PBS		Central VA Ed Telecm	64					2	2	2	2	2	2	2	2	2				
*WCYW	Richmond	1,000	57	961	44		44	PBS		Central VA Ed Telecm	66					2	2	2	2	2	2	2	2	2				

TOTAL	55	60	62	62	55	62	59	63
HUT %	30	31	34	32	32	32	35	34

Allocations: Ch 63, Richmond

DMA Rank: 60



Austin, TX Ratings Overview

DMA Rank: 61

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Ind Viewing		Commercial Viewing		PTV Viewing		Local Viewing		All Other Viewing	
		Pct	Pct	Stations	Stations					Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing
1993	67	61%	2	3	3	1	31%	58.0%	13.5%	71.5%	3.3%	74.8%	25.2%								
1994	68	64	2	4	3	1	32	44.5	26.8	71.3	3.3	74.6	25.4								
1995	65	64	2	4	3	1	31	46.0	19.8	65.8	3.5	69.3	30.7								
1996	64	66	2	4	5	1	32	62.5	0.0	62.5	3.8	66.3	33.7								
1997	63	65	2	4	5	1	31	58.3	0.0	58.3	3.8	62.1	37.9								
1998	60	66	2	4	5	1	31	57.5	0.0	57.5	3.0	60.5	39.5								
1999	60	67	2	4	6	1	29	56.0	0.0	56.0	3.5	59.5	40.5								

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTBC	7%	9%	6%	9%	10%	11%	5%	10%	12%	10%	9%	14%	8%	13%	10%	10%
KVUE-TV	19	18	23	22	10	11	12	15	12	19	20	20	11	8	7	10
KXAN-TV	21	18	19	20	9	7	9	13	8	8	9	9	14	14	13	12
KEYE-TV	8	7	4	3	21	22	20	19	17	16	12	15	6	6	7	13
KNVA	0	5	2	3	0	0	0	0	4	0	0	3	7	7	5	4
* KLRU	6	8	10	9	3	0	0	0	0	0	0	0	6	5	6	6
HUT %	61	65	64	66	53	51	46	57	53	53	50	61	52	53	48	55
	19	19	21	22	18	16	15	15	20	18	16	18	22	20	18	21

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTBC	10%	10%	8%	8%	11%	13%	14%	13%	9%	9%	9%	7%	11%	9%	11%	10%
KVUE-TV	18	16	18	18	12	18	17	18	18	18	22	23	9	10	10	15
KXAN-TV	16	19	24	23	11	16	16	15	15	21	18	21	15	17	17	16
KEYE-TV	9	7	8	10	11	12	11	12	9	9	11	10	8	10	13	9
KNVA	9	10	7	10	4	6	5	5	13	10	10	12	5	7	6	5
K13VC	2	0	1	0	2	2	2	1	2	0	1	0	2	0	0	0
* KLRU	2	2	2	2	4	3	4	3	2	2	2	3	0	0	0	3
HUT %	66	64	68	71	55	70	69	67	68	69	74	76	50	53	57	58
	34	37	35	37	45	49	51	52	45	43	44	44	25	23	23	22



Austin, TX Market Overview

DMA Rank: 61
BIA Revenue Rank: 46

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth Rate			Growth Rate			
	1993	1998	1998	1998	2003	2003	
DMA Population	1,017	1,204	3.4%	1,204	1,366	2.6%	
Households	396	471	3.5%	471	542	2.8%	
Retail Sales	8,513	14,459	11.2%	14,459	21,671	8.4%	
EBI	17,167	22,842	5.9%	22,842	33,571	8.0%	
Pop Rank # 61	DMA Counties		11	White	86.9%	Avg Household	\$ 48,517
HH Rank # 62	TV Households		473	Black	9.7%	Per Capita	\$ 18,973
RS Rank # 49	DMA Cable		66%	Asian	3.0%	Spanish Speaking	25.1
EBI Rank # 51	DMA VCR		90%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	93 - 98
ESTIMATED GROSS REVENUES	\$ 54,900	67,700	71,700	80,700	89,900	102,600	13.3%
Δ 98 - 99	4.2%	106,900	121,900	130,400	146,000	153,300	9.4%
***	Estimated Breakouts		% Network	% Natl/Regl	% Local		
			2.3%	49.0%	48.7%		
Revenue/Retail Sales	1993	1998	2003				
Revenue/Capita	\$6.45/1,000	\$7.10/1,000	\$7.07/1,000				
	\$53.98	\$85.22	\$112.23				

Austin, TX Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	L M A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KTBC	Austin	7	316	1,260	56	FOX	FOX	Fox Television	52	9701	23,300	1.15	19%	10	11	13	9	9	11	13	13	13				
KVUE-TV	Austin	24	1,950	1,270	33	ABC	Petry	Belo Corp	71	9905	28,700	1.03	26%	13	15	17	14	14	14	14	17	17				
KXAN-TV	Austin	36	5,000	1,227	21	1	NBC	Blair	65	9802	27,600	0.99	26%	12	15	14	13	16	15	15	15	15				
KEYE-TV	Austin	42	5,000	1,293	43	CBS	TelRp	CBS TV Stations Div	83	0005	160,000g	0.78	23%	10	11	12	11	14	12	14	12	14				
KNVA	Austin	54	5,000	1,227	49	1	WB	54 Bcsig Inc	94	9203	7,800	1.04	7%	5	6	5	4	4	4	4	4	3				
KXAM-TV	Llano	14	3,160	883	27	1	NBC	LIN Television Corp	91	9802	400															
K13VC	Austin	13	1	670			UPN	Fox Television	90	9701																
*KLRU	Austin	18	1,860	1,099	22	PBS		Capital of TX Public	79																	

TOTAL	53	61	60	64	55	59	60	65
HUT %	28	28	27	29	28	29	29	31

Allocations: Ch 52, Blanco



Mobile, AL-Pensacola, FL Market Overview

DMA Rank: 62
BIA Revenue Rank: 62

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth		
	1993	1998	1998	2003	
DMA Population	1,172	1,281	1,281	1,366	
Households	432	472	472	511	
Retail Sales	9,108	12,402	12,402	16,332	
EBI	15,447	18,645	18,645	24,935	
		1.8%	1.8%	1.3%	
		1.8%	1.8%	1.6%	
		6.4%	6.4%	5.7%	
		3.8%	3.8%	6.0%	
DMA Counties	12	White	74.0%	Avg Household	\$ 39,502
TV Households	472	Black	23.3%	Per Capita	\$ 14,555
DMA Cable	73%	Asian	1.8%	Spanish Speaking	2.2
DMA VCR	86%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 49,600	58,200	55,400	61,700	62,600	70,200	7.2%
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	3.0%	72,300	77,700	80,800	85,700	89,100	5.4%
		% Network	% Natl/Regl	% Local			
Estimated Breakouts	4.2%	38.3%	57.6%				
Revenue/Retail Sales	\$5.45/1,000	1993	1998	2003			
Revenue/Capita	\$42.32	\$5.66/1,000	\$54.80	\$65.23			

Mobile, AL-Pensacola, FL Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est '99 Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WEAR-TV	Pensacola	3	100	1,221	17	1	ABC	HRP	Sinclair Bost Group	54	9711	9	22,500	1.20	26%	12	14	15	12	14	14	16						
WKRG-TV	Mobile	5	100	1,906	27		CBS	Katz	Media General	55	0004	9	18,300	0.74	34%	15	16	19	18	17	18	20						
WALA-TV	Mobile	10	316	1,250	9		FOX	HRP	Ermis Communications	53	9808	9	16,900	1.23	19%	10	10	10	10	9	10	11						
WPML	Mobile	15	5,000	1,706	47	2	NBC	Milrm	Clear Channel TV Inc	82	8812	95	10,000	0.92	15%	8	10	9	9	6	10	8						
WMVP-TV	Mobile	21	4,370	1,427	20		REL		Trinity Bcstg Ntwk	85	0006																	
WHBR	Pensacola	33	3,470	1,362	34		REL		Christian TV Network	86																		
WFGX	Fl. Walton Bch	35	631	1,972	25	1	WB	HRP	Sinclair Bost Group	87	9403	250	600															
WJTC	Pensacola	44	3,310	1,490	45	2	UPN	Young	Clear Channel TV Inc	84	0005	9	3,800	0.88	6%	4	3	4	4	3	3	3						
WPAN	Fl. Walton Bch	53	3,090	722	40		IND		B&C Comm LLC	84	0004 p	3,300																
WAWD	Fl. Walton Bch	58	138	1,177	49				Ross, C & Sharp, H J	NOA																		
*WSRE	Pensacola	23	3,020	489	31		PBS		Pensacola Jr College	67																		
*WEIQ	Mobile	42	1,170	600	41		PBS		AL ETV Comm	64																		
													TOTAL	49	53	55	56	48	55	55	56	36	36	37				
													HUT %	36	34	35	35	36	36	36	36	36	36	37				

Allocations: Ch 61, Mobile; Ch 55 Gulf Shores; Ch 64, Destin



Knoxville, TN Ratings Overview

DMA Rank: 63

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	18 %	Stations	19 %					Viewing	Commercial Viewing	Ind Viewing	Network Viewing	
1993	63	60%	3	3	3	3	1	36%	62.5%	7.3%	69.8%	0.3%	70.1%	29.9%	
1994	64	62	3	3	3	3	2	36	62.8	7.0	69.8	1.0	70.8	29.2	
1995	63	63	3	3	3	3	2	37	57.5	6.5	64.0	1.5	65.5	34.5	
1996	62	66	3	3	4	2	2	37	61.0	0.0	61.0	0.3	61.3	38.7	
1997	60	68	3	3	5	1	2	36	54.8	0.0	54.8	0.3	55.1	44.9	
1998	64	68	3	3	5	1	2	35	54.8	0.0	54.8	0.5	55.3	44.7	
1999	63	69	3	3	5	1	2	34	52.8	0.0	52.8	0.0	52.8	47.2	

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WATE-TV	17%	16%	18%	9%	8%	9%	11%	10%	12%	10%	12%	12%
WVLT-TV	4	0	2	15	16	12	25	26	18	11	10	10
WBIR-TV	36	43	45	14	18	19	16	18	14	23	27	29
WBXX-TV	0	3	2	5	3	0	0	0	0	4	3	4
WTNZ	0	0	0	3	4	4	0	0	3	3	0	2
WPXK	0	0	0	0	0	0	0	2	0	0	0	2
WKOP-TV	3	3	0	3	0	0	0	0	0	0	0	0
HUT %	60	65	67	49	49	44	52	56	47	51	52	55
	25	26	26	23	21	20	25	22	21	32	31	31

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM			PRIME TIME			11:00 - 11:30 PM			11:30 - 1:00 AM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WATE-TV	14%	14%	12%	11%	19%	15%	15%	21%	16%	6%	8%	8%
WVLT-TV	6	7	7	11	13	13	5	7	6	9	7	8
WBIR-TV	30	35	36	12	15	15	30	33	37	17	23	25
WBXX-TV	6	3	4	3	3	4	4	0	2	5	0	0
WTNZ	5	4	5	3	4	5	6	3	3	5	0	0
WPXK	1	0	0	2	1	1	0	0	0	0	0	0
WSJK	0	0	0	0	0	1	0	0	0	0	0	0
WKOP-TV	0	0	1	2	1	1	0	0	0	0	0	0
HUT %	62	63	65	44	56	54	60	64	63	42	38	38
	46	46	51	47	53	53	34	37	32	15	15	14



Knoxville, TN Market Overview

DMA Rank: 63
BIA Revenue Rank: 61

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth Rate		Avg Household	Per Capita	Spanish Speaking
	1993	1998	1998	2003			
DMA Population	1,074	1,155	1.5%	1,208	\$ 37,914		
Households	419	454	1.6%	484	\$ 14,911		
Retail Sales	8,858	12,947	7.9%	17,151			
EBI	14,609	17,224	3.3%	22,550			
DMA Counties	22		White	94.3%			
TV Households	452		Black	4.7%			
DMA Cable	71%		Asian	0.8%			
DMA VCR	88%						

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 46,800	54,700	54,200	60,800	61,000	71,600	8.9%
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	1.3%	72,500	77,700	80,100	84,900	87,400	4.8%
Estimated Breakouts	% Network	3.0%	% Natl/Regl	37.0%	% Local	60.0%	
Revenue/Retail Sales	1993	1998	2003				
Revenue/Capita	\$5.28/1,000	\$5.53/1,000	\$5.10/1,000				
	\$43.58	\$61.99	\$72.35				

Knoxville, TN Competitive Overview

Calls	City Of License	Visual Power (kW)	HAAT	DTV	L M	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est Power	Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WATE-TV	Knoxville	6	1,490	26	ABC	Blair	Young Bestg Inc	53	9408	g	20,000	1.20	23%	11	14	13	12	11	13	12	12	12							
WVLT-TV	Knoxville	8	1,253	30	CBS	Petry	Gray Communications	88	9609	st	11,600	0.62	26%	11	12	13	13	12	14	15	15	15							
WBIR-TV	Knoxville	10	1,791	31	NBC	Petry	Gannett Co Inc	56	9512	g	32,000	1.13	39%	17	20	21	21	20	20	21	21	21							
WBXX-TV	Crossville	20	2,830	cp	WB		Acme Television LLC	81	9712	g	13,200	0.30	6%	4	3	3	3	3	3	3	3	3							
WTNZ	Knoxville	43	2,190	34	FOX	Milmm	Raycom Media Inc	83	9610	g	7,300	1.44	7%	3	3	4	4	4	4	4	4	4							
WAGV	Hartian	44	1,000	cp	IND		Living Faith Minstrs	99																					
NEW	Tazewell	48	5,000	cp	643		Tazewell TV Corp	NOA																					
WPXK	Jellico	54	4,880	cp	2,028		Paxson Comm Corp	93	9812		4,100																		
*WSJK	Sneedville	2	100	41	PBS		East TN Public Comm	67																					
*WKOP-TV	Knoxville	15	2,240	17	PBS		East TN Public Comm	90																					
													TOTAL	48	52	54	53	49	54	55	55								
													HUT %	32	32	36	34	33	31	38	37								

Allocations: Ch 26, Knoxville

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

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DMA Rank: 63



Flint-Saginaw-Bay City, MI Ratings Overview

DMA Rank: 64

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	60	57%	2	3	3	4	38%	57.3%	7.5%	64.8%	0.5%	65.3%	34.7%		
1994	60	58	2	3	3	4	37	57.0	8.3	65.3	0.5	65.8	34.2		
1995	60	59	2	3	3	4	36	51.8	7.5	59.3	0.5	59.8	40.2		
1996	60	63	2	3	4	4	36	57.0	0.0	57.0	0.3	57.3	42.7		
1997	62	65	2	3	4	4	36	55.5	0.0	55.5	0.0	55.5	44.5		
1998	63	66	2	3	4	4	35	53.0	0.0	53.0	0.0	53.0	47.0		
1999	64	65	2	3	4	4	35	51.3	0.0	51.3	0.0	51.3	48.7		

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WNEM	8%	11%	14%	10%	15%	15%	13%	15%	16%	15%	15%	11%	19%	19%	19%	17%
WJRT-TV	33	31	30	34	25	25	24	26	21	23	23	29	19	21	21	22
WEYI-TV	17	18	19	20	6	6	9	10	9	11	12	12	10	10	11	10
WSMH	0	0	0	0	4	0	3	2	5	7	5	7	4	5	6	6
* WFUM	0	3	0	3	0	4	0	3	0	0	0	0	0	0	0	0
HUT %	58	63	63	67	50	50	49	56	51	56	55	59	52	55	57	55
	24	27	29	27	25	23	25	23	24	25	28	25	29	32	37	33

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WNEM	25%	23%	26%	25%	12%	14%	14%	15%	25%	22%	28%	26%	13%	9%	11%	10%
WJRT-TV	20	20	21	20	16	21	21	21	23	26	27	28	12	15	14	17
WEYI-TV	5	6	6	7	10	11	12	13	7	7	8	7	15	12	13	13
WSMH	8	9	8	8	5	5	7	7	4	2	2	4	4	4	4	5
* WDCQ	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0
* WFUM	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0
Other	3	2	3	2	2	2	2	2	2	2	2	2	3	0	0	3
HUT %	61	60	64	62	47	54	58	59	61	59	67	67	47	40	47	48
	43	45	53	50	46	55	57	56	38	36	35	35	20	17	17	16



Flint-Saginaw-Bay City, MI Market Overview

DMA Rank: 64
BIA Revenue Rank: 70

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	1,181	1,194	1,194	1,196
Households	438	447	447	455
Retail Sales	9,568	13,119	13,119	16,049
EBI	16,987	17,315	17,315	20,175
		Rate	Rate	Rate
		0.2%	0.0%	0.0%
		0.4%	0.4%	0.4%
		6.5%	4.1%	4.1%
		0.4%	3.1%	3.1%

Pop Rank # 64	DMA Counties	13	White	87.1%	Avg Household	\$ 38,760
HH Rank # 64	TV Households	444	Black	11.4%	Per Capita	\$ 14,500
RS Rank # 57	DMA Cable	67%	Asian	0.9%	Spanish Speaking	3.4
EBI Rank # 66	DMA VCR	88%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98	
GROSS REVENUES	\$ 44,000	48,300	48,200	53,400	52,800	57,700	5.6%	
★ ★ ★	Δ 98 - 99	1.6%	58,600	2000	2001	2002	2003	Δ 99 - 03
			62,100	64,000	67,200	69,200	4.2%	

Estimated Breakouts	% Network	% Natl/Regl	% Local
	4.0%	36.0%	60.0%

Revenue/Retail Sales \$4.60/1,000 1998 2003
Revenue/Capita \$37.26 \$4.40/1,000 \$4.31/1,000
\$48.32 \$57.86

Flint-Saginaw-Bay City, MI Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power	Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WNEM	Bay City	100	5	1,001	22	CBS	TelRip	Meredith Corp	54	6904	11,500	18,900	0.95	34%	15	16	17	15	17	18	17	18	18						
WJRT-TV	Flint	316	12	942	36	ABC	ABC	ABC Inc	58	9602	g	18,400	0.95	33%	18	21	20	22	16	18	16	16	18						
WEYI-TV	Saginaw	4,070	25	1,319	30	NBC	Katz	Smith Bestg Group	53	0005 p	94	10,100	0.91	19%	8	10	10	10	8	11	10	10	11						
WAQP	Saginaw	1,000	49	942	48	REL	Tri-State	Christn TV	85	9512	33,000	11,200	1.37	14%	5	5	6	7	6	7	6	7	7						
WSMH	Flint	5,000	66	942	16	FOX	HRP	Sinclair Best Group	85															8					
*WCMU-TV	Mt. Pleasant	204	14	522	56	PBS		Central MI Univ	67																				
*WDCQ	University Ctr	1,290	19	459	18	PBS		Delta College	64																				
*WFUM	Flint	2,450	28	869	52	PBS		Regents of U of M	80																				
*WDCCP	Bad Axe	85	35	509	15	PBS		Delta College	88																				

ADJACENT MARKET STATIONS

TOTAL	48	54	55	55	49	56	52	55
HUT %	31	33	37	36	32	33	38	36

Allocations: Ch 61, Bay City

Wichita - Hutchinson, KS Ratings Overview

DMA Rank: 65

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			# Stations	%	# Stations	%				Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing		Local Viewing
1993	61	67%	3	67%	3	3	1	3	35%	61.5%	8.3%	69.8%	2.8%	72.6%	27.4%
1994	61	66	3	66	3	3	1	3	34	60.5	7.5	68.0	2.5	70.5	29.5
1995	62	67	3	67	3	3	1	3	35	56.5	7.5	64.0	2.3	66.3	33.7
1996	63	69	3	69	4	3	0	3	34	64.0	0.0	64.0	2.0	66.0	34.0
1997	65	69	3	69	4	3	0	3	33	58.5	0.0	58.5	1.5	60.0	40.0
1998	65	69	3	69	4	3	0	3	33	56.3	0.0	56.3	1.5	57.8	42.2
1999	65	68	3	68	5	3	0	3	32	53.5	0.0	53.5	2.0	55.5	44.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KSNW	27%	24%	23%	10%	13%	12%	16%	21%	17%	16%	16%	19%	16%	19%	15%
KAKE-TV	19	19	17	22	22	20	14	11	12	13	13	14	15	14	15
KWCH-TV	13	13	13	10	11	9	21	24	22	19	15	15	15	14	15
KSAS-TV	0	0	0	8	9	7	4	3	4	7	3	3	3	2	2
* KPTS	4	3	3	0	0	3	0	0	0	0	0	0	0	0	0
HUT %	63	59	56	50	55	53	55	59	55	55	47	51	48	47	47
	20	22	21	20	17	20	23	20	22	22	23	20	22	23	22

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KSNW	22%	24%	22%	11%	14%	15%	19%	20%	19%	16%	16%	17%
KAKE-TV	14	14	14	15	20	19	17	18	18	8	8	11
KWCH-TV	24	24	24	15	19	18	34	32	33	20	18	19
KSAS-TV	6	6	7	5	6	7	2	3	4	6	5	5
KWCV	2	2	0	1	0	1	0	0	0	0	0	0
* KPTS	0	0	2	2	2	2	1	2	2	0	0	0
HUT %	68	70	69	49	61	59	73	75	76	50	47	50
	39	38	42	43	50	56	49	52	51	22	24	21



Lexington, KY Ratings Overview

DMA Rank: 66

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	71	65%	0	5	3	2	4	36%	54.5%	6.5%	61.0%	2.0%	63.0%	37.0%	
1994	69	68	0	6	4	2	4	35	57.3	7.5	64.8	2.0	66.8	33.2	
1995	68	68	0	6	4	2	4	36	52.0	6.0	58.0	2.0	60.0	40.0	
1996	68	71	0	6	5	1	4	37	56.8	0.0	56.8	1.8	58.6	41.4	
1997	71	71	0	6	5	1	4	34	54.0	0.0	54.0	2.0	56.0	44.0	
1998	67	69	0	6	5	1	4	34	50.0	0.0	50.0	2.0	52.0	48.0	
1999	67	70	0	7	5	2	4	34	49.5	0.0	49.5	1.8	51.3	48.7	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WLEX-TV	31%	26%	21%	23%	14%	15%	13%	17%	5%	8%	8%	8%	8%	10%	8%	8%
WKYT-TV	14	11	15	13	20	15	21	17	19	17	18	16	22	20	19	19
WTVQ-TV	11	17	15	15	9	11	11	10	11	10	13	11	15	15	15	13
WDKY-TV	0	0	0	0	6	6	5	5	0	0	0	4	4	5	4	5
WYMT-TV	3	0	4	4	0	0	0	0	5	4	7	3	2	3	4	2
* WKLE	0	4	3	5	0	0	0	0	0	0	0	0	3	2	0	2
HUT %	59	58	58	60	49	47	50	49	40	39	46	42	54	55	50	49
	21	23	23	23	23	20	24	21	23	20	23	21	29	30	35	34

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLEX-TV	9%	9%	8%	11%
WKYT-TV	26	25	26	27
WTVQ-TV	10	12	12	9
WDKY-TV	8	8	10	7
WYMT-TV	3	3	5	4
* WKLE	0	0	0	0
HUT %	56	57	61	58
	42	42	51	52

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLEX-TV	9%	13%	12%	11%
WKYT-TV	13	15	16	14
WTVQ-TV	11	16	15	14
WDKY-TV	7	8	7	7
WYMT-TV	0	1	1	1
* WKLE	2	2	2	2
HUT %	42	55	53	49
	45	49	54	55

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLEX-TV	17%	20%	17%	15%
WKYT-TV	18	22	21	23
WTVQ-TV	9	13	12	13
WDKY-TV	3	3	3	3
WYMT-TV	5	4	6	5
* WKLE	0	0	0	0
HUT %	52	62	59	59
	32	28	31	31

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLEX-TV	16%	14%	11%	11%
WKYT-TV	13	13	14	14
WTVQ-TV	5	8	7	9
WDKY-TV	3	0	0	0
WYMT-TV	0	0	4	0
* WKLE	0	0	0	0
HUT %	37	35	36	34
	15	12	15	14



Lexington, KY Market Overview

DMA Rank: 66
BIA Revenue Rank: 72

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth Rate		Growth Rate	
	1993	1998	1998	2003
DMA Population	1,050	1,110	1.1%	1,159
Households	392	421	1.4%	448
Retail Sales	7,533	10,529	6.9%	13,546
EBI	13,518	15,237	2.4%	19,667

	White	Black	Asian	Avg Household
DMA Counties	39	93.5%		\$ 36,209
TV Households	416	5.6%		\$ 13,724
DMA Cable	68%	0.8%		Spanish Speaking
DMA VCR	83%			0.7

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 38,000	43,100	47,900	51,300	51,400	59,900	9.5%
***	Δ -3.5%	57,800	61,500	62,700	65,900	67,200	Δ 99 - 03
							3.8%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	3.0%	27.0%	70.0%

Revenue/Retail Sales	1993	1998	2003
	\$5.04/1,000	\$5.69/1,000	\$4.96/1,000
Revenue/Capita	\$36.19	\$53.96	\$57.98

Lexington, KY Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WLEX-TV	Lexington	1,100	18	640	22	NBC	Petry		Evening Post Publishing	55	9808	99,100	12,400	0.98	22%	9	11	9	10	10	12	11	11					
WKYT-TV	Lexington	1,510	27	984	59	CBS	HRP		Gray Communications	57	9409	38,000c1	21,000	0.93	39%	16	16	19	18	19	20	20	20					
WTVQ-TV	Lexington	2,240	36	1,001	40	ABC	Katz		Media General	68	9701	g	8,900	0.77	20%	11	13	12	11	10	11	11	9					
WDKY-TV	Danville	3,390	56	1,152	4	FOX	TeiRp		Sinclair Bost Group	86	9606	g	9,500	1.37	12%	5	6	6	6	6	7	6	6					
WYMT-TV	Hazard	2,630	57	1,558	12	CBS	HRP		Gray Communications	69	9409	c1	6,000	1.73	6%	2	2	3	2	3	3	3	3					
WLJC-TV	Beattyville	1,260	65	679	7	REL			Hour of Harvest Inc	82																		
WACM	Morehead	5,000	67	1,444	21	PAX			Paxson Comm Corp	98	0003 p	8,000																
W62CL	Lexington	4	62	412		IND			Powley, Sandra B	99																		
*WKSO-TV	Somersset	589	29	1,460	14	PBS			KY Authority Educ TV	68																		
*WKHA	Hazard	646	35	1,260	16	PBS			KY Authority Educ TV	68																		
*WKMR	Morehead	575	38	961	15	PBS			KY Authority Educ TV	68																		
*WKLE	Lexington	1,260	46	869	42	PBS			KY Authority Educ TV	68																		

TOTAL	43	48	49	49	50	54	52	51
HUT %	30	29	35	34	33	30	37	35

Allocations: Ch 16, Somerset; Ch 62, Lexington

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Toledo, OH Ratings Overview

DMA Rank: 67

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Network	Ind	Commercial	PTV					Local				
1993	64	65%	2	2	3	1	1	36%	60.3%	7.5%	67.8%	2.3%	70.1%	29.9%	
1994	63	65	2	2	3	1	1	36	60.3	7.3	67.6	2.5	70.1	29.9	
1995	64	66	2	2	3	1	1	36	57.3	8.0	65.3	2.3	67.6	32.4	
1996	65	67	2	2	4	0	1	35	62.3	0.0	62.3	2.5	64.8	35.2	
1997	66	67	2	2	4	0	1	34	60.5	0.0	60.5	2.5	63.0	37.0	
1998	66	68	2	3	5	1	1	34	57.8	0.0	57.8	2.3	60.1	39.9	
1999	66	68	2	3	5	1	1	34	55.3	0.0	55.3	2.5	57.8	42.2	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WTOL-TV	14%	12%	17%	13%	15%	20%	22%	19%	12%	12%	10%	14%	24%	13%	12%	15%
WTVG	19	24	20	18	20	17	16	17	9	5	9	10	13	14	14	12
WNWO-TV	24	24	16	24	5	8	6	8	3	0	0	6	7	8	8	10
WUPW	0	0	0	3	6	4	7	7	0	0	0	0	0	0	0	0
* WGTE-TV	5	6	5	6	5	4	4	5	0	0	0	0	0	0	0	0
TTWB	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Other	0	0	3	0	0	0	3	0	0	0	0	0	0	0	3	0
HUT %	62	66	61	64	51	53	58	56	51	54	54	60	58	59	65	63
	21	23	25	23	21	18	22	19	23	20	23	21	28	29	36	34

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WTOL-TV	28%	30%	30%	29%
WTVG	15	16	16	16
WNWO-TV	8	9	8	8
WUPW	10	8	7	10
* WGTE-TV	0	0	1	1
TTWB	0	0	0	0
Other	0	0	0	0
HUT %	61	63	62	64
	41	43	50	49

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WTOL-TV	14%	18%	19%	18%
WTVG	16	19	21	19
WNWO-TV	10	14	14	15
WUPW	6	8	7	8
* WGTE-TV	4	2	4	3
TTWB	0	1	1	0
Other	0	0	1	0
HUT %	50	62	67	63
	47	53	57	56

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WTOL-TV	29%	33%	35%	34%
WTVG	20	21	21	20
WNWO-TV	9	12	10	9
WUPW	3	1	3	3
* WGTE-TV	0	2	2	0
TTWB	0	0	0	0
Other	0	0	0	0
HUT %	61	69	71	66
	36	36	37	33

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WTOL-TV	15%	15%	18%	17%
WTVG	9	10	11	14
WNWO-TV	13	15	12	14
WUPW	3	3	5	4
* WGTE-TV	0	0	0	0
TTWB	0	0	0	0
Other	0	0	0	0
HUT %	40	43	46	49
	16	16	17	15



Toledo, OH Market Overview

DMA Rank: 67
BIA Revenue Rank: 69

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	1,115	1,108	1,108	1,106
Households	412	414	414	421
Retail Sales	9,215	12,298	12,298	15,925
EBI	16,030	17,745	17,745	21,290
			Rate	Rate
			-0.1%	0.0%
			0.1%	0.3%
			5.9%	5.3%
			2.1%	3.7%

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 47,600	51,500	52,200	55,800	56,900	62,000	5.4%
***	Δ -4.5%	1999	2000	2001	2002	2003	Δ 99 - 03
		59,200	63,300	66,500	71,800	76,100	6.5%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	7.0%	41.0%	52.0%

Revenue/Retail Sales	1993	1998	2003
	\$5.17/1,000	\$5.04/1,000	\$4.78/1,000
Revenue/Capita	\$42.69	\$55.96	\$68.81

Toledo, OH Competitive Overview

Calls	City Of License	DMA Counties	Visual Power (kW)	HAAT	Ch	A	M	DTV	L	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)																
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97					
WTOL-TV	Toledo	11	316	1,001	17	CBS	HRP	Cosmos Bcstg	58	6503	20,900	0.82	43%	19	22	24	24	24	24	24	24	24	24	24	24	24	24	24						
WTVG	Toledo	13	316	1,001	19	ABC	ABC	ABC Inc	48	9602	15,400	1.04	25%	15	16	16	17	14	13	13	16	16	16	16	16	16	16	16	16					
WNWO-TV	Toledo	24	4,370	1,391	49	NBC	Petty	Raycom Media Inc	66	9809	10,600	0.90	20%	9	11	10	10	10	11	12	11	11	11	11	11	11	11	11	11	11				
WUPW	Toledo	36	1,950	1,221	46	FOX	Katz	Smith Bcstg Group	85	0005 p	12,300	1.73	12%	6	6	6	6	6	6	7	7	7	7	7	7	7	7	7	7	7				
WLMB	Toledo	40	4,170	cp	5	PAX		Dominion Bcstg Inc	98																									
*WGTE-TV	Toledo	30	1,000	1,030	29	PBS		Pub Bcstg Foundation	60																									
TTWB	Toledo		1			WB		Local Cable Station	97																									

Allocations: Ch 65, Defiance Note: TTWB is a local cable channel carrying WB programming

TOTAL	52	57	59	59	56	57	59	60
HUT %	30	30	35	34	32	32	36	35

1/ See introduction section for interpretation of revenue estimates.
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DMA Rank: 67



Roanoke-Lynchburg, VA Ratings Overview

DMA Rank: 68

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				Avg HUT Share	All Other Viewing		
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Network Viewing			Ind Viewing	Commercial Viewing
1993	65	56%	3	2	3	2	1	62.5%	1.3%	63.8%	0.8%	64.6%
1994	66	60	3	2	3	2	1	59.5	6.8	66.3	1.3	67.6
1995	66	61	3	3	3	3	1	52.0	7.8	59.8	1.0	60.8
1996	67	64	3	3	5	1	1	58.8	0.0	58.8	0.0	58.8
1997	67	65	3	3	5	1	1	52.8	0.0	52.8	0.0	52.8
1998	68	67	3	3	5	1	1	51.5	0.0	51.5	0.0	51.5
1999	68	66	3	3	5	1	1	49.8	0.5	50.3	0.0	50.3

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WDBJ	20%	15%	18%	19%	23%	23%	24%	24%	28%	32%	30%	32%	23%	21%	19%	21%
WLSL-TV	28	24	24	23	7	7	7	9	9	9	10	10	10	10	13	13
WSET-TV	18	19	14	15	10	11	11	8	13	14	15	14	18	22	17	20
WFXR-TV	0	0	2	0	8	10	12	10	5	3	6	5	2	4	6	4
* WBRA-TV	2	5	6	2	0	0	0	0	0	0	0	0	2	0	0	0
HUT %	68	63	64	59	48	51	54	51	55	58	61	61	55	57	55	58
	22	26	26	25	20	17	21	21	25	22	26	25	29	31	34	33

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WDBJ	24%	21%	24%	21%	13%	16%	18%	16%	21%	26%	32%	26%	11%	13%	18%	12%
WLSL-TV	14	12	15	15	9	12	13	13	16	15	22	20	11	13	18	12
WSET-TV	20	22	19	19	11	14	15	13	14	17	15	17	7	7	8	13
WDRJ-TV	0	0	0	0	0	1	1	1	0	0	0	0	0	0	0	0
WFXR-TV	3	5	5	5	5	6	7	6	3	3	3	6	4	5	4	6
WPXR	0	0	0	1	2	2	2	2	0	0	0	0	0	0	0	0
* WBRA-TV	1	1	1	0	2	2	2	1	0	0	0	0	0	0	0	0
HUT %	62	61	64	61	42	53	58	52	54	61	72	69	33	38	48	43
	47	46	56	51	45	51	55	52	31	31	35	31	14	15	15	15

Green Bay-Appleton, WI Market Overview

DMA Rank: 69
BIA Revenue Rank: 76

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		Growth Rate	
	Pop	HH	Pop	HH	Rate	Rate
DMA Population	981	367	1,037	391	1.1%	0.6%
Households	367	391	1,037	391	1.3%	1.0%
Retail Sales	7,988	10,730	10,730	13,758	6.1%	5.1%
EBI	14,629	16,391	16,391	20,417	2.3%	4.5%

	White	Black	Asian
DMA Counties	16	392	60%
TV Households	96.8%	0.3%	1.3%
DMA Cable			Spanish Speaking
DMA VCR	88%		1.1

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
\$	38,500	43,300	46,400	48,400	52,200	52,000	6.2%
Δ 98 - 99	4.3%	54,200	59,100	62,000	67,600	71,000	7.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	4.0%	41.0%	55.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
\$	\$4.82/1,000	\$4.85/1,000	\$5.16/1,000
	\$39.25	\$50.14	\$66.42

Green Bay-Appleton, WI Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WBAY-TV	Green Bay	2	100	1,250	23	ABC	Young	Young Bcsig Inc	53	9408	g	16,800	1.11	28%	17	20	20	15	17	18	18	18						
WFRV-TV	Green Bay	5	100	cp	56	CBS	TellRp	CBS TV Stations Div	55	0005	g	13,700	0.82	31%	17	18	20	18	18	18	19	19	19					
WLUK-TV	Green Bay	11	316	1,260		FOX	Katz	Emmis Communications	54	9807	g	11,600	1.26	17%	8	9	9	13	8	8	10	14						
WIWB	Suring	14	1,000	659	21	WB		Acme Television LLC	84	9906	g1			1%	2	2	2	2					2					
WGBA	Green Bay	26	5,000	cp	41	1	NBC	Petry	80	9202	g	9,200	0.94	18%	7	10	9	9	9	12	11	10	10					
WACY	Appleton	32	5,000	cp	59	1	UPN	Petry	84	9208	505+	2,900	1.07	5%	3	2	3	2	3	3	4	3	3					
WMMF-TV	Fond du Lac	68	5,000	cp	1,660	44		Pappas Telecasting	NOA	9504	na																	
●**WPNE	Green Bay	38	1,070	cp	1,283	42	PBS	Educ Comm Board-WI	72																			

Allocations: Ch 44, Green Bay; Ch 42, Sturgeon Bay; Ch 16 (DTV Ch 19), Manitowoc

TOTAL	56	63	66	67	56	60	67	66
HUT %	27	30	32	33	27	29	33	33

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Des Moines-Ames, IA Ratings Overview

DMA Rank: 70

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing					
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	73	55%	3	1	3	1	2	35%	68.0%	9.3%	77.3%	3.5%	80.8%	19.2%
1994	72	55	3	1	3	1	2	34	66.5	8.8	75.3	3.8	79.1	20.9
1995	73	56	3	1	3	1	2	34	62.5	8.8	71.3	4.0	75.3	24.7
1996	72	60	3	1	4	0	2	34	69.0	0.0	69.0	4.0	73.0	27.0
1997	72	61	3	1	4	0	2	34	64.8	0.0	64.8	4.5	69.3	30.7
1998	69	61	3	2	4	1	2	33	63.5	0.0	63.5	4.3	67.8	32.2
1999	70	61	3	2	4	1	2	32	61.0	0.0	61.0	4.5	65.5	34.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WOI	9%	8%	9%	10%	11%	10%	11%	10%	14%	8%	9%	11%	8%	9%	11%
KCCI	16	16	17	37	38	37	26	32	29	26	32	29	28	30	29
WHO-TV	30	35	33	5	8	10	19	18	17	13	11	13	13	11	13
KDSM-TV	0	0	0	6	5	5	3	0	0	0	0	6	0	0	0
* KDIN-TV	9	7	10	7	4	4	3	0	0	3	0	0	7	8	7
HUT %	64	66	64	65	66	66	62	60	62	62	69	69	56	58	63
	20	22	22	21	19	18	21	19	20	19	19	19	22	21	23

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WOI	9%	11%	10%	12%	18%	17%	4%	5%	4%	3%	5%	4%	3%	5%	4%
KCCI	33	31	34	18	21	21	44	43	44	44	43	43	23	24	24
WHO-TV	24	24	24	12	17	18	23	30	28	27	27	27	17	20	18
KDSM-TV	7	7	7	5	6	7	5	3	4	4	4	4	11	10	9
KFPX	0	0	0	2	2	1	0	0	0	0	0	0	0	0	0
* KDIN-TV	2	2	2	7	6	5	2	2	0	2	2	2	4	4	4
HUT %	75	75	74	56	70	69	78	83	80	85	85	85	58	63	66
	41	41	49	45	52	55	51	54	54	50	50	50	23	22	23



Honolulu, HI Ratings Overview

DMA Rank: 71

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	70	83%	5	4	3	6	2	26%	44.8%	11.5%	56.3%	3.3%	59.6%	40.4%	
1994	70	84	5	4	3	6	2	26	35.0	22.3	57.3	3.0	60.3	39.7	
1995	69	84	5	4	3	6	3	25	40.8	12.0	52.8	2.8	55.6	44.4	
1996	70	85	5	4	5	4	3	26	49.5	1.5	51.0	2.3	53.3	46.7	
1997	69	87	5	4	6	3	3	24	48.3	2.3	50.6	2.3	52.9	47.1	
1998	71	88	5	5	5	5	3	24	48.3	2.0	50.3	2.3	52.6	47.4	
1999	71	88	5	5	5	5	3	24	46.3	1.5	47.8	2.0	49.8	50.2	

Daypart Share Analysis

Calls	6:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KHON-TV	0%	19%	22%	23%	0%	6%	6%	11%	0%	0%	0%	4%	0%	0%	0%	15%
KITV	0	11	14	12	0	5	8	8	0	13	10	10	0	5	7	8
KFVE	0	3	0	4	0	0	0	0	0	0	0	0	0	5	7	6
KGMB	0	0	3	3	0	21	23	21	0	25	26	25	0	12	16	17
KHNL	0	19	13	19	0	9	7	12	0	4	5	3	0	7	6	6
* KHET	0	5	6	5	0	3	0	3	0	0	0	0	0	3	0	0
HUT %	0	57	58	66	0	44	44	55	0	42	44	42	0	49	52	52
	0	20	20	19	0	16	17	17	0	19	19	18	0	23	23	22

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KHON-TV	0%	24%	25%	28%	0%	14%	13%	13%	0%	28%	26%	27%	0%	18%	18%	18%
KITV	0	18	17	20	0	21	18	17	0	22	21	22	0	19	17	16
KFVE	0	6	5	6	0	4	7	7	0	1	2	3	0	0	2	3
KGMB	0	11	14	13	0	14	14	14	0	15	15	15	0	10	12	10
KHNL	0	10	10	9	0	15	15	15	0	14	12	12	0	12	11	13
KIKU	0	0	0	0	0	5	6	6	0	0	0	0	0	0	0	0
KPXO	0	0	0	0	0	1	2	1	0	0	0	0	0	0	0	0
* KHET	0	5	5	4	0	3	3	3	0	2	2	3	0	0	2	3
HUT %	0	74	76	80	0	77	78	76	0	82	78	82	0	59	62	63
	0	45	45	43	0	54	56	54	0	47	48	46	0	21	24	21



Honolulu, HI Market Overview

DMA Rank: 71
BIA Revenue Rank: 66

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	1,180	1,192	1,192	1,204
Households	384	397	397	412
Retail Sales	13,244	13,537	13,537	15,098
EBI	21,425	21,007	21,007	25,193
		Rate	Rate	Rate
		0.2%	0.2%	0.2%
		0.7%	0.7%	0.7%
		0.4%	2.2%	2.2%
		-0.4%	3.7%	3.7%

	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking
DMA Counties	4	33.1%		\$52,980	\$17,620	8.2
TV Households	386	3.0%				
DMA Cable	89%	63.4%				
DMA VCR	86%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	1998	Δ 93-98
GROSS REVENUES	\$ 60,000	63,000	63,600	63,700	62,300	63,100	63,100	1.0%
REVENUES	Δ -2.3%	61,700	65,300	67,300	70,000	72,100	72,100	4.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	1.8%	25.3%	72.9%

Revenue/Retail Sales	1993	1998	2003
	\$4.53/1,000	\$4.66/1,000	\$4.78/1,000
Revenue/Capita	\$50.85	\$52.94	\$59.88

Honolulu, HI Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M	L	A	Aff	Rep	Owner	Year Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jan 00	Feb 00	Mar 00	Apr 00	May 00	Jun 00	Jul 00	Aug 00	Sep 00	Oct 00	Nov 00	Dec 00
KHON-TV	Honolulu	2	100	59	22			FOX	HRP	HRP	Emmis Communications	52	9807	15,500	1.00	25%	14	14	14	16	16	16	17					
KITV	Honolulu	4	100	49	*40			ABC	Eagle	Eagle	Hearst-Argyle TV Inc	54	9707	13,200	1.02	21%	15	15	14	13	13	13	14					
KFVE	Honolulu	5	96	2,064	23			P&W	Blair	Blair	Ka'ikeya Lani TV	88		3,200	0.74	7%	3	5	6	4	5	5	5					
KGMB	Honolulu	9	209	-46	8			CBS	Katz	Katz	Emmis Communications	52	0005 p	12,300	0.80	25%	14	16	15	17	15	15	16					
KHNL	Honolulu	13	316	23	35			NBC	Blair	Blair	Raycom Media Inc	62	9910	12,800	1.15	18%	12	11	10	14	11	10	10					
KWHE	Honolulu	14	76	26	31			IND	Landh	Landh	LeSea Bcstg Inc	88	8608	800														
KIKU	Honolulu	20	468	2,041	19			IND	Asian	Asian	International Media	83	8908	1,750		4%	2	2	2	2	2	2	3					
KAAH	Honolulu	26	76	2,120	27			IND			Trinity Bcstg Ntwk	82	0006															
KBFD	Honolulu	32	145	-13	33			IND			Allen Bcstg Corp	86		1,500														
KPXO	Kaneohe	66	96	2,074	41			PAX	Paxsn	Paxsn	Paxson Comm Corp	98	9810	6,900cp														
KHBC	Hilo	2	2	-574	22			NBC	Blair	Blair	Raycom Media Inc	83	9910	93														
KGVM	Wailuku	3	14	5,952	24			CBS	Katz	Katz	Emmis Communications	55	0005 p	93														
KLEI	Kailua-Kona	6	53	2,910	25			IND			Trinity Bcstg Ntwk	58	0003 p	95														
KAIL-TV	Wailuku	7	30	5,942	36			FOX	HRP	HRP	Emmis Communications	58	9807	91														
KGMD-TV	Hilo	9	10	-285	8			CBS	Katz	Katz	Emmis Communications	55	0005 p	93														
KHAW-TV	Hilo	11	31	-587	21			FOX	HRP	HRP	Emmis Communications	61	9807	91														
KMAU	Wailuku	12	58	5,460	*29			ABC			Hearst-Argyle TV Inc	55	9707	92														
KHVO	Hilo	13	31	-591	*18			ABC			Hearst-Argyle TV Inc	60	9707	92														
KWHH	Hilo	14	13	-558	23			IND			LeSea Bcstg Inc	89	8812	8cp														
KOGG	Wailuku	15	759	5,653	16			NBC	Blair	Blair	Raycom Media Inc	89	9910	93														
KWPHM	Wailuku	21	125	-371	20			IND			LeSea Bcstg Inc	93																
K60FJ	Honolulu	60	18	1,896				UNI			HTV/HTN/Hawaiian TV	96																
*KMEB	Wailuku	10	32	5,942	30			PBS			Hawaii Public TV	66																
*KHET	Honolulu	11	148	-75	18			PBS			Hawaii Public TV	66																
*KAIE	Honolulu	38	51	2,074	39			PBS			Pacific Bcstg Co	96																
*KWBW	Honolulu	44	55	2,074				PBS			Ho'Ona'auao Cmty TV	NOA																

TOTAL	63	66	65	65	68
HUT %	31	32	32	31	33

Allocations: Ch3, Ch8(DTV 12), Ch10, Ch21(DTV 7), Ch27(DTV 28), Lihue: Ch4(DTV 19) Ch20, Ch26, Ch32(DTV 31), Ch38(DTV 39), Ch67(DTV 45), Hilo
Note: Honolulu is not rated in July.

1/ See introduction section for interpretation of revenue estimates.
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DMA Rank: 71



Tucson, AZ Ratings Overview

DMA Rank: 72

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	81	52%	4	2	3	3	2	2	35%	58.8%	13.0%	71.8%	4.8%	76.6%	23.4%
1994	81	60	4	2	3	3	2	2	35	57.5	13.3	70.8	4.5	75.3	24.7
1995	81	60	4	2	3	3	2	2	35	54.3	13.0	67.3	4.3	71.6	28.4
1996	80	60	4	2	5	1	2	2	34	65.3	0.5	65.8	4.3	70.1	29.9
1997	78	59	4	3	5	2	2	2	33	61.5	1.0	62.5	4.3	66.8	33.2
1998	78	61	4	4	6	2	2	2	33	59.3	3.0	62.3	4.0	66.3	33.7
1999	78	60	4	4	6	2	2	2	33	58.3	3.8	62.1	3.8	65.9	34.1

Daypart Share Analysis

Calls	6:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KVOA	28%	27%	30%	9%	11%	10%	15%	17%	14%	16%	12%	15%	16%	18%	17%
KGUN	18	19	17	22	15	18	16	12	15	15	15	15	11	12	9
KMSB-TV	0	0	0	0	0	0	5	6	9	9	9	9	3	2	0
KOLD-TV	9	8	7	15	21	15	10	14	11	13	13	13	14	17	14
KTTU-TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
KHRR	0	0	0	0	0	0	2	2	0	0	0	0	3	3	0
KWBA	0	0	0	3	4	3	0	0	0	0	0	0	3	3	0
KUVE-LP	3	5	3	4	3	5	6	3	6	0	0	0	5	4	3
KUAT-TV	3	3	6	4	3	7	3	0	0	0	0	0	5	3	7
HUT %	61	62	63	57	57	58	57	54	55	49	49	49	59	59	55
	19	24	21	22	20	20	23	20	20	19	19	19	26	25	25

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KVOA	19%	19%	21%	13%	17%	17%	22%	26%	26%	19%	22%	23%	19%	22%	21%
KGUN	18	19	16	12	19	16	18	22	19	18	18	18	8	10	9
KMSB-TV	7	7	6	7	9	8	8	8	7	6	6	6	7	8	6
KOLD-TV	12	10	10	12	14	15	16	13	13	15	15	15	10	9	11
KTTU-TV	3	3	3	3	3	3	3	2	0	2	2	2	4	5	0
KHRR	1	0	1	2	0	1	1	0	0	0	0	0	0	0	0
KWBA	9	6	7	3	3	3	3	3	0	0	0	0	0	0	0
KUVE-LP	2	4	5	3	3	4	4	0	3	1	2	2	0	3	3
KUAT-TV	4	2	4	6	5	6	4	3	4	4	4	4	4	3	3
HUT %	75	70	73	61	73	73	71	80	75	77	77	77	55	63	55
	44	45	46	47	52	54	38	41	42	43	43	43	18	19	19

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES			All Other Viewing		
			Stations	7%	Stations	6%					Stations	7%	Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing
1993	75	64%	3	7%	1	3	3	1	3	35%	62.3%	11.5%	73.8%	0.0%	73.8%	26.2%
1994	73	64	3	7	1	3	3	1	3	34	61.8	11.3	73.1	0.0	73.1	26.9
1995	74	64	3	7	2	3	3	2	3	34	57.0	11.5	68.5	0.0	68.5	31.5
1996	75	68	3	7	2	5	3	0	3	35	67.3	0.0	67.3	0.0	67.3	32.7
1997	75	68	3	7	2	5	3	0	3	32	64.5	0.0	64.5	0.0	64.5	35.5
1998	74	69	3	7	2	5	3	0	3	32	60.8	0.0	60.8	0.0	60.8	39.2
1999	73	70	3	7	2	5	3	0	3	32	59.5	0.0	59.5	0.0	59.5	40.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM				
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00
KMTV	6%	7%	6%	28%	27%	28%	20%	20%	17%	18%	14%	12%	11%	10%
WOWT	24	24	27	5	8	9	11	11	9	8	20	22	25	20
KETV	29	25	26	13	14	16	19	22	19	26	15	17	17	27
KXVO	3	3	2	0	0	0	3	0	3	0	3	7	4	4
KPTM	0	0	4	6	4	5	6	5	9	9	7	4	6	4
* KBIN-TV	4	3	3	0	0	0	0	0	0	0	0	0	0	0
HUT %	66	62	68	52	53	58	59	58	57	61	59	62	63	65
	20	23	23	20	17	21	20	18	21	19	22	23	26	24

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KMTV	10%	10%	10%	12%	14%	14%	12%	13%	13%	10%	9%	10%
WOWT	19	22	20	13	17	16	23	27	30	14	17	17
KETV	25	23	25	18	23	24	28	25	25	17	15	14
KXVO	3	3	4	4	5	4	4	4	5	6	6	6
KPTM	14	15	15	7	8	8	7	5	7	9	10	12
* KYNE-TV	0	0	0	1	0	0	0	0	0	0	0	0
* KBIN-TV	0	0	0	1	0	1	0	0	0	0	0	0
HUT %	71	73	74	56	67	67	74	74	80	56	57	60
	38	41	46	45	51	55	53	54	53	27	25	25



Paducah-Cape Girardeau-Harrisburg-Mt Vernon Ratings Overview

DMA Rank: 74

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Network	Affiliates	Ind	Commercial					PTV	Local			
1993	76	53%	4	2	3	3	3	3	36%	59.5%	6.5%	66.0%	0.3%	66.3%	33.7%
1994	76	55	4	2	3	3	3	36	36	58.5	7.0	65.5	0.0	65.5	34.5
1995	77	56	4	2	3	3	3	36	36	53.8	6.0	59.8	0.0	59.8	40.2
1996	78	60	4	2	4	2	3	37	37	58.8	0.0	58.8	0.0	58.8	41.2
1997	79	61	4	3	5	2	3	36	36	54.3	0.0	54.3	0.0	54.3	45.7
1998	79	60	4	3	5	2	3	36	36	50.5	0.0	50.5	0.0	50.5	49.5
1999	76	60	3	3	5	1	3	35	35	49.5	0.0	49.5	0.0	49.5	50.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WSIL-TV	9%	12%	10%	5%	9%	5%	8%	10%	7%	12%	13%	16%
WPSD-TV	29	27	24	11	13	10	16	13	13	16	15	17
KFVS-TV	19	21	19	29	34	29	26	31	32	15	17	15
KBSI	0	0	0	2	4	0	0	0	0	0	0	0
WDKA	0	0	0	0	0	0	0	0	0	0	0	0
HUT %	57	60	53	47	60	44	50	54	52	43	45	49
	23	29	28	25	23	24	24	27	24	28	27	29

5:00 - 7:00 PM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
WSIL-TV	9%	14%	14%
WPSD-TV	26	25	24
KFVS-TV	24	24	24
KBSI	3	3	3
WDKA	0	0	0
HUT %	62	62	63
	44	46	54

10:00 - 10:30 PM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
WSIL-TV	11%	12%	12%
WPSD-TV	20	24	22
KFVS-TV	27	27	28
KBSI	3	1	2
WDKA	1	2	1
HUT %	62	66	65
	46	52	53

10:30 - 12:00 MID

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
WSIL-TV	8%	8%	7%
WPSD-TV	14	17	16
KFVS-TV	15	16	17
KBSI	3	0	3
WDKA	4	0	2
HUT %	44	41	45
	24	23	25



Paducah-Cape Girardeau-Harrisburg-Mt Vernon Market Overview

DMA Rank: 74
BIA Revenue Rank: 97

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1999		2000		2001		2002		2003		Growth Rate
	Pop	HH	Pop	HH	Pop	HH	Pop	HH	Pop	HH	Pop	HH	
DMA Population	929	365	954	375	964	385	964	385	964	385	964	385	0.2%
Households	365	365	375	375	385	385	385	385	385	385	385	385	0.5%
Retail Sales	6,930	6,930	9,351	9,351	11,915	11,915	11,915	11,915	11,915	11,915	11,915	11,915	5.0%
EBI	11,431	11,431	12,603	12,603	15,354	15,354	15,354	15,354	15,354	15,354	15,354	15,354	4.0%

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	1998	1999	2000	2001	2002	2003	Δ '93 - '98	Δ '99 - '03		
GROSS REVENUES	\$ 25,900	\$ 31,100	\$ 33,000	\$ 35,300	\$ 32,500	\$ 37,000	\$ 36,600	\$ 39,500	\$ 40,700	\$ 43,200	\$ 44,500	\$ 37,000	\$ 36,600	\$ 39,500	\$ 40,700	\$ 43,200	\$ 44,500	\$ 37,000	\$ 44,500	7.4%	5.0%
REVENUES	Δ -1.1%																				

Estimated Breakouts	% Network	% Natl/Regl	% Local
	8.0%	32.0%	60.0%

Revenue/Retail Sales \$3.74/1,000 Revenue/Capita \$27.88
 Revenue/Retail Sales \$3.96/1,000 Revenue/Capita \$38.78
 Revenue/Retail Sales \$3.73/1,000 Revenue/Capita \$46.16

Paducah-Cape Girardeau-Harrisburg-Mt Vernon Competitive

Calls	City Of License	DMA Counties	Visual Power (kW)	HAAT	DTV	Ch	A	M	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Revenue (000)	Est '99 Revenue (000)	Ratio	LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)																				
																				Jul '00	Aug '00	Sep '00	Oct '00	Nov '00	Dec '00	Jan '01	Feb '01	Mar '01	Apr '01	May '01	Jun '01	Jul '01	Aug '01	Sep '01	Oct '01	Nov '01	Dec '01			
WSIL-TV	Harrisburg	43	100	991	34	ABC				Katz	Mel Wheeler Inc	53	8305	6,600c1	5,800	0.93	17%	8	11	10	8	9	8	9	8	9	8	9	8	9	8	9	8	9	8	9	8	9		
WPSD-TV	Paducah	371	100	1,591	32	NBC				Blair	Paxton Family	57	9704	11,000	11,000	1.00	30%	14	15	14	16	13	16	15	14	15	14	15	14	15	14	15	14	15	14	15	14	15		
KFVS-TV	Cape Girardeau	60%	316	2,001	57	CBS				Katz	Raycom Media Inc	54	9704	15,000	15,000	0.98	42%	17	20	20	19	20	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21
KBSI	Cape Girardeau	84%	1,860	1,782	22	1	FOX			Petry	Sinclair Bost Group	83	9807	3,900	3,900	1.33	8%	3	3	3	5	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
WTCT	Marion		2,880	764	17	REL					Tri-State Chrstin TV	81	8402	1,200																										
WDKA	Paducah		2,450	1,073	50	1	WB			Petry	Sudbrink Bcstg	97	9511	1cp	900	0.82	3%	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2		
KPOB-TV	Poplar Bluff		776	604	18	ABC				Katz	Mel Wheeler Inc	77	8305	c1																										
*WSIU-TV	Carbondale		316	889	40	PBS					Southern Illinois U	61																												
*WKMU	Murray		579	659	36	PBS					KY Authority Educ TV	68																												
*WKPD	Paducah		145	499	41	PBS					KY Authority Educ TV	71																												

TOTAL 42 51 49 52 46 52 48 50
 HUT % 32 33 37 35 33 34 38 35

Allocations: Ch 38, Murray, KY; Ch 45, Sikeston, MO; Ch 55, Poplar Bluff, MO; Ch 41, Union City, TN



Shreveport, LA Ratings Overview

DMA Rank: 75

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES			All Other Viewing	
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing		PTV Viewing
1993	69	58%	3	3	1	1	1	1	40%	64.3%	7.0%	71.3%	0.3%	71.6%	28.4%
1994	74	58	3	3	2	1	1	40	40	61.8	8.8	70.6	0.8	71.4	28.6
1995	76	58	3	3	2	1	1	39	39	55.3	9.0	64.3	0.0	64.3	35.7
1996	76	59	3	3	2	0	1	40	40	60.5	0.0	60.5	0.0	60.5	39.5
1997	77	61	3	3	2	0	1	40	40	58.3	0.0	58.3	0.5	58.8	41.2
1998	76	61	3	3	3	1	1	39	39	55.5	0.0	55.5	0.0	55.5	44.5
1999	75	60	3	3	3	1	1	38	38	53.3	0.0	53.3	0.0	53.3	46.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTBS-TV	28%	29%	26%	26%	14%	12%	12%	13%	20%	22%	17%	19%	15%	16%	18%	19%
KTAL-TV	11	10	9	11	6	6	8	8	8	8	11	11	10	8	11	9
KSLA-TV	14	12	13	13	35	35	32	32	26	24	25	23	19	18	18	25
KMSS-TV	0	3	3	3	5	6	5	4	0	0	0	2	0	3	2	3
KSHV	0	0	0	2	0	0	0	0	3	4	3	5	4	5	4	4
* KLTS-TV	3	0	0	2	2	0	2	0	0	2	0	0	0	2	0	0
HUT %	56	54	51	57	62	59	59	57	57	60	56	60	48	52	53	60
	23	28	27	28	31	26	28	28	34	30	29	30	35	33	33	33

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTBS-TV	20%	22%	19%	20%	13%	17%	15%	15%	23%	26%	24%	25%	11%	13%	13%	16%
KTAL-TV	15	14	16	17	8	10	10	11	11	11	14	14	7	9	11	11
KSLA-TV	21	17	19	22	14	15	17	19	20	20	25	21	11	12	15	12
KPXJ	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0
KMSS-TV	6	4	5	7	5	5	5	5	6	5	3	6	11	8	7	8
KSHV	2	2	1	1	3	4	4	4	0	1	2	2	2	3	3	4
* KLTS-TV	0	0	0	0	2	1	1	1	0	0	0	0	0	0	0	0
HUT %	64	59	60	67	47	52	53	55	60	63	68	68	42	45	49	51
	48	48	53	52	50	55	58	58	48	52	51	49	27	27	25	25



Shreveport, LA Market Overview

DMA Rank: 75
BIA Revenue Rank: 82

Demographic and Economic Overview

(000s, except Retail Sales and EB in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	986	998	1,007	1,007
Households	367	375	387	387
Retail Sales	6,565	8,903	11,412	11,412
EBI	12,295	13,319	16,690	16,690
			Rate	Rate
			0.2%	0.2%
			0.4%	0.6%
			6.3%	5.1%
			1.6%	4.6%

	White	Black	Asian	Avg Household
DMA Counties	29	370	60%	\$ 35,489
TV Households	60%	80%	Spanish Speaking	\$ 13,350
DMA Cable				2.4
DMA VCR				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 28,800	32,500	38,700	43,900	42,700	45,300	9.5%
REVENUES	Δ 98 - 99	47,100	51,300	53,400	56,600	59,400	6.0%
***	4.0%						

Estimated Breakouts	% Network	% Natl/Regl	% Local
	8.0%	32.0%	60.0%

Revenue/Retail Sales \$4.39/1,000
Revenue/Capita \$29.21
Revenue/Capita \$45.39
Revenue/Capita \$5.21/1,000
Revenue/Capita \$68.99

Shreveport, LA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Revenue (000)	Avg Power '99	Ratio	LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
●	KTBS-TV Shreveport	3	100	1,782	28	ABC	Katz	Wray, Florence			55	0008 p	35,250	15,500	1,27	26%	15	17	15	16	14	13	15	15	14					
●	KTAL-TV Texarkana	6	100	1,581	15	NBC	Blair	Nexstar Bcstg Group			53	9610	g	8,200	0,87	20%	9	10	10	11	9	11	11	11	11					
●	KSLA-TV Shreveport	12	316	1,801	17	CBS	TelRp	Raycom Media Inc			98			16,600	0,88	40%	19	17	19	21	19	23	21	22	22					
●	KPXJ Minden	21	3,020	469		PAX	Katz	Paxson Comm Corp			85	9407	1,500+	100			4	4	4	6	5	5	3	7	7					
●	KMSS-TV Shreveport	33	4,570	1,814	34	FOX	Mllrn	Comm Corp of America			94	9505	3,800	1,800	0,96	4%	3	3	3	3	2	2	3	3	2					
●	KSHV Shreveport	45	2,950	1,663	44	P&W		White Knight Bcstg			97																			
●	KNTS-LP Natchitoches	17	1	411		IND		GIII, Richard																						
●	*KLTs-TV Shreveport	24	1,620	1,070	25	PBS		Louisiana ETV			78																			

TOTAL	50	52	51	57	49	54	53	56
HUT %	36	36	38	38	37	35	40	38

Allocations: Ch 20, Natchitoches, LA; Ch 35, Marshall

● Indicates a change since last edition
/ See introduction section for interpretation of revenue estimates.

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DMA Rank: 75



Syracuse, NY Ratings Overview

DMA Rank: 76

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			3	2	3	2					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	66	65%	3	2	3	2	1	35%	61.0%	7.3%	68.3%	3.5%	71.8%	28.2%	
1994	67	68	3	2	3	2	1	34	58.8	6.8	65.6	3.3	68.9	31.1	
1995	67	71	3	2	3	2	1	33	53.5	6.5	60.0	3.8	63.8	36.2	
1996	69	72	3	2	5	0	1	34	60.0	0.0	60.0	3.8	63.8	36.2	
1997	68	74	3	2	5	0	1	33	57.8	0.0	57.8	3.0	60.8	39.2	
1998	72	75	3	2	5	0	1	33	56.8	0.0	56.8	3.0	59.8	40.2	
1999	74	75	3	3	5	1	1	32	54.5	0.0	54.5	2.3	56.8	43.2	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WSTM-TV	31%	30%	34%	32%	9%	7%	9%	15%	10%	10%	11%	11%	12%	13%	14%	15%
WTVH	7	6	5	6	14	14	12	11	21	23	23	24	11	10	10	15
WIXT	20	24	24	19	22	28	30	22	14	16	15	12	23	25	28	24
WNYS-TV	0	0	0	0	0	0	0	0	0	3	0	0	3	3	2	3
WSPX	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0
WSYT	0	0	0	0	0	0	0	0	0	0	0	3	3	0	2	2
* WCNY-TV	4	4	3	5	0	0	0	3	0	0	0	0	3	2	3	4
HUT %	62	64	66	62	45	49	51	51	45	52	49	50	57	53	60	63
	23	25	25	24	19	18	20	19	21	21	23	21	26	31	34	33

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WSTM-TV	12%	12%	13%	12%	11%	16%	16%	18%	19%	22%	25%	24%	16%	17%	23%	21%
WTVH	17	17	16	21	11	12	14	15	15	16	17	19	13	16	17	13
WIXT	14	15	17	15	14	20	20	18	18	20	18	21	6	7	6	11
WNYS-TV	5	6	7	6	2	2	4	3	0	0	0	2	0	0	0	0
WSPX	2	2	2	2	4	2	2	2	2	0	0	0	0	0	0	0
WSYT	5	8	8	6	4	6	6	6	0	0	2	2	0	0	0	0
* WCNY-TV	2	1	2	1	3	2	3	3	0	0	0	0	0	0	0	0
HUT %	57	61	65	63	49	60	65	65	54	58	62	68	35	40	46	45
	39	47	54	49	47	56	58	55	31	31	34	32	15	14	15	14

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1998		Growth Rate	
	1993	1998	1998	2003	Rate	Rate
DMA Population	1,051	1,022	1,022	1,009	-0.6%	-0.3%
Households	386	377	377	377	-0.5%	0.0%
Retail Sales	7,422	8,795	8,795	9,635	3.5%	1.8%
EBI	15,538	14,576	14,576	16,068	-1.3%	2.0%
Pop Rank # 76	DMA Counties	9	White	91.7%	Avg Household	\$ 38,717
HH Rank # 73	TV Households	370	Black	5.7%	Per Capita	\$ 14,265
RS Rank # 82	DMA Cable	75%	Asian	2.1%	Spanish Speaking	2.0
EBI Rank # 75	DMA VCR	88%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 38,200	43,500	46,300	47,500	48,700	54,800	7.5%
★ ★ ★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	6.6%	58,400	63,700	65,600	71,500	73,300	5.8%
Estimated Breakouts	% Network	5.0%	% Natl/Regl	44.0%	% Local	51.0%	
Revenue/Retail Sales	1993	1998	2003				
Revenue/Capita	\$5.15/1,000	\$6.23/1,000	\$7.61/1,000				
	\$36.35	\$53.62	\$72.65				

Syracuse, NY Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	Ch	M	L	DTV	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est Revenue (000)	Est Power	Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																				Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WSTM-TV	Syracuse	3	100	1,001	54	NBC	Katz	Playcom Media Inc	50	9703	g	14,200	0.97	25%	11	13	13	14	12	15	15	15	14								
WTVH	Syracuse	5	83	951	47	CBS	HRP	Granite Bestg Corp	48	9308	g	14,400	0.91	27%	13	14	15	17	14	15	15	15	15								
WIXT	Syracuse	9	79	1,519	17	ABC	Blair	Ackerley Group	62	8204	13,800	17,900	0.96	32%	15	18	19	16	17	17	17	18	18								
WNYS-TV	Syracuse	43	794	cp	44	1	P&W	TelRp	89	9606	4,245	3,200	0.91	6%	3	3	4	3	3	3	3	4	4								
WSPX	Syracuse	56	5,000	1,243		PAX		Paxson Comm Corp	99	9906	5,075cp	800			2	2															
WSTY	Syracuse	68	1,000	1,460	19	1	FOX	TelRp	86	9807	g	7,900	1.50	9%	3	4	4	4	4	5	4	5	6	6							
*WCNY-TV	Syracuse	24	2,290	1,385	25	PBS		Public Bcstg Council	65						2	2	2	2	2	3	2	2	2	3							
TOTAL													49	54	59	57	53	57	60	60											
HUT %													29	32	35	34	28	30	36	35											

Allocations: Ch 62, Syracuse; Ch 52, Ithaca



Rochester, NY Ratings Overview

DMA Rank: 77

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing		Local Viewing
1993	72	67%	3	3	1	1	3	1	1	33%	62.3%	9.3%	71.6%	3.8%	75.4%	24.6%
1994	71	69	3	3	1	1	3	1	1	33	61.5	9.8	71.3	3.3	74.6	25.4
1995	71	69	3	3	1	1	3	1	1	34	57.5	9.5	67.0	4.0	71.0	29.0
1996	73	70	3	3	1	1	4	0	1	34	65.8	0.0	65.8	3.5	69.3	30.7
1997	74	73	3	3	1	1	4	0	1	33	64.0	0.0	64.0	4.0	68.0	32.0
1998	75	73	3	3	2	1	5	0	1	32	61.3	0.0	61.3	3.5	64.8	35.2
1999	77	72	3	3	2	1	6	0	1	32	57.5	0.0	57.5	3.8	61.3	38.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WROC-TV	6%	3%	7%	6%	16%	17%	19%	14%	22%	21%	24%	24%	19%	12%	15%	18%
WHEC-TV	30	27	32	32	20	17	18	23	11	9	11	8	14	17	18	16
WOKR	24	25	23	21	10	9	11	11	24	24	26	19	16	18	19	16
WUHF	0	3	3	0	12	11	6	8	6	6	4	8	11	10	9	9
* WXXI-TV	7	8	8	7	3	9	8	5	0	0	0	0	4	5	4	4
WB26	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2
HUT %	67	66	73	66	61	63	62	61	63	60	65	59	64	64	65	65
	21	23	23	22	18	16	17	18	21	19	22	21	25	31	33	30

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WROC-TV	20%	17%	18%	21%	14%	16%	17%	18%	8%	10%	11%	10%	12%	12%	15%	9%
WHEC-TV	16	18	17	17	11	18	17	16	18	25	26	26	16	19	21	21
WOKR	19	21	22	18	15	21	20	18	28	28	30	29	10	10	9	15
WUHF	12	13	12	12	7	8	9	8	4	3	3	6	6	6	4	9
WBGT-LP	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0
* WXXI-TV	2	2	2	2	4	3	4	4	4	2	0	2	0	0	0	0
WB26	0	0	1	0	0	2	2	1	0	0	0	0	0	0	0	0
HUT %	69	71	72	70	52	68	70	65	62	68	70	73	44	47	49	54
	40	46	50	48	46	54	55	53	30	33	33	32	14	14	13	14



Rochester, NY Market Overview

DMA Rank: 77
BIA Revenue Rank: 64

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1999		2000		2001		2002		2003	
	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate
DMA Population	977	0.0%	975	0.0%	986	0.2%	986	0.2%	986	0.2%	986	0.2%
Households	368	0.1%	369	0.1%	378	0.5%	378	0.5%	378	0.5%	378	0.5%
Retail Sales	7,770	5.0%	9,923	5.0%	11,793	3.5%	11,793	3.5%	11,793	3.5%	11,793	3.5%
EBI	16,361	-0.2%	16,236	-0.2%	18,412	2.5%	18,412	2.5%	18,412	2.5%	18,412	2.5%

	1998		1999		2000		2001		2002		2003	
	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate
DMA Counties	4	86.6%	4	86.6%	4	86.6%	4	86.6%	4	86.6%	4	86.6%
TV Households	367	10.8%	367	10.8%	378	10.8%	378	10.8%	378	10.8%	378	10.8%
DMA Cable	73%	2.2%	73%	2.2%	73%	2.2%	73%	2.2%	73%	2.2%	73%	2.2%
DMA VCR	86%		86%		86%		86%		86%		86%	

Rochester, NY Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Revenue (000)	1/ Ratio	Avg Power '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WRQC-TV	Rochester	8	316	499	45	CBS	45		Pelty	Nexstar Bcsig Group	49	0001	46,000na	12,000	0.59	31%	15	16	18	20	16	18	19	20					
WHCC-TV	Rochester	10	316	499	58	NBC	58		TelRp	Hubbard Bcsig Inc	53	9610	20,700 sw	20,700	1.25	25%	13	16	15	15	13	16	15	15					
WOKR	Rochester	13	316	499	59	ABC	59		Katz	Ackerley Group	62	9904	125,000	19,500	1.05	28%	16	19	19	16	16	15	17	17					
WUHF	Rochester	31	5,000	499	28	FOX	28		Blair	BS&L Broadcasting	80	0001	g	13,900	1.40	15%	8	9	8	9	8	7	9	10					
WBGT-LP	Rochester	40	10	519		UPN				Grant, David & Molly	98																		
*WXXI-TV	Rochester	21	1,230	499	16	PBS	16			WXXI Public Bcsig	66																		
WB26	Rochester	26	1			WB				Local Cable Station	99																		

Note: WB26 is a local cable channel carrying WB programming.

TOTAL	55	63	64	64	64	64	61	64	65
HUT %	28	31	33	33	29	30	30	34	34

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Δ '93 - '98	Δ '99 - '03
	\$ 52,900	58,100	59,300	65,800	66,000	69,400	66,100	70,700	72,100	76,500	78,000	Δ 93 - 98	Δ 99 - 03
							-4.8%						4.2%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	4.0%	41.0%	55.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$6.81/1,000	\$6.99/1,000	\$6.61/1,000
	\$54.15	\$71.18	\$79.11

Spokane, WA Ratings Overview

DMA Rank: 78

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	79	56%	3	2	3	2	4	35%	61.3%	7.0%	68.3%	3.0%	71.3%	28.7%	
1994	78	59	3	2	3	2	4	34	59.3	6.8	66.1	2.8	68.9	31.1	
1995	75	60	3	2	3	2	4	34	56.3	6.5	62.8	3.3	66.1	33.9	
1996	74	63	3	2	4	1	4	35	59.5	0.0	59.5	3.0	62.5	37.5	
1997	73	62	3	2	5	0	4	32	54.5	0.0	54.5	3.3	57.8	42.2	
1998	73	62	3	2	5	0	4	33	52.8	0.0	52.8	3.0	55.8	44.2	
1999	72	62	3	3	5	1	4	32	52.0	0.0	52.0	3.0	55.0	45.0	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KREM-TV	7%	6%	6%	5%	19%	19%	11%	13%	13%	18%	16%	16%	21%	22%	24%	22%
KXLY-TV	20	18	17	18	10	11	11	13	15	14	12	14	16	14	14	14
KHQ	22	28	22	24	10	11	12	10	9	8	9	9	18	17	18	21
KSKN	0	0	0	0	0	3	3	3	0	0	0	0	0	2	2	0
KAYU-TV	0	2	3	0	4	4	4	6	3	0	3	4	3	2	2	4
* KSPS	7	5	7	7	6	4	3	4	3	0	3	0	2	0	1	0
	56	59	55	54	49	52	48	51	43	40	43	43	60	57	61	61
HUT %	21	23	25	22	20	20	22	20	19	19	23	19	32	34	40	37

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM			
	Jul 00	May 00	Feb 00	Nov 99
KREM-TV	13%	13%	15%	14%
KXLY-TV	11	10	11	16
KHQ	20	19	24	23
KSKN	3	3	3	3
KAYU-TV	5	5	4	2
KGFX	0	0	0	0
* KSPS	3	3	3	3
	55	53	60	61
HUT %	42	47	52	51

PRIME TIME

Calls	11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KREM-TV	13%	16%	15%	16%	15%	13%	17%	10%
KXLY-TV	13	20	19	19	9	10	9	10
KHQ	11	16	17	16	21	22	22	26
KSKN	3	2	2	2	0	0	0	0
KAYU-TV	5	6	7	7	0	0	0	0
KGFX	1	0	1	0	0	0	0	0
* KSPS	4	2	3	3	0	0	0	0
	50	62	64	63	45	45	48	46
HUT %	41	49	49	49	9	9	9	9



Spokane, WA Market Overview

DMA Rank: 78
BIA Revenue Rank: 75

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		2003		Growth Rate	
	Pop	HH	Pop	HH	Pop	HH	Rate	Rate
DMA Population	886	342	975	376	1,017	396	1.9%	0.8%
Households	7,010	9,547	9,547	12,272	18,895	18,895	6.4%	1.0%
Retail Sales	12,175	14,549	14,549	18,895	18,895	18,895	3.6%	5.2%
EBI								5.4%

	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking
DMA Counties	24	366	60%	\$ 38,724	\$ 14,920	5.3
TV Households	366	60%	88%			
DMA Cable						
DMA VCR						

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Δ '99 - '03
GROSS REVENUES	\$ 38,200	44,900	44,900	47,800	50,200	54,200	60,000	63,100	64,900	64,900	64,900	Δ 93 - 98
***	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	7.2%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	3.9%	61.9%	34.2%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$5.45/1,000	\$5.68/1,000	\$5.29/1,000
	\$43.12	\$55.59	\$63.82

Spokane, WA Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M	L	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est '99 Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KREM-TV	Spokane	2	85	2,202	20	CBS	Blair	Belo Corp	54	9702	9	16,000	0.94	31%	13	15	16	16	15	16	16	16	18							
KXLY-TV	Spokane	4	48	3,061	*13	ABC	HRP	Morgan Murphy Shrs	53	6301	53	15,900	1.16	25%	13	14	14	15	15	12	12	14	14							
KHQ	Spokane	6	87	2,149	15	NBC	Katz	Cowles Publications	52	9207	na	15,300	0.93	30%	13	15	16	15	14	14	17	17	15							
KSKN	Spokane	22	1,860	cp	36	1	P&W	TelRp	83	9102	na	1,000	0.61	3%	3	2	2	2	2	3	2	2	2							
KBGC	Pullman	24	1,450	cp	892			Pullman Bcstg Inc	NOA																					
KAYU-TV	Spokane	28	2,400	cp	824	30	FOX	Petry	82	9512	g	6,600	1.20	10%	4	4	5	6	4	4	5	5	6							
KGPX	Spokane	34	2,820	cp	1,476		PAX	Paxson Comm Corp	99																					
*KSPS	Spokane	7	316	1,831	39	EDU		Spokane School	67																					
*KWSU-TV	Pullman	10	123	1,348	17	PBS		Wash State Univ	62																					
*KUID-TV	Moscow	12	316	1,135	35	PBS		ID State Bd of Ed	65																					
*KCDT	Coeur D'Alene	26	12	1,526	45	PBS		ID State Bd of Ed	93																					

TOTAL	50	52	56	57	51	55	57	56
HUT %	28	30	33	33	29	31	34	34

1/ See introduction section for interpretation of revenue estimates.



Springfield, MO Ratings Overview

DMA Rank: 79

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	80	43%	2	2	2	3	1	1	36%	62.0%	8.5%	70.5%	2.8%	73.3%	26.7%
1994	80	46	2	2	2	3	1	1	35	59.8	8.5	68.3	2.3	70.6	29.4
1995	80	47	2	2	2	3	1	1	36	56.0	8.0	64.0	2.3	66.3	33.7
1996	77	49	3	2	2	5	0	1	36	60.3	0.0	60.3	2.0	62.3	37.7
1997	76	50	3	2	2	5	0	1	34	59.8	0.0	59.8	2.0	61.8	38.2
1998	77	51	3	2	2	5	0	1	36	55.0	0.0	55.0	2.0	57.0	43.0
1999	79	49	3	3	3	5	1	1	33	54.5	0.0	54.5	2.3	56.8	43.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KYTV	40%	41%	37%	11%	10%	12%	21%	26%	22%	16%	20%	20%
KOLR	10	7	12	23	26	29	13	17	21	11	16	18
KDEB-TV	0	4	0	6	12	6	6	10	6	3	4	3
KSPR	6	8	6	8	5	7	6	5	6	9	16	9
* KOZK	3	3	5	3	2	2	0	0	0	0	4	0
HUT %	59	63	60	51	55	56	46	58	55	39	60	51
	22	27	24	23	23	21	23	25	22	24	29	26
			27			21			20			25

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KYTV	33%	35%	34%	11%	16%	15%	28%	33%	35%	16%	18%	18%
KOLR	16	17	19	15	20	22	16	21	24	8	16	15
KDEB-TV	7	7	9	7	8	7	11	8	8	13	14	11
KSPR	4	6	4	9	13	13	7	10	7	3	6	5
* KOZK	0	0	0	3	2	2	0	0	0	0	0	0
HUT %	60	65	66	45	59	59	62	72	74	40	54	46
	43	47	49	47	55	57	46	48	51	22	22	21
			48			56			48			



Springfield, MO Market Overview

DMA Rank: 79
BIA Revenue Rank: 96

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth			Growth Rate		
	1993	1998	1998	1998	2003	2003
DMA Population	855	939	1.9%	939	987	1.0%
Households	332	368	2.1%	368	391	1.2%
Retail Sales	6,516	10,786	10.6%	10,786	14,570	6.2%
EBI	10,562	12,316	3.1%	12,316	15,380	4.5%
Pop Rank # 79	DMA Counties	32	White	97.3%	Avg Household	\$ 33,476
HH Rank # 79	TV Households	364	Black	1.3%	Per Capita	\$ 13,110
RS Rank # 71	DMA Cable	49%	Asian	0.8%	Spanish Speaking	1.3
EBI Rank # 90	DMA VCR	85%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 24,800	28,200	30,400	32,200	34,200	36,400	8.0%
★ ★ ★	Δ 98 - 99	38,200	40,500	42,500	45,100	46,900	Δ 99 - 03
	4.9%						5.2%
	Estimated Breakouts	% Network	5.7%	% Natl/Regl	50.0%	% Local	44.3%
	Revenue/Retail Sales	1993	1998	2003			
	Revenue/Capita	\$29.01	\$3.81/1,000	\$3.37/1,000	\$3.22/1,000	\$47.52	

Springfield, MO Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KYTV	Springfield	96	3	2,041	44	NBC	Blair	Schurz Comm Inc	53	8702	50,800	13,400	0.95	37%	16	20	19	20	19	22	20	20				
KOLR	Springfield	316	10	2,070	52	CBS	Katz	VHR Broadcasting	53	9809	62,000	11,700	0.85	36%	14	18	20	18	19	19	21	20				
KDEB-TV	Springfield	5,000	27	1,690	28	FOX	Milmm	Quorum Bestig Co	68	9805	g	7,100	1.33	14%	7	8	7	8	8	7	8	9				
KWBM	Harrison	5,000	31	1,093				R.S. Communications	NOA	9802 p	na															
KSPR	Springfield	5,000	33	1,955	19	ABC	Katz	GOCOM Holdings LLC	83	0001	g	6,000	1.21	13%	7	9	8	8	6	7	8	8				
KWBS-TV	Eureka Springs	63	34	591		IND		Equity Bcstg Corp	NOA																	
K05JQ	Branson	1	5	209		IND		GEP Inc	93																	
K17DL	Branson	5	17	536		UPN		GEP Inc	99																	
*KOZK	Springfield	1,410	21	1,791	23	PBS		Ozark Public Tele	75						2	2	2	2	3	2	2	2				

TOTAL	46	57	56	56	55	57	59	59
HUT %	31	33	34	33	31	32	35	35

Allocations: Ch 43, Mountain Home, AR

1/ See introduction section for interpretation of revenue estimates.

Portland-Auburn, ME Ratings Overview

DMA Rank: 80

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES			All Other Viewing	
			# Stations	%	# Stations	%				Network Viewing	Ind Viewing	Commercial Viewing		PTV Viewing
1993	74	66%	3	3	3	1	2	33%	57.8%	4.5%	62.3%	3.5%	65.8%	34.2%
1994	79	69	3	3	3	1	3	34	57.8	5.3	63.1	2.8	65.9	34.1
1995	79	72	3	3	3	1	3	32	51.8	4.8	56.6	3.0	59.6	40.4
1996	79	74	3	3	4	0	3	33	58.0	0.0	58.0	2.8	60.8	39.2
1997	80	75	3	2	5	0	3	32	53.8	0.0	53.8	3.0	56.8	43.2
1998	80	76	3	2	5	0	3	32	54.8	0.0	54.8	3.0	57.8	42.2
1999	80	76	3	3	5	1	2	31	52.8	0.0	52.8	2.8	55.6	44.4

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WCSH	46%	48%	47%	46%	21%	23%	21%	22%	12%	11%	11%	9%	17%	14%	12%	14%
WMTW-TV	9	6	7	8	17	15	17	18	9	11	10	8	11	12	14	11
WGME-TV	7	7	7	7	14	13	16	12	25	20	26	23	23	20	23	21
WPME	0	3	0	0	0	0	0	0	0	6	3	3	3	4	4	4
WPXT	0	0	0	0	0	4	0	0	3	4	3	5	4	5	5	5
* WCBB	4	5	5	5	0	4	0	0	0	0	0	0	0	0	2	2
	66	69	66	66	52	59	54	52	49	52	53	48	58	55	60	57
HUT %	23	24	27	24	18	16	19	18	17	17	21	19	24	30	35	32

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WCSH	25%	20%	24%	23%	12%	15%	17%	19%	29%	31%	33%	30%	22%	20%	29%	23%
WMTW-TV	13	14	14	14	11	16	16	16	4	7	10	10	0	0	7	9
WGME-TV	17	16	18	16	13	13	15	15	20	19	18	18	12	13	15	10
WMPX-TV	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
WPME	3	4	3	3	2	3	2	2	3	0	0	0	0	0	0	0
WPXT	4	5	4	5	6	8	7	6	0	0	0	2	0	0	0	0
* WCBB	2	3	2	3	4	4	4	5	0	0	0	0	0	0	0	0
	64	62	65	64	49	59	61	63	56	57	61	60	34	33	51	42
HUT %	44	52	55	54	43	50	50	51	19	19	20	23	8	8	8	9



Portland-Auburn, ME Market Overview

DMA Rank: 80
BIA Revenue Rank: 82

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998 Growth Rate	1998	2003	2003 Growth Rate
DMA Population	891	914	0.5%	914	931	0.4%
Households	344	358	0.8%	358	372	0.8%
Retail Sales	9,434	9,722	0.6%	9,722	10,888	2.3%
EBI	13,815	14,546	1.0%	14,546	16,821	2.9%
Pop Rank #	80					
HH Rank #	80					
RS Rank #	77					
EBI Rank #	77					
DMA Counties	11			98.5%	Avg Household	\$ 40,644
TV Households	355			0.5%	Per Capita	\$ 15,922
DMA Cable	78%			0.8%	Spanish Speaking	0.8
DMA VCR	90%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$ 34,000	39,800	41,900	46,900	43,600	43,500	5.0%
Δ 98 - 99	8.4%	47,100	49,900	50,400	52,400	53,000	3.0%
★ ★ ★							
Estimated Breakouts	% Network	4.0%	% Natl/Regl	44.0%	% Local	52.0%	
Revenue/Retail Sales	1993	1998	2003				
Revenue/Capita	\$3.60/1,000	\$4.47/1,000	\$4.87/1,000				
	\$38.16	\$47.59	\$56.93				

Portland-Auburn, ME Competitive Overview

Calls	City Of License	Visual Power (kW)	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98				
WCSH	Portland	6	100	2,001	44	NBC	Katz	Gannett Co Inc	53	9601	g	17,000	1.13	32%	16	16	17	17	16	18	18	17					
WMTW-TV	Poland Spring	8	105	3,849	46	ABC	Petry	Harron Comm Corp	54	6711	g	10,100	0.97	22%	11	13	13	12	10	12	13	12					
WGME-TV	Portland	13	316	1,611	38	CBS	TelRp	Sinclair Bcst Group	54	9904	g	13,300	0.86	33%	15	15	17	16	15	18	18	19					
WMPX-TV	Waterville	23	5,000	cp		PAX		Paxon Comm Corp	99	9810	st																
● WPME	Lewiston	35	1,100	912	28	1	UPN	Petry	97	0008 p	2,000	1,400	0.59	5%	3	4	3	2	3	3	2	2					
WPXT	Portland	51	3,020	919	4	1	FOX	Petry	86	9606	17,250	5,300	1.25	9%	4	5	5	5	4	4	4	5					
*WCBB	Augusta	10	316	997	*17	PBS		Maine Public Bcstg	61	9206	nc				3	3	3	3	3	2	3	3					
*WMEA-TV	Biddeford	26	692	801	45	PBS		Maine Public Bcstg	75	9206	nc																

TOTAL	52	56	58	55	51	57	59	59
HUT %	26	29	32	31	28	30	33	32

Allocations: Ch 40*, Berlin

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Ft. Myers-Naples, FL Ratings Overview

DMA Rank: 81

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	9%	Stations	4%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	86	65%	1	9%	4	3	2	1	36%	57.0%	9.5%	66.5%	3.0%	69.5%	30.5%
1994	85	74	1	4	3	3	2	1	37	57.5	8.0	65.5	2.8	68.3	31.7
1995	89	76	1	5	3	3	3	1	38	53.5	8.8	62.3	2.8	65.1	34.9
1996	84	78	1	5	5	5	1	1	37	62.0	0.0	62.0	3.0	65.0	35.0
1997	83	77	1	5	5	5	1	1	37	58.3	0.0	58.3	3.0	61.3	38.7
1998	83	79	2	5	6	6	1	1	36	57.3	0.0	57.3	2.5	59.8	40.2
1999	83	81	2	5	6	6	1	1	35	55.8	0.0	55.8	2.3	58.1	41.9

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WINK-TV	9%	9%	9%	10%	22%	27%	25%	24%	20%	26%	23%	23%	23%	21%	23%	28%
WBBH-TV	43	38	42	43	11	9	8	16	14	9	11	11	12	10	11	10
WZVN-TV	13	13	13	12	16	14	16	14	11	9	10	12	17	19	17	18
WFTX	0	0	0	0	4	3	0	0	2	5	5	7	3	3	3	4
WTVK-TV	0	3	2	0	0	0	0	0	0	0	0	0	3	4	0	0
* WGCU-TV	6	3	6	4	0	0	0	0	0	0	0	0	0	0	0	0
HUT %	71	66	72	69	53	53	49	54	47	49	49	53	58	57	54	60
	26	28	28	26	22	20	21	20	25	21	23	23	33	35	32	33

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WINK-TV	17%	17%	18%	20%	14%	18%	20%	20%	22%	22%	25%	25%	15%	14%	17%	14%
WBBH-TV	27	31	33	30	13	17	16	16	27	33	32	29	20	24	23	22
WZVN-TV	7	6	8	7	11	16	16	13	5	6	7	10	0	5	4	9
WFTX	13	8	8	8	6	9	7	8	4	3	2	2	0	4	0	4
WTVK-TV	3	3	2	3	2	3	2	3	0	0	0	0	0	0	0	0
* WGCU-TV	2	1	2	2	4	2	3	3	0	0	0	2	0	0	0	0
HUT %	69	66	71	70	50	65	64	63	58	64	66	68	35	47	44	49
	53	51	52	55	53	57	55	58	29	33	31	33	13	13	13	14



Ft. Myers-Naples, FL Market Overview

DMA Rank: 81
BIA Revenue Rank: 65

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		2003		Growth Rate
	Pop	Rate	Pop	Rate	Pop	Rate	
DMA Population	732	2.7%	836	2.7%	915	1.8%	
Households	299	2.7%	342	2.7%	375	1.9%	
Retail Sales	6,712	9.4%	10,496	9.4%	14,058	6.0%	
EBI	12,863	4.4%	15,915	4.4%	20,973	5.7%	
Pop Rank #	81						\$ 46,548
HH Rank #	83						\$ 19,034
RS Rank #	75						10.5
EBI Rank #	72						

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 40,200	45,600	47,600	51,800	52,700	60,100	8.4%
Δ 98 - 99	5.7%	63,500	69,200	72,700	76,300	80,100	6.0%

Estimated Breakouts			4.0%	% Network	51.0%	% Local	45.0%
Revenue/Retail Sales	\$5.99/1,000	\$5.73/1,000	\$5.73/1,000	\$71.89	\$5.70/1,000	\$87.54	
Revenue/Capita	\$54.92	\$71.89					

Ft. Myers-Naples, FL Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power '99 Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WINK-TV	Fort Myers	11	316	1,476	53		53	CBS	Blair	Ft Myers Bcstg Co	54	7909	7,887	18,700	0.77	38%	16	19	21	22	19	21	22	22				
WBBH-TV	Fort Myers	20	5,000	1,483	15	1	15	NBC	Katz	Waterman Bcstg Corp	68	7909	7,887	19,100	1.04	29%	16	17	16	16	14	16	16	18	16			
WZVN-TV	Naples	26	5,000	1,204	41	1	41	ABC	Katz	Montclair Comm Inc	74	9611	21,300	9,000	0.83	17%	11	12	13	12	9	9	10	11	11			
WFTX	Cape Coral	36	5,000	1,476	35		35	FOX	Petry	Emmis Communications	85	9810	12,700	12,700	1.54	13%	6	6	5	7	6	7	6	7	8			
WTVK-TV	Naples	46	5,000	1,037	45		45	WB	REL	Acme Television LLC	90	9806	15,500	3,500	1.38	4%	2	2	2	2	2	2	2	2	2			
WRXY-TV	Tice	49	3,467	476	33		33	REL		Christian TV Network	95	9203	425cp	500														
WEVU-LP	Fort Myers	4	1	266	2		2	UPN		Glenwood Comm Corp	98																	
*WGCU-TV	Fort Myers	30	1,320	965	31		31	PBS		Florida Gulf Coast U	83																	

TOTAL	54	58	57	61	52	58	61	62
HUT %	34	33	33	36	34	34	36	36

1/ See introduction section for interpretation of revenue estimates.



