



Television YEARBOOK[®] 2007

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BIAfn's Television Yearbook® 2007

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BIA Financial Network, Inc.

Thomas J. Buono, Publisher



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Table of Contents

Copyrights and Acknowledgements.....	iv
United States Overview	v
Sample Market.....	vi
Market Overview Key	vii
Keys & Codes	viii
Market Section (Alphabetical Order)	1
Group Owners	211
TV Station Personnel	225
Service Providers	299
Bankers / Investment Bankers	299
Brokers	304
Computers & Software	308
Consulting Firms	317
Employment / Search Firms	326
Engineering Firms.....	326
Equipment Suppliers	330
Internet-Streaming Media	355
Internet-Web Design/Host.....	358
Law Firms	360
Marketing and Promotion	364
Production Services	369
Program Suppliers / Networks	375
Recording Companies	380
Rep Firms	380
Research Firms	382
Trade/Regulatory Organizations	385
Trade Publications	387
Cross Reference	391
Television Markets by Rank	391
Call Letters to Television Market Rank	393
City of License to Television Market.....	411
Group Owners' Headquarters by State and City.....	417
Station Correction Form	421
Service Listing Request	422
Price List and Order Form.....	423

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TradeDimensions International, Inc.

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Disclaimer Notice

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

United States Overview

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

2006 Population ¹	298,021,266
2006 Retail Sales ¹	\$4,539,496,999,000
2006 BIAfn's Estimated Gross	
Television Advertising Revenues.....	\$22,540,000,000
Television Households as of Jan 1 2007 ²	111,348,110
2006 Effective Buying Income ¹	\$5,894,664,154,000

National Growth Rates

	'01-'06	'06-'11
Population (POP)	1.0%	0.9%
Households (HH)	1.1	1.0
Retail Sales (RS)	4.4	3.0
Effective Buying Income (EBI)	2.4	3.0

2006 National Ethnic Breakdown

White	73.3
Black.....	12.4
Asian.....	4.3%
Hispanic Origin.....	14.5

2006 National Income

Per Capita	\$19,779
Median Household.....	\$40,529
Average Household.....	\$52,506

2006 National Demographic Averages

Ages	Men	Women	Persons
18-49	23%	22%	
18-34	12	11	
25-49	18	18	
25-54	21	21	
21-49	20		
12-24		7	
12-17			9%
6-11.....			8

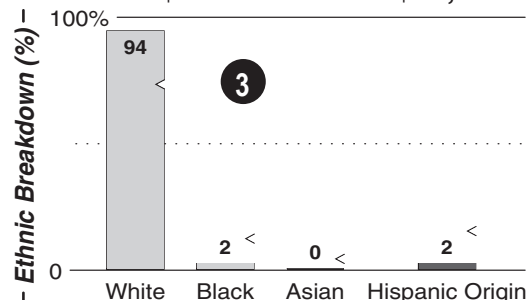
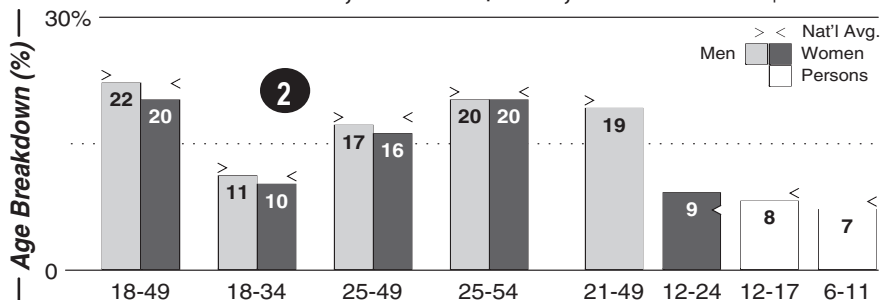
¹ per TradeDimensions International, Inc.