Huntsville-Decatur-Florence, AL Market Overview

DMA Rank: 82
BIA Revenue Rank: 84

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth Rate		Growth Rate	
	1993	1998	1998	2003
DMA Population	833	876	876	902
Households	321	343	343	362
Retail Sales	6,299	8,556	8,556	10,580
EBI	12,122	13,850	13,850	17,769
			1.0%	0.6%
			1.3%	1.1%
			6.3%	4.3%
			2.7%	5.1%
Pop Rank # 82	DMA Counties	11	White	85.4%
HH Rank # 82	TV Households	342	Black	13.1%
RS Rank # 85	DMA Cable	69%	Asian	0.9%
EBI Rank # 81	DMA VCR	87%	Avg Household	\$ 40,331
			Per Capita	\$ 15,812
			Spanish Speaking	1.2

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	1998	93 - 98
GROSS	\$ 27,600	34,400	36,900	39,100	43,100	45,100	45,100	10.3%
REVENUES	Δ 3.7%	46,700	51,400	53,900	57,200	60,000	60,000	6.5%

	Estimated	% Network	% Natl/Regl	% Local				
Breakouts	7.0%	33.0%	60.0%					
Revenue/Retail Sales	\$4.38/1,000	1993	1998	2003				
Revenue/Capita	\$33.13	\$5.27/1,000	\$5.67/1,000	\$66.52				

Huntsville-Decatur-Florence, AL Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power '99 Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WHDF-TV	Florence	15	5,000	cp	1,595	14	UPN	Rosin	Galleria Best Group	57	9611	2,400	400	13,900	0.88	34%	2	2	18	15	17	15	17	18	17				
WHNT-TV	Huntsville	19	1,290	1,749	59	59	CBS	Katz	New York Times Co	63	8002	12,000	2	10,600	0.99	23%	2	12	13	12	12	12	11	12	11	11			
WYLE	Florence	26	550	755	20	20	IND		White, Les	86	8807	52,000	g	15,500	1.14	29%	g	11	13	14	14	14	11	15	15	18			
WAAV	Huntsville	31	1,120	cp	1,772	32	ABC	Patry	GOCOM Holdings LLC	59	9910	6,100		6,300	0.96	14%		8	7	7	7	7	6	6	8	7			
WAFF	Huntsville	48	1,170	1,900	49	49	NBC	HRP	Raycom Media Inc	54	9704																		
WZDX	Huntsville	54	1,260	cp	1,978	41	FOX	Milmm	Grant, Milton	85	9001																		
*WHIQ	Huntsville	25	1,225	cp	1,155	24	PBS		AL ETV Comm	65																			
*WFIQ	Florence	36	851	725	22	22	PBS		AL ETV Comm	67																			
TOTAL																													
HUT %																													

Allocations: Ch 56, Arab; Ch 52, Tusculmbia

1/ See introduction section for interpretation of revenue estimates.

DMA Rank: 82



Champaign-Springfield-Decatur, IL Ratings Overview

DMA Rank: 83

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES			All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Commercial Viewing	PTV Viewing	
1993	77	72%	1	4	3	2	3	35%	58.3%	5.5%	63.8%	3.0%	66.8%	33.2%
1994	77	71	1	4	3	2	3	34	58.8	7.3	66.1	2.8	68.9	31.1
1995	78	72	1	4	3	2	3	35	55.8	7.3	63.1	2.8	65.9	34.1
1996	81	75	1	4	4	1	3	35	61.3	0.0	61.3	2.3	63.6	36.4
1997	82	76	1	4	4	1	3	33	57.8	0.0	57.8	3.0	60.8	39.2
1998	81	76	1	4	4	1	3	33	55.0	0.0	55.0	2.5	57.5	42.5
1999	82	76	1	4	5	0	3	32	54.5	0.0	54.5	2.3	56.8	43.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WCIA	15%	18%	16%	21%	25%	28%	21%	25%	24%	24%	22%	24%	17%	21%	22%	22%
WAND	14	15	17	15	7	8	10	9	13	16	18	15	20	21	20	22
WICS	30	26	25	21	14	14	16	15	10	12	12	10	10	9	10	8
WBUI	0	0	2	0	0	0	0	0	0	0	0	0	0	0	3	0
WRSP-TV	0	0	0	0	0	0	3	3	6	6	7	10	0	3	0	2
* WILL-TV	4	3	6	4	3	0	3	0	0	0	0	0	0	2	0	0
HUT %	63	62	66	61	49	50	53	52	53	58	59	59	47	56	55	54
	22	23	25	22	20	17	19	18	22	20	22	19	22	24	26	23

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM			
	Jul 00	May 00	Feb 00	Nov 99
WCIA	23%	22%	21%	26%
WAND	19	19	19	22
WICS	18	18	16	15
WBUI	3	2	2	2
WRSP-TV	5	7	9	8
* WILL-TV	0	0	1	0
HUT %	68	68	68	73
	38	39	49	44

PRIME TIME

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WCIA	14%	17%	16%	19%
WAND	14	19	19	17
WICS	12	16	16	16
WBUI	2	3	2	2
WRSP-TV	4	6	7	7
* WILL-TV	4	2	3	3
HUT %	50	63	63	64
	44	53	58	55

10:00 - 10:30 PM

Calls	10:00 - 10:30 PM			
	Jul 00	May 00	Feb 00	Nov 99
WCIA	22%	26%	27%	29%
WAND	14	13	13	18
WICS	26	27	28	24
WBUI	1	2	1	1
WRSP-TV	2	3	3	2
* WILL-TV	2	2	2	2
HUT %	67	73	74	76
	45	48	49	47

10:30 - 12:00 MID

Calls	10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99
WCIA	18%	18%	18%	19%
WAND	6	7	7	10
WICS	16	18	17	19
WBUI	0	0	3	0
WRSP-TV	4	3	5	3
* WILL-TV	0	0	0	0
HUT %	44	46	50	51
	23	21	23	20



Champaign-Springfield-Decatur, IL Market Overview

DMA Rank: 83
BIA Revenue Rank: 89

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Households	Retail Sales	Households	Retail Sales	White	Black	Hispanic	Spanish Speaking	Rate	Rate
DMA Population	907	7,358	902	7,851	91.0%	7.1%	1.7%	1.4	0.0%	0.0%
Households	348	7,358	346	7,851	76%	76%	88%	1.4	0.3%	0.3%
Retail Sales	13,992	14,917	14,917	14,917	17,967	17,967	17,967	17,967	3.1%	3.1%
EBI									3.8%	3.8%
Pop Rank #	83									
HH Rank #	81									
RS Rank #	89									
EBI Rank #	74									

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	1998 - 98
\$	31,000	34,300	35,700	40,300	40,600	46,100	8.3%
Δ 98 - 99	-5.0%	43,800	46,000	46,900	48,300	50,700	3.7%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	4.0%	40.0%	56.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
\$	\$4,217,000	\$5,871,000	\$5,561,000
	\$34.18	\$51.11	\$56.08

Champaign-Springfield-Decatur, IL Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	Ch	A	M	L	Rep	Owner	Year Std	Date Acqd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power	Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WCIA	Champaign	3	100	942	48	CBS	Blair	Nexstar Bestg Group	53	0006	110,200g3	14,000	0.86	37%	17	19	19	20	19	21	21	20								
WAND	Decatur	17	5,000	1,289	18	ABC	Blair	LIN Television Corp	53	9802	g	9,500	0.87	25%	13	15	16	15	13	14	14	14								
WICS	Springfield	20	1,510	1,431	42	NBC	Katz	Sinclair Best Group	53	9809	g1	15,900	1.34	27%	13	15	14	13	12	16	15	15								
WBUI	Decatur	23	1,620	1,050	22	WB	Rosin	Acme Television LLC	84	9903	p	40,000g1	900		2	3	2	2												
WFRS-TV	Springfield	55	2,000	1,440	44	FOX	Petry	Bahakel Comm	79	8203	734	3,500	0.73	11%	4	5	6	7	5	5	6	7								
WICD	Champaign	15	555	1,316	41	NBC	Katz	Sinclair Best Group	53	9809	g1																			
WCCU	Urbana	27	5,000	456	26	FOX	Petry	Bahakel Comm	87	8802	3,000e																			
WCFN	Springfield	49	200	620	53	CBS	Blair	Nexstar Bestg Group	85	0006	g3																			
*WILL-TV	Urbana	12	316	991	33	PBS		U of Illinois	55																					
*WSEC	Jacksonville	14	28	312	15	PBS		W Central Ed Telecom	84																					
*WEIU-TV	Charleston	51	47	233	50	PBS		Eastern IL Univ	86																					

TOTAL	51	59	59	59	51	58	59	59
HUT %	29	30	34	34	31	31	34	33

Allocations: Ch 68, Danville

1/ See introduction section for interpretation of revenue estimates.

Chattanooga, TN Ratings Overview

DMA Rank: 84

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			31%	30%	2	3					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	82	61%	3	2	3	2	2	2	37%	61.3%	8.0%	69.3%	0.3%	69.6%	30.4%
1994	82	62	3	3	3	3	2	2	37	58.3	9.0	67.3	0.3	67.6	32.4
1995	82	64	3	3	3	3	2	2	36	53.0	6.8	59.8	0.0	59.8	40.2
1996	82	67	3	3	5	1	2	2	37	58.0	0.0	58.0	0.0	58.0	42.0
1997	87	70	3	3	5	1	2	2	35	54.3	0.0	54.3	0.3	54.6	45.4
1998	86	70	3	3	5	1	2	2	36	53.8	0.0	53.8	0.0	53.8	46.2
1999	87	70	3	3	5	1	2	2	34	50.5	0.0	50.5	0.5	51.0	49.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
	32%	31%	31%	30%	5%	9%	8%	11%	7%	12%	10%	10%	18%	20%	22%	17%
WRCB-TV	23	23	25	21	17	16	15	16	20	24	22	19	21	21	21	19
WTVC	7	5	5	6	18	17	19	18	19	15	20	18	9	8	10	11
WDEF-TV	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2
WFLI-TV	3	0	3	3	5	4	6	5	2	2	0	4	4	4	4	5
WDSI-TV	3	0	3	3	4	0	3	0	0	0	0	0	2	2	2	3
* WCLP-TV	0	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0
* WTCI	3	6	2	0	7	6	4	4	4	3	3	4	5	5	3	3
Other	71	68	71	63	56	52	55	54	52	56	55	55	59	62	64	60
HUT %	23	23	26	25	24	19	19	21	26	23	21	22	33	32	34	33

6:00 - 8:00 PM

Calls	Jul 00	May 00	Feb 00	Nov 99
	19%	20%	19%	18%
WRCB-TV	24	25	25	25
WTVC	8	7	9	9
WDEF-TV	2	2	2	2
WFLI-TV	6	7	8	7
WDSI-TV	0	0	0	0
* WCLP-TV	0	0	0	0
* WTCI	5	6	3	3
Other	64	67	66	64
HUT %	46	47	53	52

PRIME TIME

Calls	11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
	18%	23%	25%	23%	12%	16%	18%	18%
WRCB-TV	20	25	28	23	9	12	13	15
WTVC	10	11	11	13	9	12	11	12
WDEF-TV	2	2	0	0	0	4	0	0
WFLI-TV	4	2	4	3	0	0	0	0
WDSI-TV	0	0	0	0	0	0	0	0
* WCLP-TV	0	0	0	0	0	0	0	0
* WTCI	5	3	0	0	7	0	0	0
Other	59	66	68	62	37	44	42	45
HUT %	32	36	33	32	15	16	14	14



Columbia, SC Ratings Overview

DMA Rank: 86

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	89	53%	1	3	3	1	2	37%	62.0%	9.5%	71.5%	1.5%	73.0%	27.0%	
1994	89	57	1	3	3	1	2	38	58.8	9.8	68.6	1.3	69.9	30.1	
1995	87	54	1	3	3	1	2	35	56.3	9.8	66.1	0.8	66.9	33.1	
1996	89	59	1	3	4	0	2	36	64.8	0.0	64.8	0.5	65.3	34.7	
1997	89	59	1	3	4	0	2	35	58.8	0.0	58.8	1.5	60.3	39.7	
1998	88	60	1	4	4	1	2	35	56.8	0.0	56.8	1.3	58.1	41.9	
1999	86	59	1	4	5	0	2	34	54.5	0.0	54.5	1.0	55.5	44.5	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WIS	47%	45%	45%	47%	11%	14%	14%	23%	23%	23%	28%	22%	16%	15%	19%	19%
WLTX	8	9	8	7	23	24	23	21	21	22	27	21	21	22	24	24
WOLO-TV	6	6	6	5	6	6	4	6	7	8	8	7	9	11	9	8
WACH	8	7	7	9	12	11	15	12	8	6	6	8	5	4	4	7
* WRLK-TV	6	7	5	2	6	3	4	0	2	0	0	0	4	3	2	2
HUT %	75	74	71	70	58	58	60	62	61	59	69	58	55	55	58	60
	26	24	26	26	24	18	20	20	27	21	23	23	32	28	31	30

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WIS	29%	30%	33%	32%
WLTX	17	15	14	16
WOLO-TV	9	11	11	10
WACH	9	8	8	8
WQHB	1	3	1	0
* WRLK-TV	0	0	0	0
HUT %	65	67	67	66
	47	45	52	50

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WIS	13%	18%	19%	18%
WLTX	13	15	17	16
WOLO-TV	9	13	12	12
WACH	8	8	8	8
WQHB	2	2	2	1
* WRLK-TV	2	2	2	2
HUT %	47	58	60	57
	47	51	53	53

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WIS	32%	40%	44%	36%
WLTX	15	14	10	15
WOLO-TV	5	7	5	9
WACH	10	6	9	9
WQHB	0	0	0	0
* WRLK-TV	0	0	0	0
HUT %	62	67	68	69
	35	33	35	33

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WIS	17%	22%	24%	24%
WLTX	11	9	7	10
WOLO-TV	3	7	4	11
WACH	10	7	6	7
WQHB	0	0	0	0
* WRLK-TV	0	0	0	0
HUT %	41	45	41	52
	17	15	15	15



Columbia, SC Market Overview

DMA Rank: 86
BIA Revenue Rank: 81

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998 Growth Rate	1998	2003	2003 Growth Rate
DMA Population	837	880	1.0%	880	931	1.1%
Households	297	318	1.4%	318	345	1.6%
Retail Sales	6,314	7,570	3.7%	7,570	9,683	5.0%
EBI	11,068	12,512	2.5%	12,512	16,320	5.5%
Pop Rank # 86	DMA Counties 10					
HH Rank # 86	TV Households 318					
RS Rank # 90	DMA Cable 61%					
EBI Rank # 87	DMA VCR 82%					
	White 61.1%		Avg Household \$ 39,407			
	Black 37.6%		Per Capita \$ 14,226			
	Asian 1.1%		Spanish Speaking 1.6			

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98	
\$	27,200	32,500	36,000	40,000	40,500	48,300	12.2%	
Δ 98 - 99	-2.3%	47,200	50,500	52,000	55,100	56,800	4.7%	
★ ★	Estimated Breakouts		% Network 2.0%		% Natl/Regl 45.0%		% Local 53.0%	
Revenue/Retail Sales	\$4.31/1,000	1993	1998	2003				
Revenue/Capita	\$32.50	\$6.38/1,000	\$5.87/1,000	\$61.01				

Columbia, SC Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WIS	Columbia	316	10	1,545	41	NBC	HRP	Cosmos Bcstg	53	9805	87,500	19,200	1.07	38%	17	20	22	21	18	21	18	21	22	23				
WLTX	Columbia	5,000	19	1,749	17	CBS	Pety	Gannett Co Inc	53	9805	87,500	13,000	0.86	32%	16	16	18	17	16	19	18	18	18	18				
WOLO-TV	Columbia	3,550	25	1,699	8	ABC	Katz	Bahakel Comm	61	6405	6,100	6,100	0.76	17%	7	10	9	9	8	9	8	9	10	10				
WACH	Columbia	5,000	57	633	48	FOX	Milrnn	Raycom Media Inc	81	9610	g	8,900	1.45	13%	8	7	8	9	7	8	7	6	8	8				
WQHB	Sumter	13	63	1,289	38	UPN		Carolina Christian	97	9807	st																	
*WRJA-TV	Sumter	794	27	1,161	28	PBS		SC ETV Commission	75																			
*WRLK-TV	Columbia	617	35	1,030	*32	PBS		SC ETV Commission	66																			

TOTAL	51	55	57	56	49	57	60	61
HUT %	33	31	33	33	33	34	35	35

Allocations: Ch 47, Columbia

South Bend-Elkhart, IN Ratings Overview

DMA Rank: 87

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	%	Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	83	50%	0	4	3	1	1	1	34%	62.0%	3.0%	65.0%	3.5%	68.5%	31.5%
1994	84	54	0	4	3	1	1	33	33	63.3	2.8	66.1	3.0	69.1	30.9
1995	86	55	0	5	3	2	1	34	34	45.3	15.3	60.6	2.5	63.1	36.9
1996	85	58	0	5	5	0	1	34	34	61.3	0.0	61.3	2.5	63.8	36.2
1997	85	59	0	5	5	0	1	34	34	56.8	0.0	56.8	2.8	59.6	40.4
1998	85	61	0	5	4	1	1	33	33	54.8	0.5	55.3	2.3	57.6	42.4
1999	85	60	0	5	4	1	1	32	32	52.3	0.5	52.8	2.5	55.3	44.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WNDU-TV	41%	43%	39%	19%	16%	19%	13%	14%	11%	16%	15%	19%
WSBT-TV	10	11	8	23	30	23	22	26	27	21	29	30
WSJV	8	4	11	9	6	15	3	3	3	5	3	4
WBND-LP	0	3	4	0	0	0	7	7	9	5	0	5
* WNIT	4	9	6	2	3	4	0	0	0	0	0	0
HUT %	63	70	68	53	55	61	45	50	50	47	47	58
	24	22	24	22	18	20	22	17	21	25	24	29

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WNDU-TV	22%	25%	24%	14%	18%	19%	26%	30%	37%	21%	26%	26%
WSBT-TV	27	27	28	15	20	19	24	29	29	14	19	14
WSJV	6	5	7	9	11	12	8	6	7	10	4	5
WHME-TV	0	1	0	0	0	1	0	0	0	0	0	0
WBND-LP	3	2	6	6	8	9	1	1	3	0	0	6
* WNIT	0	2	1	4	3	3	2	0	0	0	0	0
HUT %	58	62	66	48	60	63	61	66	76	45	49	51
	39	40	53	47	52	56	40	38	30	23	17	12



South Bend-Elkhart, IN Market Overview

DMA Rank: 87
BIA Revenue Rank: 95

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth Rates			1998	1998	Growth Rate
	1993	1998	2003			
DMA Population	827	851	870	851	870	0.4%
Households	305	318	331	318	331	0.8%
Retail Sales	6,434	8,157	10,233	8,157	10,233	4.6%
EBI	12,137	13,535	16,896	13,535	16,896	4.5%
Pop Rank # 87	DMA Counties	10	White	90.5%	Avg Household	\$ 42,588
HH Rank # 86	TV Households	315	Black	8.1%	Per Capita	\$ 15,910
RS Rank # 86	DMA Cable	60%	Asian	1.0%	Spanish Speaking	2.6
EBI Rank # 82	DMA VCR	87%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
\$	22,000	25,600	34,100	34,800	36,500	39,100	12.2%
Δ 98 - 99	0.8%	39,400	2000	2001	2002	2003	Δ 99 - 03
*			42,600	43,800	46,500	47,900	5.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	8.0%	25.0%	67.0%

Revenue/Retail Sales	1993	1998	2003
\$	\$3.42/1,000	\$4.79/1,000	\$4.68/1,000
Revenue/Capita	\$26.60	\$45.95	\$55.06

South Bend-Elkhart, IN Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est '99 Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WNDU-TV	South Bend	5,000	cp	1,070	*42	NBC	42	Young	Michiana Telecasting	55	55	13,600	1.05	33%	16	19	18	18	18	18	18	18	18	18				
WSBT-TV	South Bend	4,790		1,066	30	CBS	30	HRP	Schurz Comm Inc	52	52	15,400	0.91	43%	18	22	23	21	20	23	24	24	24	24				
WSJV	Elkhart	5,000		1,099	58	FOX	58	Pelty	Quincy Newspapers	54	54	7,300	1.32	14%	7	7	8	8	7	7	7	8	8	9				
WHME-TV	South Bend	1,120		1,001	48	IND	48	Landh	LeSea Bcsstg Inc	74	74	600	1.52	1%										2				
WBND-LP	South Bend	47		741		A&P		WB	Weigel Bcsstg Co	88	88	2,500	0.71	9%	4	5	6	6	5	5	5	5	5	5				
WMWB-LP	South Bend	26		470		WB			Weigel Bcsstg Co	88	88																	
*WNIT	South Bend	1,380		807	35	PBS	35		Michiana Public Bcst	74	74				2	2	3	2	2	3	3	3	2	2	2			

ADJACENT MARKET STATIONS

TOTAL	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
HUT %	29	29	35	32	31	30	36	35	36	36	36	35

1/ See introduction section for interpretation of revenue estimates.



Davenport, IA-Rock Island-Moline, IL Ratings Overview

DMA Rank: 88

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing				
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing
1993	88	64%	3	1	3	1	2	35%	59.8%	9.8%	69.6%	0.0%	69.6%
1994	88	62	3	2	3	2	2	35	58.8	11.3	70.1	0.0	70.1
1995	88	63	3	2	3	2	2	35	54.8	10.5	65.3	0.0	65.3
1996	88	67	3	2	5	0	2	36	65.0	0.0	65.0	0.0	65.0
1997	88	67	3	2	5	0	2	34	61.0	0.0	61.0	0.0	61.0
1998	89	68	3	1	4	0	2	35	58.8	0.0	58.8	0.0	58.8
1999	90	68	3	1	4	0	2	33	55.8	0.0	55.8	0.0	55.8

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WHBF-TV	0%	3%	0%	4%	23%	26%	23%	22%	11%	11%	11%	15%	5%	6%	7%	10%
KWQC-TV	43	34	37	34	12	15	11	15	27	29	25	19	30	32	31	29
WQAD-TV	14	11	15	12	7	5	5	6	11	14	13	17	10	13	14	11
KLJB-TV	7	7	7	6	9	6	8	6	5	4	6	10	2	3	3	3
* WQPT-TV	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	4	3	3	0	0	3	0	0	0	0	0	0	3	3	3
HUT %	64	59	65	59	51	52	50	49	54	58	55	61	47	57	58	56
	24	26	25	24	23	17	20	17	26	21	23	20	27	25	30	23

PRIME TIME

Calls	5:00 - 7:00 PM				10:00 - 10:30 PM				10:30 - 12:00 MID							
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99				
WHBF-TV	6%	6%	8%	8%	9%	15%	16%	14%	3%	5%	5%	5%	7%	7%	10%	6%
KWQC-TV	38	36	36	36	14	17	18	19	37	38	42	43	21	25	23	27
WQAD-TV	13	13	13	10	12	21	19	16	17	21	20	18	9	11	11	15
KLJB-TV	9	9	13	12	6	6	9	9	4	5	4	5	7	6	7	7
* WQPT-TV	0	0	1	0	0	0	1	1	0	0	0	0	0	0	0	0
Other	0	0	0	0	3	3	2	3	1	0	0	0	0	0	0	0
HUT %	66	64	71	66	44	62	65	62	62	69	71	71	44	49	51	55
	42	41	49	46	48	54	58	56	47	49	51	46	24	23	24	20



Davenport, IA-Rock Island-Moline, IL Market Overview

DMA Rank: 88
BIA Revenue Rank: 94

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth Rate		Growth Rate			
	1993	1998	1998	2003		
DMA Population	793	798	0.1%	-0.1%		
Households	308	312	0.3%	0.3%		
Retail Sales	6,410	7,338	2.7%	3.9%		
EBI	11,565	12,759	2.0%	3.6%		
Pop Rank # 88	DMA Counties	18	White	95.2%	Avg Household	\$ 40,947
HH Rank # 88	TV Households	309	Black	3.8%	Per Capita	\$ 15,993
RS Rank # 93	DMA Cable	68%	Asian	0.8%	Spanish Speaking	4.9
EBI Rank # 85	DMA VCR	88%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 28,900	33,100	33,500	35,300	37,100	41,800	7.7%
★ ★	Δ 98 - 99	40,700	44,900	45,300	49,000	49,500	Δ 99 - 03
		-2.6%					5.0%
	Estimated Breakouts	% Network	4.0%	% Natl/Regl	38.0%	% Local	58.0%
	Revenue/Retail Sales	1993	1998	2003			
	Revenue/Capita	\$4.51/1,000	\$5.70/1,000	\$5.57/1,000			
		\$36.44	\$52.38	\$62.26			

Davenport, IA-Rock Island-Moline, IL Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M	Ch	A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power '99	Avg Ratio LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)																		
																	Jul 00	Aug 00	Sep 00	Oct 00	Nov 00	Dec 00	Jan 01	Feb 01	Mar 01	Apr 01	May 01	Jun 01	Jul 01	Aug 01	Sep 01	Oct 01	Nov 01	Dec 01	
WHBF-TV	Rock Island	100	4	1,342	58		CBS			Katz	Citadel Comm Co Ltd	50	8612	9	7,500	0.80	23%	9	12	13	12	12	13	13	13	13	13	13	13	13	13	13	13		
KWQC-TV	Davenport	100	6	1,342	56		NBC			Young	Young Bcsig Inc	49	9604	18,700	1.12	41%	21	23	22	22	21	21	23	24	25	25	25	25	25	25	25	25	25	25	
WCAD-TV	Moline	309	8	1,011	38		ABC			Katz	New York Times Co	63	8510	8,000	0.89	22%	11	15	14	13	11	13	12	13	13	13	13	13	13	13	13	13	13	13	13
KLJB-TV	Davenport	2,950	18	991	49		FOX			Milmm	Grant, Milton	85	9104	3,706	1.06	15%	6	6	8	8	10	7	9	8	10	10	10	10	10	10	10	10	10	10	10
KJMH	Burlington	200	26	315	41		FOX			Roslin	Grant, Milton	88	9603	400																					
*WQPT-TV	Moline	1,070	24	856	23		PBS				Black Hawk College	83																							
*KQCT	Davenport	300	36	335	34		PBS				Black Hawk College	91																							

ADJACENT MARKET STATIONS

TOTAL	49	58	59	59	53	60	59	63
HUT %	32	30	35	32	31	32	35	34

Allocations: Ch 30, Davenport; Ch 63, Galesburg



Jackson, MS Ratings Overview

DMA Rank: 89

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			Stations	2	Stations	3				1	2	2	2		2
1993	91	58%	2	2	3	3	1	2	40%	62.5%	7.5%	70.0%	1.8%	71.8%	28.2%
1994	90	56	2	3	3	3	2	2	39	62.5	9.3	71.8	1.8	73.6	26.4
1995	90	56	2	2	3	3	1	2	38	57.8	9.3	67.1	1.3	68.4	31.6
1996	91	60	2	2	4	4	0	2	38	63.8	0.0	63.8	1.0	64.8	35.2
1997	90	60	2	2	4	4	0	2	39	58.8	0.0	58.8	0.5	59.3	40.7
1998	90	59	2	2	4	4	0	2	39	55.0	0.0	55.0	0.5	55.5	44.5
1999	89	58	2	2	4	4	0	2	37	53.5	0.0	53.5	0.0	53.5	46.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WLBT-TV	31%	36%	28%	6%	10%	7%	18%	23%	21%	15%	17%	16%
WJTV	10	12	15	37	40	41	20	25	27	19	21	20
WAPT	9	12	11	5	6	6	13	11	13	14	13	9
WDBD	4	4	2	8	7	5	0	0	0	3	2	3
* WMPN-TV	0	0	3	0	0	0	0	0	0	0	0	0
HUT %	54	64	59	56	63	59	51	59	61	51	53	53
	25	25	26	29	25	24	32	27	27	29	29	29

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WLBT-TV	25%	23%	23%	12%	14%	13%	26%	30%	26%	17%	15%	14%
WJTV	15	16	17	12	16	18	17	20	26	7	10	11
WAPT	18	15	19	11	14	15	13	13	13	12	13	14
WDBD	9	9	7	5	5	5	4	3	4	8	4	6
* WMPN-TV	0	0	0	2	2	1	0	0	0	0	0	0
HUT %	67	63	65	42	51	52	60	66	69	44	42	47
	46	47	50	47	53	57	47	53	50	27	26	26



Jackson, MS Market Overview

DMA Rank: 89
BIA Revenue Rank: 87

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998 Growth Rate	2003	2003 Growth Rate
DMA Population	828	858	0.7%	882	0.6%
Households	294	309	1.0%	326	1.1%
Retail Sales	5,459	7,255	5.9%	9,227	4.9%
EBI	10,094	11,888	3.3%	15,930	6.0%

	24	White	53.7%	Avg Household	\$ 38,510
DMA Counties	24	White	53.7%	Avg Household	\$ 38,510
TV Households	306	Black	45.6%	Per Capita	\$ 13,860
DMA Cable	58%	Asian	0.4%	Spanish Speaking	0.6
DMA VCR	81%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	1998 - 99	1999	2000	2001	2002	2003	2003 - 99
	\$ 28,400	32,500	37,000	39,100	40,300	42,300	Δ 4.5%	44,200	46,400	47,800	50,200	51,700	Δ 4.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	6.0%	28.0%	66.0%

Revenue/Retail Sales	1993	1998	2003
	\$5.20/1,000	\$5.83/1,000	\$5.60/1,000
Revenue/Capita	\$34.30	\$49.30	\$58.62

Jackson, MS Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	L M A	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
														Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
●	WLBTV	Jackson	3	100	2,001	51	NBC	Katz	53	0006 p	15,800	1.28	28%	15	17	16	14	17	15	15	15	15	15		
	WJTV	Jackson	12	316	1,631	52	CBS	Blair	70	9708	14,300	0.79	41%	16	19	20	20	21	21	23	23	23	23		
	WAPT	Jackson	16	4,790	1,178	21	ABC	Katz	70	9707	8,400	0.95	20%	11	12	12	12	10	11	11	11	11	11		
	WDBD	Jackson	40	1,659	1,572	41	FOX	Petty	84	9302	5,700	1.07	12%	5	4	4	5	6	6	6	6	6	7		
	*WMAU-TV	Bude	17	661	1,119	18	PBS		72																
	*WMFPN-TV	Jackson	29	912	1,962	*20	PBS		70															1	
	LBVJ		1				W&P	Local Cable Station	00																

TOTAL	47	52	52	53	51	55	55	57
HUT %	35	34	36	37	37	35	37	38

Allocations: Ch 51, Jackson; Ch 28, McComb; Ch 34, Magee; Ch 42, Natchez; Ch 35, Vicksburg Note: LBVJ is a local cable channel carrying WB/UPN

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Cedar Rapids-Waterloo-Dubuque, IA Ratings Overview

DMA Rank: 90

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing					
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	84	60%	3	2	4	1	2	34%	67.8%	0.0%	67.8%	2.8%	70.6%	29.4%
1994	83	60	3	2	4	1	2	32	66.8	0.0	66.8	2.5	69.3	30.7
1995	84	61	3	1	3	1	2	33	60.0	1.0	61.0	3.0	64.0	36.0
1996	87	63	3	2	5	0	2	33	64.5	0.0	64.5	3.3	67.8	32.2
1997	86	66	3	2	4	1	2	33	60.5	0.0	60.5	3.3	63.8	36.2
1998	87	65	3	2	4	1	2	31	57.8	0.0	57.8	3.3	61.1	38.9
1999	88	65	3	3	5	1	2	31	55.5	0.0	55.5	3.0	58.5	41.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KGAN	6%	4%	6%	6%	21%	26%	22%	23%	17%	21%	17%	15%	9%	14%	13%	13%
KWWL	34	31	30	36	12	7	8	9	10	11	12	13	22	23	19	20
KCRG-TV	27	29	24	23	19	23	21	19	19	20	18	18	20	17	21	21
KFXA	3	0	0	0	0	0	0	0	0	0	0	5	0	0	0	3
KPXR	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0
* KIIN-TV	4	5	6	4	4	4	0	0	0	0	0	0	3	5	7	3
HUT %	74	69	66	69	56	60	51	51	46	52	47	54	54	59	60	60
	20	20	23	22	19	14	19	18	19	17	18	19	22	20	26	25

5:00 - 7:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KGAN	9%	10%	11%	10%
KWWL	30	29	30	30
KCRG-TV	24	23	23	24
KWKB	0	0	0	0
KFXA	8	8	6	8
KPXR	1	2	1	2
* KIIN-TV	2	0	2	1
HUT %	74	72	73	75
	39	38	46	46

10:00 - 10:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KGAN	8%	13%	16%	14%
KWWL	13	18	16	18
KCRG-TV	18	24	23	22
KWKB	1	2	1	1
KFXA	5	6	6	6
KPXR	3	2	2	2
* KIIN-TV	5	4	4	3
HUT %	53	69	68	66
	43	49	54	56

10:30 - 12:00 MID

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KGAN	10%	10%	15%	15%
KWWL	23	17	18	19
KCRG-TV	13	20	13	15
KWKB	2	0	0	0
KFXA	7	8	8	11
KPXR	0	0	0	0
* KIIN-TV	3	0	0	3
HUT %	58	55	57	63
	21	21	22	22



Cedar Rapids-Waterloo-Dubuque, IA Market Overview

DMA Rank: 90
BIA Revenue Rank: 92

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1998		2003		Growth Rate
	1993	1998	1998	2003	2003	Rate	
DMA Population	788	805	805	815	815	0.2%	
Households	298	307	307	316	316	0.6%	
Retail Sales	6,752	8,635	8,635	11,241	11,241	5.4%	
EBI	11,783	12,789	12,789	15,525	15,525	4.0%	
Pop Rank # 90	DMA Counties	21	White	96.3%	Avg Household	\$ 41,698	
HHI Rank # 90	TV Households	303	Black	2.1%	Per Capita	\$ 15,897	
RS Rank # 84	DMA Cable	66%	Asian	1.4%	Spanish Speaking	1.3	
EBI Rank # 84	DMA VCR	85%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 30,500	33,900	35,000	38,900	38,600	41,100	6.1%
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	3.0%	42,300	44,000	44,900	46,700	47,600	3.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	4.0%	36.0%	60.0%

Revenue/Retail Sales \$4.52/1,000 \$4.76/1,000 \$4.23/1,000
Revenue/Capita \$38.71 \$51.06 \$58.40

Cedar Rapids-Waterloo-Dubuque, IA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Afr	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est Power	Avg '99 Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	00	00	00	00	00	00	00	00	00	00	00	00
KGAN	Cedar Rapids	2	100	1,450	51	CBS	Katz			Sinclair Best Group	53	9809	g1	8,000	0.76	25%	10	13	16	15	11	14	17	14				
KWWL	Waterloo	7	316	1,982		NBC	Blair			Playcom Media Inc	53	9704	g	14,700	1.02	34%	16	18	16	18	16	20	19	20				
KCRG-TV	Cedar Rapids	9	316	1,988	52	ABC	Petry			Cedar Rapids TV Co	53			14,000	1.03	32%	18	21	20	20	17	19	16	19				
KWKB	Iowa City	20	5,000	1,447	25	WB				KM Communications	99						4	4	4	4	7	4	5	4				
KFXA	Cedar Rapids	28	5,000	1,483	27	1	FOX	Milrm		Second Generation TV	88	9601		5,200	1.37	9%	4	4	4	4	7	4	5	4				
KPXR	Cedar Rapids	48	2,950	1,060	47	PAX				EPCOM LLC	97	9609 p	na	400			4	3	3	3	3	3	3	3				
KFXB	Dubuque	40	646	873	43	1	FOX	Milrm		Dubuque TV LP	76	8502					4	3	3	3	3	3	3	3				
*KIIN-TV	Iowa City	12	316	1,440	45	PBS				Iowa Public TV	70						4	3	3	3	3	3	3	3				
*KRIN-TV	Waterloo	32	5,000	1,850	35	PBS				Iowa Public TV	74						4	3	3	3	3	3	3	3				

TOTAL	52	59	59	63	51	61	59	62
HUT %	27	27	27	32	28	29	33	32

Allocations: Ch 16, Ch 29, Dubuque; Ch 84, Waterloo



Burlington, VT-Plattsburgh, NY Ratings Overview

DMA Rank: 91

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	87	58%	2	2	2	0	0	6	31%	51.3%	0.0%	51.3%	3.8%	55.1%	44.9%
1994	92	60	2	2	2	0	0	6	31	54.0	0.0	54.0	3.0	57.0	43.0
1995	92	59	2	2	2	0	0	6	31	51.8	0.0	51.8	3.3	55.1	44.9
1996	92	63	2	2	2	0	0	6	31	43.8	0.0	43.8	3.0	46.8	53.2
1997	91	63	2	2	2	0	0	6	30	41.3	0.0	41.3	3.0	44.3	55.7
1998	91	63	2	2	2	0	0	6	29	41.5	0.0	41.5	2.8	44.3	55.7
1999	91	61	2	2	2	1	1	6	29	37.3	0.0	37.3	2.0	39.3	60.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WCAX-TV	14%	12%	12%	10%	17%	21%	18%	17%	27%	31%	28%	27%	16%	16%	17%	19%
WPTZ	25	28	22	27	12	12	6	13	9	8	9	7	9	14	9	11
WVNY	3	5	4	3	0	0	3	0	6	4	4	3	8	8	8	7
WFFF	0	0	0	0	0	0	4	0	0	0	3	0	0	0	2	0
WNNE-TV	4	5	6	5	0	0	0	0	0	0	0	0	0	2	2	0
WETK	0	3	3	4	0	0	0	0	0	0	0	0	0	0	0	2
HUT %	46	53	47	49	29	33	31	30	42	43	44	37	33	40	38	39
	22	22	21	18	16	14	17	15	18	17	22	19	24	25	32	29

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WCAX-TV	22%	25%	27%	25%
WPTZ	20	21	18	21
WVNY	5	4	4	3
WFFF	0	2	3	2
WNNE-TV	6	5	5	4
WETK	2	0	1	2
HUT %	55	57	58	57
	44	46	55	50

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WCAX-TV	17%	25%	25%	20%
WPTZ	25	27	22	26
WVNY	4	3	0	6
WFFF	0	0	0	0
WNNE-TV	4	3	4	0
WETK	0	0	0	0
HUT %	50	58	51	52
	22	20	22	21

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WCAX-TV	15%	15%	19%	14%
WPTZ	17	16	8	17
WVNY	0	0	0	0
WFFF	0	0	5	0
WNNE-TV	0	0	6	0
WETK	0	0	0	0
HUT %	32	31	38	31
	10	9	9	9



Tri-Cities, TN-VA Ratings Overview

DMA Rank: 92

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing				
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	Avg HUT Share	# PTV Stations		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing
1993	92	67%	2	2	3	1	4	36%	56.8%	5.5%	62.3%	0.0%	62.3%
1994	93	69	2	2	2	2	2	36	48.8	13.8	62.6	0.0	62.6
1995	93	72	2	4	3	3	2	37	50.3	5.3	55.6	0.0	55.6
1996	93	74	2	4	5	1	2	37	53.8	0.0	53.8	0.0	53.8
1997	93	74	2	4	5	1	2	37	49.5	0.0	49.5	0.0	49.5
1998	93	76	2	4	5	1	2	36	48.3	0.0	48.3	0.0	48.3
1999	92	75	2	4	5	1	2	36	46.5	0.0	46.5	0.0	46.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WCYB-TV	51%	50%	50%	47%	13%	17%	15%	22%	24%	29%	21%	22%	22%	21%	22%	22%
WJHL-TV	7	6	9	8	17	19	20	19	23	24	28	25	17	14	16	20
WKPT-TV	5	4	4	5	8	6	4	2	0	6	3	3	4	7	5	4
WEMT	0	0	0	0	3	3	0	0	0	0	0	2	5	4	5	7
WAPK-LP	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0
HUT %	63	60	63	60	41	45	39	43	47	59	54	52	48	46	48	53
	24	25	28	29	24	20	22	22	27	23	27	24	27	31	35	33

6:00 - 9:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WCYB-TV	34%	33%	33%	35%
WJHL-TV	14	15	17	16
WKPT-TV	3	3	3	3
WEMT	5	4	4	5
WAPK-LP	0	0	1	1
HUT %	56	55	58	60
	43	45	55	55

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WCYB-TV	11%	16%	16%	17%
WJHL-TV	10	14	16	15
WKPT-TV	8	11	12	9
WEMT	3	5	4	4
WAPK-LP	2	2	1	2
HUT %	34	48	49	47
	45	50	57	55

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WCYB-TV	25%	35%	37%	30%
WJHL-TV	23	21	25	23
WKPT-TV	2	2	2	4
WEMT	3	5	2	2
WAPK-LP	0	0	0	0
HUT %	53	63	66	59
	31	36	32	31



Tri-Cities, TN-VA Market Overview

DMA Rank: 92
BIA Revenue Rank: 112

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998	2003	Growth Rate
DMA Population	736	757	757	766	0.2%
Households	284	296	296	306	0.7%
Retail Sales	4,981	6,505	6,505	7,931	4.0%
EBI	8,873	10,174	10,174	12,820	4.7%
Pop Rank # 92	DMA Counties 19 White 97.4% Avg Household \$ 34,335				
HH Rank # 92	TV Households 293 Black 2.1% Per Capita \$ 13,436				
RS Rank # 105	DMA Cable 74% Asian 0.4% Spanish Speaking 0.6				
EBI Rank # 105	DMA VCR 80%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$ 25,000	28,800	28,000	29,500	28,800	30,000	3.7%
Δ 98 - 99	5.3%	31,600	33,800	35,200	37,300	38,800	Δ 99 - 03
★ ★							5.2%
Estimated Breakouts	% Network 8.0%		% Natl/Regl 30.0%		% Local 62.0%		
Revenue/Retail Sales	1993	1998	2003				
Revenue/Capita	\$5.02/1,000	\$4.61/1,000	\$4.89/1,000				
	\$33.97	\$39.63	\$50.65				

Tri-Cities, TN-VA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WCYB-TV	Bristol	5	53	cp	2,897	*28	NBC	Petry	Lamco Communications	56	7703	8,619	13,900	0.98	45%	17	21	20	21	20	22	21	22					
WJHL-TV	Johnson City	11	245		2,320	58	CBS	Blair	Media General	53	9701	g	8,900	0.78	36%	14	15	18	17	15	17	19	18					
WKPT-TV	Kingsport	19	1,260		2,313	27	ABC	Millm	Glenwood Comm Corp	69			4,900	1.55	10%	5	7	6	5	4	4	4	5					
WEMT	Greeneville	39	3,020		2,631	38	FOX	Katz	Sinclair Bost Group	85	9807	g	3,600	1.27	9%	3	4	4	4	4	4	4	5					
WFLG	Grundy	68	1,140		2,503	49	IND		Living Faith Minstrs	94																		
WAPK-LP	Kingsport	30	42		2,282		UPN		Glenwood Comm Corp	91																		
*WSBN-TV	Norton	47	631		1,939	32	PBS		Blue Ridge Public TV	81																		
*WMSY-TV	Marion	52	741		1,460	42	PBS		Blue Ridge Public TV	81																		
● CYBW							WB		Local Cable Station	00																		
TOTAL													39	47	48	47	43	47	49	50								
HUT %													31	31	36	35	34	33	41	37								

Note: CYBW is a local cable channel carrying WB programming

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Colorado Springs-Pueblo, CO Ratings Overview

DMA Rank: 93

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	100	60%	3	3	1	3	1	1	34%	8.0%	70.0%	2.5%	72.5%	27.5%	
1994	97	64	3	3	1	3	1	1	35	8.5	69.0	2.3	71.3	28.7	
1995	97	65	3	3	1	3	1	1	34	8.3	64.8	2.3	67.1	32.9	
1996	97	67	3	3	1	4	0	1	34	0.0	64.5	1.5	66.0	34.0	
1997	96	67	3	3	2	5	0	1	33	0.0	60.8	2.5	63.3	36.7	
1998	94	68	3	3	2	4	1	1	34	0.0	58.0	2.0	60.0	40.0	
1999	94	69	3	3	3	5	1	1	32	0.0	55.0	2.0	57.0	43.0	

Daypart Share Analysis

Calls	6:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KOAA-TV	19%	22%	26%	24%	5%	8%	6%	10%	10%	14%	10%	12%	13%	17%	14%	16%
KKTU	15	13	14	11	25	19	15	18	16	12	13	13	20	20	21	19
KRDO-TV	17	23	18	19	18	21	20	15	17	25	21	17	6	8	7	12
KXRM	0	0	0	0	4	7	3	5	5	4	5	7	3	6	2	3
KXTU-LP	0	0	0	0	0	0	0	0	4	0	3	0	4	0	0	0
* KTSC	4	0	3	4	3	3	6	4	0	0	0	0	0	0	0	0
Other	0	0	0	2	0	0	3	0	0	0	0	5	2	0	0	2
HUT %	55	58	61	60	55	58	53	52	52	55	52	54	48	51	44	52
	19	18	23	21	21	18	20	19	22	19	22	19	25	21	25	24

5:00 - 7:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KOAA-TV	17%	15%	16%	15%
KKTU	27	25	27	27
KRDO-TV	12	12	12	13
KXRM	11	12	10	9
KXTU-LP	0	0	0	0
* KTSC	0	0	0	1
Other	0	0	1	0
HUT %	67	64	66	65
	45	44	48	48

10:00 - 10:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KOAA-TV	18%	23%	30%	26%
KKTU	21	22	23	22
KRDO-TV	12	12	11	17
KXRM	10	10	10	8
KXTU-LP	2	1	0	0
* KTSC	2	1	0	2
Other	0	2	0	0
HUT %	64	73	74	75
	46	41	46	43

10:30 - 12:00 MID

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KOAA-TV	12%	16%	19%	21%
KKTU	12	20	15	10
KRDO-TV	8	11	9	13
KXRM	9	7	6	7
KXTU-LP	0	3	0	0
* KTSC	0	0	0	0
Other	0	0	0	0
HUT %	41	57	49	51
	22	19	20	18



Colorado Springs-Pueblo, CO Market Overview

DMA Rank: 93
BIA Revenue Rank: 89

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth Rate		Growth Rate			
	1993	1998	1998	2003		
DMA Population	689	769	2.2%	830		
Households	258	291	2.4%	320		
Retail Sales	5,451	8,065	8.1%	10,551		
EBI	9,413	10,934	3.0%	13,733		
Pop Rank # 93	DMA Counties	13	White	90.8%	Avg Household	\$ 37,536
HH Rank # 93	TV Households	291	Black	5.8%	Per Capita	\$ 14,211
RS Rank # 88	DMA Cable	68%	Asian	2.4%	Spanish Speaking	18.1
EBI Rank # 97	DMA VCR	89%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
★ ★ ★	\$ 27,500	33,500	35,100	36,900	40,200	42,800	9.3%
Δ 98 - 99	2.3%	43,800	46,900	48,300	51,200	52,700	4.7%
Estimated Breakouts	% Network	2.7%	% Natl/Regl	42.2%	% Local	55.1%	

Revenue/Retail Sales \$5.04/1,000 \$5.31/1,000 \$4.99/1,000
Revenue/Capita \$39.91 \$55.66 \$63.49

Colorado Springs-Pueblo, CO Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M	Ch A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)														
																	Jul 00	Aug 00	Sep 00	Oct 00	Nov 00	Dec 00	Jan 01	Feb 01	Mar 01	Apr 01	May 01	Jun 01	Jul 01	Aug 01	Sep 01
KOAA-TV	Pueblo	100	5	1,299	42		NBC	Petry	Evening Post Publishing	53	7608	4,500	10,300	1.07	22%	11	14	13	14	11	13	14	12								
KKTV	Colo. Springs	234	11	2,379	10		CBS	Katz	Benedek Bcstg Corp	52	9905 p	na	14,400	0.89	37%	17	16	18	19	18	21	21	23								
KRDO-TV	Colo. Springs	282	13	2,139	24		ABC	Blair	Pikes Peak Bcstg Co	53	5412	10,500	0.96	25%	12	16	14	15	13	13	14	16	16								
KXRM	Colo. Springs	1,000	21	3,717	22		FOX	Milrn	Playcorn Media Inc	85	0002	na	8,600	1.31	15%	7	8	7	9	8	8	9	9								
KGHB-LP	Pueblo	8	27	2,115			UNI		Entravision Holdings	96						2															
KWHS-LP	Colo. Springs	14	51	2,018			IND		LeSea Bcstg Inc	97																					
KXTU-LP	Colo. Springs	1	57	2,039			UPN		KXRM Partnership	00																					
*KTSC	Pueblo	234	8	2,385	26		PBS		Rocky Mtn Public Bcg	71	0002	2,375																			
ADJACENT MARKET STATIONS												2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2			
TOTAL												53	59	56	61	55	59	62	64												
HUT %												30	29	33	33	30	33	33	36												

Allocations: Ch 26, Ch 32, Pueblo

1/ See introduction section for interpretation of revenue estimates.



Johnstown-Altoona, PA Ratings Overview

DMA Rank: 95

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	93	78%	3	3	3	3	1	36%	49.3%	6.3%	55.6%	2.8%	58.4%	41.6%	
1994	91	78	3	3	2	4	1	37	45.3	12.0	57.3	2.0	59.3	40.7	
1995	91	79	3	3	3	3	1	37	47.8	6.0	53.8	2.0	55.8	44.2	
1996	90	82	3	3	5	1	1	38	55.0	0.0	55.0	2.0	57.0	43.0	
1997	92	82	3	3	4	2	1	36	51.8	0.0	51.8	2.0	53.8	46.2	
1998	92	80	3	2	4	1	1	36	49.3	0.0	49.3	2.0	51.3	48.7	
1999	93	81	3	2	4	1	1	35	48.5	0.0	48.5	2.3	50.8	49.2	

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WJAC-TV	42%	35%	34%	6%	7%	8%	18%	18%	20%	15%	19%	16%
WWCP	0	0	0	0	0	0	0	0	0	3	3	2
WTAJ-TV	16	16	17	29	28	26	31	34	32	23	24	24
WATM-TV	2	4	3	3	7	9	3	3	3	8	7	9
WPSX-TV	4	3	4	3	3	2	0	0	0	2	0	3
Other	3	2	0	3	3	3	2	0	0	4	2	3
HUT %	67	60	60	44	48	48	54	55	55	55	55	57
	24	24	26	22	19	25	25	22	22	30	31	41
			27				26					36

6:00 - 8:00 PM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
WJAC-TV	17%	18%	19%
WWCP	6	7	8
WTAJ-TV	21	21	22
WATM-TV	10	12	9
WPSX-TV	2	0	1
Other	4	3	3
HUT %	60	61	64
	44	45	58
			55

11:00 - 11:30 PM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
WJAC-TV	22%	23%	26%
WWCP	3	4	3
WTAJ-TV	31	35	33
WATM-TV	0	0	0
WPSX-TV	0	0	0
Other	4	2	2
HUT %	60	64	67
	37	36	39
			37

11:30 - 1:00 AM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
WJAC-TV	14%	20%	20%
WWCP	5	6	7
WTAJ-TV	19	16	16
WATM-TV	0	0	0
WPSX-TV	0	0	0
Other	0	0	0
HUT %	38	42	44
	17	16	17
			17



Johnstown-Altoona, PA Market Overview

DMA Rank: 95
BIA Revenue Rank: 110

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		2003		Growth Rate
	Households	Retail Sales	Households	Retail Sales	Households	Retail Sales	
DMA Population	761	9,574	771	10,863	770	13,421	0.0%
Households	285	5,766	291	7,342	295	9,328	0.3%
Retail Sales	5,766	5,766	7,342	7,342	9,328	9,328	4.9%
EBI	9,574	9,574	10,863	10,863	13,421	13,421	4.3%
Pop Rank # 95	DMA Counties		11	White	97.0%	Avg Household	\$ 37,383
HH Rank # 93	TV Households		286	Black	1.8%	Per Capita	\$ 14,086
RS Rank # 92	DMA Cable		83%	Asian	1.1%	Spanish Speaking	0.8
EBI Rank # 98	DMA VCR		86%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
\$	21,300	25,500	26,000	26,400	26,900	30,800	7.7%
Δ 98 - 99	3.9%	32,000	34,600	35,900	38,500	40,000	5.7%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	10.0%	43.0%	47.0%

Revenue/Retail Sales \$3.69/1,000
Revenue/Capita \$27.99
Revenue/Retail Sales \$4.20/1,000
Revenue/Capita \$39.95
Revenue/Retail Sales \$4.29/1,000
Revenue/Capita \$51.95

Johnstown-Altoona, PA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power	Avg '99 Ratio	LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WJAC-TV	Johnstown	6	71	1,119	34	NBC	HRP	Cox Broadcasting	49	0007	p	70,000	11,000	0.98	35%	13	15	16	15	18	18	16							
WWCP	Johnstown	8	166	1,207	29	FOX	Katz	Peak Media LLC	86	9811		18,500+	6,000	1.88	10%	4	5	4	5	4	5	5							
WTAJ-TV	Altoona	10	224	1,109	32	CBS	Blair	Gateway Comm	53	7209		11,300	11,300	0.84	42%	19	21	20	22	19	21	20	21						
WATM-TV	Altoona	23	708	1,063	24	ABC	Katz	Palm Broadcasting	74	9909	st	3,700	3,700	0.89	13%	6	8	8	8	8	5	6	7						
WKBS-TV	Altoona	47	1,510	1,011	46	IND		Cornerstone TV Inc	85																				
*WPSX-TV	Clearfield	3	100	879	15	PBS		Penn State Univ	65																				

ADJACENT MARKET STATIONS

TOTAL	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98
47	54	52	56	46	52	55	54	54
HUT %	31	31	39	37	31	32	38	37

1/ See introduction section for interpretation of revenue estimates.

El Paso, TX Ratings Overview

DMA Rank: 96

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			3	4	4	3					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	101	53%	3	4	3	3	36%	52.5%	21.3%	73.8%	1.5%	75.3%	24.7%		
1994	101	56	3	4	3	3	37	50.3	23.8	74.1	1.5	75.6	24.4		
1995	100	59	3	4	3	3	36	45.8	24.0	69.8	2.0	71.8	28.2		
1996	99	61	3	4	6	3	36	56.0	11.3	67.3	2.0	69.3	30.7		
1997	99	61	3	4	6	3	36	52.3	11.5	63.8	2.0	65.8	34.2		
1998	99	61	3	4	5	3	36	47.3	12.3	59.6	2.0	61.6	38.4		
1999	99	61	3	4	5	3	36	44.0	13.8	57.8	2.3	60.1	39.9		

Daypart Share Analysis

Calls	6:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KDBC	0%	0%	2%	2%	10%	8%	9%	6%	8%	7%	11%	9%	5%	7%	6%	10%
KVIA-TV	20	21	20	14	11	10	13	10	9	8	11	9	6	8	10	7
KTSM-TV	15	22	19	16	10	11	9	13	8	8	9	7	12	11	13	10
KFOX-TV	0	4	3	5	4	4	6	7	9	8	9	10	4	4	6	4
KINT	12	18	21	25	14	14	14	17	15	18	18	15	20	24	25	25
KMAZ	0	0	0	0	0	0	0	0	2	3	3	0	4	3	3	0
KKWB	0	0	3	3	6	4	4	3	0	3	3	0	3	5	4	4
XEPM	4	3	0	0	2	4	0	3	2	2	0	2	6	5	4	4
* KCOS	5	3	3	3	7	8	5	5	3	0	0	0	2	3	0	4
* KRWG-TV	0	3	0	0	0	3	3	0	0	0	0	0	0	0	0	0
HUT %	56	74	71	68	64	66	63	64	56	57	64	52	62	70	71	68
	21	25	26	26	27	23	21	24	28	23	21	23	32	29	31	34

5:00 - 7:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KDBC	12%	11%	11%	11%
KVIA-TV	14	12	14	11
KTSM-TV	11	15	14	14
KFOX-TV	9	12	11	10
KINT	15	13	20	18
KMAZ	0	0	0	1
KKWB	2	2	0	0
XEPM	5	4	3	5
* KCOS	1	2	0	0
* KRWG-TV	0	0	0	0
HUT %	69	71	73	70
	48	48	53	50

10:00 - 10:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KDBC	10%	9%	9%	8%
KVIA-TV	19	18	19	18
KTSM-TV	14	21	19	20
KFOX-TV	13	11	13	11
KINT	14	14	21	19
KMAZ	1	0	0	0
KKWB	2	2	2	0
XEPM	2	0	1	2
* KCOS	0	1	0	1
* KRWG-TV	2	0	0	0
HUT %	77	76	84	79
	46	47	50	48

10:30 - 12:00 MID

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KDBC	8%	9%	8%	10%
KVIA-TV	6	8	7	9
KTSM-TV	17	21	22	18
KFOX-TV	7	7	7	10
KINT	13	10	15	15
KMAZ	2	0	0	0
KKWB	7	4	4	0
XEPM	0	0	0	0
* KCOS	0	0	0	0
* KRWG-TV	0	0	0	0
HUT %	60	59	63	62
	25	23	24	22



Baton Rouge, LA Ratings Overview

DMA Rank: 97

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations	Stations	Stations				Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	96	67%	2	3	3	2	1	38%	63.3%	6.5%	69.8%	2.3%	72.1%	27.9%		
1994	96	72	2	3	3	2	1	39	61.5	9.5	71.0	2.3	73.3	26.7		
1995	96	72	2	3	3	2	1	38	59.8	9.5	69.3	2.3	71.6	28.4		
1996	98	75	2	3	5	0	1	38	66.0	0.0	66.0	2.0	68.0	32.0		
1997	98	75	2	3	5	0	1	37	62.5	0.0	62.5	2.0	64.5	35.5		
1998	98	76	2	3	5	0	1	37	58.8	0.0	58.8	2.0	60.8	39.2		
1999	98	75	2	4	4	2	1	36	54.8	0.0	54.8	1.8	56.6	43.4		

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WBRZ	26%	25%	25%	25%	10%	16%	18%	19%	6%	11%	10%	12%	15%	14%	20%	18%
WAFB	16	14	21	14	30	25	23	22	29	30	31	24	32	34	31	34
WVLA	8	10	5	9	0	4	3	7	12	15	14	16	11	13	10	8
WGMB	0	0	2	3	8	6	9	7	7	5	5	5	2	2	2	2
* WLPB-TV	4	6	6	7	4	3	4	0	2	0	3	0	0	2	3	2
	54	55	59	58	52	54	57	55	56	61	63	57	60	65	66	64
HUT %	22	24	25	27	25	22	21	24	27	25	25	27	31	32	33	33

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WBRZ	27%	27%	29%	26%	14%	20%	19%	18%	24%	23%	24%	24%	10%	11%	15%	15%
WAFB	31	30	31	32	14	18	18	19	36	39	36	36	18	19	18	18
WVLA	3	4	4	5	7	11	13	13	7	7	11	10	7	7	9	9
WGMB	8	8	7	6	8	6	7	7	4	4	3	4	7	6	6	6
WLFT-LP	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0
* WLPB-TV	0	0	1	0	3	2	3	2	0	0	2	1	0	0	0	0
LBBR	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0
LZUP	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0
	69	69	72	69	47	58	63	60	71	73	76	75	42	43	48	48
HUT %	46	45	51	50	48	52	57	58	50	48	51	50	25	24	24	24



Baton Rouge, LA Market Overview

DMA Rank: 97
BIA Revenue Rank: 73

Demographic and Economic Overview

(000s, except Retail Sales and EB1 in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	751	780	0.8%	0.6%
Households	262	277	1.1%	1.1%
Retail Sales	5,313	7,360	6.7%	5.7%
EB1	10,496	11,954	2.6%	5.7%

	White	Avg Household
DMA Counties	13	\$ 43,235
TV Households	276	\$ 15,330
DMA Cable	76%	Spanish Speaking 1.7
DMA VCR	87%	

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 33,500	38,100	42,100	49,500	51,800	54,000	10.0%
***	Δ 98 - 99	56,600	59,400	61,800	64,900	67,500	Δ 99 - 03
	4.8%						4.5%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	5.3%	30.7%	56.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$6.31/1,000	\$7.34/1,000	\$6.94/1,000
	\$44.61	\$69.23	\$83.96

Baton Rouge, LA Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M	L	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power '99	Avg Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WBRZ	Baton Rouge	2	100	1,690	42	ABC	Blair	Manship Stations	55	9704	19,300	1.22	28%	14	17	14	15	17	17	17	17	17	17				
WAFB	Baton Rouge	9	316	1,670	34	CBS	Katz	Raycom Media Inc	53	9608	20,300	0.85	42%	21	23	23	23	23	24	24	24	24	24				
WVLA	Baton Rouge	33	5,000	1,713	34	NBC	Katz	White Knight Bcstg	71	9608	23,975	0.87	18%	7	10	9	10	8	11	10	10	11	11				
WGMB	Baton Rouge	44	3,890	1,398	45	FOX	Milrnn	Comm Corp of America	91		8,000	1.28	11%	7	6	6	7	5	6	6	6	6	8				
● WBTR-LP	Baton Rouge	19	34 cp	345		IND		Great Oaks Bcstg	87																		
● WLFT-LP	Baton Rouge	52	1	210		PAX		Touch Communications	00																		
*WLPB-TV	Baton Rouge	27	2,570	994	*25	PBS		Louisiana ETV	75																		
LBBR			1			WB		Local Cable Station	99																		
LZUP			1			UPN		Local Cable Station	00																		

TOTAL	51	58	59	58	52	57	59	62
HUT %	33	33	35	37	36	35	35	37

Note: LBBR & LZUP are local cable channels carrying WB & UPN

● Indicates a change since last edition
 †/ See introduction section for interpretation of revenue estimates.
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Evansville, IN Ratings Overview

DMA Rank: 98

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Ind Viewing		Commercial Viewing		PTV Viewing		Local Viewing		All Other Viewing		
			Jul 00	May 00	Feb 00	Nov 99					Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00
1993	95	58%	1	5	3	3	3	3	3	37%	61.5%	9.3%	70.8%	2.0%	72.8%	27.2%							
1994	95	56	1	5	3	3	3	3	36	58.8	8.8	67.6	2.0	69.6	30.4								
1995	95	58	1	5	3	3	3	3	36	45.5	16.8	62.3	2.3	64.6	35.4								
1996	94	61	1	6	5	2	3	3	36	59.0	0.0	59.0	2.0	61.0	39.0								
1997	97	63	1	6	6	1	3	3	36	55.0	0.0	55.0	2.0	57.0	43.0								
1998	95	62	1	6	6	1	3	3	36	52.0	0.0	52.0	1.8	53.8	46.2								
1999	96	64	1	6	6	1	3	3	34	52.8	0.0	52.8	1.0	53.8	46.2								

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WTVW	0%	0%	2%	5%	8%	10%	11%	8%	6%	3%	3%	5%	6%	4%	2%	4%
WFIE-TV	27	25	25	31	15	17	15	19	14	10	12	12	18	19	17	18
WAZE-TV	0	0	2	0	0	0	0	0	3	4	0	0	0	2	3	0
WEHT	19	20	18	15	12	13	10	9	22	28	24	27	14	19	15	14
WEVV	2	2	4	4	17	20	15	19	8	10	11	14	9	14	11	17
* WNIN	3	2	4	4	4	0	2	0	0	0	0	0	0	0	0	0
HUT %	51	49	55	59	56	60	53	55	53	55	52	59	45	56	50	53
	23	24	25	24	23	19	23	21	24	21	25	23	26	26	30	28

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WTVW	8%	9%	9%	8%	8%	9%	11%	9%	9%	7%	7%	5%	8%	9%	8%	6%
WFIE-TV	27	26	28	33	11	14	14	17	24	29	32	30	16	18	20	19
WAZE-TV	1	0	2	2	2	2	2	2	0	0	0	0	0	0	0	0
WEHT	16	15	16	16	14	18	18	16	17	18	19	21	8	8	8	12
WEVV	5	6	6	8	10	12	13	15	5	6	7	7	6	9	8	9
WTSN-LP	0	0	0	0	1	1	1	0	0	0	0	0	0	0	0	0
* WNIN	0	0	0	0	2	2	1	1	0	0	0	0	0	0	0	0
* WKOH	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
HUT %	57	56	61	67	48	58	60	60	56	60	65	63	38	44	44	46
	41	42	50	48	49	53	58	59	43	42	44	42	22	21	21	20



Evansville, IN Market Overview

DMA Rank: 98
BIA Revenue Rank: 87

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1999		2000		2003	
	Population	Growth Rate	Households	Growth Rate	Households	Growth Rate	Households	Growth Rate
DMA Population	697	0.4%	710	0.4%	717	0.2%	717	0.2%
Households	268	0.6%	276	0.6%	285	0.6%	285	0.6%
Retail Sales	5,086	4.7%	6,391	4.7%	7,719	3.8%	7,719	3.8%
EBI	9,655	1.8%	10,558	1.8%	12,969	4.2%	12,969	4.2%
Pop Rank # 98	DMA Counties		21	White	94.9%	Avg Household		\$ 38,213
HH Rank # 97	TV Households		275	Black	4.5%	Per Capita		\$ 14,981
RS Rank # 106	DMA Cable		63%	Asian	0.4%	Spanish Speaking		0.6
EBI Rank # 102	DMA VCR		88%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 26,000	30,800	33,600	38,000	36,800	41,700	9.9%
Δ 98 - 99	5.9%	44,200	47,700	50,100	55,100	58,400	7.2%
***	% Network		% Natl/Regl		% Local		
	4.8%		33.2%		62.0%		

Revenue/Retail Sales \$5,117/1,000
Revenue/Capita \$37.30
Revenue/Capita \$58.73
Revenue/Capita \$7.57/1,000
Revenue/Capita \$81.45

Evansville, IN Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est Power	Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WTVW	Evansville	7	316	1,001	28	FOX	Milinn			Quorum Bcstg Co	56	9805	9	9,600	1.36	16%	7	7	9	8	8	9	9						
WFIE-TV	Evansville	14	2,190	1,020	58	NBC	HRP			Cosmos Bcstg	53	8108	9	12,300	0.90	31%	15	16	16	19	15	17	17	16					
WAZE-TV	Madisonville	19	2,690	791	20	WB	Blair			South Central Comm	83	9710	5,000	1,350	3.05	1%	2	2	2	2	2	2	1	2					
WEHT	Evansville	25	41	cp	59	ABC	Blair			Gilmore Bcstg	53	6407	12,700	1,06	27%	14	16	15	15	15	13	15	14	14					
WEVV	Evansville	44	1,230	971	45	CBS	Katz			Comm Corp of America	83	9905	27,500	7,000	0.66	24%	8	10	12	13	11	12	14	13					
WAZ-LP	Evansville	17	3	cp	472	WB	Blair			South Central Comm	90			900															
WTSN-LP	Evansville	63	12	521		PAX				WEVV Inc	93			300															
*WNIN	Evansville	9	316	581	54	PBS				Tri-St Publ Teleplex	70	7309									2	2	2	2					
*WKOH	Owensboro	31	708	709	30	PBS				KY Authority Educ TV	79																		
*WKMA	Madisonville	35	513	1,040	42	PBS				KY Authority Educ TV	68																		

TOTAL 48 51 54 57 49 52 57 56
HUT % 31 30 36 34 33 32 37 35

Allocations: Ch 48, Ch 61, Owensboro, KY; Ch 57, Madisonville, KY



Youngstown, OH Ratings Overview

DMA Rank: 99

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	94	64%	0	3	3	0	1	38%	58.8%	0.0%	58.8%	2.5%	61.3%	38.7%	
1994	94	64	0	3	3	0	1	39	59.8	0.0	59.8	2.0	61.8	38.2	
1995	94	67	0	3	3	0	1	40	55.3	0.0	55.3	2.5	57.8	42.2	
1996	95	70	0	3	3	0	1	39	53.8	0.0	53.8	2.3	56.1	43.9	
1997	95	73	0	3	3	0	1	38	50.8	0.0	50.8	2.3	53.1	46.9	
1998	97	73	0	4	4	0	1	37	47.5	0.0	47.5	2.0	49.5	50.5	
1999	97	73	0	4	4	0	1	36	49.0	0.0	49.0	2.0	51.0	49.0	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WFMLJ-TV	37%	36%	31%	29%	16%	15%	14%	15%	14%	11%	11%	13%	17%	14%	16%	9%
WKBN-TV	13	10	13	8	19	21	21	22	26	33	29	26	14	17	14	17
WYTV	7	13	9	10	9	12	11	11	10	13	11	10	9	12	15	17
WYFX-LP	0	0	0	0	0	0	0	0	0	0	3	4	2	2	1	2
* WNEO	5	4	5	6	0	0	0	0	0	0	0	0	0	0	3	3
Other	0	0	0	3	0	0	0	2	0	0	2	2	2	2	4	4
HUT %	62	63	58	56	44	48	46	50	50	57	56	55	44	47	53	52
	22	29	27	25	25	21	26	24	26	23	30	26	27	30	40	34

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WFMLJ-TV	13%	15%	16%	14%
WKBN-TV	18	19	18	18
WYTV	17	21	16	17
WYFX-LP	4	4	4	4
* WNEO	1	0	1	2
Other	4	4	5	4
HUT %	57	63	60	59
	43	47	55	50

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WFMLJ-TV	23%	22%	22%	22%
WKBN-TV	23	25	29	24
WYTV	12	17	14	17
WYFX-LP	0	0	2	0
* WNEO	0	2	2	3
Other	0	2	4	0
HUT %	58	68	73	66
	40	41	41	39

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WFMLJ-TV	20%	18%	16%	16%
WKBN-TV	13	15	16	13
WYTV	4	7	5	11
WYFX-LP	0	0	4	0
* WNEO	0	0	3	0
Other	0	0	0	0
HUT %	37	40	47	40
	20	18	19	18



Savannah, GA Ratings Overview

DMA Rank: 100

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	%	Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	103	66%	2	3	3	2	2	2	38%	57.8%	9.5%	67.3%	2.3%	69.6%	30.4%
1994	102	65	2	3	2	3	2	38	43.5	20.8	64.3	2.0	66.3	33.7	
1995	102	66	2	3	3	2	2	37	50.8	8.5	59.3	2.0	61.3	38.7	
1996	100	67	2	3	5	0	2	38	56.8	0.0	56.8	2.0	58.8	41.2	
1997	100	68	2	3	5	0	2	38	54.8	0.0	54.8	2.3	57.1	42.9	
1998	100	68	2	3	6	0	2	37	51.5	0.0	51.5	2.0	53.5	46.5	
1999	100	68	2	3	6	0	2	36	46.5	0.0	46.5	2.0	48.5	51.5	

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WSAV-TV	23%	19%	15%	20%	5%	5%	4%	9%	7%	7%	6%	8%
WTOC-TV	25	25	25	26	17	23	21	21	30	42	38	38
WJCL	5	5	10	6	4	8	7	6	5	5	4	7
WTGS	4	0	3	0	9	12	9	11	3	5	3	4
* WVAN-TV	2	3	3	4	2	4	0	3	0	0	0	0
ABVH	0	2	0	0	0	0	0	0	0	0	0	0
	59	54	56	56	37	52	41	50	45	59	51	57
HUT %	23	27	28	24	23	20	24	21	27	24	27	25

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM		
	Jul 00	May 00	Nov 99
WSAV-TV	8%	9%	10%
WTOC-TV	23	23	23
WJCL	9	11	12
WTGS	6	8	7
WGSA	2	2	1
* WVAN-TV	0	0	1
* WJWJ-TV	0	0	1
ABVH	2	1	0
	50	54	56
HUT %	47	47	52

PRIME TIME

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
WSAV-TV	7%	10%	10%
WTOC-TV	13	16	18
WJCL	7	12	11
WTGS	4	6	6
WGSA	2	3	2
* WVAN-TV	2	2	2
* WJWJ-TV	0	0	0
ABVH	0	1	1
	35	50	50
HUT %	46	50	56

11:00 - 11:30 PM

Calls	11:00 - 11:30 PM		
	Jul 00	May 00	Nov 99
WSAV-TV	8%	11%	14%
WTOC-TV	27	38	41
WJCL	4	5	6
WTGS	6	2	3
WGSA	2	0	2
* WVAN-TV	0	0	0
* WJWJ-TV	0	0	0
ABVH	3	0	0
	50	56	66
HUT %	31	33	36

11:30 - 1:00 AM

Calls	11:30 - 1:00 AM		
	Jul 00	May 00	Nov 99
WSAV-TV	7%	8%	11%
WTOC-TV	12	19	21
WJCL	4	5	6
WTGS	7	5	3
WGSA	0	0	0
* WVAN-TV	0	0	0
* WJWJ-TV	0	0	0
ABVH	6	0	0
	36	37	41
HUT %	17	16	14



Savannah, GA Market Overview

DMA Rank: 100
BIA Revenue Rank: 101

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998 Growth Rate	1998	2003	2003 Growth Rate
DMA Population	680	735	1.6%	735	782	1.2%
Households	242	263	1.7%	263	285	1.6%
Retail Sales	4,852	6,788	6.9%	6,788	8,694	5.1%
EBI	8,153	9,502	3.1%	9,502	11,979	4.7%
Pop Rank # 100	DMA Counties		21	White	63.4%	Avg Household
HH Rank # 100	TV Households		262	Black	35.0%	\$ 36,196
RS Rank # 99	DMA Cable		69%	Asian	1.3%	\$ 12,922
EBI Rank # 109	DMA VCR		82%	Spanish Speaking		3.1

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 22,300	26,000	26,900	28,600	30,900	36,400	10.3%
Δ 98 - 99	-1.9%	1999	2000	2001	2002	2003	Δ 99 - 03
***		35,700	39,300	40,800	44,900	46,300	6.7%

Estimated Breakouts	% Network	% Natl/Real	% Local
	7.0%	37.0%	56.0%

Revenue/Retail Sales \$4,601,000 1993 1998 2003 \$5,331,000
Revenue/Capita \$32.79 \$49.52 \$59.21

Savannah, GA Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	M	DTV	L	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WSAV-TV	Savannah	3	100	1,480	39			NBC			Millinn	Media General	56	9708	sw	10,100	1.29	22%	7	10	8	9	8	13	10	11				
WTOG-TV	Savannah	11	316	1,470	15			CBS			Katz	Raycom Media Inc	54	9704	g	15,100	0.85	50%	17	22	23	22	22	22	25	25				
WJCL	Savannah	22	3,800	1,431	23			ABC			Katz	GOCOM Holdings LLC	70	9901		5,500	0.86	18%	6	9	9	10	8	8	9	9				
WTGS	Hardesville	28	5,000	1,499	27			FOX			Katz	Brisette Bcstg	85	9901		4,100	1.15	10%	5	6	5	7	4	4	5	7				
WGSA	Baudey	34	5,000	cp	1,194	35		UPN				Southern TV Corp	92	9806		3,350			2	2	2	2	2	2	2	2				
*WVAN-TV	Savannah	9	316	1,050	46			PBS				GA Public Bcstg	63																	
*WJMJ-TV	Beaufort	16	851	1,280	44			PBS				SC ETV Commission	75																	
ABVH								WB				Local Cable Station	98																	

TOTAL	37	51	47	50	44	49	51	54
HUT %	32	32	36	33	37	36	36	38

Note: ABVH is a local cable channel carrying WB programming

● Indicates a change since last edition
/ See introduction section for interpretation of revenue estimates.

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DMA Rank: 100



Lincoln-Hastings-Kearney, NE Ratings Overview

DMA Rank: 101

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			3	0	3	0					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	98	66%	3	0	3	0	4	4	33%	46.5%	0.0%	46.5%	2.3%	48.8%	51.2%
1994	100	66	3	0	3	0	4	4	33	45.5	0.0	45.5	2.0	47.5	52.5
1995	101	68	4	1	4	1	4	4	32	40.8	0.0	40.8	2.5	43.3	56.7
1996	101	70	3	1	4	0	4	4	33	39.5	0.0	39.5	2.5	42.0	58.0
1997	101	70	3	1	4	0	4	4	31	37.8	0.0	37.8	2.0	39.8	60.2
1998	101	70	4	1	6	0	4	4	31	41.3	0.0	41.3	2.5	43.8	56.2
1999	101	69	4	1	6	0	4	4	31	40.3	0.0	40.3	2.0	42.3	57.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KHAS-TV	5%	4%	5%	0%	0%	0%	4%	6%	4%	3%	4%	3%
KLKN	7	6	10	3	4	6	4	6	2	3	6	4
KOLN	16	15	17	28	31	28	21	26	25	18	13	12
KHGI-TV	11	18	15	4	6	7	5	8	8	8	8	12
KTVG	0	0	0	0	0	3	3	0	4	0	0	0
* KUON-TV	4	4	4	4	7	3	0	0	0	0	0	0
Other	7	8	3	0	0	0	3	4	5	8	14	17
	50	55	54	39	48	45	40	50	50	40	45	53
HUT %	18	19	22	19	15	18	20	17	21	21	19	21

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KHAS-TV	2%	2%	2%	3%	4%	5%	3%	3%	4%	5%	4%	5%
KLKN	7	7	8	6	8	8	7	12	8	4	4	6
KOLN	30	31	32	12	16	16	29	29	32	12	17	17
KHGI-TV	10	11	12	7	9	10	14	15	17	4	5	10
KTVG	0	0	0	2	2	2	2	2	1	4	3	3
* KUON-TV	2	0	0	3	2	3	0	0	0	0	0	0
AWBL	0	0	1	0	0	0	0	0	0	0	0	0
Other	12	15	13	11	18	13	7	8	8	12	10	11
	63	66	64	44	59	55	62	69	69	41	43	51
HUT %	38	38	43	43	50	53	49	52	50	22	23	21

Lincoln-Hastings-Kearney, NE Market Overview

DMA Rank: 101
BIA Revenue Rank: 123

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	652	669	669	672
Households	255	263	263	268
Retail Sales	5,563	6,556	6,556	8,447
EBI	9,537	10,986	10,986	13,759
			Rate	Rate
			0.5%	0.1%
			0.6%	0.4%
			3.3%	5.2%
			2.9%	4.6%

Pop Rank # 101	DMA Counties	51	White	97.2%	Avg Household	\$ 41,787
HH Rank # 100	TV Households	260	Black	1.0%	Per Capita	\$ 16,414
RS Rank # 104	DMA Cable	69%	Asian	1.3%	Spanish Speaking	3.0
EBI Rank # 96	DMA VCR	84%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 18,000	20,100	19,600	21,800	22,600	25,500	7.2%
Δ 98 - 99	5.1%	26,800	29,400	30,900	33,300	35,000	6.9%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	10.0%	38.0%	52.0%

Revenue/Retail Sales	1993	1998	2003
Revenue/Capita	\$3.24/1,000	\$3.89/1,000	\$4.14/1,000
	\$27.61	\$38.12	\$52.08

Lincoln-Hastings-Kearney, NE Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M	Ch	A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power	Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	Jul 00	May 00	Feb 00	Nov 99	Nov 99	May 99	Feb 99	Nov 98	Nov 98	May 98	Feb 98
KHAS-TV	Hastings	5	100	732	21	NBC	Milmm				North Platte TV Inc	56	9710	2,200	1.03	8%	3	3	3	4	4	4	4						
KLKN	Lincoln	8	316	1,444	31	ABC	Katz				Citadel Comm Co Ltd	64	8701	4,700	1.75	10%	5	6	5	5	5	4	5						
KOLN	Lincoln	10	316	1,490	25	CBS	TelRp				Gray Communications	53	9807	12,900	1.02	47%	18	20	19	20	23	22	23						
KHGI-TV	Kearney	13	309	2,015	36	ABC	Pety				Pappas Telecasting	53	9903	5,700	1.25	17%	7	8	9	11	6	8	9						
KTVG	Grand Island	17	3,890	610	19	FOX					Hill Bcstg Co	93	9307	1,300	1.21	4%	2	2	2	2	2	2	2						
● KSNB-TV	Superior	4	100	1,109	34	FOX	Katz				Mlts Telecasting Co	65	9903	333e															
KGIN	Grand Island	11	316	1,011	32	CBS	TelRp				Gray Communications	61	9807																
KLKE	Albion	24	2,570	1,240	23	ABC	Katz				Citadel Comm Co Ltd	96																	
*KLNE-TV	Lexington	3	100	1,060	28	PBS					Nebraska Educ Telecm	65																	
*KMNE-TV	Bassett	7	316	1,486	15	PBS					Nebraska Educ Telecm	67																	
*KUON-TV	Lincoln	12	316	830	40	PBS					Nebraska Educ Telecm	54																	
*KHNE-TV	Hastings	29	1,550	1,221	14	PBS					Nebraska Educ Telecm	68																	
AWBL			1			WB					Local Cable Station	98																	

ADJACENT MARKET STATIONS

STATION	9	13	12	11	6	11	10
TOTAL	47	55	52	57	43	55	52
HUT %	28	28	32	32	30	29	33

Allocations: Ch 45, Ch 51, Lincoln; Ch 12, Ch 16, McCook Note: AWBL is a local cable channel carrying WB programming

● indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Harlingen-Weslaco-McAllen-Brownsville, TX Ratings Overview

DMA Rank: 102

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing					
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	114	52%	2	2	3	1	2	38%	56.5%	11.0%	67.5%	1.5%	69.0%	31.0%
1994	115	46	2	2	3	1	2	38	50.5	13.3	63.8	1.8	65.6	34.4
1995	113	44	2	2	3	1	2	39	45.8	16.5	62.3	1.5	63.8	36.2
1996	107	47	5	3	4	4	2	41	50.0	31.5	81.5	1.0	82.5	17.5
1997	104	47	5	3	4	4	2	39	49.8	29.0	78.8	1.0	79.8	20.2
1998	104	45	5	3	5	4	2	37	47.0	28.3	75.3	0.5	75.8	24.2
1999	102	42	5	5	6	5	2	37	42.3	28.3	70.6	2.0	72.6	27.4

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KGBT-TV	11%	9%	8%	8%	13%	18%	16%	16%	12%	19%	13%	16%	6%	6%	5%	9%
KRGV-TV	25	26	24	22	10	10	11	10	10	9	9	8	10	12	12	13
XHAB	0	2	3	4	6	5	5	5	6	5	4	6	0	0	0	0
XERV	4	0	6	4	3	2	4	4	2	3	3	2	11	6	3	6
XHFX	0	0	0	0	3	5	3	3	4	3	3	6	7	8	6	6
KVEO	3	6	7	5	6	8	5	7	12	11	10	8	9	9	8	8
KTLM	7	6	3	4	6	5	4	4	8	8	12	9	10	9	6	6
KNVO	17	18	28	25	18	16	26	22	17	16	23	18	18	23	36	30
KZAV-LP	0	0	0	0	0	0	0	0	2	3	0	0	0	0	0	0
KMBH	5	5	0	4	6	9	0	8	0	2	0	3	2	3	0	2
HUT %	72	72	79	76	71	78	74	79	73	79	77	76	73	76	76	80

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KGBT-TV	15%	18%	17%	16%	9%	13%	12%	11%	16%	19%	18%	20%	8%	12%	9%	8%
KRGV-TV	17	19	18	19	10	15	14	14	30	32	36	30	13	18	22	20
XHAB	2	0	0	0	4	1	2	3	0	1	0	0	0	0	0	0
XERV	6	5	7	9	9	7	8	9	5	4	6	6	5	0	6	6
XHFX	3	3	3	4	6	5	5	6	4	4	3	4	5	7	4	5
KVEO	17	17	17	13	6	10	10	10	8	7	5	5	11	12	11	10
KTLM	4	3	3	3	5	4	5	2	2	2	2	1	5	2	3	3
KNVO	14	12	18	18	13	12	17	15	13	12	14	14	11	11	12	11
KZAV-LP	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0
AHWP	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
HUT %	78	77	83	83	63	68	73	70	78	81	84	80	58	62	67	63



Harlingen-Weslaco-McAllen-Brownsville, TX Market Overview

DMA Rank: 102
BIA Revenue Rank: 93

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	783	935	3.6%	1,063
Households	211	254	3.8%	293
Retail Sales	4,254	6,307	8.2%	7,893
EBI	6,350	7,709	4.0%	10,585
			4.0%	6.5%

	White	Avg Household
DMA Counties	4	\$ 30,314
TV Households	254	Per Capita \$ 8,247
DMA Cable	42%	Spanish Speaking 88.0
DMA VCR	64%	

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	1998 - 98
\$	22,300	33,500	30,800	33,700	35,200	39,100	11.9%
Δ	98 - 99	1999	2000	2001	2002	2003	99 - 03
6.4%	41,600	45,300	47,600	51,400	54,000	54,000	6.7%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	10.0%	50.0%	40.0%

Revenue/Retail Sales	1993	1998	2003
\$	5.24/1,000	\$6.20/1,000	\$6.94/1,000
Revenue/Capita	\$28.48	\$41.82	\$50.80

Harlingen-Weslaco-McAllen-Brownsville, TX Competitive

Calls	City Of License	Visual Power (kW)	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power	Avg '99 Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	Aug 00	Sep 00	Oct 00	Nov 00	Dec 00	Jan 01	Feb 01	Mar 01	Apr 01	May 01	Jun 01
XHUPN	Matamoros	2	1,096			UPN			Borderplex	79		42,000	8,500	1.20	17%	10	14	12	13	11	12	14	13				
KGBT-TV	Harlingen	4	1,299	31		CBS	Katz		Cosmos Bcstg	53	9811		9,300	1.12	20%	12	14	14	14	13	14	14	15				
KRGV-TV	Weslaco	5	1,000	13		ABC	Blair		Manship Stations	54	6401		2,100	1.26	4%	3	2	2	2	3	3	3	2				
XHAB	Matamoros	7	325			TEV			Grupo Televisa	50			3,900	0.63	15%	6	5	6	6	8	10	12	13				
XERV	Reynosa	9	36			TEV			Grupo Televisa	70			3,300	0.88	9%	5	5	4	6	5	5	7	8				
XHFX	Matamoros	17	251			FOX			Grupo Televisa	94			6,300	1.01	15%	9	11	10	9	12	10	10	10				
KVEO	Brownsville	23	2,570	24		NBC	Milrn		Comm Corp of America	81	9010	g	7,800	0.89	21%	14	13	19	17	14	16	15	14				
KTLM	Rio Grande City	40	5,000	20		TEL			Starr Cnty Histor Fd	99			24,800			6	4	5	4								
KNVO	McAllen	48	3,020	46		UNI			Entravision Holdings	92	9609					2	2	2	2	2	2	2	2				
KZAV-LP	Brownsville	20	9			PAX			Zavaletta, Joseph A.	00																	
*KLUJ	Harlingen	44	1,740	34		EDU			Community Educ'l TV	84																	
*KMBH	Harlingen	60	2,240	38		PBS			RGV Educational Bost	82																	
AHWB						WB			Local Cable Station	98																	

TOTAL	67	70	72	73	68	72	77	75
HUT %	37	34	37	37	36	37	38	39

Note: AHWB is a local cable channel carrying WB programming

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	50%	Stations	5					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	102	50%	0	5	3	2	1	35%	60.3%	9.3%	69.6%	3.8%	73.4%	26.6%	
1994	103	52	0	5	3	2	1	35	60.8	9.5	70.3	3.5	73.8	26.2	
1995	104	53	0	5	3	2	1	36	58.0	8.8	66.8	3.8	70.6	29.4	
1996	103	57	0	5	4	1	1	36	66.8	0.0	66.8	3.3	70.1	29.9	
1997	103	56	0	5	4	1	1	34	60.8	0.0	60.8	3.8	64.6	35.4	
1998	102	57	0	5	4	1	1	33	57.3	0.0	57.3	3.3	60.6	39.4	
1999	103	57	0	5	5	1	1	33	56.5	0.0	56.5	3.0	59.5	40.5	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WANE-TV	9%	7%	9%	10%	25%	25%	26%	25%	17%	19%	18%	17%	16%	17%	21%	25%
WPTA	27	34	36	31	6	8	7	7	18	19	17	17	17	21	22	19
WKJG-TV	19	15	13	20	12	12	13	15	11	13	13	14	11	16	16	14
WFFT-TV	0	4	0	0	6	8	4	4	8	7	5	10	3	2	6	5
* WFWA	3	3	4	3	5	0	6	3	0	0	3	3	4	5	4	3
ABFW	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0
HUT %	58	63	62	64	54	53	56	54	54	58	56	61	51	63	69	66
	20	24	23	20	21	18	22	21	23	19	21	22	24	28	34	34

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WANE-TV	21%	22%	23%	25%	14%	17%	18%	18%	18%	19%	23%	18%	11%	16%	17%	14%
WPTA	18	20	19	19	16	23	23	22	17	27	21	26	9	11	10	14
WKJG-TV	13	10	12	13	11	14	15	15	13	18	19	14	12	16	18	15
WFFT-TV	7	5	7	6	6	7	8	8	5	6	6	9	7	8	6	8
* WFWA	0	0	1	1	4	2	4	3	3	2	2	0	2	3	0	0
ABFW	0	2	2	0	0	1	0	0	0	0	0	0	0	0	0	0
HUT %	59	59	64	64	51	64	68	66	56	72	71	67	41	54	51	51
	36	38	47	48	46	52	52	55	40	45	30	29	21	21	12	12



Ft. Wayne, IN Market Overview

DMA Rank: 103
BIA Revenue Rank: 99

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth Rate	
	1993	1998	1998	2003
DMA Population	652	665	0.4%	0.5%
Households	241	250	0.7%	0.9%
Retail Sales	4,865	6,083	4.6%	3.9%
EBI	9,626	11,032	2.8%	4.8%

	DMA Counties	White			Avg Household
		12	White	Black	\$
Pop Rank # 103		12	93.3%		\$ 44,111
HH Rank # 103	TV Households	249	5.6%		\$ 16,600
RS Rank # 110	DMA Cable	57%	0.8%		Spanish Speaking 2.3
EBI Rank # 95	DMA VCR	86%			

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 25,700	30,400	31,400	31,900	32,900	35,300	6.6%
***	Δ 2.3%	36,100	37,200	37,900	39,400	40,200	2.7%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	3.8%	40.1%	56.1%

Revenue/Retail Sales	1993	1998	2003
	\$5.28/1,000	\$5.80/1,000	\$5.45/1,000
Revenue/Capita	\$39.42	\$53.08	\$59.03

Ft. Wayne, IN Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M	A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power	Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WANE-TV	Fort Wayne	15	437	830	4	CBS	Petry	LIN Television Corp	54	9802	9	9,100	0.76	33%	16	17	20	18	18	19	20							
WPFA	Fort Wayne	21	562	742	24	ABC	Katz	Granite Bostg Corp	57	8909	26,500	14,000	1.25	31%	15	19	18	17	18	18	17	18						
WKJG-TV	Fort Wayne	33	589	771	19	NBC	Blair	Cloutier Trust	53	8311	st	7,900	0.91	24%	11	14	14	13	10	18	15	13						
WFRT-TV	Fort Wayne	55	603	781	36	FOX	Katz	Quorum Bostg Co	77	9901	g	5,100	1.18	12%	6	6	7	8	7	7	7	7						
WINM	Angola	63	1,374	472	12	IND		Tri-State Chrstrn TV	83	9101	400																	
*WFVA	Fort Wayne	39	1,380	728	40	PBS		Ft Wayne Public TV	87																			
ABFW			1			WB		Local Cable Station	00																			

Note: ABFW is a local cable channel carrying WB programming

TOTAL	51	58	62	61	54	62	61	61
HUT %	29	30	33	34	32	30	36	34

1/ See introduction section for interpretation of revenue estimates.



Charleston, SC Ratings Overview

DMA Rank: 104

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	24 %	Stations	24 %					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	106	57%	3	2	3	2	1	39%	68.0%	11.0%	79.0%	1.8%	80.8%	19.2%	
1994	105	58	3	2	3	2	1	39	64.8	11.8	76.6	2.3	78.9	21.1	
1995	105	61	3	2	3	2	1	39	61.3	11.8	73.1	2.0	75.1	24.9	
1996	108	63	3	2	5	0	1	38	69.8	0.0	69.8	2.0	71.8	28.2	
1997	109	64	3	2	5	0	1	37	65.3	0.0	65.3	2.0	67.3	32.7	
1998	117	67	3	2	5	0	1	36	62.5	0.0	62.5	2.3	64.8	35.2	
1999	120	67	3	2	6	0	1	36	57.5	0.0	57.5	2.0	59.5	40.5	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WCBD-TV	22%	24%	24%	24%	8%	7%	7%	8%	16%	10%	10%	10%	16%	14%	21%	21%
WCIV	14	12	13	17	4	6	7	7	10	10	14	11	7	6	7	8
WCSC-TV	19	20	26	20	28	25	32	25	33	39	34	31	26	23	28	23
WTAT-TV	0	0	0	0	8	9	13	9	5	3	6	5	2	3	3	4
WMMP	0	0	0	0	0	0	0	0	0	0	0	0	5	3	2	3
WITV	8	7	7	7	9	6	3	5	4	0	0	0	6	4	4	2
ABLN	0	0	3	0	0	0	0	0	0	0	0	0	0	2	1	0
HUT %	63	63	73	68	57	53	62	54	68	62	68	57	62	55	66	61
	23	23	26	24	28	19	21	21	32	24	23	24	36	31	35	33

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WCBD-TV	17%	19%	23%	22%	10%	13%	15%	16%	13%	15%	19%	18%	8%	10%	13%	13%
WCIV	13	10	11	10	11	14	15	14	14	10	13	14	7	7	8	10
WCSC-TV	23	19	20	23	15	17	18	16	28	29	32	30	14	16	18	14
WTAT-TV	8	7	8	9	9	8	9	9	8	5	4	4	9	4	3	4
WMMP	3	4	5	4	4	4	3	3	3	2	1	3	6	4	0	5
WITV	0	0	0	1	3	2	2	3	0	0	0	0	0	0	0	0
ABLN	4	2	3	2	1	1	2	1	0	0	1	0	0	4	0	0
HUT %	68	61	70	71	53	59	64	62	66	61	70	69	44	45	42	46
	52	48	55	53	48	51	56	54	32	33	36	35	18	15	15	16



Charleston, SC Market Overview

DMA Rank: 104
BIA Revenue Rank: 98

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998 Growth Rate	2003	2003 Growth Rate
DMA Population	665	679	0.4%	699	0.6%
Households	233	245	1.0%	258	1.0%
Retail Sales	4,807	6,286	5.5%	7,663	4.0%
EBI	8,614	9,522	2.0%	12,044	4.8%
Pop Rank # 104	DMA Counties 6				
HH Rank # 105	White 63.3%				
RS Rank # 109	Black 34.9%				
EBI Rank # 108	Asian 1.4%				
	Avg Household \$ 38,945				
	TV Households 243				
	Per Capita \$ 14,028				
	DMA Cable 67%				
	Spanish Speaking 1.9				
	DMA VCR 84%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 28,300	32,300	32,300	33,600	35,200	36,300	5.1%
Δ 98 - 99	-0.3%	1999	2000	2001	2002	2003	Δ 99 - 03
***		36,200	38,400	38,900	40,900	41,500	3.5%
Estimated Breakouts	% Network 4.1%		% Natl/Regl 42.8%		% Local 53.1%		
Revenue/Retail Sales	1993 \$5.89/1,000		1998 \$5.77/1,000		2003 \$5.42/1,000		
Revenue/Capita	\$42.56		\$53.46		\$59.37		

Charleston, SC Competitive Overview

Calls	City Or License	Ch	Visual Power (kW)	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acqd	Sales Price (000)	Est Revenue (000)1/	Est Power '99	Avg Ratio	LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WCBD-TV	Charleston	2	100	1,949	59	NBC	MMT			Media General	54	8212	8,000	10,100	1.03	27%	12	13	15	14	13	17	17	16					
WCIV	Charleston	4	100	1,959	53	ABC	Katz			Allbritton Comm Co	53	7801	6,300	6,300	1.02	17%	10	10	12	11	9	10	11	11					
WCSC-TV	Charleston	5	100	1,959	52	CBS	Petty			Jefferson-Pilot Comm	53	9309	15,500	13,000	0.90	40%	21	21	22	21	20	24	25	26					
WTAT-TV	Charleston	24	5,000	1,778	40	1	FOX	Milmm		Glencalm Ltd	85	9806 p	5,600	5,600	1.29	12%	7	6	7	7	7	7	7	8					
WMMP	Charleston	36	3,390	840	35	1	UPN			Sinclair Bcst Group	92	9807	1,200	0.83	4%	3	3	3	3	3	3	2	2	2					
*WITY	Charleston	7	316	1,850	49	PBS				SC ETV Commission	64						4	2	2	2	2	2	2	2					
ABLN			1			WB				Local Cable Station	99						2												
													TOTAL	59	55	63	58	54	62	64	65								
													HUT %	36	32	35	35	37	35	38	37								

Note: ABLN is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.
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Springfield-Holyoke, MA Ratings Overview

DMA Rank: 105

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Network	Stations	Network	Stations					Network Viewing	Commercial Viewing	PTV Viewing	Local Viewing	
1993	99	78%	0	2	2	0	0	1	33%	40.8%	0.0%	40.8%	2.8%	43.6%	56.4%
1994	99	78	0	2	2	0	0	1	33	39.8	0.0	39.8	2.5	42.3	57.7
1995	99	79	0	2	2	0	0	1	34	39.3	0.0	39.3	2.3	41.6	58.4
1996	102	82	0	2	2	0	0	1	34	40.3	0.0	40.3	2.5	42.8	57.2
1997	102	81	0	2	2	0	0	1	32	35.5	0.0	35.5	2.5	38.0	62.0
1998	103	82	0	2	2	0	0	1	32	35.0	0.0	35.0	2.3	37.3	62.7
1999	104	82	0	2	2	0	0	1	31	33.8	0.0	33.8	2.0	35.8	64.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WWLP	38%	38%	40%	19%	16%	23%	16%	14%	12%	23%	21%	22%
WGBB-TV	24	23	16	9	9	9	23	23	23	20	17	13
* WGBY-TV	3	5	3	3	0	0	0	0	0	0	0	0
Other	0	0	3	14	15	12	11	11	12	18	17	20
HUT %	65	66	62	45	40	44	50	48	47	61	55	55
	25	24	24	20	16	15	21	20	17	28	32	32

6:00 - 8:00 PM

Calls	PRIME TIME			11:00 - 11:30 PM			11:30 - 1:00 AM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WWLP	27%	26%	29%	13%	16%	18%	29%	33%	36%
WGBB-TV	16	14	11	13	18	16	20	20	22
* WGBY-TV	3	2	2	3	2	3	0	0	0
MED9	0	0	0	0	0	0	2	0	0
Other	14	18	17	19	21	24	8	8	7
HUT %	60	60	59	48	57	62	59	61	65
	42	46	50	48	54	54	30	30	28

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	105	55%	4	0	3	0	3	3	38%	62.8%	5.8%	68.6%	0.0%	68.6%	31.4%
1994	106	59	4	0	3	0	3	3	37	57.8	7.8	65.6	0.0	65.6	34.4
1995	103	62	4	0	3	0	3	3	38	52.8	7.3	60.1	0.0	60.1	39.9
1996	104	63	4	0	4	0	3	3	37	58.0	0.0	58.0	0.0	58.0	42.0
1997	105	65	4	0	4	0	3	3	37	55.8	0.0	55.8	0.5	56.3	43.7
1998	106	66	4	0	5	0	3	3	36	51.5	0.0	51.5	0.8	52.3	47.7
1999	105	66	4	2	5	2	3	3	37	51.0	0.0	51.0	0.0	51.0	49.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WITN-TV	33%	35%	31%	13%	13%	16%	13%	16%	14%	18%	13%	14%
WFXI	3	3	0	7	9	6	2	3	4	5	6	5
WNCT-TV	12	9	11	18	21	20	31	34	32	12	16	14
WCTI	20	19	19	13	12	16	12	11	12	17	14	14
• WUNM-TV	2	0	3	0	3	2	0	0	0	2	2	3
• WUNK-TV	2	0	3	0	0	0	0	0	0	0	2	2
AGWB	0	0	0	0	0	0	0	0	0	2	2	1
HUT %	72	66	71	51	58	60	58	64	62	56	55	54
	28	27	29	27	22	23	29	27	28	33	34	35

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM			PRIME TIME			11:00 - 11:30 PM			11:30 - 1:00 AM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WITN-TV	22%	22%	23%	10%	13%	14%	14%	18%	26%	11%	14%	20%
WFXI	5	5	5	5	7	6	0	0	0	0	0	0
WNCT-TV	15	17	18	14	16	16	18	24	20	11	11	14
WCTI	14	13	14	10	14	11	17	17	16	7	7	11
WEPX	1	2	0	2	2	0	0	0	0	0	0	0
• WUNM-TV	0	0	0	1	0	1	0	0	0	0	0	0
• WUNK-TV	0	0	0	0	0	1	0	0	0	0	0	0
AGWB	3	3	2	2	2	1	3	0	0	9	4	0
HUT %	60	62	63	44	54	50	52	59	62	38	36	45
	50	51	56	49	51	53	33	32	31	18	15	14



Greenville-New Bern-Washington, NC Market Overview

DMA Rank: 106
BIA Revenue Rank: 107

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth			1998	1998	2003	Growth Rate
	1993	1998	2003				
DMA Population	663	680	707	680	680	707	0.8%
Households	234	242	256	242	242	256	1.1%
Retail Sales	4,635	6,302	8,480	6,302	6,302	8,480	6.1%
EBI	8,193	9,450	12,426	9,450	9,450	12,426	5.6%

	White	Black	Asian	Avg Household Per Capita	Spanish Speaking
DMA Counties	15	68.6%	29.6%	\$ 39,018	
TV Households	241	66%	83%	\$ 13,889	3.8
DMA Cable					
DMA VCR					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 20,900	23,900	26,600	29,300	28,700	32,000	8.9%
***	Δ 98 - 99	32,300	33,800	34,300	35,400	35,900	Δ 99 - 03
	0.9%						2.7%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	7.3%	33.3%	59.4%

Revenue/Retail Sales	1993	1998	2003
	\$4.51/1,000	\$5.08/1,000	\$4.23/1,000
Revenue/Capita	\$31.52	\$47.06	\$50.78

Greenville-New Bern-Washington, NC Competitive Overview

Calls	City Of License	Visual Power (kW)	L M A	DTV Ch	HAAT	Ch	A	Aff	Rep	Owner	Year Std	Date Acqd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WITN-TV	Washington	7	316	1,949	32	NBC	HRP	Gray Communications	53	9708	40,000	9,600	1.14	26%	13	15	14	16	11	15	13	14						
WFXI	Morehead City	8	316	817	24	1	FOX	Millinn	89	0001	g1	5,950	1.54	12%	5	5	6	6	5	5	7	7						
WNCT-TV	Greenville	9	316	1,880	10	CBS	Blair	Media General	53	9701	g	7,900	0.63	39%	16	18	19	18	18	22	20	20						
WCTI	New Bern	12	316	1,939	48	ABC	Katz	Lamco Communications	63	9308	12,300	8,350	1.08	24%	12	12	13	12	12	11	13	13						
WPXU-TV	Jacksonville	35	1,400	833	34	1	PAX	Paxson Comm Corp	99	9906	na	200																
WEPX	Greenville	38	3,020	509	1	PAX	Paxson Comm Corp	97	9905	na	300																	
WYDO	Greenville	14	1,334	686	21	FOX	GOCOM Holdings LLC	92	0001	g1																		
*WUND-TV	Columbia	2	100	991	20	PBS	University of NC	65																				
*WUNM-TV	Jacksonville	19	3,020	1,841	44	PBS	University of NC	82																				
*WUNK-TV	Greenville	25	1,256	1,152	23	PBS	University of NC	72																				
AGWB			1			WB	Local Cable Station	98				2	2															

TOTAL	48	52	52	52	52	46	53	53	54
HUT %	35	34	35	36	36	37	35	38	36

Allocations: Ch 66, Forest City Note: AGWB is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Lansing, MI Ratings Overview

DMA Rank: 107

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	104	59%	2	2	3	1	1	34%	51.0%	7.3%	58.3%	3.8%	62.1%	37.9%	
1994	104	61	2	2	3	1	1	33	51.3	9.5	60.8	3.3	64.1	35.9	
1995	106	63	2	2	3	1	1	33	48.3	9.0	57.3	3.5	60.8	39.2	
1996	106	64	2	2	4	0	1	33	54.0	0.0	54.0	3.0	57.0	43.0	
1997	106	66	2	2	4	0	1	32	49.5	0.0	49.5	3.3	52.8	47.2	
1998	105	67	2	2	5	0	1	31	48.8	0.0	48.8	3.0	51.8	48.2	
1999	106	67	2	2	5	0	1	31	46.3	0.0	46.3	2.8	49.1	50.9	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				8:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WLNS	10%	14%	9%	10%	21%	20%	19%	20%	31%	34%	32%	29%	16%	20%	23%	20%
WILX-TV	40	40	39	32	13	16	14	14	10	7	8	8	11	8	7	7
WSYM-TV	0	0	0	3	0	3	4	4	0	0	0	6	8	9	6	14
WLAJ	6	6	5	5	8	4	5	6	3	4	7	4	8	11	7	9
* WKAR-TV	4	7	6	10	3	7	8	6	0	0	0	0	3	3	3	3
Other	0	0	4	0	0	0	0	0	0	0	0	0	0	2	4	0
HUT %	60	67	63	60	45	50	50	50	44	45	47	47	46	53	50	53
	19	23	25	21	17	18	18	19	19	19	20	21	24	26	28	30

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLNS	20%	22%	22%	21%
WILX-TV	20	22	20	22
WSYM-TV	9	8	7	6
WLAJ	5	5	5	5
* WKAR-TV	2	2	1	2
ABL	2	2	3	2
Other	2	2	5	5
HUT %	60	63	63	63
	37	40	47	45

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLNS	12%	15%	16%	16%
WILX-TV	10	16	14	15
WSYM-TV	6	9	9	9
WLAJ	10	15	13	12
* WKAR-TV	4	3	4	4
ABL	0	1	1	1
Other	3	2	4	4
HUT %	45	61	61	61
	43	52	55	54

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLNS	20%	24%	23%	24%
WILX-TV	21	26	30	26
WSYM-TV	5	3	2	3
WLAJ	4	4	3	6
* WKAR-TV	0	0	0	0
ABL	0	0	0	0
Other	2	3	3	0
HUT %	52	60	61	59
	27	31	31	29

4:00 - 6:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLNS	14%	16%	15%	14%
WILX-TV	12	20	20	21
WSYM-TV	6	0	0	0
WLAJ	6	4	0	6
* WKAR-TV	0	0	0	0
ABL	0	0	0	0
Other	0	7	4	4
HUT %	38	47	39	45
	14	14	14	12



Lansing, MI Market Overview

DMA Rank: 107
BIA Revenue Rank: 99

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		2003		Growth Rate
	Pop	HH	Pop	HH	Pop	HH	
DMA Population	640	658	658	668	668	668	0.3%
Households	232	240	240	247	247	247	0.6%
Retail Sales	5,377	6,987	6,987	8,770	8,770	8,770	4.7%
EBI	9,894	10,168	10,168	11,938	11,938	11,938	3.3%

	1998	2003	2003
DMA Counties	5	5	\$ 42,439
TV Households	238	238	\$ 15,444
DMA Cable	68%	68%	Spanish Speaking
DMA VCR	87%	87%	3.9

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 27,800	32,300	33,700	36,700	34,500	37,300	6.1%
REVENUES	Δ 98 - 99	36,100	38,600	39,800	42,200	43,400	Δ 99 - 03
***	-3.2%						4.7%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	6.2%	32.1%	61.7%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$5.17/1,000	\$5.34/1,000	\$4.95/1,000
	\$43.44	\$56.69	\$64.97

Lansing, MI Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acqd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WLNS	Lansing	100	6	1,001	59		59	CBS	Young	Young Bcstg Inc	50	8605	g	14,400	0.93	43%	17	19	20	18	19	21	20	19				
WILX-TV	Onondaga	316	10	981	57		57	NBC	Blair	Benedek Bcstg Corp	59	9606	g	11,000	1.09	28%	12	14	13	13	11	14	14	13				
WHTV	Jackson	9	18	240	34		34	IND		Jackson TV Company																		
WSYM-TV	Lansing	1,350	47	1,001	38		38	FOX	Petry	Journal Bcst Group	82	8411	g	5,600	1.11	14%	5	6	6	9	6	6	6	7				
WLAJ	Lansing	1,410	53	1,001	51		51	ABC	Katz	Freedom Comm Inc	90	9808	g	5,100	1.01	14%	8	9	8	9	5	6	7	8				
*WKAR-TV	East Lansing	1,230	23	971	55		55	PBS		Michigan State Univ	72							3	3	3	2	3	3	3				
ABL		1						WB		Local Cable Station	98																	

ADJACENT MARKET STATIONS	0	2	4	2	2	2	2	4
TOTAL	45	53	54	54	45	52	53	54
HUT %	26	29	32	32	29	30	33	33

Note: ABL is a local cable channel carrying WB programming



Tallahassee, FL-Thomasville, GA Ratings Overview

DMA Rank: 109

Market Trend Analysis

Year	COMMERCIAL STATIONS					LOCAL SHARES					All Other Viewing		
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing	Ind Viewing		Commercial Viewing	PTV Viewing
1993	116	59%	1	3	3	1	1	35%	54.5%	7.0%	61.5%	0.0%	61.5%
1994	116	61	1	3	3	1	1	36	53.3	7.3	60.6	0.0	60.6
1995	116	62	1	4	3	2	1	35	45.8	6.8	52.6	0.0	52.6
1996	116	66	1	3	4	0	1	35	51.3	0.0	51.3	0.0	51.3
1997	114	67	1	3	4	0	1	35	45.3	0.0	45.3	0.5	45.8
1998	112	67	1	4	6	0	1	36	44.3	0.0	44.3	0.0	44.3
1999	114	67	1	3	5	0	1	34	43.0	0.0	43.0	0.0	43.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WCTV	27%	24%	27%	25%	26%	28%	24%	21%	38%	39%	43%	41%	24%	25%	28%	26%
WTXL-TV	8	9	11	10	6	7	8	7	3	10	3	5	5	11	8	9
WTWC-TV	8	9	8	9	0	0	0	5	4	5	4	6	6	3	4	5
WTLH	3	0	2	3	8	4	7	4	2	0	0	3	5	5	4	4
ABXT	0	0	0	0	0	0	0	0	2	0	0	0	2	0	0	0
Other	0	13	5	11	0	0	0	0	0	4	2	5	0	4	4	5
HUT %	46	55	53	58	40	39	39	37	49	58	52	60	42	48	48	49
	22	24	23	23	24	17	16	20	28	22	23	22	33	31	32	32

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WCTV	30%	33%	34%	34%
WTXL-TV	5	6	5	5
WTWC-TV	7	6	6	7
WTLH	5	5	4	3
* WFSU-TV	1	2	0	1
ABXT	4	3	2	3
Other	0	4	5	5
HUT %	52	59	56	58
	52	46	51	50

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WCTV	13%	17%	17%	16%
WTXL-TV	6	11	9	10
WTWC-TV	6	7	7	6
WTLH	4	6	5	4
* WFSU-TV	2	1	1	2
ABXT	1	2	1	2
Other	0	4	3	5
HUT %	32	48	43	45
	51	52	53	53

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WCTV	15%	15%	15%	16%
WTXL-TV	0	0	0	3
WTWC-TV	7	6	7	5
WTLH	4	3	3	0
* WFSU-TV	0	0	0	0
ABXT	7	0	5	6
Other	0	5	0	3
HUT %	33	29	30	33
	21	16	16	17



Tallahassee, FL-Thomasville, GA Market Overview

DMA Rank: 109
BIA Revenue Rank: 128

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998 Growth Rate	1998	2003	2003 Growth Rate	
DMA Population	563	635	2.4%	635	667	1.0%	
Households	206	233	2.5%	233	248	1.3%	
Retail Sales	4,387	5,714	5.4%	5,714	7,298	5.0%	
EBI	7,029	8,716	4.4%	8,716	11,180	5.1%	
Pop Rank # 109	DMA Counties		18	White	63.2%	Avg Household	\$ 37,489
HH Rank # 111	TV Households		230	Black	35.2%	Per Capita	\$ 13,728
RS Rank # 116	DMA Cable		66%	Asian	1.1%	Spanish Speaking	2.6
EBI Rank # 113	DMA VCR		85%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$ 17,200	18,900	19,900	21,000	22,500	22,800	5.8%
Δ 98 - 99	8.3%	24,700	26,200	27,000	28,300	29,400	4.5%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	3.0%	45.0%	52.0%

Revenue/Retail Sales	1993	1998	2003
	\$3,921,000	\$3,991,000	\$4,031,000
Revenue/Capita	\$30.55	\$35.91	\$44.08

Tallahassee, FL-Thomasville, GA Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est Power	Avg '99 LCS	Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WC-TV	Thomasville	6	98	2,031	52	CBS	Petry			Gray Communications	55	9609	13,050	0.87	61%	21	23	25	25	24	27	28	28						
WTVL-TV	Tallahassee	27	2,690	cp	22	ABC	Blair			Media Venture Mgmt	76	9305	5,000al	1.28	16%	5	8	7	8	6	7	7	9						
WTVW-TV	Tallahassee	40	3,160		2	NBC	Katz			Sinclair Bcst Group	83	9904	3,700	1.36	11%	5	6	5	5	4	6	5	4						
WTLH	Bainbridge	49	1,620		50	FOX	Young			Pegasus Comm Corp	89	9509	5,595	0.98	12%	4	5	4	4	4	5	5	6						
WFXU	Live Oak	57	2,510		48	FOX				KB Prime Media LLC	98	9903																	
● WVJUP	Tallahassee	17	8			UPN				Assoc Christian TV	91																		
*WFSU-TV	Tallahassee	11	316		32	PBS				FSU Board of Regents	60																		
ABXT			1			WB				Local Cable Station	98																		

ADJACENT MARKET STATIONS	2	1
TOTAL	37	46
HUT %	35	31

Allocations: Ch 36, Madison, FL; Ch 33, Valdosta, GA Note: ABXT is a local cable channel carrying WB programming

● Indicates a change since last edition
†/ See introduction section for interpretation of revenue estimates.



Peoria-Bloomington, IL Ratings Overview

DMA Rank: 110

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	112	66%	0	4	3	1	1	1	34%	59.5%	8.5%	68.0%	2.5%	70.5%	29.5%
1994	113	66	0	4	3	1	1	1	34	60.5	9.0	69.5	2.5	72.0	28.0
1995	114	66	0	4	3	1	1	1	34	56.0	7.5	63.5	2.8	66.3	33.7
1996	109	70	0	4	4	0	1	1	34	61.3	0.0	61.3	2.5	63.8	36.2
1997	110	72	0	4	4	0	1	1	34	57.3	0.0	57.3	2.3	59.6	40.4
1998	110	72	0	4	5	0	1	1	33	56.0	0.0	56.0	2.0	58.0	42.0
1999	110	71	0	5	6	0	1	1	32	53.8	0.0	53.8	2.0	55.8	44.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WHOI	11%	13%	10%	11%	12%	9%	15%	21%	13%	10%	10%	9%
WEEK-TV	33	31	31	10	9	8	18	23	22	20	20	23
WMBD-TV	10	11	12	23	26	26	17	16	20	16	18	16
WYZZ-TV	0	0	0	5	4	4	2	0	0	0	0	0
* WTVP	5	5	6	0	4	0	0	0	0	3	6	0
HUT %	59	60	59	49	55	47	52	60	55	49	54	48
	20	22	20	20	17	18	19	21	22	22	23	24

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WHOI	6%	8%	7%	12%	19%	18%	8%	10%	9%	7%	7%	8%
WEEK-TV	23	25	24	12	18	16	28	31	31	19	22	20
WMBD-TV	23	20	24	14	17	17	23	19	23	14	13	12
WYZZ-TV	9	7	7	5	7	8	4	6	5	6	10	8
WAOE	0	2	0	0	1	0	0	0	0	0	0	0
* WTVP	0	0	2	4	2	3	0	0	0	0	0	0
ABPE	3	4	3	0	2	1	0	2	1	0	0	0
HUT %	64	66	70	47	66	63	63	68	69	46	52	48
	38	39	43	45	53	54	45	47	47	24	22	21



Peoria-Bloomington, IL Market Overview

DMA Rank: 110
BIA Revenue Rank: 107

Demographic and Economic Overview

(000s, except Retail Sales and EB1 in \$000,000s)

	Growth		Growth Rate	
	1993	1998	1998	2003
DMA Population	597	614	0.6%	619
Households	226	233	0.6%	238
Retail Sales	4,872	6,070	4.5%	7,348
EB1	9,437	10,742	2.6%	13,188
				4.2%

	White	Black	Asian
DMA Counties	10	92.2%	
TV Households	230	6.5%	
DMA Cable	72%	1.1%	
DMA VCR	87%		

	Avg Household	Per Capita	Spanish Speaking
	\$ 46,184	\$ 17,504	1.6

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 26,000	29,300	30,000	30,600	32,300	34,000	5.5%
***	Δ -5.0%	32,300	34,200	35,600	37,400	38,900	4.7%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	4.0%	32.0%	64.0%

Revenue/Retail Sales	1993	1998	2003
	\$5.34/1,000	\$5.60/1,000	\$5.29/1,000
Revenue/Capita	\$43.55	\$55.37	\$62.84

Peoria-Bloomington, IL Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power '99	Avg Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WHOI	Peoria	2,240	19	679	40	ABC	40	Blair	Benedek Bcstg Corp	53	9606	9	6,800	1.08	19%	10	14	12	9	10	11	12						
WEEK-TV	Peoria	2,400	25	680	57	NBC	57	Katz	Granite Bcstg Corp	53	8808	33,000	13,000	1.18	34%	15	19	18	18	16	19	19						
WMBD-TV	Peoria	2,040	31	640	30	1	30	CBS	TelFp	58	0006	g3	7,600	0.69	34%	16	17	19	18	16	20	19						
WYZZ-TV	Bloomington	1,120	43	961	28	FOX	28	Milmm	Sinclair Bcst Group	82	9604	23,000	5,100	1.21	13%	5	5	5	8	6	7	8						
WAOE	Peoria	5,000	59	2,023	39	UPN	39		Four Seasons Bcstg	99																		
*WTVP	Peoria	1,410	47	709	46	PBS	46		IL Valley Pub Telecm	71																		
ABPE	Peoria	1				WB			Local Cable Station	98																		

ADJACENT MARKET STATIONS

TOTAL	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98
48	59	56	58	58	52	61	60	60

HUT %

29	30	31	32	30	33	34	33
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Note: ABPE is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.



Reno, NV Ratings Overview

DMA Rank: 111

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	117	64%	3	3	2	2	1	34%	55.5%	8.5%	64.0%	2.3%	66.3%	33.7%	
1994	119	70	3	3	2	2	1	34	55.0	10.5	65.5	2.3	67.8	32.2	
1995	121	68	3	3	2	2	1	33	50.3	9.3	59.6	2.3	61.9	38.1	
1996	120	70	4	2	2	0	1	34	60.0	0.0	60.0	2.3	62.3	37.7	
1997	119	72	5	2	2	0	1	34	57.3	0.0	57.3	2.0	59.3	40.7	
1998	118	71	4	3	7	1	1	33	52.5	0.8	53.3	2.0	55.3	44.7	
1999	108	70	5	3	8	1	1	32	52.8	0.0	52.8	2.0	54.8	45.2	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTVN	8%	3%	4%	4%	17%	16%	16%	11%	11%	5%	4%	9%	15%	13%	13%	13%
KRNV	26	19	16	23	14	14	12	13	12	9	10	11	14	15	15	15
KOLO-TV	22	18	26	19	7	7	7	8	13	22	19	15	18	16	18	24
KRXI	0	3	2	3	4	6	4	8	4	3	3	3	2	4	5	4
KAME-TV	0	3	0	0	0	0	0	0	0	3	3	3	2	3	1	2
KREN-TV	0	0	0	0	0	3	0	0	5	4	3	0	0	0	2	1
KUVR-LP	0	2	4	0	0	4	0	0	5	4	0	0	3	2	3	0
KNPB	0	5	4	5	0	0	0	0	0	0	0	0	0	0	3	2
AWBV	0	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0
HUT %	56	55	58	54	42	50	39	40	50	50	42	41	54	53	60	61
	23	24	25	24	19	20	19	18	20	21	20	18	34	34	36	35

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTVN	11%	9%	10%	10%	11%	11%	12%	12%	16%	10%	12%	12%	10%	11%	10%	9%
KRNV	8	7	6	9	9	15	13	15	22	22	19	27	20	18	19	23
KOLO-TV	19	20	24	27	11	16	19	18	16	24	22	17	8	15	13	11
KRXI	6	8	10	9	6	8	10	8	5	0	5	3	0	0	7	0
KAME-TV	3	3	3	4	4	4	3	3	0	3	3	3	0	0	0	0
KREN-TV	4	4	4	4	1	2	2	2	0	0	0	0	0	0	0	0
KUVR-LP	4	2	3	0	4	2	2	0	0	0	0	0	0	0	0	0
KNPB	2	2	2	1	4	3	3	3	0	0	4	0	0	0	0	0
AWBV	2	3	4	2	0	0	2	0	0	0	0	0	0	0	0	0
HUT %	59	58	66	66	50	61	66	61	59	59	65	62	38	44	49	43
	47	52	53	54	43	50	50	50	21	22	22	20	10	11	10	10



Reno, NV Market Overview

DMA Rank: 111
BIA Revenue Rank: 103

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1999		2000		2001		2002		2003	
	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate
DMA Population	518	2.8%	595	2.8%	664	2.2%	664	2.2%	664	2.2%	664	2.2%
Households	200	2.8%	230	2.8%	259	2.4%	259	2.4%	259	2.4%	259	2.4%
Retail Sales	4,916	6.2%	6,635	6.2%	9,142	6.6%	9,142	6.6%	9,142	6.6%	9,142	6.6%
EBI	8,781	4.8%	11,109	4.8%	15,640	7.1%	15,640	7.1%	15,640	7.1%	15,640	7.1%

	1998	1999	2000	2001	2002	2003
White	91.2%	91.2%	91.2%	91.2%	91.2%	91.2%
Black	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%
Asian	3.8%	3.8%	3.8%	3.8%	3.8%	3.8%
Avg Household	\$ 48,159	\$ 48,159	\$ 48,159	\$ 48,159	\$ 48,159	\$ 48,159
Per Capita	\$ 18,528	\$ 18,528	\$ 18,528	\$ 18,528	\$ 18,528	\$ 18,528
Spanish Speaking	13.1	13.1	13.1	13.1	13.1	13.1

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
ESTIMATED GROSS REVENUES	\$ 24,500	29,500	29,800	32,100	32,900	37,100	37,100	37,100	37,800	39,700	40,500
Δ	-5.7%										
★ ★ ★											

Estimated Breakouts	% Network	% Natl/Regl	% Local
	3.0%	51.8%	45.2%

Revenue/Retail Sales	1993	1998	2003
	\$4.98/1,000	\$5.59/1,000	\$4.43/1,000
Revenue/Capita	\$47.30	\$62.35	\$60.99

Reno, NV Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	M	L	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) /1	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Jul 00	May 00	Jul 00	May 00	Jul 00	May 00	Jul 00	May 00	Jul 00	May 00
KTVN	Reno	89	2	2,152	32	CBS	Katz	Sarkes Tarzian Inc	67	8008	12,500	6,600	0.82	23%	11	10	11	12	11	13	13	13	12				
KRNK	Reno	100	4	436	34	NBC	Patry	Sunbelt Bcstg Co	62	8909	24,450	6,900	0.86	23%	10	12	11	12	9	15	13	13	11				
KWNV	Winnemucca	1	7	2,132	12	NBC		Sunbelt Bcstg Co	00																		
KOLO-TV	Reno	166	8	2,930	23	ABC	Blair	Stephens Group Inc	53			11,900	1.06	32%	13	15	16	17	15	17	18	18	17				
KRXI	Reno	178	11	2,802	44	FOX	TelRip	Cox Broadcasting	95	9706		5,500	1.43	11%	5	6	7	8	5	7	5	7	7				
KAME-TV	Reno	692	21	620	22	UPN	TelRip	Cox Broadcasting	81	9706 p	na	2,900	1.38	6%	3	3	2	3	3	3	3	3	3				
KREN-TV	Reno	2,630	27	2,933	26	1	WB	UNII	86	9412	3,000	1,200	0.86	4%	3	2	2	2	2	2	2	2	2				
KUVR-LP	Reno	1	68	2,920	1	UNII		Univision TV Group	98						3	2	2	2	2	2	2	2	2				
*KNPB	Reno	5	5	459	15	PBS		Ch 5 Public Bcstg	83						2	2	2	2	2	2	2	2	2				
AWBV		1				WB		Local Cable Station	98						2	2	2	2	2	2	2	2	2				

TOTAL	50	52	55	56	48	59	56	54
HUT %	29	32	32	32	29	32	34	35

Allocations: Ch 9, Tonopah Note: AWBV is a local cable channel carrying WB programming

● Indicates a change since last edition
 /1 See introduction section for interpretation of revenue estimates.
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Monterey-Salinas, CA Ratings Overview

DMA Rank: 112

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES					All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	
1993	111	82%	2	4	3	3	1	32%	41.5%	14.5%	56.0%	0.0%	56.0%	0.0%	56.0%	44.0%
1994	114	82	2	4	3	3	1	32	42.5	17.8	60.3	0.0	60.3	0.0	60.3	39.7
1995	115	76	2	4	3	3	1	32	39.5	17.3	56.8	0.0	56.8	0.0	56.8	43.2
1996	122	78	2	4	4	2	1	32	48.8	10.5	59.3	0.0	59.3	0.0	59.3	40.7
1997	122	78	2	4	4	2	1	31	46.0	10.0	56.0	0.0	56.0	0.0	56.0	44.0
1998	121	78	2	4	5	2	1	31	44.5	9.5	54.0	0.0	54.0	0.0	54.0	46.0
1999	119	75	2	4	5	2	1	30	40.8	11.0	51.8	0.0	51.8	0.0	51.8	48.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KSBW	31%	30%	30%	29%	7%	12%	8%	12%	16%	12%	13%	13%	26%	27%	26%	26%
KNTV	0	11	8	9	0	7	7	6	0	18	14	12	0	3	3	3
KCBA	4	4	4	3	5	0	3	5	0	0	0	3	3	4	3	5
KION	5	5	5	5	16	15	12	13	6	7	8	9	6	5	9	11
KSMS-TV	7	11	15	15	6	11	16	12	11	11	11	11	10	10	14	14
K15CU	0	0	0	0	0	0	0	0	0	0	0	0	4	4	2	0
Other	13	7	8	4	4	0	8	0	8	0	0	0	8	5	3	2
HUT %	60	68	70	65	38	45	54	48	41	48	52	48	57	58	61	61
	18	20	23	22	16	13	18	18	18	18	19	19	28	27	33	33

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KSBW	21%	23%	23%	21%	10%	17%	15%	15%	35%	35%	31%	39%	25%	22%	23%	28%
KNTV	2	3	2	9	1	13	12	12	0	5	6	5	0	6	7	0
KCBA	6	7	8	7	5	9	10	9	0	0	0	0	0	0	0	0
KION	6	6	7	5	9	9	11	10	6	7	10	9	7	10	10	12
KSMS-TV	10	11	15	14	8	9	10	11	0	0	0	0	0	0	0	0
K15CU	0	1	1	0	0	2	1	0	0	0	0	0	0	0	0	0
Other	7	4	5	5	13	6	6	6	3	3	0	0	5	5	0	0
HUT %	52	55	61	61	46	65	65	63	44	50	47	53	37	43	40	40
	43	43	51	51	41	48	48	49	21	21	19	18	10	10	9	9



Santa Barbara-Santa Maria-San Luis Obispo, CA Market Overview

DMA Rank: 113
BIA Revenue Rank: 119

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003	
	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate
DMA Population	615	1.4%	659	1.4%	707	1.4%	707	1.4%
Households	218	1.4%	234	1.4%	252	1.5%	252	1.5%
Retail Sales	4,555	4.0%	5,547	4.0%	6,403	2.9%	6,403	2.9%
EBI	10,376	0.9%	10,855	0.9%	12,796	3.3%	12,796	3.3%

	White	Black	Asian	Avg Household
DMA Counties	2	228	81%	\$ 46,490
TV Households	81%	91%		\$ 16,472
DMA Cable				Spanish Speaking 27.9
DMA VCR				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 17,300	20,300	20,000	24,700	23,600	30,400	11.9%
★ ★	Δ -7.9%	28,000	32,700	31,700	36,500	36,800	Δ 99 - 03
							7.2%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	5.7%	49.6%	44.7%

Revenue/Retail Sales	1993	1998	2003
	\$3.80/1,000	\$5.48/1,000	\$5.75/1,000
Revenue/Capita	\$28.13	\$46.13	\$52.05

Santa Barbara-Santa Maria-San Luis Obispo, CA Competitive

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Avg Power '99	Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)														
																	Nov 98	Dec 98	Jan 99	Feb 99	Mar 99	Apr 99	May 99	Jun 99	Jul 99	Aug 99	Sep 99	Oct 99	Nov 99	Dec 99	
KEYT-TV	Santa Barbara	3	50	3,009	27	ABC	HRP	ABC	HRP	Smith Bostg Group	53	8704	30,000	7,500	0.99	27%	11	12	11	12	12	11	12	11	12	12	12				
KSBY	San Luis Obispo	6	100	1,782	15	NBC	TelRp	NBC	TelRp	S.J.L Comm LP	53	9512	17,000	9,550	1.10	31%	11	13	14	12	12	13	13	12	13	16	13	13			
KCOY-TV	Santa Maria	12	115	1,939	19	CBS	Petry	CBS	Petry	Ackerley Group	64	9905 p	5,500	5,500	0.85	23%	8	10	10	10	10	10	10	10	11	10	11	10			
KTAS	San Luis Obispo	33	60	1,444	34	UNI		UNI		Palazuolos, Raul	90	9705	850	1,500	0.54	10%	6	4	5	2	3	6	4	3	6	4	4	4	4		
KPMR	Santa Barbara	38	2,690	2,877	21					Entravision Holdings	NOA	0007 p	4,750cp																		
KADY-TV	Oxnard	63	5,000	2,001	24	UPN	Petry	UPN	Petry	Media Venture Mgrmt	85	9606	11,000	1,900																	
K07TA	Santa Maria	7	1	756		UNI	UNI	UNI	UNI	Palazuolos, Raul	86	9601 p	850																		
KKFX-LP	Santa Barbara	17	1	cp		FOX		FOX		Reyner, Bill	97			2,000	0.79	9%	3	5	4	5	3	3	3	3	3	4	4	6	6	6	
KTSL-LP	Santa Barbara	43	10	879		PAX		PAX		JB Broadcasting	98																				

ADJACENT MARKET STATIONS

	10	10	14	12	12	14	14	13
TOTAL	49	54	58	53	52	57	61	58
HUT %	28	28	31	30	28	30	31	32

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Sioux Falls-Mitchell, SD Ratings Overview

DMA Rank: 114

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Ind Viewing		Commercial Viewing		PTV Viewing		Local Viewing		All Other Viewing	
			Stations	Stations	Stations	Stations				Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %
1993	107	58%	3	1	3	1	5	33%	66.3%	3.5%	69.8%	2.3%	72.1%	27.9%							
1994	107	58	3	1	3	1	3	33	65.0	4.3	69.3	2.0	71.3	28.7							
1995	107	59	3	1	3	1	3	31	59.5	4.0	63.5	1.0	64.5	35.5							
1996	105	62	3	1	4	0	3	34	61.8	0.0	61.8	1.0	62.8	37.2							
1997	107	63	3	1	4	0	3	32	59.8	0.0	59.8	1.5	61.3	38.7							
1998	108	64	2	2	5	0	4	32	49.5	0.0	49.5	1.5	51.0	49.0							
1999	109	64	2	3	6	0	4	31	55.5	0.0	55.5	1.5	57.0	43.0							

LOCAL SHARES

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KELO-TV	26%	25%	31%	21%	40%	41%	41%	32%	29%	29%	40%	30%	12%	20%	28%	21%
KSFY-TV	17	15	16	20	6	6	7	9	10	11	8	13	13	15	14	18
KTTW	0	0	0	0	0	0	0	0	0	0	0	5	0	0	2	0
KDLT	10	8	10	12	6	5	6	9	15	16	10	10	8	7	6	6
* KESD-TV	3	3	4	4	0	0	0	0	0	0	0	0	0	0	2	0
HUT %	56	51	61	57	52	52	54	50	54	56	58	58	33	42	52	45
	20	21	21	21	22	17	19	19	24	20	21	18	20	19	21	21

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KELO-TV	37%	35%	42%	37%	17%	18%	20%	19%	50%	48%	50%	47%	20%	20%	21%	26%
KSFY-TV	26	23	21	23	15	21	22	20	15	19	17	23	6	8	10	17
KTTW	2	2	3	3	3	5	5	5	3	1	1	2	12	12	10	6
KDLT	6	6	5	5	7	11	11	11	6	5	7	5	10	10	13	10
* KESD-TV	0	1	0	0	3	3	2	2	2	1	1	0	0	0	0	0
AWJB	2	4	4	2	0	1	2	1	0	0	1	0	0	0	0	0
HUT %	73	71	75	70	45	59	62	58	76	74	77	77	48	50	54	59
	42	42	49	46	43	50	56	54	56	52	54	51	26	23	24	24



Sioux Falls-Mitchell, SD Market Overview

DMA Rank: 114
BIA Revenue Rank: 115

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	593	607	607	608
Households	226	231	231	235
Retail Sales	4,994	6,727	6,727	8,951
EBI	8,961	9,658	9,658	12,237
			Rate	Rate
			0.5%	0.0%
			0.4%	0.3%
			6.1%	5.9%
			1.5%	4.8%

	White	Avg Household
DMA Counties	57	\$ 41,771
TV Households	228	\$ 15,913
DMA Cable	66%	Spanish Speaking
DMA VCR	83%	0.6

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 22,300	22,900	23,800	25,400	26,500	28,500	5.0%
Δ 98 - 99	4.6%	29,800	2000	2001	2002	2003	Δ 99 - 03
***			32,500	33,800	36,100	38,000	6.2%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	8.0%	28.0%	64.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$ 4.47/1,000	\$ 4.24/1,000	\$ 4.25/1,000
	\$ 37.61	\$ 46.95	\$ 62.50

Sioux Falls-Mitchell, SD Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M	L	Ch	A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power '99	Avg Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KELO-TV	Sioux Falls	11	25	630	32			CBS			Young	Young Bcstg Inc	53	9605	14,200	0.92	52%	24	25	28	25	29	30	29	27				
KSFY-TV	Sioux Falls	13	316	2,001	29			ABC			Katz	Raycom Media Inc	60	9610	9,100	1.22	25%	14	16	16	17	12	14	15	14				
KTTW	Sioux Falls	17	2,040	cp	1,460	7		FOX				Independent Comm Inc	87	8803	2,100	0.88	8%	3	3	3	5	3	4	4	6				
KAUN	Sioux Falls	36	2,650	cp	755	40						Rapid Bcstg Corp	NOA	9802	na														
KDLT	Sioux Falls	46	3,980	cp	1,933	47		NBC			Milmm	Red River Bcst Corp	98		4,400	0.92	16%	8	9	8	8	7	10	10	8				
KDLO-TV	Florence	3	100	1,680	25			CBS			Blair	Young Bcstg Inc	55	9605	g2														
KPRY-TV	Pierre	4	100	1,240	19			ABC			Katz	Raycom Media Inc	76	9610	g1														
KDLV	Mitchell	5	100	cp	981	26		NBC			Petry	Red River Bcst Corp	60	9409	4,000														
KPLO-TV	Reliance	6	100	cp	1,109	14		CBS			Blair	Young Bcstg Inc	57	9605	g2														
KABY-TV	Aberdeen	9	316	1,404	28			ABC			Katz	Raycom Media Inc	58	9610	g1														
KTTM	Huron	12	316	850	22			FOX				Independent Comm Inc	91	9012	40cp														
KCPO-LP	Sioux Falls	26	1	cp	185			UPN				GIG Inc	99																
*KUSD-TV	Vermillion	2	100	761	34			PBS				SD Bd Dir-ETV	61																
*KESD-TV	Brookings	8	245	751	18			PBS				SD Bd Dir-ETV	68																
*KTSB-TV	Pierre	10	316	1,601	21			PBS				SD Bd Dir-ETV	70																
*KDSD-TV	Aberdeen	16	1,350	1,171	17			PBS				SD Bd Dir-ETV	72																
*KSMN	Worthington	20	2,400	1,089	15			PBS				W Central MN Educ TV	NOA																
*KCSB	Sioux Falls	23	13	177	24			PBS				SD Bd Dir-ETV	96																
AWJB								WB				Local Cable Station	98																

TOTAL	51	55	57	55	53	60	60	57
HUT %	29	29	33	32	28	30	34	35

Note: AWJB is a local cable channel carrying WB programming



Augusta, GA Ratings Overview

DMA Rank: 115

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	113	60%	2	2	3	1	2	39%	59.5%	14.3%	73.8%	1.8%	75.6%	24.4%	
1994	112	61	2	2	3	1	2	38	58.3	15.5	73.8	1.8	75.6	24.4	
1995	108	63	2	2	3	1	2	39	56.3	13.8	70.1	2.3	72.4	27.6	
1996	111	63	2	2	4	0	2	38	65.0	0.0	65.0	2.0	67.0	33.0	
1997	111	63	2	3	5	0	2	37	58.8	0.0	58.8	2.0	60.8	39.2	
1998	109	63	2	3	5	0	2	36	57.8	0.0	57.8	1.8	59.6	40.4	
1999	111	63	2	3	6	0	2	37	55.5	0.0	55.5	1.5	57.0	43.0	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WJBF	30%	41%	34%	33%	17%	27%	25%	22%	17%	22%	16%	21%	17%	18%	18%	17%
WRDW-TV	11	13	16	13	15	16	20	16	25	27	32	27	21	19	18	25
WAGT	14	9	8	10	7	7	5	11	9	8	8	8	8	11	9	9
WFXG	3	0	0	0	12	11	10	11	9	7	5	9	8	7	10	10
* WEBA-TV	2	2	0	0	2	0	0	0	0	0	0	0	2	0	0	0
* WCES-TV	3	5	5	6	4	3	0	3	3	0	0	0	4	4	2	3
HUT %	63	70	63	62	57	64	60	63	63	64	61	65	60	59	57	64
	23	27	24	26	27	22	21	24	29	26	25	27	33	35	35	34

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WJBF	20%	21%	19%	22%
WRDW-TV	25	26	25	28
WAGT	5	4	6	6
WFXG	11	10	11	11
WBEK-LP	0	0	0	0
* WEBA-TV	0	0	0	0
* WCES-TV	0	0	0	0
ABAU	0	1	0	0
HUT %	61	62	61	67
	46	50	54	53

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WJBF	12%	18%	17%	17%
WRDW-TV	13	16	17	19
WAGT	7	9	10	10
WFXG	7	7	8	8
WBEK-LP	2	2	2	1
* WEBA-TV	0	0	0	1
* WCES-TV	2	2	1	2
ABAU	0	1	0	0
HUT %	43	55	55	58
	46	53	54	54

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WJBF	9%	12%	11%	14%
WRDW-TV	9	11	10	13
WAGT	6	7	6	5
WFXG	14	12	15	16
WBEK-LP	0	0	0	0
* WEBA-TV	0	0	0	0
* WCES-TV	0	0	0	0
ABAU	3	0	0	3
HUT %	41	42	42	51
	19	17	16	19



Florence-Myrtle Beach, SC Ratings Overview

DMA Rank: 116

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			Stations	22%	Stations	22%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing		Local Viewing
1993	130	66%	1	66%	3	66%	2	2	2	39%	50.0%	0.0%	50.0%	0.5%	50.5%	49.5%
1994	127	69	1	69	4	69	2	3	2	39	51.0	2.0	53.0	0.3	53.3	46.7
1995	127	71	1	71	4	71	2	3	2	39	45.5	4.3	49.8	0.0	49.8	50.2
1996	114	68	1	68	4	68	4	1	2	39	39.8	0.5	40.3	0.0	40.3	59.7
1997	116	69	1	69	4	69	4	1	2	38	44.5	0.0	44.5	0.0	44.5	55.5
1998	111	69	1	69	4	69	5	1	2	37	43.3	0.0	43.3	0.0	43.3	56.7
1999	112	69	1	69	4	69	5	1	2	37	42.0	0.0	42.0	0.0	42.0	58.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WBTV	22%	24%	22%	25%	26%	37%	29%	28%	40%	49%	45%	40%	23%	23%	23%	26%
WPDE-TV	13	19	15	14	6	9	9	7	4	8	13	6	13	18	15	8
WWMB	3	2	2	0	5	5	8	6	2	0	2	2	9	6	8	5
WFXB	0	0	0	0	5	6	8	7	2	2	2	3	3	4	3	5
* WJPM-TV	0	3	3	4	0	2	0	0	0	0	0	0	2	0	0	2
AFWB	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0
Other	15	19	17	12	0	0	3	6	4	5	6	4	2	3	6	3
HUT %	53	67	59	55	42	59	57	54	54	64	68	55	52	54	55	49
	23	28	26	24	26	22	24	22	30	27	30	25	33	34	36	33

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM			
	Jul 00	May 00	Feb 00	Nov 99
WBTV	30%	36%	33%	34%
WPDE-TV	8	8	11	7
WWMB	4	5	5	4
WFXB	4	5	5	6
* WJPM-TV	0	0	0	0
AFWB	2	2	2	1
Other	7	7	6	7
HUT %	55	63	62	59
	49	48	58	51

PRIME TIME

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WBTV	14%	19%	19%	19%
WPDE-TV	6	15	13	11
WWMB	3	4	4	4
WFXB	2	5	5	6
* WJPM-TV	2	2	0	0
AFWB	1	1	1	1
Other	5	10	8	8
HUT %	33	56	50	49
	49	54	56	54

11:00 - 11:30 PM

Calls	11:00 - 11:30 PM			
	Jul 00	May 00	Feb 00	Nov 99
WBTV	29%	41%	34%	35%
WPDE-TV	7	11	12	11
WWMB	3	2	3	2
WFXB	2	5	7	6
* WJPM-TV	0	0	0	0
AFWB	2	0	0	0
Other	2	7	3	5
HUT %	45	66	59	59
	36	35	36	34

11:30 - 1:00 AM

Calls	11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99
WBTV	14%	16%	16%	16%
WPDE-TV	3	5	5	7
WWMB	4	6	3	4
WFXB	9	6	8	8
* WJPM-TV	0	0	0	0
AFWB	6	0	0	0
Other	0	0	10	0
HUT %	36	33	42	35
	20	14	16	16



Florence-Myrtle Beach, SC Market Overview

DMA Rank: 116
BIA Revenue Rank: 126

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998 Growth Rate	1998	2003	2003 Growth Rate
DMA Population	562	615	1.1%	615	658	1.4%
Households	211	227	1.5%	227	249	1.9%
Retail Sales	4,927	6,928	7.1%	6,928	9,575	6.7%
EBI	6,720	7,802	3.0%	7,802	10,414	5.9%
Pop Rank # 116	DMA Counties 8					
HH Rank # 117	White 58.9%					
RS Rank # 97	Black 32.0%					
EBI Rank # 121	Asian 0.6%					
	Avg Household \$ 34,431					
	TV Households 228					
	Per Capita \$ 12,688					
	DMA Cable 72%					
	Spanish Speaking 0.9					
	DMA VCR 78%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 15,500	17,200	18,600	19,900	22,800	26,400	11.2%
Δ 98 - 99	-3.0%	25,600	27,000	28,100	29,800	30,700	4.6%

Estimated Breakouts	% Network	% Natl/Regl	% Local				
	6.0%	64.0%	30.0%				
Revenue/Retail Sales	1993	1998	2003				
	\$3.15/1,000	\$3.81/1,000	\$3.21/1,000				
Revenue/Capita	1993	1998	2003				
	\$26.63	\$42.93	\$46.66				

Florence-Myrtle Beach, SC Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WBTV	Florence	316	13	1,949	56	CBS	54	0004	Katz	Media General	80	8506	14,500	13,800	0.88	61%	22	27	26	25	23	25	29	26				
WPDE-TV	Florence	1,290	15	1,949	16	1	80	8506	Blair	Diversified Comm	94	9308	6,200	6,200	1.35	18%	7	11	11	8	7	8	8	8				
WWMB	Florence	2,090	21	1,860	20	1	94	9308		Atlantic Media Group	84	9606	2,600	2,600	1.45	7%	4	4	4	4	3	3	3	3				
WFXB	Myrtle Beach	5,000	43	1,519	18	FOX	84	9606	Milmm	JME Media Inc	88	9707	1,500	2,800	0.84	13%	3	4	4	6	5	6	5	6				
WEYB-LP	Florence	6	56	591		IND	88	9707		JME Media Inc			250	200														
*WHMC	Conway	1,740	23	820	58	PBS	80			SC ETV Commission																		
*WJPM-TV	Florence	646	33	791	45	PBS	67			SC ETV Commission																		
AFWB		1				WB	98			Local Cable Station																		
ADJACENT MARKET STATIONS													5	8	6	6	6	8	7	7								
TOTAL													41	54	51	49	44	50	52	50								
HUT %													35	34	38	35	39	37	37	38								

Allocations: Ch 32, Myrtle Beach Note: AFWB is a local cable channel carrying WB programming



Montgomery, AL Ratings Overview

DMA Rank: 117

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	%	# Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	110	64%	2	3	3	3	3	3	37%	59.5%	9.3%	68.8%	1.5%	70.3%	29.7%
1994	111	61	2	3	3	3	2	3	38	56.3	9.8	66.1	1.8	67.9	32.1
1995	111	64	2	3	3	3	2	4	37	51.8	8.8	60.6	1.5	62.1	37.9
1996	113	69	2	3	4	4	1	4	38	59.3	0.0	59.3	0.3	59.6	40.4
1997	113	69	2	3	4	4	1	4	37	55.8	0.0	55.8	1.5	57.3	42.7
1998	114	70	2	3	5	5	1	4	37	56.3	0.0	56.3	1.0	57.3	42.7
1999	113	68	2	3	5	5	1	4	36	53.5	0.0	53.5	0.5	54.0	46.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WAKA	16%	13%	17%	27%	36%	36%	16%	15%	18%	17%	17%	19%
WSFA	35	49	42	11	14	12	29	36	35	33	18	29
WCOV-TV	3	0	2	7	4	5	7	2	6	6	3	0
WNCN-TV	3	2	2	4	3	4	8	13	7	7	9	7
* WAIG	2	2	0	4	2	0	0	0	0	0	2	2
HUT %	59	66	63	53	59	57	60	66	66	63	49	58
	26	28	32	26	22	25	32	26	29	29	31	25
			27			26						30

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM		
	Jul 00	May 00	Nov 99
WAKA	17%	22%	20%
WSFA	33	38	37
WCOV-TV	9	6	9
WNCN-TV	5	3	2
* WAIG	0	0	0
ABMY	2	0	0
HUT %	66	69	68
	47	46	55
		55	53

PRIME TIME

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
WAKA	12%	17%	19%
WSFA	12	17	16
WCOV-TV	8	5	7
WNCN-TV	8	11	10
* WAIG	2	2	1
ABMY	1	1	1
HUT %	43	53	54
	49	51	58
		55	55

10:00 - 10:30 PM

Calls	10:00 - 10:30 PM		
	Jul 00	May 00	Nov 99
WAKA	12%	10%	13%
WSFA	34	40	43
WCOV-TV	9	6	8
WNCN-TV	4	5	3
* WAIG	0	0	0
ABMY	2	1	1
HUT %	61	62	68
	44	48	49
		49	49

10:30 - 12:00 MID

Calls	10:30 - 12:00 MID		
	Jul 00	May 00	Nov 99
WAKA	5%	6%	9%
WSFA	19	22	21
WCOV-TV	11	6	7
WNCN-TV	3	3	3
* WAIG	0	0	0
ABMY	4	3	3
HUT %	42	40	43
	25	24	23
		23	23



Montgomery, AL Market Overview

DMA Rank: 117
BIA Revenue Rank: 106

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		Growth Rate	
	Households	Population	Households	Population	Rate	Rate
Households	220	606	229	621	0.8%	0.4%
Retail Sales	3,958	5,246	5,246	5,246	5.8%	0.9%
EBI	7,436	8,190	8,190	8,190	2.0%	4.7%

	DMA Counties	Growth Rate			Avg Household
		White	Black	Asian	
Pop Rank # 117	16	57.5%			\$ 35,748
HH Rank # 116	227	41.8%			\$ 13,184
RS Rank # 123	69%				Spanish Speaking
EBI Rank # 118	78%				0.8

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 21,500	25,000	25,100	27,400	28,600	32,800	8.8%
***	Δ 98 - 99	32,900	35,000	36,400	37,900	39,200	4.5%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	10.0%	37.0%	53.0%

Revenue/Retail Sales	1993	1998	2003
	\$5.43/1,000	\$6.25/1,000	\$5.94/1,000
Revenue/Capita	\$35.48	\$52.82	\$61.93

Montgomery, AL Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M Ch A	L M	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est 99 Revenue (000) 1/	Est Power '99 Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WAKA	Salma	8	316	1,690	55	CBS	Katz	Bahakel Comm	73	8506	20,000	8,600	0.82	32%	14	17	19	15	17	19	18					
WSFA	Montgomery	12	316	2,001	57	NBC	HRP	Cosmos Bcstg	54	5909	15,800	15,800	1.14	42%	18	24	23	22	24	22	23					
WCOV-TV	Montgomery	20	5,000	cp	1,749	16	FOX	Milmm	53	8509	4,000	4,800	1.12	13%	7	5	7	6	7	6	7					
KBPN	Tuskegee	22	2,820	cp	1,066	24		Tuskegee Associates	NOA																	
WNCB-TV	Montgomery	32	4,570	cp	1,788	51	ABC	Petry	Bcst Media Group	64	9906	8,000	3,700	0.87	6	7	6	6	7	6	7	8				
WMCF-TV	Montgomery	45	617	1,011	46	REL		Trinity Bcstg Ntwk	85	0006																
WRJM-TV	Troy	67	1,265	cp	1,944	48	UPN		NOA																	
WAXC-LP	Alexander City	64	12	323				Cable Video Prod	95																	
*WDIQ	Dozier	2	100	689	59	PBS		AL ETV Comm	56																	
*WAIQ	Montgomery	26	1,410	600	14	PBS		AL ETV Comm	62																	
*WIIQ	Demopolis	41	1,950	1,093	19	PBS		AL ETV Comm	71																	
*WGIQ	Louisville	43	5,000	902	44	PBS		AL ETV Comm	68																	
ABMY			1			WB		Local Cable Station	96																	

Allocations: Ch 29, Selma; Ch 63*, Montgomery Note: ABMY is a local cable channel carrying WB programming

TOTAL	47	53	55	54	52	54	56
HUT %	35	32	37	36	37	36	36

1/ See introduction section for interpretation of revenue estimates.



Ft. Smith-Fayetteville-Springdale-Rogers, AR Ratings Overview

DMA Rank: 118

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	119	58%	1	3	3	1	1	1	36%	54.5%	3.3%	57.8%	2.0%	59.8%	40.2%
1994	118	62	1	3	3	1	1	1	34	54.8	4.8	59.6	2.3	61.9	38.1
1995	118	63	1	3	3	1	1	1	35	48.8	4.8	53.6	2.0	55.6	44.4
1996	118	64	1	5	5	1	1	1	36	54.3	0.0	54.3	2.0	56.3	43.7
1997	118	66	1	5	5	1	1	1	35	49.5	0.0	49.5	1.5	51.0	49.0
1998	116	65	1	5	5	1	1	1	34	47.8	0.0	47.8	2.3	50.1	49.9
1999	117	65	1	5	6	1	1	1	34	43.8	0.0	43.8	0.8	44.6	55.4

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KFSM-TV	18%	14%	18%	20%	19%	25%	23%	22%	18%	21%	19%	18%	19%	21%	22%	26%
KPOM-TV	9	7	8	9	3	0	3	8	7	9	6	11	5	6	7	9
KHBS	20	25	27	22	17	13	14	10	13	15	16	12	11	11	14	8
KPBI-LP	0	0	0	0	0	2	0	3	4	4	5	5	0	0	2	0
* KAFT	3	4	3	4	3	3	4	0	0	0	0	0	0	0	0	0
AWBF	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0
Other	0	0	3	0	0	3	0	0	0	4	0	0	0	3	3	3
HUT %	50	50	59	55	42	46	44	43	42	53	46	46	37	41	48	46
	23	26	24	25	23	21	21	22	25	21	22	22	25	27	26	29

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KFSM-TV	28%	27%	27%	31%	12%	16%	17%	17%	25%	27%	28%	34%	16%	11%	18%	14%
KPOM-TV	5	4	5	5	7	9	10	9	7	9	10	6	7	8	10	8
KHBS	22	24	24	20	13	19	18	17	26	24	25	25	10	10	11	12
KPBI-LP	4	4	4	2	4	5	5	5	2	1	0	3	6	4	3	6
* KAFT	0	0	0	0	3	2	2	2	3	0	0	0	2	0	0	0
AWBF	2	2	2	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	0	5	3	3	0	3	2	2	0	4	3	2	0	5	4	3
HUT %	61	66	65	61	39	55	54	52	63	65	66	70	41	38	46	43
	43	46	48	49	45	53	57	55	45	47	47	43	23	22	21	20



Ft. Smith-Fayetteville-Springdale-Rogers, AR Market Overview

DMA Rank: 118
BIA Revenue Rank: 118

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth Rate
	1993	1998	1998	2003	1998	2003	2003		
DMA Population	525	579	579	620	1.4%				
Households	201	223	223	243	1.7%				
Retail Sales	3,705	5,571	5,571	7,409	5.9%				
EBI	6,881	8,322	8,322	11,135	6.0%				
Pop Rank # 118	DMA Counties		10	White	93.1%	Avg Household	\$ 37,337		
HH Rank # 118	TV Households		222	Black	2.2%	Per Capita	\$ 14,386		
RS Rank # 119	DMA Cable		66%	Asian	1.5%	Spanish Speaking	2.9		
EBI Rank # 116	DMA VCR		83%						

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 18,100	21,600	24,300	25,000	25,500	28,500	9.5%
Δ 98 - 99	0.9%	28,700	31,000	32,200	33,800	35,200	5.2%
★ ★ ★	% Network		% Natl/Regl		% Local		
Breakouts	5.0%		29.0%		66.0%		
Revenue/Retail Sales	1993	1998	2003				
Revenue/Capita	\$4.89/1,000	\$5.12/1,000	\$4.75/1,000				
	\$34.48	\$49.22	\$56.77				

Ft. Smith-Fayetteville-Springdale-Rogers, AR Competitive

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M	Ch	A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est Revenue (000)/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KFSM-TV	Fort Smith	5	100	1,260	18	CBS	Katz				New York Times Co	56	7908	17,500	10,000	0.83	42%	16	18	19	18	19						
KPOM-TV	Fort Smith	24	2,510	1,040	27	NBC	TelRp				Griffin Entities Inc	78	9410	na	5,500	1.13	17%	6	7	6	9	8	7					
KHBS	Fort Smith	40	3,160	2,001	21	ABC	Katz				Hearst-Argyle TV Inc	71	9707	g1	9,900	1.08	32%	14	16	17	14	15	15					
● KSBN-TV	Springdale	57	174	384	39	IND					Total Life Community	95																
KHOG-TV	Fayetteville	29	1,410	873	15	ABC	Katz				Hearst-Argyle TV Inc	77	9707	g1														
KFAA	Rogers	51	182	469	50	NBC	TelRp				Griffin Entities Inc	89	9410	na	300													
KFDF-LP	Fort Smith	7	3	471		UPN					Pharis Bcstg Inc	96																
KPBI-LP	Fort Smith	10	3	444		FOX					Pharis Bcstg Inc	89																
*KAFT	Fayetteville	13	316	1,660	45	PBS					AR ETV Comm	76																
AWBF	Fayetteville	1	1			WB					Local Cable Station	99																

ADJACENT MARKET STATIONS

TOTAL	41	49	51	47	43	49	47	51
HUT %	31	32	33	34	33	32	35	34

Note: AWBF is a local cable channel carrying WB programming

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			# Stations	%	# Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing		Local Viewing
1993	108	56%	3	3	1	3	3	1	3	32%	65.3%	7.8%	73.1%	2.8%	75.9%	24.1%
1994	108	57	3	3	1	3	3	1	3	33	63.8	8.0	71.8	2.8	74.6	25.4
1995	109	57	3	3	1	3	3	1	3	32	59.8	7.5	67.3	2.8	70.1	29.9
1996	112	62	3	3	1	4	4	0	3	33	64.8	0.0	64.8	2.5	67.3	32.7
1997	112	62	3	3	1	4	4	0	3	31	59.0	0.0	59.0	2.0	61.0	39.0
1998	113	63	3	3	1	5	5	0	3	31	57.5	0.0	57.5	1.8	59.3	40.7
1999	115	63	3	3	1	5	5	0	3	30	57.8	0.0	57.8	2.0	59.8	40.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KXJB-TV	5%	4%	4%	3%	28%	27%	33%	31%	17%	22%	22%	20%	11%	17%	14%	14%
WDAY-TV	25	25	22	27	9	10	9	12	11	9	7	7	18	14	13	18
KVLY-TV	34	30	35	33	10	15	11	10	23	23	22	27	16	17	17	17
KVRR	0	0	0	0	4	4	0	4	7	5	4	9	0	3	5	0
* KFME	4	5	5	4	4	0	0	0	0	0	0	0	0	0	3	0
Other	0	0	0	0	0	0	3	0	0	0	3	0	0	0	0	0
HUT %	68	64	66	67	55	56	56	57	58	59	58	63	45	51	52	49
	19	22	22	20	19	17	20	18	20	17	19	18	17	19	23	18

5:00 - 7:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KXJB-TV	22%	20%	19%	24%
WDAY-TV	22	25	21	22
KVLY-TV	22	18	21	21
KVRR	8	5	8	6
* KFME	0	1	2	1
ABFG	0	0	2	0
Other	0	0	4	0
HUT %	74	69	77	74
	38	41	49	47

10:00 - 10:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KXJB-TV	12%	14%	15%	17%
WDAY-TV	17	25	26	22
KVLY-TV	12	13	14	16
KVRR	8	8	8	8
* KFME	3	3	3	3
ABFG	0	0	0	0
Other	0	0	1	0
HUT %	52	63	67	66
	40	48	56	53

10:30 - 12:00 MID

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KXJB-TV	15%	12%	14%	15%
WDAY-TV	34	40	36	39
KVLY-TV	23	19	24	23
KVRR	5	3	3	4
* KFME	1	1	2	0
ABFG	0	1	0	0
Other	0	0	0	0
HUT %	78	76	79	81
	50	55	55	51



Fargo-Valley City, ND Market Overview

DMA Rank: 119
BIA Revenue Rank: 132

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	575	580	580	578
Households	219	223	223	228
Retail Sales	4,869	5,876	5,876	7,487
EBI	7,758	8,285	8,285	10,260
Pop Rank # 119	DMA Counties 35		White 96.3%	Avg Household \$ 37,138
HH Rank # 118	TV Households 220		Black 0.5%	Per Capita \$ 14,290
RS Rank # 113	DMA Cable 63%		Asian 0.9%	Spanish Speaking 1.6
EBI Rank # 117	DMA VCR 83%			

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 17,000	17,800	20,000	21,100	22,300	24,300	7.4%
***	Δ 98 - 99	22,900	23,800	24,500	25,200	26,000	Δ 99 - 03
	-6.0%						3.2%
Estimated Breakouts	% Network 7.0%		% Natl/Regl 33.0%		% Local 60.0%		
Revenue/Retail Sales	1993		1998		2003		
Revenue/Capita	\$3.49/1,000		\$4.14/1,000		\$3.47/1,000		
	\$29.57		\$41.90		\$44.98		

Fargo-Valley City, ND Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	M Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KXJB-TV	Valley City	4	100	cp	38	CBS	Milmn	CBS	Milmn	Catamount Bcst Group	54	9912	14,800	4,800	0.68	31%	15	16	17	18	17	18	18	17				
WDAY-TV	Fargo	6	100	1,152	21	ABC	Katz	ABC	Katz	Forum Publishing Co	53	6007	7,000	7,000	1.05	29%	16	20	19	19	16	17	16	17				
KVLY-TV	Fargo	11	316	2,001	58	NBC	Blair	NBC	Blair	Smith Bcstg Group	59	0005 p	g4	6,850	1.03	29%	15	16	16	16	14	17	18	17				
KVRR	Fargo	15	4,170	1,273	19	FOX	Milmn	FOX	Milmn	Red River Bcst Corp	85	8708	c1	4,200	1.53	12%	7	6	7	9	6	5	7	10				
KJRR	Jamestown	7	316	443	14	FOX	Milmn	FOX	Milmn	Red River Bcst Corp	89																	
WDAZ-TV	Devils Lake	8	316	1,480	59	ABC	Katz	ABC	Katz	Forum Publishing Co	67																	
KBRR	Thief Rvr Falls	10	123	600	57	FOX	Milmn	FOX	Milmn	Red River Bcst Corp	85	8708	c1															
KNRR	Pembina	12	316	1,401	15	FOX	Milmn	FOX	Milmn	Red River Bcst Corp	85	8708	1,250c1															
*KGFE	Grand Forks	2	100	1,339	56	PBS		PBS		Prairie Public Bcstg	74																	
*KFME	Fargo	13	245	1,129	23	PBS		PBS		Prairie Public Bcstg	64																	
*KJRE	Ellendale	19	407	587		PBS		PBS		Prairie Public Bcstg	92																	
ABFG			1			WB		WB		Local Cable Station	98																	
													ADJACENT MARKET STATIONS															
													TOTAL															
													55	60	63	64	64	55	59	61	63							
													HUT %															
													26	28	32	31	27	28	32	34								

Allocations: Ch 22, Devils Lake; Ch 14, Ch 27, Grand Forks Note: ABFG is a local cable channel carrying WB programming



Traverse City-Cadillac, MI Ratings Overview

DMA Rank: 120

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	122	49%	2	2	2	3	1	2	35%	62.5%	3.8%	66.3%	0.0%	66.3%	33.7%
1994	121	54	2	2	2	3	1	2	35	61.5	4.5	66.0	0.0	66.0	34.0
1995	119	53	2	3	3	3	2	2	35	55.3	4.8	60.1	0.0	60.1	39.9
1996	117	55	2	3	3	5	0	2	35	57.8	0.0	57.8	0.0	57.8	42.2
1997	117	56	2	3	3	5	0	2	35	54.5	0.0	54.5	0.0	54.5	45.5
1998	119	57	2	2	2	5	0	2	33	52.8	0.0	52.8	0.3	53.1	46.9
1999	118	54	2	2	2	5	0	2	33	49.5	0.0	49.5	0.0	49.5	50.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WPBN-TV	25%	24%	23%	28%	8%	11%	10%	16%	7%	9%	11%	10%	11%	12%	13%	9%
WWTW	29	26	28	28	18	26	23	24	30	31	27	28	41	39	35	36
WGTV	8	11	7	9	12	12	10	11	7	8	6	7	6	5	6	9
WFOX-TV	2	0	2	0	0	0	4	3	0	0	3	6	2	4	5	3
* WCMV	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0
HUT %	64	61	63	65	38	49	47	54	44	48	47	51	60	60	59	57
	23	25	29	25	22	17	23	19	21	18	26	20	28	29	40	31

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WPBN-TV	22%	23%	22%	24%	11%	15%	14%	15%	17%	20%	20%	22%	15%	20%	18%	16%
WWTW	29	27	30	28	17	20	19	21	41	43	39	40	26	23	22	18
WGTV	5	6	6	6	11	15	13	13	5	7	7	6	0	4	3	7
WFOX-TV	4	3	5	4	3	4	5	5	0	0	2	0	0	5	5	5
* WCMV	0	0	0	0	1	1	1	0	0	0	0	0	0	0	0	0
ABVC	0	0	2	1	0	0	0	0	0	0	0	0	0	0	0	0
HUT %	60	59	65	63	43	55	52	54	63	70	68	68	41	52	48	46
	42	45	58	49	44	53	56	52	30	34	35	30	12	12	15	13



Traverse City-Cadillac, MI Market Overview

DMA Rank: 120
BIA Revenue Rank: 125

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth			
	1993	1998	1998	2003		
DMA Population	528	572	1.6%	1.3%		
Households	199	219	1.9%	1.6%		
Retail Sales	4,518	6,923	8.9%	6.0%		
EBI	6,543	7,688	3.3%	5.4%		
Pop Rank # 120	DMA Counties	25	White	96.2%	Avg Household	\$ 35,121
HH Rank # 120	TV Households	220	Black	1.3%	Per Capita	\$ 13,441
RS Rank # 98	DMA Cable	55%	Asian	0.5%	Spanish Speaking	1.0
EBI Rank # 123	DMA VCR	85%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 15,200	18,600	19,000	21,200	22,400	22,900	8.5%
★ ★ ★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	12.7%	25,800	27,900	29,500	31,900	33,800	7.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	8.0%	42.0%	50.0%

Revenue/Retail Sales	1993	1998	2003
	\$3.36/1,000	\$3.31/1,000	\$3.65/1,000
Revenue/Capita	\$28.79	\$40.03	\$55.50

Traverse City-Cadillac, MI Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M Ch	L A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Sales Price (000)	Est '99 Revenue (000)1/	Est Power '99	Avg Ratio	LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WPBN-TV	Traverse City	7	316	1,348				NBC	Katz	Raycom Media Inc	54	9703	g1	7,800	1.08	28%	11	14	13	14	12	15	13	15						
WWTU	Cadillac	9	316	1,631	40			CBS	Blair	Heritage Bcstg Co	53	8903	10,400c2	11,600	0.96	47%	23	25	24	24	23	23	24	23						
WGTV	Traverse City	29	2,000	cp	31			ABC	Katz	Scanlan Comm Inc	71	9309	4,430a1	3,800	0.87	17%	8	10	9	10	8	8	8	10						
WFQX-TV	Cadillac	33	776	974	47			F&P	Young	Bangor Comm Inc	89	0001	12,000c1	2,600	1.26	8%	2	3	4	6	3	3	4	5						
WTOM-TV	Cheboygan	4	100	620	14			NBC	Katz	Raycom Media Inc	59	9703	g1																	
WGTQ	Sault Ste Marie	8	316	951	56			ABC	Katz	Scanlan Comm Inc	76	9309	a1																	
WWJUP-TV	Sault Ste Marie	10	316	1,214	49			CBS	Blair	Heritage Bcstg Co	62	8903	c2																	
WFVX-TV	Vanderbilt	45	832	1,063	59			F&P	Young	Bangor Comm Inc	92	0001	c1																	
*WCMW	Manistee	21	224	341	17			PBS		Central MI Univ	84																			
*WCMW	Cadillac	27	275	587	58			PBS		Central MI Univ	84																			
ABVC			1					WB		Local Cable Station	98																			

TOTAL	44	52	50	54	46	49	49	53
HUT %	29	30	37	32	31	32	37	35

Note: ABVC is a local cable channel carrying WB programming

Macon, GA Ratings Overview

DMA Rank: 121

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	%	# Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	120	63%	1	3	3	1	1	1	38%	57.3%	0.0%	57.3%	1.8%	59.1%	40.9%
1994	124	68	1	3	3	1	1	1	39	58.0	0.0	58.0	1.8	59.8	40.2
1995	124	68	1	4	3	2	1	1	40	47.0	9.0	56.0	1.8	57.8	42.2
1996	123	69	1	4	5	0	1	1	38	55.8	0.0	55.8	2.0	57.8	42.2
1997	124	69	1	4	5	0	1	1	38	50.0	0.0	50.0	2.0	52.0	48.0
1998	123	67	1	4	6	0	1	1	37	49.5	0.0	49.5	1.5	51.0	49.0
1999	122	67	1	4	6	0	1	1	38	47.8	0.0	47.8	1.5	49.3	50.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WMAZ	38%	37%	39%	41%	29%	28%	33%	31%	48%	53%	51%	51%	36%	37%	38%	36%
WGXA	2	0	0	0	9	14	8	10	2	3	5	4	3	3	5	3
WMGT	8	11	8	9	3	3	0	3	4	4	4	5	11	12	11	9
WPGA-TV	2	5	7	4	4	4	6	5	4	4	3	4	2	2	3	3
* WDCO-TV	4	6	6	3	5	4	5	0	2	2	0	0	3	5	4	4
ABMN	0	0	0	0	0	0	0	0	2	0	0	0	2	0	0	0
Other	5	6	3	3	5	6	4	7	3	3	4	4	4	3	4	6
HUT %	59	65	63	60	55	59	56	56	65	69	67	68	61	62	65	61
	26	26	27	28	27	21	21	26	33	26	28	29	37	34	38	36

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WMAZ	36%	39%	40%	43%
WGXA	10	8	10	10
WMGT	6	9	7	6
WPGA-TV	2	2	2	2
WGNM	0	0	0	0
* WDCO-TV	0	0	0	0
ABMN	3	0	0	0
Other	5	4	3	4
HUT %	62	62	62	65
	51	47	57	59

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WMAZ	18%	21%	23%	20%
WGXA	6	6	7	8
WMGT	5	8	9	7
WPGA-TV	5	10	9	9
WGNM	1	2	2	1
* WDCO-TV	2	2	2	1
ABMN	2	1	0	0
Other	9	8	3	4
HUT %	48	58	55	50
	52	54	55	56

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WMAZ	28%	27%	25%	27%
WGXA	3	0	0	0
WMGT	3	4	4	5
WPGA-TV	3	4	0	6
WGNM	0	0	0	0
* WDCO-TV	0	0	0	0
ABMN	7	0	0	0
Other	3	0	0	0
HUT %	47	35	29	38
	19	19	17	16



Macon, GA Market Overview

DMA Rank: 121
BIA Revenue Rank: 122

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth		Growth	
	1993	1998	1998	2003
DMA Population	552	585	1.2%	1.0%
Households	198	211	1.3%	1.5%
Retail Sales	3,747	5,589	8.3%	5.1%
EBI	6,819	7,247	1.2%	4.0%

Pop Rank # 121	DMA Counties	22	White	57.5%	Avg Household	\$ 34,283
HH Rank # 122	TV Households	210	Black	41.4%	Per Capita	\$ 12,383
RS Rank # 118	DMA Cable	67%	Asian	0.9%	Spanish Speaking	1.5
EBI Rank # 129	DMA VCR	78%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 17,500	19,700	21,100	23,800	24,800	26,700	8.8%
***	Δ 98 - 99	27,200	29,200	30,400	32,200	33,500	Δ 99 - 03
	1.9%						5.3%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	7.0%	43.0%	50.0%

Revenue/Retail Sales	1993	1998	2003
	\$4.67/1,000	\$4.78/1,000	\$4.67/1,000
Revenue/Capita	\$31.70	\$45.64	\$54.47

Macon, GA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
													Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WMAZ	Macon	316	13	781	45	CBS	53	9512	g	16,000	0.90	65%	28	30	31	31	29	29	33	32				
WGXA	Macon	1,290	24	801	16	FOX	82	0001	g	6,100	1.60	14%	6	6	7	8	6	6	7	8				
WMGT	Macon	1,050	41	778	40	NBC	68	7811	2,800	3,000	0.85	13%	5	7	6	6	5	7	7	6				
WPGA-TV	Perry	1,290	58	810	32	ABC	95			2,100	0.97	8%	3	5	5	6	3	3	3	5	4			
WGNM	Macon	1,148	64	732	50	UPN	90																	
*WDCO-TV	Cochran	5,000	29	1,148	7	PBS	68						2	2	2	1	2	1	2	2	2			
ABMN		1				WB	98						2											

ADJACENT MARKET STATIONS

TOTAL	52	56	54	56	51	52	57	55
HUT %	37	34	36	38	38	36	38	37

Note: ABMN is a local cable channel carrying WB programming



Eugene, OR Ratings Overview

DMA Rank: 122

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	115	62%	2	3	3	2	2	2	33%	54.3%	5.5%	59.8%	3.0%	62.8%	37.2%
1994	117	64	2	4	3	2	3	2	33	50.5	6.5	57.0	3.3	60.3	39.7
1995	117	64	2	4	3	3	3	2	32	47.3	5.8	53.1	3.8	56.9	43.1
1996	119	67	2	4	6	0	2	2	33	53.0	0.0	53.0	3.5	56.5	43.5
1997	120	64	2	4	6	0	2	2	32	49.5	0.0	49.5	3.8	53.3	46.7
1998	120	66	2	4	6	1	2	2	32	47.3	0.0	47.3	4.0	51.3	48.7
1999	121	64	2	4	6	1	2	2	31	46.0	0.0	46.0	3.8	49.8	50.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KEZI	11%	13%	17%	13%	14%	8%	8%	8%	18%	15%	14%	14%	17%	13%	17%	18%
KVAL-TV	21	18	11	11	24	29	21	20	12	10	9	9	29	28	22	22
KMTR	14	12	10	10	4	5	0	5	7	7	6	9	7	7	6	8
KLSR-TV	0	0	0	0	0	0	4	5	0	0	3	3	3	2	2	4
KEYU-LP	0	0	0	3	0	4	3	0	4	8	4	0	0	2	2	0
KOAC-TV	4	6	5	7	5	8	3	5	0	0	0	0	2	4	3	3
HUT %	50	49	43	44	47	54	39	43	41	40	36	35	58	56	52	55
	20	18	19	20	19	16	19	18	18	16	20	18	30	29	33	34

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KEZI	12%	9%	11%	15%
KVAL-TV	26	22	21	21
KMTR	9	6	7	8
KLSR-TV	5	10	10	9
KTVU	0	0	1	0
KEYU-LP	2	2	1	2
KOAC-TV	2	2	4	3
AZWB	2	1	3	1
HUT %	58	52	57	59
	42	47	48	49

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KEZI	12%	16%	15%	14%
KVAL-TV	14	15	15	16
KMTR	9	12	11	12
KLSR-TV	6	10	9	8
KTVU	0	0	1	1
KEYU-LP	2	1	2	2
KOAC-TV	7	5	5	5
AZWB	0	1	1	0
HUT %	50	60	59	58
	44	47	51	51

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KEZI	6%	11%	4%	8%
KVAL-TV	20	19	16	17
KMTR	15	22	14	15
KLSR-TV	0	0	0	6
KTVU	0	0	0	0
KEYU-LP	0	0	0	0
KOAC-TV	0	0	0	0
AZWB	0	0	0	0
HUT %	41	52	34	46
	11	10	13	10

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations	Network Viewing	Ind Viewing				Commercial Viewing	PTV Viewing	Local Viewing		
1993	118	63%	2	1	2	1	1	1	39%	54.3%	10.5%	64.8%	1.8%	66.6%	33.4%	
1994	120	66	2	1	1	1	1	39	32.0	29.3	61.3	2.0	63.3	36.7		
1995	120	67	2	1	2	1	1	40	47.5	10.0	57.5	2.0	59.5	40.5		
1996	121	69	2	2	4	0	1	39	52.0	0.0	52.0	2.0	54.0	46.0		
1997	121	70	2	2	4	0	1	38	51.8	0.0	51.8	1.5	53.3	46.7		
1998	122	71	2	2	5	0	1	37	49.0	0.0	49.0	2.0	51.0	49.0		
1999	123	72	2	2	5	0	1	39	47.8	0.0	47.8	1.8	49.6	50.4		

Daypart Share Analysis

Calls	7:00 - 9:00 AM					9:00 AM - 12:00 NOON					12:00 NOON - 3:00 PM					3:00 - 5:00 PM								
	Jul 00	May 00	Feb 00	Nov 99	25 %	Jul 00	May 00	Feb 00	Nov 99	11 %	Jul 00	May 00	Feb 00	Nov 99	16 %	Jul 00	May 00	Feb 00	Nov 99	18 %	Jul 00	May 00	Feb 00	Nov 99
	KATC	20	27	15	24	25 %	39	46	43	44	11 %	35	44	42	42	35	44	42	42	42	18	27	18	24
KLFY-TV	3	4	4	3		4	4	6	4		6	3	8	7	6	3	8	7	7	2	5	3	3	3
KADN	0	0	0	0		0	0	0	0		0	0	0	0	0	0	0	0	0	3	0	2	2	2
KLAF-LP	3	7	5	7		2	4	3	4		0	2	4	4	0	2	4	4	4	0	4	2	2	2
* KLPB	6	7	9	6		4	5	5	5		3	8	6	2	3	8	6	2	2	11	12	11	14	14
Other	57	66	58	65		60	70	68	67		60	76	69	68	60	76	69	68	68	52	64	56	65	65
HUT %	23	28	31	27		30	27	29	26		34	30	32	28	34	30	32	28	28	32	33	34	31	31

5:00 - 7:00 PM

Calls	Jul 00	May 00	Feb 00	Nov 99	25 %
	KATC	27	37	25	32
KLFY-TV	10	10	10	10	
KADN	0	0	0	1	
KLAF-LP	0	0	0	0	
* KLPB	0	0	1	0	
ALWB	7	6	8	4	
Other	69	73	72	72	
HUT %	45	49	54	52	

PRIME TIME

Calls	Jul 00	May 00	Feb 00	Nov 99	17 %
	KATC	17	20	18	21
KLFY-TV	7	8	8	8	
KADN	2	2	2	2	
KLAF-LP	2	2	2	2	
* KLPB	0	1	0	0	
ALWB	6	9	8	9	
Other	48	58	57	59	
HUT %	47	56	59	55	

10:00 - 10:30 PM

Calls	Jul 00	May 00	Feb 00	Nov 99	19 %
	KATC	31	41	31	40
KLFY-TV	10	7	10	10	
KADN	0	0	0	0	
KLAF-LP	0	0	0	0	
* KLPB	0	0	0	0	
ALWB	5	5	7	5	
Other	65	71	72	74	
HUT %	45	51	49	45	

10:30 - 12:00 MID

Calls	Jul 00	May 00	Feb 00	Nov 99	8 %
	KATC	14	20	12	16
KLFY-TV	17	15	23	23	
KADN	0	0	0	0	
KLAF-LP	0	0	0	0	
* KLPB	4	0	0	0	
ALWB	6	4	5	6	
Other	49	48	51	58	
HUT %	26	25	25	21	



Lafayette, LA Market Overview

DMA Rank: 123
BIA Revenue Rank: 114

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		2003		Growth Rate
	Pop	HH	Pop	HH	Pop	HH	
DMA Population	539	564	564	590	590	590	0.9%
Households	191	204	204	219	219	219	1.4%
Retail Sales	3,485	5,364	5,364	7,206	7,206	7,206	6.1%
EBI	6,315	7,353	7,353	9,828	9,828	9,828	6.0%
Pop Rank # 123	8						
HH Rank # 123	204						
RS Rank # 121	73%						
EBI Rank # 126	78%						
DMA Counties	8						
TV Households	204						
DMA Cable	73%						
DMA VCR	78%						
White	70.8%						
Black	28.1%						
Asian	1.0%						
Avg Household	\$36,134						
Per Capita	\$13,028						
Spanish Speaking	1.6						

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 20,900	23,600	27,000	28,000	27,800	29,000	6.8%
***	Δ 98 - 99	29,900	30,800	31,700	33,000	34,000	Δ 99 - 03
	3.1%						3.2%
Estimated Breakouts	% Network	% Natl/Regl		% Local			
	6.2%	26.6%		67.1%			
Revenue/Retail Sales	1993	1998		2003			
Revenue/Capita	\$6.00/1,000	\$5.41/1,000		\$4.72/1,000			
	\$38.78	\$51.42		\$57.63			

Lafayette, LA Competitive Overview

City Of License	Ch	Visual Power (kW)	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est Revenue (000) 1/	Est Power Ratio	Avg LCS	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
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Yakima-Pasco-Richland-Kennewick, WA Ratings Overview

DMA Rank: 124

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	124	63%	0	5	3	2	2	2	34%	55.0%	7.5%	62.5%	0.8%	63.3%	36.7%
1994	123	60	0	5	3	2	2	34	34	54.0	7.3	61.3	1.3	62.6	37.4
1995	123	61	0	5	3	2	2	33	33	50.0	8.5	58.5	0.5	59.0	41.0
1996	124	60	0	6	5	1	2	35	35	55.8	0.0	55.8	0.5	56.3	43.7
1997	123	61	0	6	5	1	2	33	33	50.5	0.0	50.5	1.5	52.0	48.0
1998	124	61	0	6	5	2	2	33	33	49.3	0.0	49.3	1.0	50.3	49.7
1999	124	61	1	6	6	2	2	32	32	45.5	0.0	45.5	0.0	45.5	54.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KNDO	20%	25%	21%	7%	11%	7%	13%	7%	11%	16%	16%	17%
KIMA-TV	7	4	7	24	20	28	12	14	14	17	12	14
KAPP	10	17	10	8	13	8	14	14	11	12	14	13
KCYU-LP	7	0	0	0	3	4	3	0	4	4	3	4
* KYVE	3	0	0	0	0	2	0	0	0	0	0	2
HUT %	47	46	38	39	47	49	42	35	40	49	45	50
	18	22	26	19	18	23	19	20	23	29	36	41
			25			23			22			38

Calls	6:00 - 8:00 PM			PRIME TIME			11:00 - 11:30 PM			11:30 - 1:00 AM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KNDO	19%	17%	19%	13%	15%	15%	17%	18%	15%	26%	24%	15%
KIMA-TV	15	9	12	14	13	17	15	23	25	16	20	15
KAPP	12	11	12	13	17	18	18	12	12	0	0	8
KCYU-LP	6	8	9	5	7	7	7	4	0	0	0	6
* KYVE	1	1	0	2	2	1	2	0	0	0	0	0
AWYP	2	0	2	0	0	0	0	0	0	0	0	0
HUT %	55	46	54	47	54	58	48	55	52	42	44	38
	42	50	54	41	47	51	17	16	21	8	7	10
			53			50			20			10

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	135	47%	4	0	3	1	1	32%	61.0%	14.3%	75.3%	3.8%	79.1%	20.9%	
1994	131	53	5	0	3	2	1	32	59.3	13.8	73.1	4.3	77.4	22.6	
1995	125	51	5	0	3	2	1	32	56.5	11.8	68.3	4.0	72.3	27.7	
1996	127	54	5	0	5	0	1	32	68.3	0.0	68.3	4.0	72.3	27.7	
1997	127	52	5	0	5	0	1	32	65.3	0.0	65.3	3.3	68.6	31.4	
1998	125	51	5	0	6	0	1	31	65.5	0.0	65.5	3.8	69.3	30.7	
1999	125	49	5	0	6	0	1	31	62.8	0.0	62.8	3.8	66.6	33.4	

Daypart Share Analysis

Calls	6:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KBCI-TV	7%	5%	3%	5%	16%	17%	15%	15%	4%	5%	5%	9%	7%	9%	13%	15%
KIVI	15	8	15	16	17	13	15	13	6	9	9	11	6	11	9	11
KTVB	43	46	41	42	11	13	14	16	25	32	32	29	16	18	18	20
KNIN-TV	0	3	4	3	5	9	8	5	14	13	11	8	19	10	7	10
KTRV	0	0	0	0	5	0	4	9	0	5	0	7	5	6	6	4
* KAID	0	6	4	3	7	13	6	3	4	4	0	0	5	5	4	2
HUT %	65	68	67	69	61	65	62	61	53	68	60	64	58	59	57	62
	16	22	20	19	19	19	19	20	18	17	20	19	20	21	24	24

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KBCI-TV	17%	15%	17%	16%	11%	12%	14%	14%	9%	9%	11%	11%	7%	8%	9%	7%
KIVI	12	13	13	13	13	18	20	19	10	11	14	16	5	4	8	10
KTVB	28	30	27	30	16	21	20	21	33	38	42	39	24	28	30	25
KNIN-TV	5	5	3	5	6	6	5	4	8	10	6	6	11	7	10	7
KTRV	10	11	13	10	7	8	8	8	10	7	6	5	8	12	5	8
* KAID	3	3	3	2	8	6	5	5	2	2	1	2	3	3	4	3
AWOB	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
HUT %	75	77	76	76	61	71	72	71	73	77	80	79	58	62	66	60
	40	43	46	47	42	53	55	57	47	49	47	45	25	22	21	21