² per Nielsen Media Research

Traverse City-Cadillac, MI

1 DMA Rank: **113** TVHH: **249,000** Pop: **625,100** Retail: **\$9.819B**

Gross Rev: **\$29.6M** HH Inc: **\$42,961** ↓



Ch	p	Calls	City of License	PWR	HAAT	Polar	Latitude	Longitude	Rep	Affil	St	Owner	Acq	Price
4		WTOM-TV	Cheboygan	100	620	HOR	45-39-01	84-20-37	HRP	NBC	59	Barrington Bcstg	0608	g1
7		WPBN-TV	Traverse City	316	1,348	HOR	44-16-33	85-42-49	HRP	NBC	54	Barrington Bcstg	0608	g1
8		WGTQ	Sault Ste Marie	316	945	HOR	46-03-08	84-06-38	KatzT	ABC	76	Max Media LLC	0309	7,750d1
9		WWTW	Cadillac	316	1,631	HOR	44-08-12	85-20-33	Blair	CBS	53	Heritage Bcstg Co	8903	10,400c2
10		WWUP-TV	Sault Ste Marie	316	1,214	HOR	46-03-36	84-05-57	Blair	CBS	62	Heritage Bcstg Co	8903	c2
21	*	WCMW	Manistee	224	341	HOR	44-03-57	86-19-58		PBS	84	Central MI Univ		
27	*	WCMV	Cadillac	274	591	HOR	44-08-22	85-20-28		PBS	84	Central MI Univ		
29		WGTU	Traverse City	1,303	1,289	HOR	44-44-53	85-04-08	KatzT	ABC	71	Max Media LLC	0309	d1
33		WFQX-TV	Cadillac	776	974	HOR	44-08-53	85-20-45	Mllnm	FOX	89	SDR Rockfleet Hldgs	0001	12,000d1
45		WFUP	Vanderbilt	851	1,063	HOR	45-10-12	84-45-04	Mllnm	FOX	92	SDR Rockfleet Hldgs	0001	d1
50		W50CA	Sault Ste Marie	1	108	HOR	46-23-48	84-23-52		IND	00	MS Communications		
50.2		WPBN-DT	Traverse City	78	755		44-46-36	85-41-02	HRP	TBE	03	Barrington Bcstg		
50.3		WPBN-D3	Traverse City	78	755		44-46-36	85-41-02	HRP	Wx+	03	Barrington Bcstg		

Ch	General Manager	Address, City, State ZIP	Phone	FAX	Owner Contact	Owner Phone
4	Julie Brinks	PO Box 546, Traverse City, MI 49685	231-947-7770	947-1229	James Yager	847-884-1877
7	Julie Brinks	PO Box 546, Traverse City, MI 49685	231-947-7770	947-1229	James Yager	847-884-1877
8	Jeff Cash	201 E Front St, Traverse City, MI 49684	231-946-2900	946-1600	John Trinder	757-437-9800
9	Bill Kring	PO Box 627, Cadillac, MI 49601	231-775-3478	775-3671	Mario Iacobelli	231-775-3478
10	Bill Kring	PO Box 627, Cadillac, MI 49601	231-775-3478	775-3671	Mario Iacobelli	231-775-3478
21	Ed Grant	1999 E Campus Dr, Mount Pleasant, MI 48859	989-774-3105	774-4427	Ed Grant	989-774-3105
27	Ed Grant	1999 E Campus Dr, Mount Pleasant, MI 48859	989-774-3105	774-4427	Ed Grant	989-774-3105
29	Jeff Cash	201 E Front St, Traverse City, MI 49684	231-946-2900	946-1600	John Trinder	757-437-9800
33	Bruce Pfeiffer	7669 S 45 Rd, Cadillac, MI 49601	231-775-9813	775-1898	Jeffrey Smith	212-605-0401
45	Bruce Pfeiffer	7669 S 45 Rd, Cadillac, MI 49601	231-775-9813	775-1898	Jeffrey Smith	212-605-0401
50	Mark Silberman	9911 W Pico Blvd Ste 800, Los Angeles, CA 90035	310-552-7970	284-2601	Mark Silberman	310-552-7970
50.2	Julie Brinks	PO Box 546, Traverse City, MI 49685	231-947-7770	947-1229	James Yager	847-884-1877
50.3	Julie Brinks	PO Box 546, Traverse City, MI 49685	231-947-7770	947-1229	James Yager	847-884-1877

Market Overview Key

1 Market Statistics

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

TVHH: The number of television households in the market.

Pop: The 2006 population estimate of the market from TradeDimensions International, Inc. (see Copyrights).

Retail: The estimated 2006 total retail sales expenditure in the market from TradeDimensions International, Inc. (see Copyrights).

M = millions and **B** = billions.

Gross Rev: This is BIAfn's estimate of the gross advertising revenues for this market for 2006. **M** = millions and **B** = billions. 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.

HH Inc: The average 2006 household (HH) Effective Buying Income (EBI) from TradeDimensions International, Inc. (see Copyrights). The arrow to the right of the figure indicates either a growth (up) or decline (down) as compared to the national average (see p. v)

2 Age Breakdown

This is a graphical presentation of the gender and age percentage breakdown in the market for 2005. For comparison purposes, the national averages for the various categories is indicated in the corresponding bar by a ">" or a "<."