Amarillo, TX Ratings Overview

DMA Rank: 126

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES			All Other Viewing		
		Pct	Stations	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	Viewing
1993	128	71%	3	1	3	1	1	1	38%	60.5%	9.5%	70.0%	1.8%	71.8%	28.2%
1994	130	67	3	1	3	1	1	1	37	59.5	10.3	69.8	2.0	71.8	28.2
1995	130	67	3	1	3	1	1	1	37	55.3	10.3	65.6	1.8	67.4	32.6
1996	126	68	3	1	4	0	1	1	37	61.5	0.0	61.5	0.8	62.3	37.7
1997	126	68	3	2	5	0	1	1	37	56.8	0.0	56.8	0.8	57.6	42.4
1998	126	67	3	2	6	0	1	1	37	54.3	0.0	54.3	1.3	55.6	44.4
1999	126	67	3	2	6	0	1	1	36	51.8	0.0	51.8	2.0	53.8	46.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KAMR-TV	12%	10%	13%	4%	6%	7%	14%	13%	15%	14%	18%	20%
KVIL-TV	31	34	36	17	19	22	19	21	23	14	16	15
KFDA-TV	11	10	9	19	23	16	17	19	12	11	11	13
KCIT	2	0	3	0	2	3	4	3	7	0	3	5
* KACV-TV	4	0	4	2	3	4	0	0	0	0	0	0
ADBA	0	0	0	0	0	0	0	0	0	4	0	0
HUT %	60	54	65	42	53	52	54	56	57	43	48	53
	25	29	28	25	25	26	28	26	26	26	25	28

5:00 - 7:00 PM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
KAMR-TV	10%	12%	11%
KVIL-TV	27	25	28
KFDA-TV	16	18	16
KCIT	4	4	8
KCPN-LP	0	0	0
* KACV-TV	0	0	0
ADBA	3	4	3
HUT %	60	62	66
	42	44	45

10:00 - 10:30 PM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
KAMR-TV	10%	12%	11%
KVIL-TV	15	20	21
KFDA-TV	13	17	17
KCIT	4	6	7
KCPN-LP	0	0	0
* KACV-TV	2	2	2
ADBA	1	2	1
HUT %	45	59	59
	45	54	57

10:30 - 12:00 MID

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
KAMR-TV	11%	12%	13%
KVIL-TV	11	15	14
KFDA-TV	8	9	13
KCIT	10	10	10
KCPN-LP	0	0	0
* KACV-TV	0	0	0
ADBA	6	2	2
HUT %	46	48	51
	29	29	26



Amarillo, TX Market Overview

DMA Rank: 126
BIA Revenue Rank: 136

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		Growth Rate		
	1993	1998	1998	2003	2003	Rate	
DMA Population	481	515	1.4%	515	527	0.5%	
Households	181	193	1.3%	193	201	0.8%	
Retail Sales	3,801	4,007	1.1%	4,007	4,629	2.9%	
EBI	6,338	7,433	3.2%	7,433	9,464	4.9%	
Pop Rank # 126	DMA Counties		35	White	92.5%	Avg Household	\$ 38,552
HH Rank # 126	TV Households		191	Black	4.6%	Per Capita	\$ 14,421
RS Rank # 139	DMA Cable		67%	Asian	1.8%	Spanish Speaking	21.9
EBI Rank # 125	DMA VCR		87%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 16,100	18,400	19,300	19,400	21,000	21,800	6.2%
Δ 98 - 99	-5.0%	20,700	21,300	21,700	22,600	23,100	Δ 99 - 03
★ ★ ★							2.7%
Estimated Breakouts		% Network		% Natl/Regl		% Local	
		5.0%		28.0%		67.0%	
Revenue/Retail Sales		1993		1998		2003	
		\$4.24/1,000		\$5.44/1,000		\$4.99/1,000	
Revenue/Capita		1993		1998		2003	
		\$33.47		\$42.33		\$43.83	

Amarillo, TX Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV Ch	L M A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est '99 Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
● KAMR-TV	Amarillo	4	100	1,421	19	NBC	Blair	Quorum Bcstg Co	53	9904	na	5,200	1.09	23%	9	11	11	10	14	13	12					
● KVII-TV	Amarillo	7	316	1,700	23	ABC	Katz	Marsh Media Inc	57	6801	6,600	1.03	31%	31%	17	19	20	14	17	16	18					
● KFDA-TV	Amarillo	10	316	1,529	9	CBS	Peby	Drewry Comm Group	53	8402	5,400	0.82	32%	32%	14	16	15	15	17	17	18					
● KCIT	Amarillo	14	1,290	1,522	15	FOX	Milinn	Mission/Bastet Bcstg	82	9905	g	3,500	1.41	12%	4	5	5	8	6	6	8					
● KBGD	Farwell	18	5,000	cp	331			WinStar Bcstg Corp	NOA																	
● KVIH-TV	Clovis	12	178	669	20	ABC	Katz	Marsh Media Inc	56	8607	1,500															
● KCPN-LP	Amarillo	65	45	cp	580	UPN		WICKS Bcst Group	97																	
*KACV-TV	Amarillo	2	100	1,316	21	EDU		Amarillo Jr College	88																	
ADBA			1			WB		Local Cable Station	98																	
												1%	2	1	1	2	2	2	2	2	2	1				
TOTAL												46	52	52	56	49	56	54	57							
HUT %												32	34	35	36	34	36	36	37							

Allocations: Ch 8, Sayre, OK; Ch 9, Guymon, OK Note: ADBA is a local cable channel carrying WB programming

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Columbus, GA Ratings Overview

DMA Rank: 127

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES					All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	
1993	123	61%	2	3	3	2	2	2	40%	57.5%	9.8%	67.3%	1.0%	68.3%	31.7%	
1994	122	64	2	3	3	2	2	40	55.0	11.3	66.3	0.3	66.6	33.4		
1995	122	68	2	3	3	2	1	39	50.8	10.3	61.1	0.3	61.4	38.6		
1996	125	70	2	3	5	0	1	38	58.8	0.0	58.8	0.5	59.3	40.7		
1997	125	71	2	3	5	0	1	38	54.5	0.0	54.5	0.0	54.5	45.5		
1998	128	74	2	3	5	1	1	37	51.3	0.0	51.3	0.0	51.3	48.7		
1999	128	75	2	3	6	0	1	37	50.0	0.0	50.0	0.0	50.0	50.0		

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WRBL	9%	7%	11%	21%	15%	20%	18%	21%	24%	14%	16%	14%
WTVM	28	36	36	18	19	15	25	25	31	28	28	31
WLTZ	16	9	14	4	4	3	7	5	5	12	8	12
WXTX	0	0	0	6	10	14	5	5	5	3	2	4
* WJSP-TV	4	3	4	3	2	4	2	0	0	3	2	4
ABG	0	0	0	0	0	0	2	0	0	0	2	2
Other	5	6	9	5	7	8	2	4	5	5	3	5
HUT %	62	61	70	57	57	63	61	60	70	65	61	67
	25	27	26	30	24	23	34	27	27	36	35	35

Calls	6:00 - 8:00 PM			PRIME TIME			11:00 - 11:30 PM			11:30 - 1:00 AM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WRBL	16%	18%	19%	11%	12%	15%	12%	11%	12%	6%	9%	7%
WTVM	23	22	23	13	15	18	25	33	30	12	15	18
WLTZ	6	7	8	7	7	8	4	3	5	4	3	6
WXTX	9	8	9	6	7	8	10	7	11	12	9	10
WSWS	2	2	3	2	2	2	0	0	0	0	0	0
* WJSP-TV	0	0	0	0	1	0	0	0	0	0	0	0
ABG	3	2	2	1	2	1	2	2	0	6	4	3
Other	5	3	7	9	6	6	3	2	10	3	0	5
HUT %	64	62	68	49	52	58	56	58	68	43	40	49
	52	49	50	52	52	53	41	40	39	23	20	19



Columbus, GA Market Overview

DMA Rank: 127
BIA Revenue Rank: 124

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth Rate		Growth Rate	
	1993	1998	1998	2003
DMA Population	506	516	0.4%	0.7%
Households	183	188	0.5%	1.0%
Retail Sales	3,337	4,647	6.8%	4.8%
EBI	5,906	6,538	2.1%	4.3%
Pop Rank # 127	DMA Counties		17	Avg Household
HH Rank # 127	TV Households		187	Per Capita
RS Rank # 129	DMA Cable		74%	Spanish Speaking
EBI Rank # 132	DMA VCR		82%	3.0

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 19,100	21,800	23,100	24,200	23,100	24,800	5.4%
***	Δ 98 - 99	25,900	27,800	28,700	30,400	31,600	5.1%
	4.4%						
	Estimated Breakouts		% Network	% Natl/Regl	% Local		
			9.0%	40.0%	51.0%		
	Revenue/Retail Sales		1993	1998	2003		
			\$5.72/1,000	\$5.34/1,000	\$5.38/1,000		
	Revenue/Capita		\$37.75	\$48.06	\$59.18		

Columbus, GA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV Ch	M A	L M	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)																		
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97							
WRBL	Columbus	3	100	1,782	15	CBS	Katz	Media General	53	0004	9	6,300	0.74	33%	13	14	16	17	15	18	17	16												
WTVM	Columbus	9	316	1,650	35	ABC	HRP	Raycom Media Inc	53	9704	9	11,000	1.15	37%	18	19	19	20	17	17	20	21												
WLTZ	Columbus	38	1,480	1,309	35	NBC	Petry	Lewis Bost Corp	70	8106	5,250	3,900	1.00	15%	6	6	7	7	6	8	8	8												
WXTX	Columbus	54	2,820	1,135	49	FOX	Millmn	Fisher Bcsig	83	9906	g	4,500	1.16	15%	7	7	8	8	7	7	8	8												
WSWS	Opelika	66	794	679	31	UPN		Pappas Telecasting	82	9512	1,600	200			1	1	1																	
*WJSP-TV	Columbus	28	5,000	1,513	23	PBS	WB	GA Public Bcsig	64						2	2	2																	
ABG			1					Local Cable Station	98						2	2	2																	
													ADJACENT MARKET STATIONS																					
													TOTAL																					
													54	53	62	58	51	55	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
													38	35	37	36	35	37	37	39	37	37	39	37	37	39	37	39	37	39	37	39	37	39
													HUT %																					

Allocations: Ch 50, Opelika, AL Note: ABG is a local cable channel carrying WB programming

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	131	64%	3	3	2	2	1	1	40%	64.5%	8.0%	72.5%	1.5%	74.0%	26.0%
1994	129	63	3	3	3	3	1	1	39	62.3	11.8	74.1	1.0	75.1	24.9
1995	128	63	3	3	3	3	1	1	39	58.5	12.5	71.0	1.0	72.0	28.0
1996	128	67	3	3	3	4	2	1	40	63.0	5.8	68.8	1.0	69.8	30.2
1997	128	69	3	3	3	4	2	1	38	57.8	6.0	63.8	1.8	65.6	34.4
1998	127	68	3	3	3	5	2	1	38	54.5	6.0	60.5	1.3	61.8	38.2
1999	127	69	3	3	3	5	2	1	37	53.8	6.8	60.6	1.8	62.4	37.6

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KILL	26%	21%	28%	31%	11%	9%	8%	12%	20%	14%	17%	21%	20%	19%	18%	18%
KRIS-TV	23	26	22	24	7	6	8	12	12	12	10	14	19	16	20	22
KZTV	5	0	3	0	32	25	32	29	19	19	28	24	8	6	9	11
KORO	9	9	8	6	5	9	5	5	5	9	8	4	7	10	11	9
K47DF	0	3	4	3	4	3	5	7	8	5	9	10	0	3	2	3
K68DJ	0	0	0	0	0	0	0	0	0	3	2	3	2	2	2	2
* KEDT-TV	3	6	5	6	2	0	3	2	0	0	0	0	3	4	3	2
HUT %	66	65	70	70	61	52	61	67	64	62	74	76	59	60	65	67
	26	28	29	27	29	25	26	24	33	29	30	28	32	35	32	30

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KILL	34%	28%	31%	33%	16%	19%	20%	21%	38%	37%	40%	41%	26%	20%	24%	31%
KRIS-TV	18	22	19	22	12	16	13	16	25	29	27	30	14	18	20	21
KZTV	6	4	5	6	10	8	8	6	7	7	5	6	7	5	8	6
KORO	9	9	9	7	5	4	5	6	3	3	5	3	2	3	4	3
K47DF	3	3	4	3	2	1	2	2	3	1	2	2	4	4	4	4
* KEDT-TV	0	1	2	0	0	0	0	0	1	0	0	0	0	0	0	0
AWDB	2	2	4	5	0	2	1	2	0	0	2	0	0	0	3	0
HUT %	72	69	74	76	57	62	63	67	77	77	81	82	53	50	63	65
	46	51	51	46	50	58	57	53	55	63	54	53	32	31	28	27



Corpus Christi, TX Market Overview

DMA Rank: 128
BIA Revenue Rank: 113

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		2003		Growth Rate	
	Pop	HH	Pop	HH	Pop	HH	Rate	Rate
DMA Population	523	177	550	186	579	198	1.0%	1.0%
Households	177	186	186	198	198	198	1.3%	1.3%
Retail Sales	3,561	4,359	4,359	5,353	5,353	5,353	4.2%	4.2%
EBI	6,563	7,313	7,313	9,557	9,557	9,557	5.5%	5.5%
Pop Rank # 128	DMA Counties 12		White 94.9%		Avg Household \$39,336			
HH Rank # 128	TV Households 185		Black 3.4%		Per Capita \$13,288			
RS Rank # 134	DMA Cable 68%		Asian 1.2%		Spanish Speaking 60.6			
EBI Rank # 128	DMA VCR 83%							

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 19,700	22,600	24,800	27,000	28,000	29,400	8.3%
Δ 98 - 99	4.1%	30,600	2000	2001	2002	2003	Δ 99 - 03
			32,100	33,400	35,000	36,400	4.5%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	7.0%	45.0%	48.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$5.53/1,000	\$6.74/1,000	\$6.80/1,000
	\$37.67	\$53.45	\$62.87

Corpus Christi, TX Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
Kill	Corpus Christi	3	100 cp	945	47	ABC	Katz	ABC	Katz	Texas Television	64	7907	172	10,700	1.21	29%	20	19	20	22	16	16	18	20				
KRIS-TV	Corpus Christi	6	100	955	50	NBC	Patry	NBC	Patry	Evening Post Publishg	56	9809	24,500	8,800	1.07	27%	13	16	14	16	14	18	17	16				
KZTV	Corpus Christi	10	316	942	18	CBS	Milmm	CBS	Milmm	K-SIX Television Inc	56		3,200	0.48	22%	12	11	14	14	14	12	13	14	13				
KORO	Corpus Christi	28	1,450	761	27	UNI	UNI	UNI	UNI	Entravision Holdings	77	9804	1,336	5,000	1.36	12%	7	7	7	5	7	7	8	6				
KTMV-LP	Corpus Christi	8	1	305		IND				Cotton Bcstg	99																	
KHCC-LP	Corpus Christi	35	15	305		IND				Cotton Bcstg	99																	
K40EX	Mathis	40	28	351		IND				Cotton Bcstg	00																	
KINE-LP	Robstown	44	20	256		IND				Cotton Bcstg	99																	
K47DF	Corpus Christi	47	10	176		FOX	Patry	FOX	Patry	Evening Post Publishg	90	0001 p	na	2,350	0.77	10%	4	3	5	7	5	5	6	7				
K68DJ	Corpus Christi	68	22	173		TEL	Telmm	TEL	Telmm	Evening Post Publishg	93	0001 p	na	500														
*KEDT-TV	Corpus Christi	16	1,480	971	23	PBS		PBS		S Texas Public Bcstg	72																	
AWDB			1			WB		WB		Local Cable Station	98																	

TOTAL	58	58	64	67	56	61	65	64
HUT %	36	38	37	35	39	38	37	37

Allocations: Ch 38, Corpus Christi Note: ADWB is a local cable channel carrying WB programming



La Crosse-Eau Claire, WI Ratings Overview

DMA Rank: 129

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing		Local Viewing
1993	134	58%	2	2	2	3	1	1	1	32%	62.8%	5.3%	68.1%	2.8%	70.9%	29.1%
1994	135	58	2	2	2	3	1	1	1	32	61.5	5.8	67.3	2.3	69.6	30.4
1995	135	59	2	2	2	3	1	2	2	32	57.3	6.3	63.6	2.3	65.9	34.1
1996	135	60	2	2	2	4	0	2	33	33	61.5	0.0	61.5	2.5	64.0	36.0
1997	130	60	2	2	2	4	0	2	31	31	58.8	0.0	58.8	2.3	61.1	38.9
1998	129	61	2	2	2	5	0	2	30	30	54.8	0.0	54.8	2.0	56.8	43.2
1999	129	60	2	2	3	5	1	2	31	31	53.8	0.0	53.8	2.8	56.6	43.4

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WKBT	9%	7%	5%	19%	29%	26%	14%	27%	24%	8%	9%	12%	8%	9%	12%
WEAU-TV	35	38	39	10	12	16	27	21	18	19	19	24	19	19	24
WXOW-TV	15	15	15	18	11	10	7	7	8	9	12	9	9	12	9
WLAX	0	2	3	6	3	6	5	5	12	0	0	4	0	0	4
* WHLA-TV	4	0	4	0	0	0	0	0	0	4	0	3	4	0	3
HUT %	63	62	63	53	55	58	53	60	62	40	40	45	40	40	48
	21	24	23	21	17	20	21	18	21	20	21	23	20	21	23

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WKBT	10%	11%	10%	13%	14%	16%	14%	13%	15%	8%	12%	14%	8%	12%	14%
WEAU-TV	27	31	31	13	15	15	24	25	25	18	20	23	18	20	23
WXOW-TV	16	12	15	14	20	20	21	23	28	14	12	14	14	12	14
WLAX	8	8	7	5	7	7	6	4	3	5	3	0	5	3	0
* WHLA-TV	2	2	1	3	3	3	1	2	1	0	0	0	0	0	0
ABCZ	2	3	3	0	1	0	0	0	0	0	0	0	0	0	0
HUT %	65	67	67	48	60	61	66	67	70	45	47	55	45	47	55
	40	42	47	44	52	54	44	48	42	20	21	19	20	21	20



La Crosse-Eau Claire, WI Market Overview

DMA Rank: 129
BIA Revenue Rank: 131

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		2003		Growth Rate
	Pop	HH	Pop	HH	Pop	HH	
DMA Population	478	493	493	493	501	501	0.3%
Households	178	184	184	184	190	190	0.6%
Retail Sales	3,606	5,271	5,271	5,271	6,738	6,738	5.0%
EBI	6,350	6,681	6,681	6,681	8,038	8,038	3.8%
Pop Rank # 129	DMA Counties 12		White 97.1%		Avg Household \$ 36,348		
HH Rank # 129	TV Households 182		Black 0.4%		Per Capita \$ 13,548		
RS Rank # 122	DMA Cable 61%		Asian 1.9%		Spanish Speaking 0.8		
EBI Rank # 131	DMA VCR 85%						

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 16,600	19,400	20,300	21,800	21,000	23,100	6.8%
★ ★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	1.1%	23,400	25,800	26,100	28,100	28,700	5.3%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	6.0%	25.0%	69.0%

Revenue/Retail Sales	1993	1998	2003
	\$4.60/1,000	\$4.38/1,000	\$4.26/1,000
Revenue/Capita	\$34.73	\$46.86	\$57.29

La Crosse-Eau Claire, WI Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	M Ch A	L M	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WKBT	La Crosse	8	316	1,539	53	CBS	Young	Morgan Murphy Strs	54	0002	24,000	5,300	0.81	28%	11	14	13	16	14	16	16	16	13			
WEAU-TV	Eau Claire	13	316	1,992	39	NBC	TeiRp	Gray Communications	53	9807	8,900	8,900	1.09	35%	17	18	19	17	17	19	20	19	19	19		
WXOW-TV	La Crosse	19	631	cp	1,139	14	ABC	Katz	Shockley Comm Corp	70	9510	6,850	1.22	24%	14	14	15	15	11	14	13	13	13	13		
WLAX	La Crosse	25	2,000	cp	981	17	FOX	Milinn	Grant, Milton	86	9601	6,250c1	2,300	0.76	5	5	5	10	5	6	6	6	11	11		
WQOW-TV	Eau Claire	18	2,500	cp	745	15	ABC	Katz	Shockley Comm Corp	80	9510	g1														
WEUX	Chippewa Falls	48	1,510	699	49	FOX		Grant, Milton	93	9601	c1															
*WHWC-TV	Menomonee	28	1,170	cp	1,135	27	PBS	Educ Comm Board-WI	73																	
*WHLA-TV	La Crosse	31	1,170	1,142	30	PBS		Educ Comm Board-WI	73																	
ABCZ			1			WB		Local Cable Station	98																	

TOTAL	50	53	54	60	50	58	58	58
HUT %	28	29	31	33	28	27	34	32

Allocations: Ch 43, Tomah, WI; Ch 44, Winona, MN Note: ABCZ is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Bakersfield, CA Ratings Overview

DMA Rank: 130

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES			All Other	
			Stations	Stations	Stations	Stations	Network Viewing	Ind Viewing				Commercial Viewing	PTV Viewing	Local Viewing	Viewing	Viewing
1993	126	72%	0	6	3	3	0	37%	49.8%	7.3%	57.1%	0.0%	57.1%	42.9%		
1994	125	70	0	6	3	3	0	38	46.0	10.0	56.0	0.0	56.0	44.0		
1995	129	73	0	6	3	3	0	37	40.0	10.8	50.8	0.0	50.8	49.2		
1996	132	72	0	6	5	1	0	36	48.5	6.0	54.5	0.0	54.5	45.5		
1997	132	73	0	6	5	1	0	36	47.0	6.8	53.8	0.0	53.8	46.2		
1998	131	73	0	6	5	1	0	37	46.3	8.3	54.6	0.0	54.6	45.4		
1999	130	73	0	6	6	1	0	35	43.8	8.3	52.1	0.0	52.1	47.9		

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KGET	31%	30%	28%	24%	6%	13%	9%	9%	13%	12%	16%	13%	14%	15%	18%	16%
KERO-TV	6	4	5	6	9	7	5	7	12	13	10	13	9	9	7	7
KBAK-TV	2	0	0	4	17	18	18	15	7	8	9	8	14	13	13	15
KUVI-TV	5	2	2	4	5	4	4	4	5	7	3	5	6	7	5	8
KABE-LP	6	13	10	10	6	12	11	9	11	14	11	9	8	9	11	12
KBFX-LP	3	4	3	2	4	5	3	3	2	3	3	3	6	3	4	4
AWFB	2	2	0	0	0	0	0	0	3	0	0	0	2	2	0	0
Other	0	8	3	4	0	0	0	0	0	0	0	0	0	0	0	1
HUT %	55	63	51	54	47	59	50	47	53	57	52	51	59	58	58	63
	22	27	27	30	27	23	23	25	31	27	26	27	39	42	41	40

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KGET	14%	13%	12%	13%	12%	14%	15%	14%	28%	27%	29%	22%	29%	26%	28%	24%
KERO-TV	11	13	11	17	10	15	13	14	8	9	11	14	0	5	0	10
KBAK-TV	8	6	0	8	11	12	15	14	16	16	17	15	8	7	7	7
KUVI-TV	3	4	3	4	4	5	3	4	4	4	0	3	7	4	0	0
KABE-LP	9	10	12	11	9	8	8	9	2	3	3	4	0	0	0	0
KBFX-LP	10	7	7	7	5	6	6	5	4	4	3	3	0	5	0	5
AWFB	2	2	1	0	0	2	1	0	0	0	0	0	0	0	0	0
Other	0	1	2	3	0	2	2	4	0	3	0	4	0	0	0	0
HUT %	57	56	48	63	51	64	63	64	62	66	63	65	44	47	35	46
	49	51	55	54	46	53	51	53	24	25	22	21	11	13	9	10



Bakersfield, CA Market Overview

DMA Rank: 130
BIA Revenue Rank: 134

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		2003		Growth Rate	
	Pop	Rate	Pop	Rate	Pop	Rate	Rate	Rate
DMA Population	522	1.5%	562	1.5%	598	1.2%	1.2%	1.2%
Households	170	1.6%	184	1.6%	197	1.4%	1.4%	1.4%
Retail Sales	3,272	3.1%	3,816	3.1%	4,323	2.5%	2.5%	2.5%
EBI	6,610	0.9%	6,925	0.9%	8,132	3.3%	3.3%	3.3%
Pop Rank # 130	DMA Counties		1	White	87.3%	Avg Household	\$ 37,734	
HH Rank # 129	TV Households		182	Black	6.4%	Per Capita	\$ 12,332	
RS Rank # 144	DMA Cable		72%	Asian	4.5%	Spanish Speaking	35.8	
EBI Rank # 130	DMA VCR		86%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 18,900	19,000	19,200	21,300	19,900	21,000	2.1%
★ ★ ★	Δ 98 - 99	22,000	2000	2001	2002	2003	Δ 99 - 03
	4.8%	22,000	23,800	24,000	25,400	25,700	4.0%
	Estimated Breakouts	% Network	4.0%	% Natl/Regl	47.0%	% Local	49.0%
	Revenue/Retail Sales	1993	1998	2003			
	Revenue/Capita	\$5.78/1,000	\$5.50/1,000	\$5.94/1,000			
		\$36.21	\$37.37	\$42.98			

Bakersfield, CA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV Ch	L M A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est Power '99	Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98				
KGET	Bakersfield	17	5,000	1,401	25	NBC	Blair	Ackerley Group	59	8310	6,300	7,100	1.34	24%	12	14	14	11	14	14	14	12					
KERO-TV	Bakersfield	23	1,780	3,701	10	ABC	HRP	McGraw-Hill Bcstg	53	7203	4,700	4,700	1.19	18%	9	11	9	11	8	10	10	10	10				
KBAK-TV	Bakersfield	29	1,700	3,730	33	CBS	Katz	Westwind Comm.	53	8612	15,000	4,800	0.99	22%	10	10	12	10	12	12	12	13	13				
KUVI-TV	Bakersfield	45	5,000	1,326	55	UPN	Milmm	Univision TV Group	88	9803	14,011	2,200	1.00	10%	5	5	4	4	5	5	5	6	6				
KABE-LP	Bakersfield	39	37	3,556		UNI	Katz	Univision TV Group	81	9212	g	2,000	0.57	16%	8	9	9	9	8	8	8	8	10				
KBFX-LP	Bakersfield	58	24	3,647		FOX	Katz	Pappas Telecasting	90	9501	na	1,200	0.61	9%	5	5	5	5	5	4	4	5	5				
AWFB		1				WB		Local Cable Station	00						2												

ADJACENT MARKET STATIONS
TOTAL 51 54 55 56 50 55 58 58 58
 HUT % 34 35 35 36 34 34 36 37

Allocations: Ch 48, Bakersfield Note: AWFB is a local cable channel carrying WB programming

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Ind Viewing		Commercial Viewing		PTV Viewing		Local Viewing		All Other Viewing	
			2	2	2	2					3	1	35%	53.0%	0.8%	53.8%	3.0%	56.8%	11%	10%	8%	10%
1993	125	54%	2	2	2	3	1	1	1	35%	53.0%	0.8%	53.8%	3.0%	56.8%	11%	10%	8%	10%	8%	10%	
1994	126	60	2	2	2	3	1	1	35	51.3	6.3	57.6	2.5	60.1	9	7	11	12	39.9	43.2%		
1995	126	57	2	2	2	3	1	1	34	44.8	7.3	52.1	2.5	54.6	15	18	21	21	45.4	45.4		
1996	130	61	2	2	2	4	0	1	35	53.3	0.0	53.3	2.3	55.6	6	4	3	5	48.5	48.5		
1997	131	61	2	2	3	5	0	1	34	49.0	0.0	49.0	2.5	51.5	0	0	0	0	47.9	47.9		
1998	130	61	2	2	3	6	0	1	34	49.8	0.0	49.8	2.3	52.1	0	0	0	0	48.4	48.4		
1999	132	59	2	2	3	6	0	1	33	48.8	0.0	48.8	2.8	51.6	48	44	46	51	37	33		

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KRCR-TV	20%	23%	20%	25%	5%	5%	5%	9%	15%	13%	10%	10%	11%	10%	8%	10%
KHSL-TV	12	5	5	8	21	18	17	17	13	9	15	13	9	7	11	12
KNVN	16	16	21	18	7	7	9	10	10	11	10	8	15	18	21	21
KCVU	6	0	3	0	8	8	9	7	5	5	4	7	6	4	3	5
KRVU-LP	4	4	2	0	5	4	4	4	2	4	4	4	5	5	3	3
* KIXE-TV	3	6	4	5	3	5	4	3	0	0	0	0	0	0	0	0
AIWB	0	0	3	0	0	0	0	0	0	0	0	0	2	0	0	0
HUT %	61	54	58	56	49	47	48	50	45	42	43	42	48	44	46	51
	21	24	25	23	21	19	22	20	24	19	23	20	32	32	37	33

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KRCR-TV	11%	12%	11%	20%
KHSL-TV	13	10	13	14
KNVN	13	14	17	14
KCVU	7	8	6	8
KRVU-LP	4	4	4	2
* KIXE-TV	2	2	1	2
AIWB	5	4	4	3
HUT %	55	54	56	63
	45	48	54	52

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KRCR-TV	12%	17%	16%	16%
KHSL-TV	12	12	15	14
KNVN	7	11	13	12
KCVU	8	9	9	9
KRVU-LP	3	3	3	3
* KIXE-TV	4	3	3	4
AIWB	2	2	2	1
HUT %	48	57	61	59
	44	50	52	48

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KRCR-TV	14%	14%	16%	16%
KHSL-TV	20	11	19	20
KNVN	10	22	23	19
KCVU	5	3	2	0
KRVU-LP	4	4	4	4
* KIXE-TV	0	0	0	0
AIWB	0	4	0	0
HUT %	53	58	64	59
	25	22	24	22



Chico-Redding, CA Market Overview

DMA Rank: 131
BIA Revenue Rank: 143

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		2003		Growth Rate	
	Pop	HH	Pop	HH	Pop	HH	Rate	Rate
DMA Population	457	176	470	181	485	188	0.6%	0.6%
Households	176	176	181	181	188	188	0.6%	0.8%
Retail Sales	2,946	3,963	3,963	4,601	4,601	4,601	3.0%	3.0%
EBI	5,737	5,725	5,725	6,437	6,437	6,437	0.0%	2.4%
White	5		93.6%		Avg Household		\$ 31,702	
Bleek	177		1.0%		Per Capita		\$ 12,189	
Asian	57%		3.0%		Spanish Speaking		9.9	
DMA Counties	5		93.6%		Avg Household		\$ 31,702	
TV Households	177		1.0%		Per Capita		\$ 12,189	
DMA Cable	57%		3.0%		Spanish Speaking		9.9	
DMA VCR	87%							

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Δ '93 - '98
ESTIMATED GROSS REVENUES	\$ 12,800	14,200	14,600	15,000	16,700	18,000	18,500	19,400	20,000	20,800	21,400	Δ '99 - '03
★ ★	2.8%											3.7%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	10.0%	34.0%	56.0%

Revenue/Retail Sales \$4.34/1,000 Revenue/Capita \$28.01
 Revenue/Retail Sales \$4.54/1,000 Revenue/Capita \$38.30
 Revenue/Retail Sales \$4.65/1,000 Revenue/Capita \$44.12

Chico-Redding, CA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	L M A	DTV Ch	HAAT	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est Power '99	Avg Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)														
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97			
KRCR-TV	Redding	7	115	3,619	14	ABC	Petry	Lamco Communications	56	9505	g	5,800	1.25	25%	11	12	11	13	11	12	12	12	14						
KHSL-TV	Chico	12	316	1,299	43	CBS	Millin	Catamount Bcst Group	53	9809	10,000	4,400	0.85	28%	12	10	14	14	13	14	14	14	13						
KNVN	Chico	24	5,000	1,850	36	NBC	Katz	Evans Broadcasting	85	0002 p	9,200	5,200	1.17	24%	9	12	13	12	10	13	12	12	12						
KCVU	Paradise	30	2,510	1,440	20	FOX	Blair	Sainte Ltd	90	9701	60cp	3,100	1.05	16%	7	7	6	9	7	8	7	10	10						
KRVU-LP	Redding	21	60	cp	1,502	UPN	Blair	Sainte Ltd	93					7%	3	4	3	3	3	4	4	4	3						
*KIXE-TV	Redding	9	115	3,589	18	PBS		N CA Educ TV Assn	64						3	3	2	3	2	3	3	3	2						
AIWB			1			WB		Local Cable Station	98						2	2	2	2	2	2	2	2	2						
ADJACENT MARKET STATIONS															0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL															47	50	51	54	46	54	56	54	56	54	56	54	54		
HUT %															30	30	30	34	32	31	32	35	34	35	34	35	34		

Allocations: Ch 13, Alturas; Ch 16, Redding; Ch 28, Oroville Note: AIWB is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Columbus-Tupelo-West Point, MS Ratings Overview

DMA Rank: 132

Market Trend Analysis

Year	COMMERCIAL STATIONS					LOCAL SHARES					All Other			
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	Other Viewing
1993	133	50%	2	1	3	0	2	37%	65.3%	0.0%	65.3%	0.0%	65.3%	34.7%
1994	134	53	2	1	3	0	2	35	61.5	0.0	61.5	0.0	61.5	38.5
1995	132	54	2	1	2	1	2	35	48.3	6.0	54.3	0.0	54.3	45.7
1996	129	58	2	1	3	0	2	37	49.5	0.0	49.5	0.0	49.5	50.5
1997	129	57	2	1	3	0	2	35	45.0	0.0	45.0	0.0	45.0	55.0
1998	133	58	2	1	4	0	2	35	43.0	0.0	43.0	0.0	43.0	57.0
1999	131	57	2	1	4	0	2	35	43.0	0.0	43.0	0.0	43.0	57.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WCBI-TV	15%	10%	10%	20%	34%	27%	37%	30%	24%	22%	21%	19%	21%	14%	23%	15%
WTVA	33	34	33	25	10	16	13	10	21	39	32	25	15	24	23	20
WLOV-TV	8	10	15	9	12	10	8	9	7	6	7	5	3	4	4	4
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	3
HUT %	56	54	58	54	56	53	58	49	52	67	60	49	39	45	50	42
	28	29	28	28	31	28	25	25	34	30	28	26	32	30	30	29

5:00 - 7:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WCBI-TV	22%	17%	18%	17%
WTVA	28	34	31	31
WLOV-TV	11	10	11	8
* WMAB	0	0	0	0
ABWP	0	0	0	0
Other	0	0	0	0
HUT %	61	61	60	56
	49	50	53	50

10:00 - 10:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WCBI-TV	11%	14%	16%	14%
WTVA	12	17	14	13
WLOV-TV	4	6	7	7
* WMAB	1	1	1	1
ABWP	0	0	0	0
Other	0	5	0	3
HUT %	28	43	38	38
	46	51	53	54

10:00 - 12:00 MID

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WCBI-TV	22%	18%	24%	21%
WTVA	35	37	37	27
WLOV-TV	3	6	5	7
* WMAB	0	0	0	2
ABWP	0	2	0	0
Other	0	0	0	2
HUT %	60	63	66	59
	46	46	47	44

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing			Commercial Viewing			PTV Viewing			Local Viewing			All Other Viewing		
			3	0	0	3					0	35%	66.0%	0.0%	66.0%	4.0%	70.0%	30.0%							
1993	127	50%	3	0	3	0	1	35%	66.0%	0.0%	66.0%	4.0%	70.0%	30.0%											
1994	128	48	3	0	3	0	1	35	67.3	0.0	67.3	3.3	70.6	29.4											
1995	134	50	3	1	3	1	1	35	60.5	0.0	60.5	4.0	64.5	35.5											
1996	134	52	3	1	4	0	1	35	58.3	0.0	58.3	3.5	61.8	38.2											
1997	134	52	3	1	3	1	1	34	54.8	0.0	54.8	3.8	58.6	41.4											
1998	134	51	3	1	4	1	1	32	53.8	0.0	53.8	3.0	56.8	43.2											
1999	135	52	3	1	5	0	1	33	50.3	0.0	50.3	3.0	53.3	46.7											

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KDLH	8%	7%	6%	9%	19%	22%	25%	23%	12%	17%	17%	10%	9%	10%	13%	11%
KBJR-TV	23	24	23	25	4	12	7	10	10	8	9	8	22	26	28	27
WDIO-TV	26	27	28	23	22	18	17	16	20	21	15	19	12	15	10	10
KQDS	0	0	0	0	2	0	0	0	0	3	0	3	0	3	0	0
* WDSE-TV	3	7	8	2	2	0	0	0	0	0	0	0	3	4	3	4
HUT %	60	65	65	59	49	52	49	49	42	49	41	40	46	58	54	52
	22	26	25	25	21	21	23	21	19	18	20	18	20	23	29	25

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KDLH	13%	13%	14%	14%	13%	15%	14%	16%	14%	13%	15%	16%	11%	11%	12%	9%
KBJR-TV	27	30	29	29	11	15	15	16	18	22	20	19	18	17	19	16
WDIO-TV	19	17	18	19	15	20	21	21	30	29	28	35	14	12	14	25
KQDS	2	3	3	2	3	4	3	3	4	3	3	3	4	4	3	2
* WDSE-TV	3	5	3	3	5	5	4	4	2	0	1	0	2	0	0	0
HUT %	64	68	67	67	47	59	57	60	68	67	67	73	49	44	48	52
	40	42	51	48	44	53	57	55	48	51	49	48	23	22	23	23



Duluth, MN-Superior, WI Market Overview

DMA Rank: 133

BIA Revenue Rank: 141

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Pop	HH	Pop	HH	Rate	Rate	Rate	Rate	Rate	Rate
DMA Population	435	174	443	177	0.4%	0.3%	443	183	0.2%	0.7%
Households	174	174	177	177	0.3%	0.3%	177	183	0.7%	0.7%
Retail Sales	3,550	4,491	4,491	4,491	4.8%	4.1%	4,491	5,497	4.1%	4.1%
EBI	5,668	5,953	5,953	5,953	1.0%	3.9%	5,953	7,200	3.9%	3.9%
Pop Rank #	133									
HH Rank #	132									
RS Rank #	132									
EBI Rank #	141									
DMA Counties	14		14		95.5%					
TV Households	175		175		0.5%					
DMA Cable	52%		52%		0.6%					
DMA VCR	85%		85%							
Avg Household										\$33,577
Per Capita										\$13,441
Spanish Speaking										0.7

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	1998 - 98
	\$ 12,800	13,500	15,600	16,900	17,400	18,300	7.4%
Δ 98 - 99	1.6%	18,600	19,000	19,400	19,900	20,300	2.2%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	14.4%	31.2%	54.4%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$3.61/1,000	\$4.07/1,000	\$3.69/1,000
	\$29.43	\$41.31	\$45.31

Duluth, MN-Superior, WI Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV Ch	M A	L M	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power '99	Avg Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
														Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KDLH	Duluth	3	100	991	33	CBS	Blair	54	8505	9,500	4,900	0.77	34%	12	14	15	14	17	17	17	17	17	17		
KBUR-TV	Superior	6	100	1,011	19	NBC	Katz	54	8809	10,859+	5,300	0.92	31%	14	17	16	16	13	14	17	17	19	19		
WDIO-TV	Duluth	10	316	988	43	ABC	Petry	66	8711	10,750c1	7,900	1.18	36%	18	18	17	18	17	19	18	18	18	18		
KQDS	Duluth	21	550 cp	932	17	FOX	Curtis Squire Inc	95	9811	g	500			3	3	2	2	4							
WIRT	Hibbing	13	126	669	36	ABC	Petry	67	8711	c1															
*WDSE-TV	Duluth	8	316 cp	968	38	PBS		64						4	4	3	3	3	3	3	3	3	3	3	
AWBD			1			WB	Local Cable Station	98																	

TOTAL	51	56	53	55	50	53	55	57
HUT %	28	30	34	33	30	31	36	35

Allocations: Ch 27, Duluth; Ch 40, Superior, WI; Ch 24, Ironwood, MI; Ch 11, International Falls Note: AWBD is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing	Ind Viewing	Commercial Viewing		PTV Viewing	Local Viewing	All Other Viewing
			27%	28%	2	2							3	1			
1993	129	61%	2	2	2	1	1	1	1	38%	63.0%	0.0%	63.0%	1.3%	1.3%	64.3%	35.7%
1994	132	60	2	2	2	2	2	1	1	38	48.0	11.3	59.3	1.3	1.3	60.6	39.4
1995	133	61	2	2	2	2	2	1	1	39	44.8	10.3	55.1	1.3	1.3	56.4	43.6
1996	133	63	2	2	2	3	1	1	1	39	52.0	0.0	52.0	0.8	0.8	52.8	47.2
1997	133	62	2	2	2	3	1	1	1	39	46.5	0.0	46.5	0.5	0.5	47.0	53.0
1998	132	62	3	2	2	5	1	1	1	39	46.0	0.0	46.0	0.3	0.3	46.3	53.7
1999	133	63	3	2	2	5	1	1	1	37	47.0	0.0	47.0	1.3	1.3	48.3	51.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM					9:00 AM - 12:00 NOON					12:00 NOON - 3:00 PM					3:00 - 5:00 PM				
	Jul 00	May 00	Feb 00	Nov 99	26%	Jul 00	May 00	Feb 00	Nov 99	37%	Jul 00	May 00	Feb 00	Nov 99	43%	Jul 00	May 00	Feb 00	Nov 99	18%
	24%	27%	28%	26%		39%	36%	38%	37%		42%	44%	46%	43%		16%	15%	17%	17%	18%
KNOE-TV	18	18	17	14		6	7	6	6	6	11	11	8	9		15	21	19	19	22
KATV	3	3	0	2		4	4	3	2	2	1	2	4	5		9	6	4	4	4
KARD	3	3	0	4		6	4	6	7	7	4	2	0	5		3	3	0	0	4
* KLTM-TV	3	4	3	0		2	3	3	3	3	0	0	0	0		2	2	2	2	0
AWMB	0	0	0	0		2	0	0	0	0	2	0	0	0		3	0	0	0	0
HUT %	51	55	48	46		59	54	56	55	55	60	59	58	62		48	47	42	42	48
	25	26	28	28		33	24	25	28	28	37	29	31	31		33	31	30	30	32

Calls	5:00 - 7:00 PM					PRIME TIME					10:00 - 10:30 PM					10:30 - 12:00 MID				
	Jul 00	May 00	Feb 00	Nov 99	34%	Jul 00	May 00	Feb 00	Nov 99	21%	Jul 00	May 00	Feb 00	Nov 99	33%	Jul 00	May 00	Feb 00	Nov 99	19%
	32%	36%	33%	34%		15%	20%	20%	20%		30%	32%	36%	33%		12%	12%	15%	15%	19%
KNOE-TV	17	18	16	14		8	10	10	10	10	18	19	19	14		9	11	14	14	10
KATV	2	2	1	2		5	7	6	5	5	3	4	2	4		3	3	0	0	4
KARD	6	3	4	4		5	5	6	6	6	1	2	2	3		4	3	8	7	7
* KLTM-TV	0	0	0	0		2	1	2	1	1	0	0	0	0		0	0	0	0	0
AWMB	2	0	0	1		1	1	1	1	1	3	2	1	0		7	4	3	0	0
HUT %	59	59	54	55		36	44	45	44	44	55	59	60	54		35	33	40	40	40
	49	50	51	53		49	54	58	53	53	45	48	48	45		25	26	24	24	24



Monroe, LA-EI Dorado, AR Market Overview

DMA Rank: 134
BIA Revenue Rank: 138

Demographic and Economic Overview

(000s, except Retail Sales and EB1 in \$000,000s)

	Growth Rate		Growth Rate	
	1993	1998	1998	2003
DMA Population	481	486	0.2%	484
Households	170	176	0.7%	178
Retail Sales	3,407	4,169	4.1%	5,108
EB1	5,525	6,137	2.1%	7,672

	White	Black	Asian	Avg Household
Pop Rank # 134	18	64.3%		\$ 34,928
HH Rank # 134	173	35.1%		\$ 12,622
RS Rank # 135	64%	0.4%		Spanish Speaking
EB1 Rank # 137	75%			1.0

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	1998 - 99	1999	2000	2001	2002	2003	2003 - 99
ESTIMATED GROSS REVENUES	\$ 13,100	14,800	16,500	17,900	16,100	18,200	Δ 9.9%	20,000	21,200	21,400	22,300	22,700	Δ 9.9%
Breakouts								7.7%	30.9%				61.3%
Revenue/Retail Sales			\$3.85/1,000	\$4.37/1,000	\$4.44/1,000			\$27.23	\$37.45				\$46.90
Revenue/Capita													

Monroe, LA-EI Dorado, AR Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	M	L	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power '99	Avg Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KNOE-TV	Monroe	8	316	1,890	55			CBS			Blair	Noe Corp	53		9,200	0.81	57%	23	24	26	27	25	28	27	27					
KTVE	EI Dorado	10	316	1,982	27			NBC			Katz	GOCOM Holdings LLC	55	0001	6,100	1.17	26%	10	12	11	10	11	13	13	12					
KAQY	Columbia	11	316	1,785	57			ABC			Milinn	Monroe Bcstg	98		1,000	1.25	4%	4	4	4	4	4	3	3	2					
KARD	West Monroe	14	5,000	1,877	36			FOX			Milinn	Quorum Bcstg Co	74	9805	3,700	1.54	12%	5	4	4	4	6	5	5	6					
KMCT-TV	West Monroe	39	562	499	38			IND				Lamb Bcstg Inc	86	9311	145															
*KLTM-TV	Monroe	13	316	1,785	19			PBS				Louisiana ETV	76																	
AWMB	Monroe	1						WB				Local Cable Station	98																	

ADJACENT MARKET STATIONS		TOTAL															
TOTAL		46	44	47	47	45	51	50	49								
HUT %		37	35	37	36	37	35	39	39								

Allocations: Ch 43, EI Dorado; Ch 49, EI Dorado, AR Note: AWMB is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Rockford, IL Ratings Overview

DMA Rank: 135

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	138	64%	1	3	3	1	0	33%	61.5%	8.8%	70.3%	0.0%	70.3%	29.7%	
1994	137	62	1	3	3	1	0	33	59.8	10.5	70.3	0.0	70.3	29.7	
1995	137	63	1	3	3	1	0	33	56.3	9.8	66.1	0.0	66.1	33.9	
1996	136	67	1	3	4	0	0	35	62.8	0.0	62.8	0.0	62.8	37.2	
1997	135	71	1	3	4	0	0	33	60.0	0.0	60.0	0.0	60.0	40.0	
1998	135	69	1	3	5	0	0	32	58.0	0.0	58.0	0.0	58.0	42.0	
1999	134	70	1	3	5	0	0	32	56.0	0.0	56.0	0.0	56.0	44.0	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WREX-TV	24%	32%	23%	29%	12%	12%	15%	16%	12%	11%	22%	13%	12%	11%	15%	11%
WTVO	13	14	13	10	7	8	5	7	9	12	14	16	9	16	16	16
WIFR	11	7	15	12	23	20	29	27	16	22	18	19	14	16	20	23
WQRF-TV	0	0	3	3	5	6	5	6	6	3	5	12	0	3	2	5
Other	0	2	0	0	0	0	0	0	3	3	0	3	0	2	0	0
HUT %	48	55	54	54	47	46	54	56	46	51	59	63	35	48	53	55
	22	22	21	21	23	16	19	19	23	17	21	20	25	21	26	24

5:00 - 7:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WREX-TV	25%	26%	25%	22%
WTVO	11	12	11	12
WIFR	19	18	19	24
WQRF-TV	7	8	10	9
ABR	3	2	3	0
Other	0	0	0	0
HUT %	65	66	68	67
	40	37	46	43

10:00 - 10:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WREX-TV	21%	27%	29%	23%
WTVO	13	18	15	18
WIFR	21	22	21	20
WQRF-TV	7	6	7	6
ABR	1	0	2	0
Other	0	0	0	0
HUT %	63	73	74	67
	46	44	45	43

10:30 - 12:00 MID

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WREX-TV	18%	21%	23%	15%
WTVO	4	7	6	11
WIFR	14	14	14	14
WQRF-TV	9	13	9	9
ABR	4	0	2	0
Other	0	0	0	0
HUT %	49	55	54	49
	24	22	21	21



Rockford, IL Market Overview

DMA Rank: 135
BIA Revenue Rank: 120

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1998		2003		Growth Rate	
	1993	1998	1998	1998	2003	2003	Rate	Rate
DMA Population	427	448	448	448	463	463	0.7%	0.7%
Households	162	171	171	171	179	179	0.9%	0.9%
Retail Sales	3,963	3,951	3,951	3,951	4,643	4,643	3.3%	3.3%
EBI	6,950	7,471	7,471	7,471	8,845	8,845	3.4%	3.4%
Pop Rank # 135	DMA Counties		5	White	91.0%	Avg Household	\$ 43,662	
HH Rank # 135	TV Households		171	Black	7.5%	Per Capita	\$ 16,664	
RS Rank # 141	DMA Cable		69%	Asian	1.3%	Spanish Speaking	4.4	
EBI Rank # 124	DMA VCR		88%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$ 21,900	24,500	24,700	26,600	25,600	27,700	Δ 4.8%
Δ 98 - 99	0.4%	27,800	29,500	29,800	31,300	2002	2003
★ ★ ★						31,900	Δ 99 - 03
							3.5%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	6.7%	41.4%	51.9%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$6.51/1,000	\$7.01/1,000	\$6.87/1,000
	\$51.29	\$61.83	\$68.90

Rockford, IL Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV Ch	M A	L A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WREX-TV	Rockford	316	13	709	54	NBC	Petry	Quincy Newspapers	53	9508	18,370	6,900	0.83	30%	13	17	15	16	18	17	17	17	17				
WTVO	Rockford	5,000	17	686	16	ABC	Young	Young Bcsig Inc	53	8806	20,000	7,300	1.09	24%	11	15	14	14	12	14	13	14	14				
WIFR	Freeport	676	23	719	41	CBS	Katz	Benedek Bcsig Corp	65	8611	g	6,800	0.76	32%	15	16	18	18	17	17	20	18	18				
WQRF-TV	Rockford	1,050	39	577	42	FOX	Milinn	Quorum Bcsig Co	78	9805	g	6,800	1.75	14%	6	8	7	11	7	8	7	8	7				
ABR		1				WB		Local Cable Station		98																	

ADJACENT MARKET STATIONS

TOTAL	47	58	56	58	58	60	59	60
HUT %	31	28	33	32	30	30	34	33

Note: ABR is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.



Wausau-Rhineland, WI Ratings Overview

DMA Rank: 136

Market Trend Analysis

Year	DMA Rank	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing			
		Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Ind Viewing	Commercial Viewing	PTV Viewing
1993	132	45%	3	0	3	0	2	34%	65.3%	0.0%	65.3%	2.5%	67.8%
1994	133	49	3	0	3	0	34	34	64.8	0.0	64.8	2.5	67.3
1995	131	46	3	0	3	0	34	34	60.3	0.0	60.3	2.5	62.8
1996	131	51	3	0	3	0	34	34	57.5	0.0	57.5	2.3	59.8
1997	136	51	3	0	3	0	32	32	54.8	0.0	54.8	2.5	57.3
1998	136	53	3	0	3	0	32	32	54.3	0.0	54.3	2.0	56.3
1999	136	53	3	1	5	0	31	31	50.3	0.0	50.3	2.5	52.8

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WSAW-TV	20%	14%	16%	22%	32%	30%	29%	26%	24%	26%	27%	23%	13%	12%	11%	12%
WAOW-TV	28	35	30	24	18	22	20	20	22	25	21	24	17	24	24	20
WJFW-TV	13	11	9	8	0	0	0	3	8	8	7	8	11	9	8	13
WFXS	0	0	0	0	0	0	0	0	4	3	0	0	0	4	0	0
WHRM-TV	4	4	4	4	4	0	0	0	0	0	0	0	6	6	5	3
Other	3	2	3	4	0	0	0	4	0	0	0	3	0	0	0	5
HUT %	68	66	62	62	54	52	49	53	58	62	55	58	47	55	48	53
	21	25	24	24	20	19	20	21	19	19	19	21	18	24	25	25

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WSAW-TV	31%	22%	23%	27%	17%	17%	19%	19%	27%	24%	29%	28%	20%	14%	14%	16%
WAOW-TV	21	23	22	22	19	28	25	27	31	33	33	33	17	16	21	22
WJFW-TV	14	15	14	13	7	9	8	9	9	7	10	9	7	9	11	7
WFXS	0	1	1	0	3	4	4	0	2	5	2	0	3	4	3	0
WHRM-TV	2	1	2	1	4	2	3	3	1	0	1	2	0	0	0	0
ABWA	4	3	3	1	0	0	0	0	0	0	0	0	0	0	0	0
Other	4	3	3	4	4	4	4	7	3	2	0	1	6	4	3	8
HUT %	76	68	68	68	54	64	63	65	73	71	75	73	53	47	52	53
	38	42	49	48	42	52	55	57	43	46	44	45	18	19	20	19

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998 Growth Rate		2003		2003 Growth Rate	
	Pop	HH	Pop	HH	Rate	Rate	Pop	HH	Rate	Rate
DMA Population	421	158	440	166	0.9%	0.4%	449	173	0.8%	0.4%
Households	3,422	5,892	4,765	6,450	1.0%	0.8%	6,035	7,877	4.8%	4.1%
Retail Sales			6,450		6.8%	4.8%				
EBI			6,450		1.8%	4.1%				

	1998	1998	1998	1998
Pop Rank # 136	11	96.9%	Avg Household	\$ 38,786
HH Rank # 137	166	0.3%	Per Capita	\$ 14,653
RS Rank # 128	57%	1.6%	Spanish Speaking	0.8
EBI Rank # 134	87%			

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$ 11,300	13,700	14,900	16,100	16,200	18,100	9.9%
Δ 98 - 99	-5.0%	17,200	18,900	19,100	20,600	21,300	Δ 99 - 03
							5.4%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	7.0%	30.0%	63.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$3.30/1,000	\$3.80/1,000	\$3.53/1,000
	\$26.84	\$41.14	\$47.44

Wausau-Rhineland, WI Competitive Overview

City Of License	Calls	Visual Power (kW)	Ch	HAAT	DTV Ch	M A	L M	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WSAW-TV Wausau	7	316	1,211	40	CBS Blair	54	9606	g	Benedek Bcsig Corp	54	9606	9	6,600	0.87	44%	21	19	20	19	22	23	23	22				
WAOW-TV Wausau	9	316	1,211	29	ABC Katz	65	9510	g	Shockley Comm Corp	65	9510	9	7,800	1.16	39%	19	24	22	26	18	19	18	25				
WJFW-TV Rhineland	12	316	1,660	16	NBC Blair	66	7904	1,000d	Bangor Comm Inc	66	7904		2,800	0.96	17%	7	8	8	8	8	9	8	9				
WTPX Antigo	46	3,020	cp	492					Cardinal Bcsig Corp																		
WFXS Wittenberg	55	5,000	cp	1,139					Davis Television LLC	99																	
WYOW Eagle River	34	2,240	cp	810					Shockley Comm Corp	97	9806 p	421															
*WHRM-TV Wausau	20	1,380	cp	1,217	24	PBS	75		Educ Comm Board-WI																		
*WLEF-TV Park Falls	36	1,050	1,460	47	PBS	77			Educ Comm Board-WI																		
ABWA									Local Cable Station	99																	

ADJACENT MARKET STATIONS

TOTAL	55	59	58	60	54	60	57	64
HUT %	26	29	32	34	27	29	34	34

Allocations: Ch 33, Wausau; Ch 39, Marshfield Note: ABWA is a local cable channel carrying WB programming

 ● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing	Ind Viewing	Commercial Viewing		PTV Viewing	Local Viewing	All Other Viewing
			3	1	3	1							69.3%	0.0%			
1993	137	62%	3	1	3	1	0	39%	69.3%	0.0%	69.3%	0.0%	69.3%	0.0%	69.3%	30.7%	
1994	136	64	3	1	3	1	0	40	66.8	0.0	66.8	0.0	66.8	0.0	66.8	33.2	
1995	136	63	3	1	3	1	0	40	64.3	0.0	64.3	0.0	64.3	0.0	64.3	35.7	
1996	137	68	3	0	3	0	1	40	61.3	0.0	61.3	0.0	61.3	0.5	61.8	38.2	
1997	137	71	3	0	3	0	1	40	59.3	0.0	59.3	0.0	59.3	0.0	59.3	40.7	
1998	137	71	3	0	4	0	1	39	57.3	0.0	57.3	0.0	57.3	0.5	57.8	42.2	
1999	137	71	3	0	4	0	1	38	55.5	0.0	55.5	0.0	55.5	0.5	56.0	44.0	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KBTU-TV	10%	14%	15%	14%	7%	10%	10%	13%	8%	14%	12%	10%	14%	17%	15%	13%
KFDM-TV	25	30	28	29	30	34	42	32	30	30	40	35	19	26	27	27
KBMT	15	13	15	16	8	10	10	11	10	8	17	13	12	13	18	18
* KITU	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0
AWBB	3	0	0	0	3	0	2	0	2	0	0	0	2	3	0	0
Other	0	3	3	3	6	4	6	5	0	0	0	2	0	4	4	2
	53	63	61	62	54	58	70	61	50	52	69	60	47	63	64	60
HUT %	27	30	30	28	31	28	29	26	34	30	33	28	34	37	34	30

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KBTU-TV	11%	14%	14%	13%	9%	15%	16%	15%	6%	8%	12%	11%	8%	11%	9%	12%
KFDM-TV	40	39	43	49	17	21	22	25	38	41	43	45	14	14	17	18
KBMT	10	11	14	9	15	19	19	17	18	21	18	18	15	15	12	16
AWBB	3	4	1	3	2	3	2	2	1	3	3	2	6	6	8	4
Other	3	5	4	1	4	4	6	5	3	1	3	2	3	2	5	2
	67	73	76	75	47	62	65	64	66	74	79	78	46	48	51	52
HUT %	48	51	54	51	51	59	62	56	51	54	52	51	28	28	27	26



Beaumont-Port Arthur, TX Market Overview

DMA Rank: 137
BIA Revenue Rank: 129

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth	
	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Rate	Rate
DMA Population	433	0.9%	452	0.9%	452	0.1%	455	0.1%		
Households	161	0.7%	167	0.7%	167	0.5%	171	0.5%		
Retail Sales	3,364	3.9%	4,071	3.9%	4,071	3.6%	4,867	3.6%		
EBI	5,839	2.1%	6,494	2.1%	6,494	4.2%	7,984	4.2%		

	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking
DMA Counties	6	73.5%	24.2%	\$ 38,791	\$ 14,354	5.3
TV Households	165					
DMA Cable	70%					
DMA VCR	85%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 17,800	19,300	20,300	23,800	22,500	23,600	5.8%
Δ 98 - 99	0.4%	23,700	24,900	25,600	26,700	27,500	3.7%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	7.0%	33.0%	60.0%

Revenue/Retail Sales	1993	1998	2003
	\$5.29/1,000	\$5.80/1,000	\$5.65/1,000
Revenue/Capita	\$41.11	\$52.21	\$60.44

Beaumont-Port Arthur, TX Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV Ch	M A	L A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 98
KBTU-TV	Port Arthur	4	100	1,196	40	NBC	Blair	Nexstar Bostg Group	57	9712	g	5,700	1.00	24%	9	13	13	12	11	15	12	15					
KFDM-TV	Beaumont	6	100	961	21	CBS	TelRp	Freedom Comm Inc	55	8312	g	12,300	1.04	50%	22	26	29	29	26	27	30	28					
KBMT	Beaumont	12	316	1,001	50	ABC	Katz	Texas Television	61	7602	2,400	5,700	1.05	23%	11	14	15	14	11	13	13	14					
*KITU	Beaumont	34	1,170	1,024	33	TBN	WB	Community Educ'l TV	86																		
AWBB			1			WB		Local Cable Station	98																		
										ADJACENT MARKET STATIONS																	
										TOTAL	48	59	63	62	53	62	62	62	63	38	40	37	40	38	39		
										HUT %	37	38	40	37	40	38	38	38	39								

Allocations: Ch 21, Beaumont Note: AWBB is a local cable channel carrying WB programming

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	139	70%	1	2	3	0	1	35%	55.0%	0.0%	55.0%	3.0%	58.0%	42.0%	
1994	142	73	2	2	3	1	1	34	54.5	0.0	54.5	2.5	57.0	43.0	
1995	142	73	2	2	3	1	1	35	50.0	0.0	50.0	2.8	52.8	47.2	
1996	140	73	2	2	4	0	1	34	55.0	0.0	55.0	2.3	57.3	42.7	
1997	141	73	2	2	4	0	1	33	50.5	0.0	50.5	2.8	53.3	46.7	
1998	139	73	2	2	5	0	1	32	49.5	0.0	49.5	2.5	52.0	48.0	
1999	140	71	2	2	5	0	1	33	47.5	0.0	47.5	2.8	50.3	49.7	

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99			
WIBW	12%	12%	18%	24%	29%	31%	28%	28%	30%	33%	29%	9%	11%	11%	12%
KSNT	26	31	31	5	3	5	10	13	10	10	11	13	16	22	16
KTKA-TV	8	9	7	5	6	4	6	5	7	7	6	8	11	16	16
KTMJ-LP	0	0	0	0	3	6	0	3	3	5	5	0	0	0	0
* KTWU	3	4	4	5	4	6	0	2	0	0	0	0	3	3	0
ABKS	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	3	0	0	0	0	0	0	0	2
HUT %	49	59	60	39	45	52	47	51	50	55	51	30	41	52	46
	20	21	24	20	16	19	19	22	20	22	20	22	22	24	23

5:00 - 7:00 PM

Calls	PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID								
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99						
WIBW	30%	34%	31%	14%	19%	18%	31%	36%	36%	13%	15%	22%	15%		
KSNT	16	18	19	12	14	16	18	19	26	11	16	19	14		
KTKA-TV	8	7	6	11	14	15	11	11	8	6	8	8	12		
KTMJ-LP	2	2	2	3	4	3	0	0	0	4	6	2	5		
* KTWU	2	2	2	4	2	3	1	1	0	0	0	0	0		
ABKS	4	3	1	0	0	0	0	0	0	0	0	0	0		
Other	0	0	0	0	0	0	2	0	0	0	0	0	0		
HUT %	62	66	61	44	53	55	58	61	67	70	72	34	45	51	46
	41	40	46	44	52	57	57	45	52	50	49	21	23	21	21



Terre Haute, IN Ratings Overview

DMA Rank: 139

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	%	# Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	143	58%	2	58%	1	3	0	2	36%	60.0%	0.0%	60.0%	0.0%	60.0%	40.0%
1994	143	59	2	59	1	2	1	2	36	53.3	5.8	59.1	0.0	59.1	40.9
1995	144	60	2	60	1	2	1	2	37	45.8	4.8	50.6	0.0	50.6	49.4
1996	142	63	2	63	1	3	0	2	36	49.0	0.0	49.0	0.0	49.0	51.0
1997	138	62	2	62	1	3	0	2	35	46.0	0.0	46.0	0.0	46.0	54.0
1998	140	63	2	63	1	4	0	2	35	44.5	0.0	44.5	0.0	44.5	55.5
1999	139	62	2	62	1	4	0	2	34	42.0	0.0	42.0	0.0	42.0	58.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WTWO	35%	32%	34%	35%	6%	7%	5%	10%	13%	11%	13%	10%	20%	20%	23%	18%
WTHI-TV	25	20	21	21	30	24	28	26	26	35	36	31	12	17	16	13
WBAK-TV	0	0	0	2	4	8	8	5	3	3	4	5	6	4	0	5
* WUSI-TV	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	2	3	0	0	3	0	0	0	5	5	2	5
HUT %	60	55	55	58	42	42	41	41	45	49	53	46	43	46	41	41
	24	27	25	24	33	22	23	20	26	25	27	21	31	29	33	26

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WTWO	25%	25%	27%	27%	9%	15%	14%	14%	18%	28%	20%	20%	8%	15%	13%	13%
WTHI-TV	21	23	24	24	17	20	23	20	26	27	36	26	16	14	26	21
WBAK-TV	2	2	3	3	6	5	6	7	2	3	3	2	0	0	0	0
Other	4	4	2	3	5	7	5	8	2	2	0	6	4	0	0	0
HUT %	52	54	56	57	37	47	48	49	48	60	59	54	28	29	39	34
	48	50	53	49	45	53	57	55	28	25	35	32	13	10	15	15



Terre Haute, IN Market Overview

DMA Rank: 139
BIA Revenue Rank: 146

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		Growth Rate	
	1993	1998	1998	2003	Rate	Rate
DMA Population	407	412	0.2%	410	-0.1%	
Households	156	160	0.5%	162	0.2%	
Retail Sales	3,584	4,634	5.3%	5,704	4.2%	
EBI	5,314	5,926	2.2%	7,305	4.3%	
Pop Rank # 139	DMA Counties	16	White	97.1%	Avg Household	\$ 37,108
HH Rank # 138	TV Households	157	Black	2.1%	Per Capita	\$ 14,374
RS Rank # 130	DMA Cable	62%	Asian	0.6%	Spanish Speaking	0.8
EBI Rank # 142	DMA VCR	83%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 13,500	14,300	15,500	15,300	16,000	17,600	5.4%
★ ★ ★	Δ 98 - 99	17,900	19,300	19,700	21,100	21,500	Δ 99 - 03
	1.7%						4.7%
	Estimated		% Network	% Natl/Regl	% Local		
	Breakouts		6.0%	30.0%	64.0%		
	Revenue/Retail Sales		1993	1998	2003		
	Revenue/Capita		\$3.77/1,000	\$3.80/1,000	\$3.77/1,000		
			\$33.17	\$42.72	\$52.44		

Terre Haute, IN Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)													
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97		
WTWO	Terre Haute	2	100	951	36	NBC	Blair	Nexstar Bcstg Group	65	9703	g	7,100	1.13	35%	13	16	14	13	16	16	15									
WTHI-TV	Terre Haute	10	316	961	24	CBS	Katz	Emmis Communications	54	9810	g	9,500	0.96	55%	19	21	25	22	21	24	24									
WBAAK-TV	Terre Haute	38	2,140	cp	981	39	FOX	Milmm	73	7702	649	1,300	0.73	10%	4	4	5	6	4	4	4									
*WUSI-TV	Ohney	16	1,150	929	19	PBS		Southern Illinois U	68																					
*WVUT	Vincennes	22	1,550	571	52	PBS		Vincennes University	68																					
ABI		1				WB		Local Cable Station	98																					
													ADJACENT MARKET STATIONS																	
													TOTAL	41	45	48	48	38	48	49	46									
													HUT %	32	33	36	33	32	32	38	35									

Allocations: Ch 26, Terre Haute; Ch 46, Paris, IL Note: ABI is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.



Wheeling, WV - Steubenville, OH Ratings Overview

DMA Rank: 140

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing		Local Viewing
1993	136	72%	2	0	2	0	1	41%	42.8%	0.0%	42.8%	0.0%	42.8%	0.0%	42.8%	57.2%
1994	138	73	2	0	2	0	1	40	45.5	0.0	45.5	0.0	45.5	0.0	45.5	54.5
1995	138	73	2	0	2	0	1	41	40.8	0.0	40.8	0.0	40.8	0.0	40.8	59.2
1996	138	77	2	0	2	0	1	41	42.0	0.0	42.0	0.0	42.0	0.0	42.0	58.0
1997	139	78	2	0	2	0	1	41	39.8	0.0	39.8	0.0	39.8	0.0	39.8	60.2
1998	138	77	2	0	3	0	1	39	38.8	0.0	38.8	0.0	38.8	0.0	38.8	61.2
1999	138	78	2	0	3	0	1	39	35.8	0.0	35.8	0.0	35.8	0.0	35.8	64.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WTRF-TV	16%	14%	11%	20%	23%	18%	25%	24%	22%	22%	22%	21%
WTOV-TV	40	41	37	9	10	14	20	19	23	19	23	21
* WOUC-TV	0	0	0	0	0	0	0	0	0	0	0	0
Other	4	5	6	14	12	10	7	9	7	10	14	10
HUT %	60	60	54	43	45	42	52	52	52	51	59	52
	26	30	28	28	22	27	30	26	33	27	34	36

6:00 - 8:00 PM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
WTRF-TV	16%	15%	15%
WTOV-TV	23	30	29
* WOUC-TV	0	0	1
ABWO	1	1	3
Other	12	15	13
HUT %	52	62	61
	45	47	53

11:00 - 11:30 PM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
WTRF-TV	11%	15%	14%
WTOV-TV	12	15	15
* WOUC-TV	0	0	0
ABWO	0	1	1
Other	16	20	20
HUT %	39	51	50
	52	57	60

11:30 - 1:00 AM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
WTRF-TV	11%	13%	11%
WTOV-TV	19	22	22
* WOUC-TV	0	0	0
ABWO	0	0	0
Other	3	8	5
HUT %	33	43	37
	21	21	18



Wheeling, WV - Steubenville, OH Market Overview

DMA Rank: 140

BIA Revenue Rank: 161

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		2003		Growth Rate
	Pop	Rate	Pop	Rate	Pop	Rate	
DMA Population	409	-0.4%	401	-0.5%	391	-0.5%	
Households	160	-0.1%	159	-0.1%	158	-0.1%	
Retail Sales	2,713	3.7%	3,259	3.5%	3,880	3.5%	
EBI	5,105	0.7%	5,293	3.0%	6,146	3.0%	
Pop Rank #	140						\$ 33,329
HH Rank #	139						\$ 13,212
RS Rank #	154						0.5
EBI Rank #	149						

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$ 12,400	12,800	13,500	14,700	15,000	15,400	4.4%
Δ 98 - 99	-10.0%	1999	2000	2001	2002	2003	Δ 99 - 03
		13,800	14,400	14,500	14,900	15,100	2.2%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	7.0%	41.0%	52.0%

Revenue/Retail Sales	1993	1998	2003
	\$4.57/1,000	\$4.73/1,000	\$3.89/1,000
Revenue/Capita	\$30.32	\$38.40	\$38.62

Wheeling, WV - Steubenville, OH Competitive Overview

City Of License	Calls	Visual Power (kW)	Ch	HAAT	DTV	L M	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)													
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97		
WTRF-TV Wheeling	7	316	961	32	CBS	Blair	Benedek Bcstg Corp	53	9606	g	5,500	0.85	47%	15	17	17	15	18	17	19	19	19	19	19	19	19	20			
WTOV-TV Steubenville	9	316	cp	879	57	NBC	Katz	Cox Broadcasting	53	0007	p	58,000	1.13	53%	17	18	19	17	19	17	19	21	19	19	19	19	20			
*WOUJ-TV Cambridge	44	550	1,289	35	PBS	WB	Ohio University	73																						
ABWO		1																												

ADJACENT MARKET STATIONS	12	15	16	17	14	13	18	18
TOTAL	44	50	52*	51	48	52	54	57
HUT %	36	35	42	39	38	36	43	39

Allocations: Ch 14, Wheeling Note: ABWO is a local cable channel carrying WB programming

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



Erie, PA Ratings Overview

DMA Rank: 141

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	141	66%	1	3	3	1	1	1	35%	64.3%	4.0%	68.3%	2.8%	71.1%	28.9%
1994	141	66	1	3	3	1	1	35	35	64.8	3.8	68.6	2.3	70.9	29.1
1995	141	65	1	3	3	1	1	36	36	60.3	4.8	65.1	2.3	67.4	32.6
1996	143	67	1	3	4	0	1	36	36	64.5	0.0	64.5	2.0	66.5	33.5
1997	142	68	1	3	4	0	1	34	34	60.3	0.0	60.3	2.5	62.8	37.2
1998	143	67	1	3	5	0	1	34	34	57.0	0.0	57.0	2.3	59.3	40.7
1999	142	67	1	3	5	0	1	34	34	56.5	0.0	56.5	2.0	58.5	41.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WICU-TV	33%	36%	30%	33%	10%	13%	13%	18%	22%	20%	19%	16%	14%	19%	20%	16%
WJET-TV	24	22	25	28	14	13	15	15	13	11	14	15	14	16	17	19
WSEE	10	6	9	7	23	22	18	21	19	19	16	19	22	18	17	21
WFXP	3	2	0	2	3	5	6	6	0	0	3	4	0	2	2	2
* WQLN	5	7	6	6	6	6	0	3	0	0	0	0	3	3	2	4
ABEP	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0
HUT %	75	73	72	76	56	59	52	63	54	50	52	54	53	58	58	62
	21	28	27	26	21	22	22	23	21	21	22	22	26	31	35	33

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WICU-TV	13%	16%	14%	13%
WJET-TV	22	20	22	22
WSEE	26	22	26	28
WFXP	4	4	4	4
* WQLN	2	2	1	1
ABEP	3	2	3	1
HUT %	70	66	70	69
	39	46	54	51

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WICU-TV	12%	15%	15%	17%
WJET-TV	15	21	23	21
WSEE	15	15	18	19
WFXP	6	6	6	7
* WQLN	4	3	3	2
ABEP	0	1	1	1
HUT %	52	61	66	67
	48	55	58	57

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WICU-TV	20%	20%	16%	20%
WJET-TV	8	10	10	15
WSEE	16	14	17	13
WFXP	9	8	9	7
* WQLN	0	0	0	0
ABEP	4	0	0	0
HUT %	57	52	52	55
	16	15	17	16



Medford-Klamath Falls, OR Ratings Overview

DMA Rank: 142

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	146	56%	3	0	3	0	2	36%	57.0%	0.0%	0.0%	2.3%	59.3%	40.7%	
1994	145	58	3	1	3	1	2	36	54.3	1.3	1.3	2.0	57.6	42.4	
1995	145	60	3	1	3	1	2	35	50.3	5.5	5.5	2.5	58.3	41.7	
1996	144	63	3	1	4	0	2	36	53.8	0.0	0.0	2.0	55.8	44.2	
1997	144	62	3	1	4	0	2	34	48.3	0.0	0.0	2.0	50.3	49.7	
1998	142	62	3	1	5	0	2	34	47.5	0.0	0.0	2.0	49.5	50.5	
1999	143	61	3	1	5	0	2	34	43.3	0.0	0.0	2.3	45.6	54.4	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KOBI	10%	16%	16%	17%	3%	7%	9%	8%	6%	8%	10%	6%	9%	6%	8%	10%
KTVL	7	6	5	6	15	15	15	16	9	11	9	10	10	11	14	13
KDRV	25	27	22	24	12	19	18	14	12	15	12	13	25	24	26	24
KMVU	0	0	3	0	5	2	5	3	5	4	6	3	4	2	2	0
* KSYS	4	3	4	2	4	0	0	0	0	0	0	0	0	0	0	2
AMFD	0	2	0	2	0	0	0	0	0	0	0	0	2	0	0	0
HUT %	46	54	50	51	39	43	47	41	32	38	37	32	50	43	50	49
	22	27	25	25	21	21	22	22	19	21	21	22	32	37	37	38

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KOBI	11%	6%	9%	10%	11%	13%	13%	14%	8%	9%	10%	16%	18%	18%	18%	22%
KTVL	10	8	10	11	12	14	14	15	14	12	15	15	13	10	9	11
KDRV	19	21	21	23	14	16	15	17	23	28	27	32	9	8	10	13
KMVU	8	5	8	5	8	6	7	6	10	3	5	6	11	0	7	8
* KSYS	1	1	2	1	3	3	3	2	0	0	0	0	0	0	0	0
AMFD	2	2	1	0	1	0	1	0	0	0	0	0	0	0	0	0
HUT %	51	43	51	50	49	52	53	54	55	52	57	69	51	36	44	54
	44	53	55	55	44	53	51	52	20	21	23	23	11	10	10	9



Wichita Falls, TX -Lawton, OK Ratings Overview

DMA Rank: 143

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations			# UHF Stations			# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing			Commercial Viewing			PTV Viewing			Local Viewing			All Other Viewing		
			3	1	3	3	1	3					3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1993	140	71%	3	1	3	3	1	3	1	0	39%	54.5%	9.5%	64.0%	0.0%	64.0%	0.0%	0.0%	64.0%	0.0%	0.0%	64.0%	0.0%	0.0%	36.0%		
1994	139	68	3	2	3	3	2	3	2	0	37	53.3	10.5	63.8	0.0	63.8	0.0	0.0	63.8	0.0	0.0	63.8	0.0	0.0	36.2		
1995	140	67	3	2	3	3	2	3	2	0	38	49.0	9.5	58.5	0.0	58.5	0.0	0.0	58.5	0.0	0.0	58.5	0.0	0.0	41.5		
1996	139	70	3	2	3	3	2	5	0	0	39	57.8	0.0	57.8	0.0	57.8	0.0	0.0	57.8	0.0	0.0	57.8	0.0	0.0	42.2		
1997	143	69	3	2	3	3	2	5	0	0	38	52.0	0.0	52.0	0.0	52.0	0.0	0.0	52.0	0.0	0.0	52.0	0.0	0.0	48.0		
1998	144	68	3	2	3	3	2	6	0	0	37	51.0	0.0	51.0	0.0	51.0	0.0	0.0	51.0	0.0	0.0	51.0	0.0	0.0	49.0		
1999	141	69	3	2	3	3	2	6	0	0	36	48.5	0.0	48.5	0.0	48.5	0.0	0.0	48.5	0.0	0.0	48.5	0.0	0.0	51.5		

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KFDX-TV	29%	34%	27%	7%	9%	7%	16%	17%	15%	8%	10%	11%	8%	10%	11%
KAUZ-TV	3	4	3	19	21	23	11	16	13	12	14	12	12	14	12
KSWO-TV	27	18	25	15	13	13	10	12	14	11	13	11	11	13	12
KJTL	0	0	2	2	3	4	3	3	7	0	2	3	0	2	4
HUT %	59	56	57	43	46	47	40	48	49	31	39	43	31	39	43
	26	28	29	26	23	25	28	26	24	28	28	28	28	28	27

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KFDX-TV	21%	20%	21%	12%	16%	15%	22%	28%	25%	15%	17%	16%
KAUZ-TV	18	17	19	12	16	16	10	11	11	6	8	7
KSWO-TV	14	13	15	12	19	17	20	22	26	12	12	13
KJTL	6	6	7	6	5	7	6	4	3	9	9	8
KJBO-LP	0	0	0	1	2	1	1	1	1	0	0	0
AWB	2	2	1	0	0	0	0	0	0	0	0	0
HUT %	61	58	61	43	58	55	59	66	65	42	46	51
	46	45	49	49	56	57	49	57	52	27	30	26



Wichita Falls, TX -Lawton, OK Market Overview

DMA Rank: 143
BIA Revenue Rank: 144

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998 Growth Rate	1998	2003	2003 Growth Rate
DMA Population	414	421	0.3%	421	423	0.1%
Households	153	155	0.3%	155	158	0.4%
Retail Sales	2,751	3,324	3.9%	3,324	3,955	3.5%
EBI	5,157	5,500	1.3%	5,500	6,684	4.0%
Pop Rank # 143	DMA Counties 17					
HH Rank # 143	TV Households 153					
RS Rank # 152	DMA Cable 67%					
EBI Rank # 145	DMA VCR 87%					
	White 85.8%		Avg Household \$ 35,463			
	Black 9.8%		Per Capita \$ 13,077			
	Asian 2.0%		Spanish Speaking 10.4			

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 13,200	14,400	14,500	15,300	16,000	18,300	6.8%
★ ★ ★	Δ -1.4%	18,100	20,200	20,800	22,100	22,700	Δ 99 - 03 5.9%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	5.0%	26.0%	69.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$4.80/1,000	\$5.51/1,000	\$5.74/1,000
	\$31.88	\$43.47	\$53.66

Wichita Falls, TX -Lawton, OK Competitive Overview

City Of License	Calls	Ch	Visual Power (kW)	HAAT	DTV	L M	Ch A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KFDX-TV Wichita Falls	3	100	1,001	28	NBC	Katz	Nexstar Bcstg Group	53	9712	g	6,300	1.24	28%	13	15	14	12	15	14	14	14	14	14					
KAUZ-TV Wichita Falls	6	100	1,020	22	CBS	Petry	Benedek Bcstg Corp	53	9606	g	3,600	0.60	33%	12	14	14	15	15	15	17	18	18	18	18				
KSWO-TV Lawton	7	316	1,050	23	ABC	Petry	Drewry Comm Group	53			4,400	1.06	23%	12	14	14	15	10	11	12	13	13	13	13				
KJTL Wichita Falls	18	2,820	1,079	15	FOX	Millin	Mission/Bastet Bcstg	85	9905	g	3,550	1.40	14%	5	5	5	8	6	6	6	7	7	7	9				
KJBO-LP Wichita Falls	35	11	424		UPN		WICKS Bcst Group	88	9508	g1	200	1.10	1%															
AWB							Local Cable Station	98																				

TOTAL	42	48	48	52	45	47	50	54
HUT %	34	35	36	36	36	35	37	37

Allocations: Ch 16, Ch 45, Lawton, OK; Ch 40, Duncan, OK Note: AWB is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.



Sioux City, IA Ratings Overview

DMA Rank: 144

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Commercial Viewing		PTV Viewing		Local Viewing		All Other Viewing	
			Stations	Stations	Stations	Stations					Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %
1993	142	59%	2	1	3	0	3	35%	60.8%	0.0%	60.8%	0.8%	61.6%	38.4%						
1994	144	58	2	1	3	0	3	33	57.8	0.0	57.8	0.5	58.3	41.7						
1995	143	59	2	1	3	0	3	33	60.0	0.0	60.0	1.3	61.3	38.7						
1996	141	63	2	1	3	0	3	32	54.0	0.0	54.0	1.0	55.0	45.0						
1997	140	64	2	1	3	0	3	33	49.0	0.0	49.0	2.0	51.0	49.0						
1998	141	67	2	1	4	0	3	33	47.0	0.0	47.0	1.5	48.5	51.5						
1999	144	67	2	2	5	0	3	32	46.0	0.0	46.0	2.0	48.0	52.0						

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTIV	37%	38%	37%	38%	8%	8%	11%	12%	26%	28%	33%	29%	23%	25%	27%	23%
KCAU-TV	19	14	15	12	13	11	13	13	12	12	11	14	10	12	14	14
KMEG	0	0	2	0	11	10	15	11	4	0	4	2	5	0	2	3
KPTH	3	4	4	3	8	10	9	6	8	7	5	4	4	5	0	0
* KSIN-TV	2	4	4	3	0	0	0	0	0	0	0	0	2	2	3	2
Other	0	0	0	0	0	0	5	0	0	0	0	0	0	0	3	0
HUT %	61	60	62	56	40	39	53	42	50	47	53	49	44	44	49	42
	22	24	26	24	22	18	21	20	23	20	21	21	22	21	25	24

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTIV	38%	38%	39%	36%	13%	17%	17%	19%	35%	37%	40%	39%	22%	21%	22%	22%
KCAU-TV	11	10	10	11	15	20	20	18	15	16	15	17	8	8	9	13
KMEG	6	5	6	5	9	10	11	10	8	8	9	6	6	8	8	7
KPTH	6	9	8	4	4	5	5	4	8	7	7	5	10	12	10	5
* KSIN-TV	0	0	0	0	3	2	2	2	0	0	0	0	0	0	0	0
AXWB	2	2	1	0	0	1	0	0	0	0	1	0	0	0	0	0
Other	0	0	2	0	0	0	3	0	0	0	2	0	0	0	2	0
HUT %	63	64	66	56	44	55	58	53	66	68	74	67	46	49	51	47
	38	43	50	48	43	51	58	57	49	53	55	53	23	22	25	23



Sioux City, IA Market Overview

DMA Rank: 144
BIA Revenue Rank: 155

Demographic and Economic Overview

(000s, except Retail Sales and EB in \$000,000s)

	1993	1998	Growth Rate	1998	2003	Growth Rate
DMA Population	394	401	0.4%	401	403	0.1%
Households	149	151	0.3%	151	155	0.5%
Retail Sales	2,352	3,823	10.2%	3,823	4,979	5.4%
EBI	5,483	6,159	2.4%	6,159	7,783	4.8%
Pop Rank # 144	DMA Counties					
HH Rank # 144	White 22 96.4% Avg Household \$ 40,681					
RS Rank # 143	Black 151 0.7% Per Capita \$ 15,352					
EBI Rank # 136	Asian 67% 1.1% Spanish Speaking 2.3					
	DMA Cable 81%					
	DMA VCR 81%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98								
ESTIMATED GROSS REVENUES	\$ 11,800	13,700	13,800	15,900	15,200	17,000	7.6%								
Δ 98 - 99	-5.3%	16,100	17,400	17,700	18,800	19,200	4.5%								
★ ★	<table border="1"> <thead> <tr> <th>Estimated Breakouts</th> <th>% Network</th> <th>% Natl/Regl</th> <th>% Local</th> </tr> </thead> <tbody> <tr> <td></td> <td>11.0%</td> <td>33.0%</td> <td>56.0%</td> </tr> </tbody> </table>							Estimated Breakouts	% Network	% Natl/Regl	% Local		11.0%	33.0%	56.0%
Estimated Breakouts	% Network	% Natl/Regl	% Local												
	11.0%	33.0%	56.0%												
Revenue/Retail Sales	\$5.02/1,000	\$5.02/1,000	\$4.45/1,000	\$4.45/1,000	\$3.86/1,000	\$3.86/1,000									
Revenue/Capita	\$29.95	\$29.95	\$42.39	\$42.39	\$47.64	\$47.64									

Sioux City, IA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 98
KTIV	Sioux City	4	100	1,919	41	NBC	Peity	Quincy Newspapers	54	8911	20,750	8,500	1.00	53%	19	21	22	21	23	26	24	24				
KCAU-TV	Sioux City	9	309	2,021	30	ABC	Katz	Citadel Comm Co Ltd	53	8510	15,000	5,100	1.17	27%	13	14	14	15	12	12	12	14				
KMEG	Sioux City	14	5,000	cp	1,955	39	CBS	Katz	67	9808	12,250	2,500	0.86	18%	7	7	9	8	8	9	8	8				
KPTH	Sioux City	44	5,000	cp	2,005	49	FOX	Pappas Telecasting	99					1%	6	6	6	4	4	2						
*KXNE-TV	Norfolk	19	1,700	1,142	16	PBS		Nebraska Educ Telecm	67						2	2	2	2	2	2	2	2				
*KSIN-TV	Sioux City	27	4,070	1,070	28	PBS		Iowa Public TV	75						0	0	3	0	0	0	0	3				
AXWB			1			WB		Local Cable Station	98						0	0	3	0	0	0	0	3				
ADJACENT MARKET STATIONS															TOTAL	47	50	56	50	47	49	49	51			
															HUT %	29	30	34	34	29	30	34	34			

Note: AXWB is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.



Columbia-Jefferson City, MO Ratings Overview

DMA Rank: 145

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing				
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing
1993	150	53%	2	2	3	1	1	33%	66.8%	2.3%	69.1%	0.5%	69.6%
1994	151	55	2	2	3	1	1	32	64.8	2.0	66.8	0.5	67.3
1995	149	56	2	2	3	1	1	32	62.5	1.8	64.3	0.0	64.3
1996	146	60	2	2	4	0	1	31	60.0	0.0	60.0	0.5	60.5
1997	145	61	3	2	4	1	1	31	54.8	0.0	54.8	0.0	54.8
1998	145	61	3	2	5	1	1	31	52.0	0.0	52.0	0.0	52.0
1999	145	60	3	2	6	0	1	31	50.5	0.0	50.5	0.0	50.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KOMU-TV	31%	30%	40%	41%	6%	6%	9%	11%	15%	17%	23%	22%	22%	22%	25%	25%
KRCG-TV	15	13	10	9	31	24	25	31	25	27	24	22	17	12	14	24
KMIZ	10	12	10	9	6	10	9	8	5	13	8	7	3	7	5	6
* KMOS-TV	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0
HUT %	56	55	60	62	43	40	43	50	45	57	55	51	42	41	44	55
	19	23	22	19	18	19	16	17	20	20	20	18	21	20	22	21

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KOMU-TV	24%	22%	27%	28%	12%	18%	22%	22%	19%	24%	30%	29%	19%	24%	26%	28%
KRCG-TV	23	20	23	23	14	18	18	19	24	27	27	28	15	16	16	14
KMIZ	6	8	7	7	9	15	14	13	8	11	8	12	3	4	3	10
KNLJ	0	2	2	0	2	0	0	0	0	0	0	0	0	0	0	0
KO2NQ	0	0	0	0	2	3	3	3	3	1	2	3	3	3	4	4
* KMOS-TV	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
AJWB	4	5	3	4	1	2	0	1	0	0	0	0	0	0	0	0
HUT %	57	57	62	62	42	56	57	58	54	63	67	72	40	47	49	56
	40	37	46	42	43	49	57	53	43	47	47	43	22	22	22	20

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other				
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing	Commercial Viewing	PTV Viewing	Local Viewing	Other Viewing
1993	149	59%	2	5	3	4	1	37%	62.3%	13.3%	2.8%	78.4%	21.6%
1994	149	58	2	5	3	4	1	36	61.3	14.8	2.5	78.6	21.4
1995	152	58	2	6	3	5	1	35	58.0	12.5	2.3	72.8	27.2
1996	150	62	2	6	5	3	1	36	68.5	0.3	2.0	70.8	29.2
1997	147	65	2	6	5	3	1	37	62.3	0.0	2.3	64.6	35.4
1998	147	63	2	6	6	3	1	35	60.3	2.0	2.0	64.3	35.7
1999	147	63	2	6	6	3	1	34	57.0	0.0	2.0	59.0	41.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KCBD-TV	41%	33%	34%	9%	7%	10%	14%	29%	24%	24%	27%	15%	20%	17%	20%
KLBB-TV	2	7	6	20	23	22	21	13	20	22	18	9	10	11	19
KAMC	16	20	18	11	12	10	12	4	4	5	9	12	5	13	8
KJTV	2	0	0	6	3	10	5	6	4	7	7	3	7	4	5
KUPT-LP	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0
KXTQ-LP	0	0	0	0	0	0	0	0	0	0	3	2	2	3	5
KTXT-TV	0	0	0	4	0	4	7	0	0	0	3	2	3	3	5
HUT %	61	60	61	50	45	56	59	52	52	58	67	43	47	51	62
	25	26	24	24	19	19	20	28	22	23	23	25	24	25	25

* KTXT-TV

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KCBD-TV	25%	25%	25%	13%	15%	17%	17%	35%	37%	36%	36%	21%	22%	24%	26%
KLBB-TV	6	11	8	13	14	17	16	6	8	11	16	7	6	11	10
KPTB	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
KAMC	17	16	16	14	19	17	16	15	19	23	23	5	10	12	17
KJTV	9	6	9	5	6	8	8	9	7	6	6	16	9	10	12
KUPT-LP	5	3	5	4	3	2	2	2	1	2	2	4	2	4	5
KXTQ-LP	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0
KBZO-LP	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
KTXT-TV	0	0	0	2	2	2	2	0	0	0	0	0	0	0	0
HUT %	62	61	64	52	60	64	62	67	72	78	83	53	49	61	70
	40	41	44	44	51	55	52	50	54	51	50	28	27	24	24

* KTXT-TV



Lubbock, TX Market Overview

DMA Rank: 146
BIA Revenue Rank: 126

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1998		1998		1998	
	1993	Growth Rate	1998	Growth Rate	2003	Growth Rate	2003	Growth Rate
DMA Population	414	0.3%	421	0.3%	419	-0.1%	419	-0.1%
Households	147	0.4%	150	0.4%	151	0.1%	151	0.1%
Retail Sales	3,194	2.4%	3,588	2.4%	4,171	3.1%	4,171	3.1%
EBI	5,309	0.8%	5,536	0.8%	6,562	3.5%	6,562	3.5%
Pop Rank # 146	DMA Counties	19	White	91.7%	Avg Household	\$ 37,006		
HH Rank # 146	TV Households	148	Black	6.8%	Per Capita	\$ 13,144		
RS Rank # 146	DMA Cable	63%	Asian	1.2%	Spanish Speaking	34.9		
EBI Rank # 144	DMA VCR	82%						

Market Television Financials

(all figures in 000s, except percentages and ratios)

	1993		1994		1995		1996		1997		1998		1998		1998	
	1993	1994	1994	1995	1995	1996	1996	1997	1997	1998	1998	1998	1998	1998	1998	1998
ESTIMATED GROSS REVENUES	\$ 17,800	19,600	19,600	22,000	22,000	23,800	23,800	25,200	25,200	26,800	26,800	26,800	26,800	26,800	26,800	26,800
Δ '98 - '99	-4.3%	1999	1999	2000	2000	2001	2001	2002	2002	2003	2003	2003	2003	2003	2003	2003
Δ '98 - '99	-4.3%	25,600	25,600	27,100	27,100	28,000	28,000	29,300	29,300	30,200	30,200	30,200	30,200	30,200	30,200	30,200
Estimated Breakouts	% Network	7.0%	% Network	23.0%	% Local	70.0%										
Revenue/Retail Sales	Revenue/Capita	\$5.57/1,000	\$5.57/1,000	\$7.47/1,000	\$7.47/1,000	\$7.24/1,000	\$7.24/1,000	\$72.08	\$72.08	\$72.08	\$72.08	\$72.08	\$72.08	\$72.08	\$72.08	\$72.08

Lubbock, TX Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KCBD-TV	Lubbock	11	316	761	43	NBC	Katz	Cosmos Bestig	53	0002	59,800	9,000	1.03	34%	18	18	18	18	18	22	20	16	16	19					
KLKB-TV	Lubbock	13	316	879	38	CBS	Blair	Quorum Bestig Co	52	9805	g	5,500	0.74	29%	10	13	15	17	16	16	16	16	16	19					
KPTB	Lubbock	16	214	272	25	IND		Prime Time Christian	NOA																				
KBFA	Wolfforth	22	71	748				Woods Comm Corp	NOA																				
KAMC	Lubbock	28	2,000	840	27	ABC	Peity	VHR Broadcasting	68	9809 p	24,358	6,000	1.17	20%	11	13	13	13	10	11	11	11	14						
KJTV	Lubbock	34	3,720	909	35	FOX	Millmn	Ramar Comm Inc	81			4,000	1.30	12%	7	6	7	10	6	5	9	9	9						
KUPT-LP	Lubbock	22	14	440		UPN		Ramar Comm Inc	95			200	0.20	4%	3	2	3	2	2	2	2	3	2						
KXTQ-LP	Lubbock	46	13	739		TEL		Ramar Comm Inc	88			300																	
KBZO-LP	Woodrow	51	23	280		UNI		Paisano Bestig	89	9402		600	2.34	1%															
KGLR-LP	Lubbock	55	8	503		IND		Lubbock TV Company	89																				
*KTXT-TV	Lubbock	5	100	742	39	PBS		Texas Tech Univ	62																				
AWBZ			1			WB		Local Cable Station	98																				

Note: AWBZ is a local cable channel carrying WB programming

TOTAL	51	52	58	63	54	58	61	66
HUT %	31	31	32	32	33	34	36	36



Joplin, MO-Pittsburg, KS Ratings Overview

DMA Rank: 147

Market Trend Analysis

Year	DMA Rank	COMMERCIAL STATIONS				Avg HUT Share	LOCAL SHARES				All Other Viewing			
		Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates		# Ind Stations	# PTV Stations	Network Viewing	Ind Viewing		Commercial Viewing	PTV Viewing	Local Viewing
1993	147	52%	2	1	3	0	1	37%	67.3%	0.0%	67.3%	0.3%	67.6%	32.4%
1994	147	54	2	1	3	0	1	37	64.8	0.0	64.8	0.3	65.1	34.9
1995	147	53	2	2	3	1	1	36	59.5	0.0	59.5	0.0	59.5	40.5
1996	145	56	2	2	3	1	1	36	59.3	0.0	59.3	0.0	59.3	40.7
1997	146	56	2	2	3	1	1	36	54.8	0.0	54.8	0.0	54.8	45.2
1998	146	57	2	2	4	1	1	35	51.8	0.0	51.8	0.0	51.8	48.2
1999	146	55	2	2	4	1	1	34	50.5	0.0	50.5	0.5	51.0	49.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KOAM-TV	13%	15%	16%	14%	23%	23%	22%	25%	16%	16%	21%	15%	11%	13%	13%	14%
KODE-TV	20	16	14	19	17	16	15	13	15	16	11	20	16	14	16	15
KSNF	24	21	21	18	4	5	6	9	18	25	17	20	11	19	15	15
* KOZJ	0	5	3	3	0	0	0	0	0	0	0	0	0	0	0	2
HUT %	57	57	54	54	44	44	43	47	49	57	49	55	38	46	44	46
	23	25	26	23	24	21	23	20	25	24	25	23	27	26	28	27

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KOAM-TV	33%	28%	33%	32%	15%	18%	21%	21%	29%	29%	33%	29%	18%	17%	20%	17%
KODE-TV	16	14	14	15	17	20	20	18	14	17	14	15	10	7	9	14
KSNF	13	14	10	14	12	15	14	15	19	19	19	23	14	18	16	18
* KOZJ	0	0	0	0	2	1	2	1	0	0	0	0	0	0	0	0
ASXF	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0
HUT %	62	56	59	61	46	54	57	55	62	65	66	67	42	42	45	49
	43	42	48	47	49	54	57	58	48	49	50	48	25	24	23	24



Bluefield-Beckley-Oak Hill, WV Ratings Overview

DMA Rank: 148

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			Stations	14%	Stations	12%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	Viewing
1993	151	78%	2	0	2	0	1	39%	39.5%	0.0%	39.5%	2.0%	41.5%	58.5%		
1994	150	77	2	0	2	0	1	38	38.8	0.0	38.8	1.5	40.3	59.7		
1995	150	75	2	1	2	1	1	40	37.8	0.0	37.8	1.5	39.3	60.7		
1996	148	78	2	1	3	0	1	39	34.8	0.0	34.8	0.5	35.3	64.7		
1997	149	79	2	1	3	0	1	39	33.8	0.0	33.8	1.0	34.8	65.2		
1998	149	79	2	1	3	0	1	38	33.0	0.0	33.0	1.8	34.8	65.2		
1999	149	78	2	1	4	0	1	39	30.8	0.0	30.8	1.3	32.1	67.9		

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WOAY-TV	12%	10%	14%	5%	7%	8%	11%	10%	12%	9%	6%	6%
WVVA	33	41	37	7	11	7	16	21	18	16	25	29
WVSX-TV	7	2	6	4	5	6	2	0	3	0	0	1
* WSWP-TV	2	3	2	2	0	3	0	0	0	0	0	3
Other	2	0	3	16	17	14	12	17	13	17	13	11
HUT %	56	56	71	34	40	38	41	48	50	42	44	43
	24	27	29	28	24	26	27	25	31	30	35	40

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM			PRIME TIME			11:00 - 11:30 PM			11:30 - 1:00 AM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WOAY-TV	12%	11%	9%	8%	9%	9%	13%	12%	16%	6%	5%	8%
WVVA	27	36	34	9	13	14	27	43	44	16	25	23
WVSX-TV	3	7	6	2	4	3	0	2	2	0	0	0
* WSWP-TV	0	2	0	2	2	1	0	0	0	0	0	0
ABB	2	0	1	0	0	0	1	0	0	0	0	0
Other	8	6	8	11	15	15	7	6	6	0	0	4
HUT %	52	62	58	32	43	42	48	63	68	22	30	35
	46	54	62	48	57	60	36	40	40	17	20	17

Bluefield-Beckley-Oak Hill, WV Market Overview

DMA Rank: 148
BIA Revenue Rank: 162

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	Growth Rate		Growth Rate			
	1993	1998	1998	2003		
DMA Population	364	366	0.1%	362		
Households	140	143	0.4%	145		
Retail Sales	2,450	3,183	5.4%	3,897		
EBI	3,983	4,340	1.7%	5,295		
Pop Rank # 148	DMA Counties	10	White	93.6%	Avg Household	\$ 30,415
HH Rank # 148	TV Households	141	Black	5.9%	Per Capita	\$ 11,868
RS Rank # 156	DMA Cable	78%	Asian	0.4%	Spanish Speaking	0.6
EBI Rank # 159	DMA VCR	77%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
\$	--	--	10,600	11,000	12,000	13,000	
Δ 98 - 99	5.0%	13,700	14,600	15,200	16,100	16,700	Δ 99 - 03
***							5.2%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	2.0%	35.0%	63.0%

Revenue/Retail Sales	1993	1998	2003
	N/A	\$4.08/1,000	\$4.29/1,000
Revenue/Capita	N/A	\$35.52	\$46.13

Bluefield-Beckley-Oak Hill, WV Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	M Ch	A Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)																			
																Jul 00	Aug 00	Sep 00	Oct 00	Nov 00	Dec 00	Jan 01	Feb 01	Mar 01	Apr 01	May 01	Jun 01	Jul 01	Aug 01	Sep 01	Oct 01	Nov 01	Dec 01		
WOAY-TV	Oak Hill	4	100	742	50	ABC	Katz	Thomas Bcstg	54	54	7904	8,000	4,250	1.11	28%	8	8	8	9	8	8	9	8	9	8	9	8	9	8	9	8	9			
WVVA	Bluefield	6	50	1,221	46	NBC	Petry	Quincy Newspapers	55	55	7904	8,000	7,400	0.89	61%	13	19	18	17	17	17	17	17	17	17	17	17	17	17	17	17	17	19	19	
WLFB	Bluefield	40	3,160	cp	1,283	14		Living Faith Minstrs	NOA																										
WVSV-TV	Lewisburg	59	1,910	1,864	48	FOX	Milmm	High Mountain Bcstg	96	96	9604	198cp	2,000	1.22	12%	2	4	3	4	3	4	3	3	3	3	3	3	3	3	3	3	4	5	5	
*WVSWP-TV	Grandview	9	316	1,001	53	PBS	WB	WV Educ Bcstg	70	70						2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	2	2	2	2	
ABB			1			WB		Local Cable Station	99	99																									

ADJACENT MARKET STATIONS

STATION	10	12	13	12	12	10	13	11	14
TOTAL	35	44	46	41	39	40	49	44	49
HUT %	33	36	41	39	38	36	41	41	39

Note: ABB is a local cable channel carrying WB programming

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES			All Other Viewing	
			Stations	Stations	Stations	Stations				Network Viewing	Ind Viewing	Commercial Viewing		PTV Viewing
1993	154	59%	1	2	1	2	2	39%	36.5%	10.5%	47.0%	0.8%	47.8%	52.2%
1994	154	60	1	2	1	2	2	39	37.5	9.5	47.0	0.0	47.0	53.0
1995	154	59	1	2	1	2	2	39	32.3	10.0	42.3	0.5	42.8	57.2
1996	152	60	1	4	3	2	2	38	42.0	0.0	42.0	0.0	42.0	58.0
1997	150	62	1	4	3	2	2	37	35.8	0.0	35.8	0.0	35.8	64.2
1998	148	63	1	4	4	2	2	32	35.5	0.0	35.5	0.0	35.5	64.5
1999	148	62	1	4	4	2	2	38	35.8	0.0	35.8	0.5	36.3	63.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WALB-TV	50%	49%	46%	52%	14%	12%	11%	19%	40%	40%	43%	43%	37%	39%	39%	38%
WFXL	13	13	12	7	15	18	21	12	3	5	6	4	5	6	6	6
WABW-TV	2	4	0	2	4	3	0	3	2	0	0	0	3	4	2	3
ABSK	0	0	0	0	0	0	0	0	2	0	0	0	2	0	0	0
Other	2	0	3	4	15	15	14	20	11	15	16	13	5	3	6	7
HUT %	67	66	61	65	48	48	46	54	58	60	65	60	52	52	53	54
	28	34	31	32	27	28	25	25	34	33	32	28	38	38	35	34

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WALB-TV	39%	35%	35%	37%
WFXL	6	7	9	6
WGVP	0	0	0	1
WABW-TV	0	0	0	0
ABSK	3	1	1	0
Other	9	11	11	14
HUT %	57	54	56	58
	51	54	57	53

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WALB-TV	43%	47%	48%	45%
WFXL	19	14	11	11
WGVP	0	0	0	0
WABW-TV	0	0	0	0
ABSK	2	0	2	0
Other	2	0	3	3
HUT %	66	61	64	59
	36	36	38	32

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WALB-TV	21%	24%	23%	27%
WFXL	20	16	14	11
WGVP	0	0	0	0
WABW-TV	0	0	0	0
ABSK	9	3	5	0
Other	3	0	0	0
HUT %	53	43	42	38
	18	18	18	15



Odessa-Midland, TX Ratings Overview

DMA Rank: 150

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			3	3	2	2					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	152	77%	3	3	2	2	1	37%	55.3%	9.8%	65.1%	0.0%	65.1%	0.0%	34.9%
1994	152	71	3	2	3	2	1	37	51.0	10.5	61.5	0.8	62.3	0.8	37.7
1995	151	74	3	2	3	2	1	37	45.5	10.5	56.0	0.0	56.0	0.0	44.0
1996	149	74	3	2	4	1	1	36	58.8	1.0	59.8	0.3	60.1	0.3	39.9
1997	151	74	3	2	4	1	1	36	51.5	0.0	51.5	0.0	51.5	0.0	48.5
1998	150	74	3	2	4	1	1	36	49.3	0.0	49.3	0.0	49.3	0.0	50.7
1999	151	72	3	2	5	1	1	34	46.8	0.0	46.8	0.0	46.8	0.0	53.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KMID	19%	17%	15%	14%	7%	10%	9%	13%	9%	13%	10%	8%	13%	17%	16%	13%
KOSA-TV	8	8	4	5	23	22	23	20	17	14	14	15	9	10	8	18
KWES-TV	25	29	27	27	5	5	5	10	16	12	16	16	9	12	10	10
KPEJ	0	0	5	3	5	5	6	6	4	6	5	6	4	3	5	4
KMLM	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0
* KOCV-TV	0	0	3	0	0	0	0	2	0	0	0	0	0	0	0	0
HUT %	52	54	54	49	40	42	43	53	46	45	45	45	35	45	39	45
	23	27	24	27	27	22	23	24	32	24	25	24	30	26	26	28

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KMID	14%	17%	15%	16%	11%	16%	17%	17%	11%	12%	12%	19%	6%	7%	6%	15%
KOSA-TV	13	11	9	15	12	16	14	15	13	11	12	12	9	9	11	6
KWES-TV	21	20	21	22	9	14	12	15	26	32	34	31	13	23	17	15
KPEJ	6	5	9	7	6	6	7	8	9	8	6	7	7	8	7	7
* KOCV-TV	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
HUT %	54	53	54	60	40	52	50	55	59	63	64	69	35	47	41	43
	46	44	46	44	48	51	53	54	48	52	50	48	26	27	24	25

Odessa-Midland, TX Market Overview

DMA Rank: 150
BIA Revenue Rank: 152

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		2003		Growth Rate
	Pop	Rate	Pop	Rate	Pop	Rate	
DMA Population	374	0.9%	391	1.0%	410	1.0%	
Households	132	1.0%	139	1.3%	148	1.3%	
Retail Sales	2,541	4.7%	3,196	3.3%	3,758	3.3%	
EBI	5,121	1.3%	5,469	4.4%	6,785	4.4%	

	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking
Pop Rank # 150	19	93.2%		\$ 39,286		
HH Rank # 150	139	5.3%		\$ 13,978		
RS Rank # 155	73%	0.9%				
EBI Rank # 147	83%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 13,300	14,600	14,800	15,900	16,600	18,000	6.2%
Δ 98 - 99	-6.7%	16,800	18,100	18,700	19,800	20,400	Δ 99 - 03
***							5.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	6.4%	44.5%	49.1%

Revenue/Retail Sales	1993	1998	2003
	\$5.23/1,000	\$5.63/1,000	\$5.43/1,000
Revenue/Capita	\$35.56	\$46.04	\$49.76

Odessa-Midland, TX Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M	Ch	A	Aff	Rep	Owner	Year Std	Date Acqd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KMID	Midland	2	100	1,060	26	ABC	26	ABC	Katz	Nexstar Bcstg Group	53	0006	p	10,000	4,400	1.01	26%	10	13	13	13	12	11	11	13	14			
KOSA-TV	Odessa	7	316	742	31	CBS	31	CBS	Blair	ICA Broadcasting	56	0004		na	4,000	0.82	29%	12	13	13	14	13	13	13	15	15			
KWES-TV	Odessa	9	316	1,270	15	NBC	15	NBC	Petry	Drewry Comm Group	58	9109		4,850c1	5,300	1.05	30%	12	14	13	14	13	15	15	14	14			
KPEJ	Odessa	24	2,880	1,099	23	FOX	23	FOX	Milmm	Comm Corp of America	86	9010		g	3,100	1.23	15%	6	6	6	8	6	6	6	7	9			
● KPXK	Odessa	30	1,510	728		PAX		PAX		JB Broadcasting	NOA	0002	p	135															
KMLM	Odessa	42	306	477		REL		REL		Prime Time Christian	88	9102		650															
KWAB-TV	Big Spring	4	13	381	33	NBC	33	NBC	Petry	Drewry Comm Group	56	9109		c1															
*KOCV-TV	Odessa	36	513	289	22	PBS	22	PBS		Odessa Jr Coll Dist	86																		
AWWT			1			WB		WB		Local Cable Station	99																		

TOTAL	40	46	45	49	44	45	49	52
HUT %	34	32	33	34	33	35	34	36

Allocations: Ch 3, Marfa; Ch 12, Alpine; Ch 18, Midland; Ch 5, Fort Stockton Note: AWWT is a local cable channel carrying WB programming

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Commercial Viewing	PTV Viewing	Local Viewing	
1993	144	55%	2	1	3	0	1	37%	54.0%	54.0%	2.3%	56.3%	43.7%		
1994	140	60	2	1	2	1	1	37	43.5	8.3	2.3	51.8	45.9		
1995	139	60	2	1	2	1	1	36	40.8	7.0	2.0	49.8	50.2		
1996	155	71	2	1	3	0	1	36	52.5	0.0	2.5	55.0	45.0		
1997	154	71	2	1	3	0	1	35	48.3	0.0	2.8	51.1	48.9		
1998	152	72	2	1	4	0	2	35	45.5	0.0	2.5	48.0	52.0		
1999	152	71	3	1	5	0	2	35	44.5	0.0	2.0	46.5	53.5		

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WWAY	20%	24%	30%	25%	11%	16%	16%	10%	14%	11%	14%	20%	17%	14%	14%	13%
WECT	42	43	37	39	14	13	19	26	24	28	30	22	31	32	37	34
WSFX-TV	4	3	4	3	9	11	7	9	6	7	8	11	2	5	4	5
WILM-LP	0	0	0	0	3	0	0	0	4	0	0	0	0	0	0	0
* WUNJ-TV	3	4	2	0	5	4	4	2	0	0	0	0	4	2	2	2
ABW	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	6	12	8	0	8	9	12	0	0	0	4
HUT %	69	78	73	67	42	50	58	55	48	54	61	65	54	53	61	58
	28	30	28	28	24	19	21	22	27	23	26	25	34	29	34	35

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WWAY	15%	19%	18%	15%	12%	19%	16%	14%	19%	21%	20%	21%	7%	6%	7%	12%
WECT	35	39	36	38	12	17	16	18	34	42	39	40	24	21	22	21
WSFX-TV	6	7	9	8	6	6	9	8	4	6	6	4	7	13	11	7
WILM-LP	1	0	0	0	4	2	0	0	0	0	0	0	0	0	0	0
* WUNJ-TV	0	0	1	1	2	2	2	2	0	0	2	0	0	0	0	0
ABW	2	0	1	1	0	2	1	1	0	0	0	0	0	0	0	0
Other	0	2	2	2	0	8	10	11	0	2	0	0	0	0	0	0
HUT %	59	67	67	65	36	56	54	54	57	71	67	65	38	40	40	40
	49	47	55	53	47	50	55	52	31	34	34	32	13	14	14	15



Wilmington, NC Market Overview

DMA Rank: 151
BIA Revenue Rank: 140

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1998		2003		Growth Rate	
	Pop	Rate	Households	Rate	Household	Rate	Rate	Rate
DMA Population	299	344	344	384	\$ 36,659	2.2%		
Households	118	137	137	156	\$ 14,595	2.6%		
Retail Sales	2,384	4,032	4,032	5,955		8.1%		
EBI	4,088	5,015	5,015	6,850		6.4%		
DMA Counties	5	White	73.7%	Avg Household	\$ 36,659			
HH Rank # 151		Black	24.8%	Per Capita	\$ 14,595			
HH Rank # 152		Asian	0.5%	Spanish Speaking	1.4			
RS Rank # 137								
EBI Rank # 151								

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 14,400	16,700	16,800	18,400	18,900	20,000	6.7%
Δ 98 - 99	-5.5%	18,900	20,700	21,600	22,900	23,800	6.0%

Estimated Breakouts			% Network	% Natl/Regl	% Local		
			6.0%	40.0%	54.0%		
Revenue/Retail Sales			1993	1998	2003		
			\$6,047,000	\$4,961,000	\$4,001,000		
Revenue/Capita			\$48.16	\$58.14	\$61.98		

Wilmington, NC Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M	Ch A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WWAY	Wilmington	3	100	1,952	46	ABC	Blair	Cosmos Bcstg	64	9907	34,000	5,800	1.02	30%	13	16	15	14	13	14	14	14	13					
WECT	Wilmington	6	100	1,929	54	NBC	Milinn	Playcorn Media Inc	54	9610	g	9,700	0.97	53%	20	23	24	23	22	25	23	23	26					
WSFX-TV	Wilmington	26	2,340	cp	1,641	30	FOX	Katz	84			3,350	1.04	17%	6	7	7	8	8	7	7	8	8					
WILM-LP	Wilmington	10	1	114		C&P		Capitol Bcstg Co	94	0003	p	na			3													
*WUNJ	Lumberton	31	3,135	cp	1,217	25	PBS	University of NC	97						2	2	2	2	2	2	2	2	3					
*WUNJ-TV	Wilmington	39	4,470		1,814	29	PBS	University of NC	71						2	2	2	2	2	2	2	2	3					
ABW		1				WB		Local Cable Station	98						0	6	7	9	6	8	8	7	8					
TOTAL												44	54	55	56	50	56	54	58									
HUT %												33	31	35	34	35	34	37	36									

ADJACENT MARKET STATIONS

Note: ABW is a local cable channel carrying WB programming



Minot-Bismarck-Dickinson, ND Ratings Overview

DMA Rank: 152

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing	Ind Viewing	Commercial Viewing		PTV Viewing	Local Viewing	All Other Viewing
			Stations	Stations	Stations	Stations							Viewing	Viewing			
1993	153	61%	2	1	3	0	5	33%	66.3%	0.0%	66.3%	3.3%	69.6%	30.4%			
1994	153	61	2	1	3	0	6	33	66.0	0.0	66.0	2.5	68.5	31.5			
1995	153	60	2	1	3	0	6	34	62.5	0.0	62.5	2.3	64.8	35.2			
1996	153	62	2	1	3	0	6	32	62.0	0.0	62.0	2.8	64.8	35.2			
1997	153	63	2	1	3	0	6	32	56.5	0.0	56.5	2.3	58.8	41.2			
1998	151	64	2	1	4	0	6	32	51.8	0.0	51.8	2.0	53.8	46.2			
1999	150	63	2	2	5	0	6	31	49.0	0.0	49.0	2.0	51.0	49.0			

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KFYR-TV	45%	44%	42%	45%	17%	14%	14%	18%	38%	29%	30%	34%	22%	22%	26%	25%
KXMC-TV	7	8	7	7	25	30	28	29	16	23	19	20	10	15	12	15
KBMY	0	0	2	3	0	0	0	0	0	0	0	0	3	3	4	0
KNDX	7	7	3	0	5	7	5	0	0	4	5	0	0	0	0	0
* KBME-TV	0	5	4	3	0	3	0	0	0	3	0	0	0	4	3	3
AWMK	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0
HUT %	59	64	58	58	47	54	47	47	54	59	54	54	35	47	45	43
	18	19	22	21	22	19	21	21	25	19	21	23	19	16	21	19

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KFYR-TV	43%	45%	46%	45%	16%	19%	19%	21%	36%	35%	40%	37%	25%	23%	27%	27%
KXMC-TV	17	15	15	18	13	17	17	19	28	27	27	28	10	10	12	12
KBMY	2	3	3	2	7	10	11	9	2	3	2	6	0	3	2	5
KNDX	0	0	0	0	3	4	5	2	0	2	1	0	3	3	0	0
* KBME-TV	0	2	0	1	2	2	2	2	0	2	1	0	0	0	0	0
AWMK	4	5	3	2	0	2	1	1	1	1	2	0	2	0	0	0
HUT %	66	70	67	68	41	54	55	54	67	70	73	71	40	39	41	44
	38	38	46	43	39	46	53	52	52	54	57	55	28	26	27	27



Minot-Bismarck-Dickinson, ND Market Overview

DMA Rank: 152
BIA Revenue Rank: 147

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Value	Rate	Value	Rate	Value	Rate	Value	Rate	Rate	Rate
DMA Population	355	0.2%	359	0.2%	356	-0.2%	356	-0.2%		
Households	135	0.6%	139	0.6%	142	0.4%	142	0.4%		
Retail Sales	2,825	4.6%	3,531	4.6%	4,596	5.4%	4,596	5.4%		
EBI	4,703	3.2%	5,494	3.2%	7,071	5.2%	7,071	5.2%		

	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking
Pop Rank # 152	43	89.1%		\$ 39,583		
HH Rank # 150	137	0.5%		\$ 15,321		
RS Rank # 147	61%	0.6%				1.0
EBI Rank # 146	83%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$ 13,000	14,000	14,700	15,600	15,200	16,700	5.1%
Δ 98 - 99	6.6%	17,800	19,000	20,000	21,200	22,000	5.5%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	8.0%	27.0%	65.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$4.60/1,000	\$4.73/1,000	\$4.79/1,000
	\$36.62	\$46.52	\$61.80

Minot-Bismarck-Dickinson, ND Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	M	L	Ch	A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power '99	Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KFYR-TV	Bismarck	5	100	1,401	31			NBC	Blair		Blair	Smith Bcstg Group	53	0005 p	8,900	0.93	54%	24	24	24	25	26	27	27	27				
KXMC-TV	Minot	13	316	1,132	45			CBS	Katz		Katz	Reiten Television	53	7407	5,800	0.88	37%	15	17	17	19	18	20	17	18				
KBYI	Bismarck	17	513	951	16			ABC	Katz		Katz	Forum Publishing Co	85		1,500	0.94	9%	3	5	5	5	5	4	5	5				
KNDX	Bismarck	26	738	984				FOX				Prime Cities Bcstg	99		1,600			2	3	3									
KXMA-TV	Dickinson	2	100	840	19			CBS	Katz		Katz	Reiten Television	56	8412															
KQCD-TV	Dickinson	7	316	732	18			NBC	Blair		Blair	Smith Bcstg Group	80	0005 p	94														
KUMV-TV	Williston	8	166	1,060	52			NBC	Blair		Blair	Smith Bcstg Group	57	0005 p	94														
KMOT	Minot	10	214	679	58			NBC	Blair		Blair	Smith Bcstg Group	58	0005 p	94														
KXMD-TV	Williston	11	174	981	14			CBS	Katz		Katz	Reiten Television	69																
KXMB-TV	Bismarck	12	316	1,529	23			CBS	Indep		Indep	Reiten Television	55	7101															
KMCY	Minot	14	510	2,718	15			ABC	Katz		Katz	Forum Publishing Co	85																
KXND	Minot	24	740	784				FOX				Prime Cities Bcstg	99																
*KBME-TV	Bismarck	3	79	1,394	22			PBS				Prairie Public Bcstg	79																
*KWSE	Williston	4	79	912	51			PBS				Prairie Public Bcstg	83																
*KSRE	Minot	6	100	1,060	57			PBS				Prairie Public Bcstg	79																
*KDSE	Dickinson	9	214	807	20			PBS				Prairie Public Bcstg	82																
*KQSD-TV	Lowry	11	234	1,040	15			PBS				SD Bd Dir-ETV	76																
*KPSD-TV	Eagle Butte	13	316	1,700	25			PBS				SD Bd Dir-ETV	73																
AWMK			1					WB				Local Cable Station	98																

TOTAL	44	53	51	51	49	53	51	52
HUT %	28	28	33	32	27	30	34	34

Note: AWMK is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.



Rochester, MN-Mason City, IA-Austin, MN Ratings Overview

DMA Rank: 153

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	145	59%	3	3	0	0	2	31%	56.5%	0.0%	56.5%	1.0%	57.5%	42.5%	
1994	146	59	3	1	3	1	2	33	55.8	0.0	55.8	1.3	57.1	42.9	
1995	146	61	3	1	3	1	2	31	53.5	0.0	53.5	0.5	54.0	46.0	
1996	147	64	3	1	3	1	2	32	53.8	0.0	53.8	1.5	55.3	44.7	
1997	148	63	3	1	3	1	2	32	50.8	0.0	50.8	2.0	52.8	47.2	
1998	153	64	3	1	5	0	2	31	49.8	0.0	49.8	2.0	51.8	48.2	
1999	153	65	3	1	5	0	2	31	50.5	0.0	50.5	2.0	52.5	47.5	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KIMT	12%	13%	15%	14%	21%	28%	25%	26%	19%	25%	23%	22%	4%	8%	7%	7%
KAAL	20	10	16	14	15	13	14	9	17	14	14	15	9	18	12	10
KTTC	26	33	24	26	6	9	5	10	14	19	16	16	21	19	18	18
KXLT-TV	0	0	0	0	4	0	4	6	9	5	7	9	3	0	3	0
* KYIN-TV	3	4	4	2	0	0	0	0	0	0	0	0	0	4	4	0
Other	0	2	0	2	0	5	10	8	0	0	5	0	0	8	9	8
	61	62	59	58	46	55	58	59	59	63	65	62	37	57	53	43
HUT %	20	22	21	21	16	15	19	18	18	17	19	17	17	17	21	20

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KIMT	14%	22%	21%	18%	10%	14%	14%	14%	19%	26%	27%	21%	14%	15%	15%	11%
KAAL	12	9	10	11	13	15	17	16	15	12	13	15	11	9	12	18
KTTC	28	30	25	27	12	15	14	16	24	30	29	30	17	23	20	21
KXLT-TV	2	2	2	2	3	6	4	5	0	0	0	2	0	0	0	5
* KSMQ-TV	0	0	0	0	1	1	1	0	0	0	0	0	0	0	0	0
* KYIN-TV	0	0	0	1	4	3	3	3	0	0	0	0	0	0	0	0
AWBR	3	2	3	4	0	2	1	1	0	0	0	0	0	0	0	0
Other	0	5	10	9	0	8	10	8	0	8	8	9	0	3	6	4
	59	70	71	72	43	64	64	63	58	76	77	77	42	50	53	59
HUT %	36	37	46	46	40	49	54	57	46	50	48	50	20	18	19	20



Rochester, MN-Mason City, IA-Austin, MN Market Overview

DMA Rank: 153
BIA Revenue Rank: 154

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998 Growth		2003 Growth	
	Ch	Rate	Ch	Rate	Rate	Rate	Rate	Rate
DMA Population	335	0.2%	338	0.2%	0.2%	341	0.2%	
Households	132	0.2%	133	0.2%	0.6%	137	0.6%	
Retail Sales	2,804	3.2%	3,283	3.2%	3.5%	3,899	3.5%	
EBI	4,934	1.4%	5,297	1.4%	3.8%	6,385	3.8%	
Pop Rank # 153	DMA Counties		12	White	97.2%	Avg Household	\$ 39,825	
HH Rank # 154	TV Households		132	Black	0.5%	Per Capita	\$ 15,689	
RS Rank # 153	DMA Cable		67%	Asian	2.1%	Spanish Speaking	1.9	
EBI Rank # 148	DMA VCR		85%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$ 11,500	13,100	13,200	15,100	15,100	16,700	7.7%
Δ 98 - 99	-2.7%	16,300	17,500	18,000	2002	2003	Δ 99 - 03
***					18,900	19,500	4.6%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	8.0%	40.0%	52.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$4.10/1,000	\$5.09/1,000	\$5.00/1,000
	\$34.33	\$49.41	\$57.18

Rochester, MN-Mason City, IA-Austin, MN Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	L	DTV	M	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power '99 Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KIMT	Mason City	3	100	1,549	42	CBS	Katz	Media General	54	0004	g	4,600	0.86	33%	12	16	17	16	17	16	17	17	17							
KAAL	Austin	6	100	1,050	33	ABC	Milrm	GOCOM Holdings LLC	53	9709	g	4,000	0.98	25%	13	13	13	13	12	13	12	13	13							
KTTC	Rochester	10	316	1,250	36	NBC	Petry	Quincy Newspapers	53	7605		6,000	1.08	34%	15	18	15	17	16	18	17	17	17							
KXLT-TV	Rochester	47	1,510	cp	46	FOX		Shockley Comm Corp	87	9710 p		1,650	1.12	9%	3	3	4	6	4	3	5	5	6							
*KSMQ-TV	Austin	15	1,200	381	20	EDU		Ind School Dist 492	72						3	3	2	2	2	2	2	2	2							
*KYIN-TV	Mason City	24	1,740	1,431	18	PBS		Iowa Public TV	77						0	6	8	7	5	7	7	7	9							
AWBR			1			WB		Local Cable Station	98						46	59	59	61	56	59	60	64	64							
ADJACENT MARKET STATIONS													TOTAL																	
HUT %													HUT %																	

Note: AWBR is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.



Binghamton, NY Ratings Overview

DMA Rank: 154

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			28 %	28 %	2	2					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	148	71%	1	1	2	3	0	0	1	35%	55.0%	0.0%	2.8%	57.8%	42.2%
1994	148	71	1	2	2	3	0	1	1	35	57.0	0.0	2.3	59.3	40.7
1995	148	72	1	2	2	3	0	1	1	39	53.5	0.0	2.3	55.8	44.2
1996	151	75	1	2	2	3	0	1	1	34	45.5	0.0	2.3	47.8	52.2
1997	152	74	2	2	2	4	0	1	1	34	46.0	0.0	2.0	48.0	52.0
1998	154	75	2	2	2	5	0	1	1	33	46.0	0.0	2.3	48.3	51.7
1999	154	75	2	2	2	5	0	1	1	33	44.5	0.0	2.0	46.5	53.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WBNG-TV	21 %	28 %	28 %	26 %	24 %	28 %	31 %	28 %	36 %	42 %	45 %	35 %	32 %	30 %	34 %	30 %
WIVT	5	9	7	10	11	12	8	7	4	5	2	4	6	8	6	8
WICZ-TV	0	0	0	0	3	6	4	5	0	3	2	3	4	3	4	2
WBGH-LP	11	8	8	5	0	0	3	3	7	3	2	0	0	0	3	0
* WSKG-TV	3	5	8	5	3	0	5	4	0	0	0	0	0	0	2	2
ABXI	0	0	3	3	0	0	0	0	0	0	0	0	0	2	2	0
HUT %	40	50	54	49	41	46	51	47	47	53	51	42	42	43	51	42
	20	19	23	21	20	15	21	19	20	20	25	23	25	28	37	35

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WBNG-TV	36 %	30 %	33 %	32 %	15 %	19 %	19 %	20 %	44 %	47 %	50 %	44 %	24 %	22 %	27 %	24 %
WIVT	4	4	6	5	8	14	13	11	6	6	3	8	0	0	0	6
WICZ-TV	6	5	5	5	5	7	8	7	0	0	2	3	0	0	0	0
WBGH-LP	6	7	6	6	6	8	8	7	2	0	0	0	10	6	5	5
* WSKG-TV	2	1	2	2	3	2	2	3	0	0	0	0	0	0	0	0
ABXI	3	4	3	3	2	3	2	2	0	0	0	0	0	0	0	0
HUT %	57	51	55	53	39	53	52	50	52	53	55	55	34	28	32	35
	41	46	54	52	46	51	55	55	28	25	28	27	13	10	13	13



Binghamton, NY Market Overview

DMA Rank: 154
BIA Revenue Rank: 149

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Rate	Rate
DMA Population	365	-1.1%	346	346	337	-0.5%				
Households	138	-0.9%	132	132	130	-0.3%				
Retail Sales	2,621	-1.0%	2,497	2,497	2,490	-0.1%				
EBI	5,375	-2.6%	4,703	4,703	5,010	1.3%				

	1993	1998	2003	1998	1998	2003
Pop Rank #	154	154	154	154	154	154
HH Rank #	155	155	155	155	155	155
RS Rank #	165	165	165	165	165	165
EBI Rank #	155	155	155	155	155	155

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	1998	1999	2000	2001	2002	2003	2003	2003
ESTIMATED GROSS REVENUES	\$ 13,400	14,700	14,200	15,200	15,500	18,300	18,300	19,700	19,500	18,600	19,500	19,700	19,700	19,700
Δ 98 - 99	-5.8%													
Δ 99 - 03														

Estimated Breakouts	% Network	% Natl/Regl	% Local
	13.0%	46.0%	41.0%

Revenue/Retail Sales	1993	1998	2003
	\$5.11/1,000	\$7.33/1,000	\$7.91/1,000
Revenue/Capita	\$36.71	\$52.89	\$58.46

Binghamton, NY Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M	Ch A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power '99 Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WBNG-TV	Binghamton	166	12	1,211	7		CBS	TelRp		Gateway Comm	49	7209	10,000	0.97	60%	23	25	28	26	27	26	29	26				
WIVT	Binghamton	2,825	34	929	4		ABC	Katz		Ackerley Group	62	9809	2,500	1.21	12%	6	9	7	8	5	6	5	6				
WICZ-TV	Binghamton	466	40	1,230	8		FOX	Pelty		Northwest Bcsig Inc	57	9704 p	3,500	1.36	15%	4	5	5	5	6	6	6	8				
WBGH-LP	Binghamton	1	8	686			NBC	Katz		Smith Bcsig Group	96	9707 p	1,200	0.54	13%	5	5	5	4	4	4	7	6				
*WSKG-TV	Binghamton	603	46	1,230	42		PBS			WSKG Public Telecom	68					2	2	2	2	2	2	2	2				
ABXI		1					WB			Local Cable Station	98					2	2	2	2	2	2	2	2				

TOTAL 40 48 49 47 44 47 48 48 48

HUT % 28 29 35 34 30 31 36 33

Note: ABXI is a local cable channel carrying WB programming

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations			# UHF Stations			# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Ind Viewing		Commercial Viewing		PTV Viewing		Local Viewing		All Other Viewing	
			5	5	1	1	1	3					3	3	31%	56.0%	14.0%	70.0%	5.5%	8	12	10	8	12
1993	157	48%	5	5	1	3	3	1	3	1	31%	56.0%	14.0%	70.0%	5.5%	8	12	10	8	12	10	24.5%	25.0	
1994	156	53	5	5	1	3	3	2	3	2	33	54.5	16.0	70.5	4.5	7	11	8	7	11	8	25.4	25.4	
1995	156	53	5	5	1	3	3	2	3	2	32	52.3	17.0	69.3	5.3	14	14	18	14	14	18	25.2	25.2	
1996	156	58	5	5	1	5	1	2	5	2	32	70.0	0.0	70.0	4.8	11	9	11	11	9	11	30.2	30.2	
1997	156	58	5	5	1	5	1	2	5	2	30	65.0	0.0	65.0	4.8	6	6	6	6	6	6	31.9	31.9	
1998	156	61	5	5	1	5	1	2	5	2	30	63.3	0.0	63.3	4.8	5	5	5	5	5	5	66.5	66.5	
1999	156	60	5	5	1	5	1	2	5	2	30	61.5	0.0	61.5	5.0	5	5	5	5	5	5	33.5	33.5	

Daypart Share Analysis

Calls	6:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM														
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99									
KTUU-TV	44%	39%	37%	20%	18%	15%	14%	20%	19%	11%	14%	20%	19%	11%	8%	12%	10%	8%	12%	10%	52	53	58	56
KTBY	0	0	0	5	6	11	3	5	4	4	3	5	4	4	4	4	4	4	4	4	4	4	4	0
KYES	0	7	6	5	8	9	10	17	12	10	10	17	12	10	7	11	8	7	11	8	7	11	8	8
KTVA	6	3	13	17	8	15	10	10	6	16	10	10	6	16	14	14	14	14	14	14	14	14	18	21
KIMO	9	8	7	8	5	6	11	8	12	12	11	8	12	12	11	9	9	11	11	9	11	9	11	14
* KAKM	4	0	0	9	12	9	6	5	5	5	6	5	5	5	8	3	3	8	3	7	8	3	7	3
HUT %	63	57	63	64	57	65	54	65	58	58	54	65	58	58	52	53	58	52	53	58	52	53	58	56

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KTUU-TV	33%	34%	40%	16%	25%	27%	31%	39%	43%	41%	32%	34%	33%	38%	38%
KTBY	4	4	3	10	12	11	11	7	5	9	6	5	7	7	5
KYES	10	10	7	6	7	5	7	4	5	3	7	6	8	8	8
KTVA	15	12	18	9	14	12	11	15	16	10	10	8	8	8	8
KIMO	6	6	5	13	15	17	6	13	12	13	7	12	10	10	10
* KAKM	3	2	0	7	5	5	5	2	2	2	3	2	0	2	2
HUT %	71	68	73	61	78	77	71	80	83	78	65	67	66	71	71



Anchorage, AK Market Overview

DMA Rank: 155
BIA Revenue Rank: 130

Demographic and Economic Overview

(000s, except Retail Sales and EB1 in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Rate	Rate
DMA Population	355	376	376	376	392	392	392	392	0.8%	0.8%
Households	128	137	137	137	144	144	144	144	1.0%	1.0%
Retail Sales	3,578	4,505	4,505	4,505	5,066	5,066	5,066	5,066	2.4%	2.4%
EB1	7,432	7,346	7,346	7,346	8,329	8,329	8,329	8,329	2.5%	2.5%
Pop Rank # 155	DMA Counties		4	White	83.6%	Avg Household		\$ 53,815		
HH Rank # 152	TV Households		128	Black	4.6%	Per Capita		\$ 19,516		
RS Rank # 131	DMA Cable		62%	Asian	4.9%	Spanish Speaking		4.4		
EB1 Rank # 127	DMA VCR		95%							

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	93 - 98
GROSS REVENUES	\$ 19,700	19,800	19,700	19,700	19,400	24,400	Δ 4.4%
REVENUES	Δ -3.7%	23,500	26,300	27,100	29,800	30,700	Δ 6.9%
***	% Network		% Natl/Regl		% Local		
	10.0%		15.0%		75.0%		

	1993	1998	2003
Revenue/Retail Sales	\$5.51/1,000	\$5.42/1,000	\$6.06/1,000
Revenue/Capita	\$55.49	\$64.89	\$78.32

Anchorage, AK Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	L M A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KTUU-TV	Anchorage	2	100	719	18	NBC	Blair	Zaser & Longston Inc	53	8103	4,600	9,800	1.10	38%	19	24	25	21	22	25	25	23				
KTBY	Anchorage	4	39	180	20	FOX	Milmm	GOCOM Holdings LLC	83	9702	8,500	3,600	1.09	14%	6	7	7	9	7	8	9	11				
KYES	Anchorage	5	100	817	22	UPN		Fireweed Comm Corp	90	9109	al	2,000	0.71	12%	7	8	6	6	6	8	8	8				
KTVA	Anchorage	11	50	299	28	CBS	Young	Northern Television	53			3,300	0.70	20%	11	11	12	14	11	13	13	13				
● KIMO	Anchorage	13	316	781	30	ABC	Katz	Smith Bostg Group	70	9512	d	4,800	1.28	16%	9	10	11	12	9	10	10	11				
KDMD	Anchorage	33	28		32	PAX		GreenTV Corp	89	9202	75															
*KYUK-TV	Bethel	4	5	200	3	PBS		Bethel Broadcasting	72																	
*KAKM	Anchorage	7	316	787	24	PBS		Alaska Public Telcom	75																	
AWBX			1			WB		Local Cable Station	00																	

TOTAL	58	65	66	66	61	69	70	72
HUT %	26	28	29	32	26	29	31	32

Allocations: Ch 9 (DTV Ch 26), Anchorage; Ch 2 (DTV Ch 9), Dillingham Note: AWBX is a local cable channel carrying WB programming

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Bangor, ME Ratings Overview

DMA Rank: 156

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			Stations	Stations	Stations	Stations	Network Viewing	Ind Viewing				Commercial Viewing	PTV Viewing	Local Viewing	Viewing	Viewing	
1993	155	43%	3	0	3	0	2	33%	70.8%	0.0%	70.8%	4.5%	75.3%	24.7%			
1994	155	48	3	0	3	0	34	70.3	0.0	70.3	3.8	74.1	25.9				
1995	155	48	3	0	3	0	34	62.3	0.0	62.3	3.5	65.8	34.2				
1996	154	51	3	0	3	0	34	58.8	0.0	58.8	3.8	62.6	37.4				
1997	155	51	3	0	3	0	34	55.0	0.0	55.0	3.5	58.5	41.5				
1998	155	53	3	1	4	1	32	53.8	0.0	53.8	4.0	57.8	42.2				
1999	155	51	3	1	4	1	32	51.0	0.0	51.0	3.5	54.5	45.5				

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WLBZ	45%	38%	41%	42%	12%	13%	13%	17%	11%	14%	15%	13%	14%	15%	15%	15%
WABI-TV	15	13	19	15	29	16	26	27	28	23	33	34	27	19	28	31
WV11-TV	4	8	7	6	10	17	15	13	11	13	8	9	6	11	11	9
* WMEB-TV	5	6	3	3	0	0	0	4	0	0	3	0	0	0	2	3
HUT %	69	65	70	66	51	46	54	61	50	50	59	56	47	45	56	58
	19	24	25	22	17	19	20	18	18	20	22	20	24	31	34	34

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLBZ	18%	25%	19%	22%
WABI-TV	28	21	28	27
WV11-TV	13	14	12	16
* WMEB-TV	3	2	3	4
HUT %	62	62	62	69
	45	52	56	55

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLBZ	10%	16%	14%	16%
WABI-TV	16	16	17	20
WV11-TV	11	18	16	18
* WMEB-TV	4	4	6	6
HUT %	41	54	53	60
	44	49	47	47

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLBZ	18%	29%	25%	24%
WABI-TV	28	20	30	26
WV11-TV	5	8	8	14
* WMEB-TV	0	0	0	0
HUT %	51	57	63	64
	22	19	18	18

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLBZ	14%	15%	16%	21%
WABI-TV	23	19	24	23
WV11-TV	0	12	9	13
* WMEB-TV	0	0	0	0
HUT %	37	46	49	57
	9	10	9	8



Panama City, FL Ratings Overview

DMA Rank: 157

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES			All Other Viewing	
			# Stations	%	# Stations	%				Network Viewing	Commercial Viewing	PTV Viewing		Local Viewing
1993	169	66%	2	1	2	1	1	36%	45.5%	7.0%	52.5%	0.0%	52.5%	47.5%
1994	169	66	2	1	2	1	1	36	44.0	7.8	51.8	0.0	51.8	48.2
1995	161	65	2	1	2	1	1	35	40.0	6.3	46.3	0.0	46.3	53.7
1996	159	68	2	2	3	1	1	36	47.3	0.0	47.3	0.0	47.3	52.7
1997	159	67	2	2	3	1	1	37	42.8	0.0	42.8	0.0	42.8	57.2
1998	157	67	2	2	4	1	1	35	40.0	0.0	40.0	0.5	40.5	59.5
1999	157	65	2	2	4	1	1	34	39.0	0.0	39.0	0.0	39.0	61.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WJHG-TV	25%	30%	34%	30%	12%	17%	18%	20%	12%	19%	19%	14%	20%	17%	22%	24%
WMBB	23	24	19	20	14	17	15	12	18	30	20	27	21	25	20	21
WPGX	2	2	0	0	4	2	0	0	2	0	6	3	0	3	0	0
* WFSG	0	0	2	4	0	0	0	0	0	0	0	0	0	0	2	0
ABPC	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	2
Other	3	4	6	4	15	15	20	17	14	8	12	13	5	8	8	7
	53	60	61	58	45	51	53	49	46	57	55	57	46	58	52	54
HUT %	29	28	27	25	26	23	21	22	27	24	22	22	30	32	30	28

5:00 - 7:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WJHG-TV	26%	27%	33%	34%
WMBB	20	24	20	21
WPGX	4	6	4	5
* WFSG	0	0	1	0
ABPC	2	2	1	0
Other	7	7	7	5
	59	66	66	65
HUT %	48	45	50	52

10:00 - 10:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WJHG-TV	22%	34%	34%	32%
WMBB	25	26	24	24
WPGX	4	1	1	2
* WFSG	0	0	0	0
ABPC	0	2	0	0
Other	5	3	4	7
	56	66	63	65
HUT %	45	46	42	41

10:30 - 12:00 MID

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WJHG-TV	13%	24%	24%	21%
WMBB	14	13	10	16
WPGX	8	0	4	4
* WFSG	0	0	0	0
ABPC	0	6	0	0
Other	6	3	5	6
	41	46	43	47
HUT %	23	23	19	18

Biloxi-Gulfport, MS Ratings Overview

DMA Rank: 158

Market Trend Analysis

Year	DMA Rank	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing				
		Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing
1993	160	85%	1	1	1	1	1	39%	31.5%	7.8%	39.3%	0.0%	39.3%	60.7%
1994	159	79	1	1	1	1	38	38	30.0	8.5	38.5	0.5	39.0	61.0
1995	158	80	1	1	1	1	38	38	28.0	8.0	36.0	0.0	36.0	64.0
1996	157	80	1	1	2	0	38	38	35.0	0.0	35.0	1.0	36.0	64.0
1997	157	81	1	1	2	0	38	38	33.0	0.0	33.0	0.5	33.5	66.5
1998	158	81	1	1	2	0	37	37	30.5	0.0	30.5	0.0	30.5	69.5
1999	158	81	1	1	2	0	36	36	29.5	0.0	29.5	0.3	29.8	70.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WLOX-TV	52%	53%	50%	52%	25%	21%	22%	19%	30%	35%	26%	29%	21%	23%	20%	18%
WXXV-TV	0	0	0	0	6	7	6	9	2	0	0	5	7	4	3	5
WMAH-TV	0	0	0	2	3	3	0	3	2	0	0	0	0	0	0	0
Other	10	3	8	6	21	27	27	26	15	15	18	23	18	23	24	27
HUT %	62	56	58	60	55	58	55	57	49	50	44	57	46	50	47	50
	29	24	27	25	27	26	25	22	31	29	23	23	31	30	28	28

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WLOX-TV	49%	43%	50%	46%	18%	25%	23%	23%	51%	55%	55%	52%	18%	19%	20%	28%
WXXV-TV	3	6	3	4	4	4	4	4	4	1	3	3	7	3	5	4
WMAH-TV	0	0	0	0	2	1	1	2	1	0	0	2	0	0	0	0
Other	11	8	8	14	16	18	19	26	5	2	5	6	12	9	12	6
HUT %	63	57	61	64	40	48	47	55	61	58	63	63	37	31	37	38
	48	45	50	50	52	50	54	56	50	45	47	47	28	24	23	23



Biloxi-Gulfport, MS Market Overview

DMA Rank: 158
BIA Revenue Rank: 135

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Pop	HH	Pop	HH	Rate	Rate	Rate	Rate	Rate	Rate
DMA Population	304	109	325	118	1.3%	1.6%	325	118	0.2%	0.7%
Households	1,903	3,753	2,579	4,705	6.3%	4.6%	3,200	6,128	4.4%	5.4%
Retail Sales			4,705				6,128			
EBI										
Pop Rank # 158										
HH Rank # 158										
RS Rank # 163										
EBI Rank # 154										

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93-98
\$	--	17,200	18,600	20,100	20,300	20,600	Δ 93-98
Δ 98-99	1.0%	20,800	21,200	21,400	21,900	22,100	Δ 99-03
★							1.5%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	5.0%	45.0%	50.0%

Revenue/Retail Sales	1993	1998	2003
Revenue/Retail Sales	N/A	\$7.99/1,000	\$6.91/1,000
Revenue/Capita	N/A	\$63.38	\$67.17

Biloxi-Gulfport, MS Competitive Overview

City Of License	Calls	Visual Power (kW)	Ch	HAAT	DTV	M	L	Rep	Owner	Year Date Acq'd	Std	Est '99 Revenue (000)1/	Est '99 Power Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)									
															Jul 00	Aug 00	Sep 00	Oct 00	Nov 00	Dec 00	Jan 01	Feb 01	Mar 01	Apr 01
WLOX-TV Biloxi	13	316	1,339	39	ABC	Katz	Cosmos Bcsig	62	9412	41,000	16,600	0.97	82%	25	27	27	25	23	24	26	25			
WXXV-TV Gulfport	25	2,240	1,539	48	FOX	Blair	Morris Network Inc	87	9706	17,475	4,200	1.12	18%	4	3	6	5	4	4	5	7			
*WMAH-TV Biloxi	19	1,620	1,568	16	PBS	WB	MS Auth for ETV	72						1								1		
ABGP							Local Cable Station	00																
ADJACENT MARKET STATIONS												15	17	18	22	18	21	22	20					
TOTAL												45	48	48	53	46	49	54	52					
HUT %												36	33	34	35	36	35	36	36					

Allocations: Ch 43, Wiggins Note: ABGP is a local cable channel carrying WB programming

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	%	Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	156	82%	2	3	3	2	0	35%	27.5%	6.5%	34.0%	0.0%	34.0%	66.0%	
1994	165	89	2	3	2	3	0	36	25.0	7.8	32.8	0.0	32.8	67.2	
1995	164	88	2	3	2	3	0	36	26.3	11.0	37.3	0.0	37.3	62.7	
1996	164	89	2	3	3	2	0	36	28.3	9.3	37.6	0.0	37.6	62.4	
1997	164	91	2	3	3	2	0	34	27.0	9.8	36.8	0.0	36.8	63.2	
1998	159	91	2	5	4	3	0	35	25.3	10.0	35.3	0.0	35.3	64.7	
1999	160	89	1	7	5	4	0	34	24.3	13.0	37.3	0.0	37.3	62.7	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KMIR-TV	21	23	19	18	17	20	18	15	12	17	12	15	17	12	15	10
KESQ-TV	8	16	15	23	7	11	17	20	11	10	11	10	9	15	16	13
KVER-LP	0	0	4	6	2	0	4	6	3	0	11	10	3	4	5	5
K15EI	0	0	0	0	0	0	0	4	0	0	0	0	5	3	4	2
KDFX-LP	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0
KPSE-LP	3	0	0	0	0	0	0	0	3	0	0	0	2	3	1	0
ACWB	11	4	7	12	21	18	16	10	11	11	14	19	16	14	15	24
Other	58	66	59	74	52	52	57	60	49	46	57	68	64	59	64	65
HUT %	25	27	30	33	25	25	22	25	27	24	25	24	36	38	38	35

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KMIR-TV	18	17	17	18	11	21	16	14	12	14	12	15	18	10	8	19
KESQ-TV	7	13	18	13	7	10	12	13	16	22	26	19	10	8	0	9
KVER-LP	3	3	3	7	2	2	4	3	0	0	0	0	0	0	0	0
K15EI	3	2	2	1	3	4	4	4	0	0	0	3	0	0	0	0
KDFX-LP	0	0	0	0	2	0	2	1	0	0	0	0	0	0	0	0
KPSE-LP	1	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
ACWB	7	6	5	0	2	2	2	0	0	0	0	0	5	0	0	0
Other	15	13	17	23	15	17	17	25	23	22	21	19	16	23	10	8
HUT %	46	50	54	54	54	51	49	51	56	65	62	66	49	59	43	47



Palm Springs, CA Market Overview

DMA Rank: 159
BIA Revenue Rank: 141

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth	
	Pop	Rate	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking	Rate	Rate
DMA Population	313	2.1%	88.5%			\$41,277			2.3%	
HH Rank # 159	106	1.8%	5.7%			\$13,708			2.0%	
Retail Sales	1,919	9.6%	4.7%			33.7			5.2%	
EBI	4,633	0.6%	79%						3.4%	

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 7,700	9,600	11,900	14,200	16,200	17,100	17.3%
Δ 98 - 99	8.8%	18,600	20,700	22,400	24,600	26,400	9.1%
Estimated Breakouts	% Network	% Network	% Natl/Regl	% Local			
	7.0%	7.0%	32.0%	61.0%			
Revenue/Retail Sales	\$4.01/1,000	\$5.63/1,000	\$6.74/1,000				
Revenue/Capita	\$24.60	\$49.14	\$67.87				

Palm Springs, CA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KMIR-TV	Palm Springs	36	490	679	46			NBC	Milinn	Journal Bcst Group	68	9908	19,400	5,400	1.26	23%	9	10	8	9	7	10	8	8				
KESQ-TV	Palm Springs	42	316	630	52			ABC	Katz	News-Press & Gazette	68	9604	19,400	8,500	1.31	35%	14	17	15	14	13	11	12	13				
KVER-LP	Indio	4	1	566				UNI	UNI	Entravision Holdings	89	9510		2,100	0.42	27%	7	10	13	12	8	12	9	9				
K15EI	Palm Springs	15	11	cp				TEL		Estrella License	97			500	0.45	6%	2	2	4	4	5	2	2	2				
KDFX-LP	Indio	40	16	588				FOX		Pacific Media Corp	91			2,100	1.13	10%	2	2	3	3	4	3	3	4				
KDPX-LP	Cathedral City	45	20	555				PAX		Meeker, Charles R.	99																	
KPSE-LP	Palm Springs	50	5	585				UPN		Park Place Bcstg	00																	
KPSP-LP	Palm Springs	58	10	554				IND		Equity Bcstg Corp	98	9902 p																
ACWB			1					WB		Local Cable Station	99																	

ADJACENT MARKET STATIONS

STATION	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
TOTAL	51	58	62	65	54	61	59	59	59	59	59	59
HUT %	32	34	33	34	35	33	35	35	35	35	35	35

Note: ACWB is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.



Sherman, TX - Ada, OK Ratings Overview

DMA Rank: 160

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	Viewing
1993	179	54%	2	0	0	0	0	0	36%	47.5%	0.0%	47.5%	0.0%	47.5%	52.5%	
1994	179	54	2	0	0	0	0	0	37	44.0	0.0	44.0	0.0	44.0	56.0	
1995	159	59	2	0	0	0	0	0	38	33.0	0.0	33.0	0.0	33.0	67.0	
1996	160	61	2	0	0	0	0	0	37	31.5	0.0	31.5	0.0	31.5	68.5	
1997	161	62	2	1	3	0	0	0	37	29.8	0.0	29.8	0.0	29.8	70.2	
1998	162	62	2	1	4	0	0	0	37	28.5	0.0	28.5	0.0	28.5	71.5	
1999	161	60	2	1	4	0	0	0	36	27.5	0.0	27.5	0.0	27.5	72.5	

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KTEN	9%	11%	7%	4%	5%	0%	7%	9%	6%	9%	11%	16%	12%	11%	11%
KXII	20	18	19	30	27	28	24	25	24	19	18	17	9	8	10
Other	14	31	32	16	19	16	18	17	19	17	49	51	21	22	22
HUT %	43	60	58	50	51	44	30	24	26	25	42	41	29	28	28

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KTEN	8%	11%	10%	6%	6%	7%	7%	10%	9%	7%	6%	8%
KXII	26	25	26	14	17	17	30	32	34	13	17	14
Other	17	23	26	16	24	25	17	25	29	13	12	24
HUT %	51	59	62	36	47	49	54	67	72	33	35	46



Sherman, TX - Ada, OK Market Overview

DMA Rank: 160
BIA Revenue Rank: 178

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Pop	HH	Pop	HH	Rate	Rate	Rate	Rate	Rate	Rate
DMA Population	284	298	298	298	1.0%	298	310	0.8%		
Households	110	115	115	115	0.9%	115	120	0.9%		
Retail Sales	1,914	2,590	2,590	2,590	6.2%	3,291	3,291	4.9%		
EBI	3,287	3,875	3,875	3,875	3.3%	5,002	5,002	5.2%		
Pop Rank # 160	DMA Counties		11	White	85.8%	Avg Household	\$ 33,692			
HH Rank # 160	TV Households		114	Black	5.7%	Per Capita	\$ 13,024			
RS Rank # 161	DMA Cable		60%	Asian	0.5%	Spanish Speaking	2.9			
EBI Rank # 163	DMA VCR		83%							

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 6,900	7,400	7,800	7,700	7,700	8,000	Δ 3.0%
Δ 98 - 99	2.5%	8,200	8,500	8,700	9,000	9,100	Δ 9.9 - 03
2.7%							

Estimated Breakouts	% Network	% Natl/Regl	% Local
	7.0%	51.0%	42.0%

Revenue/Retail Sales \$3.61/1,000
Revenue/Capita \$24.30

1993 1998 2003
\$3.09/1,000 \$2.77/1,000
\$26.85 \$29.35

Sherman, TX - Ada, OK Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	M Ch A	L Ch A	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)	Est Power '99	Avg Ratio	LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KTEN	Ada	10	316	1,460	26	NBC	Katz	Lockwood Bestig	54	9807	15,100	2,500	1.33	23%	6	7	8	6	6	7	6						
KXII	Sherman	12	224	1,778	20	CBS	Millmn	Gray Communications	56	9909	41,500	5,700	0.90	77%	18	19	20	20	23	20	22						
KOKT-LP	Sulphur	20	52	589		IND		Equity Bestig Corp	92																		
ASHD			1			WB		Local Cable Station	98																		

ADJACENT MARKET STATIONS

TOTAL	39	47	49	44	39	48	44	46
HUT %	34	34	35	36	35	36	36	38

Allocations: Ch 20, Denison, TX; Ch 15, Ch 48, Hugo, OK Note: ASHD is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.



Quincy, IL-Hannibal, MO-Keokuk, IA Ratings Overview

DMA Rank: 161

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing				
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing
1993	158	60%	2	1	2	1	2	35%	57.8%	0.0%	57.8%	0.0%	57.8%
1994	157	57	2	1	2	1	2	34	54.8	0.0	54.8	0.0	54.8
1995	157	56	2	1	2	1	2	35	50.5	0.0	50.5	0.0	50.5
1996	158	62	2	1	2	1	2	35	48.0	0.0	48.0	0.0	48.0
1997	158	61	2	1	2	1	2	33	46.0	0.0	46.0	0.0	46.0
1998	161	61	2	1	3	1	2	33	44.0	0.0	44.0	0.0	44.0
1999	162	63	2	1	3	1	2	33	42.0	0.0	42.0	0.0	42.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KHQA-TV	8%	10%	9%	9%	29%	29%	30%	31%	24%	22%	26%	26%	17%	19%	23%	27%
WGEM-TV	40	39	39	43	10	9	8	14	19	18	18	21	8	7	7	8
Other	3	0	2	0	4	4	5	0	3	4	3	4	6	7	6	4
HUT %	51	49	50	52	43	42	43	45	46	44	47	51	31	33	36	39
	21	25	25	23	22	20	23	23	23	23	24	23	20	22	24	23

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KHQA-TV	24%	27%	25%	28%	15%	21%	19%	23%	20%	26%	23%	25%	14%	13%	15%	14%
WGEM-TV	31	28	27	27	17	20	18	21	40	35	39	38	30	26	28	29
WTJR	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
AEWB	2	2	3	2	0	1	1	0	0	0	0	0	0	0	0	0
Other	2	3	4	3	5	7	6	5	2	3	4	3	0	0	0	3
HUT %	59	60	59	60	37	49	45	49	62	64	66	66	44	39	43	46
	41	41	52	49	44	55	58	57	44	53	48	48	19	23	19	20

Demographic and Economic Overview

(000s, except Retail Sales and EB in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Pop	HH	Pop	HH	Pop	HH	Pop	HH	Rate	Rate
DMA Population	289	111	290	112	290	112	289	113	-0.1%	0.2%
Households	1,817	3,684	2,402	4,132	2,402	4,132	2,986	5,066	4.4%	4.2%
Retail Sales										
EBI										
Pop Rank # 161										
HH Rank # 161										
RS Rank # 168										
EBI Rank # 161										
DMA Counties	17		White	96.4%	Avg Household	\$ 36,892				
TV Households	111		Black	2.8%	Per Capita	\$ 14,238				
DMA Cable	62%		Asian	0.6%	Spanish Speaking	1.0				
DMA VCR	79%									

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98	
ESTIMATED GROSS REVENUES	\$ 8,400	8,700	9,100	9,500	9,500	11,700	6.9%	
Δ 98 - 99	-3.4%							
1999	11,300	2000	12,400	2001	13,600	2002	2003	Δ 99 - 03
								5.2%
Estimated Breakouts	% Network	8.0%	% Natl/Regl	42.0%	% Local	50.0%		
Revenue/Retail Sales	\$4.62/1,000	1993	\$4.87/1,000	1998	\$4.62/1,000	2003		
Revenue/Capita	\$29.07		\$40.34		\$47.75			

Quincy, IL-Hannibal, MO-Keokuk, IA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV Ch	M A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)																	
															Jul 00	Aug 00	Sep 00	Oct 00	Nov 00	Dec 00	Jan 01	Feb 01	Mar 01	Apr 01	May 01	Jun 01	Jul 01	Aug 01	Sep 01	Oct 01	Nov 01	Dec 01
KHQA-TV	Hannibal	316	7	889	29	CBS	Katz	Benedek Bcsig Corp	53	8610	13,000	4,800	0.80	53%	18	20	21	23	21	23	21	23	22	22	21	21	20	20	21			
WGEM-TV	Quincy	316	10	781	*54	NBC	Blair	Quincy Newspapers	53			6,500	1.22	47%	19	19	18	21	16	22	22	20	20	21	21	20	20	20	21			
WTJR	Quincy	1,020	16	1,011	32	REL		Believer's Bcstg	86																							
*WMEC	Macomb	24	22	490	cp	PBS		W Central Ed Telecom	84																							
•WQEC	Quincy	15	27	568	34	PBS		W Central Ed Telecom	85																							
AEWB		1				WB		Local Cable Station	98																							

ADJACENT MARKET STATIONS

	4	5	5	4	3	4	4	4	4
TOTAL	41	44	44	48	40	49	46	47	47
HUT %	28	31	34	33	32	31	37	37	33

Note: AEWB is a local cable channel carrying WB programming

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Salisbury, MD Ratings Overview

DMA Rank: 162

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	Pct	# Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	165	68%	0	2	2	0	0	2	37%	52.8%	0.0%	52.8%	3.0%	55.8%	44.2%
1994	163	71	0	2	2	0	0	2	37	49.5	0.0	49.5	3.0	52.5	47.5
1995	165	72	0	2	2	0	0	2	37	46.5	0.0	46.5	2.8	49.3	50.7
1996	163	74	0	2	2	0	0	2	37	44.3	0.0	44.3	2.8	47.1	52.9
1997	163	75	0	2	2	0	0	2	36	40.5	0.0	40.5	2.0	42.5	57.5
1998	163	75	0	2	2	0	0	2	36	38.8	0.0	38.8	2.0	40.8	59.2
1999	163	74	0	2	2	0	0	2	36	39.0	0.0	39.0	1.5	40.5	59.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WBOC-TV	38%	42%	37%	40%	24%	32%	28%	28%	43%	47%	39%	45%	26%	29%	28%	25%
WMDT	12	13	11	12	5	4	6	4	6	12	6	8	9	11	12	8
* WCPB	3	6	7	6	3	3	4	0	0	0	3	0	0	2	4	3
ABD	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0
Other	7	2	3	7	19	13	15	18	5	5	7	6	12	7	12	15
HUT %	60	63	58	65	51	52	53	50	54	64	55	59	50	49	56	51
	26	26	27	28	23	21	22	20	26	25	25	22	30	34	37	32

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WBOC-TV	34%	38%	39%	33%
WMDT	16	17	16	18
* WCPB	0	0	1	0
ABD	2	0	0	1
Other	11	8	6	8
HUT %	63	63	62	60
	46	50	54	53

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WBOC-TV	15%	21%	23%	22%
WMDT	11	15	16	14
* WCPB	3	2	3	2
ABD	0	1	0	0
Other	11	11	12	14
HUT %	40	50	54	52
	48	55	54	53

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WBOC-TV	24%	29%	25%	24%
WMDT	6	6	7	11
* WCPB	0	0	0	0
ABD	0	5	0	0
Other	6	4	5	0
HUT %	36	44	37	35
	14	16	14	14

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998	1998	2003	Growth Rate
DMA Population	263	287	1.8%	287	309	1.5%
Households	100	110	1.9%	110	120	1.8%
Retail Sales	2,586	4,011	9.2%	4,011	5,295	5.7%
EBI	3,636	4,079	2.3%	4,079	5,079	4.5%
Pop Rank # 162	DMA Counties 4					
HH Rank # 163	TV Households 110					
RS Rank # 138	DMA Cable 75%					
EBI Rank # 162	DMA VCR 87%					
	White 73.0%		Avg Household \$ 37,220			
	Black 25.7%		Per Capita \$ 14,224			
	Asian 0.9%		Spanish Speaking 1.6			

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
				DATA NOT AVAILABLE			
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03

Estimated Breakouts	% Network	% Natl/Regl	% Local
	1993	1998	2003

Revenue/Retail Sales Revenue/Capita

Salisbury, MD Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV Ch	M A	L A	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est Revenue (000) 1/	Est Power Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
														Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
● WBOC-TV	Salisbury	16	4,070	cp	990	21	CBS	Katz	Draper Comm Inc	54	8009	8,000	74%	24	28	29	27	27	29	31	28				
WMDT	Salisbury	47	2,190	cp	997	53	ABC	Blair	Brechner Mgmt Co	80	8205	4,000	26%	9	12	12	12	9	11	10	11				
*WCPB	Salisbury	28	2,179	cp	515	56	PBS		MD Public Bcsig	71				2	2	3	2	2	2	2	2	2			
*WDPB	Seaford	64	186		640	44	PBS		WHYY Inc	85	8602														
ABD			1				WB		Local Cable Station	98															

ADJACENT MARKET STATIONS

TOTAL	11	9	10	12	12	13	15	16
HUT %	46	51	54	53	48	55	58	57
	32	34	35	33	35	35	40	34

Allocations: Ch 38, Seaford, DE Note: ABD is a local cable channel carrying WB programming

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Abilene-Sweetwater, TX Ratings Overview

DMA Rank: 163

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Ind Viewing		Commercial Viewing		PTV Viewing		Local Viewing		All Other Viewing	
			Stations	Stations	Stations	Stations					Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %
1993	159	72%	2	2	2	3	1	0	36%	61.8%	0.0%	61.8%	0.0%	0.0%	61.8%	0.0%	0.0%	61.8%	0.0%	61.8%	0.0%	38.2%
1994	158	68	2	2	2	3	1	0	36	59.5	2.3	61.8	0.0	0.0	61.8	0.0	0.0	61.8	0.0	61.8	0.0	38.2
1995	160	68	2	2	2	3	1	0	36	54.8	3.0	57.8	0.0	0.0	57.8	0.0	0.0	57.8	0.0	57.8	0.0	42.2
1996	161	69	2	2	2	4	0	0	37	55.5	0.0	55.5	0.0	0.0	55.5	0.0	0.0	55.5	0.0	55.5	0.0	44.5
1997	160	71	2	2	2	4	0	0	36	51.5	0.0	51.5	0.0	0.0	51.5	0.0	0.0	51.5	0.0	51.5	0.0	48.5
1998	160	71	2	2	3	5	1	0	36	49.0	0.0	49.0	0.0	0.0	49.0	0.0	0.0	49.0	0.0	49.0	0.0	51.0
1999	159	72	2	2	3	5	1	0	34	47.0	0.0	47.0	0.0	0.0	47.0	0.0	0.0	47.0	0.0	47.0	0.0	53.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM							
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KRBC-TV	12%	11%	15%	18%	4%	7%	5%	13%	17%	19%	23%	24%	8%	3%	6%	6%	35	39	42	39
KTXS-TV	28	34	30	24	11	12	13	11	14	17	15	14	6	8	10	7	29	26	24	27
KTAB-TV	10	10	8	8	16	25	25	22	10	16	13	11	19	28	23	23	29	26	24	27
KIDZ-LP	0	0	0	0	8	7	5	3	3	3	0	4	2	0	3	3	29	26	24	27
Other	0	0	6	0	0	0	2	0	0	0	0	0	0	0	0	0	35	39	42	39
HUT %	50	55	59	50	39	51	50	49	44	55	51	53	28	21	26	23	29	26	24	27

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID							
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KRBC-TV	8%	8%	7%	9%	10%	12%	14%	14%	8%	8%	11%	10%	9%	16%	13%	12%	43	46	45	46
KTXS-TV	16	18	18	14	13	17	19	16	26	23	27	27	15	13	14	20	25	24	22	23
KTAB-TV	27	32	31	30	13	17	21	18	26	31	32	32	10	13	15	11	25	24	22	23
KIDZ-LP	3	3	3	3	3	4	4	4	0	2	1	0	9	4	3	3	25	24	22	23
Other	0	0	2	0	0	0	1	0	0	0	0	0	0	0	0	0	43	46	45	46
HUT %	54	61	61	56	39	50	59	52	60	64	71	69	52	53	55	48	25	24	22	23



Clarksburg-Weston, WV Ratings Overview

DMA Rank: 164

Market Trend Analysis

Year	COMMERCIAL STATIONS					LOCAL SHARES					All Other Viewing		
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing	Ind Viewing		Commercial Viewing	PTV Viewing
1993	161	76%	2	1	2	1	1	37%	48.0%	0.0%	48.0%	0.0%	48.0%
1994	161	70	2	1	2	1	1	38	44.8	0.0	44.8	1.0	45.8
1995	162	67	2	1	2	1	1	39	40.0	0.0	40.0	1.3	41.3
1996	162	69	2	1	2	1	1	39	37.8	0.0	37.8	0.3	38.1
1997	162	70	2	1	2	1	1	38	33.8	0.0	33.8	0.0	33.8
1998	164	72	2	1	3	1	1	37	31.8	0.0	31.8	0.8	32.6
1999	164	71	2	1	5	0	1	36	31.0	0.0	31.0	0.3	31.3

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WDTV	10%	8%	10%	10%	11%	14%	16%	17%	16%	16%	16%	16%	7%	16%	11%
WBOY-TV	30	35	45	8	14	11	18	17	19	16	16	16	22	18	11
WVFX	0	0	0	4	8	4	4	0	0	2	2	2	2	3	1
* WNPB-TV	3	0	2	3	0	0	2	0	0	0	0	0	0	0	0
AWWB	0	0	0	0	0	2	0	0	0	0	0	0	0	0	3
Other	13	6	3	12	7	3	4	7	7	6	6	6	6	6	8
HUT %	56	49	60	37	40	34	44	51	42	40	40	40	37	43	43
	25	30	28	28	24	26	29	26	29	27	27	27	32	31	39

PRIME TIME

Calls	6:00 - 8:00 PM			11:00 - 11:30 PM			11:30 - 1:00 AM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WDTV	12%	14%	14%	22%	20%	23%	7%	6%	6%
WBOY-TV	29	29	32	21	35	36	11	20	24
WVFX	2	2	3	4	2	2	11	0	4
* WNPB-TV	0	0	1	0	0	0	0	0	0
AWWB	1	3	4	2	0	2	4	0	0
Other	4	6	4	2	3	0	5	0	4
HUT %	48	54	58	51	60	63	38	26	41
	42	47	59	32	34	34	17	15	16



Clarksburg-Weston, WV Market Overview

DMA Rank: 164

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998	1998	2003	Growth Rate
DMA Population	271	273	0.1%	273	271	-0.1%
Households	104	108	0.8%	108	109	0.2%
Retail Sales	1,694	2,218	5.5%	2,218	2,660	3.7%
EBI	2,971	3,240	1.7%	3,240	3,953	4.1%
Pop Rank # 164	DMA Counties 12 White 98.1% Avg Household \$ 30,056					
HH Rank # 164	TV Households 106 Black 1.4% Per Capita \$ 11,868					
RS Rank # 174	DMA Cable 70% Asian 0.3% Spanish Speaking 0.7					
EBI Rank # 173	DMA VCR 81%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
				DATA NOT AVAILABLE			
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03

Estimated Breakouts	% Network	% Natl/Regl	% Local
	1993	1998	2003

Revenue/Retail Sales Revenue/Capita

Clarksburg-Weston, WV Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV Ch	M A	L A	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)												
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97	
WDTV	Weston	5	100	879	58			CBS	Katz	60	7304	52%	10	16	14	14	15	16	18	16	16	16	16	16	16		
WBOY-TV	Clarksburg	12	263	860	52			NBC	Milinn	57	9901	46%	13	16	17	15	13	15	13	13	16	16	16	16	16	16	
WVFX	Clarksburg	46	155	801	28			FOX	Davis Television LLC	81	9901	2%	3	3	3	3	2	2	1	1	1	1	1	1	1	1	
*WNPB-TV	Morgantown	24	3,020	1,499	33			PBS	WV Educ Bcstg	69			2	1	1												
AVWB			1					WB	Local Cable Station	98																	
UPN6			1					UPN	Local Cable Station	00																	

ADJACENT MARKET STATIONS

TOTAL	34	43	44	37	35	38	42	43
HUT %	32	34	39	38	32	33	41	40

Note: AVWB & UPN6 are local cable carrying WB & UPN program

1/ See introduction section for interpretation of revenue estimates.



Gainesville, FL Ratings Overview

DMA Rank: 165

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Ind Viewing		Commercial Viewing		PTV Viewing		Local Viewing		All Other Viewing	
1993	167	67%	0	2	2	1	1	1	1	33%	29.3%	14.3%	43.6%	3.8%	47.4%	52.6%						
1994	167	63	0	2	2	1	1	1	33	30.0	14.3	44.3	3.8	48.1	51.9							
1995	168	64	0	2	2	1	1	1	33	27.8	13.5	41.3	3.8	45.1	54.9							
1996	167	66	0	2	2	0	0	1	33	34.8	0.0	34.8	3.3	38.1	61.9							
1997	165	68	0	2	2	0	0	1	33	31.0	0.0	31.0	3.0	34.0	66.0							
1998	165	67	0	3	3	0	0	1	31	30.5	0.0	30.5	3.0	33.5	66.5							
1999	165	66	0	3	3	0	0	1	31	31.8	0.0	31.8	2.5	34.3	65.7							

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WCJB	42%	45%	43%	13%	17%	14%	21%	32%	32%	26%	24%	31%	26%	24%	31%
WOGX	0	0	0	6	4	0	9	5	5	5	7	6	5	7	6
WGFL	0	3	0	13	0	8	0	0	0	0	4	8	5	4	8
* WUFT	7	3	3	4	4	3	0	0	0	0	2	0	0	2	0
Other	12	8	8	15	15	11	15	14	14	11	10	8	11	10	8
HUT %	61	59	54	51	40	36	45	51	42	47	47	53	47	47	53
	18	22	21	22	19	20	25	22	20	31	28	28	31	28	28

Calls	6:00 - 8:00 PM			PRIME TIME			11:00 - 11:30 PM			11:30 - 1:00 AM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WCJB	29%	33%	28%	12%	22%	20%	38%	47%	37%	19%	23%	13%	19%	23%	13%
WOGX	10	12	12	8	8	8	9	4	11	6	6	6	6	6	6
WGFL	7	5	9	3	5	6	3	0	2	4	0	0	4	0	0
* WUFT	1	3	3	3	3	3	0	0	0	0	0	0	0	0	0
Other	8	7	6	15	18	15	7	7	8	13	9	16	13	9	16
HUT %	55	60	58	41	56	52	57	58	58	42	38	35	42	38	35
	47	44	48	48	51	50	36	33	33	19	16	17	19	16	17



Gainesville, FL Market Overview

DMA Rank: 165
BIA Revenue Rank: 148

Demographic and Economic Overview

(000s, except Retail Sales and EB1 in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Rate	Rate
DMA Population	243	2.4%	274	2.4%	274	2.4%	288	1.0%		
Households	95	2.4%	107	2.4%	107	2.4%	113	1.1%		
Retail Sales	2,094	4.0%	2,549	4.0%	2,549	4.0%	3,200	4.7%		
EB1	3,149	3.8%	3,789	3.8%	3,789	3.8%	4,799	4.8%		

	DMA Counties	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking
Pop Rank # 165	4	75.8%	20.8%	3.0%	\$ 35,547	\$ 13,840	4.6
HH Rank # 165	104						
RS Rank # 164	66%						
EB1 Rank # 164	88%						

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
\$	11,800	12,700	13,300	14,700	15,300	16,900	7.4%
Δ 98 - 99	4.5%	17,600	19,000	19,700	20,500	21,200	4.8%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	9.0%	32.0%	49.0%

Revenue/Retail Sales	1993	1998	2003
\$	5.64/1,000	\$6.63/1,000	\$6.63/1,000
Revenue/Capita	\$48.56	\$61.68	\$73.61

Gainesville, FL Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV Ch	M A	Aff	Rep	Owner	Year Std	Date Acq'd	Price (000)/	Est Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WCJB	Gainesville	2,820	20	938	16	ABC	Blair	Diversified Comm	71	7612	2,370	10,900	0.95	65%	18	24	21	20	19	22	20	19					
WOGX	Ocala	2,750	51	919	31	FOX	TelFp	Meredith Corp	83	9509	14,500	5,200	1.18	25%	7	7	7	9	7	7	8	9					
WGFL	High Springs	5,000	53	912	28	W&P		Budd, Harvey & Ilene	97	9010	cp	1,500	0.85	10%	4	3	6	5	3	3	4	3					
*WUFT	Gainesville	100	5	860	36	PBS		FL Board of Regents	58						2	3	2	3	2	3	2	2					

ADJACENT MARKET STATIONS

TOTAL	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
43	51	48	51	45	50	48	47	33	31	31	31	32

Allocations: Ch 61, Gainesville

1/ See introduction section for interpretation of revenue estimates.



Idaho Falls-Pocatello, ID Ratings Overview

DMA Rank: 166

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	%	Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	162	52%	3	0	0	0	1	32%	62.5%	0.0%	62.5%	3.5%	66.0%	34.0%	
1994	160	53	3	0	3	0	1	31	61.3	0.0	61.3	4.3	65.6	34.4	
1995	163	52	3	0	3	0	1	31	58.3	0.0	58.3	4.8	63.1	36.9	
1996	168	56	3	0	3	0	1	31	57.3	0.0	57.3	4.3	61.6	38.4	
1997	168	56	3	0	3	0	1	32	50.0	0.0	50.0	4.0	54.0	46.0	
1998	168	55	3	1	5	0	1	31	48.8	0.0	48.8	3.5	52.3	47.7	
1999	166	55	3	1	5	0	1	31	48.3	0.0	48.3	3.0	51.3	48.7	

Daypart Share Analysis

Calls	6:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KIDK	11%	5%	7%	23%	19%	24%	14%	19%	17%	13%	15%	13%
KPVI	31	37	31	14	14	10	14	12	10	20	21	20
KIFI-TV	10	19	13	3	3	7	10	8	9	11	10	7
KFXP	0	3	0	5	5	4	0	0	0	3	0	0
* KISU-TV	0	3	4	5	6	4	0	0	0	3	5	5
HUT %	52	67	55	50	47	49	38	39	36	50	51	45
	18	21	21	20	16	23	18	14	20	21	19	27

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KIDK	7%	7%	9%	10%	14%	15%	9%	12%	14%	6%	8%	7%
KPVI	26	27	22	13	18	16	28	29	27	22	22	19
KIFI-TV	15	16	16	15	17	17	28	24	24	14	9	10
KFXP	7	5	5	4	3	4	2	3	2	0	0	3
* KISU-TV	2	1	2	4	3	4	0	0	0	0	0	0
AWIB	0	0	1	2	0	3	2	0	2	0	0	0
HUT %	57	56	55	48	55	58	69	68	69	42	39	39
	32	38	42	36	48	52	41	46	46	20	18	19



Idaho Falls-Pocatello, ID Market Overview

DMA Rank: 166

BIA Revenue Rank: 166

Demographic and Economic Overview

(000s, except Retail Sales and EB1 in \$000,000s)

	1993		1998		1998		2003		Growth Rate
	Pop	HH	Pop	HH	Rate	Pop	Rate		
DMA Population	310	318	318	318	0.5%	318	323	0.3%	
Households	103	106	106	106	0.6%	106	110	0.7%	
Retail Sales	2,234	3,165	3,165	3,165	7.2%	4,064	4,064	5.1%	
EB1	3,949	4,310	4,310	4,310	1.8%	5,336	5,336	4.4%	

	1993	1998	2003	White	Black	Asian	Avg Household Per Capita
Pop Rank # 166	15	15	15	96.4%	0.6%	1.0%	\$ 40,583
HH Rank # 166	104	104	104				\$ 13,562
RS Rank # 157	56%	56%	56%				Spanish Speaking 7.3
EB1 Rank # 160	91%	91%	91%				

Market Television Financials

(all figures in '000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$ 8,000	9,000	9,300	10,100	11,000	11,500	7.5%
Δ 98 - 99	6.1%	12,200	13,100	13,700	14,700	15,400	6.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	8.9%	51.5%	39.5%

Revenue/Retail Sales	1993	1998	2003
	\$3.58/1,000	\$3.63/1,000	\$3.79/1,000
Revenue/Capita	\$25.81	\$36.16	\$47.68

Idaho Falls-Pocatello, ID Competitive Overview

Calls	City Of License	Ch	Visual Power (KW)	L M A	DTV Ch	HAAT	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)†	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
														Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KIDK	Idaho Falls	3	100	1,601	36	CBS	Katz	Fisher Bcstg	53	9906	9	3,200	0.85	31%	11	12	14	13	16	15	14	16			
KPVI	Pocatello	6	100	1,529	23	1	NBC	Blair	74	9511	91	4,300	0.95	37%	16	19	17	16	16	20	20	16			
KIFI-TV	Idaho Falls	8	316	1,519	9	ABC	Petry	Brady Family et al	61		3,900	1.33	24%	12	13	14	13	10	11	13	13	14			
KFXP	Pocatello	31	2,140	cp	1,467	1	F&P	Blair	98		800	0.82	8%	4	3	3	5	3	4	4	4	4			
KJWY-TV	Jackson	2	1	997	14	NBC	Blair	Sunbelt Bcstg Co	90	9511	g1														
*KISU-TV	Pocatello	10	123	1,526	17	PBS		ID State Bd of Ed	71						3	3	3	3	3	3	3	3	3		
AWIB			1			WB		Local Cable Station	98								2								

TOTAL	46	50	53	50	48	53	54	53
HUT %	24	26	32	31	28	31	32	32

Allocations: Ch 15, Ch 25, Pocatello; Ch 20, Idaho Falls Note: AWIB is a local cable channel carrying WB programming

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other		
			Stations	%	Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	Viewing	Viewing
1993	168	51%	1	51%	1	1	2	0	0	36%	53.0%	0.0%	53.0%	0.0%	53.0%	0.0%	47.0%
1994	168	51	1	51	1	1	2	0	0	36	50.8	0.0	50.8	0.0	50.8	0.0	49.2
1995	169	50	1	50	1	1	2	0	0	36	43.5	0.0	43.5	0.0	43.5	0.0	56.5
1996	165	52	1	52	1	1	2	0	0	37	44.8	0.0	44.8	0.0	44.8	0.0	55.2
1997	169	56	1	56	1	1	2	0	0	38	40.5	0.0	40.5	0.0	40.5	0.0	59.5
1998	166	57	1	57	1	1	3	0	0	35	39.8	0.0	39.8	0.0	39.8	0.0	60.2
1999	167	55	1	55	1	1	3	0	0	35	37.5	0.0	37.5	0.0	37.5	0.0	62.5

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WDAM-TV	49%	51%	51%	52%	13%	17%	14%	18%	37%	49%	52%	46%	17%	22%	27%	25%
WHLT	5	0	3	3	20	23	18	22	6	0	4	4	11	9	8	9
ABH	0	0	0	0	0	0	0	0	2	0	0	0	0	3	3	0
Other	5	7	5	4	8	8	14	8	9	8	6	3	12	9	9	6
HUT %	59	58	59	59	41	48	46	48	54	57	62	53	40	43	47	40
	27	30	30	33	26	33	23	26	32	29	26	29	28	27	28	28

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WDAM-TV	49%	50%	52%	53%	15%	18%	20%	19%	48%	56%	59%	52%	19%	25%	31%	30%
WHLT	4	3	4	4	7	10	12	11	5	6	7	6	6	4	6	3
ABH	3	3	2	0	1	1	2	0	2	0	0	0	5	2	0	0
Other	7	9	5	5	11	14	12	13	6	6	6	7	13	8	9	10
HUT %	63	65	63	62	34	43	46	43	61	68	72	65	43	39	46	43
	47	46	52	51	48	48	55	55	45	46	49	47	23	24	20	23

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations	Stations	Stations				Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	163	76%	1	2	2	1	0	36%	41.8%	4.0%	45.8%	0.0%	45.8%	45.8%	54.2%	
1994	164	74	1	2	2	1	0	35	40.3	4.8	45.1	0.0	45.1	45.1	54.9	
1995	166	76	1	2	2	1	0	35	37.3	3.8	41.1	0.0	41.1	41.1	58.9	
1996	166	79	2	2	4	0	0	36	43.8	0.0	43.8	0.0	43.8	43.8	56.2	
1997	166	81	2	2	4	0	0	34	42.0	0.0	42.0	0.0	42.0	42.0	58.0	
1998	169	80	2	2	5	0	0	34	39.8	0.0	39.8	0.0	39.8	39.8	60.2	
1999	168	77	2	2	5	0	0	33	40.0	0.0	40.0	0.0	40.0	40.0	60.0	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WKTU	54%	46%	41%	46%	14%	9%	11%	21%	28%	25%	27%	28%	30%	29%	26%	26%
WUTR	10	11	14	11	13	17	19	12	9	8	11	7	6	4	6	7
WFXV	0	0	0	0	0	0	0	0	0	0	2	5	0	6	4	5
WPNY-LP	0	0	0	0	0	0	0	0	3	0	2	0	3	4	5	2
ABU	0	0	0	3	0	0	0	0	0	0	0	0	0	3	0	2
Other	0	0	0	4	11	8	9	10	7	7	5	6	3	4	5	5
HUT %	64	57	55	64	38	34	39	43	47	40	47	46	42	50	46	47
	23	24	25	24	17	17	20	18	21	20	25	21	26	30	35	31

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WKTU	40%	34%	35%	35%
WUTR	6	5	4	8
WFXV	5	5	5	5
WPNY-LP	4	7	5	6
ABU	2	4	4	3
Other	4	3	4	6
HUT %	61	58	57	63
	44	49	58	52

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WKTU	41%	43%	48%	38%
WUTR	9	13	9	13
WFXV	3	3	2	4
WPNY-LP	2	0	0	0
ABU	0	2	0	2
Other	2	0	3	0
HUT %	57	61	62	57
	32	31	33	32

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WKTU	26%	21%	29%	28%
WUTR	6	5	7	9
WFXV	0	0	0	0
WPNY-LP	0	0	0	0
ABU	4	0	0	0
Other	4	11	5	4
HUT %	40	37	41	41
	14	14	14	14



Utica, NY Market Overview

DMA Rank: 168
BIA Revenue Rank: 160

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1999		2000		2001		2002		2003	
	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate
DMA Population	282	-1.2%	266	-0.5%	259	-0.5%	259	-0.5%	259	-0.5%	259	-0.5%
Households	104	-1.0%	99	-0.2%	98	-0.2%	98	-0.2%	98	-0.2%	98	-0.2%
Retail Sales	1,995	3.3%	2,345	2.3%	2,631	2.3%	2,631	2.3%	2,631	2.3%	2,631	2.3%
EBI	3,830	-2.1%	3,441	1.8%	3,765	1.8%	3,765	1.8%	3,765	1.8%	3,765	1.8%
Pop Rank # 168	DMA Counties		White		Black		Asian		Avg Household		\$ 34,751	
HH Rank # 168	TV Households		78%		83%		Spanish Speaking		Per Capita		\$ 12,930	
RS Rank # 170	DMA Cable		78%		83%		Spanish Speaking		Spanish Speaking		2.2	
EBI Rank # 170	DMA VCR		83%		83%		Spanish Speaking		Spanish Speaking		2.2	

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Δ '93 - '98	Δ '99 - '03	
ESTIMATED GROSS REVENUES	\$ 9,000	9,600	10,200	11,400	12,200	14,200	17,900	15,800	16,000	17,800	17,900	Δ 9.5%	Δ 6.6%	
Δ '98 - '99	-2.1%													
Revenue/Retail Sales	\$4.51/1,000	\$4.51/1,000	\$4.51/1,000	\$6.06/1,000	\$6.06/1,000	\$6.80/1,000	\$6.80/1,000	\$31.91	\$53.38	\$53.38	\$69.11			
Revenue/Capita	\$31.91	\$31.91	\$31.91	\$53.38	\$53.38	\$69.11	\$69.11	\$31.91	\$53.38	\$53.38	\$69.11			
Estimated Breakouts	% Network		% Natl/Regl		% Local		% Network		% Natl/Regl		% Local		% Local	
	4.0%		46.0%		50.0%		4.0%		46.0%		50.0%		50.0%	

Utica, NY Competitive Overview

City Of License	Calls	Ch	Visual Power (kW)	HAAT	DTV	L M	Ch A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power '99 Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
Utica	2	35	1,381	29	29	NBC	Katz	Smith Bcstg Group	49	9106	g	8,100	0.97	60%	23	21	21	23	22	24	25	24					
Utica	20	912	801	30	30	ABC	Blair	Ackerley Group	70	0002	g	3,000	0.98	22%	9	11	10	10	7	9	9	10					
Utica	33	851	633	27	27	FOX	Roslin	Sinclair Bcst Group	86	9807	g	2,400	1.73	10%	3	4	4	5	3	4	4	5					
Utica	11	1	682	11	11	UPN	UPN	Sinclair Bcst Group	95	9807	g	200	0.24	6%	3	3	3	2	2	2	3	2					
ABU		1				WB	WB	Local Cable Station	98					2%	2	2	2	2	2	2	2	2					
ADJACENT MARKET STATIONS																											
TOTAL																											
HUT %																											
44 48 49 52 40 49 51 50																											
30 32 36 34 31 32 36 34																											

Allocations: Ch 4, Utica; Ch 15, Oneonta Note: ABU is a local cable channel carrying WB programming



Billings, MT Ratings Overview

DMA Rank: 169

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Commercial Viewing		PTV Viewing		Local Viewing		All Other Viewing	
			Stations	Stations	Stations	Stations					Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %
1993	171	60%	3	0	3	0	0	0	0	32%	62.5%	62.5%	0.0%	62.5%	0.0%	62.5%	62.5%	62.5%	37.5%	
1994	172	57	4	0	3	1	0	0	31	31	63.5	63.5	0.0	63.5	0.0	63.5	63.5	36.5		
1995	170	60	4	0	3	1	0	0	31	31	58.0	59.3	0.0	59.3	0.0	59.3	59.3	40.7		
1996	170	58	4	0	4	0	0	0	32	32	57.8	57.8	0.0	57.8	0.0	57.8	57.8	42.2		
1997	167	58	4	0	4	0	0	0	32	32	55.5	55.5	0.0	55.5	0.0	55.5	55.5	44.5		
1998	167	57	5	0	5	0	0	0	30	30	53.5	53.5	0.0	53.5	0.0	53.5	53.5	46.5		
1999	169	54	5	0	6	0	0	0	29	29	50.8	50.8	0.0	50.8	0.0	50.8	50.8	49.2		

Daypart Share Analysis

Calls	6:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTVQ	20%	21%	18%	14%	17%	27%	24%	17%	19%	27%	22%	16%	20%	25%	25%	21%
KHMT	0	0	0	4	5	5	0	5	4	6	3	3	3	4	3	5
KSVI	3	7	6	8	6	7	10	8	10	11	16	14	7	9	12	8
KULR-TV	22	29	22	23	8	8	6	9	10	9	10	10	17	21	16	14
HUT %	45	57	46	49	36	47	40	39	43	53	51	43	47	59	56	48
	17	16	20	17	20	14	17	16	19	16	19	16	22	20	26	22

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTVQ	36%	46%	42%	36%	13%	19%	19%	19%	41%	39%	37%	36%	19%	17%	19%	13%
KHMT	7	5	5	6	5	5	5	5	5	1	3	3	8	0	4	0
KSVI	2	4	5	4	10	17	15	13	5	9	5	10	4	7	5	8
KULR-TV	13	11	13	13	13	17	16	15	18	19	25	22	17	27	25	25
AWBM	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0
HUT %	58	66	65	59	41	59	55	52	69	69	70	71	48	51	53	46
	38	43	47	44	39	51	53	53	42	45	45	41	18	18	20	17



Billings, MT Market Overview

DMA Rank: 169
BIA Revenue Rank: 163

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1998		2003		Growth Rate	
	1993	1998	1998	1998	2003	2003	2003	2003
DMA Population	236	250	250	250	253	253	0.2%	0.2%
Households	91	97	97	97	100	100	0.6%	0.6%
Retail Sales	2,163	2,589	2,589	2,589	3,019	3,019	3.1%	3.1%
EBI	3,459	3,591	3,591	3,591	4,343	4,343	3.9%	3.9%
Pop Rank # 169	DMA Counties	18	White	93.0%	Avg Household	\$ 36,946		
HH Rank # 169	TV Households	95	Black	0.4%	Per Capita	\$ 14,382		
RS Rank # 162	DMA Cable	55%	Asian	0.5%	Spanish Speaking	2.8		
EBI Rank # 168	DMA VCR	87%						

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 8,200	9,700	10,000	12,700	11,700	13,000	Δ 93 - 98 9.7%
Δ 98 - 99	2.3%	13,300	13,700	13,800	14,500	15,000	Δ 99 - 03 3.0%
Estimated Breakouts	% Network 12.4%	% Network 20.0%	% Local 67.6%				
Revenue/Retail Sales	\$3.79/1,000	\$5.02/1,000	\$4.97/1,000				
Revenue/Capita	\$34.75	\$52.00	\$59.29				

Billings, MT Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV Ch	M A	L M	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KTVQ	Billings	2	100	541	17			CBS Blair	Evening Post Publishing	53	9405	8,500	5,600	0.86	49%	19	24	23	22	25	26	24	26				
KYUS-TV	Miles City	3	11	102	13			NBC Milmn	Glendive Bcstg Corp	69	9502	na	100														
KHMT	Hardin	4	100	1,060	22			FOX Milmn	Quorum Bcstg Co	80	9809 p	g	1,300	1.22	8%	5	5	4	5	3	4	4	6				
KSVI	Billings	6	100	400	18			ABC Milmn	Quorum Bcstg Co	80	9901	g	2,800	1.24	17%	7	11	11	9	8	8	10	10				
KULR-TV	Billings	8	316	751	11			NBC Katz	Dix Communications	58	8612	g	3,500	1.01	26%	12	15	14	13	13	15	14	12				
AWBM			1					WB	Local Cable Station	98																	

Allocations: Ch 14, Ch 20, Billings; Ch 10, Miles City Note: AWBM is a local cable channel carrying WB programming

TOTAL	43	55	52	49	49	53	52	54
HUT %	26	28	31	29	27	28	33	32

1/ See introduction section for interpretation of revenue estimates.