3 Ethnic Breakdown

White Population: The percentage of Caucasian population in the market. The national average is indicated by a "<" mark.

Black Population: The percentage of African-American population in the market. The national average is indicated by a "<" mark.

Asian Population: The percentage of Asian population in the market. The national average is indicated by a "<" mark.

Hispanic Origin: The percentage of Hispanic residents in the market. Percentages for Hispanic origin should not be added to the other three percentages as Hispanic is included in all of the ethnic categories. The national average is indicated by a "<" mark.

4 Technical Attributes

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

Ch: The number of the over-the-air channel at which the station is located. Digital multicast signals are profiled at the bottom of the listing.

p: A "*" in this column indicates that this is a Public station.

Calls: Listed in order of channel position are the licensed call letters of the television stations.

City of License: The city from which the television station is

licensed to operate as designated by the FCC.

PWR: The visual power in kilowatts at which the station transmits.

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

Polar: Indicates the station's antennal polarization: HOR = Horizontal; CIR = Circular; ELI = Elliptical.

Latitude: The station's latitudinal transmitter coordinate.

Longitude: The station's longitudinal transmitter coordinate.

5 Rep and Affiliation (Affil)

Rep: This is an abbreviation of the station's advertising representative according to a table found in "Keys & Codes."

Affil: The national network affiliation with which the station has an agreement to rebroadcast a significant portion (ten-plus hours) of the network's programming (see Keys & Codes).

6 Ownership

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

St: The year the station first went on the air.

Owner: The most recent owner or proposed purchaser of the station. A proposed purchaser is indicated by a "p" next to the Acquisition Date (Acq).

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

Price: Presented in thousands, this is the sales 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.

7 Contact Information

Listed numerically by Channel, the station's GM, mailing address, phone and fax number are listed as well as the owner contact name and phone number. See "TV Station Personnel" for other key contacts at the station and "Group Owners" for more detail on owners of more than two stations.

Keys & Codes

General

B	Billion
CA	Class A—an upgrade for low power television
DMA	Designated Market Area. DMA is a registered service mark of Nielsen Media Research,
DT	Digital Television
HAAT	Height Above Average Terrain (shown in feet)
LP	Low power
M	Million
TVHH	Estimated Television Households as of 1/1/2006
*	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.
sw	Station swap.

Station Representatives (Rep)

ABC	Cap Cities/ABC Spot Sales
AmMed	American Media Sales
Asian	Asian Television Sales
AZT	Azteca America TV Spot Sales
Blair	Blair Television
Cabal	Caballero TV & Cable Sales
CBSTV	CBS Television Stations
Cntmp	Contemporary Media
Eagle	Eagle TV Sales
Grp W	Group W Television Sales
HRP	Harrington, Righter & Parsons, Inc.
Indep	Independent Television Sales
Inter	Interep
KatzT	Katz Television Group

Station Affiliation

A&R	ABC and Retro Television Network
ABC	ABC
AZT	Azteca America
C&F	CBS & FOX
C&N	CBS and NBC
CBS	CBS
CNA	CBS, NBC, and ABC. Any combination of the first letters of these networks; means dual affiliation; i.e. C&A = CBS and ABC.
CNI	Christian Network, Inc.
CNP	CBS, NBC and UPN
CW	CW Television Network
CWM	CW and My Network
DRK	Dark
EDU	Educational
F&M	FOX and My Network
FCW	FOX and CW Network
FOX	FOX
FRM	FOX, RTN and My Networks
HSN	Home Shopping Network
HTV	Hispanic Television Network
i	Ion Media Network
IND	Independent
INS	Independent-Spanish
MRT	My and Retro Television Networks
My	My Network TV
NBC	NBC
NOA	Not On Air — Station under construction
PBS	Public Broadcasting System
PUB	Public Television
REL	Religious
RTN	Retro Television Network
SHP	Shopping Networks
TBN	Trinity Broadcasting Network
TBS	Turner Broadcasting System
TEL	Telemundo
TEV	Televisa
TLF	TeleFutura
tr3	MTV tr3s
UNI	Univision
Wx+	Weather Plus

Landn	Landin Media Sales
MMT	MMT Sales, Inc.
Mllmn	Millenium Sales & Marketing
NBC	NBC Spot Television Sales
Petry	Petry National Television
Rosln	Roslin TV Sales
Svali	Savalli Broadcast Sales
TBN	TBN Media Representatives
Telmn	Telemundo
TelRp	TeleRep
Turnr	Turner Broadcasting Sales, Inc.
UNI	Univision
Wallc	Hugh Wallace, Inc.
Young	Adam Young, Inc.