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Commercial Viewing	Ind Viewing	PTV Viewing	
1993	166	72%	0	2	2	0	0	0	34%	31.8%	31.8%	0.0%	0.0%	31.8%	68.2%
1994	166	72	0	3	2	1	0	0	36	32.3	32.3	0.0	0.0	32.3	67.7
1995	167	73	0	3	2	1	0	0	35	29.8	29.8	0.0	0.0	29.8	70.2
1996	169	74	0	3	3	0	0	0	36	30.3	30.3	0.0	0.0	30.3	69.7
1997	170	76	0	3	3	0	0	0	36	28.5	28.5	0.0	0.0	28.5	71.5
1998	170	75	0	3	4	0	0	0	34	27.5	27.5	0.0	0.0	27.5	72.5
1999	171	76	0	3	4	0	0	0	32	29.3	29.3	0.0	0.0	29.3	70.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
	30 %	37 %	36 %	8 %	9 %	6 %	12 %	16 %	15 %	8 %	14 %	13 %
WETM-TV	12	10	7	12	11	9	8	9	7	17	17	19
WENY-TV	0	0	0	4	8	4	0	0	0	4	3	2
WYDC	0	0	0	11	22	12	17	14	14	7	8	4
Other	42	47	45	35	50	31	37	39	36	36	42	36
HUT %	21	21	25	19	17	19	21	21	25	24	31	32

Calls	6:00 - 8:00 PM			PRIME TIME			11:00 - 11:30 PM			11:30 - 1:00 AM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
	29 %	36 %	35 %	9 %	12 %	13 %	25 %	36 %	34 %	12 %	21 %	19 %
WETM-TV	8	7	8	11	16	12	11	10	10	5	5	6
WENY-TV	3	5	2	3	5	5	2	3	3	4	6	4
WYDC	2	3	2	0	2	2	3	2	0	5	0	0
ABE	3	4	4	7	10	10	0	2	3	6	10	5
Other	45	55	51	30	45	42	41	53	50	32	42	34
HUT %	41	44	55	45	51	57	28	28	32	15	13	14

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	177	55%	2	1	3	0	0	0	30%	60.0%	0.0%	60.0%	0.0%	60.0%	40.0%
1994	174	54	2	1	3	0	0	0	30	61.0	0.0	61.0	0.0	61.0	39.0
1995	176	54	2	2	4	0	0	0	31	58.3	0.0	58.3	0.0	58.3	41.7
1996	174	56	2	2	4	0	0	0	32	53.5	0.0	53.5	0.0	53.5	46.5
1997	171	53	2	2	4	0	0	0	30	46.3	0.0	46.3	0.0	46.3	53.7
1998	171	53	2	2	5	0	1	1	30	44.5	0.0	44.5	0.0	44.5	55.5
1999	170	49	2	2	5	0	1	1	30	41.8	0.0	41.8	0.0	41.8	58.2

Daypart Share Analysis

Calls	6:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KPAX-TV	11%	12%	10%	15%	17%	20%	19%	17%	11%	13%	13%	13%	17%	18%	15%	19%
KECI-TV	33	27	29	29	15	9	8	10	11	11	13	12	22	20	19	17
KTMF	6	6	4	3	4	6	0	0	6	6	9	5	7	6	6	4
Other	0	0	4	0	3	0	5	0	0	0	0	0	0	0	0	0
HUT %	50	45	47	47	39	35	32	27	28	30	35	30	46	44	40	40
	15	16	16	17	18	14	16	19	14	12	15	18	20	19	24	25

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KPAX-TV	36%	32%	34%	30%	12%	16%	17%	17%	27%	29%	29%	30%	11%	13%	17%	14%
KECI-TV	16	17	16	18	13	20	19	19	21	27	25	24	20	26	19	16
KTMF	5	4	3	4	9	12	11	12	4	3	3	7	0	0	3	7
* KUFM-TV	0	0	2	0	0	1	0	1	0	0	0	0	0	0	0	0
AIDW	0	0	0	0	0	2	1	0	0	2	0	2	0	2	0	0
Other	0	0	1	0	3	0	2	0	0	0	0	0	0	0	0	0
HUT %	57	53	56	52	37	51	50	49	52	61	63	63	31	41	39	37
	38	39	45	46	39	48	51	53	42	44	43	41	22	21	20	20



Missoula, MT Market Overview

DMA Rank: 171
BIA Revenue Rank: 173

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Pop	HH	Pop	HH	Rate	Rate	Rate	Rate	Rate	Rate
DMA Population	216	239	239	239	2.0%	2.0%	252	252	1.1%	1.1%
Households	85	94	94	94	2.0%	2.0%	101	101	1.4%	1.4%
Retail Sales	2,001	2,733	2,733	2,733	6.4%	6.4%	3,472	3,472	4.9%	4.9%
EBI	3,161	3,293	3,293	3,293	0.8%	0.8%	4,022	4,022	4.1%	4.1%
Pop Rank #	171									
HH Rank #	170									
RS Rank #	160									
EBI Rank #	172									
DMA Counties	7									
TV Households	91									
DMA Cable	51%									
DMA VCR	90%									
White	94.7%									
Black	0.2%									
Asian	0.7%									
Avg Household	\$34,958									
Per Capita	\$13,773									
Spanish Speaking	1.4									

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
\$	4,900	6,700	7,600	8,100	8,500	8,800	12.4%
Δ 98 - 99	3.4%	9,100	2000	2001	2002	2003	Δ 99 - 03
		9,100	9,500	9,700	10,100	10,400	3.5%
Estimated Breakouts	% Network	8.0%	% Natl/Regl	42.0%	% Local	50.0%	
Revenue/Retail Sales	1993	\$2.45/1,000	1998	\$3.22/1,000	2003	\$3.00/1,000	
Revenue/Capita	1993	\$22.69	1998	\$36.82	2003	\$41.27	

Missoula, MT Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KPAX-TV	Missoula	8	275	2,149	35	CBS	Sitel			Evening Post Publishing	70	8610	g	3,600	0.88	45%	17	18	19	19	19	18	19					
KECI-TV	Missoula	13	302	2,001	40	NBC	Katz			Lamco Communications	54	9805	g1	3,700	1.02	40%	14	19	16	15	14	19	18					
KTMF	Missoula	23	1,820	2,106	36	ABC	Young			Continental TV Ntwk	90			1,800	1.32	15%	7	8	7	7	5	7	7					
KCFW-TV	Kalispell	9	26	2,789	38	NBC	Katz			Lamco Communications	68	9805	g1															
K18AJ	Kalispell	18	46	423		CBS				Evening Post Publishing	88																	
*KUFM-TV	Missoula	11	9 cp	2,070	27	PBS				Univ of Montana	97																	
AIDW			1			WB				Local Cable Station	98																	

ADJACENT MARKET STATIONS	2	0	2	0	0	0	2	0
TOTAL	40	45	44	41	38	45	45	43
HUT %	25	26	29	32	24	31	33	32

Allocations: Ch 17, Missoula Note: AIDW is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations	Network Viewing	Ind Viewing				Commercial Viewing	PTV Viewing	Local Viewing		
1993	164	58%	1	2	2	1	0	0	35%	45.5%	5.8%	51.3%	0.0%	51.3%	48.7%	
1994	162	61	1	2	2	1	0	0	35	42.3	6.3	48.6	0.0	48.6	51.4	
1995	173	65	1	2	2	1	0	0	36	40.8	6.8	47.6	0.0	47.6	52.4	
1996	172	66	1	2	3	0	0	0	36	42.3	0.0	42.3	0.0	42.3	57.7	
1997	174	69	1	2	3	0	0	0	36	41.8	0.0	41.8	0.0	41.8	58.2	
1998	173	70	1	2	4	0	0	0	35	40.8	0.0	40.8	0.0	40.8	59.2	
1999	172	70	1	2	4	0	0	0	34	36.0	0.0	36.0	0.0	36.0	64.0	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WTVY	17%	14%	20%	22%	29%	32%	37%	26%	25%	33%	37%	30%	12%	13%	17%	18%
WDHN	6	9	8	9	4	0	3	3	16	11	9	13	20	13	10	13
WDFX-TV	0	0	0	0	10	8	12	4	4	5	3	3	0	0	2	0
ABDO	0	0	0	0	0	0	0	0	2	0	0	0	0	0	2	2
Other	19	16	20	14	5	6	6	7	7	6	5	5	6	14	12	12
HUT %	42	39	48	45	48	46	58	40	54	55	54	51	38	40	43	45
	23	21	24	22	27	20	23	22	28	24	25	23	27	26	27	25

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WTVY	36%	41%	40%	39%	13%	16%	19%	21%	31%	43%	42%	46%	11%	20%	17%	19%
WDHN	9	8	6	9	9	11	14	10	6	7	6	6	3	4	5	5
WDFX-TV	7	5	6	4	4	6	5	4	4	4	2	3	7	0	9	6
ABDO	2	3	2	2	1	1	2	0	4	2	2	0	8	5	0	5
Other	7	7	9	9	6	11	11	12	8	10	12	10	11	7	9	9
HUT %	61	64	63	63	33	45	51	47	53	66	64	65	40	36	40	44
	46	43	52	50	47	50	56	55	41	43	44	41	20	19	22	19



Dothan, AL Market Overview

DMA Rank: 172
BIA Revenue Rank: 165

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Pop	HH	Pop	HH	Rate	Rate	Rate	Rate	Rate	Rate
DMA Population	239	241	241	241	0.2%	0.2%	245	245	0.3%	0.3%
Households	90	92	92	92	0.4%	0.4%	95	95	0.6%	0.6%
Retail Sales	1,770	2,231	2,231	2,231	4.7%	4.7%	2,797	2,797	4.6%	4.6%
EBI	3,034	3,216	3,216	3,216	1.2%	1.2%	3,938	3,938	4.1%	4.1%
Pop Rank #	172									
HH Rank #	172									
RS Rank #	173									
EBI Rank #	174									
DMA Counties	7									
TV Households	91									
DMA Cable	68%									
DMA VCR	82%									
White	74.9%									
Black	23.9%									
Asian	0.9%									
Avg Household	\$ 34,990									
Per Capita	\$ 13,326									
Spanish Speaking	1.9									

Market Television Financials

(all figures in '000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 8,300	10,300	10,900	11,400	11,000	12,700	8.9%
Δ 98 - 99	-2.4%	1999	2000	2001	2002	2003	Δ 99 - 03
★ ★ ★	12,400	12,400	13,600	13,900	15,200	15,500	5.7%
Estimated Breakouts	% Network	% Natl/Regl	% Local				
	5.0%	35.0%	60.0%				

Revenue/Retail Sales \$4,691,000
Revenue/Capita \$34.73

Dothan, AL Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch A	Aff	Rep	Owner	Year	Date	Std	Acq'd	Sales Price (000)	Est Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WTVY	Dothan	4	100	1,880	36	CBS	36	Petry	Benedek Bcsig Corp	55	9502	28,500	8,000	0.99	65%	19	23	25	25	21	24	24	27							
WDHN	Dothan	18	1,070	764	21	ABC	21	Katz	Morris Network Inc	70	8607	2,400	2,400	0.97	20%	9	9	9	8	8	8	8	8							
WDFX-TV	Ozark	34	700	787	33	FOX	33	FOX	Waitt Bcsig Inc	91	9812 p	7,800	2,000	1.08	15%	5	5	5	4	4	5	6	6							
ABDO		1				WB			Local Cable Station	98																				
ADJACENT MARKET STATIONS												7	9	10	10	8	12	11	9											
TOTAL												42	46	49	47	42	47	49	50											
HUT %												32	30	35	33	34	34	36	34											

Allocations: Ch 60, Dothan Note: ABDO is a local cable channel carrying WB programming

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Lake Charles, LA Ratings Overview

DMA Rank: 173

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing	Ind Viewing	Commercial Viewing		PTV Viewing	Local Viewing	All Other Viewing
			Stations	Pct	Stations	Pct							Viewing	Viewing			
1993	176	66%	1	66%	1	1	1	1	38%	33.0%	9.5%	42.5%	2.3%	44.8%	55.2%		
1994	177	70	1	70	1	1	1	38	38	30.8	12.0	42.8	2.0	44.8	55.2		
1995	179	67	1	67	1	1	1	38	38	31.3	9.3	40.6	2.0	42.6	57.4		
1996	179	72	1	72	1	2	0	38	38	38.0	0.0	38.0	2.0	40.0	60.0		
1997	179	73	1	73	1	2	0	36	36	36.8	0.0	36.8	2.0	38.8	61.2		
1998	179	71	1	71	1	3	0	37	37	35.3	0.0	35.3	2.0	37.3	62.7		
1999	179	71	1	71	1	3	0	36	36	33.5	0.0	33.5	2.0	35.5	64.5		

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KPLC-TV	46%	52%	58%	46%	12%	17%	17%	18%	41%	45%	48%	44%	20%	25%	24%	19%
KVHP	4	4	5	5	7	5	7	5	3	0	0	2	2	0	2	4
* KLTU-TV	2	5	5	7	5	5	0	4	0	2	0	2	0	0	2	2
ABL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2
Other	0	0	4	0	28	33	40	40	10	12	19	21	22	16	30	33
HUT %	52	61	72	58	52	60	64	67	54	59	67	69	44	41	60	60
	28	29	34	27	31	25	27	27	35	28	30	31	34	31	32	29

5:00 - 7:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KPLC-TV	46%	53%	53%	52%
KVHP	4	1	3	4
* KLTU-TV	0	0	0	0
ABL	3	2	3	4
Other	8	4	12	12
HUT %	61	60	71	72
	48	49	51	47

10:00 - 10:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KPLC-TV	53%	62%	64%	64%
KVHP	4	1	1	2
* KLTU-TV	0	2	1	0
ABL	2	0	2	1
Other	16	24	28	29
HUT %	60	66	69	74
	51	46	50	45

10:30 - 12:00 MID

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KPLC-TV	23%	27%	33%	30%
KVHP	4	4	3	9
* KLTU-TV	0	0	0	0
ABL	6	5	6	5
Other	0	4	3	8
HUT %	33	40	45	52
	28	24	24	22



Yuma, AZ-El Centro, CA Ratings Overview

DMA Rank: 174

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			3	0	0	0					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	178	74%	3	0	0	0	0	0	37%	40.3%	0.0%	40.3%	0.0%	40.3%	59.7%
1994	178	74	3	0	2	1	0	0	38	28.8	10.0	38.8	0.0	38.8	61.2
1995	178	70	3	0	2	1	0	0	36	27.5	8.0	35.5	0.0	35.5	64.5
1996	176	65	4	0	3	1	0	0	38	37.3	0.5	37.8	0.0	37.8	62.2
1997	175	68	4	0	3	1	0	0	37	32.3	5.5	37.8	0.0	37.8	62.2
1998	176	66	4	0	3	1	0	0	37	28.5	7.0	35.5	0.0	35.5	64.5
1999	176	66	4	0	4	1	0	0	35	27.8	7.5	35.3	0.0	35.3	64.7

Daypart Share Analysis

Calls	6:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KVYE	0	0	0	5	6	2	3	3	7	3	3	4
KECY-TV	24	30	29	10	9	11	13	15	14	12	15	12
KYMA	6	5	5	12	15	10	6	7	3	8	5	6
KSWT	0	0	0	0	0	0	3	0	0	3	3	2
AWUB	3	0	9	4	2	9	7	3	16	3	4	8
Other	39	48	52	40	44	49	41	36	49	40	45	46
HUT %	24	27	25	32	27	29	35	26	26	37	37	29

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KVYE	6	4	4	7	5	5	6	6	3	5	7	4
KECY-TV	18	21	23	11	14	15	23	23	15	20	16	11
KYMA	4	4	5	8	11	13	5	6	4	4	5	0
KSWT	2	2	0	3	2	2	0	0	2	0	0	0
AWUB	10	6	11	10	8	11	4	5	14	4	3	11
Other	48	47	55	46	49	53	45	46	50	39	35	40
HUT %	49	50	44	46	51	54	38	37	51	21	21	33



Yuma, AZ-El Centro, CA Market Overview

DMA Rank: 174
BIA Revenue Rank: 175

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998	2003	Growth Rate
DMA Population	245	280	280	309	2.0%
Households	77	88	88	98	2.2%
Retail Sales	1,584	2,321	2,321	2,730	3.3%
EBI	2,563	2,629	2,629	3,191	4.0%

	White	Black	Asian	Avg Household	Per Capita	Spanish Speaking
Pop Rank # 174	2	87	63%	\$ 30,012	\$ 9,386	60.8
HH Rank # 174						
RS Rank # 171						
EBI Rank # 182						

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED	1993	1994	1995	1996	1997	1998	Δ 93 - 98
GROSS REVENUES	\$ 5,200	5,600	6,300	7,400	8,100	8,500	10.3%
REVENUES	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	2.4%	8,700	9,000	9,200	9,600	9,800	3.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	4.0%	59.0%	37.0%

Revenue/Retail Sales	1993	1998	2003
	\$3,281,000	\$3,661,000	\$3,591,000
Revenue/Capita	\$21.22	\$30.36	\$31.72

Yuma, AZ-El Centro, CA Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	Ch	A	M	L	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)												
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97	
KVYE	El Centro	316	7	1,276		UNI					Entravision Holdings	96	9803	500	700	0.38	21%	8	9	11	7	6	8	9	9	7				
KECY-TV	El Centro	316	9	1,601	48	FOX	Sitel				Pacific Media Corp	88	8902	1,565	1,600	1.15	16%	5	5	4	5	6	6	5	5	6				
KYMA	Yuma	316	11	1,618	41	NBC	Blair				Sunbelt Bcstg Co	88	8503	30	4,300	1.24	40%	12	15	13	14	13	16	14	14	14				
KSWT	Yuma	316	13	1,558	16	CBS	Katz				Pappas Telecasting	63	0003	5,375	2,100	1.10	22%	7	8	7	9	6	8	9	9	8				
KAJB	Calipatria	5,000 cp	54	1,663	50	WB					Calipatria Bcstg Co	NOA	9801	30																
AWUB		1									Local Cable Station	00																		
ADJACENT MARKET STATIONS													8	7	11	14	12	13	12	9										
TOTAL													42	44	46	49	43	51	49	44										
HUT %													35	34	35	35	34	35	36	35										

Note: AWUB is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations	Network Viewing	Ind Viewing				Commercial Viewing	PTV Viewing	Local Viewing		
1993	172	57%	2	1	3	0	2	31%	61.3%	0.0%	61.3%	2.3%	63.6%	36.4%		
1994	173	56	2	1	3	0	3	32	56.8	0.0	56.8	2.0	58.8	41.2		
1995	174	57	2	1	3	0	3	32	52.8	0.0	52.8	2.3	55.1	44.9		
1996	173	58	2	2	4	0	3	32	49.8	0.0	49.8	0.5	50.3	49.7		
1997	172	60	2	2	4	0	3	32	47.3	0.0	47.3	2.0	49.3	50.7		
1998	172	58	2	3	6	0	3	31	45.0	0.0	45.0	2.3	47.3	52.7		
1999	174	57	2	3	5	1	3	30	42.0	0.0	42.0	1.5	43.5	56.5		

Daypart Share Analysis

Calls	6:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KOTA-TV	30%	40%	28%	26%	12%	20%	12%	9%	21%	28%	18%	24%	24%	28%	21%	25%
KEVN-TV	4	0	5	4	10	0	8	9	5	0	4	4	4	7	6	5
KCLO-TV	3	3	3	4	15	17	15	11	9	6	9	5	14	8	13	11
KNBN-LP	7	9	8	8	0	4	0	4	14	10	10	8	7	5	4	4
* KBHE-TV	0	0	3	2	0	0	0	0	0	0	0	0	0	0	0	2
HUT %	44	52	47	44	37	41	35	33	49	44	41	41	49	48	44	47
	20	23	24	21	19	16	18	18	22	16	20	18	23	20	26	24

5:00 - 7:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KOTA-TV	33%	30%	33%	33%
KEVN-TV	10	5	8	7
KCLO-TV	5	5	6	5
KKRA-LP	0	0	0	0
KNBN-LP	7	5	5	4
* KBHE-TV	2	2	2	1
ADUB	0	0	0	0
HUT %	57	47	54	50
	38	42	49	47

10:00 - 10:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KOTA-TV	36%	37%	38%	36%
KEVN-TV	7	2	6	3
KCLO-TV	0	3	4	2
KKRA-LP	0	0	0	0
KNBN-LP	14	16	13	10
* KBHE-TV	0	0	0	0
ADUB	3	2	3	2
HUT %	60	60	64	53
	37	41	37	35

10:30 - 12:00 MID

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KOTA-TV	15%	21%	18%	20%
KEVN-TV	7	5	10	0
KCLO-TV	0	0	0	0
KKRA-LP	0	0	0	0
KNBN-LP	14	13	15	9
* KBHE-TV	0	0	0	0
ADUB	0	3	0	0
HUT %	36	42	43	29
	15	18	14	15

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing				
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing
1993	174	62%	1	1	2	0	2	37%	52.8%	0.0%	52.8%	3.3%	56.1%
1994	170	70	1	1	2	0	2	37	48.5	0.0	48.5	3.0	51.5
1995	171	70	1	1	2	0	2	38	42.5	0.0	42.5	3.0	45.5
1996	171	73	1	1	2	0	2	35	39.8	0.0	39.8	2.8	42.6
1997	173	75	1	1	2	0	2	36	39.5	0.0	39.5	2.3	41.8
1998	174	74	1	1	3	0	2	35	37.8	0.0	37.8	2.3	40.1
1999	175	71	1	1	3	0	2	35	36.3	0.0	36.3	2.3	38.6

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WWNY-TV	32%	27%	35%	28%	32%	26%	32%	28%	50%	40%	45%	42%	25%	19%	20%	24%
WWTI	13	7	6	6	8	7	7	7	3	3	0	6	9	8	7	11
* WPBS-TV	3	3	3	5	3	3	3	4	0	0	0	0	0	0	2	3
ABWT	0	3	0	4	0	3	0	0	0	0	0	0	0	2	2	2
Other	13	8	7	11	3	0	5	6	0	3	4	3	7	5	8	8
HUT %	61	48	51	54	46	39	47	45	53	46	49	51	41	34	39	48
	21	26	25	25	23	20	23	25	22	24	26	26	25	32	35	35

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WWNY-TV	46%	41%	44%	42%	17%	18%	20%	21%	44%	42%	46%	46%	28%	21%	28%	21%
WWTI	4	5	5	5	6	12	11	10	4	9	7	10	0	0	0	7
* WPBS-TV	0	1	0	1	3	2	2	2	0	0	0	0	0	0	0	0
ABWT	3	4	3	3	2	4	3	3	3	0	0	0	0	0	0	0
Other	3	3	3	4	5	6	6	7	2	2	4	4	0	5	7	0
HUT %	56	54	55	55	33	42	42	43	53	53	57	60	28	26	35	28
	43	51	54	55	46	54	52	55	26	27	28	28	11	12	12	11



Watertown, NY Market Overview

DMA Rank: 176
BIA Revenue Rank: 177

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Pop	HH	Pop	HH	Rate	Rate	Pop	HH	Rate	Rate
DMA Population	260	89	251	86	-0.7%	-0.2%	249	86	-0.2%	-0.2%
Households	89	86	86	86	-0.7%	0.0%	86	86	0.0%	0.0%
Retail Sales	1,766	2,095	2,095	2,095	3.5%	2.3%	2,342	2,342	2.3%	2.3%
EBI	3,082	2,972	2,972	2,972	-0.7%	2.2%	3,320	3,320	2.2%	2.2%
Pop Rank #	176									
HH Rank #	176									
RS Rank #	177									
EBI Rank #	177									
DMA Counties	3		White	93.5%			Avg Household	\$ 34,683		
TV Households	85		Black	4.7%			Per Capita	\$ 11,637		
DMA Cable	73%		Asian	1.2%			Spanish Speaking	2.6		
DMA VCR	83%									

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
\$	--	--	7,300	7,600	7,800	8,000	8,000
Δ 98 - 99	3.8%	8,300	2000	2001	2002	2003	Δ 99 - 03
			8,600	8,800	9,100	9,300	2.7%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	5.0%	50.0%	45.0%

Revenue/Retail Sales	1993	1998	2003
	N/A	\$3,821,000	\$3,971,000
Revenue/Capita	1993	1998	2003
	N/A	\$31.87	\$37.35

Watertown, NY Competitive Overview

City Of License	Calls	Visual Power (kW)	Ch	HAAT	DTV	M	L	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est Revenue (000)1/	Est Power Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WWNY-TV Carthage	7	316	cp	725	35			CBS Katz	United Comm Corp	54	8105	8,100	6,300	0.91	83%	28	25	29	27	30	29	31	30				
WWTI Watertown	50	1,000		1,266	21			ABC Young	Ackerley Group	88	0005 p	6,000	2,000	1.42	17%	5	7	6	8	5	6	7	6				
*WPBS-TV Watertown	16	617		1,211	41			PBS	St. Law Valley ETV	71						2	2	2	2	3	2	2	2				
*WNPT-TV Nonwood	18	661		801	23			PBS	St. Law Valley ETV	71																	
ABWT		1						WB	Local Cable Station	98																	
ADJACENT MARKET STATIONS													4	4	5	5	3	4	4	4	4						
TOTAL													39	40	44	44	41	41	41	44	42						
HUT %													30	33	35	36	31	32	39	38							

Note: ABWT is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.



Alexandria, LA Ratings Overview

DMA Rank: 177

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			Stations	%	Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing		Local Viewing
1993	170	72%	1	72%	2	2	1	1	1	39%	47.8%	0.0%	47.8%	1.3%	49.1%	50.9%
1994	171	68	1	68	2	2	1	1	1	39	43.3	3.0	46.3	1.5	47.8	52.2
1995	172	66	1	66	2	2	1	1	1	38	44.5	5.0	49.5	2.0	51.5	48.5
1996	177	72	1	72	2	3	0	1	39	38	48.5	0.0	48.5	2.0	50.5	49.5
1997	177	73	1	73	2	3	0	1	38	39	45.0	0.0	45.0	1.3	46.3	53.7
1998	178	73	1	73	2	4	0	1	39	39	40.5	0.0	40.5	1.5	42.0	58.0
1999	173	72	1	72	2	4	0	1	36	36	38.3	0.0	38.3	1.8	40.1	59.9

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KALB-TV	41%	37%	49%	46%	12%	12%	18%	20%	32%	40%	52%	44%	20%	21%	32%	28%
KLAX-TV	3	6	3	4	4	4	5	4	2	8	7	6	14	11	7	12
WNTZ	0	4	0	4	10	7	0	10	7	4	0	10	0	4	3	2
* KLPA-TV	3	6	5	6	2	0	0	4	0	0	0	2	0	0	2	0
AAXN	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	18	25	18	21	3	6	5	5	4	6	4	7
HUT %	47	55	57	60	46	48	41	59	44	58	64	67	38	42	48	49
	27	28	28	27	28	24	20	26	33	28	23	29	33	32	27	29

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KALB-TV	49%	43%	47%	50%	13%	20%	18%	23%	44%	48%	50%	45%	19%	26%	28%	24%
KLAX-TV	2	4	4	5	9	13	10	10	4	6	6	11	2	4	4	8
WNTZ	4	3	2	5	4	4	5	6	6	4	4	5	8	5	6	8
* KLPA-TV	0	0	0	0	2	1	2	2	0	1	2	0	0	0	0	0
AAXN	1	2	2	0	1	2	3	1	0	0	0	2	0	0	0	5
Other	2	0	0	2	6	10	8	8	2	0	1	2	2	2	2	0
HUT %	58	52	55	62	35	50	46	50	56	59	63	65	31	37	43	45
	51	47	51	51	51	54	57	58	49	48	47	47	27	26	21	25



Alexandria, LA Market Overview

DMA Rank: 177
BIA Revenue Rank: 164

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1998		2003		Growth Rate	
	1993	1998	1998	2003	1998	2003	Rate	Rate
DMA Population	257	242	242	241	-0.1%			
Households	88	84	84	86	0.5%			
Retail Sales	1,543	1,987	1,987	2,566	5.2%			
EBI	2,885	3,026	3,026	3,835	4.9%			
Pop Rank #	177							
DMA Counties	4	White	70.5%	Avg Household	\$ 35,936			
TV Households	83	Black	27.7%	Per Capita	\$ 12,529			
DMA Cable	71%	Asian	1.3%	Spanish Speaking	2.8			
DMA VCR	80%							

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
\$	9,000	10,200	11,200	11,400	11,700	12,200	6.2%
Δ 98 - 99	2.9%	12,500	13,100	13,500	14,100	14,400	3.6%

Estimated Breakouts	% Network	5.0%	% Natl/Regl	30.0%	% Local	65.0%	
Revenue/Retail Sales	1993	1998	2003				
Revenue/Capita	\$5.83/1,000	\$6.14/1,000	\$5.61/1,000				
	\$35.02	\$50.41	\$59.75				

Alexandria, LA Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV Ch	M A Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)																									
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97														
KALB-TV	Alexandria	5	100	1,591	35	NBC	Katz	Media General	54	9701	g	8,600	0.98	70%	22	26	27	28	23	23	27	29	25																	
KLAX-TV	Alexandria	31	1,290	1,093	32	ABC	Katz	Pollack Bcstg Co	83	8805	1,100	2,400	1.13	17%	5	8	7	7	5	7	5	7	7	6																
WNTZ	Natchez	48	500	200	49	FOX		White Knight Bcstg	85	9810	7,000	1,500	0.92	13%	5	5	3	7	4	4	4	4	5	7																
*KLPA-TV	Alexandria	25	2,040	1,362	26	PBS	WB	Louisiana ETV	83						2	2	2	2	1	2	2	2	2	2																
AAXN			1			WB		Local Cable Station	98																															
ADJACENT MARKET STATIONS												5	8	6	7	7	7	8	8																					
TOTAL												37	47	45	51	40	47	51	48																					
HUT %												36	35	34	37	36	34	37	40																					

Allocations: Ch 41, Alexandria Note: AAXN is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.



Jonesboro, AR Ratings Overview

DMA Rank: 178

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	175	59%	1	0	0	1	0	1	36%	37.8%	0.0%	37.8%	1.8%	39.6%	60.4%
1994	176	66	1	0	0	1	0	1	36	36.8	0.0	36.8	0.5	37.3	62.7
1995	180	67	1	0	0	1	0	1	35	32.8	0.0	32.8	1.0	33.8	66.2
1996	180	68	1	0	0	1	0	1	35	28.0	0.0	28.0	0.0	28.0	72.0
1997	180	70	1	0	0	1	0	1	36	28.5	0.0	28.5	0.3	28.8	71.2
1998	181	71	1	1	1	1	1	1	35	26.8	0.0	26.8	1.3	28.1	71.9
1999	178	69	1	1	1	2	1	1	34	26.3	0.0	26.3	0.0	26.3	73.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KAIT-TV	38%	44%	49%	24%	25%	30%	30%	29%	36%	30%	29%	36%	19%	17%	26%
* KTEJ	3	3	5	2	0	4	0	0	0	0	0	0	0	0	0
Other	5	7	2	6	12	9	9	7	9	9	4	4	12	13	12
HUT %	46	54	56	32	37	43	36	37	38	45	32	32	31	30	38
	26	29	28	27	24	24	22	30	26	27	23	23	31	29	31

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID				
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00
KAIT-TV	41%	47%	52%	18%	25%	28%	21%	41%	50%	61%	45%	17%	19%	25%
* KTEJ	0	0	1	1	2	2	2	0	3	1	0	0	0	0
AJOS	1	2	0	0	1	0	0	0	0	0	0	0	0	0
Other	3	4	3	11	18	15	16	5	7	3	7	11	9	10
HUT %	45	53	56	30	46	45	39	46	60	65	52	28	28	35
	47	46	54	51	55	60	54	48	47	48	42	26	19	20



Jonesboro, AR Market Overview

DMA Rank: 178

Demographic and Economic Overview

(000s, except Retail Sales and EB1 in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Rate	Rate
DMA Population	197	1.5%	212	1.5%	212	1.5%	219	0.7%		
Households	78	1.5%	84	1.5%	84	0.9%	88	0.9%		
Retail Sales	1,284	8.8%	1,961	8.8%	1,961	5.9%	2,611	5.9%		
EB1	2,352	3.7%	2,818	3.7%	2,818	5.8%	3,744	5.8%		
Pop Rank #	178		8		8		8			
HH Rank #	177		83		83		83			
RS Rank #	180		67%		67%		67%			
EB1 Rank #	178		84%		84%		84%			
DMA Counties			White	96.5%	Avg Household	\$ 33,708				
TV Households			Black	2.7%	Per Capita	\$ 13,324				
DMA Cable			Asian	0.4%	Spanish Speaking	1.3				
DMA VCR										

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	1998 - 99	2000	2001	2002	2003	1998 - 99	2003

Estimated Breakouts	% Network	% Natl/Regl	% Local

Revenue/Retail Sales Revenue/Capita

Jonesboro, AR Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	M	L	Year Date Std Acq'd	Sales Price (000)	Est Revenue (000) 1/	Est Power Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)												
													Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97	
KAIT-TV	Jonesboro	8	316	1,749	9	ABC	HRP	63	8611	g	100%	23	27	31	26	26	27	26	26	27	26	26	27		
KVTJ	Jonesboro	48	1,410	974	49	IND	Agape Church Inc	98																	
*KTEJ	Jonesboro	19	1,230	1,020	20	PBS	AR ETV Comm	76																	
AJOS			1			WB	Local Cable Station	99																	
ADJACENT MARKET STATIONS													8	12	11	11	11	13	12	13					
TOTAL													31	39	44	37	37	40	38	40					
HUT %													35	33	37	33	36	31	36	35					

Note: AJOS is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Marquette, MI Ratings Overview

DMA Rank: 179

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	
1993	180	71%	2	0	2	0	1	37%	48.0%	0.0%	48.0%	2.8%	50.8%	49.2%	
1994	187	78	2	0	2	0	1	35	47.3	0.0	47.3	2.3	49.6	50.4	
1995	175	72	3	0	2	1	1	35	40.8	0.0	40.8	2.5	43.3	56.7	
1996	175	75	4	0	3	1	1	36	43.8	0.0	43.8	2.5	46.3	53.7	
1997	176	75	4	0	3	1	1	34	42.0	0.0	42.0	2.0	44.0	56.0	
1998	175	72	4	0	3	1	1	34	44.3	0.0	44.3	1.5	45.8	54.2	
1999	177	74	4	0	3	1	1	34	40.0	0.0	40.0	1.8	41.8	58.2	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WJMN-TV	4%	3%	2%	3%	18%	18%	20%	19%	19%	27%	27%	21%	13%	12%	14%	12%
WBKP	7	5	6	5	6	5	8	3	6	4	7	10	4	5	5	5
WLUC-TV	43	54	51	44	18	13	12	17	15	10	10	8	20	25	27	20
* WNMU-TV	3	2	0	3	0	3	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	7	5	4	6	4	0	3	6	8	12	10	8
HUT %	57	64	59	55	49	44	44	45	44	41	47	45	45	54	56	45
	20	25	26	24	22	20	23	22	21	20	24	23	28	28	36	33

6:00 - 8:00 PM

Calls	6:00 - 8:00 PM			
	Jul 00	May 00	Feb 00	Nov 99
WJMN-TV	10%	10%	9%	10%
WBKP	7	6	8	6
WLUC-TV	39	43	41	40
* WNMU-TV	1	0	2	0
ABMK	0	1	0	0
Other	6	5	6	5
HUT %	63	65	66	61
	44	47	56	52

PRIME TIME

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WJMN-TV	9%	14%	13%	14%
WBKP	10	16	16	13
WLUC-TV	11	14	15	18
* WNMU-TV	3	2	4	3
ABMK	0	0	0	0
Other	2	5	5	5
HUT %	35	51	53	53
	44	54	58	57

11:00 - 11:30 PM

Calls	11:00 - 11:30 PM			
	Jul 00	May 00	Feb 00	Nov 99
WJMN-TV	4%	3%	4%	3%
WBKP	12	7	9	11
WLUC-TV	40	49	48	44
* WNMU-TV	0	0	0	0
ABMK	0	0	0	0
Other	2	1	0	2
HUT %	58	60	61	60
	38	42	41	37

11:30 - 1:00 AM

Calls	11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99
WJMN-TV	4%	11%	6%	5%
WBKP	5	4	0	8
WLUC-TV	25	22	32	23
* WNMU-TV	0	0	0	0
ABMK	0	0	0	0
Other	7	0	0	0
HUT %	41	37	38	36
	17	17	18	17



Marquette, MI Market Overview

DMA Rank: 179
BIA Revenue Rank: 170

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1998		2003		Growth Rate	
	1993	1998	1998	2003	1998	2003	1998	2003
DMA Population	227	219	219	213	-0.7%	-0.6%		
Households	87	84	84	84	-0.7%	0.0%		
Retail Sales	1,714	2,366	2,366	2,938	6.7%	4.4%		
EBI	2,842	2,783	2,783	3,202	-0.4%	2.8%		
Pop Rank # 179	DMA Counties	11	White	96.3%	Avg Household	\$ 33,010		
HH Rank # 177	TV Households	82	Black	1.0%	Per Capita	\$ 12,730		
RS Rank # 169	DMA Cable	75%	Asian	0.9%	Spanish Speaking	0.6		
EBI Rank # 179	DMA VCR	85%						

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993		1994		1995		1996		1997		1998		1999		2000		2001		2002		2003		2003		
	ESTIMATED	GROSS	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES	REVENUES
ESTIMATED	\$	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
GROSS																									
REVENUES																									
★ ★ ★																									
Δ 98-99																									
-2.7%																									
10,700																									
11,600																									
11,900																									
12,900																									
13,200																									
11,000																									
10,300																									
9,700																									
5.0%																									
47.0%																									
48.0%																									
N/A																									
N/A																									
\$4.65/1,000																									
\$50.23																									
\$4.49/1,000																									
\$61.97																									

Marquette, MI Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	L M	Ch A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WJMN-TV	Escanaba	3	100	1,191	48	CBS	TelRp	CBS	TV Stations Div	69	0005	g	4,100	1.13	34%	11	14	14	13	13	14	14	14	14			
WBKP	Calumet	5	100	968	18	ABC	Katz	ABC	Scanlan Comm Inc	96			1,400	0.73	18%	8	9	10	9	8	6	7	8	8			
WLUC-TV	Marquette	6	100	971	35	NBC	Katz	NBC	Raycom Media Inc	56	9703	g	5,200	1.01	48%	19	20	19	18	17	21	20	20	20			
WDHS	Iron Mountain	8	30	561	22	IND		IND	Withers Bcstg Co	89	9611	750				2	2	2	2	2	2	2	1	2			
*WNMU-TV	Marquette	13	316	1,069	33	PBS	WB	PBS	N MI University	72						2	2	2	2	2	2	2	1	2			
ABMK			1			WB		WB	Local Cable Station	00						5	3	5	8	2	3	5	8	8			
													TOTAL														
													45	48	50	50	42	46	47	52							
													HUT %														
													29	31	37	36	30	33	36	36							

Allocations: Ch 19, Marquette; Ch 10, Ishpeming Note: ABMK is a local cable channel carrying WB programming



Harrisonburg, VA Ratings Overview

DMA Rank: 180

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing	Ind Viewing	Commercial Viewing		PTV Viewing	Local Viewing	All Other Viewing
			Stations	Stations	Stations	Stations							Viewing	Viewing			
1993	201	55%	2	0	1	1	1	1	30%	31.5%	0.0%	31.5%	2.5%	34.0%	66.0%		
1994	201	62	2	0	1	1	1	31	28.0	28.0	0.0	28.0	2.0	30.0	70.0		
1995	202	65	2	0	1	1	1	31	27.5	27.5	0.0	27.5	2.5	30.0	70.0		
1996	201	70	2	0	1	1	1	32	23.3	23.3	0.0	23.3	2.3	25.6	74.4		
1997	178	74	2	0	1	1	1	32	21.8	21.8	0.0	21.8	2.0	23.8	76.2		
1998	177	76	2	0	1	1	1	32	20.0	20.0	0.0	20.0	2.0	22.0	78.0		
1999	180	74	2	0	1	1	1	31	21.3	21.3	0.0	21.3	2.0	23.3	76.7		

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WHSV-TV	40%	39%	38%	14%	14%	12%	28%	29%	26%	19%	16%	19%
* WVPT	3	5	3	0	0	5	0	0	0	0	0	2
Other	21	15	13	29	29	22	20	22	19	26	25	22
HUT %	64	59	55	43	43	39	48	51	45	45	41	43
	21	23	19	19	17	14	21	21	20	23	30	28

Calls	6:00 - 8:00 PM			PRIME TIME			11:00 - 11:30 PM			11:30 - 1:00 AM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WHSV-TV	37%	35%	37%	16%	23%	18%	33%	41%	35%	12%	14%	15%
* WVPT	1	2	3	3	2	3	0	0	0	0	0	0
Other	23	25	21	24	29	27	11	20	16	6	21	8
HUT %	61	62	61	43	54	48	44	61	51	18	35	23
	43	45	52	43	51	49	22	27	20	10	11	8



Harrisonburg, VA Market Overview

DMA Rank: 180

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998	1998	2003	Growth Rate
DMA Population	157	213	6.3%	213	221	0.7%
Households	57	80	7.0%	80	85	1.2%
Retail Sales	1,066	2,205	15.6%	2,205	2,882	5.5%
EBI	2,134	3,039	7.3%	3,039	3,649	3.7%
Pop Rank # 180	DMA Counties 6 White 93.4% Avg Household \$ 38,135					
HH Rank # 180	TV Households 78 Black 5.9% Per Capita \$ 14,256					
RS Rank # 175	DMA Cable 74% Asian 0.7% Spanish Speaking 1.2					
EBI Rank # 175	DMA VCR 82%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
				DATA NOT AVAILABLE			
Δ 98 - 99	1999	2000	2001	2002	2003	2003	Δ 99 - 03

Estimated Breakouts	% Network	% Natl/Regl	% Local
	1993	1998	2003

Revenue/Retail Sales Revenue/Capita

Harrisonburg, VA Competitive Overview

City Of License	Ch	Visual Power (kW)	HAAT	Ch A	DTV M	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)							
WHSV-TV Harrisonburg	3	8	2,120	49	ABC	Kaiz	Benedek Bcsig Corp	53 8611	g	100%	21	23	22	21	22	21	21	21	21	
WAZT-LP Woodstock	10	1			IND		Ruarch Associates	85												
*WVPT Staunton	51	525	2,231	11	PBS		Shenandoah Viley ETV	68												
ADJACENT MARKET STATIONS																				
TOTAL																				
HUT %																				

1/ See introduction section for interpretation of revenue estimates.

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Commercial Viewing		PTV Viewing		Local Viewing		All Other Viewing	
			Stations	Stations	Stations	Stations					Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %
1993	173	71%	1	1	1	2	0	1	41%	46.8%	0.0%	46.8%	0.8%	47.6%	52.4%					
1994	175	70	1	1	2	2	0	1	37	44.5	0.0	44.5	0.8	45.3	54.7					
1995	177	71	1	1	2	2	0	1	40	41.5	0.0	41.5	0.0	41.5	58.5					
1996	178	72	1	1	2	2	0	1	42	38.3	0.0	38.3	0.8	39.1	60.9					
1997	181	72	1	1	2	2	0	1	40	37.5	0.0	37.5	0.0	37.5	62.5					
1998	180	73	1	1	3	3	0	1	39	35.5	0.0	35.5	0.0	35.5	64.5					
1999	181	73	1	1	3	3	0	1	39	34.5	0.0	34.5	0.3	34.8	65.2					

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WABG-TV	26%	22%	22%	24%	11%	13%	13%	9%	50%	47%	48%	50%	22%	22%	18%	23%
WXVT	13	9	16	16	29	35	33	37	7	11	6	12	13	12	12	14
* WMAO-TV	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
ABWD	0	3	0	0	0	0	0	0	0	0	0	0	1	3	0	0
Other	0	0	3	6	3	0	0	5	0	0	2	2	3	0	3	3
HUT %	39	34	41	46	45	48	46	51	57	58	56	64	39	37	33	40
	30	26	29	27	35	28	27	31	42	32	32	38	40	35	35	35

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WABG-TV	23%	24%	22%	27%	13%	14%	14%	14%	27%	27%	24%	29%	14%	16%	14%	24%
WXVT	20	20	20	22	10	11	13	17	22	22	24	27	7	8	11	14
* WMAO-TV	0	0	0	0	1	1	1	2	0	0	0	1	0	0	0	0
ABWD	0	0	0	0	0	1	0	0	3	0	0	0	12	2	3	0
Other	2	0	3	5	1	0	3	5	1	0	2	5	0	0	0	0
HUT %	45	44	45	54	25	27	31	38	53	49	50	62	33	26	28	38
	54	51	57	54	55	56	59	56	53	55	49	49	31	32	26	25



Greenwood-Greenville, MS Market Overview

DMA Rank: 181
BIA Revenue Rank: 183

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Pop	Rate	Households	Rate	Households	Rate	Households	Rate	Households	Rate
DMA Population	241	-0.3%	238	-0.3%	238	-0.5%	232	-0.5%		
Households	79	0.0%	79	0.0%	79	-0.3%	78	-0.3%		
Retail Sales	1,283	2.8%	1,474	2.8%	1,474	3.1%	1,713	3.1%		
EBI	2,312	2.8%	2,654	2.8%	2,654	5.3%	3,440	5.3%		
Pop Rank # 181	DMA Counties		8	White	39.6%	Avg Household	\$ 33,766			
HH Rank # 181	TV Households		76	Black	59.8%	Per Capita	\$ 11,170			
RS Rank # 193	DMA Cable		74%	Asian	0.4%	Spanish Speaking	0.8			
EBI Rank # 181	DMA VCR		66%							

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	1998	2003	1998	2003
\$	--	--	--	--	--	6,600	7,300	7,700	8,000	8,500	8,900	6,600	8,900		
Δ '98 - '99	10.6%														

Estimated Breakouts			% Network	3.0%	% Natl/Regl	32.0%	% Local	65.0%							
Revenue/Retail Sales			1993	N/A	1998	\$4.48/1,000	2003	\$5.20/1,000							
Revenue/Capita			1993	N/A	1998	\$27.73	2003	\$38.36							

Greenwood-Greenville, MS Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV Ch	M A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est '99 Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 98
WABG-TV	Greenwood	6	100	1,959	54	ABC	Katz	Bahakel Comm	59	9905	5,200	4,300	1.11	53%	20	19	18	21	17	19	18	18	18	18		
WXVT	Greenville	15	2,750	889	17	CBS	Blair	Saga Comm Inc	80			3,000	0.87	47%	13	14	14	18	14	14	16	15	15	18		
WDTL-TV	Greenville	44	1,000	476				Tarkenton, Dallas M																		
*WMAO-TV	Greenwood	23	646	1,040	25	PBS	WB	MS Auth for ETV	72																	
ABWD			1					Local Cable Station	98																	
ADJACENT MARKET STATIONS															2	0	2	4	2	3	5	3				
TOTAL															36	33	34	44	33	38	38	39				
HUT %															41	38	40	40	43	37	37	39				

Note: ABWD is a local cable channel carrying WB programming



Bowling Green, KY Market Overview

DMA Rank: 182

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998	1998	2003	Growth Rate
DMA Population	184	198	1.5%	198	209	1.1%
Households	70	76	1.7%	76	82	1.5%
Retail Sales	1,450	1,902	5.6%	1,902	2,495	5.6%
EBI	2,214	2,696	4.0%	2,696	3,655	6.3%
Pop Rank # 182	DMA Counties 8 White 93.2% Avg Household \$ 35,385					
HH Rank # 182	TV Households 76 Black 6.0% Per Capita \$ 13,611					
RS Rank # 181	DMA Cable 55% Asian 0.6% Spanish Speaking 0.6					
EBI Rank # 180	DMA VCR 81%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
				DATA NOT AVAILABLE			
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03

Estimated Breakouts	% Network	% Natl/Regl	% Local
	1993	1998	2003

Revenue/Retail Sales Revenue/Capita

Bowling Green, KY Competitive Overview

City Of License	Ch	Visual Power (kW)	HAAT	DTV	M Ch A	L Ch A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power '99 Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)								
WBKO	Bowling Green	13	316	742	33	ABC	Katz	Benedek Bcsig Corp	62	8302	4,000	88%	25	27	26	24	22	26	25	25			
WKNT	Bowling Green	40	776	801	16	FOX	Petry	Northwest Bcsig Inc	89	9712	p	12%	3	2	3	3	3	4	3	3	3		
*WKYU-TV	Bowling Green	24	398	650	18	PBS		Western KY Univ	88														
*WKGB-TV	Bowling Green	53	676	810	48	PBS		KY Authority Educ TV	68														
ABWG			1			WB		Local Cable Station	98														

ADJACENT MARKET STATIONS

TOTAL	10	12	13	13	11	17	15	17
HUT %	38	41	42	40	36	47	43	45
	30	30	36	34	32	31	36	33

Note: ABWG is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Meridian, MS Ratings Overview

DMA Rank: 183

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Ind Viewing		Commercial Viewing		PTV Viewing		All Other Viewing	
		Pct	Stations	Stations	Pct					Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing
1993	181	50%	1	2	2	1	1	37%	47.5%	0.0%	47.5%	0.0%	0.8%	48.3%	51.7%				
1994	181	50	1	2	3	0	1	39	52.5	0.0	52.5	0.0	0.5	53.0	47.0				
1995	181	51	1	2	3	0	1	37	49.8	0.0	49.8	0.0	0.0	49.8	50.2				
1996	182	53	1	2	3	0	1	36	47.0	0.0	47.0	0.0	0.0	47.0	53.0				
1997	183	52	1	2	3	0	1	37	41.5	0.0	41.5	0.0	0.0	41.5	58.5				
1998	183	54	1	2	4	0	1	38	39.0	0.0	39.0	0.0	0.0	39.0	61.0				
1999	183	54	1	2	4	0	1	37	38.5	0.0	38.5	0.0	0.0	38.5	61.5				

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM				
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00
WTOK-TV	37%	43%	48%	15%	28%	23%	22%	33%	34%	23%	17%	33%	27%	22%
WMDN	0	5	3	14	12	11	18	17	21	19	17	9	10	11
WGBC	7	9	6	2	3	4	10	4	8	5	5	3	5	6
* WMAW-TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0
HUT %	44	57	57	31	43	38	50	54	63	47	39	45	42	39
	27	25	31	28	22	27	34	27	27	26	30	28	29	29

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WTOK-TV	46%	48%	45%	16%	21%	21%	46%	42%	42%	24%	23%	24%	24%	23%	24%
WMDN	3	3	3	10	9	10	5	4	7	7	3	5	5	5	5
WGBC	5	2	4	6	7	8	3	7	7	6	5	5	7	6	6
* WMAW-TV	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
HUT %	54	53	52	34	37	39	54	53	56	36	31	35	24	20	21
	47	45	50	48	50	54	47	41	45	43	24	23	23	23	21



Jackson, TN Ratings Overview

DMA Rank: 184

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations			# Network Affiliates			# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing			Commercial Viewing			PTV Viewing			Local Viewing			All Other Viewing		
			Stations	Stations	Stations	Stations	Stations	Stations				Stations	Stations	Stations	Stations	Stations	Stations	Stations	Stations	Stations	Stations	Stations	Stations	Stations	Stations	Stations
1993	185	61%	1	1	1	1	1	1	1	36%	32.5%	4.0%	36.5%	2.0%	38.5%	61.5%										
1994	182	58	1	1	1	1	1	1	33	30.0	3.0	33.0	1.5	34.5	65.5											
1995	186	59	1	1	1	1	1	1	35	27.0	2.8	29.8	1.5	31.3	68.7											
1996	185	62	1	1	2	0	1	1	34	27.3	0.0	27.3	1.0	28.3	71.7											
1997	187	63	1	1	2	0	1	1	34	26.5	0.0	26.5	1.3	27.8	72.2											
1998	185	63	1	1	2	0	1	1	35	26.5	0.0	26.5	1.5	28.0	72.0											
1999	184	64	1	1	3	0	1	1	34	23.3	0.0	23.3	0.5	23.8	76.2											

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WBBJ-TV	30%	35%	33%	27%	23%	21%	25%	19%	51%	38%	40%	30%	32%	25%	23%	13%
WMTU	0	0	0	0	0	0	0	0	0	3	4	0	0	0	2	0
* WLJT-TV	3	3	3	4	2	0	0	0	0	0	0	0	0	2	0	6
ABJK	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
Other	26	15	22	14	28	15	22	24	12	11	21	21	16	15	30	24
HUT %	59	53	58	45	55	36	47	43	63	52	65	51	48	42	55	43
	23	26	27	25	28	24	24	22	31	28	28	24	29	28	31	28

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WBBJ-TV	41%	39%	43%	36%	20%	23%	24%	19%	35%	36%	47%	30%	15%	14%	19%	13%
WMTU	0	0	0	2	0	2	2	1	3	3	1	2	4	5	6	8
* WLJT-TV	1	0	0	3	1	0	1	1	0	0	0	0	0	0	0	0
ABJK	4	2	3	0	2	2	1	0	0	0	4	1	2	5	5	4
Other	17	16	22	20	15	20	24	19	15	16	21	21	12	15	19	11
HUT %	63	57	68	61	38	47	52	40	53	55	73	54	33	39	49	36
	46	44	52	48	45	51	54	51	45	43	45	44	21	24	23	22



Jackson, TN Market Overview

DMA Rank: 184
BIA Revenue Rank: 174

Demographic and Economic Overview

(000s, except Retail Sales and EB1 in \$000,000s)

	1998		1998		2003		Growth Rate	
	1993	1998	1998	2003	1998	2003	1998	2003
DMA Population	155	165	165	172	0.8%			
Households	60	64	64	68	1.2%			
Retail Sales	1,293	1,646	1,646	2,114	5.1%			
EB1	1,995	2,484	2,484	3,386	6.4%			
Pop Rank # 184						Avg Household	\$ 38,572	
HH Rank # 184						Per Capita	\$ 15,018	
RS Rank # 185						Spanish Speaking	0.7	
EB1 Rank # 184								
						White	77.9%	
						Black	21.8%	
						Asian	0.3%	
						DMA Counties	4	
						TV Households	64	
						DMA Cable	65%	
						DMA VCR	81%	

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
\$	--	--	--	--	--	8,300	Δ 93 - 98
Δ 98 - 99	6.7%	8,800	9,300	9,700	10,100	10,600	Δ 99 - 03
★ ★							4.7%
Estimated Breakouts			% Network	% Natl/Regl	% Local		
			2.0%	38.0%	60.0%		
Revenue/Retail Sales			1993	1998	2003		
			N/A	\$5.04/1,000	\$5.01/1,000		
Revenue/Capita			N/A	\$50.30	\$61.63		

Jackson, TN Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	L M A	Ch A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WBBJ-TV	Jackson	7	316	1,060	43	ABC	43		Katz	Bahakel Comm	55	6608	25	7,600	0.95	91%	28	25	27	20	21	21	22	24				
● WMTU	Jackson	16	4,680	1,056	39	UPN	39		Young	Clear Channel TV Inc	85	9908 p		1,200	1.52	9%	2	2	2	2	2	2	2	2				
*WLJT-TV	Lexington	11	316	640	47	PBS	47			W TN Pub TV Council	85																	
ABJK			1			WB				Local Cable Station	99						2							2				
ADJACENT MARKET STATIONS												16	16	23	22	18	18	21	21									
TOTAL												46	43	52	46	41	42	45	49									
HUT %												33	32	35	33	35	33	36	34									

Note: ABJK is a local cable channel carrying WB programming

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.



Parkersburg, WV Ratings Overview

DMA Rank: 185

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network		Commercial		PTV		Local		All Other Viewing
		Pct	Pct	Viewing	Viewing					Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	
1993	183	74%	0	1	1	0	0	0	37%	26.0%	26.0%	0.0%	26.0%	0.0%	0.0%	26.0%	26.0%	74.0%
1994	183	75	0	1	1	0	0	0	36	25.8	25.8	0.0	25.8	0.0	0.0	25.8	25.8	74.2
1995	185	74	0	1	1	0	0	0	36	26.5	26.5	0.0	26.5	0.0	0.0	26.5	26.5	73.5
1996	184	77	0	1	1	0	0	0	37	29.8	29.8	0.0	29.8	0.0	0.0	29.8	29.8	70.2
1997	186	77	0	1	1	0	0	0	38	27.3	27.3	0.0	27.3	0.0	0.0	27.3	27.3	72.7
1998	186	78	0	1	2	0	0	0	35	24.5	24.5	0.0	24.5	0.0	0.0	24.5	24.5	75.5
1999	186	77	0	1	2	0	0	0	34	23.8	23.8	0.0	23.8	0.0	0.0	23.8	23.8	76.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WTAP-TV	55%	59%	55%	55%	16%	23%	24%	21%	30%	34%	32%	27%	17%	16%	18%	14%
Other	4	8	8	4	26	22	25	23	9	22	18	18	19	33	34	33
HUT %	59	67	63	59	42	45	49	44	39	56	50	45	36	49	52	47
	23	30	31	26	23	21	26	23	24	22	28	21	27	28	34	31

Calls	6:00 - 8:00 PM				PRIME TIME				11:00 - 11:30 PM				11:30 - 1:00 AM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WTAP-TV	43%	43%	45%	40%	13%	16%	18%	16%	57%	61%	66%	58%	29%	29%	31%	32%
ABPB	2	2	2	1	0	1	1	1	0	0	0	0	0	0	0	0
Other	13	18	20	19	21	37	33	30	5	7	4	13	6	4	6	4
HUT %	58	63	67	60	34	54	52	47	62	68	70	71	35	33	37	36
	43	43	54	50	46	53	58	54	36	35	42	37	17	14	18	14



Parkersburg, WV Market Overview

DMA Rank: 185

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998 Growth Rate	1998	2003	2003 Growth Rate
DMA Population	158	158	0.0%	158	155	-0.4%
Households	62	63	0.3%	63	63	0.0%
Retail Sales	1,310	1,682	5.1%	1,682	2,093	4.5%
EBI	2,173	2,362	1.7%	2,362	2,881	4.1%
Pop Rank # 185	DMA Counties 3					
HH Rank # 185	TV Households 62					
RS Rank # 184	DMA Cable 77%					
EBI Rank # 186	DMA VCR 83%					
	White 98.3%		Avg Household \$ 37,730			
	Black 1.1%		Per Capita \$ 14,949			
	Asian 0.4%		Spanish Speaking 0.4			

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
					DATA NOT AVAILABLE		
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03

Estimated Breakouts	% Network	% Natl/Regl	% Local
	1993	1998	2003

Revenue/Retail Sales Revenue/Capita

Parkersburg, WV Competitive Overview

City Of License	Ch	Visual Power (KW)	HAAT	DTV Ch	M A	Rep	Owner	Year Date Std Acq'd	Est '99 Revenue (000) T/ Ratio	Est Power '99 LCS	Avg	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)							
Calls	WTAP-TV	15	234	620	49	NBC	Katiz	53 7910	2,200	100%		Jul 00	May 00	Jul 99	May 99	Nov 98	Feb 99	Nov 98	
ABPB		1				WB	Local Cable Station	98				16	27	25	20	24	26	26	28
												TOTAL	38	51	46	42	52	50	52
												HUT %	30	31	38	34	32	38	35

Allocations: Ch 39, Parkersburg Note: ABPB is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Great Falls, MT Ratings Overview

DMA Rank: 186

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES					All Other Viewing
			Stations	%	Stations	%					Network Viewing	Commercial Viewing	PTV Viewing	Local Viewing		
1993	182	56%	2	1	3	0	0	32%	63.3%	63.3%	0.0%	0.0%	63.3%	36.7%		
1994	180	57	2	1	3	0	0	33	62.8	62.8	0.0	0.0	62.8	37.2		
1995	183	56	2	1	3	0	0	32	59.0	59.0	0.0	0.0	59.0	41.0		
1996	183	61	2	1	3	0	0	32	56.3	56.3	0.0	0.0	56.3	43.7		
1997	184	58	2	1	3	0	0	31	51.3	51.3	0.0	0.0	51.3	48.7		
1998	184	58	2	1	4	0	0	31	47.5	47.5	0.0	0.0	47.5	52.5		
1999	185	57	2	1	4	0	0	32	43.5	43.5	0.0	0.0	43.5	56.5		

Daypart Share Analysis

Calls	6:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KRTV	13%	10%	9%	17%	23%	20%	15%	19%	15%	16%	20%	18%
KFBB-TV	16	21	18	9	12	9	9	15	13	6	11	8
KTGF	6	14	13	5	8	4	17	21	13	12	13	13
HUT %	35	45	40	31	43	33	41	55	41	34	44	38
	13	18	20	18	17	19	19	18	20	20	21	25

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KRTV	37%	35%	34%	14%	16%	17%	33%	30%	34%	13%	12%	15%
KFBB-TV	15	14	15	15	18	17	20	23	24	12	9	10
KTGF	6	5	4	10	14	12	7	8	4	8	13	15
AWGF	0	0	0	0	0	1	0	2	1	0	0	0
HUT %	58	54	53	39	48	46	60	63	63	33	34	35
	38	43	49	39	50	54	41	46	43	21	21	19



Great Falls, MT Market Overview

DMA Rank: 186
BIA Revenue Rank: 191

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1999		2000		2001		2002		2003	
	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate
DMA Population	171	-0.4%	168	-0.7%	162	-0.3%	167	2.4%	162	2.9%	162	-0.7%
Households	63	0.0%	63	0.0%	62	-0.3%	62	0.0%	62	0.0%	62	-0.3%
Retail Sales	1,327	2.3%	1,487	1.4%	1,487	0.0%	1,674	2.4%	1,674	0.0%	1,674	0.0%
EBI	2,327	-0.1%	2,310	-0.1%	2,310	0.0%	2,662	2.9%	2,662	0.0%	2,662	0.0%
Pop Rank # 186	DMA Counties		13	White	86.9%	Avg Household	\$ 36,719					
HH Rank # 185	TV Households		61	Black	0.9%	Per Capita	\$ 13,715					
RS Rank # 192	DMA Cable		55%	Asian	0.7%	Spanish Speaking	1.4					
EBI Rank # 188	DMA VCR		84%									

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Δ 93 - 98	Δ 99 - 03
ESTIMATED GROSS REVENUES	\$ 4,200	4,900	5,200	5,800	4,600	5,100	4,800	5,500	5,200	5,800	5,700	Δ 3.8%	Δ 4.4%
Δ 98 - 99	-5.0%												
Δ 99 - 03	-5.0%												
Estimated Breakouts	% Network		% Natl/Regl		% Local								
	12.0%		25.0%		63.0%								
Revenue/Retail Sales	1993		1998		2003								
	\$3.17/1,000		\$3.43/1,000		\$3.41/1,000								
Revenue/Capita	1993		1998		2003								
	\$24.56		\$30.36		\$35.19								

Great Falls, MT Competitive Overview

City Of License	Calls	Visual Power (kW)	Ch	HAAT	DTV	L M	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power '99	Ratio LCS	Avg	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	Aug 00	Sep 00	Oct 00	Nov 00	Dec 00	Jan 01	Feb 01	Mar 01	Apr 01	May 01	Jun 01
KRTV	3	100	591	44	CBS	Peary	Evening Post Publishing	58	8610	g	2,300	1.00	48%	18	19	19	20	21	22	21	22	21	15						
KFBB-TV	5	100	591	39	ABC	Katz	Dix Communications	54	8204	5,200	1,700	1.22	29%	12	14	13	14	12	12	13	13	15	15						
KBBJ	11	316	482				Sunbelt Bcastg Co	NOA																					
KBAO	13	5	1,929				Sunbelt Bcastg Co	NOA																					
KTGF	16	2,040	1,047	45	NBC	Blair	Continental TV Ntwk	86			800	0.72	23%	9	12	9	11	8	12	10	10	11	11						
AWGF	1				WB		Local Cable Station	98																					

Allocations: Ch 26, Great Falls Note: AWGF is a local cable channel carrying WB programming

TOTAL	39	45	41	44	40	45	45	47
HUT %	26	29	32	34	27	31	34	32

1/ See introduction section for interpretation of revenue estimates.

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Ind Viewing		Commercial Viewing		PTV Viewing		Local Viewing		All Other Viewing	
			3%	4%	3%	4%					3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%
1993	189	57%	2	0	2	0	0	0	0	32%	47.0%	0.0%	47.0%	0.0%	47.0%	0.0%	47.0%	0.0%	47.0%	0.0%	47.0%	53.0%
1994	184	61	2	0	2	0	0	0	0	32	43.3	0.0	43.3	0.0	43.3	0.0	43.3	0.0	43.3	0.0	43.3	56.7
1995	184	62	2	0	2	0	0	0	0	31	38.5	5.0	43.5	0.0	43.5	0.0	43.5	0.0	43.5	0.0	43.5	56.5
1996	189	64	3	1	4	0	0	0	0	31	43.5	0.0	43.5	0.0	43.5	0.0	43.5	0.0	43.5	0.0	43.5	56.5
1997	191	65	3	1	4	0	0	0	0	30	54.0	0.0	54.0	0.0	54.0	0.0	54.0	0.0	54.0	0.0	54.0	46.0
1998	191	66	3	1	5	0	0	0	0	31	50.0	0.0	50.0	0.0	50.0	0.0	50.0	0.0	50.0	0.0	50.0	50.0
1999	188	65	4	1	6	0	0	0	0	29	47.0	0.0	47.0	0.0	47.0	0.0	47.0	0.0	47.0	0.0	47.0	53.0

Daypart Share Analysis

Calls	6:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KFOX	0%	3%	0%	0%	3%	0%	0%	0%	3%	9%	6%	0%	0%	3%	0%	0%
KREX-TV	10	6	7	8	16	20	23	19	19	21	16	15	16	21	18	15
KJCT	19	32	28	21	10	11	13	15	8	7	10	15	7	7	8	8
KKCO	18	12	14	22	10	7	8	11	14	9	14	16	12	7	20	11
KGJT-LP	0	0	0	0	0	0	0	4	0	0	0	10	0	0	0	3
* KRMJ	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	4	3	0	0	0	0	0	0	0	4	0	0	8	11
	47	56	53	54	39	38	44	49	44	46	46	60	35	38	54	48
HUT %	18	19	19	20	18	17	16	21	20	19	17	19	21	21	27	22

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KFOX	3%	4%	4%	0%	3%	6%	5%	0%	1%	2%	1%	0%	3%	3%	0%	0%
KREX-TV	12	12	10	9	12	14	14	15	12	8	13	11	10	8	15	8
KJCT	16	15	13	11	14	18	17	17	20	26	14	25	15	16	10	15
KKCO	24	23	29	29	11	14	17	15	24	21	31	28	17	19	26	22
KGJT-LP	0	0	0	4	0	0	0	4	0	0	0	2	0	0	0	4
* KRMJ	2	0	2	0	4	2	3	0	3	0	3	0	4	0	4	0
AWGJ	0	2	0	0	1	2	2	1	2	2	3	0	0	4	4	0
Other	0	0	6	8	0	0	0	3	0	0	12	10	0	0	0	0
	57	56	64	61	45	56	58	55	62	59	77	76	49	50	59	49
HUT %	40	41	50	45	43	49	55	51	39	40	40	42	17	18	15	18

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			Stations	17%	Stations	2%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing		Local Viewing
1993	203	55%	1	17%	2	2%	3	0	1	32%	59.5%	0.0%	59.5%	1.0%	60.5%	39.5%
1994	203	49	1	17%	2	3%	3	0	2	32	57.5	0.0	57.5	1.0	58.5	41.5
1995	200	51	1	17%	2	3%	3	0	2	32	47.0	0.0	47.0	2.3	49.3	50.7
1996	195	53	1	17%	3	4%	4	0	2	33	48.0	0.0	48.0	2.0	50.0	50.0
1997	190	58	1	17%	3	4%	4	0	2	31	46.5	0.0	46.5	1.0	47.5	52.5
1998	190	59	1	17%	4	5%	5	1	2	31	43.8	0.0	43.8	1.3	45.1	54.9
1999	189	57	1	17%	4	5%	5	1	2	31	43.3	0.0	43.3	2.0	45.3	54.7

Daypart Share Analysis

Calls	6:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KMVT	14%	12%	17%	24%	24%	23%	24%	26%	12%	13%	13%	13%	17%	15%	20%	20%
KXTF-TV	0	4	0	3	5	7	5	8	0	4	0	0	0	4	4	4
KTFT-LP	23	16	17	17	4	4	5	5	7	11	9	8	5	7	8	10
KSAW-LP	5	9	9	9	5	7	7	10	12	13	8	13	13	14	10	9
KDID-LP	0	0	0	0	0	0	0	0	3	0	0	0	3	0	0	0
* KIPT	0	0	0	0	0	0	3	0	0	0	0	0	0	0	3	0
HUT %	42	41	43	53	38	41	44	49	34	41	32	34	38	40	45	43
	17	20	21	17	18	21	22	17	19	19	21	16	18	25	25	21

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KMVT	34%	31%	36%	37%	15%	17%	19%	20%	50%	46%	46%	51%	28%	23%	28%	23%
KXTF-TV	3	3	3	3	4	5	5	5	1	2	1	2	0	4	0	5
KTFT-LP	9	9	9	10	6	9	10	10	4	7	7	7	6	10	8	10
KSAW-LP	4	6	6	5	8	12	13	12	3	3	5	4	0	0	4	3
KDID-LP	0	1	0	0	3	2	2	2	0	0	0	0	0	0	0	0
* KIPT	2	2	2	0	2	2	3	3	0	0	0	0	0	0	0	0
HUT %	52	52	56	55	38	47	52	52	58	58	65	64	34	37	40	41
	35	44	47	42	39	53	52	53	46	49	44	44	22	24	20	20



Twin Falls, ID Market Overview

DMA Rank: 188
BIA Revenue Rank: 181

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998	1998	2003	Growth Rate
DMA Population	148	157	157	157	166	1.1%
Households	54	58	58	58	62	1.3%
Retail Sales	1,144	1,751	1,751	1,751	2,344	6.0%
EBI	2,029	2,216	2,216	2,216	2,835	5.1%
Pop Rank # 188						
HH Rank # 189						
RS Rank # 183						
EBI Rank # 189						
DMA Counties	7					
TV Households	57					
DMA Cable	56%					
DMA VCR	87%					
		White	98.0%	Avg Household	\$ 38,476	
		Black	0.4%	Per Capita	\$ 14,134	
		Asian	0.9%	Spanish Speaking	12.2	

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$ 3,300	4,700	5,000	5,600	6,400	7,300	17.2%
Δ 98 - 99	2.1%	7,500	7,900	8,100	8,500	8,700	4.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	8.0%	27.0%	65.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$2.88/1,000	\$4.17/1,000	\$3.71/1,000
	\$22.30	\$46.50	\$52.41

Twin Falls, ID Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV Ch	L M A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KMVT	Twin Falls	11	316	1,060	16	CBS	Katz	Catamount Bcst Group	55	9802	14,400	4,700	1.12	56%	20	19	22	23	22	26	24	25				
KXTF-TV	Twin Falls	35	96	538	34	F&P	Sitel	Sunbelt Bcstg Co	89	9511	g	700	1.04	9%	3	4	3	6	4	4	4	4				
KTFT-LP	Twin Falls	38	8	625		NBC		Belo Corp	86	9702	g	1,300	0.83	21%	6	9	8	8	7	9	10	11				
KSAW-LP	Twin Falls	52	24	603		ABC		Evening Post Publishing	95			750	0.71	14%	7	9	9	8	6	6	6	6				
KDID-LP	Twin Falls	55	27	570		PAX		Smith, Robert B	98					2												
*KIPT	Twin Falls	13	22	528	22	PBS		ID State Bd of Ed	92						2	2	2	2	2	2	2	2	2			
*KBGH	Filler	19	76	528	18	PBS		College of Southm ID	94																	
AWTE			1			WB		Local Cable Station	98																	
TOTAL															38	41	44	47	41	47	46	48				
															HUT %	26	32	32	30	29	31	32	32			

Note: AWTE is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	# UHF Stations	# Stations	# Network Stations				Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	188	71%	2	1	3	0	1	32%	47.8%	0.0%	47.8%	3.3%	51.1%	48.9%
1994	188	72	2	1	3	0	1	33	46.0	0.0	46.0	3.5	49.5	50.5
1995	189	76	2	2	3	1	1	33	42.8	3.3	46.1	3.0	49.1	50.9
1996	188	78	2	2	4	0	1	33	50.5	0.0	50.5	2.8	53.3	46.7
1997	189	77	2	2	4	0	1	33	45.8	0.0	45.8	2.8	48.6	51.4
1998	189	78	2	2	4	0	1	32	45.5	0.0	45.5	3.3	48.8	51.2
1999	191	75	2	2	4	0	1	31	48.8	0.0	48.8	3.3	52.1	47.9

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KIEM-TV	31%	28%	34%	34%	20%	15%	17%	18%	15%	15%	18%	14%	27%	25%	31%	29%
KVIQ	5	3	5	3	18	20	19	18	5	11	12	15	9	9	7	8
KAEF	6	9	7	6	5	3	4	3	15	15	10	9	5	2	4	4
KBVU	8	8	6	8	5	10	6	13	5	4	5	8	6	4	6	8
* KEET	4	0	8	7	0	0	6	3	0	0	0	3	0	0	0	3
HUT %	54	48	60	58	48	48	52	55	40	45	45	49	47	40	48	52
	24	26	21	25	20	22	21	23	18	18	20	21	27	31	31	33

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KIEM-TV	25%	25%	27%	25%
KVIQ	7	8	8	8
KAEF	5	4	4	12
KBVU	11	11	10	11
* KEET	5	1	3	3
HUT %	53	49	52	59
	44	48	49	52

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KIEM-TV	12%	17%	18%	18%
KVIQ	11	12	14	15
KAEF	10	13	12	13
KBVU	11	12	12	15
* KEET	7	5	5	4
HUT %	51	59	61	65
	45	48	48	49

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KIEM-TV	28%	29%	32%	38%
KVIQ	7	8	7	9
KAEF	4	9	9	10
KBVU	7	4	5	4
* KEET	3	3	0	0
HUT %	49	53	53	61
	21	20	21	19

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KIEM-TV	15%	22%	15%	29%
KVIQ	16	9	15	12
KAEF	0	0	7	0
KBVU	0	8	7	7
* KEET	0	0	0	0
HUT %	31	39	44	48
	9	10	11	10



Eureka, CA Market Overview

DMA Rank: 189
BIA Revenue Rank: 186

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998	2003	Growth Rate
DMA Population	156	160	160	165	0.6%
Households	59	60	60	63	1.0%
Retail Sales	947	1,362	1,362	1,585	3.1%
EBI	1,918	1,942	1,942	2,189	2.4%
Pop Rank # 189	DMA Counties 2				
HH Rank # 187	White 90.1%				
RS Rank # 195	Black 1.6%				
EBI Rank # 198	Asian 2.6%				
	Avg Household \$32,414				
	Per Capita \$12,165				
	Spanish Speaking 7.2				
	DMA VCR 87%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98								
ESTIMATED GROSS REVENUES	\$ 4,200	4,900	5,300	5,500	6,000	6,200	8.1%								
Δ 98 - 99	1.6%	6,300	6,500	6,600	6,800	6,800	2.0%								
★ ★ ★	<table border="1"> <thead> <tr> <th>Estimated Breakouts</th> <th>% Network</th> <th>% Natl/Regl</th> <th>% Local</th> </tr> </thead> <tbody> <tr> <td></td> <td>8.0%</td> <td>42.0%</td> <td>50.0%</td> </tr> </tbody> </table>							Estimated Breakouts	% Network	% Natl/Regl	% Local		8.0%	42.0%	50.0%
Estimated Breakouts	% Network	% Natl/Regl	% Local												
	8.0%	42.0%	50.0%												
Revenue/Retail Sales	\$4.44/1,000	\$4.55/1,000	\$4.29/1,000	\$4.29/1,000	\$4.29/1,000	\$4.29/1,000									
Revenue/Capita	\$26.92	\$38.75	\$41.21	\$41.21	\$41.21	\$41.21									

Eureka, CA Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV Ch	M A	L A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KIEM-TV	Eureka	3	100	1,650	16	NBC	Katz	Pollack Bcstg Co	53	9605	3,050	2,600	1.06	39%	17	18	19	18	16	21	20	18					
KVIQ	Eureka	6	100	1,739	17	CBS	Sitel	Ackerley Group	58	9901	5,500	1,500	0.99	24%	9	10	12	13	12	11	11	12					
KAEF	Arcata	23	141	1,673	22	ABC	Blair	Lamco Communications	87	9505	g	900	0.84	17%	8	8	8	9	7	8	10	8					
KBVU	Eureka	29	389	cp	1,116	28	FOX	Sainte Ltd	94			1,300	1.09	19%	8	9	8	13	7	10	9	10					
*KEET	Eureka	13	182	1,690	11	PBS		Redwood Emp Pub TV	69			4	3	3	3	3	3	3	3	3	3	4	4				

TOTAL	46	48	50	56	45	53	54	52
HUT %	28	30	31	33	29	29	34	32

1/ See introduction section for interpretation of revenue estimates.
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DMA Rank: 189



Butte-Bozeman, MT Ratings Overview

DMA Rank: 190

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	191	60%	2	0	2	0	1	29%	50.5%	0.0%	50.5%	1.5%	52.0%	48.0%	
1994	191	57	2	1	3	0	1	30	56.3	0.0	56.3	1.0	57.3	42.7	
1995	191	55	2	1	3	0	1	30	52.5	0.0	52.5	2.0	54.5	45.5	
1996	191	58	2	2	4	0	1	31	48.3	0.0	48.3	1.8	50.1	49.9	
1997	192	57	2	2	4	0	1	29	44.3	0.0	44.3	2.0	46.3	53.7	
1998	192	55	2	1	4	0	1	29	42.0	0.0	42.0	0.5	42.5	57.5	
1999	192	54	2	1	4	0	1	29	37.3	0.0	37.3	1.0	38.3	61.7	

Daypart Share Analysis

Calls	6:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KXLF-TV	11%	14%	17%	14%	22%	32%	24%	21%	9%	15%	12%	10%	16%	20%	17%	19%
KTVM	26	24	22	22	8	8	11	9	9	8	10	7	15	15	17	14
KBZK-TV	0	0	0	0	0	5	0	0	5	6	0	4	0	2	0	0
KWYB	6	5	5	5	0	4	3	6	6	14	7	6	5	7	7	6
* KUSM-TV	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	3
HUT %	43	43	48	41	30	49	38	36	29	43	29	27	36	44	41	42
	15	17	17	17	16	15	18	17	14	14	16	14	19	21	24	21

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KXLF-TV	37%	38%	38%	36%	12%	17%	17%	16%	29%	30%	33%	28%	17%	13%	17%	18%
KTVM	8	8	10	12	9	16	14	14	9	17	19	15	14	23	17	16
KBZK-TV	3	3	2	2	5	6	5	5	5	5	5	4	0	6	4	0
KWYB	4	6	4	5	8	12	12	10	3	6	4	8	4	4	4	5
* KUSM-TV	0	0	2	2	2	2	2	2	0	2	2	2	0	0	0	0
AWXB	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
HUT %	52	55	56	57	36	53	50	47	46	61	63	57	35	46	42	39
	34	39	45	43	35	46	53	50	38	41	41	39	18	20	20	18



Butte-Bozeman, MT Market Overview

DMA Rank: 190
BIA Revenue Rank: 192

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1998		2003		Growth Rate	
	1993	Rate	1998	Rate	1998	Rate	2003	Rate
DMA Population	135	1.4%	145	1.4%	150	0.7%	150	0.7%
Households	53	1.5%	57	1.5%	59	0.7%	59	0.7%
Retail Sales	1,125	6.3%	1,529	6.3%	1,934	4.8%	1,934	4.8%
EBI	1,967	1.4%	2,110	1.4%	2,563	4.0%	2,563	4.0%
Pop Rank # 190	DMA Counties		8	White	97.5%	Avg Household	\$ 37,150	
HH Rank # 190	TV Households		55	Black	0.2%	Per Capita	\$ 14,543	
RS Rank # 189	DMA Cable		53%	Asian	0.6%	Spanish Speaking	1.7	
EBI Rank # 191	DMA VCR		87%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$	3,300	3,700	4,000	3,800	4,000	4,300
Δ 98 - 99	2.3%	4,400	2000	2001	2002	2003	Δ 99 - 03
		4,400	4,700	4,800	5,000	5,100	4.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	8.0%	42.0%	50.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
\$	\$2.93/1,000	\$2.81/1,000	\$2.64/1,000
	\$24.44	\$29.66	\$34.00

Butte-Bozeman, MT Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV Ch	M A	L M	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power '99 Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KXLF-TV	Butte	4	100	1,890	15	CBS	Blair	Evening Post Publishing	53	8610	9	2,400	1.11	49%	17	20	20	21	18	20	23						
KTVM	Butte	6	100	1,939	2	NBC	Katz	Lamco Communications	70	9805	91	1,400	1.14	28%	10	14	12	10	13	12	13						
● KBZK-TV	Bozeman	7	44	817	16	FOX	Rosin	Evening Post Publishing	88	9312	1,100			10%	4	5	3	4	4	4	4	5					
KWYB	Butte	18	1,780	1,919	19	ABC	Blair	Continental TV Ntwk	96			600	1.05	13%	6	8	8	7	5	6	5	6					
*KUSM-TV	Bozeman	9	3		20	PBS	WB	Montana State Univ	84						2	2	2	2	2	2	2	2					
AWXB								Local Cable Station	98																		

Allocations: Ch 2, Ch 24, Butte Note: AWXB is a local cable channel carrying WB programming

TOTAL	37	47	45	45	42	41	41	49
HUT %	22	26	30	29	25	29	32	31

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other	
			Stations	19%	Stations	15%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	Local Viewing	Viewing
1993	200	81%	2	2	1	1	2	0	40%	28.5%	21.5%	50.0%	0.0%	50.0%	50.0%	50.0%
1994	199	78	2	2	1	1	2	0	41	27.0	16.0	43.0	0.0	43.0	43.0	57.0
1995	198	75	2	2	1	1	2	0	41	21.0	12.5	33.5	0.0	33.5	33.5	66.5
1996	197	74	3	3	2	2	3	0	42	25.5	27.0	52.5	0.0	52.5	47.5	47.5
1997	196	72	3	3	2	2	3	0	39	24.0	24.5	48.5	0.0	48.5	51.5	51.5
1998	197	68	3	3	2	2	4	0	38	26.3	31.8	58.1	0.0	58.1	41.9	41.9
1999	194	68	3	3	2	2	4	0	40	23.0	36.0	59.0	0.0	59.0	41.0	41.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KGNS-TV	14%	19%	15%	4%	3%	3%	8%	9%	13%	3%	4%	2%
XHBR	4	5	8	6	7	9	6	3	7	13	9	10
KVTV	6	2	3	12	7	13	5	2	7	3	3	2
KLDO-TV	29	36	36	33	34	33	36	36	27	28	32	42
XHFT	0	4	3	6	9	4	6	7	6	6	7	4
ATXW	0	0	0	0	0	0	2	0	0	3	2	5
Other	5	4	3	5	3	3	3	3	5	2	3	4
HUT %	58	70	66	66	63	65	66	60	65	58	60	64
	22	32	30	34	32	31	41	32	32	45	43	42

5:00 - 7:00 PM

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KGNS-TV	11%	18%	11%	6%	9%	10%	25%	34%	31%	12%	17%	15%
XHBR	10	10	15	14	11	17	13	8	13	12	11	14
KVTV	2	2	3	4	6	5	5	5	6	3	3	5
KLDO-TV	26	22	30	21	19	16	25	27	20	16	19	15
XHFT	7	7	6	4	5	4	4	2	2	6	5	4
ATXW	7	5	5	2	2	1	2	1	2	4	4	2
Other	4	5	3	3	6	5	4	2	6	2	2	3
HUT %	67	69	73	54	58	58	78	79	80	55	61	58
	48	53	53	46	49	54	55	58	58	34	32	32



St. Joseph, MO Ratings Overview

DMA Rank: 192

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			Stations	%	Stations	%					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing		Local Viewing
1993	184	71%	1	0	1	0	0	0	0	37%	28.3%	0.0%	28.3%	0.0%	28.3%	71.7%
1994	185	67	1	1	1	1	1	0	0	36	25.5	0.0	25.5	0.0	25.5	74.5
1995	190	69	1	1	1	1	1	0	0	36	25.3	0.3	25.6	0.0	25.6	74.4
1996	190	68	1	1	1	1	1	0	0	37	24.3	0.8	25.1	0.0	25.1	74.9
1997	193	70	1	1	1	1	1	0	0	35	23.5	0.0	23.5	0.0	23.5	76.5
1998	193	70	1	1	1	1	1	0	0	34	20.8	0.0	20.8	0.0	20.8	79.2
1999	190	68	1	1	2	1	1	0	0	33	21.0	0.0	21.0	0.0	21.0	79.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM				
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00
KQTV	33%	30%	34%	20%	13%	22%	23%	20%	36%	25%	15%	16%	21%	18%
ABJO	0	0	2	0	0	0	0	0	0	0	0	0	0	0
Other	23	21	15	31	39	28	37	33	25	23	37	38	32	34
HUT %	56	51	51	51	52	50	60	53	61	48	52	54	55	52
	18	22	24	23	20	22	27	22	25	19	28	25	28	27

5:00 - 7:00 PM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
KQTV	37%	36%	39%
ABJO	0	5	3
Other	23	23	24
HUT %	60	64	66

10:00 - 10:30 PM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
KQTV	44%	47%	46%
ABJO	0	1	0
Other	18	18	27
HUT %	62	66	73

10:30 - 12:00 MID

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
KQTV	15%	16%	19%
ABJO	0	0	0
Other	29	28	31
HUT %	44	44	50



St. Joseph, MO Market Overview

DMA Rank: 192

BIA Revenue Rank: 182

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998	2003	Growth Rate
DMA Population	146	145	145	143	-0.3%
Households	55	54	54	54	0.0%
Retail Sales	1,017	1,336	1,336	1,640	4.2%
EBI	1,828	1,948	1,948	2,316	3.5%
Pop Rank # 192					
HH Rank # 192					
RS Rank # 196					
EBI Rank # 197					
DMA Counties	7	White		95.9%	Avg Household \$35,812
TV Households	54	Black		3.3%	Per Capita \$13,473
DMA Cable	67%	Asian		0.5%	Spanish Speaking 2.1
DMA VCR	82%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$ --	--	--	--	6,200	6,700	
Δ 98 - 99	10.4%	7,400	8,000	8,300	8,800	9,100	Δ 99 - 03
***							5.2%
Estimated Breakouts	% Network	% Natl/Regl	% Local				
	3.0%	31.0%	66.0%				
Revenue/Retail Sales	1993	1998	2003				
	N/A	\$5,011,000	\$5,551,000				
Revenue/Capita	1993	1998	2003				
	N/A	\$46.21	\$63.64				

St. Joseph, MO Competitive Overview

City Of License	Calls	Visual Power (kW)	Ch	HAAT	DTV	L M	Ch A	Aff	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
St. Joseph	2	100	810	53	53	ABC	REL	WB	Blair	Nexstar Bcstg Group	53 9703	g 7,200	0.97	100%	19	20	23	21	19	23	21	21	21				
St. Joseph	16	5,000	1,070	21	21	REL	WB	WB	Blair	Trinity Bcstg Ntwk	86 0006	95	200														
ABJO		1								Local Cable Station	00																
												ADJACENT MARKET STATIONS															
												29	31	30	33	27	32	33	35								
												48	53	53	54	46	55	54	56								
												TOTAL HUT %															
												32	30	35	32	31	32	37	36								

Allocations: Ch 22*, St. Joseph Note: ABJO is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Charlottesville, VA Ratings Overview

DMA Rank: 193

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing				
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing
1993	195	62%	0	1	1	0	1	28%	27.3%	0.0%	27.3%	1.0%	28.3%
1994	196	63	0	1	1	0	1	28	26.5	0.0	26.5	1.0	27.5
1995	196	65	0	1	1	0	1	27	27.3	0.0	27.3	0.8	28.1
1996	198	68	0	1	1	0	1	28	30.5	0.0	30.5	0.5	31.0
1997	199	68	0	1	1	0	1	26	27.0	0.0	27.0	1.5	28.5
1998	194	66	0	1	1	0	1	27	25.5	0.0	25.5	1.0	26.5
1999	193	65	0	2	1	1	1	26	23.8	0.0	23.8	1.8	25.6

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM				
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00
WVIR-TV	52%	56%	54%	26%	28%	21%	23%	24%	22%	17%	26%	32%	28%	29%
* WHTJ	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Other	10	12	2	25	10	16	33	25	18	26	23	21	17	19
HUT %	62	68	56	51	38	37	56	49	40	43	49	53	45	52
	22	22	22	17	10	13	19	14	15	18	19	20	22	22

Calls	6:00 - 8:00 PM			PRIME TIME			11:00 - 11:30 PM			11:30 - 1:00 AM				
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00
WVIR-TV	37%	37%	39%	14%	17%	20%	35%	43%	53%	43%	28%	22%	31%	26%
W55CT	0	0	0	1	1	0	0	0	0	0	0	0	0	0
* WHTJ	2	4	3	3	2	2	0	0	0	0	0	0	0	0
Other	19	18	15	24	26	30	10	4	6	18	12	4	0	18
HUT %	58	59	60	42	46	52	45	47	59	61	40	26	31	44
	38	38	45	40	46	49	27	27	29	28	14	12	12	13

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998 Growth Rate	1998	2003	2003 Growth Rate
DMA Population	136	146	1.4%	146	152	0.8%
Households	50	55	1.9%	55	58	1.1%
Retail Sales	1,393	1,626	3.1%	1,626	2,039	4.6%
EBI	2,147	2,597	3.9%	2,597	3,235	4.5%
Pop Rank # 193	DMA Counties 4 White 82.3% Avg Household \$ 47,392					
HH Rank # 191	TV Households 53 Black 14.8% Per Capita \$ 17,801					
RS Rank # 187	DMA Cable 63% Asian Spanish Speaking					
EBI Rank # 183	DMA VCR 84%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
				DATA NOT AVAILABLE			
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03

Estimated Breakouts	% Network	% Natl/Regl	% Local
	1993	1998	2003

Revenue/Retail Sales Revenue/Capita

Charlottesville, VA Competitive Overview

City Or License	Calls	Visual Power (kW)	Ch	HAAT	DTV	M	L	Rep	Owner	Year Date Std Acq'd	Est '99 Revenue (000)	Est '99 Revenue (000) 1/ LCS	Avg Power	Ratio	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)															
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97				
WVIR-TV Charlottesville	29	5,000	29	1,191	32	NBC	Katz	Waterman Bostg Corp	73	8610	8,695	100%	22	23	24	23	22	26	24	24	23	22	21	19	23	27	22	27	27	31
W55CT Charlottesville	55	49	55	915		PAX		Tiger Eye Bostg Corp	98				43	42	47	52	47	53	53	56	56	56	43	42	47	52	47	53	53	56
*WHTJ Charlottesville	41	251	41	1,155	14	PBS		Central VA Ed Telecm	89				25	24	27	27	26	24	24	26	28	28	25	24	27	27	26	24	26	28
ADJACENT MARKET STATIONS											TOTAL																			
HUT %											HUT %																			

Allocations: Ch 64, Charlottesville

Lafayette, IN Ratings Overview

DMA Rank: 194

Market Trend Analysis

Year	COMMERCIAL STATIONS				LOCAL SHARES				All Other Viewing				
	DMA Rank	Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share		Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing
1993	193	76%	0	1	1	0	0	31%	26.8%	0.0%	26.8%	0.0%	26.8%
1994	194	80	0	1	1	0	0	32	26.8	0.0	26.8	0.0	26.8
1995	192	78	0	1	1	0	0	31	24.3	0.0	24.3	0.0	24.3
1996	196	80	0	1	1	0	0	33	23.8	0.0	23.8	0.0	23.8
1997	198	83	0	1	1	0	0	30	25.5	0.0	25.5	0.0	25.5
1998	198	82	0	1	1	0	0	30	26.0	0.0	26.0	0.0	26.0
1999	197	80	0	1	1	0	0	29	23.3	0.0	23.3	0.0	23.3

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WFLI-TV	23%	18%	22%	17%	23%	24%	17%	24%	22%	32	50	42	25%	25%	28%
Other	23	41	34	27	34	32	15	26	20	19	16	19	30	31	30
HUT %	46	59	56	44	57	56	32	50	42	28	26	25	55	56	58

Calls	6:00 - 8:00 PM			PRIME TIME			11:00 - 11:30 PM			11:30 - 1:00 AM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WFLI-TV	25%	29%	33%	13%	15%	18%	35%	48%	50%	24	28	15	22%	31%	30%
Other	29	32	30	32	52	46	24	28	15	59	76	65	18	19	7
HUT %	54	61	63	45	67	64	59	76	65	25	23	30	40	50	37



Mankato, MN Market Overview

DMA Rank: 195

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998 Growth Rate	1998	2003	2003 Growth Rate
DMA Population	140	140	0.0%	140	139	-0.1%
Households	52	53	0.4%	53	53	0.0%
Retail Sales	1,148	1,324	2.9%	1,324	1,586	3.7%
EBI	1,768	1,984	2.3%	1,984	2,440	4.2%
Pop Rank # 195	DMA Counties 5					
HH Rank # 194	TV Households 52					
RS Rank # 198	DMA Cable 71%					
EBI Rank # 194	DMA VCR 84%					
	White 98.2%		Avg Household \$ 37,774			
	Black 0.3%		Per Capita \$ 14,168			
	Asian 1.3%		Spanish Speaking 1.7			

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	1998 - 99	1999	2000	2001	2002	2003	1998 - 99
							Δ						Δ

Estimated Breakouts	% Network	% Natl/Regl	% Local
	1993	1998	2003

Revenue/Retail Sales Revenue/Capita

Mankato, MN Competitive Overview

City Of License	Ch	Visual Power (kW)	HAAT	Ch A	DTV M	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg LCS	100%	Share Summary 9:00 AM - MIDNIGHT (%)
KEYC-TV Mankato	12	316	1,040	38	WB	CBS Katz	United Comm Corp	60 7708	5,000					
AWYE		1				WB	Local Cable Station	98						

ADJACENT MARKET STATIONS

TOTAL	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98
	54	65	63	65	51	61	60	66
HUT %	28	28	32	30	27	30	34	33

Note: AWYE is a local cable channel carrying WB programming

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	85%	Stations	0					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	192	85%	3	3	0	2	1	0	37%	44.5%	9.3%	53.8%	0.0%	53.8%	46.2%
1994	195	80	3	3	1	3	1	0	37	45.8	9.0	54.8	0.0	54.8	45.2
1995	195	78	3	3	1	3	1	0	37	44.3	9.8	54.1	0.0	54.1	45.9
1996	194	80	3	3	1	4	0	0	37	51.8	0.0	51.8	0.0	51.8	48.2
1997	195	80	3	3	1	4	0	0	36	47.3	0.0	47.3	0.0	47.3	52.7
1998	196	80	3	3	1	4	0	0	36	48.5	0.0	48.5	0.0	48.5	51.5
1999	195	77	3	3	1	5	0	0	34	44.8	0.0	44.8	0.0	44.8	55.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM				5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID											
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99				
	11%	9%	6%	8%	3%	4%	3%	5%	13%	11%	13%	11%	7%	10%	6%	6%	8%	12%	11%	10%	8%	12%	6%	8%	9%	12%	8%	7%	9%	10%	6%	6%	9%	12%	8%	7%				
KACB-TV	39	54	41	38	36	49	46	47	46	49	44	53	41	46	38	43	41	46	38	43	41	46	38	43	34	42	37	42	34	42	37	42	34	42	37	42				
KIDY	0	3	0	0	7	8	8	8	4	4	4	11	4	4	3	4	4	4	4	4	4	4	11	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
KLST	21	28	30	24	26	33	32	29	25	24	24	23	25	24	24	23	25	24	24	23	25	24	23	23	25	24	24	23	25	24	23	25	24	23	25	24	23	25		
KTXE-LP	7	10	5	6	0	4	3	5	4	10	3	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Other	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
HUT %	17	22	23	21	23	18	22	23	26	23	25	26	26	23	25	26	26	23	25	26	26	23	25	26	26	23	25	26	26	23	25	26	26	23	25	26	26	23	25	26



San Angelo, TX Market Overview

DMA Rank: 196
BIA Revenue Rank: 176

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		2003		Growth Rate	
	Pop	Rate	Pop	Rate	Pop	Rate	1993-98	1998-03
DMA Population	138	144	144	144	150	150	0.8%	15.3%
Households	50	52	52	52	55	55	1.1%	
Retail Sales	998	1,175	1,175	1,175	1,420	1,420	3.9%	
EBI	1,835	1,949	1,949	1,949	2,419	2,419	4.4%	
Pop Rank # 196	DMA Counties		11	White	94.7%	Avg Household	\$ 37,417	
HH Rank # 196	TV Households		52	Black	3.6%	Per Capita	\$ 13,510	
RS Rank # 199	DMA Cable		78%	Asian	1.2%	Spanish Speaking	33.5	
EBI Rank # 196	DMA VCR		81%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$	\$	\$	\$	\$	\$	
★ ★	4,000	6,600	7,400	7,900	7,900	8,200	15.3%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	4.9%	8,600	9,000	9,200	9,700	10,000	4.0%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	8.0%	42.0%	50.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
	\$4.01/1,000	\$6.98/1,000	\$7.04/1,000
	\$28.99	\$56.94	\$66.67

San Angelo, TX Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
●	KACB-TV	3	18	600	16				NBC	Blair	62	0005 p	94	1,200	0.82	17%	7	9	7	8	6	9	9	7				
	KIDY	6	100	909	19				F&P	Sitel	84		1,400	1.25	13%	6	6	6	6	9	4	5	6	9				
	KLST	8	316	1,450	11				CBS	Katz	53	7101	5,700	1.12	59%	22	25	24	24	24	24	28	27	25				
●	KTXE-LP	38	6 cp	354					ABC	Lamco Communications	94		250	0.29	10%	4	7	6	7	4	4	4	5	5				
	AWSA		1						WB	Local Cable Station	98																	

Allocations: Ch 13, Brady, Ch 11, Sonora Note: AWSA is a local cable channel carrying WB programming

ADJACENT MARKET STATIONS		TOTAL																								
		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
	HUT %	31	33	33	35	35	33	33	35	35	33	33	35	33	33	35	33	33	35	33	33	33	33	33	33	38

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.
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Cheyenne, WY-Scottsbluff, NE Ratings Overview

DMA Rank: 197

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable		# VHF Stations		# UHF Stations		# Network Affiliates		# Ind Stations	# PTV Stations	Avg HUT Share	Network		Ind		Commercial		PTV		Local		All Other	
		Pct	Pct	Stations	Stations	Stations	Stations	Viewing %	Viewing %				Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %
1993	197	74%		2	1	3	0	1		34%			35.3%	0.0%	0.0%	35.3%	0.5%	35.8%	0.5%	35.8%	0.5%	35.8%	64.2%	
1994	192	70		2	2	3	1	1		35			33.5	1.3		34.8	0.5	35.3	0.5	35.3	0.5	35.3	64.7	
1995	193	73		2	2	3	1	1		32			30.0	3.3		33.3	0.5	33.8	0.5	33.8	0.5	33.8	66.2	
1996	193	73		2	2	4	0	1		32			31.0	0.0		31.0	0.0	31.0	0.0	31.0	0.0	31.0	69.0	
1997	194	73		2	2	4	0	1		33			30.3	0.0		30.3	0.0	30.3	0.0	30.3	0.0	30.3	69.7	
1998	195	73		2	2	5	0	1		32			32.8	0.0		32.8	0.0	32.8	0.0	32.8	0.3	33.1	66.9	
1999	196	72		1	2	4	0	1		31			23.8	0.0		23.8	0.0	23.8	0.0	23.8	0.0	23.8	76.2	

Daypart Share Analysis

Calls	6:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM							
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KDUH-TV	10%	4%	10%	6%	3%	0%	5%	0%	16%	22%	20%	22%	7%	8%	15%	9%	35	45	58	53
KGWN-TV	11	9	14	17	20	27	24	24	3	5	4	4	0	0	4	0	28	23	35	25
KLWY	5	6	4	4	10	15	10	9	0	0	0	0	0	0	0	0	19	21	20	
KKTU	0	4	3	0	0	0	0	0	0	0	0	0	0	0	0	0	42	41	51	47
* KTNE-TV	0	8	0	3	0	0	0	0	0	0	0	0	0	0	0	0	23	19	21	20
Other	14	25	21	17	7	7	10	13	13	14	16	13	17	24	26	26	40	49	49	46
HUT %	40	56	52	47	40	49	49	46	40	49	49	46	40	49	46	46	17	21	22	21

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID							
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KDUH-TV	9%	9%	8%	11%	6%	7%	5%	5%	8%	5%	6%	7%	0%	0%	0%	5%	0%	0%	0%	0%
KGWN-TV	18	14	19	18	10	14	15	16	31	28	34	30	13	11	18	17	30	41	49	56
KLWY	7	8	7	7	4	6	8	6	3	3	6	4	0	3	7	4	19	20	20	18
KKTU	4	5	7	4	2	4	5	4	0	3	3	3	5	3	0	5	28	23	35	25
* KTNE-TV	0	1	1	1	0	1	1	1	0	0	1	0	0	0	0	0	42	41	51	47
ACHW	0	0	0	0	0	1	1	1	0	2	0	0	0	0	0	0	23	19	21	20
Other	19	17	20	18	23	24	26	27	20	26	27	30	12	20	24	25	40	44	44	40
HUT %	57	54	62	59	45	57	61	60	62	67	77	74	30	41	49	56	17	21	22	21



Cheyenne, WY-Scottsbluff, NE Market Overview

DMA Rank: 197

BIA Revenue Rank: 185

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1998		2003		Growth Rate	
	1993	1998	1998	1998	2003	2003	Rate	Rate
DMA Population	1,26	128	0.3%	128	128	0.0%		
Households	49	51	0.8%	51	52	0.4%		
Retail Sales	1,145	1,490	5.4%	1,490	1,868	4.6%		
EBI	1,907	2,021	1.2%	2,021	2,517	4.5%		
Pop Rank # 197	DMA Counties		White	95.7%	Avg Household	\$ 39,946		
HH Rank # 197	TV Households		Black	1.9%	Per Capita	\$ 15,779		
RS Rank # 191	DMA Cable		Asian	1.2%	Spanish Speaking	14.6		
EBI Rank # 193	DMA VCR			70%				
				90%				

Market Television Financials

(all figures in '000's, except percentages and ratios)

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$ 4,500	5,400	6,100	6,600	6,400	6,100	6.3%
REVENUES	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
★ ★	11.5%	6,800	7,300	7,500	7,900	8,100	4.5%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	10.0%	40.0%	50.0%

Revenue/Retail Sales \$3.93/1,000 **1998** **2003**
Revenue/Capita \$35.71 \$47.66 \$4.34/1,000

Cheyenne, WY-Scottsbluff, NE Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch	Aff	Rep	Owner	Year Std	Date Acqd	Sales Price (000)	Est Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KDUH-TV	Scottsbluff	4	100	2,001	20	ABC	Katz	ABC	Katz	Duhamel Bcstg	58	9605	600	0.46	19%	6	5	7	5	6	6	6	6					
KGWN-TV	Cheyenne	5	100	620	30	CBS	Petry	CBS	Petry	Benedek Bcstg Corp	54	9605	4,300	1.15	55%	12	14	16	17	16	15	16	19					
KLWY	Cheyenne	27	4,270	758	28	FOX		FOX		Wyomedia Corp	94	9005	1,300	1.12	17%	4	6	6	6	5	4	5	6					
KKTU	Cheyenne	33	2,950	440	11	NBC	Sitel	NBC	Sitel	GOCOM Holdings LLC	88	9709	600	0.98	9%	2	3	4	3	3	2	3	3					
KTVS	Sterling	3	60	761	23	UPN	Katz	UPN	Katz	Channel 20 TV Co	63	9905 p	240															
KSTF	Scottsbluff	10	240	840	29	CBS	Katz	CBS	Katz	Benedek Bcstg Corp	55	9605																
*KTNE-TV	Alliance	13	316	1,539	24	PBS		PBS		Nebraska Educ Telecm	66																	
ACHW						WB		WB		Local Cable Station	98																	

ADJACENT MARKET STATIONS

TOTAL	42	48	54	54	52	52	58	59
HUT %	29	30	33	32	28	31	31	33

Allocations: Ch 16, Scottsbluff, NE Note: KKTU is satellite of KTWO Casper, WY, KDUH is satellite of KOTA Rapid City, SD. Note: ACHW is a local cable channel carrying WB programming

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing		Ind Viewing		Commercial Viewing		PTV Viewing		Local Viewing		All Other Viewing	
			Stations	Stations	Stations	Stations					Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %	Viewing %
1993	198	61%	1	1	1	1	1	0	33%	29.0%	7.0%	36.0%	0.0%	36.0%	0.0%	36.0%	0.0%	36.0%	0.0%	36.0%	0.0%	64.0%
1994	198	60	1	1	1	1	1	0	32	27.5	7.5	35.0	0.0	35.0	0.0	35.0	0.0	35.0	0.0	35.0	0.0	65.0
1995	199	58	1	1	1	1	1	0	33	25.0	6.5	31.5	0.0	31.5	0.0	31.5	0.0	31.5	0.0	31.5	0.0	68.5
1996	200	62	1	1	2	0	0	0	34	28.3	0.0	28.3	0.0	28.3	0.0	28.3	0.0	28.3	0.0	28.3	0.0	71.7
1997	200	63	1	1	2	0	0	0	33	27.3	0.0	27.3	0.0	27.3	0.0	27.3	0.0	27.3	0.0	27.3	0.0	72.7
1998	199	62	1	1	3	0	0	0	31	24.3	0.0	24.3	0.0	24.3	0.0	24.3	0.0	24.3	0.0	24.3	0.0	75.7
1999	198	62	1	1	3	0	0	0	32	24.8	0.0	24.8	0.0	24.8	0.0	24.8	0.0	24.8	0.0	24.8	0.0	75.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM							
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTVO	31%	38%	20%	30%	14%	20%	15%	17%	23%	25%	23%	24%	19%	26%	27%	26%	19%	26%	27%	26%
KYOU-TV	0	0	0	3	6	5	5	6	5	7	5	6	4	0	2	0	4	0	2	0
Other	10	16	20	18	12	18	21	19	13	17	21	18	8	16	10	18	8	16	10	18
HUT %	41	54	40	51	32	43	41	42	41	49	49	48	31	42	39	44	31	42	39	44
	17	21	23	23	21	19	21	18	23	20	26	23	21	23	28	25	21	23	28	25

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID							
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KTVO	30%	36%	33%	38%	14%	22%	21%	18%	37%	43%	33%	31%	11%	19%	12%	14%	11%	19%	12%	14%
KYOU-TV	9	6	6	7	6	6	6	7	2	3	2	5	5	5	3	6	5	5	3	6
AWOT	0	2	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Other	17	20	19	17	9	21	19	18	20	21	23	24	10	14	17	22	10	14	17	22
HUT %	56	64	59	63	29	49	46	43	59	67	59	60	26	38	32	42	26	38	32	42
	36	42	51	47	44	51	57	53	44	46	46	39	19	20	21	18	19	20	21	18



Ottumwa, IA-Kirkville, MO Market Overview

DMA Rank: 198
BIA Revenue Rank: 192

Demographic and Economic Overview

(000s, except Retail Sales and EB) in \$000,000s

	1993		1998		2003		Growth Rate	
	Pop	HH	Pop	HH	Pop	HH	Rate	Rate
DMA Population	122	48	124	50	124	51	0.3%	0.0%
Households	48	50	50	51	51	1,490	0.8%	0.4%
Retail Sales	853	1,175	1,175	1,601	1,899	1,899	6.6%	4.9%
EBI	1,493	1,601	1,601	1,899	1,899	1,899	1.4%	3.5%
Pop Rank # 198	DMA Counties		9	White	98.2%	Avg Household	\$ 32,280	
HH Rank # 198	TV Households		49	Black	0.9%	Per Capita	\$ 12,891	
RS Rank # 199	DMA Cable		62%	Asian	0.7%	Spanish Speaking	0.9	
EBI Rank # 200	DMA VCR		84%					

Market Television Financials

(all figures in '000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
\$	--	--	--	--	3,800	4,200	
Δ 98 - 99	4.8%	4,400	4,800	4,900	5,300	5,400	Δ 99 - 03
***							5.5%
Estimated Breakouts	% Network	4.0%	% Natl/Regl	46.0%	% Local	50.0%	
Revenue/Retail Sales	1993	N/A	1998	\$3,571,000	2003	\$3,621,000	
Revenue/Capita	1993	N/A	1998	\$33.87	2003	\$43.55	

Ottumwa, IA-Kirkville, MO Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Ch A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)								
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98
KTVO	Kirkville	3	100	1,112	33	ABC	F&P	WB	Katz	Raycom Media Inc	55	9703	9	3,600	1.02	80%	17	24	21	18	21	19	20		
KYOU-TV	Ottumwa	15	2,090	1,191	14	F&P	WB	WB	Walitt Bcstg Inc	Local Cable Station	86	9902	3,000	800	0.91	20%	6	5	5	6	4	5	5	5	
AWOT		1									98														

ADJACENT MARKET STATIONS

TOTAL	11	19	18	18	10	24	19	19
HUT %	34	48	44	45	32	50	43	44
	28	29	35	31	28	31	36	32

Note: AWOT is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing			Commercial Viewing			PTV Viewing			Local Viewing			All Other Viewing	
			Stations	Stations	Stations	Stations					Stations	Stations	Stations	Stations	Stations	Stations	Stations	Stations	Stations	Stations	Stations	Stations	Stations	Stations
1993	194	71%	1	2	3	0	1	32%	50.0%	0.0%	50.0%	1.5%	51.5%	48.5%										
1994	193	68	1	2	3	0	1	31	50.8	0.0	50.8	1.3	52.1	47.9										
1995	194	68	1	2	3	0	1	31	45.8	0.0	45.8	1.0	46.8	53.2										
1996	192	68	1	2	3	0	1	32	45.3	0.0	45.3	1.5	46.8	53.2										
1997	197	67	1	3	4	0	1	30	45.5	0.0	45.5	1.8	47.3	52.7										
1998	200	66	1	3	5	0	1	32	45.0	0.0	45.0	1.0	46.0	54.0										
1999	199	63	1	3	5	0	1	30	44.5	0.0	44.5	0.5	45.0	55.0										

Daypart Share Analysis

Calls	6:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM							
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99		
KTWO-TV	27%	26%	25%	18%	6%	10%	7%	7%	7%	9%	7%	4%	10%	3%	4%	5%	9%
KGWC-TV	0	4	3	5	15	13	18	18	18	12	12	12	9	8	7	9	10
KFNB	3	5	4	11	8	11	11	4	4	0	4	0	7	0	0	0	0
KWYF-LP	0	3	6	4	5	3	3	13	13	0	0	0	0	0	0	0	0
* KCWC-TV	0	4	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0
AWWY	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0
Other	0	0	0	0	0	4	3	0	0	0	0	0	3	0	0	0	0
HUT %	30	42	38	38	37	41	42	42	42	28	31	25	41	38	38	42	47
	18	23	17	17	18	18	17	18	18	17	18	16	18	22	24	28	25

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KTWO-TV	30%	31%	28%	29%	10%	18%	16%	21%	34%	32%	35%	34%	22%	23%	24%
KGWC-TV	8	11	12	14	7	11	12	15	3	6	10	13	6	0	11
KFNB	6	8	9	11	10	15	14	15	3	8	5	14	0	0	6
KWYF-LP	3	2	4	6	4	5	5	4	3	1	0	2	0	0	3
* KCWC-TV	2	0	1	1	3	2	4	3	1	0	2	0	0	0	0
AWWY	2	0	0	0	3	2	3	0	3	3	3	0	3	0	3
Other	0	0	3	4	0	2	2	2	0	2	0	5	0	0	2
HUT %	51	52	57	65	37	55	56	60	47	52	55	68	31	26	40
	37	42	50	45	41	50	55	55	38	39	45	37	19	15	22



Casper-Riverton, WY Market Overview

DMA Rank: 199
BIA Revenue Rank: 189

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		Growth Rate		1998		Growth Rate	
	118	125	49	125	1.2%	0.3%	127	0.3%	51	0.8%
DMA Population	45	125	49	125	1.7%	0.3%	51	0.8%	1,423	4.0%
Households	914	1,167	1,167	1,167	5.0%	4.0%	2,717	5.9%		
Retail Sales	1,754	2,044	2,044	2,044	3.1%					
EBI										
Pop Rank # 199	DMA Counties		5	White	92.9%	Avg Household	\$41,719			
HH Rank # 199	TV Households		48	Black	0.5%	Per Capita	\$16,315			
RS Rank # 201	DMA Cable		66%	Asian	0.6%	Spanish Speaking	4.4			
EBI Rank # 192	DMA VCR		84%							

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
\$	4,600	4,400	4,700	4,700	6,000	6,000	5.5%
Δ 98 - 99	-3.3%	5,800	6,100	6,200	6,500	6,600	3.2%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	15.0%	30.0%	55.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
\$	\$5.03/1,000	\$5.14/1,000	\$4.64/1,000
	\$38.98	\$48.00	\$51.97

Casper-Riverton, WY Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV Ch	M A	L M	Rep	Owner	Year Date Std Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power '99 Ratio	Avg	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KTWO-TV	Casper	2	100	2,001	17	NBC	Blair	GOCOM Holdings LLC	57	9709	9	2,900	1.14	44%	15	18	16	19	17	20	20	20	20	20	20	
KCWY	Casper	13	316	1,863				Uhlmann/Latshaw Bctg	NOA																	
KGWC-TV	Casper	14	1,380	1,880	15	CBS	Petry	Benedek Bcstg Corp	80	9605	9	800	0.57	24%	7	9	10	13	9	11	10	10	13	10	13	
KFNB	Casper	20	59	1,910	18	ABC	Svalli	Wyomedia Corp	84	9112	nc	1,500	1.23	21%	8	11	11	11	8	9	10	10	10	10	10	
KGWL-TV	Lander	5	100	272	7	CBS	Katz	Benedek Bcstg Corp	82	9605	g1															
KFNE	Riverton	10	170	1,726	16	ABC	Svalli	First National Bcstg	57																	
KFNR	Rawlins	11	2	230	9	ABC	Svalli	First National Bcstg	90	9010																
KGWR-TV	Rock Springs	13	209	1,624	21	CBS	Katz	Benedek Bcstg Corp	77	9605	g1															
KWYF-LP	Casper	26	1	1,860		FOX		Wyomedia Corp	97																	
*KCWC-TV	Lander	4	100	1,516	8	PBS		Central WY College	83																	
AWWY			1			WB		Local Cable Station	96																	

ADJACENT MARKET STATIONS

STATION	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
TOTAL	35	43	47	53	41	46	49	53	26	29	32	33
HUT %	26	29	32	32	28	28	33	33				

Allocations: Note: KFNE and KFNR are satellites of KFNB. Note: AWWY is a local cable channel carrying WB programming



Bend, OR Ratings Overview

DMA Rank: 200

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Viewing	Share	Viewing	Share					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	205	63%	0	1	1	0	1	32%	20.8%	0.0%	20.8%	4.5%	25.3%	74.7%	
1994	202	70	0	1	1	0	1	33	20.0	0.0	20.0	4.3	24.3	75.7	
1995	203	74	0	1	1	0	1	34	20.3	0.0	20.3	4.5	24.8	75.2	
1996	203	74	0	2	2	0	1	32	28.8	0.0	28.8	3.5	32.3	67.7	
1997	203	75	0	2	2	0	1	31	28.3	0.0	28.3	3.8	32.1	67.9	
1998	202	73	0	2	2	0	1	32	27.5	0.0	27.5	4.0	31.5	68.5	
1999	200	72	0	2	3	0	1	30	26.8	0.0	26.8	4.0	30.8	69.2	

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM			6:00 - 8:00 PM			8:00 - 11:00 PM			11:00 - 1:00 AM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
KTVZ	40%	37%	39%	44%	15%	18%	19%	21%	16%	16%	17%	13%	34%	30%	36%	34%	34%	18%	30%	26%	22%
KFXO-LP	0	0	0	0	6	8	8	9	8	6	9	8	0	2	3	3	0	0	0	0	0
* KOAB-TV	3	5	10	6	5	4	7	3	0	0	0	0	2	2	2	2	0	0	0	0	0
Other	14	22	19	18	25	24	26	26	24	25	24	31	20	18	18	19	20	9	12	24	12
HUT %	57	64	68	68	51	54	60	59	48	47	50	52	56	52	59	59	56	34	42	50	34
	24	25	28	25	19	18	22	20	19	17	21	17	27	31	36	32	27	9	8	10	8



Bend, OR Market Overview

DMA Rank: 200
BIA Revenue Rank: 186

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998	1998	2003	Growth Rate
DMA Population	87	107	4.2%	107	121	2.5%
Households	34	42	4.3%	42	48	2.7%
Retail Sales	890	1,458	10.4%	1,458	1,893	5.4%
EBI	1,337	1,623	4.0%	1,623	2,158	5.9%
Pop Rank # 200	DMA Counties 1					
HH Rank # 200	TV Households 42					
RS Rank # 194	DMA Cable 70%					
EBI Rank # 199	DMA VCR 90%					
	White 98.1%		Avg Household \$ 38,547			
	Black 0.2%		Per Capita \$ 15,195			
	Asian 0.8%		Spanish Speaking 3.3			

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98								
\$	--	--	4,500	4,800	5,300	6,000									
Δ 98 - 99	5.0%	6,300	6,900	7,200	7,800	8,100	6.5%								
★ ★ ★	<table border="1"> <thead> <tr> <th>Estimated Breakouts</th> <th>% Network</th> <th>% Natl/Regl</th> <th>% Local</th> </tr> </thead> <tbody> <tr> <td>5.0%</td> <td>5.0%</td> <td>25.0%</td> <td>70.0%</td> </tr> </tbody> </table>							Estimated Breakouts	% Network	% Natl/Regl	% Local	5.0%	5.0%	25.0%	70.0%
Estimated Breakouts	% Network	% Natl/Regl	% Local												
5.0%	5.0%	25.0%	70.0%												
Revenue/Retail Sales	1993	1998	2003												
Revenue/Capita	N/A	\$4.12/1,000	\$4.28/1,000												
	N/A	\$56.07	\$66.94												

Bend, OR Competitive Overview

City Of License	Ch	Visual Power (kW)	HAAT	DTV Ch	L M A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)	Nov 98	Feb 99	May 99	Jul 99	Nov 99		
KTVZ Bend	21	126	646	18	NBC	Katz	Northwest Bcstg Inc	77	9708	st	4,300	0.99	69%	17	22	20	18	17	18	17	
KFXO-LP Bend	39	22	1,992		FOX		Meredith Corp	93	9707	g	2,000	1.02	31%	6	6	9	9	7	8	9	
*KOAB-TV Bend	3	59	745	11	PBS		Oregon Public Bcstg	70	9309	nc				4	4	4	4	4	4	4	
AWBO		1			WB		Local Cable Station	99													

ADJACENT MARKET STATIONS

TOTAL	49	56	61	28	28	24	24	29	27
HUT %	26	29	33	31	26	29	34	33	

Note: AWBO is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Lima, OH Ratings Overview

DMA Rank: 201

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			# Stations	%	# Stations	%					Network Viewing	Commercial Viewing	Ind Viewing	PTV Viewing		Local Viewing
1993	199	80%	0	80%	2	2	1	1	1	37%	32.8%	33.8%	1.0%	2.0%	35.8%	64.2%
1994	200	77	0	77	2	2	1	1	1	38	32.3	34.3	2.0	2.5	36.8	63.2
1995	201	80	0	80	2	2	1	1	1	38	30.5	31.8	1.3	2.0	33.8	66.2
1996	202	84	0	84	3	3	2	1	1	38	33.0	35.0	2.0	1.5	36.5	63.5
1997	202	80	0	80	3	3	2	1	1	37	30.0	31.3	1.3	2.0	33.3	66.7
1998	203	84	0	84	3	3	3	1	1	36	30.3	30.3	0.0	2.0	32.3	67.7
1999	201	81	0	81	4	4	4	1	1	36	31.5	32.0	0.5	2.0	34.0	66.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WLIO	56%	57%	60%	58%	19%	21%	22%	27%	24%	29%	29%	31%	25%	24%	26%	27%
WTLW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WOHL-LP	0	0	0	0	7	10	11	5	2	0	2	4	2	2	2	3
* WBGU-TV	0	4	4	3	0	0	0	3	0	0	0	0	0	0	2	4
ABOH	0	3	0	3	0	0	0	0	6	0	0	0	3	2	3	0
Other	3	0	0	2	14	14	19	13	15	18	23	19	17	7	17	14
HUT %	59	64	64	66	40	45	52	48	47	47	50	54	47	37	55	50
	21	21	26	25	24	20	26	24	26	21	29	27	30	30	36	34

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLIO	50%	46%	48%	50%
WTLW	0	0	0	0
WLPQ-LP	0	0	0	0
WOHL-LP	3	3	3	3
* WBGU-TV	0	0	0	2
ABOH	4	4	3	4
Other	5	8	6	8
HUT %	62	61	60	67
	46	44	52	49

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLIO	17%	20%	20%	24%
WTLW	2	1	1	1
WLPQ-LP	2	2	1	0
WOHL-LP	3	5	6	6
* WBGU-TV	3	2	2	2
ABOH	2	3	3	3
Other	14	21	23	21
HUT %	43	54	56	57
	47	52	57	52

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLIO	60%	64%	67%	65%
WTLW	0	0	0	0
WLPQ-LP	0	0	0	0
WOHL-LP	7	5	0	0
* WBGU-TV	0	0	0	0
ABOH	0	0	2	0
Other	2	4	4	5
HUT %	69	73	73	70
	33	34	40	36

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WLIO	31%	32%	37%	30%
WTLW	0	0	0	0
WLPQ-LP	0	0	0	0
WOHL-LP	4	5	3	0
* WBGU-TV	0	0	0	0
ABOH	5	12	5	0
Other	0	0	5	11
HUT %	40	49	50	41
	15	16	17	17



Lima, OH Market Overview

DMA Rank: 201

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Rate	Rate
DMA Population	110	-0.6%	107	-0.6%	107	104	104	-0.6%		
Households	40	-0.5%	39	-0.5%	39	38	38	-0.5%		
Retail Sales	1,194	4.8%	1,511	4.8%	1,511	1,941	1,941	5.1%		
EBI	1,414	1.4%	1,514	1.4%	1,514	1,743	1,743	2.9%		
DMA Counties	1		1		86.1%					
TV Households	38		38		12.9%					
DMA Cable	82%		82%		0.8%					
DMA VCR	84%		84%							
White										
Black										
Asian										
Avg Household										
Per Capita										
Spanish Speaking										

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	1998 - 99	2000	2001	2002	2003	1998 - 99

Estimated Breakouts	% Network	% Natl/Regl	% Local

Revenue/Retail Sales Revenue/Capita

Lima, OH Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M A	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est '99 Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)																												
															Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98																					
WLIO	Lima	661	35	541	20	NBC	Katz	Blade Communications	53	7201		91%	25	26	25	28	26	29	29	29	29	29	29	29	29																		
WTLW	Lima	912	44	676	47	REL		American Christian	82			1%																															
WLOP-LP	Lima	8	18	612		UPN		Frontier Management	00			6%	3	4	4	5	3	3	2	2	2	2	2	2	2	2																	
WOHL-LP	Lima	17	25	1,265		FOX		Frontier Management	94			2%	3	2	2	2	2	2	1	1	1	1	1	1	1	1																	
*WBGU-TV	Bowling Green	1,000	27	1,050	56	PBS		Bowling Green St U	73				13	16	18	16	12	12	21	21	21	24	24	27	27	27																	
ABOH		1				WB		Local Cable Station	98																																		
												ADJACENT MARKET STATIONS																															
												TOTAL	46	48	51	53	43	53	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60							
												HUT %	32	31	38	36	32	34	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40

Note: ABOH is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Zanesville, OH Ratings Overview

DMA Rank: 202

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			Viewing	Local Viewing	Commercial Viewing	PTV Viewing					Ind Viewing	Network Viewing	Local Viewing			
1993	202	78%	0	1	1	0	0	0	37%	30.3%	0.0%	30.3%	0.0%	0.0%	30.3%	69.7%
1994	204	74	0	1	1	0	0	0	37	28.3	0.0	28.3	0.0	0.0	28.3	71.7
1995	204	75	0	1	1	0	0	0	38	26.8	0.0	26.8	0.0	0.0	26.8	73.2
1996	204	76	0	1	1	0	0	0	38	28.0	0.0	28.0	0.0	0.0	28.0	72.0
1997	204	73	0	1	1	0	0	0	37	23.8	0.0	23.8	0.0	0.0	23.8	76.2
1998	204	76	0	1	2	0	0	0	37	23.0	0.0	23.0	0.0	0.0	23.0	77.0
1999	202	76	0	1	2	0	0	0	37	22.0	0.0	22.0	0.0	0.0	22.0	78.0

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WHIZ-TV	38%	40%	44%	8%	14%	13%	21%	25%	35%	16%	16%	19%
ABZV	0	0	0	0	2	0	0	0	0	2	0	2
Other	15	20	15	32	38	34	22	40	20	34	42	37
	53	60	59	40	54	47	43	65	55	52	58	60
HUT %	25	26	27	25	24	27	29	28	29	33	34	43

6:00 - 8:00 PM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
WHIZ-TV	24%	31%	30%
ABZV	2	2	3
Other	30	30	28
	56	63	58
HUT %	45	47	57

11:00 - 11:30 PM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
WHIZ-TV	11%	20%	18%
ABZV	0	0	2
Other	27	39	42
	38	59	62
HUT %	51	54	59

11:30 - 1:00 AM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
WHIZ-TV	19%	26%	23%
ABZV	0	0	0
Other	19	29	28
	38	55	51
HUT %	20	14	16



Fairbanks, AK Ratings Overview

DMA Rank: 203

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	206	32%	4	0	2	2	1	25%	46.8%	5.3%	52.1%	5.5%	57.6%	42.4%	
1994	205	38	4	0	1	3	1	26	17.5	37.3	54.8	5.3	60.1	39.9	
1995	205	37	4	0	2	2	1	24	41.8	10.5	52.3	5.3	57.6	42.4	
1996	205	39	5	0	4	1	1	24	47.8	0.0	47.8	6.0	53.8	46.2	
1997	205	37	5	0	4	1	1	23	47.8	0.0	47.8	5.5	53.3	46.7	
1998	205	39	5	0	4	1	1	22	46.3	0.0	46.3	4.3	50.6	49.4	
1999	203	35	5	0	4	1	1	22	42.3	0.0	42.3	5.0	47.3	52.7	

Daypart Share Analysis

Calls	6:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM					
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99			
KATN	0%	6%	9%	8%	0%	10%	6%	5%	0%	18%	8%	8%	0%	11%	13%
KFXF	0	5	4	0	0	11	11	12	0	10	16	11	0	12	9
KTVF	0	31	35	32	0	11	9	12	0	10	15	9	0	21	14
KXD-LP	0	8	8	4	0	22	17	15	0	14	14	18	0	5	7
* KUAC-TV	0	8	3	5	0	14	8	10	0	5	4	6	0	9	8
HUT %	0	58	59	49	0	68	51	54	0	57	57	52	0	58	51
	0	15	17	17	0	16	17	20	0	16	17	19	0	20	23

5:00 - 7:00 PM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
KATN	0%	6%	9%
KFXF	0	7	7
KTVF	0	36	39
KXD-LP	0	8	10
* KUAC-TV	0	4	3
HUT %	0	61	68

11:00 - 11:30 PM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
KATN	0%	17%	13%
KFXF	0	13	14
KTVF	0	29	30
KXD-LP	0	12	14
* KUAC-TV	0	7	7
HUT %	0	78	78

11:30 - 1:00 AM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
KATN	0%	3%	4%
KFXF	0	11	5
KTVF	0	40	41
KXD-LP	0	4	9
* KUAC-TV	0	12	10
HUT %	0	70	69

3:00 - 5:00 PM

Calls	PRIME TIME		
	Jul 00	May 00	Nov 99
KATN	0%	0%	5%
KFXF	0	6	12
KTVF	0	46	29
KXD-LP	0	7	14
* KUAC-TV	0	0	0
HUT %	0	59	60



Fairbanks, AK Market Overview

DMA Rank: 203
BIA Revenue Rank: 184

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1999		2000		2001		2002		2003	
	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate	Pop	Rate
DMA Population	94	-0.2%	93	0.8%	97	0.8%	97	0.8%	97	0.8%	97	0.8%
Households	32	0.0%	32	1.2%	34	1.2%	34	1.2%	34	1.2%	34	1.2%
Retail Sales	787	5.2%	1,012	4.2%	1,243	4.2%	1,243	4.2%	1,243	4.2%	1,243	4.2%
EBI	1,579	-0.3%	1,553	2.9%	1,793	2.9%	1,793	2.9%	1,793	2.9%	1,793	2.9%
White	3	82.3%	3	82.3%	3	82.3%	3	82.3%	3	82.3%	3	82.3%
Black	31	6.4%	31	6.4%	31	6.4%	31	6.4%	31	6.4%	31	6.4%
Asian	38%	3.3%	38%	3.3%	38%	3.3%	38%	3.3%	38%	3.3%	38%	3.3%
Spanish Speaking	94%		94%		94%		94%		94%		94%	
Avg Household												
Per Capita												
Spanish Speaking												
Spanish Speaking												

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
\$	5,300	6,300	6,000	5,600	6,100	6,600	4.5%
Δ 98 - 99	7.6%	7,100	7,700	8,100	8,700	9,100	6.5%

Estimated Breakouts	% Network	% Natl/Regl	% Local
	10.0%	35.0%	55.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003
\$	\$6.73/1,000	\$6.52/1,000	\$7.32/1,000
	\$56.38	\$70.97	\$93.81

Fairbanks, AK Competitive Overview

Calls	City Of License	Visual Power (kW)	Ch	HAAT	DTV	L M	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000)1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																	Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KATN	Fairbanks	28	46	18	18	ABC	ABC	Katz	Smith Bostg Group	55	9512	d	1,200	0.89	19%	13	11	11	10	10	11	11	12					
KJNP-TV	North Pole	19	1,621	20	20	REL	REL		Evangelistic AK Miss	81			1,700	1.04	23%	11	12	13	11	11	14	16	16					
KFXF	Fairbanks	40	879	22	22	FOX	FOX	Young	Tanana Valley TV Co	95			3,300	1.11	42%	25	24	21	25	25	24	24	24					
KTVF	Fairbanks	50	919	28	28	N&P	N&P	Young	Northern Television	55			900	0.79	16%	10	11	11	8	8	10	11	11					
KXD-LP	Fairbanks	1	500	24	24	CBS	CBS		Tanana Valley TV Co	96						8	6	6	7	7	7	7	5					
*KUAC-TV	Fairbanks	47	500	24	24	PBS	PBS		University of Alaska	71						8	6	6	7	7	7	7	5					

Note: Fairbanks is not rated in July.

TOTAL	67	64	62	61	66	68
HUT %	28	30	31	29	29	29

1/ See introduction section for interpretation of revenue estimates.



Victoria, TX Ratings Overview

DMA Rank: 204

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing			Commercial Viewing			PTV Viewing			Local Viewing			All Other Viewing		
			Stations	Stations	Stations	Stations					Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing	Viewing
1993	207	80%	0	2	1	1	0	0	34%	24.5%	24.5%	0.0%	24.5%	0.0%	0.0%	24.5%	0.0%	0.0%	24.5%	0.0%	0.0%	24.5%	0.0%	0.0%	75.5%
1994	207	79	0	2	1	1	0	0	33	21.3	23.6	2.3	23.6	0.0	0.0	23.6	0.0	0.0	23.6	0.0	0.0	23.6	0.0	0.0	76.4
1995	207	78	0	2	1	1	0	0	34	18.8	26.3	7.5	26.3	0.0	0.0	26.3	0.0	0.0	26.3	0.0	0.0	26.3	0.0	0.0	73.7
1996	206	79	0	2	2	0	0	0	34	23.8	23.8	0.0	23.8	0.0	0.0	23.8	0.0	0.0	23.8	0.0	0.0	23.8	0.0	0.0	76.2
1997	206	75	0	2	2	0	0	0	34	23.0	23.0	0.0	23.0	0.0	0.0	23.0	0.0	0.0	23.0	0.0	0.0	23.0	0.0	0.0	77.0
1998	206	73	0	3	3	1	0	0	34	20.8	23.8	3.0	23.8	0.0	0.0	23.8	0.0	0.0	23.8	0.0	0.0	23.8	0.0	0.0	76.2
1999	204	75	0	3	3	1	0	0	31	21.3	25.1	3.8	25.1	0.0	0.0	25.1	0.0	0.0	25.1	0.0	0.0	25.1	0.0	0.0	74.9

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KVCT	6%	4%	0%	4%	16%	8%	10%	7%	10%	8%	8%	7%	12%	6%	3%	4%
KAVU-TV	28	22	22	23	18	12	18	12	22	20	30	28	16	12	13	11
KUNU-LP	6	6	5	0	5	8	6	0	8	5	3	0	7	9	5	4
AWVB	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0
Other	17	13	17	19	17	19	8	27	20	28	16	23	12	19	16	28
HUT %	57	45	44	46	56	47	42	46	60	61	56	58	49	46	37	47
	20	20	23	19	23	22	19	20	31	25	23	25	26	25	21	20

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KVCT	8%	3%	7%	4%	8%	7%	8%	8%	5%	3%	5%	4%	9%	11%	6%	5%
KAVU-TV	26	23	21	24	15	19	18	18	41	40	45	43	11	10	12	20
KUNU-LP	10	6	5	3	7	8	5	3	0	2	0	0	0	0	3	0
AWVB	3	2	3	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	19	21	19	27	18	22	21	27	23	24	21	24	22	27	26	21
HUT %	66	55	55	58	48	56	52	56	69	69	71	71	42	48	47	46
	38	38	40	37	45	51	53	49	43	45	45	41	23	21	21	20

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998	2003	Growth Rate
DMA Population	77	85	85	88	0.7%
Households	27	30	30	32	1.3%
Retail Sales	672	940	940	1,212	5.2%
EBI	1,064	1,390	1,390	1,852	5.9%
Pop Rank # 204	DMA Counties 1 White 92.1% Avg Household \$ 46,181				
HH Rank # 204	TV Households 30 Black 7.0% Per Capita \$ 16,431				
RS Rank # 205	DMA Cable 74% Asian 0.5% Spanish Speaking 41.3				
EBI Rank # 204	DMA VCR 86%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
***	18.8%	3,800	4,300	4,500	4,900	5,200	8.0%
***	18.8%	3,800	4,300	4,500	4,900	5,200	8.0%
Estimated Breakouts	% Network	% Natl/Regl	% Local				
	5.0%	35.0%	60.0%				

	1998	2003
Revenue/Retail Sales	\$3,401,000	\$4,291,000
Revenue/Capita	\$37.65	\$59.09

Victoria, TX Competitive Overview

City Of License	Calls	Ch	Visual Power (kW)	HAAT	DTV	L M	Ch	A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																		Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
KVCT Victoria	19	153	cp	489	34	1	FOX		Katz	Surtsey Bcstg	69	9812	na	800	0.96	22%	22%	9	6	7	8	4	5	6	7				
KAVU-TV Victoria	25	2,140		1,020	15	1	ABC		Katz	Saga Comm Inc	82	9811	g1	2,900	1.23	62%	62%	18	17	18	18	13	15	16	18				
KUNU-LP Victoria	21	1		466		1	UNI		Katz	Saga Comm Inc	98	9811	g1	100	0.16	16%	16%	6	6	4	2	5	4	4	3				
KVHM-LP Victoria	31	27		307			UPN			Cotton Bcstg	98																		
AWVB		1					WB			Local Cable Station	98																		

ADJACENT MARKET STATIONS

TOTAL	50	52	47	52	40	47	52	55
HUT %	31	31	30	30	32	32	29	35

Note: AWVB is a local cable channel carrying WB programming



Presque Isle, ME Ratings Overview

DMA Rank: 205

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
			Stations	Pct	Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing		Local Viewing
1993	204	63%	1	63%	0	0	1	0	1	35%	43.5%	0.0%	43.5%	4.0%	47.5%	52.5%
1994	206	66	1	66	0	0	1	0	1	35	40.8	0.0	40.8	4.0	44.8	55.2
1995	206	66	1	66	0	0	1	0	1	34	37.3	0.0	37.3	3.3	40.6	59.4
1996	207	74	1	74	0	0	1	0	1	36	35.0	0.0	35.0	3.0	38.0	62.0
1997	207	74	1	74	0	0	1	0	1	34	32.8	0.0	32.8	3.3	36.1	63.9
1998	207	73	1	73	0	0	2	0	1	34	30.5	0.0	30.5	3.0	33.5	66.5
1999	205	70	1	70	0	0	2	0	1	33	27.5	0.0	27.5	2.8	30.3	69.7

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 4:00 PM				4:00 - 6:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
WAGM-TV	38%	43%	40%	40%	26%	30%	30%	33%	40%	36%	38%	38%	20%	27%	22%	21%
* WMEM-TV	6	3	5	4	8	3	3	4	0	0	2	0	0	2	4	1
ABPQ	0	2	0	0	0	0	0	0	0	0	0	0	0	3	0	0
Other	13	9	9	19	13	13	10	18	5	13	6	8	11	14	12	13
HUT %	57	57	54	63	47	46	43	55	45	49	46	46	31	46	38	35
	26	25	25	25	24	20	24	23	24	22	28	25	25	31	40	38

6:00 - 8:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WAGM-TV	46%	42%	43%	41%
* WMEM-TV	1	2	2	2
Other	11	16	12	12
HUT %	58	60	57	55
	47	52	60	58

11:00 - 11:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WAGM-TV	41%	35%	42%	40%
* WMEM-TV	0	0	0	0
Other	5	6	5	10
HUT %	46	41	47	50
	16	16	17	20

11:30 - 1:00 AM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
WAGM-TV	24%	11%	26%	19%
* WMEM-TV	0	0	0	0
Other	0	0	0	0
HUT %	24	11	26	19
	7	7	6	8



Presque Isle, ME Market Overview

DMA Rank: 205

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993		1998		1998		2003		Growth Rate	
	Pop	HH	Pop	HH	Rate	Rate	Rate	Rate	Rate	Rate
DMA Population	84	31	74	28	-2.5%	74	28	71	-0.8%	-0.8%
Households	31	695	28	734	-2.0%	28	734	28	0.0%	0.0%
Retail Sales	1,007	979	979	979	1.1%	734	798	798	1.7%	1.7%
EBI					-0.6%	979	1,096	1,096	2.3%	2.3%

	DMA Counties	White			Black			Asian			Hispanic		
		Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	
Pop Rank # 205	1	97.3%											
HH Rank # 205	28	1.3%											
RS Rank # 206	65%												
EBI Rank # 206	84%												

Presque Isle, ME Competitive Overview

City Of License	Calls	Visual Power (kW)	Ch	HAAT	DTV	L M	Ch A	Aff	Rep	Owner	Year Date	Std	Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	Share %	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
																			Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97
WAGM-TV Presque Isle	8	120	cp	1,148	16		CBS	Katz	Max Media LLC	56	9903	p	16,500	nc	100%	26	28	27	26	28	26	30	31							
*WMEM-TV Presque Isle	10	316		1,089	20		PBS		Maine Public Bcstg	64	9206		nc			3	2	4	2	2	3	4	3							
ABPQ							WB		Local Cable Station	98																				

Allocations: Ch 62, Presque Isle Note: ABPQ is a local cable channel carrying WB programming

ADJACENT MARKET STATIONS	
TOTAL	40 45 43 41 40 41 46 46
HUT %	28 29 35 35 29 31 35 36

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993		1994		1995		1996		1997		1998		1999		2000		2001		2002		2003	
	Δ	98-99	Δ	98-99	Δ	98-99	Δ	98-99	Δ	98-99	Δ	98-99	Δ	98-99	Δ	98-99	Δ	98-99	Δ	98-99	Δ	98-99
\$																						

Estimated Breakouts	% Network	% Natl/Regl	% Local
Revenue/Retail Sales	1993	1998	2003
Revenue/Capita			



Juneau, AK Ratings Overview

DMA Rank: 206

Market Trend Analysis

COMMERCIAL STATIONS

LOCAL SHARES

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	Network Viewing			Commercial Viewing			PTV Viewing			Local Viewing			All Other Viewing		
			Stations	%	Stations	%					Viewing	%	Viewing	%	Viewing	%	Viewing	%	Viewing	%	Viewing	%	Viewing	%	Viewing
1993	0	0%	0	0%	0	0%	0	0	0	0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	
1994	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%		
1995	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%		
1996	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%		
1997	0	0	0	0	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%		
1998	0	0	4	1	5	0	0	1	22	22	10.5	10.5	10.5	10.5	3.3	3.3	13.8	13.8	86.2	86.2	86.2	86.2	86.2		
1999	206	80	4	1	5	0	0	1	22	22	8.5	8.5	8.5	8.5	3.0	3.0	11.5	11.5	88.5	88.5	88.5	88.5	88.5		

Daypart Share Analysis

Calls	6:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 3:00 PM			3:00 - 5:00 PM				
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00
KJUD	0%	10%	15%	0%	12%	5%	0%	16%	9%	10%	0%	12%	6%	6%
KTNL	0	0	0	0	5	0	0	0	0	0	0	0	0	0
KSCT-LP	0	0	0	0	0	0	0	6	0	0	0	0	0	0
* KTOO	0	6	4	0	0	5	0	0	0	0	0	0	0	3
HUT %	0	16	19	0	17	10	0	22	9	10	0	12	9	11
	0	17	19	0	15	16	0	16	17	16	0	20	24	23

Calls	5:00 - 7:00 PM			PRIME TIME			10:00 - 10:30 PM			10:30 - 12:00 MID				
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00
KJUD	0%	8%	11%	0%	19%	15%	0%	29%	20%	17%	0%	20%	14%	13%
KTNL	0	0	0	0	2	1	0	0	0	0	0	0	0	0
KUBD	0	0	0	0	0	0	0	0	0	0	0	0	0	0
KATH-LP	0	4	0	0	3	1	0	0	0	0	0	0	0	0
KSCT-LP	0	0	0	0	2	1	2	0	0	0	0	4	3	0
KJMW-LP	0	0	0	0	3	2	0	0	0	0	0	0	0	0
* KTOO	0	2	3	0	4	5	4	0	5	4	0	7	5	4
HUT %	0	14	16	0	33	25	0	34	24	23	0	31	22	17
	0	37	41	0	47	52	0	34	35	33	0	20	21	21

Helena, MT Ratings Overview

DMA Rank: 207

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			# Stations	Pct	# Stations	Pct					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	208	68%	1	0	1	0	0	0	29%	29.3%	0.0%	29.3%	0.0%	29.3%	70.7%
1994	208	67	1	0	1	0	0	0	29	27.3	0.0	27.3	0.0	27.3	72.7
1995	208	63	1	0	1	0	0	0	29	26.8	0.0	26.8	0.0	26.8	73.2
1996	208	67	1	0	1	0	0	0	29	30.0	0.0	30.0	0.0	30.0	70.0
1997	208	66	1	1	2	0	0	0	28	31.8	0.0	31.8	0.0	31.8	68.2
1998	208	67	2	1	4	0	0	0	28	33.0	0.0	33.0	0.0	33.0	67.0
1999	207	63	2	1	4	0	0	0	26	36.0	0.0	36.0	0.0	36.0	64.0

Daypart Share Analysis

Calls	6:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KMTF	0%	6%	3%	0%	0%	4%	5%	6%	10%	11%	8%	8%	0%	0%	0%	5%
KTVH	45	30	32	34	16	12	11	13	17	12	14	18	17	25	20	16
K21DU	11	5	4	6	9	5	9	8	9	7	13	12	10	10	12	10
AWHA	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0
Other	11	14	8	9	17	24	21	17	6	0	8	9	13	14	11	14
HUT %	67	55	47	49	46	45	46	44	42	30	43	47	40	49	43	45
	12	17	19	13	14	13	16	13	13	13	16	14	16	19	23	18

5:00 - 7:00 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KMTF	6%	6%	8%	7%
KTVH	35	29	29	30
K21DU	8	8	8	8
AWHA	3	0	0	0
Other	14	19	18	18
HUT %	66	62	63	63
	34	39	47	39

10:00 - 10:30 PM

Calls	PRIME TIME			
	Jul 00	May 00	Feb 00	Nov 99
KMTF	7%	7%	8%	8%
KTVH	16	24	23	21
K21DU	11	13	14	15
AWHA	3	2	2	1
Other	13	15	14	15
HUT %	50	61	61	60
	35	48	51	49

10:00 - 12:00 MID

Calls	10:00 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99
KMTF	6%	0%	0%	5%
KTVH	28	35	25	27
K21DU	0	4	5	7
AWHA	0	0	4	0
Other	5	5	5	7
HUT %	39	44	46	46
	18	19	18	16



Helena, MT Market Overview

DMA Rank: 207

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1993	1998	1998	1998	2003	Growth Rate
DMA Population	51	54	1.1%	54	54	0.0%
Households	20	22	1.9%	22	22	0.0%
Retail Sales	451	616	6.4%	616	752	4.1%
EBI	822	814	-0.2%	814	946	3.1%
Pop Rank # 207	DMA Counties 1 White 96.8% Avg Household \$ 37,882					
HH Rank # 207	TV Households 21 Black 0.1% Per Capita \$ 15,167					
RS Rank # 207	DMA Cable 59% Asian 0.6% Spanish Speaking 1.3					
EBI Rank # 207	DMA VCR 87%					

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
				DATA NOT AVAILABLE			
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03

Estimated Breakouts	% Network	% Natl/Regl	% Local
	1993	1998	2003

Revenue/Retail Sales Revenue/Capita

Helena, MT Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	DTV	L M A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)														
																Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 97			
KMTF	Helena	10	219 cp	2,333	29		FOX		Uhlmann/Latshaw Bctg	98		3,454	18%	6	6	7	8	6	6	6	6	6	6	6	6	6	6	6		
KTVH	Helena	12	210 cp	2,316	14		NBC	Sitel	Sunbelt Bcstg Co	58	9706		62%	21	23	21	20	21	23	21	23	21	23	21	23	21	23	21	23	
K21DU	Helena	21	10	715			ABC	Katz	Dix Communications	97			21%	8	9	10	11	6	7	8	7	8	8	9	8	9	8	9	9	
AWHA			1				WB		Local Cable Station	98				2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
ADJACENT MARKET STATIONS													11	14	14	16	11	14	16	17										
TOTAL													48	52	54	55	44	51	51	55										
HUT %													22	26	29	26	23	26	27	30										

Note: AWHA is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

Alpena, MI Ratings Overview

DMA Rank: 208

Market Trend Analysis

Year	DMA Rank	COMMERCIAL STATIONS				# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing	
		Cable Pct	# VHF Stations	# UHF Stations	# Network Affiliates			# Ind Stations	Network Viewing	Ind Viewing	Commercial Viewing		PTV Viewing
1993	209	64%	1	0	1	1	32%	31.8%	0.0%	31.8%	3.3%	35.1%	64.9%
1994	209	61	1	0	1	35	33.5	33.5	0.0	33.5	2.8	36.3	63.7
1995	209	61	1	0	1	32	28.8	28.8	0.0	28.8	2.8	31.6	68.4
1996	209	64	1	0	1	33	24.3	24.3	0.0	24.3	3.5	27.8	72.2
1997	209	67	1	0	1	33	24.8	24.8	0.0	24.8	3.3	28.1	71.9
1998	209	65	1	0	1	32	24.3	24.3	0.0	24.3	2.3	26.6	73.4
1999	208	67	1	0	1	31	21.8	21.8	0.0	21.8	2.0	23.8	76.2

Daypart Share Analysis

Calls	7:00 - 9:00 AM			9:00 AM - 12:00 NOON			12:00 NOON - 4:00 PM			4:00 - 6:00 PM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WBKB-TV	25%	22%	14%	29%	32%	24%	22%	26%	25%	15%	27%	17%
* WCML-TV	0	8	6	3	0	0	0	0	0	0	0	0
Other	28	24	21	10	12	20	11	11	16	13	11	15
HUT %	53	54	41	42	44	44	33	37	41	28	38	31
	20	23	26	22	22	27	20	19	25	26	27	33

Calls	6:00 - 8:00 PM			PRIME TIME			11:00 - 11:30 PM			11:30 - 1:00 AM		
	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99	Jul 00	May 00	Nov 99
WBKB-TV	30%	25%	27%	17%	19%	20%	39%	36%	37%	24%	23%	23%
* WCML-TV	1	3	1	3	3	3	0	0	0	0	0	0
Other	21	23	23	16	25	23	10	18	8	8	10	4
HUT %	52	51	51	36	47	48	49	54	45	32	33	27
	44	41	58	45	47	56	30	26	28	12	10	13

Market Trend Analysis

COMMERCIAL STATIONS

Year	DMA Rank	Cable Pct	# VHF Stations		# UHF Stations		# Network Affiliates	# Ind Stations	# PTV Stations	Avg HUT Share	LOCAL SHARES				All Other Viewing
			Stations	Stations	Stations	Stations					Network Viewing	Ind Viewing	Commercial Viewing	PTV Viewing	
1993	210	65%	2	0	2	0	1	33%	48.0%	0.0%	48.0%	3.3%	51.3%	48.7%	
1994	210	64	2	0	2	0	1	33	45.3	0.0	45.3	3.5	48.8	51.2	
1995	210	62	3	0	2	1	1	33	41.3	0.5	41.8	3.0	44.8	55.2	
1996	210	64	3	0	3	0	1	32	45.8	0.0	45.8	2.5	48.3	51.7	
1997	210	66	3	0	3	0	1	32	39.3	0.0	39.3	2.8	42.1	57.9	
1998	210	66	3	0	4	0	1	32	39.5	0.0	39.5	2.5	42.0	58.0	
1999	209	65	2	0	3	0	1	30	29.5	0.0	29.5	3.0	32.5	67.5	

Daypart Share Analysis

Calls	7:00 - 9:00 AM				9:00 AM - 12:00 NOON				12:00 NOON - 3:00 PM				3:00 - 5:00 PM			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KNOP-TV	38%	35%	44%	40%	17%	15%	15%	19%	33%	34%	33%	35%	14%	16%	14%	15%
KWNB-TV	7	9	11	5	5	4	8	5	6	7	8	8	10	7	10	14
KIIT-LP	0	0	0	0	6	13	4	7	3	6	4	4	0	0	0	0
* KPNE-TV	0	4	3	4	4	5	4	3	2	0	0	0	0	0	0	0
AWPL	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	3	3	0	0	13	15	14	14	3	4	4	6	14	7	8	9
HUT %	48	51	61	49	45	52	45	48	47	51	49	53	38	30	32	38
	17	23	21	21	21	22	20	20	23	21	21	20	19	18	21	18

Calls	5:00 - 7:00 PM				PRIME TIME				10:00 - 10:30 PM				10:30 - 12:00 MID			
	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99	Jul 00	May 00	Feb 00	Nov 99
KNOP-TV	42%	41%	40%	44%	20%	22%	23%	24%	58%	62%	62%	62%	26%	30%	31%	32%
KWNB-TV	6	5	5	4	9	14	13	12	4	4	4	6	4	3	3	8
KIIT-LP	2	2	1	1	1	1	1	1	0	1	1	2	3	0	2	0
* KPNE-TV	0	2	0	2	3	3	2	3	0	1	1	0	0	0	0	0
AWPL	1	4	3	2	0	2	1	0	0	1	0	0	0	0	0	0
Other	11	13	16	12	8	10	10	11	4	3	4	4	4	3	3	6
HUT %	62	67	65	65	41	52	50	51	66	72	72	74	37	36	39	46
	34	40	46	43	40	49	54	52	50	56	54	52	23	27	23	21



Glendive, MT Market Overview

DMA Rank: 210

Demographic and Economic Overview

(000s, except Retail Sales and EBI in \$000,000s)

	1998		1998		2003		Growth Rate
	1993	1998	1998	2003	1998	2003	
DMA Population	10	10	10	10	10	10	0.0%
Households	4	4	4	4	4	4	0.0%
Retail Sales	65	59	59	64	64	64	1.6%
EBI	132	133	133	154	154	154	3.0%
Pop Rank # 210	DMA Counties		2	White	98.7%	Avg Household	\$ 33,314
HH Rank # 210	TV Households		4	Black	0.0%	Per Capita	\$ 13,194
RS Rank # 210	DMA Cable		67%	Asian	0.3%	Spanish Speaking	0.8
EBI Rank # 210	DMA VCR		82%				

Market Television Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
				DATA NOT AVAILABLE			
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03

Estimated Breakouts	% Network	% Natl/Regl	% Local
	1993	1998	2003

Revenue/Retail Sales Revenue/Capita

Glendive, MT Competitive Overview

City Of License	Ch	Visual Power (kW)	HAAT	Ch A	DTV M	C&N	Roslin	Rep	Owner	Year Date Std Acq'd	Est '99 Revenue (000) 1/	Est Power Ratio	Avg '99 LCS	SHARE SUMMARY 9:00 AM - MIDNIGHT (%)											
														Jul 00	May 00	Feb 00	Nov 99	Jul 99	May 99	Feb 99	Nov 98	Jul 98	May 98	Feb 98	Nov 98
KXGN-TV	5	15	499	15					Glendive Bcsig Corp	57	9004	494e	100%	20	23	23	23	24	24	20	28	28	24		
AWZB		1				WB			Local Cable Station	98				16	20	16	19	13	20	20	17	19	19		
TOTAL														36	43	39	42	37	40	45	43				
HUT %														21	20	27	25	20	23	27	29				

ADJACENT MARKET STATIONS

Allocations: Ch 13, Glendive Note: AWZB is a local cable channel carrying WB programming

1/ See introduction section for interpretation of revenue estimates.

San Juan, PR

Non - DMA



Cross Market Analyses

This section of the book compares markets in terms of selected demographic, economic and competitive factors.

Table Number	Table Name	Table Description
Table 1	Market Growth by DMA Rank	Projected 1998-2003 retail sales and population growth in DMA Rank Order.
Table 2	Markets by Retail Sales Growth	Projected 1998-2003 retail sales and population growth indexed on retail sales growth.
Table 3	Market Type by DMA Rank	The number of VHF and UHF stations competing in each market.
Table 4	Cable Penetration by DMA Rank	Cable penetration for each market as estimated by Nielsen based on the November, 1999 ratings period.
Table 5	Estimated Revenues by DMA Rank	Estimated 1999 gross market revenues in DMA rank order as projected by BIA Research, Inc.
Table 6	Estimated DMA Revenues Ranked by Revenue	Estimated 1999 gross market revenues ranked from highest to lowest, as projected by BIA Research, Inc.
Table 7	Station Call Letters to Market Rank	Cross reference of stations listed by calls to market DMA rank.
Table 8	City of License to Market Rank	Cross reference by city of license to market DMA rank.

Table 1

Market Growth by DMA Rank

DMA Rank	Market	1998—2003 Projected Growth			DMA Rank	Market	1998—2003 Projected Growth		
		Retail Sales	Population				Retail Sales	Population	
1	New York, NY	2.8%	0.5%		37	San Antonio, TX	5.9%	1.7%	
2	Los Angeles, CA	2.2	1.2		38	Grand Rapids-Kalamazoo-Battle Creek, MI	5.4	0.8	
3	Chicago, IL	3.5	0.5		39	Birmingham, AL	4.6	0.6	
4	Philadelphia, PA	3.4	0.2		40	Memphis, TN	5.1	0.4	
5	San Francisco-Oakland-San Jose, CA	3.9	1.5		41	New Orleans, LA	4.2	0.3	
6	Boston, MA	3.3	0.7		42	Norfolk-Portsmouth-Newport News, VA	4.5	0.4	
7	Dallas-Ft. Worth, TX	5.9	2.1		43	West Palm Beach-Ft. Pierce, FL	6.2	1.9	
8	Washington, DC	4.3	1.1		44	Buffalo, NY	2.2	-0.3	
9	Detroit, MI	3.8	0.2		45	Oklahoma City, OK	4.2	0.6	
10	Atlanta, GA	6.4	2.1		46	Harrisburg-Lancaster-Lebanon-York, PA	3.9	0.6	
11	Houston, TX	4.6	1.7		47	Greensboro-High Point-Winston Salem, NC	5.2	1.1	
12	Seattle-Tacoma, WA	4.3	1.3		48	Louisville, KY	4.3	0.6	
13	Tampa-St Petersburg-Sarasota, FL	5.6	1.2		49	Albuquerque-Santa Fe, NM	5.3	0.7	
14	Minneapolis - St. Paul, MN	4.8	0.9		50	Providence-New Bedford, RI	3.3	0.1	
15	Cleveland, OH	4.9	0.0		51	Wilkes Barre-Scranton, PA	3.3	-0.2	
16	Miami - Ft. Lauderdale, FL	4.2	0.9		52	Jacksonville, FL	5.8	1.9	
17	Phoenix, AZ	6.6	2.6		53	Las Vegas, NV	7.6	3.3	
18	Denver, CO	5.4	1.6		54	Fresno-Visalia, CA	3.4	1.3	
19	Sacramento-Stockton-Modesto, CA	4.7	1.6		55	Albany-Schenectady-Troy, NY	2.3	0.0	
20	Pittsburgh, PA	4.0	-0.5		56	Dayton, OH	4.3	-0.3	
21	St. Louis, MO	4.0	0.3		57	Little Rock-Pine Bluff, AR	4.8	0.4	
22	Orlando-Daytona Beach-Melbourne, FL	5.8	2.0		58	Tulsa, OK	5.0	1.0	
23	Portland, OR	6.0	1.4		59	Charleston-Huntington, WV	4.5	-0.2	
24	Baltimore, MD	3.7	0.7		60	Richmond-Petersburg, VA	4.4	0.8	
25	San Diego, CA	4.0	1.7		61	Austin, TX	8.4	2.6	
26	Indianapolis, IN	4.6	0.5		62	Mobile, AL-Pensacola, FL	5.7	1.3	
27	Hartford-New Haven, CT	2.6	0.1		63	Knoxville, TN	5.8	0.9	
28	Charlotte, NC	6.5	1.8		64	Flint-Saginaw-Bay City, MI	4.1	0.0	
29	Raleigh-Durham, NC	7.3	1.6		65	Wichita - Hutchinson, KS	4.0	1.0	
30	Nashville, TN	6.0	1.5		66	Lexington, KY	5.2	0.9	
31	Kansas City, KS-MO	5.8	1.1		67	Toledo, OH	5.3	0.0	
32	Cincinnati, OH	5.2	0.6		68	Roanoke-Lynchburg, VA	4.8	0.1	
33	Milwaukee, WI	4.3	0.2		69	Green Bay-Appleton, WI	5.1	0.6	
34	Columbus, OH	6.4	0.7		70	Des Moines-Ames, IA	5.6	0.3	
35	Greenville-Spartanburg, SC-Asheville, NC	6.3	1.2		71	Honolulu, HI	2.2	0.2	
36	Salt Lake City, UT	5.9	1.5		72	Tucson, AZ	3.7	1.3	

Table 1 (Continued)

Market Growth by DMA Rank

DMA Rank	Market	1998-2003 Projected Growth		DMA Rank	Market	1998-2003 Projected Growth	
		Retail Sales	Population			Retail Sales	Population
73	Omaha, NE	6.6%	0.7%	109	Tallahassee, FL-Thomasville, GA	5.0%	1.0%
74	Paducah-Cape Girardeau-Harrisburg-Mt Vernon	5.0	0.2	110	Peoria-Bloomington, IL	3.9	0.2
75	Shreveport, LA	5.1	0.2	111	Reno, NV	6.6	2.2
76	Syracuse, NY	1.8	-0.3	112	Monterey-Salinas, CA	3.6	2.3
77	Rochester, NY	3.5	0.2	113	Santa Barbara-Santa Maria-San Luis Obispo	2.9	1.4
78	Spokane, WA	5.2	0.8	114	Sioux Falls-Mitchell, SD	5.9	0.0
79	Springfield, MO	6.2	1.0	115	Augusta, GA	3.8	0.6
80	Portland-Auburn, ME	2.3	0.4	116	Florence-Myrtle Beach, SC	6.7	1.4
81	Ft. Myers-Naples, FL	6.0	1.8	117	Montgomery, AL	4.7	0.4
82	Huntsville-Decatur-Florence, AL	4.3	0.6	118	Ft. Smith-Fayetteville-Springdale-Rogers, A	5.9	1.4
83	Champaign-Springfield-Decatur, IL	3.1	0.0	119	Fargo-Valley City, ND	5.0	-0.1
84	Chattanooga, TN	5.4	0.9	120	Traverse City-Cadillac, MI	6.0	1.3
85	Madison, WI	5.4	0.6	121	Macon, GA	5.1	1.0
86	Columbia, SC	5.0	1.1	122	Eugene, OR	4.8	0.7
87	South Bend-Elkhart, IN	4.6	0.4	123	Lafayette, LA	6.1	0.9
88	Davenport, IA-Rock Island-Moline, IL	3.9	-0.1	124	Yakima-Pasco-Richland-Kennewick, WA	4.1	0.7
89	Jackson, MS	4.9	0.6	125	Boise, ID	6.8	2.2
90	Cedar Rapids-Waterloo-Dubuque, IA	5.4	0.2	126	Amarillo, TX	2.9	0.5
91	Burlington, VT-Plattsburgh, NY	3.0	0.3	127	Columbus, GA	4.8	0.7
92	Tri-Cities, TN-VA	4.0	0.2	128	Corpus Christi, TX	4.2	1.0
93	Colorado Springs-Pueblo, CO	5.5	1.5	129	La Crosse-Eau Claire, WI	5.0	0.3
94	Waco-Temple-Bryan, TX	4.8	1.1	130	Bakersfield, CA	2.5	1.2
95	Johnstown-Altoona, PA	4.9	0.0	131	Chico-Redding, CA	3.0	0.6
96	El Paso, TX	4.2	1.8	132	Columbus-Tupelo-West Point, MS	4.7	0.5
97	Baton Rouge, LA	5.7	0.6	133	Duluth, MN-Superior, WI	4.1	0.2
98	Evansville, IN	3.8	0.2	134	Monroe, LA-El Dorado, AR	4.1	-0.1
99	Youngstown, OH	4.0	-0.5	135	Rockford, IL	3.3	0.7
100	Savannah, GA	5.1	1.2	136	Wausau-Rhineland, WI	4.8	0.4
101	Lincoln-Hastings-Kearney, NE	5.2	0.1	137	Beaumont-Port Arthur, TX	3.6	0.1
102	Harlingen-Weslaco-McAllen-Brownsville, TX	4.6	2.6	138	Topeka, KS	4.0	0.2
103	Ft. Wayne, IN	3.9	0.5	139	Terre Haute, IN	4.2	-0.1
104	Charleston, SC	4.0	0.6	140	Wheeling, WV-Steubenville, OH	3.5	-0.5
105	Springfield-Holyoke, MA	1.2	0.0	141	Erie, PA	4.4	-0.1
106	Greenville-New Bern-Washington, NC	6.1	0.8	142	Medford-Klamath Falls, OR	4.2	1.0
107	Lansing, MI	4.7	0.3	143	Wichita Falls, TX-Lawton, OK	3.5	0.1
108	Tyler-Longview, TX	5.0	1.2	144	Sioux City, IA	5.4	0.1

Table 1 (Continued)
Market Growth by DMA Rank

DMA Rank	Market	1998—2003 Projected Growth		1998—2003 Projected Growth	
		Retail Sales	Population	Retail Sales	Population
145	Columbia-Jefferson City, MO	6.5%	1.1%	5.9%	0.7%
146	Lubbock, TX	3.1	-0.1	4.4	-0.6
147	Joplin, MO-Pittsburg, KS	5.1	0.7	5.5	0.7
148	Bluefield-Beckley-Oak Hill, WV	4.1	-0.2	3.1	-0.5
149	Albany, GA	5.0	1.0	5.6	1.1
150	Odessa-Midland, TX	3.3	1.0	4.1	0.2
151	Wilmington, NC	8.1	2.2	5.1	0.8
152	Minot-Bismarck-Dickinson, ND	5.4	-0.2	4.5	-0.4
153	Rochester, MN-Mason City, IA-Austin, MN	3.5	0.2	2.4	-0.7
154	Binghamton, NY	-0.1	-0.5	6.2	1.9
155	Anchorage, AK	2.4	0.8	6.0	1.1
156	Bangor, ME	3.2	-0.1	3.1	0.6
157	Panama City, FL	6.1	1.5	4.8	0.7
158	Biloxi-Gulfport, MS	4.4	0.2	5.4	2.7
159	Palm Springs, CA	5.2	2.3	4.2	-0.3
160	Sherman, TX - Ada, OK	4.9	0.8	4.6	0.8
161	Quincy, IL-Hannibal, MO-Keokuk, IA	4.4	-0.1	5.1	0.3
162	Salisbury, MD	5.7	1.5	3.7	-0.1
163	Abilene-Sweetwater, TX	3.2	0.2	3.9	0.8
164	Clarksburg-Weston, WV	3.7	-0.1	4.6	0.0
165	Gainesville, FL	4.7	1.0	4.9	0.0
166	Idaho Falls-Pocatello, ID	5.1	0.3	4.0	0.3
167	Hattiesburg-Laurel, MS	4.8	1.2	5.4	2.5
168	Utica, NY	2.3	-0.5	5.1	-0.6
169	Billings, MT	3.1	0.2	6.1	-0.2
170	Elmira, NY	4.2	-0.1	4.2	0.8
171	Missoula, MT	4.9	1.1	5.2	0.7
172	Dothan, AL	4.6	0.3	1.7	-0.8
173	Lake Charles, LA	4.3	0.7	4.7	0.3
174	Yuma, AZ-El Centro, CA	3.3	2.0	4.1	0.0
175	Rapid City, SD	5.1	-0.3	5.1	0.0
176	Watertown, NY	2.3	-0.2	3.5	-0.5
177	Alexandria, LA	5.2	-0.1	1.6	0.0
178	Jonesboro, AR				
179	Marquette, MI				
180	Harrisonburg, VA				
181	Greenwood-Greenville, MS				
182	Bowling Green, KY				
183	Meridian, MS				
184	Jackson, TN				
185	Parkersburg, WV				
186	Great Falls, MT				
187	Grand Junction-Montrose, CO				
188	Twin Falls, ID				
189	Eureka, CA				
190	Butte-Bozeman, MT				
191	Laredo, TX				
192	St. Joseph, MO				
193	Charlottesville, VA				
194	Lafayette, IN				
195	Mankato, MN				
196	San Angelo, TX				
197	Cheyenne, WY-Scottsbluff, NE				
198	Ottumwa, IA-Kirksville, MO				
199	Casper-Riverton, WY				
200	Bend, OR				
201	Lima, OH				
202	Zanesville, OH				
203	Fairbanks, AK				
204	Victoria, TX				
205	Presque Isle, ME				
206	Juneau, AK				
207	Helena, MT				
208	Alpena, MI				
209	North Platte, NE				
210	Glendive, MT				

Markets by Retail Sales Growth

1998—2003 Projected Growth				1998—2003 Projected Growth					
Growth Rank	DMA Rank	Market	Retail Sales	Population	Growth Rank	DMA Rank	Market	Retail Sales	Population
1	61	Austin, TX	8.4%	2.6%	37	62	Mobile, AL-Pensacola, FL	5.7%	1.3%
2	151	Wilmington, NC	8.1	2.2	37	97	Baton Rouge, LA	5.7	0.6
3	53	Las Vegas, NV	7.6	3.3	37	162	Salisbury, MD	5.7	1.5
4	29	Raleigh-Durham, NC	7.3	1.6	40	13	Tampa-St Petersburg-Sarasota, FL	5.6	1.2
5	125	Boise, ID	6.8	2.2	40	70	Des Moines-Ames, IA	5.6	0.3
6	116	Florence-Myrtle Beach, SC	6.7	1.4	40	182	Bowling Green, KY	5.6	1.1
7	17	Phoenix, AZ	6.6	2.6	43	93	Colorado Springs-Pueblo, CO	5.5	1.5
7	73	Omaha, NE	6.6	0.7	43	180	Harrisonburg, VA	5.5	0.7
7	111	Reno, NV	6.6	2.2	45	18	Denver, CO	5.4	1.6
10	28	Charlotte, NC	6.5	1.8	45	38	Grand Rapids-Kalamazoo-Battle Creek, MI	5.4	0.8
10	145	Columbia-Jefferson City, MO	6.5	1.1	45	84	Chattanooga, TN	5.4	0.9
12	10	Atlanta, GA	6.4	2.1	45	85	Madison, WI	5.4	0.6
12	34	Columbus, OH	6.4	0.7	45	90	Cedar Rapids-Waterloo-Dubuque, IA	5.4	0.2
14	35	Greenville-Spartanburg, SC-Asheville, NC	6.3	1.2	45	144	Sioux City, IA	5.4	0.1
15	43	West Palm Beach-Ft. Pierce, FL	6.2	1.9	45	152	Minot-Bismarck-Dickinson, ND	5.4	-0.2
15	79	Springfield, MO	6.2	1.0	45	191	Laredo, TX	5.4	2.7
15	187	Grand Junction-Montrose, CO	6.2	1.9	45	200	Bend, OR	5.4	2.5
18	106	Greenville-New Bern-Washington, NC	6.1	0.8	54	49	Albuquerque-Santa Fe, NM	5.3	0.7
18	123	Lafayette, LA	6.1	0.9	54	67	Toledo, OH	5.3	0.0
18	157	Panama City, FL	6.1	1.5	56	32	Cincinnati, OH	5.2	0.6
18	202	Zanesville, OH	6.1	-0.2	56	47	Greensboro-High Point-Winston Salem, NC	5.2	1.1
22	23	Portland, OR	6.0	1.4	56	66	Lexington, KY	5.2	0.9
22	30	Nashville, TN	6.0	1.5	56	78	Spokane, WA	5.2	0.8
22	81	Ft. Myers-Naples, FL	6.0	1.8	56	101	Lincoln-Hastings-Kearney, NE	5.2	0.1
22	120	Traverse City-Cadillac, MI	6.0	1.3	56	159	Palm Springs, CA	5.2	2.3
22	188	Twin Falls, ID	6.0	1.1	56	177	Alexandria, LA	5.2	-0.1
27	7	Dallas-Ft. Worth, TX	5.9	2.1	56	204	Victoria, TX	5.2	0.7
27	36	Salt Lake City, UT	5.9	1.5	64	40	Memphis, TN	5.1	0.4
27	37	San Antonio, TX	5.9	1.7	64	69	Green Bay-Appleton, WI	5.1	0.6
27	114	Sioux Falls-Mitchell, SD	5.9	0.0	64	75	Shreveport, LA	5.1	0.2
27	118	Ft. Smith-Fayetteville-Springdale-Rogers, A	5.9	1.4	64	100	Savannah, GA	5.1	1.2
27	178	Jonesboro, AR	5.9	0.7	64	121	Macon, GA	5.1	1.0
33	22	Orlando-Daytona Beach-Melbourne, FL	5.8	2.0	64	147	Joplin, MO-Pittsburg, KS	5.1	0.7
33	31	Kansas City, KS-MO	5.8	1.1	64	166	Idaho Falls-Pocatello, ID	5.1	0.3
33	52	Jacksonville, FL	5.8	1.9	64	175	Rapid City, SD	5.1	-0.3
33	63	Knoxville, TN	5.8	0.9	64	184	Jackson, TN	5.1	0.8

Table 2 (Continued)
Markets by Retail Sales Growth

1998—2003 Projected Growth				1998—2003 Projected Growth						
Growth Rank	DMA Rank	Market	Population	Retail Sales	Population	Growth Rank	DMA Rank	Market	Retail Sales	Population
64	194	Lafayette, IN	5.1%	0.3%	105	102	Harlingen-Weslaco-McAllen-Brownsville, TX	4.6%	2.6%	
64	201	Lima, OH	5.1	-0.6	105	172	Dothan, AL	4.6	0.3	
64	208	Alpena, MI	5.1	0.0	105	193	Charlottesville, VA	4.6	0.8	
76	58	Tulsa, OK	5.0	1.0	105	197	Cheyenne, WY-Scottsbluff, NE	4.6	0.0	
76	74	Paducah-Cape Girardeau-Harrisburg-Mt Vernon	5.0	0.2	113	42	Norfolk-Portsmouth-Newport News, VA	4.5	0.4	
76	86	Columbia, SC	5.0	1.1	113	59	Charleston-Huntington, WV	4.5	-0.2	
76	108	Tyler-Longview, TX	5.0	1.2	113	185	Parkersburg, WV	4.5	-0.4	
76	109	Tallahassee, FL-Thomasville, GA	5.0	1.0	116	60	Richmond-Petersburg, VA	4.4	0.8	
76	119	Fargo-Valley City, ND	5.0	-0.1	116	141	Erie, PA	4.4	-0.1	
76	129	La Crosse-Eau Claire, WI	5.0	0.3	116	158	Biloxi-Gulfport, MS	4.4	0.2	
76	149	Albany, GA	5.0	1.0	116	161	Quincy, IL-Hannibal, MO-Keokuk, IA	4.4	-0.1	
84	15	Cleveland, OH	4.9	0.0	116	179	Marquette, MI	4.4	-0.6	
84	89	Jackson, MS	4.9	0.6	121	8	Washington, DC	4.3	1.1	
84	95	Johnstown-Altونا, PA	4.9	0.0	121	12	Seattle-Tacoma, WA	4.3	1.3	
84	160	Sherman, TX - Ada, OK	4.9	0.8	121	33	Milwaukee, WI	4.3	0.2	
84	171	Missoula, MT	4.9	1.1	121	48	Louisville, KY	4.3	0.6	
84	198	Ottumwa, IA-Kirksville, MO	4.9	0.0	121	56	Dayton, OH	4.3	-0.3	
90	14	Minneapolis - St. Paul, MN	4.8	0.9	121	82	Huntsville-Decatur-Florence, AL	4.3	0.6	
90	57	Little Rock-Pine Bluff, AR	4.8	0.4	121	173	Lake Charles, LA	4.3	0.7	
90	68	Roanoke-Lynchburg, VA	4.8	0.1	128	16	Miami - Ft. Lauderdale, FL	4.2	0.9	
90	94	Waco-Temple-Bryan, TX	4.8	1.1	128	41	New Orleans, LA	4.2	0.3	
90	122	Eugene, OR	4.8	0.7	128	45	Oklahoma City, OK	4.2	0.6	
90	127	Columbus, GA	4.8	0.7	128	96	El Paso, TX	4.2	1.8	
90	136	Wausau-Rhineland, WI	4.8	0.4	128	128	Corpus Christi, TX	4.2	1.0	
90	167	Hattiesburg-Laurel, MS	4.8	1.2	128	139	Terre Haute, IN	4.2	-0.1	
90	190	Butte-Bozeman, MT	4.8	0.7	128	142	Medford-Klamath Falls, OR	4.2	1.0	
99	19	Sacramento-Stockton-Modesto, CA	4.7	1.6	128	170	Elmira, NY	4.2	-0.1	
99	107	Lansing, MI	4.7	0.3	128	192	St. Joseph, MO	4.2	-0.3	
99	117	Montgomery, AL	4.7	0.4	128	203	Fairbanks, AK	4.2	0.8	
99	132	Columbus-Tupelo-West Point, MS	4.7	0.5	138	64	Flint-Saginaw-Bay City, MI	4.1	0.0	
99	165	Gainesville, FL	4.7	1.0	138	124	Yakima-Pasco-Richland-Kennewick, WA	4.1	0.7	
99	206	Juneau, AK	4.7	0.3	138	133	Duluth, MN-Superior, WI	4.1	0.2	
105	11	Houston, TX	4.6	1.7	138	134	Monroe, LA-El Dorado, AR	4.1	-0.1	
105	26	Indianapolis, IN	4.6	0.5	138	148	Bluefield-Beckley-Oak Hill, WV	4.1	-0.2	
105	39	Birmingham, AL	4.6	0.6	138	183	Meridian, MS	4.1	0.2	
105	87	South Bend-Elkhart, IN	4.6	0.4	138	207	Helena, MT	4.1	0.0	

Markets by Retail Sales Growth

1998—2003 Projected Growth			1998—2003 Projected Growth		
Growth Rank	DMA Rank	Market	Retail Sales	Population	Population
145	20	Pittsburgh, PA	4.0%	-0.5%	
145	21	St. Louis, MO	4.0	0.3	
145	25	San Diego, CA	4.0	1.7	
145	65	Wichita - Hutchinson, KS	4.0	1.0	
145	92	Tri-Cities, TN-VA	4.0	0.2	
145	99	Youngstown, OH	4.0	-0.5	
145	104	Charleston, SC	4.0	0.6	
145	138	Topeka, KS	4.0	0.2	
145	199	Casper-Riverton, WY	4.0	0.3	
154	5	San Francisco-Oakland-San Jose, CA	3.9	1.5	
154	46	Harrisburg-Lancaster-Lebanon-York, PA	3.9	0.6	
154	88	Davenport, IA-Rock Island-Moline, IL	3.9	-0.1	
154	103	Ft. Wayne, IN	3.9	0.5	
154	110	Peoria-Bloomington, IL	3.9	0.2	
154	196	San Angelo, TX	3.9	0.8	
160	9	Detroit, MI	3.8	0.2	
160	98	Evansville, IN	3.8	0.2	
160	115	Augusta, GA	3.8	0.6	
163	24	Baltimore, MD	3.7	0.7	
163	72	Tucson, AZ	3.7	1.3	
163	164	Clarksburg-Weston, WV	3.7	-0.1	
163	195	Mankato, MN	3.7	-0.1	
167	112	Monterey-Salinas, CA	3.6	2.3	
167	137	Beaumont-Port Arthur, TX	3.6	0.1	
169	3	Chicago, IL	3.5	0.5	
169	77	Rochester, NY	3.5	0.2	
169	140	Wheeling, WV-Steubenville, OH	3.5	-0.5	
169	143	Wichita Falls, TX-Lawton, OK	3.5	0.1	
169	153	Rochester, MN-Mason City, IA-Austin, MN	3.5	0.2	
169	209	North Platte, NE	3.5	-0.5	
175	4	Philadelphia, PA	3.4	0.2	
175	54	Fresno-Visalia, CA	3.4	1.3	
177	6	Boston, MA	3.3	0.7	
177	50	Providence-New Bedford, RI	3.3%	0.1%	
177	51	Wilkes Barre-Scranton, PA	3.3	-0.2	
177	135	Rockford, IL	3.3	0.7	
177	150	Odessa-Midland, TX	3.3	1.0	
177	174	Yuma, AZ-El Centro, CA	3.3	2.0	
183	156	Bangor, ME	3.2	-0.1	
183	163	Abilene-Sweetwater, TX	3.2	0.2	
185	83	Champaign-Springfield-Decatur, IL	3.1	0.0	
185	146	Lubbock, TX	3.1	-0.1	
185	169	Billings, MT	3.1	0.2	
185	181	Greenwood-Greenville, MS	3.1	-0.5	
185	189	Eureka, CA	3.1	0.6	
190	91	Burlington, VT-Plattsburgh, NY	3.0	0.3	
190	131	Chico-Redding, CA	3.0	0.6	
192	113	Santa Barbara-Santa Maria-San Luis Obispo	2.9	1.4	
192	126	Amarillo, TX	2.9	0.5	
194	1	New York, NY	2.8	0.5	
195	27	Hartford-New Haven, CT	2.6	0.1	
196	130	Bakersfield, CA	2.5	1.2	
197	155	Anchorage, AK	2.4	0.8	
197	186	Great Falls, MT	2.4	-0.7	
199	55	Albany-Schenectady-Troy, NY	2.3	0.0	
199	80	Portland-Auburn, ME	2.3	0.4	
199	168	Utica, NY	2.3	-0.5	
199	176	Watertown, NY	2.3	-0.2	
203	2	Los Angeles, CA	2.2	1.2	
203	44	Buffalo, NY	2.2	-0.3	
203	71	Honolulu, HI	2.2	0.2	
206	76	Syracuse, NY	1.8	-0.3	
207	205	Presque Isle, ME	1.7	-0.8	
208	210	Glendive, MT	1.6	0.0	
209	105	Springfield-Holyoke, MA	1.2	0.0	
210	154	Binghamton, NY	-0.1	-0.5	

Table 3

Market Type by DMA Rank (on air as of 12/31/99)

DMA Rank	Market	Number of Stations		DMA Rank	Market	Number of Stations	
		VHF	UHF			VHF	UHF
1	New York, NY	6	10	36	Salt Lake City, UT	5	4
2	Los Angeles, CA	7	12	37	San Antonio, TX	3	6
3	Chicago, IL	4	9	38	Grand Rapids-Kalamazoo-Battle Creek, MI	3	5
4	Philadelphia, PA	3	11	39	Birmingham, AL	3	6
5	San Francisco-Oakland-San Jose, CA	4	12	40	Memphis, TN	3	4
6	Boston, MA	4	10	41	New Orleans, LA	3	5
7	Dallas-Ft. Worth, TX	4	12	42	Norfolk-Portsmouth-Newport News, VA	3	5
8	Washington, DC	4	7	43	West Palm Beach-Ft. Pierce, FL	2	6
9	Detroit, MI	3	5	44	Buffalo, NY	3	5
10	Atlanta, GA	3	7	45	Oklahoma City, OK	3	6
11	Houston, TX	3	12	46	Harrisburg-Lancaster-Lebanon-York, PA	1	5
12	Seattle-Tacoma, WA	6	6	47	Greensboro-High Point-Winston Salem, NC	3	5
13	Tampa-St Petersburg-Sarasota, FL	3	9	48	Louisville, KY	2	5
14	Minneapolis - St. Paul, MN	4	4	49	Albuquerque-Santa Fe, NM	5	6
15	Cleveland, OH	3	9	50	Providence, RI-New Bedford, MA	3	3
16	Miami - Ft. Lauderdale, FL	5	10	51	Wilkes Barre-Scranton, PA	0	6
17	Phoenix, AZ	6	6	52	Jacksonville, FL	2	4
18	Denver, CO	4	8	53	Las Vegas, NV	4	5
19	Sacramento-Stockton-Modesto, CA	3	6	54	Fresno-Visalia, CA	0	10
20	Pittsburgh, PA	3	4	55	Albany-Schenectady-Troy, NY	3	4
21	St. Louis, MO	5	3	56	Dayton, OH	2	4
22	Orlando-Daytona Beach-Melbourne, FL	3	10	57	Little Rock-Pine Bluff, AR	3	7
23	Portland, OR	4	4	58	Tulsa, OK	3	7
24	Baltimore, MD	3	3	59	Charleston-Huntington, WV	4	3
25	San Diego, CA	4	5	60	Richmond-Petersburg, VA	3	2
26	Indianapolis, IN	4	5	61	Austin, TX	2	4
27	Hartford-New Haven, CT	2	6	62	Mobile, AL-Pensacola, FL	3	6
28	Charlotte, NC	2	6	63	Knoxville, TN	3	3
29	Raleigh-Durham, NC	2	8	64	Flint-Saginaw-Bay City, MI	2	3
30	Nashville, TN	3	7	65	Wichita - Hutchinson, KS	3	2
31	Kansas City, KS-MO	3	5	66	Lexington, KY	0	7
32	Cincinnati, OH	3	3	67	Toledo, OH	2	3
33	Milwaukee, WI	3	6	68	Roanoke-Lynchburg, VA	3	3
34	Columbus, OH	3	3	69	Green Bay-Appleton, WI	3	3
35	Greenville-Spartanburg, SC-Asheville, NC	3	5	70	Des Moines-Ames, IA	3	2

Table 3 (Continued)

Market Type by DMA Rank (on air as of 12/31/99)

DMA Rank	Market	Number of Stations		DMA Rank	Market	Number of Stations	
		VHF	UHF			VHF	UHF
71	Honolulu, HI	5	5	106	Greenville-New Bern-Washington, NC	4	2
72	Tucson, AZ	4	4	107	Lansing, MI	2	2
73	Omaha, NE	3	2	108	Tyler-Longview, TX	1	3
74	Paducah-Cape Girardeau-Harrisburg-Mt Vernon	3	3	109	Tallahassee, FL-Thomasville, GA	1	3
75	Shreveport, LA	3	3	110	Peoria-Bloomington, IL	0	5
76	Syracuse, NY	3	3	111	Reno, NV	5	3
77	Rochester, NY	3	2	112	Monterey-Salinas, CA	2	4
78	Spokane, WA	3	3	113	Santa Barbara-Santa Maria-San Luis Obispo	5	3
79	Springfield, MO	3	3	114	Sioux Falls-Mitchell, SD	2	3
80	Portland-Auburn, ME	3	3	115	Augusta, GA	2	3
81	Ft. Myers-Naples, FL	2	5	116	Florence-Myrtle Beach, SC	1	4
82	Huntsville-Decatur-Florence, AL	0	6	117	Montgomery, AL	2	3
83	Champaign-Springfield-Decatur, IL	1	4	118	Ft. Smith-Fayetteville-Springdale-Rogers, A	1	5
84	Chattanooga, TN	3	3	119	Fargo-Valley City, ND	3	1
85	Madison, WI	1	4	120	Traverse City-Cadillac, MI	2	2
86	Columbia, SC	1	4	121	Macon, GA	1	4
87	South Bend-Elkhart, IN	0	5	122	Eugene, OR	2	4
88	Davenport, IA-Rock Island-Moline, IL	3	1	123	Lafayette, LA	2	2
89	Jackson, MS	2	2	124	Yakima-Pasco-Richland-Kennewick, WA	1	6
90	Cedar Rapids-Waterloo-Dubuque, IA	3	3	125	Boise, ID	5	0
91	Burlington, VT-Plattsburgh, NY	2	4	126	Amarillo, TX	3	2
92	Tri-Cities, TN-VA	2	4	127	Columbus, GA	2	3
93	Colorado Springs-Pueblo, CO	3	3	128	Corpus Christi, TX	3	3
94	Waco-Temple-Bryan, TX	2	4	129	La Crosse-Eau Claire, WI	2	3
95	Johnstown-Altoona, PA	3	2	130	Bakersfield, CA	0	6
96	El Paso, TX	3	4	131	Chico-Redding, CA	2	3
97	Baton Rouge, LA	2	4	132	Columbus-Tupelo-West Point, MS	2	1
98	Evansville, IN	1	6	133	Duluth, MN-Superior, WI	3	1
99	Youngstown, OH	0	4	134	Monroe, LA-El Dorado, AR	3	2
100	Savannah, GA	2	3	135	Rockford, IL	1	3
101	Lincoln-Hastings-Kearney, NE	4	1	136	Wausau-Rhineland, WI	3	1
102	Harlingen-Weslaco-McAllen-Brownsville, TX	5	5	137	Beaumont-Port Arthur, TX	3	0
103	Ft. Wayne, IN	0	5	138	Topeka, KS	2	2
104	Charleston, SC	3	2	139	Terre Haute, IN	2	1
105	Springfield-Holyoke, MA	0	2	140	Wheeling, WV-Steubenville, OH	2	0

Table 3 (Continued)
Market Type by DMA Rank (on air as of 12/31/99)

DMA Rank	Market	Number of Stations		DMA Rank	Market	Number of Stations	
		VHF	UHF			VHF	UHF
141	Erie, PA	1	3	176	Watertown, NY	1	1
142	Medford-Klamath Falls, OR	3	1	177	Alexandria, LA	1	2
143	Wichita Falls, TX - Lawton, OK	3	2	178	Jonesboro, AR	1	1
144	Sioux City, IA	2	2	179	Marquette, MI	4	0
145	Columbia-Jefferson City, MO	3	2	180	Harrisonburg, VA	2	0
146	Lubbock, TX	2	6	181	Greenwood-Greenville, MS	1	1
147	Joplin, MO-Pittsburg, KS	2	2	182	Bowling Green, KY	1	1
148	Bluefield-Beckley-Oak Hill, WV	2	1	183	Meridian, MS	1	2
149	Albany, GA	1	4	184	Jackson, TN	1	1
150	Odessa-Midland, TX	3	2	185	Parkersburg, WV	0	1
151	Wilmington, NC	3	1	186	Great Falls, MT	2	1
152	Minot-Bismarck-Dickinson, ND	2	2	187	Grand Junction-Montrose, CO	4	1
153	Rochester, MN-Mason City, IA-Austin, MN	3	1	188	Twin Falls, ID	1	4
154	Binghamton, NY	2	2	189	Eureka, CA	2	2
155	Anchorage, AK	5	1	190	Butte-Bozeman, MT	2	1
156	Bangor, ME	3	1	191	Laredo, TX	3	2
157	Panama City, FL	2	2	192	St. Joseph, MO	1	1
158	Biloxi-Gulfport, MS	1	1	193	Charlottesville, VA	0	2
159	Palm Springs, CA	1	7	194	Lafayette, IN	0	1
160	Sherman, TX - Ada, OK	2	1	195	Mankato, MN	1	0
161	Quincy, IL-Hannibal, MO-Keokuk, IA	2	1	196	San Angelo, TX	3	1
162	Salisbury, MD	0	2	197	Cheyenne, WY-Scottsbluff, NE	1	2
163	Abilene-Sweetwater, TX	2	3	198	Ottumwa, IA-Kirksville, MO	1	1
164	Clarksburg-Weston, WV	2	1	199	Casper-Riverton, WY	1	3
165	Gainesville, FL	0	3	200	Bend, OR	0	2
166	Idaho Falls-Pocatello, ID	3	1	201	Lima, OH	0	4
167	Hattiesburg-Laurel, MS	1	1	202	Zanesville, OH	0	1
168	Utica, NY	2	2	203	Fairbanks, AK	5	0
169	Billings, MT	5	0	204	Victoria, TX	0	3
170	Elmira, NY	0	3	205	Presque Isle, ME	1	0
171	Missoula, MT	2	2	206	Juneau, AK	4	1
172	Dothan, AL	1	2	207	Helena, MT	2	1
173	Lake Charles, LA	1	1	208	Alpena, MI	1	0
174	Yuma, AZ-El Centro, CA	4	0	209	North Platte, NE	2	0
175	Rapid City, SD	2	3	210	Glendive, MT	1	0

Table 4

Cable Penetration by DMA Rank

DMA Rank	Market	Cable Percentage	DMA Rank	Market	Cable Percentage
1	New York, NY	74%	37	San Antonio, TX	66%
2	Los Angeles, CA	65	38	Grand Rapids-Kalamazoo-Battle Creek, MI	63
3	Chicago, IL	65	39	Birmingham, AL	70
4	Philadelphia, PA	79	40	Memphis, TN	64
5	San Francisco-Oakland-San Jose, CA	72	41	New Orleans, LA	76
6	Boston, MA	80	42	Norfolk-Portsmouth-Newport News, VA	77
7	Dallas-Ft. Worth, TX	50	43	West Palm Beach-Ft. Pierce, FL	84
8	Washington, DC	70	44	Buffalo, NY	77
9	Detroit, MI	68	45	Oklahoma City, OK	64
10	Atlanta, GA	71	46	Harrisburg-Lancaster-Lebanon-York, PA	77
11	Houston, TX	58	47	Greensboro-High Point-Winston Salem, NC	64
12	Seattle-Tacoma, WA	73	48	Louisville, KY	65
13	Tampa-St Petersburg-Sarasota, FL	74	49	Albuquerque-Santa Fe, NM	57
14	Minneapolis - St. Paul, MN	54	50	Providence-New Bedford, RI	79
15	Cleveland, OH	72	51	Wilkes Barre-Scranton, PA	82
16	Miami - Ft. Lauderdale, FL	73	52	Jacksonville, FL	73
17	Phoenix, AZ	59	53	Las Vegas, NV	69
18	Denver, CO	61	54	Fresno-Visalia, CA	51
19	Sacramento-Stockton-Modesto, CA	64	55	Albany-Schenectady-Troy, NY	76
20	Pittsburgh, PA	80	56	Dayton, OH	72
21	St. Louis, MO	56	57	Little Rock-Pine Bluff, AR	63
22	Orlando-Daytona Beach-Melbourne, FL	77	58	Tulsa, OK	60
23	Portland, OR	62	59	Charleston-Huntington, WV	73
24	Baltimore, MD	68	60	Richmond-Petersburg, VA	65
25	San Diego, CA	82	61	Austin, TX	66
26	Indianapolis, IN	66	62	Mobile, AL-Pensacola, FL	73
27	Hartford-New Haven, CT	88	63	Knoxville, TN	71
28	Charlotte, NC	66	64	Flint-Saginaw-Bay City, MI	67
29	Raleigh-Durham, NC	62	65	Wichita - Hutchinson, KS	69
30	Nashville, TN	64	66	Lexington, KY	68
31	Kansas City, KS-MO	64	67	Toledo, OH	69
32	Cincinnati, OH	64	68	Roanoke-Lynchburg, VA	65
33	Milwaukee, WI	63	69	Green Bay-Appleton, WI	60
34	Columbus, OH	67	70	Des Moines-Ames, IA	62
35	Greenville-Spartanburg, SC-Asheville, NC	61	71	Honolulu, HI	89
36	Salt Lake City, UT	53	72	Tucson, AZ	60

Table 4 (Continued)

Cable Penetration by DMA Rank

DMA Rank	Market	Cable Percentage	DMA Rank	Market	Cable Percentage
73	Omaha, NE	72%	109	Tallahassee, FL-Thomasville, GA	66%
74	Paducah-Cape Girardeau-Harrisburg-Mt Vernon	60	110	Peoria-Bloomington, IL	72
75	Shreveport, LA	60	111	Reno, NV	71
76	Syracuse, NY	75	112	Monterey-Salinas, CA	77
77	Rochester, NY	73	113	Santa Barbara-Santa Maria-San Luis Obispo	81
78	Spokane, WA	60	114	Sioux Falls-Mitchell, SD	66
79	Springfield, MO	49	115	Augusta, GA	65
80	Portland-Auburn, ME	78	116	Florence-Myrtle Beach, SC	72
81	Ft. Myers-Naples, FL	79	117	Montgomery, AL	69
82	Huntsville-Decatur-Florence, AL	69	118	Ft. Smith-Fayetteville-Springdale-Rogers, A	66
83	Champaign-Springfield-Decatur, IL	76	119	Fargo-Valley City, ND	63
84	Chattanooga, TN	71	120	Traverse City-Cadillac, MI	55
85	Madison, WI	63	121	Macon, GA	67
86	Columbia, SC	61	122	Eugene, OR	62
87	South Bend-Elkhart, IN	60	123	Lafayette, LA	73
88	Davenport, IA-Rock Island-Moline, IL	68	124	Yakima-Pasco-Richland-Kennewick, WA	61
89	Jackson, MS	58	125	Boise, ID	48
90	Cedar Rapids-Waterloo-Dubuque, IA	66	126	Amarillo, TX	67
91	Burlington, VT-Plattsburgh, NY	62	127	Columbus, GA	74
92	Tri-Cities, TN-VA	74	128	Corpus Christi, TX	68
93	Colorado Springs-Pueblo, CO	68	129	La Crosse-Eau Claire, WI	61
94	Waco-Temple-Bryan, TX	65	130	Bakersfield, CA	72
95	Johnstown-Altoona, PA	83	131	Chico-Redding, CA	57
96	El Paso, TX	60	132	Columbus-Tupelo-West Point, MS	59
97	Baton Rouge, LA	76	133	Duluth, MN-Superior, WI	52
98	Evansville, IN	63	134	Monroe, LA-El Dorado, AR	64
99	Youngstown, OH	75	135	Rockford, IL	69
100	Savannah, GA	69	136	Wausau-Rhineland, WI	57
101	Lincoln-Hastings-Kearney, NE	69	137	Beaumont-Port Arthur, TX	70
102	Harlingen-Weslaco-McAllen-Brownsville, TX	42	138	Topeka, KS	71
103	Ft. Wayne, IN	57	139	Terre Haute, IN	62
104	Charleston, SC	67	140	Wheeling, WV-Steubenville, OH	77
105	Springfield-Holyoke, MA	84	141	Erie, PA	67
106	Greenville-New Bern-Washington, NC	66	142	Medford-Klamath Falls, OR	60
107	Lansing, MI	68	143	Wichita Falls, TX-Lawton, OK	67
108	Tyler-Longview, TX	62	144	Sioux City, IA	67

Cable Penetration by DMA Rank

DMA Rank	Market	Cable Percentage	DMA Rank	Market	Cable Percentage
145	Columbia-Jefferson City, MO	60%	178	Jonesboro, AR	67%
146	Lubbock, TX	63	179	Marquette, MI	75
147	Joplin, MO-Pittsburg, KS	57	180	Harrisonburg, VA	74
148	Bluefield-Beckley-Oak Hill, WV	78	181	Greenwood-Greenville, MS	74
149	Albany, GA	62	182	Bowling Green, KY	55
150	Odessa-Midland, TX	73	183	Meridian, MS	54
151	Wilmington, NC	72	184	Jackson, TN	65
152	Minot-Bismarck-Dickinson, ND	61	185	Parkersburg, WV	77
153	Rochester, MN-Mason City, IA-Austin, MN	67	186	Great Falls, MT	55
154	Binghamton, NY	73	187	Grand Junction-Montrose, CO	62
155	Anchorage, AK	62	188	Twin Falls, ID	56
156	Bangor, ME	52	189	Eureka, CA	71
157	Panama City, FL	65	190	Butte-Bozeman, MT	53
158	Biloxi-Gulfport, MS	82	191	Laredo, TX	67
159	Palm Springs, CA	91	192	St. Joseph, MO	67
160	Sherman, TX - Ada, OK	60	193	Charlottesville, VA	63
161	Quincy, IL-Hannibal, MO-Keokuk, IA	62	194	Lafayette, IN	76
162	Salisbury, MD	75	195	Mankato, MN	71
163	Abilene-Sweetwater, TX	69	196	San Angelo, TX	78
164	Clarksburg-Weston, WV	70	197	Cheyenne, WY-Scottsbluff, NE	70
165	Gainesville, FL	66	198	Ottumwa, IA-Kirksville, MO	62
166	Idaho Falls-Pocatello, ID	56	199	Casper-Riverton, WY	66
167	Hattiesburg-Laurel, MS	57	200	Bend, OR	70
168	Utica, NY	78	201	Lima, OH	82
169	Billings, MT	55	202	Zanesville, OH	76
170	Elmira, NY	76	203	Fairbanks, AK	38
171	Missoula, MT	51	204	Victoria, TX	74
172	Dothan, AL	68	205	Presque Isle, ME	65
173	Lake Charles, LA	69	206	Juneau, AK	80
174	Yuma, AZ-El Centro, CA	63	207	Helena, MT	59
175	Rapid City, SD	58	208	Alpena, MI	67
176	Watertown, NY	73	209	North Platte, NE	67
177	Alexandria, LA	71	210	Glendive, MT	67

Table 5

Estimated Revenues (in 000s) by DMA Rank

DMA Rank	Market	Estimated 1999 Gross Revenues	DMA Rank	Market	Estimated 1999 Gross Revenues
1	New York, NY	\$1,470,200	37	San Antonio, TX	\$150,500
2	Los Angeles, CA	1,484,800	38	Grand Rapids-Kalamazoo-Battle Creek, MI	107,700
3	Chicago, IL	865,900	39	Birmingham, AL	117,900
4	Philadelphia, PA	636,700	40	Memphis, TN	100,600
5	San Francisco-Oakland-San Jose, CA	620,600	41	New Orleans, LA	111,500
6	Boston, MA	597,100	42	Norfolk-Portsmouth-Newport News, VA	105,300
7	Dallas-Ft. Worth, TX	522,000	43	West Palm Beach-Ft. Pierce, FL	108,700
8	Washington, DC	486,600	44	Buffalo, NY	113,500
9	Detroit, MI	388,700	45	Oklahoma City, OK	108,400
10	Atlanta, GA	490,000	46	Harrisburg-Lancaster-Lebanon-York, PA	83,600
11	Houston, TX	444,500	47	Greensboro-High Point-Winston Salem, NC	85,400
12	Seattle-Tacoma, WA	344,300	48	Louisville, KY	105,100
13	Tampa-St Petersburg-Sarasota, FL	265,900	49	Albuquerque-Santa Fe, NM	92,400
14	Minneapolis - St. Paul, MN	302,400	50	Providence, RI-New Bedford, MA	82,600
15	Cleveland, OH	272,000	51	Wilkes Barre-Scranton, PA	53,900
16	Miami - Ft. Lauderdale, FL	451,300	52	Jacksonville, FL	110,900
17	Phoenix, AZ	367,700	53	Las Vegas, NV	166,100
18	Denver, CO	311,600	54	Fresno-Visalia, CA	77,000
19	Sacramento-Stockton-Modesto, CA	223,300	55	Albany-Schenectady-Troy, NY	78,700
20	Pittsburgh, PA	218,000	56	Dayton, OH	79,800
21	St. Louis, MO	215,500	57	Little Rock-Pine Bluff, AR	72,600
22	Orlando-Daytona Beach-Melbourne, FL	225,500	58	Tulsa, OK	82,200
23	Portland, OR	197,600	59	Charleston-Huntington, WV	45,600
24	Baltimore, MD	214,800	60	Richmond-Petersburg, VA	78,500
25	San Diego, CA	273,000	61	Austin, TX	106,900
26	Indianapolis, IN	197,600	62	Mobile, AL-Pensacola, FL	72,300
27	Hartford-New Haven, CT	185,600	63	Knoxville, TN	72,500
28	Charlotte, NC	176,000	64	Flint-Saginaw-Bay City, MI	58,600
29	Raleigh-Durham, NC	162,000	65	Wichita - Hutchinson, KS	60,400
30	Nashville, TN	147,400	66	Lexington, KY	57,800
31	Kansas City, KS-MO	156,800	67	Toledo, OH	59,200
32	Cincinnati, OH	168,400	68	Roanoke-Lynchburg, VA	51,800
33	Milwaukee, WI	151,600	69	Green Bay-Appleton, WI	54,200
34	Columbus, OH	187,200	70	Des Moines-Ames, IA	55,300
35	Greenville-Spartanburg, SC-Asheville, NC	104,400	71	Honolulu, HI	61,700
36	Salt Lake City, UT	146,100	72	Tucson, AZ	61,000

Estimated Revenues (in 000s) by DMA Rank

DMA Rank	Market	Estimated 1999 Gross Revenues	DMA Rank	Market	Estimated 1999 Gross Revenues
73	Omaha, NE	\$67,500	109	Tallahassee, FL-Thomasville, GA	\$24,700
74	Paducah-Cape Girardeau-Harrisburg-Mt Vernon	36,600	110	Peoria-Bloomington, IL	32,300
75	Shreveport, LA	47,100	111	Reno, NV	35,000
76	Syracuse, NY	58,400	112	Monterey-Salinas, CA	52,500
77	Rochester, NY	66,100	113	Santa Barbara-Santa Maria-San Luis Obispo	28,000
78	Spokane, WA	55,000	114	Sioux Falls-Mitchell, SD	29,800
79	Springfield, MO	38,200	115	Augusta, GA	32,100
80	Portland-Auburn, ME	47,100	116	Florence-Myrtle Beach, SC	25,600
81	Ft. Myers-Naples, FL	63,500	117	Montgomery, AL	32,900
82	Huntsville-Decatur-Florence, AL	46,700	118	Ft. Smith-Fayetteville-Springdale-Rogers, A	28,700
83	Champaign-Springfield-Decatur, IL	43,800	119	Fargo-Valley City, ND	22,900
84	Chattanooga, TN	44,500	120	Traverse City-Cadillac, MI	25,800
85	Madison, WI	51,500	121	Macon, GA	27,200
86	Columbia, SC	47,200	122	Eugene, OR	29,100
87	South Bend-Elkhart, IN	39,400	123	Lafayette, LA	29,900
88	Davenport, IA-Rock Island-Moline, IL	40,700	124	Yakima-Pasco-Richland-Kennewick, WA	22,200
89	Jackson, MS	44,200	125	Boise, ID	34,200
90	Cedar Rapids-Waterloo-Dubuque, IA	42,300	126	Amarillo, TX	20,700
91	Burlington, VT-Plattsburgh, NY	31,700	127	Columbus, GA	25,900
92	Tri-Cities, TN-VA	31,600	128	Corpus Christi, TX	30,600
93	Colorado Springs-Pueblo, CO	43,800	129	La Crosse-Eau Claire, WI	23,400
94	Waco-Temple-Bryan, TX	27,700	130	Bakersfield, CA	22,000
95	Johnstown-Altoona, PA	32,000	131	Chico-Redding, CA	18,500
96	El Paso, TX	42,800	132	Columbus-Tupelo-West Point, MS	15,000
97	Baton Rouge, LA	56,600	133	Duluth, MN-Superior, WI	18,600
98	Evansville, IN	44,200	134	Monroe, LA-El Dorado, AR	20,000
99	Youngstown, OH	35,400	135	Rockford, IL	27,800
100	Savannah, GA	35,700	136	Wausau-Rhineland, WI	17,200
101	Lincoln-Hastings-Kearney, NE	26,800	137	Beaumont-Port Arthur, TX	23,700
102	Hartigan-Westlaco-McAllen-Brownsville, TX	41,600	138	Topeka, KS	17,000
103	Ft. Wayne, IN	36,100	139	Terre Haute, IN	17,900
104	Charleston, SC	36,200	140	Wheeling, WV-Steubenville, OH	13,800
105	Springfield-Holyoke, MA	29,300	141	Erie, PA	20,600
106	Greenville-New Bern-Washington, NC	32,300	142	Medford-Klamath Falls, OR	16,600
107	Lansing, MI	36,100	143	Wichita Falls, TX-Lawton, OK	18,100
108	Tyler-Longview, TX	33,100	144	Sloux City, IA	16,100

Estimated Revenues (in 000s) by DMA Rank

DMA Rank	Market	Estimated 1999 Gross Revenues	DMA Rank	Market	Estimated 1999 Gross Revenues
145	Columbia-Jefferson City, MO	\$19,200	179	Marquette, MI	\$10,700
146	Lubbock, TX	25,600	180	Harrisonburg, VA	N/A
147	Joplin, MO-Pittsburg, KS	18,100	181	Greenwood-Greenville, MS	7,300
148	Bluefield-Beckley-Oak Hill, WV	13,700	182	Bowling Green, KY	N/A
149	Albany, GA	14,800	183	Meridian, MS	7,900
150	Odessa-Midland, TX	16,800	184	Jackson, TN	8,800
151	Wilmington, NC	18,900	185	Parkersburg, WV	N/A
152	Minot-Bismarck-Dickinson, ND	17,800	186	Great Falls, MT	4,800
153	Rochester, MN-Mason City, IA-Austin, MN	16,300	187	Grand Junction-Montrose, CO	9,600
154	Binghamton, NY	17,200	188	Twin Falls, ID	7,500
155	Anchorage, AK	23,500	189	Eureka, CA	6,300
156	Bangor, ME	15,600	190	Butte-Bozeman, MT	4,400
157	Panama City, FL	11,800	191	Laredo, TX	5,400
158	Biloxi-Gulfport, MS	20,800	192	St. Joseph, MO	7,400
159	Palm Springs, CA	18,600	193	Charlottesville, VA	N/A
160	Sherman, TX - Ada, OK	8,200	194	Lafayette, IN	6,300
161	Quincy, IL-Hannibal, MO-Keokuk, IA	11,300	195	Mankato, MN	N/A
162	Salisbury, MD	N/A	196	San Angelo, TX	8,600
163	Abilene-Sweetwater, TX	14,100	197	Cheyenne, WY-Scottsbluff, NE	6,800
164	Clarksburg-Weston, WV	N/A	198	Ottumwa, IA-Kirksville, MO	4,400
165	Gainesville, FL	17,600	199	Casper-Riverton, WY	5,800
166	Idaho Falls-Pocatello, ID	12,200	200	Bend, OR	6,300
167	Hattiesburg-Laurel, MS	11,300	201	Lima, OH	N/A
168	Utica, NY	13,900	202	Zanesville, OH	3,600
169	Billings, MT	13,300	203	Fairbanks, AK	7,100
170	Elmira, NY	8,100	204	Victoria, TX	3,800
171	Missoula, MT	9,100	205	Presque Isle, ME	N/A
172	Dothan, AL	12,400	206	Juneau, AK	N/A
173	Lake Charles, LA	N/A	207	Helena, MT	N/A
174	Yuma, AZ-El Centro, CA	8,700	208	Alpena, MI	N/A
175	Rapid City, SD	9,600	209	North Platte, NE	2,100
176	Watertown, NY	8,300	210	Glendive, MT	N/A
177	Alexandria, LA	12,500	PR	San Juan, PR	162,700
178	Jonesboro, AR	N/A			

Estimated DMA Revenues (in 000s) Ranked by Revenues

Revenue Rank	DMA Rank	Market	Estimated 1999 Gross Revenues	Revenue Rank	DMA Rank	Market	Estimated 1999 Gross Revenues
1	2	Los Angeles, CA	\$1,484,800	38	36	Salt Lake City, UT	\$146,100
2	1	New York, NY	1,470,200	39	39	Birmingham, AL	117,900
3	3	Chicago, IL	865,900	40	44	Buffalo, NY	113,500
4	4	Philadelphia, PA	636,700	41	41	New Orleans, LA	111,500
5	5	San Francisco-Oakland-San Jose, CA	620,600	42	52	Jacksonville, FL	110,900
6	6	Boston, MA	597,100	43	43	West Palm Beach-Ft. Pierce, FL	108,700
7	7	Dallas-Ft. Worth, TX	522,000	44	45	Oklahoma City, OK	108,400
8	10	Atlanta, GA	490,000	45	38	Grand Rapids-Kalamazoo-Battle Creek, MI	107,700
9	8	Washington, DC	486,600	46	61	Austin, TX	106,900
10	16	Miami - Ft. Lauderdale, FL	451,300	47	42	Norfolk-Portsmouth-Newport News, VA	105,300
11	11	Houston, TX	444,500	48	48	Louisville, KY	105,100
12	9	Detroit, MI	388,700	49	35	Greenville-Spartanburg, SC-Asheville, NC	104,400
13	17	Phoenix, AZ	367,700	50	40	Memphis, TN	100,600
14	12	Seattle-Tacoma, WA	344,300	51	49	Albuquerque-Santa Fe, NM	92,400
15	18	Denver, CO	311,600	52	47	Greensboro-High Point-Winston Salem, NC	85,400
16	14	Minneapolis - St. Paul, MN	302,400	53	46	Harrisburg-Lancaster-Lebanon-York, PA	83,600
17	25	San Diego, CA	273,000	54	50	Providence, RI-New Bedford, MA	82,600
18	15	Cleveland, OH	272,000	55	58	Tulsa, OK	82,200
19	13	Tampa-St Petersburg-Sarasota, FL	265,900	56	56	Dayton, OH	79,800
20	22	Orlando-Daytona Beach-Melbourne, FL	225,500	57	55	Albany-Schenectady-Troy, NY	78,700
21	19	Sacramento-Stockton-Modesto, CA	223,300	58	60	Richmond-Petersburg, VA	78,500
22	20	Pittsburgh, PA	218,000	59	54	Fresno-Visalia, CA	77,000
23	21	St. Louis, MO	215,500	60	57	Little Rock-Pine Bluff, AR	72,600
24	24	Baltimore, MD	214,800	61	63	Knoxville, TN	72,500
25	23	Portland, OR	197,600	62	62	Mobile, AL-Pensacola, FL	72,300
27	34	Columbus, OH	187,200	63	73	Omaha, NE	67,500
28	27	Hartford-New Haven, CT	185,600	64	77	Rochester, NY	66,100
29	28	Charlotte, NC	176,000	65	81	Ft. Myers-Naples, FL	63,500
30	32	Cincinnati, OH	168,400	66	71	Honolulu, HI	61,700
31	53	Las Vegas, NV	166,100	67	72	Tucson, AZ	61,000
32	999	San Juan, PR	162,700	68	65	Wichita - Hutchinson, KS	60,400
33	29	Raleigh-Durham, NC	162,000	69	67	Toledo, OH	59,200
34	31	Kansas City, KS-MO	156,800	70	64	Flint-Saginaw-Bay City, MI	58,600
35	33	Milwaukee, WI	151,600	71	76	Syracuse, NY	58,400
36	37	San Antonio, TX	150,500	72	66	Lexington, KY	57,800
37	30	Nashville, TN	147,400	73	97	Baton Rouge, LA	56,600

Estimated DMA Revenues (in 000s) Ranked by Revenues

Revenue Rank	DMA Rank	Market	Estimated 1999 Gross Revenues	Revenue Rank	DMA Rank	Market	Estimated 1999 Gross Revenues
74	70	Des Moines-Ames, IA	\$55,300	115	114	Sioux Falls-Mitchell, SD	\$29,800
75	78	Spokane, WA	55,000	116	105	Springfield-Holyoke, MA	29,300
76	69	Green Bay-Appleton, WI	54,200	117	122	Eugene, OR	29,100
77	51	Wilkes Barre-Scranton, PA	53,900	118	118	Ft. Smith-Fayetteville-Springdale-Rogers, A	28,700
78	112	Monterey-Salinas, CA	52,500	119	113	Santa Barbara-Santa Maria-San Luis Obispo,	28,000
79	68	Roanoke-Lynchburg, VA	51,800	120	135	Rockford, IL	27,800
80	85	Madison, WI	51,500	121	94	Waco-Temple-Bryan, TX	27,700
81	86	Columbia, SC	47,200	122	121	Macon, GA	27,200
82	75	Shreveport, LA	47,100	123	101	Lincoln-Hastings-Keamey, NE	26,800
84	82	Huntsville-Decatur-Florence, AL	46,700	124	127	Columbus, GA	25,900
85	59	Charleston-Huntington, WV	45,600	125	120	Traverse City-Cadillac, MI	25,800
86	84	Chattanooga, TN	44,500	126	116	Florence-Myrtle Beach, SC	25,600
87	89	Jackson, MS	44,200	128	109	Tallahassee, FL-Thomasville, GA	24,700
89	93	Colorado Springs-Pueblo, CO	43,800	129	137	Beaumont-Port Arthur, TX	23,700
91	96	El Paso, TX	42,800	130	155	Anchorage, AK	23,500
92	90	Cedar Rapids-Waterloo-Dubuque, IA	42,300	131	129	La Crosse-Eau Claire, WI	23,400
93	102	Harlingen-Weslaco-McAllen-Brownsville, TX	41,600	132	119	Fargo-Valley City, ND	22,900
94	88	Davenport, IA-Rock Island-Moline, IL	40,700	133	124	Yakima-Pasco-Richland-Kennewick, WA	22,200
95	87	South Bend-Elkhart, IN	39,400	134	130	Bakersfield, CA	22,000
96	79	Springfield, MO	38,200	135	158	Biloxi-Gulfport, MS	20,800
97	74	Paducah-Cape Girardeau-Harrisburg-Mt Vernon	36,600	136	126	Amarillo, TX	20,700
98	104	Charleston, SC	36,200	137	141	Erie, PA	20,600
99	103	Ft. Wayne, IN	36,100	138	134	Monroe, LA-El Dorado, AR	20,000
101	100	Savannah, GA	35,700	139	145	Columbia-Jefferson City, MO	19,200
102	99	Youngstown, OH	35,400	140	151	Wilmington, NC	18,900
103	111	Reno, NV	35,000	141	159	Palm Springs, CA	18,600
104	125	Boise, ID	34,200	143	131	Chico-Redding, CA	18,500
105	108	Tyler-Longview, TX	33,100	144	147	Joplin, MO-Pittsburg, KS	18,100
106	117	Montgomery, AL	32,900	146	139	Terre Haute, IN	17,900
107	110	Peoria-Bloomington, IL	32,300	147	152	Minot-Bismarck-Dickinson, ND	17,800
109	115	Augusta, GA	32,100	148	165	Gainesville, FL	17,600
110	95	Johnstown-Altoona, PA	32,000	149	136	Wausau-Rhineland, WI	17,200
111	91	Burlington, VT-Plattsburgh, NY	31,700	151	138	Topeka, KS	17,000
112	92	Tri-Cities, TN-VA	31,600	152	150	Odessa-Midland, TX	16,800
113	128	Corpus Christi, TX	30,600	153	142	Medford-Klamath Falls, OR	16,600
114	123	Lafayette, LA	29,900	154	153	Rochester, MN-Mason City, IA-Austin, MN	16,300



Table 6 (Continued)

Estimated DMA Revenues (in 000s) Ranked by Revenues

Revenue Rank	DMA Rank	Market	Estimated 1999 Gross Revenues	Revenue Rank	DMA Rank	Market	Estimated 1999 Gross Revenues
155	144	Sioux City, IA	\$16,100	176	196	San Angelo, TX	\$8,600
156	156	Bangor, ME	15,600	177	176	Watertown, NY	8,300
157	132	Columbus-Tupelo-West Point, MS	15,000	178	160	Sherman, TX - Ada, OK	8,200
158	149	Albany, GA	14,800	179	170	Elmira, NY	8,100
159	163	Abilene-Sweetwater, TX	14,100	180	183	Meridian, MS	7,900
160	168	Utica, NY	13,900	181	188	Twin Falls, ID	7,500
161	140	Wheeling, WV - Steubenville, OH	13,800	182	192	St. Joseph, MO	7,400
162	148	Bluefield-Beckley-Oak Hill, WV	13,700	183	181	Greenwood-Greenville, MS	7,300
163	169	Billings, MT	13,300	184	203	Fairbanks, AK	7,100
164	177	Alexandria, LA	12,500	185	197	Cheyenne, WY-Scottsbluff, NE	6,800
165	172	Dothan, AL	12,400	186	200	Bend, OR	6,300
166	166	Idaho Falls-Pocatello, ID	12,200	189	199	Casper-Riverton, WY	5,800
167	157	Panama City, FL	11,800	190	191	Laredo, TX	5,400
168	167	Hattiesburg-Laurel, MS	11,300	191	186	Great Falls, MT	4,800
170	179	Marquette, MI	10,700	192	198	Ottumwa, IA-Kirksville, MO	4,400
171	175	Rapid City, SD	9,600	194	204	Victoria, TX	3,800
173	171	Missoula, MT	9,100	195	202	Zanesville, OH	3,600
174	184	Jackson, TN	8,800	196	209	North Platte, NE	2,100
175	174	Yuma, AZ-El Centro, CA	8,700				

Station Call Letters to Market Rank

AAXN	177	AFWB	116	AZWB	122	KARE	14	KBLR	53	KCRA-TV	19	KEMV	57	KFWD	7	KHQ	78	KJZZ-TV	36
ABAN	156	AGWB	106	CYBW	92	KARK-TV	57	KBME-TV	152	KCRG-TV	90	KENS-TV	37	KFWU	5	KHOA-TV	161	KKCO	187
ABAU	115	AHWB	102	K02NQ	145	KASA-TV	49	KBMY	137	KQSD	114	KENW	36	KFXA	90	KHRR	72	KKFT	147
ABB	148	AIDW	171	K05JQ	79	KASN	57	KBMV	152	KCSG	36	KENW	49	KFXB	2	KHSD-TV	175	KKFX-LP	113
ABCZ	129	AIBW	131	K07TA	113	KASW	17	KBNT-LP	25	KCSM-TV	5	KEPB-TV	122	KFXF	203	KHSD-TV	175	KKPX	5
ABD	162	AJOS	178	K13VC	61	KASY-TV	49	KBNY	36	KCTS-TV	12	KEPR-TV	124	KFXK	108	KHSH-TV	11	KKRA-LP	175
ABDO	172	AJWB	145	K15CU	112	KATC	123	KBPN	117	KCTV	31	KEPA-TV	7	KFXO-LP	200	KHSL-TV	131	KKTU	197
ABE	170	ALWB	123	K15EI	159	KATH-LP	206	KBPX	17	KCVU	131	KERO-TV	130	KFYR	166	KHVO	71	KKTV	93
ABEP	141	AMFD	142	K17CJ	124	KATN	203	KBRR	119	KCWC-TV	199	KESD-TV	114	KFYR-TV	152	KHVB	11	KKWB	96
ABFG	119	AMWB	112	K17DL	79	KATU	23	KBSD-TV	65	KCWE	31	KESQ-TV	159	KGAN	90	KICU-TV	5	KKYK-LP	57
ABFW	103	ASHD	160	K18AJ	171	KATV	57	KBSH-TV	65	KCWT	12	KETA	45	KGAT-TV	102	KIDK	166	KKYK-TV	57
ABG	127	ASXF	147	K21DU	207	KAUN	114	KBSI	74	KCWY	199	KETG	21	KGEB	58	KIDN-TV	2	KLAF-LP	123
ABGP	158	ATXW	191	K40EX	128	KAUT-TV	45	KBSL-TV	65	KCYU-LP	124	KETH	57	KGET	130	KIDY	196	KLAS-TV	53
ABH	167	AWWB	164	K47DF	128	KAUZ-TV	143	KBSV	19	KDAF	7	KETH	11	KGEF	119	KIDZ-LP	163	KLAX-TV	177
ABI	139	AWAW	163	K60EB	124	KAVU-TV	204	KBTC-TV	12	KDBC	96	KEIK-TV	108	KGHB-LP	93	KIEM-TV	189	KLBK-TV	146
ABJK	184	AWB	143	K60FJ	71	KAWB	14	KBTV-TV	137	KDCG-LP	123	KETS	57	KGIN	101	KIFI-TV	166	KLBY	65
ABJO	192	AWBB	137	K68DJ	128	KAWE	14	KBTX-TV	94	KDCK	65	KETV	73	KGJT-LP	187	KILL	128	KLOS	2
ABKS	138	AWBD	133	KAAH	78	KAYU-TV	78	KBVU	189	KDEB-TV	79	KEVN-TV	175	KGLR-LP	146	KIIN-TV	90	KLDO-TV	191
ABL	107	AWBF	118	KAAL	153	KAZG	36	KBWB	5	KDEN	18	KEVU-LP	122	KGMB	71	KIIT-LP	209	KLDT-TV	7
ABLC	173	AWBL	101	KAAS-TV	65	KAZH	11	KBYU-TV	36	KDFI-TV	7	KEYC-TV	195	KGMC	54	KIKU	71	KLEI	71
ABLN	104	AWBM	169	KABB	37	KBAQ-TV	49	KBZK-TV	190	KDFW	7	KEYE-TV	113	KGMD-TV	71	KIMA-TV	124	KLEP	57
ABLW	179	AWBO	200	KABC-TV	2	KBAK-TV	130	KBZO-LP	146	KDFX-LP	159	KEYT-TV	113	KGWV	71	KIMO	155	KLEW-TV	124
ABMK	183	AWBR	153	KABE-LP	130	KBAO	186	KCAH	112	KDID-LP	188	KEZI	122	KGNS-TV	191	KIMT	153	KLFY-TV	123
ABMM	121	AWBV	111	KABY-TV	114	KBBJ	186	KCAL	2	KDIN-TV	70	KFAA	118	KGO-TV	5	KINC	53	KLJB-TV	88
ABMY	117	AWBX	155	KACB-TV	196	KBCA	45	KCAU-TV	144	KDKA-TV	20	KFBB-TV	186	KGPX	78	KINE-LP	128	KLKE	101
ABOH	201	AWBZ	146	KACV-TV	126	KBCB	12	KCBA	112	KDKF	142	KFBT	53	KGTU	25	KING-TV	12	KLKN	101
ABPB	185	AWBD	128	KADN	123	KBCJ-TV	125	KCBD-TV	146	KDLH	133	KFCI	18	KGUN	96	KINT	96	KLNE-TV	101
ABPC	157	AWFB	130	KADY-TV	113	KBCJ-TV	36	KCBS-TV	2	KDLO-TV	114	KFDA-TV	23	KGW	72	KION	112	KLPA-TV	177
ABPE	110	AWGF	186	KAEF	189	KBCZ	17	KCBY-TV	122	KDLT	114	KDFD-LP	118	KGWC-TV	199	KIPT	188	KLPB	123
ABPQ	205	AWGJ	187	KAET	17	KBDI-TV	18	KCCI	70	KDLV	114	KFDM-TV	137	KGWL-TV	199	KIRO-TV	12	KLPN-LP	108
ABR	135	AWHA	207	KAFU	45	KBDM	65	KCCO-TV	14	KDMD	155	KFDX-TV	143	KGWN-TV	197	KISU-TV	166	KLRN	37
ABSK	149	AWIB	166	KAFU	166	KBEH	142	KCCW-TV	14	KDNL-TV	124	KFFX-TV	124	KGWR-TV	199	KITU	137	KLRN	57
ABU	168	AWJB	114	KAID	125	KBEH	12	KCDT	78	KDOC	2	KFMB-TV	25	KHAS-TV	101	KITV	71	KLRU	61
ABVC	120	AWMB	134	KAIE	71	KBEI	49	KCEC	18	KDOR	58	KFME	119	KHAW-TV	71	KIV	125	KLSB-TV	108
ABVH	100	AWMK	152	KAIL-TV	71	KBEJ	37	KCGN-TV	94	KDPX-LP	159	KFNB	199	KHBC	71	KIWA-TV	175	KLSR-TV	122
ABW	151	AWOB	125	KAIL	54	KBEO	36	KGET	2	KDRX	142	KFNE	199	KHBS	118	KIXE-TV	131	KLST	196
ABWA	136	AWOT	198	KAIT-TV	178	KBFA	146	KCFW-TV	171	KDRX-LP	17	KFNR	199	KHOC-LP	128	KJBO-LP	143	KLTJ	11
ABWD	181	AWPL	209	KAJB	174	KBFD	71	KCHF	49	KDSD-TV	114	KFOR-TV	45	KHCE	37	KJCT	187	KLTL-TV	173
ABWG	182	AWSA	196	KAKE-TV	65	KBFX-LP	130	KCIT	126	KDSE	152	KFOX-TV	96	KHCV	12	KJEO	54	KLTM-TV	134
ABWO	140	AWTE	188	KAKM	155	KBGC	78	KCKA	12	KDSM-TV	70	KFPX	70	KHET	71	KJLA	2	KLTS-TV	75
ABWP	132	AWTL	108	KAKW	94	KBGD	126	KCKO-TV	12	KDTN	7	KFGX	187	KHFT	49	KJMH	88	KLTU	108
ABWT	176	AWUB	174	KALB-TV	177	KBGF	72	KGNC-TV	18	KDTX-TV	5	KFSM-TV	118	KHGI-TV	101	KJMW-LP	206	KLUJ	102
ABX	154	AWVB	204	KAMC	146	KBGH	188	KGNS	5	KDTX-TV	7	KFSN-TV	54	KHIN-TV	73	KJNP-TV	203	KLUJ-TV	49
ABXT	109	AWWT	150	KAME-TV	111	KBHE-TV	175	KCOJ	2	KDUH-TV	197	KFTC	14	KHIZ	2	KJRE	119	KLVX	53
ABZV	202	AWWY	199	KAMR-TV	126	KBHK	5	KCOO	96	KDVR	18	KFTL	19	KHMT	169	KJRH	58	KLWY	197
ACHW	197	AWXB	190	KAMU-TV	94	KBIM-TV	49	KCOY	113	KECI-TV	171	KFTS	142	KHNE-TV	101	KJRR	119	KMAU-TV	18
ACWB	159	AWYE	195	KAPP	124	KBIN-TV	73	KCPN-LP	126	KECY-TV	174	KFTV	54	KHNL	71	KJTL	143	KMAS-TV	71
ADBA	126	AWYP	124	KAPX	49	KBJL	175	KGPO-LP	114	KEDT-TV	128	KFTY	5	KHOG-TV	118	KJTV	146	KMAX-TV	19
ADUB	175	AWZB	210	KAQY	134	KBJN	36	KGPO	12	KEET	189	KFVE	71	KHON-TV	71	KJUD	206	KMAZ	96
AEWB	161	AXWB	144	KARD	134	KBJR-TV	133	KOPT	31	KELO-TV	114	KFVS-TV	74	KHOU-TV	11	KJWY-TV	166	KMBC-TV	31

Station Call Letters to Market Rank

KMBH	102	KNRR	119	KOVT	49	KQCT	88	KSCI	2	KTBY	155	KTVE	134	KUSI-TV	25	KWBT	58	KXTM-LP	37		
KMCC	17	KNSD	25	KOZI	147	KQDS	133	KSCT-LP	206	KTCA-TV	14	KTVE	203	KUSK	17	KWBU-TV	94	KXTQ-LP	146		
KMCI	31	KNSO	54	KOZK	79	KQED	5	KSPK	21	KTCL-TV	14	KTVE	101	KUSM-TV	190	KWCH-TV	65	KXTU-LP	93		
KMCT-TV	134	KNST-LP	75	KPAX-TV	171	KQOK	45	KSEE	54	KTEH	5	KTVE	207	KUTP	17	KWCM-TV	14	KXTV	19		
KMCT-TV	152	KNST-LP	112	KPAZ-TV	171	KQSD-TV	152	KSPY-TV	114	KTEJ	178	KTVE	21	KUTV	36	KWCV	65	KXTX-TV	7		
KMEB	71	KNVA	61	KPBI-LP	118	KQTV	192	KSGW-TV	175	KTEJ	160	KTVE	18	KUVE-LP	12	KWDC	73	KXVO	94		
KMEG	144	KNVN	131	KPCB	163	KRBC-TV	163	KSHB-TV	31	KTFL	17	KTVE	17	KUVE-LP	12	KWES-TV	150	KXVO	94		
KMEX-TV	2	KNVO	102	KPCB	163	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWET	45	KYES	155		
KMGH-TV	18	KNWS-TV	11	KPCB	163	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWEX-TV	37	KYIN-TV	153		
KMID	150	KNXT	54	KPCB	163	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWGN-TV	18	KYLE	94		
KMIR-TV	159	KNXT	54	KPCB	163	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWGN-TV	18	KYLE	94		
KMIZ	145	KNXV-TV	17	KPHO-TV	17	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMLM	150	KOAA-TV	93	KPIC	122	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMLM	150	KOAB-TV	200	KPIC	122	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMNE-TV	101	KOAC-TV	122	KPLC-TV	173	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMOH-TV	17	KOAM-TV	147	KPLR-TV	21	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMOL-TV	37	KOAT-TV	49	KPLR-TV	21	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMOS-TV	145	KOBF	49	KPMR	113	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMOT	152	KOBI	142	KPNE-TV	209	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMOV	51	KOBR	49	KPNX	17	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMPH	24	KOB-TV	49	KPOB-TV	74	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMPX	7	KOCB	45	KPOM-TV	118	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMSB-TV	72	KOCE	2	KPPX	17	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMSG-TV	54	KOCO-TV	45	KPPX-TV	11	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMSP	14	KOCT	49	KPRY-TV	114	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMSS-TV	75	KOCV-TV	150	KPSD-TV	152	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMTF	207	KODE-TV	147	KPSE-LP	159	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMTP	5	KOED-TV	58	KPSP-LP	159	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMTR	122	KOET	58	KPST-TV	5	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMTX-TV	73	KOFT	71	KPTB	146	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMTZ	122	KOGG	49	KPTH	144	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMTZ	122	KOIN	23	KPTM	73	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMTZ	188	KOKH-TV	45	KPTS	65	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMVU	142	KOKI-TV	58	KPTV	23	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KMWB	14	KOKT-LP	160	KPVI	166	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNAT	49	KOLD-TV	72	KPWB-TV	70	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNAZ-TV	17	KOLN	101	KPXB	11	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNBC	2	KOLO-TV	111	KPXC-TV	18	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNBN-LP	175	KOLR	79	KPXD	7	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNCT	94	KOMO-TV	12	KPXE	31	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNDU	124	KOMU-TV	145	KPXF	54	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNDU	124	KONG-TV	12	KPXG	23	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNDX	152	KOOD	65	KPAJ	75	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNIN-TV	125	KOPB-TV	23	KPKX	150	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNLC	21	KOPX	45	KPXL	37	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNLJ	145	KORO	128	KPXM	14	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNME-TV	49	KOSA-TV	150	KPXN	2	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNMT	23	KOTA-TV	175	KPXO	71	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNOE-TV	134	KOTI	142	KPXR	90	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNOP-TV	209	KOTV	58	KQCA	19	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KNPB	111	KOVR	19	KQCD-TV	152	KRCA	2	KSHV	75	KTFO	58	KTVE	142	KUVE-LP	12	KWHD	58	KYMA	174		
KQCT	88	KQDS	133	KQED	5	KQOK	45	KQSD-TV	152	KQTV	192	KRBC-TV	163	KRCA	2	KRCA	2	KRCA	2	KRCA	2
KQDS	133	KQED	5	KQOK	45	KQSD-TV	152	KQTV	192	KRBC-TV	163	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2
KQED	5	KQOK	45	KQSD-TV	152	KQTV	192	KRBC-TV	163	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2
KQOK	45	KQSD-TV	152	KQTV	192	KRBC-TV	163	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2
KQSD-TV	152	KQTV	192	KRBC-TV	163	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2
KQTV	192	KRBC-TV	163	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2
KRBC-TV	163	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2	KRCA	2
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Table 8
City of License to Market Rank

Aberdeen, SD	114	Bozeman, MT	190	Charlottesville, VA	193	Crossville, TN	63	Eufala, OK	58
Abilene, TX	163	Bradenton, FL	13	Chatsworth, GA	84	Dallas, TX	7	Eugene, OR	122
Ada, OK	160	Brainerd, MN	14	Chattanooga, TN	84	Dalton, GA	84	Eureka, CA	189
Adams, MA	55	Branson, MO	79	Cheboygan, MI	120	Danville, KY	66	Eureka Springs, AR	79
Aguaquilla, PR	PR	Bridgport, CT	1	Cheyenne, OK	45	Danville, VA	68	Evansville, IN	98
Akron, OH	15	Bristol, VA	92	Cheyenne, WY	197	Davenport, IA	88	Everett, WA	12
Albany, GA	149	Brookings, SD	114	Chicago, IL	3	Dawson, GA	149	Fairbanks, AK	203
Albany, NY	55	Broomfield, CO	18	Chico, CA	131	Dayton, OH	56	Fairfax, VA	PR
Albion, NE	101	Brownsville, TX	102	Chillicothe, OH	34	Daytona Beach, FL	22	Fajardo, PR	PR
Albuquerque, NM	49	Brunswick, GA	52	Chippewa Falls, WI	129	Decatur, IL	83	Fargo, ND	119
Alexander City, AL	117	Bryan, TX	94	Cincinnati, OH	32	Decatur, TX	7	Farmington, NM	49
Alexandria, LA	177	Bude, MS	89	Ciudad Juarez, MX	96	Del Rio, TX	37	Farwell, TX	126
Alexandria, MN	14	Buffalo, NY	44	Claremore, OK	58	Demopolis, AL	117	Fayetteville, AR	118
Allendale, SC	115	Burlington, IA	88	Clarksburg, WV	164	Denton, TX	7	Fayetteville, NC	29
Allentown, PA	4	Burlington, NC	47	Clearfield, PA	95	Denver, CO	18	Filet, ID	188
Alliance, NE	197	Burlington, NJ	4	Clearwater, FL	13	Derry, NH	6	Flagstaff, AZ	17
Alpena, OH	99	Burlington, VT	91	Clermont, FL	22	Des Moines, IA	70	Flint, MI	64
Alpena, MI	208	Butte, MT	190	Cleveland, OH	15	Detroit, MI	9	Florence, AL	82
Altoona, PA	95	Cadillac, MI	120	Cleveland, TN	84	Devils Lake, ND	119	Florence, SC	116
Alvin, TX	11	Caguas, PR	PR	Clovis, CA	54	Dickinson, ND	152	Florence, SD	114
Anaheim, CA	70	Calais, ME	156	Clovis, NM	126	Dodge City, KS	65	Fond du Lac, WI	69
Anchorage, AK	155	Caldwell, ID	125	Cocoa, FL	22	Dothan, AL	172	Fort Bragg, CA	5
Anderson, SC	35	Calumet, MI	175	Coeur D'Alene, ID	78	Douglas, AZ	72	Fort Dodge, IA	70
Angola, IN	103	Cambridge, MA	6	Colby, KS	65	Dubuque, IA	90	Fort Myers, FL	81
Ann Arbor, MI	9	Cambridge, OH	140	College Station, TX	94	Duluth, MN	133	Fort Pierce, FL	43
Annapolis, MD	24	Camden, NJ	4	Columbia, LA	134	Durango, CO	49	Fort Scott, KS	147
Anniston, AL	39	Campbellsville, KY	48	Columbia, MO	145	Durham, NC	29	Fort Smith, AR	118
Antigo, WI	136	Canton, OH	15	Columbia, NC	106	Durham, NH	6	Fort Wayne, IN	103
Appleton, MN	14	Cape Coral, FL	81	Columbia, SC	86	E St. Louis, IL	21	Fort Worth, TX	7
Appleton, WI	69	Cape Girardeau, MO	74	Columbus, GA	127	Eagle Butte, SD	152	Frederick, MD	8
Arcata, CA	189	Carbondale, IL	74	Columbus, MS	132	Eagle Pass, TX	37	Fredericksburg, TX	37
Arcibo, PR	PR	Carlsbad, NM	49	Columbus, OH	34	Eagle River, WI	136	Freeport, IL	135
Arkadelphia, AR	57	Carolina, PR	PR	Concord, CA	5	East Lansing, MI	107	Fresno, CA	54
Arlington, TX	7	Carthage, NY	176	Concord, NC	28	Eau Claire, WI	129	Front Royal, VA	8
Arlington, VA	8	Casper, WY	199	Concord, NH	6	El Centro, CA	174	Fl. Collins, CO	18
Ashville, NC	35	Castle Rock, CO	159	Conroe, TX	11	El Dorado, AR	134	Fl. Lauderdale, FL	16
Ashland, KY	59	Cathedral City, CA	36	Conway, SC	116	El Paso, TX	96	Fl. Walton Bch, FL	62
Ashland, VA	10	Cedar City, UT	90	Cookeville, TN	30	Elizabethtown, KY	48	Gadsden, AL	39
Athens, GA	60	Cedar Rapids, IA	92	Coos Bay, OR	122	Elk City, OK	45	Gainesville, FL	165
Athens, OH	59	Centralia, WA	19	Cordale, GA	149	Elkhart, IN	87	Galveston, TX	11
Atlanta, GA	10	Ceres, CA	12	Corning, NY	170	Elko, NV	36	Garden City, KS	65
Atlantic City, NJ	4	Champaign, IL	83	Corona, CA	2	Ellendale, ND	119	Garden City, NY	1
Augusta, GA	115	Chapel Hill, NC	29	Corpus Christi, TX	128	Elmira, NY	170	Garland, TX	7
Augusta, ME	80	Charleston, IL	83	Corvallis, OR	122	Ely, NV	36	Gary, IN	3
Aurora, IL	3	Charleston, SC	104	Cotati, CA	5	Enid, OK	45	Glendive, MT	210
Austin, MN	153	Charleston, WV	59	Council Bluffs, IA	73	Ensign, KS	65	Glenwood Spngs, CO	187
		Charlotte, NC	28	Covington, KY	32	Erie, PA	141	Goldsboro, NC	29
						Escanaba, MI	179	Goldvein, VA	8
								Goodland, KS	65

Table 8 (Continued)
City of License to Market Rank

Grand Forks, ND	119	High Springs, FL	165	Kansas City, MO	31	Lima, OH	201	Meridian, MS	183	New Brunswick, NJ	1
Grand Island, NE	101	Hilo, HI	71	Katy, TX	11	Lincoln, NE	101	Merrimack, NH	6	New Haven, CT	27
Grand Junction, CO	187	Hobbs, NM	49	Keamey, NE	101	Linden, NJ	1	Merriman, NE	175	New London, CT	27
Grand Rapids, MI	38	Hoisington, KS	65	Keene, NH	6	Liville, NC	28	Mesa, AZ	17	New Orleans, LA	41
Grandview, WV	148	Holbrook, AZ	17	Kenewick, WA	124	Little Rock, AR	57	Miami, FL	16	New Smyrna Bch, FL	22
Great Bend, KS	65	Holly Springs, MS	40	Kenosha, WI	33	Litleton, NH	91	Midland, TX	150	New York, NY	1
Great Falls, MT	186	Holly Springs, FL	16	Kerrville, TX	37	Live Oak, FL	109	Miles City, MT	169	Newark, AR	57
Green Bay, WI	69	Homewood, AL	39	Ketchikan, AK	206	Llano, TX	61	Milwaukee, WI	33	Newark, NJ	1
Green Valley, AZ	72	Honolulu, HI	71	Key West, FL	16	Long Beach, CA	2	Minden, LA	75	Newark, OH	34
Greenville, TN	92	Hot Springs, AR	57	Killeen, TX	94	Longmont, CO	18	Newport, KY	32	Newport, KY	32
Greensboro, NC	47	Houston, TX	11	Kingman, AZ	17	Longview, TX	108	Newton, IA	70	Newton, NJ	1
Greensboro, PA	20	Humacao, PR	PR	Kingsport, TN	92	Lorain, OH	15	Missoula, MT	171	Newton, NJ	1
Greenville, MS	181	Huntington, WV	59	Kingston, NY	1	Los Angeles, CA	2	Mitchell, SD	114	Norfolk, NE	144
Greenville, NC	106	Huntington Bch, CA	2	Kirksville, MO	198	Louisville, AL	117	Mobile, AL	62	Norfolk, VA	42
Greenville, SC	35	Huntsville, AL	82	Klamath Falls, OR	142	Louisville, KY	48	Modesto, CA	19	North Platte, NE	209
Greenville, TX	7	Huron, SD	114	Knoxville, TN	63	Lowry, SD	152	Moline, IL	88	North Pole, AK	203
Greenwood, MS	181	Hutchinson, KS	65	Kokomo, IN	26	Lubbock, TX	146	Monroe, GA	10	North Pole, NY	91
Greenwood, SC	35	Idaho Falls, ID	166	La Crosse, WI	129	Lufkin, TX	108	Monroe, LA	134	Norton, VA	92
Grundy, VA	92	Indianapolis, IN	26	La Grande, OR	23	Lumberton, NC	151	Montclair, NJ	1	Norwell, MA	6
Guayama, PR	PR	Indio, CA	159	Lafayette, IN	194	Lynchburg, VA	68	Monterey, CA	112	Norwich, CT	27
Gulfport, MS	158	Iowa City, IA	90	Lafayette, LA	123	Lubbock, TX	146	Montgomery, AL	117	Norwood, NY	176
Hagerstown, MD	8	Iron Mountain, MI	179	Lake Charles, LA	173	Lake Worth, FL	43	Montrose, CO	187	Novato, CA	5
Hammond, IN	3	Iving, TX	7	Lake Dallas, TX	7	Lakeland, FL	13	Morehead, KY	66	Nuevo Laredo, MX	191
Hampton, VA	42	Jackson, MI	107	Lake Havasu City, AZ	17	Lancaster, PA	46	Morehead City, NC	106	Oak Hill, WV	148
Hamford, CA	54	Jackson, MS	89	Lake Worth, FL	43	Lander, WY	199	Morgantown, WV	164	Oakland, CA	5
Harbibal, MO	161	Jackson, TN	184	Lakeland, FL	13	Lansing, MI	107	Moscow, ID	78	Oakland, MD	20
Hardeeville, SC	100	Jackson, WY	36	Lakin, KS	65	Laredo, TX	191	Mount Clemens, MI	9	Ocala, FL	165
Hardin, MT	169	Jacksonville, FL	52	Lancaster, PA	46	Lansing, MI	107	Manassas, VA	8	Odessa, TX	150
Harlan, KY	63	Jacksonville, IL	83	Lancaster, PA	46	Laredo, TX	191	Manassas, VA	8	Ogden, UT	36
Hartford, TX	63	Jacksonville, NC	106	Lansing, MI	107	Las Cruces, NM	96	Manistee, MI	120	Oklahoma City, OK	45
Hartford, IL	74	Jacksonville, TX	108	Laredo, TX	191	Las Vegas, NV	53	Marion, IN	26	Oklahoma City, OK	45
Harrisburg, PA	46	Jamestown, ND	119	Las Vegas, NV	53	LaSalle, IL	3	Marion, IN	21	Okmulgee, OK	58
Harrison, AR	79	Jamestown, NY	44	LaSalle, IL	3	Laurel, MS	167	Marietta, GA	64	Olney, IL	139
Harrisonburg, VA	180	Janesville, WI	85	Laurel, MS	167	Lawrence, KS	31	Marion, VA	92	Omaha, NE	73
Hartford, CT	27	Jeannette, PA	20	Lawrence, KS	31	Lawrence, MA	6	Marquette, MI	30	Onondaga, MI	107
Hartford, VT	91	Jefferson City, MO	145	Lawrence, MA	6	Lawton, OK	143	Martin, SD	175	Orrtario, CA	2
Hastings, NE	101	Jellico, TN	93	Lawton, OK	143	Lead, SD	175	Martinsburg, WV	38	Opelika, AL	127
Hattiesburg, MS	167	Johnston City, TN	92	Lead, SD	175	Lebanon, TN	30	Mason City, IA	116	Opelousas, LA	123
Havre, MT	186	Johnstown, PA	95	Lebanon, TN	30	Leesburg, FL	22	Matamoros, TX	108	Orange Park, FL	52
Hayes Center, NE	209	Joliet, IL	3	Leesburg, FL	22	Lewisburg, WV	148	Mathis, TX	128	Orlando, FL	22
Hays, KS	65	Jonesboro, AR	178	Lewisburg, WV	148	Lewisville, WI	33	Mayaguez, PR	PR	Orono, ME	156
Hazard, KY	66	Joplin, MO	147	Lewisville, WI	33	Lexington, KY	186	Mayville, WI	81	Ottumwa, IA	198
Hazard, PA	51	Junction City, KS	138	Lewisville, WI	33	Lexington, KY	66	McAllen, TX	102	Owensboro, KY	98
Helena, MT	207	Juneau, AK	206	Lewisville, WI	33	Lexington, NC	47	McCook, NE	65	Owenton, KY	32
Henderson, NV	53	Kailua-Kona, HI	71	Lewisville, WI	33	Lexington, NE	101	Medford, OR	142	Oxford, MS	40
Hendersonville, TN	30	Kalamazoo, MI	38	Lewisville, WI	33	Lexington, TN	40	Melbourne, FL	22	Oxford, OH	32
Hibbing, MN	133	Kalispell, MT	171	Lewisville, WI	33	Lexington, VA	184	Memphis, TN	40	Oxnard, CA	113
Hickory, NC	28	Kaneche, HI	71	Lexington, VA	184	Lexington, VA	184	Memphis, TN	40	Ozark, AL	172
High Point, NC	47	Kannapolis, NC	28	Lexington, VA	184	Lexington, VA	184	Menomonee, WI	129	Paducah, KY	74
								Merced, CA	54	Palm Beach, FL	43

Table 8 (Continued)
City of License to Market Rank

Palm Springs, CA	159	Racine, WI	33	Salinas, CA	112	Smithtown, NY	1	Thief Rvr Falls, MN	119	Washington, NC	106
Panama City, FL	157	Raleigh, NC	29	Salisbury, MD	162	Sneezeville, TN	63	Thomasville, GA	109	Waterbury, CT	27
Panama City Bch, FL	157	Rapid City, SD	175	Salt Lake City, UT	36	Snyder, TX	163	Tice, FL	81	Waterloo, IA	90
Paradise, CA	131	Rawlins, WY	199	San Angelo, TX	196	South Bend, IN	66	Tijuna, MX	25	Watertown, NY	176
Paradise, NV	53	Reading, PA	4	San Antonio, TX	37	South Bend, IN	87	Toccoa, GA	35	Waterville, ME	80
Park Falls, WI	136	Red Lion, PA	46	San Bernardino, CA	2	Spartanburg, SC	35	Toledo, OH	67	Watsonville, CA	112
Parkersburg, WV	185	Red Oak, IA	73	San Diego, CA	25	Spokane, WA	78	Tolleson, AZ	17	Wausau, WI	136
Pasco, WA	124	Redding, CA	131	San Francisco, CA	5	Springdale, AR	118	Topoka, KS	138	Waycross, GA	52
Patterson, NJ	1	Redwood Falls, MN	14	San Jose, CA	5	Springfield, IL	83	Traverse City, MI	120	Wenatchee, WA	12
Palham, GA	149	Reliance, SD	114	San Juan, PR	PR	Springfield, MA	105	Trenton, NJ	4	Westlaco, TX	102
Pembina, ND	119	Reno, NV	111	San Luis Obispo, CA	113	Springfield, MO	79	Troy, AL	117	West Milford, NJ	1
Pendleton, OR	124	Reynosa, MX	102	San Mateo, CA	5	Springfield, OH	56	Tucson, AZ	72	West Monroe, LA	134
Pensacola, FL	62	Rhineland, WI	136	San Sebastian, PR	PR	Springville, NY	44	Tulsa, OK	58	West Palm Beach, FL	43
Peoria, IL	110	Richfield, UT	36	Sandusky, OH	15	St. Cloud, MN	14	Tupelo, MS	132	West Point, MS	132
Perry, GA	121	Richland, WA	124	Sanger, CA	54	St. George, UT	36	Tuscaloosa, AL	39	Weston, WV	164
Philadelphia, PA	4	Richmond, IN	56	Santa Ana, CA	2	St. Joseph, MO	192	Tuskegee, AL	117	Wheeling, WV	140
Phoenix, AZ	17	Richmond, VA	60	Santa Barbara, CA	113	St. Louis, MO	21	Twentynine Palm, CA	2	Wichita, KS	65
Pierre, SD	114	Rio Grande City, TX	102	Santa Fe, NM	49	St. Paul, MN	14	Twin Falls, ID	188	Wichita Falls, TX	143
Pikeville, KY	59	Riverhead, NY	1	Santa Maria, CA	113	St. Paul, MN	14	Tyler, TX	108	Wildwood, NJ	4
Pine Bluff, AR	57	Riverside, CA	2	Santa Rosa, CA	5	St. Petersburg, FL	13	University Ctr, MI	64	Wilkes Barre, PA	51
Pittsburg, KS	147	Riverton, WY	199	Sarasota, FL	13	St. Petersburg, VA	180	Urbana, IL	83	Williamsport, PA	51
Pittsburg, PA	20	Rochester, NY	77	Sault Ste Marie, MI	120	Stearnsburg, VA	18	Utica, NY	168	Williston, ND	152
Plattsburgh, NY	91	Roanoke Rapids, NC	29	Savannah, GA	100	Steuersville, OH	140	Uvalde, TX	37	Wilmington, DE	4
Pocatello, ID	166	Robstown, TX	128	Scottsbluff, NE	197	Stockton, CA	19	Vallejo, CA	5	Wilmington, NC	151
Poland Spring, ME	80	Rochester, MN	153	Scranton, PA	51	Stuart, FL	43	Valley City, ND	119	Wilson, NC	29
Ponce, PR	PR	Rochester, NY	28	Seaford, DE	162	Sulphur, OK	160	Vancouver, WA	23	Winnemucca, NV	111
Poplar Bluff, MO	74	Rock Hill, SC	27	Seattle, WA	12	Sumter, SC	86	Vanderbilt, MI	120	Winston Salem, NC	47
Port Arthur, TX	137	Rock Island, IL	88	Secaucus, NJ	1	Superior, NE	101	Venice, FL	13	Worthington, WI	136
Portales, NM	49	Rock Springs, WY	199	Sedalia, MO	145	Superior, WI	133	Ventura, CA	2	Woodrow, TX	146
Porterville, CA	54	Rockford, IL	135	Selma, AL	117	Suring, WI	69	Vermillion, SD	114	Woodrow, TX	146
Portland, ME	80	Rocky Mount, NC	29	Shaker Heights, OH	15	Sweetwater, TX	163	Vernal, UT	36	Woodstock, VA	180
Portland, OR	23	Rogers, AR	118	Shawnee, OK	45	Syracuse, NY	76	Victoria, TX	204	Worcester, MA	6
Portsmouth, OH	59	Rome, GA	10	Sheridan, WY	175	Tacoma, WA	12	Vincennes, IN	139	Worthington, MN	114
Portsmouth, VA	42	Roseburg, OR	122	Sherman, TX	160	Tallahassee, FL	109	Vineand, NJ	4	Wrens, GA	115
Poughkeepsie, NY	1	Rosenberg, TX	11	Shreveport, LA	75	Tampa, FL	13	Vineyard Haven, MA	6	Yakima, WA	124
Prescott, AZ	17	Roswell, NM	49	Sierra Vista, AZ	72	Tazewell, TN	63	Virginia Beach, VA	42	Yauco, PR	PR
Presque Isle, ME	205	Rutland, VT	91	Silver City, NM	49	Tecate, MX	25	Visalia, CA	54	York, PA	46
Providence, RI	50	Sacramento, CA	19	Sioux City, IA	144	Temple, TX	94	Waco, TX	94	Youngstown, OH	99
Provo, UT	36	Saginaw, MI	64	Sioux Falls, SD	114	Tequesta, FL	43	Walluku, HI	71	Yreka City, CA	142
Pueblo, CO	93	Salem, IN	48	Sitka, AK	206	Terre Haute, IN	139	Walker, MN	14	Yuma, AZ	174
Pullman, WA	78	Salem, OR	23	Sidell, LA	41	Texarkana, TX	75	Washington, DC	8	Zanesville, OH	202
Quincy, IL	161	Salina, KS	65								

About





network

BIA Financial Network helps communications and information technology (IT) companies succeed in today's competitive marketplace by developing strategic plans, assessing risks, raising capital, and maximizing stockholder returns.

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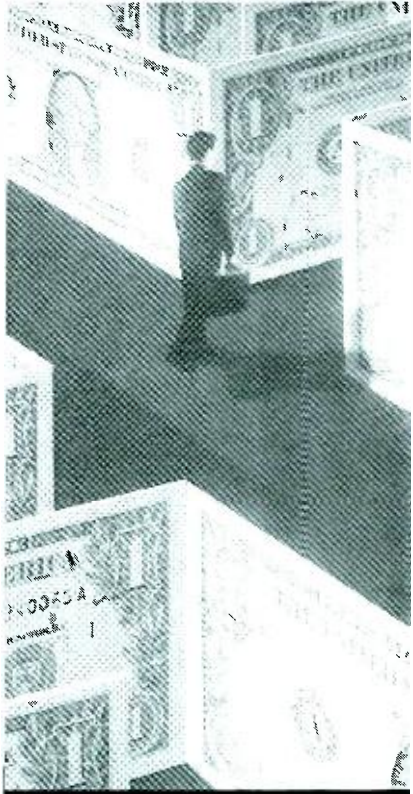
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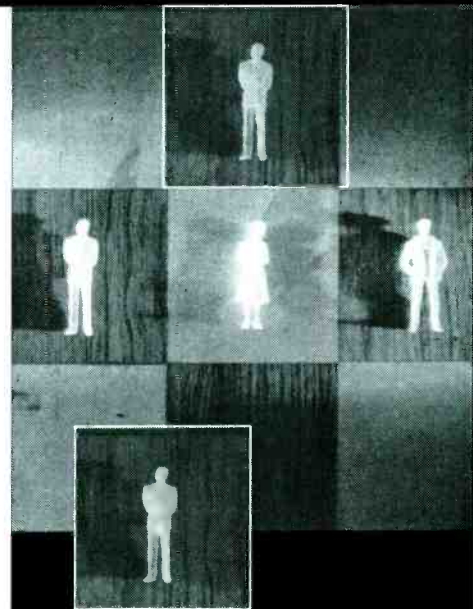
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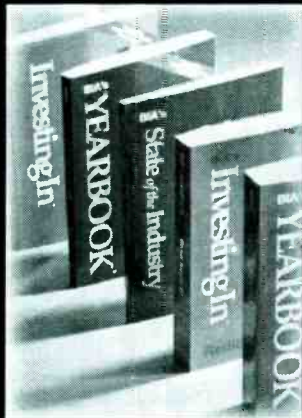
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Market Report

Market: Omaha - Council Bluffs

FM Stations

Call	City of License	Freq	Power	Class	Owner	Year Bldg
KDVR	Omaha	101.1	100	Class B	Omaha TV	88
KDVR	Omaha	101.1	100	Class B	Omaha TV	88
KDVR	Omaha	101.1	100	Class B	Omaha TV	88
KDVR	Omaha	101.1	100	Class B	Omaha TV	88
KDVR	Omaha	101.1	100	Class B	Omaha TV	88
KDVR	Omaha	101.1	100	Class B	Omaha TV	88
KDVR	Omaha	101.1	100	Class B	Omaha TV	88
KDVR	Omaha	101.1	100	Class B	Omaha TV	88
KDVR	Omaha	101.1	100	Class B	Omaha TV	88
KDVR	Omaha	101.1	100	Class B	Omaha TV	88

AM Stations

Call	City of License	Freq	Power	Class	Owner	Year Bldg
WDBT	Omaha	1300	500	Class A	Omaha TV	88
WDBT	Omaha	1300	500	Class A	Omaha TV	88
WDBT	Omaha	1300	500	Class A	Omaha TV	88
WDBT	Omaha	1300	500	Class A	Omaha TV	88
WDBT	Omaha	1300	500	Class A	Omaha TV	88
WDBT	Omaha	1300	500	Class A	Omaha TV	88
WDBT	Omaha	1300	500	Class A	Omaha TV	88
WDBT	Omaha	1300	500	Class A	Omaha TV	88
WDBT	Omaha	1300	500	Class A	Omaha TV	88
WDBT	Omaha	1300	500	Class A	Omaha TV	88

Competitive Overview

Metro Rank: 72

Omaha - Council Bluffs Market Overview

Market Radio Financials (All figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1991	1992	1993	1994	1995	1996	Δ '91-'96
	\$203,000	\$211,800	\$217,000	\$224,400	\$229,200	\$235,200	32.2%
	Δ 96-'97	1997	1998	1999	2000	2001	Δ '97-'01
	7.8%	\$233,100	\$235,200	\$237,200	\$240,100	\$242,500	9.5%

Revenue/Per Capita: \$4,281,000 (1991) vs \$4,321,000 (1996) vs \$4,771,000 (2001)

Revenue/Capita: \$33.20 (1991) vs \$43.70 (1996) vs \$61.60 (2001)

Est Breakout: LOCAL 65%, NATIONAL 35%

Demographic and Economic Overview (000's except Retail Sales and EB in 000,000's)

	1991	1996	Growth Rate	1996	2001	Growth Rate
USA Population	225.5	246.8	1.1%	286.3	356.4	2.4%
Households	235.2	246.8	1.0%	246.6	256.5	1.0%
Retail Sales	6,677.6	6,846.5	2.5%	8,962.5	9,229.3	5.2%
EBI	9,728.2	12,311.3	4.8%	12,311.3	16,751.8	5.0%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	321.9	65.7	29.7	28.1	52.1	83.9	36.2	52.1
Women (000)	338.9	62.7	28.3	25.2	53.0	56.3	40.7	68.7
Total	660.8	128.4	58.1	53.3	105.1	140.2	76.9	120.8
Percentage	100.0%	19.4%	8.8%	8.1%	16.1%	21.2%	11.6%	18.3%
Per Capita	\$18,631	Median household	\$41,421	Avg household	\$49,880			
Ethnic Population	White: 89.1%	Black: 8.6%	Asian: 1.2%	Hispanic: 3.0%				

Market Summary

	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	12	1	1	14	1	23
130-134	3.6	93.2	69.3	67.0	22.1	86.1	
Avg 12-	1.9	4.9	5.9	5.9	4.8	2.5	3.5
TR LCS	4.3	70.9	73.3	73.2	24.8	100.0	
Avg LCS	2.1	5.9	6.7	5.4	2.8	4.0	

Metro Rank: 72

Revenue Rank: 60

Metro Counties / Population (000)

Portsmouth, IA	83.0
Douglas, NE	411.2
Sarpy, NE	118.2
Washington, NE	19.2
Total	660.8

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Radio data is current as of 02/23/1998

Radio

Tulsa Ratings Overview DMA Rank: 58

Market: Tulsa, Oklahoma

Call	City of License	Freq	Power	Class	Owner	Year Bldg
KTLN	Tulsa	101.1	100	Class B	Omaha TV	88
KTLN	Tulsa	101.1	100	Class B	Omaha TV	88
KTLN	Tulsa	101.1	100	Class B	Omaha TV	88
KTLN	Tulsa	101.1	100	Class B	Omaha TV	88
KTLN	Tulsa	101.1	100	Class B	Omaha TV	88
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KTLN	Tulsa	101.1	100	Class B	Omaha TV	88
KTLN	Tulsa	101.1	100	Class B	Omaha TV	88
KTLN	Tulsa	101.1	100	Class B	Omaha TV	88

Tucson Market Overview DMA Rank: 78

Market: Tucson, Arizona

Market Television Financials (All figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1991	1992	1993	1994	1995	1996	Δ '91-'96
	\$38,000	\$37,800	\$41,000	\$50,100	\$53,000	\$55,000	43.9%
	Δ 96-'97	1997	1998	1999	2000	2001	Δ '97-'01
	4.0%	\$56,400	\$51,800	\$44,800	\$62,700	\$73,200	29.1%

Revenue/Per Capita: \$6,717,000 (1991) vs \$6,901,000 (1996) vs \$7,271,000 (2001)

Revenue/Capita: \$63.56 (1991) vs \$63.17 (1996) vs \$71.15 (2001)

Est Breakout: 3.4% (Local), 27.8% (National), 68.8%

Demographic and Economic Overview (000's except Retail Sales and EB in 000,000's)

	1991	1996	Growth Rate	1996	2001	Growth Rate
DMA Population	636	629	-1.1%	629	1,083	73.8%
Households	321	306	-4.7%	306	400	31.1%
Retail Sales	6,642	8,188	23.0%	8,188	10,115	23.0%
EBI	6,922	12,290	77.3%	12,290	15,674	27.5%

Pop Rank # 78, TV Households 306, Black 3.0%, Per Capita \$13,227, Spanish Speaking 30.5%

Tucson Competitive Overview

Call	City of License	Freq	Power	Class	Owner	Year Bldg
KVOA	Tucson	4	35	Class B	NBC	88
KVAL	Tucson	9	110	Class B	ABC	88
KJZZ-TV	Tucson	11	218	Class B	FOX	88
KOLD-TV	Tucson	13	300	Class B	CBS	88
KTLN-TV	Tucson	18	2,210	Class B	UPN	88
KJRH	Tucson	40	1,250	Class B	TEL	88
KJZZ	Green Valley	48	1,843	Class B	TEL	88
KWBQ	Burke Vaux	68	6,000	Class B	TEL	88
KLUZ-TV	Tucson	9	34	Class B	PBS	88
KLUZ-TV	Tucson	27	50	Class B	PBS	88
KNSD	Tucson	82	1	Class B	LINE	88

Television

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Ownership File

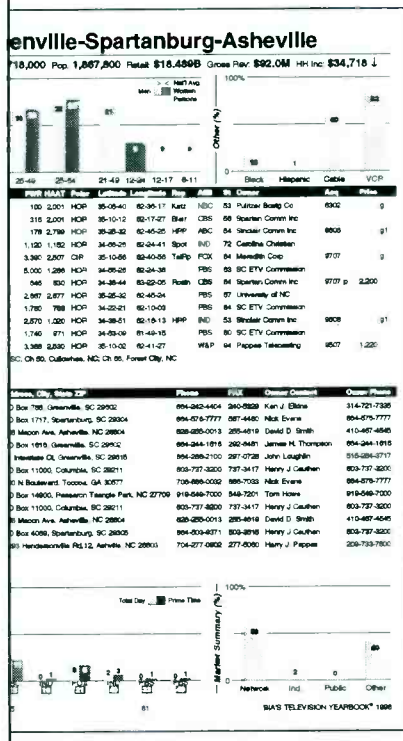
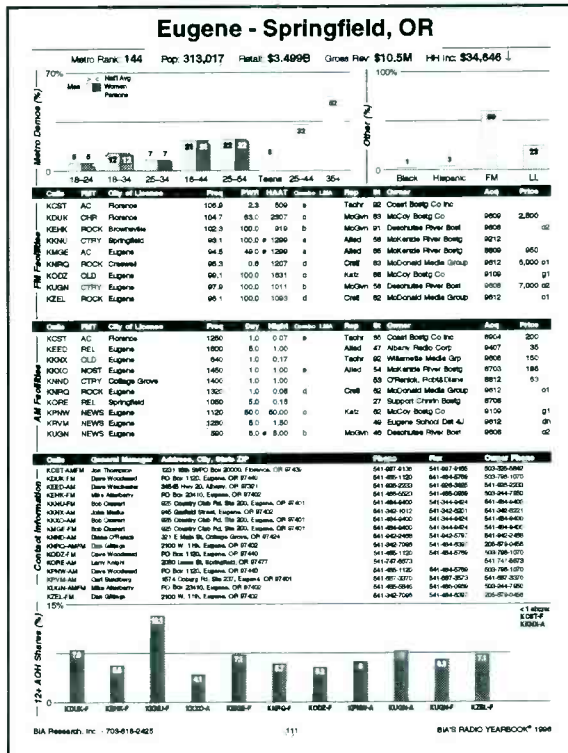
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TELEVISION STATIONS LISTED BY OWNER														
Owner	Market	Call	Class	Power	HAAT	Year	Date	Stack Price (\$000)	Format	Est. '97 Revenue (\$000)	'97-'98 Ratio			
ARC Broadcasting														
A Campaigner	Wilmington, DE	74	WJRK	1260	10	0	04	64	4806	500	Classical	200	0.0	0.0
Total for ARC Broadcasting: \$200														
Arcadia Broadcast Group														
Bu. Huxley, ME	WJKE	99.1	45.0	387	92					1,300	1.1		7.3	
Bu. Bangor, ME	WKSQ	94.5	11.5	1,627	87					300	4.0		9.1	
Bu. Bangor, ME	WFSB	104.7	19.0	1,099	86			9917	975	Country				
Total for Arcadia Broadcast Group: \$1,690														
Arcy Broadcasting														
D. J. Coover	Canton, OH	120	WRCV	1060	50			48	4203	180	AD-Tab.	120	0.0	0.7
Total for Arcy Broadcasting: \$100														
Ariel Broadcasting Inc														
James H. Stein	Jacksonville, FL	51	WJDR	105.5	15.0	-10	95	8507	400	Country	0.0	0.0	0.4	0.4
Paul Sen	Jacksonville, FL	51	WAOO	1420	22	0.25	53			400	News-Talk	0.0	0.0	0.0
Total for Ariel Broadcasting Inc: \$0														
Arizair Communications														
Franklin, MA	WBFC	105.5	1.0	581	67	1906		5911	494 AC					
Providence, RI	WBCE	1120	1.0	1.00	47	1906			L1 News-Talk					
Providence, RI	WBAL	97.7	3.0	2.76	48	1910			Full Country	0.0	0.0	0.0	0.0	
Providence, RI	WBET	1460	5.0	1.00	46	1910			Full News-Talk	0.0	0.0	0.0	0.0	
Total for Arizair Communications: \$0														

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Radio data is current as of 02/27/1998

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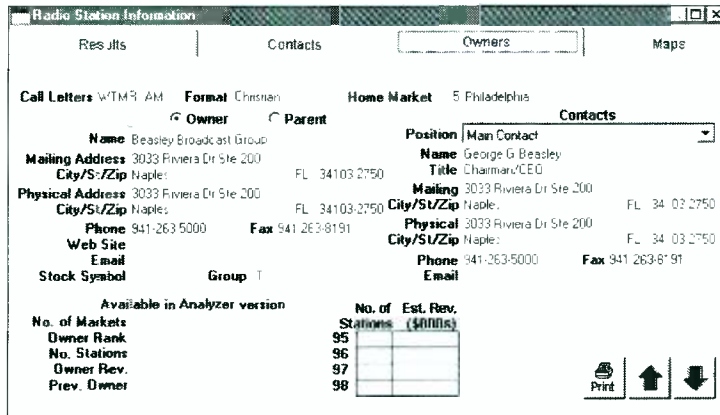


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Contacts and Analyzer

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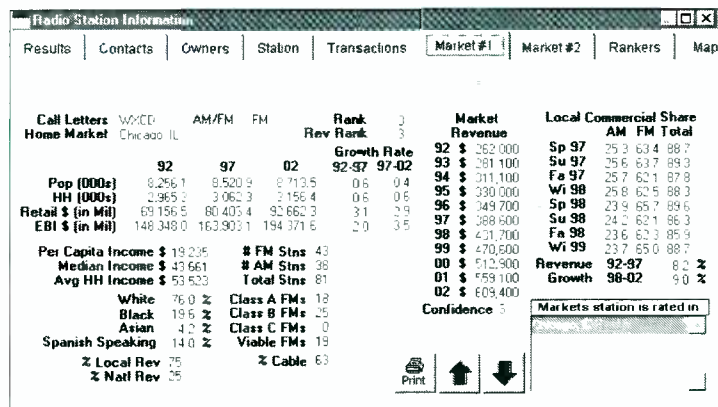


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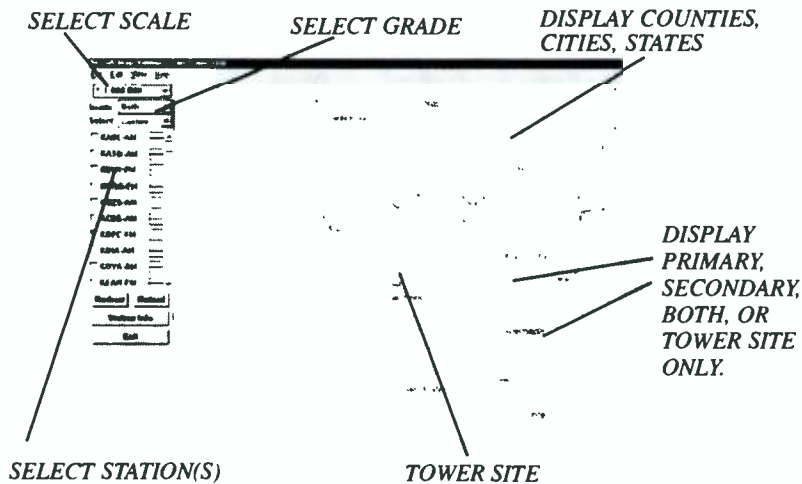


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12+ Share	4.1	SUMMER 98	1	6	4	2	1	1	1	1	2	6	Men		
Morning		Mid-day	16		8	9	13	9	1	14	13	15	Women		
		Evening	11		16	9	9	5	3	5	3	4	6	11	Persons

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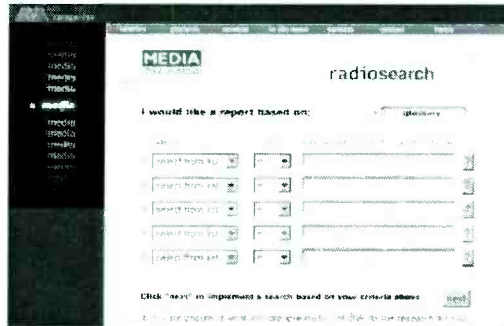


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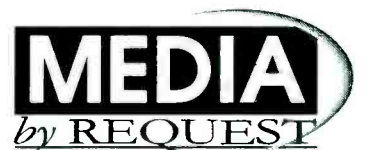


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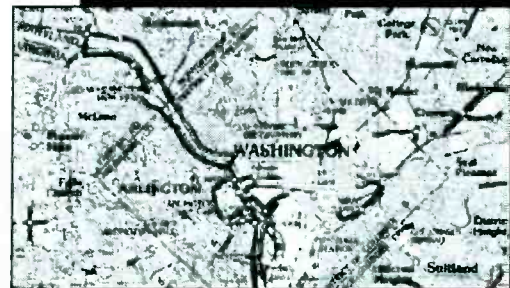
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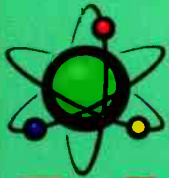
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