



Television YEARBOOK® 2011

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BIA/Kelsey's Television Yearbook® 2011

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BIA/Kelsey • 15120 Enterprise Ct., Chantilly, VA 20151-1217

Phone: 703-818-2425 • Fax: 703-803-3299 • E-mail: pubs@bia.com • Web: www.bia.com

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Alteryx, LLC

The market demographic and economic data in this publication is based on 2010 copyright data prepared by Alteryx, LLC. Any questions or comments regarding these data should be directed to:

Alteryx® LLC
230 Commerce, Suite 250
Irvine, CA 92602-1338
Tel: (714) 516-2400
www.alteryx.com

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<p>Special Notes for Puerto Rico Market</p> <p>Some demographic information for Puerto Rico is provided by the Puerto Rico Planning Board. BIA/Kelsey has estimated some projected demographic figures using historic growth rates.</p>

<p>Questions about <i>BIA's Television Yearbook® 2011</i> or other BIA publications or services should be directed to:</p> <p>BIA/Kelsey 15120 Enterprise Ct, Chantilly, Virginia 20151-1217 Phone: (703) 818-2425 • E-mail: pubs@bia.com</p>
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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

2010 Population ¹	308,252,016
2010 Retail Expenditures ¹	\$2,717,308,909,462
2010 BIA's Estimated Gross	
Television Advertising Revenues.....	\$19,411,800,000
Television Households as of Jan 1 2011	111,499,000
2010 Aggreg. Disp. Income ¹	\$7,002,852,074,335

National Growth Rates

	'05-'10	'10-'15
Population (POP)	0.8%	0.9%
Households (HH)	0.9	1.0
Retail Expenditures (RE).....	2.1	2.1
Aggreg. Dispos. Income (ADI).....	4.0	2.4

2010 National Ethnic Breakdown

White	73.5%
Black.....	12.4
Asian.....	4.6
Hispanic Origin.....	15.5

2010 National Income

Per Capita	\$27,867
Median Household.....	\$52,980
Average Household.....	\$72,148

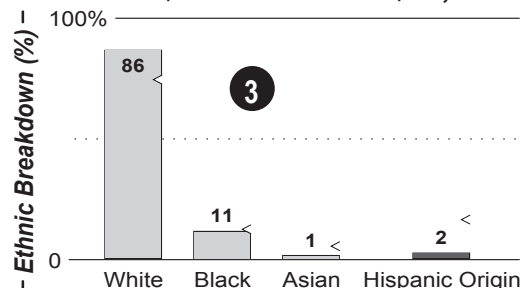
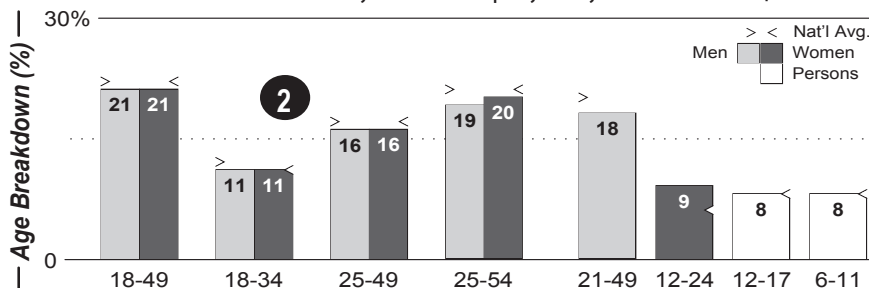
2010 National Demographic Averages

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

¹ per Alteryx, LLC

Dayton, OH

1 TV Mkt Rank: **62** TVHH:**518,000** Pop:**1,314,200** Retail: **\$11.249B** Gross Rev:**\$63.9M** HH Inc: **\$60,840** ↓



Ch	p	Calls	City of License	PWR	HAAT	Polar	Latitude	Longitude	Rep	Affil	St	Owner	Acq	Price
16	*	WPTD	Dayton	163	1,129	HOR	39-43-16	84-15-00		PBS	67	Public Media Connect	0907	
26		WBDD	Springfield	770	1,145	HOR	39-43-28	84-15-18	Eagle	CW	80	LIN Television Corp	1009 p	9,200
30		WRGT-TV	Dayton	425	1,152	HOR	39-43-28	84-15-18	Mllnm	FOX	84	Cunningham Bcstg	0203	
39		WKOI-TV	Richmond	600	971	HOR	39-30-44	84-38-09		TBN	82	Trinity Bcstg Ntwk		
40		WRCX-LP	Dayton	34	948	HOR	39-43-28	84-15-18		i	87	Ross Communications	0209	na
41		WHIO-TV	Dayton	1,000	1,142	HOR	39-44-02	84-14-53	TelRp	CBS	49	Cox Broadcasting	8004	47,500
50		WDTN	Dayton	1,000	1,060	HOR	39-43-07	84-15-22	PMC	NBC	49	LIN Television Corp	0206	st
51		WKEF	Dayton	515	1,152	HOR	39-43-28	84-15-18	Mllnm	ABC	64	Sinclair Bcst Group	9807	g
16.2	*	WPTD-D2	Dayton	163	1,129	HOR	39-43-16	84-15-00		PBS	09	Public Media Connect	0907	
16.3	*	WPTD-D3	Dayton	163	1,129	HOR	39-43-16	84-15-00		CRT	09	Public Media Connect	0907	
16.4	*	WPTD-D4	Dayton	163	1,129	HOR	39-43-16	84-15-00		PUB	09	Public Media Connect	0907	
30.2		WRGT-D2	Dayton	425	1,152	ELI	39-43-28	84-15-18	Mllnm	Ths	02	Cunningham Bcstg		
39.2		WKOI-D2	Richmond	600	971	HOR	39-30-44	84-38-09		TBN	09	Trinity Bcstg Ntwk		
39.3		WKOI-D3	Richmond	600	971	HOR	39-30-44	84-38-09		TBN	09	Trinity Bcstg Ntwk		
39.4		WKOI-D4	Richmond	600	971	HOR	39-30-44	84-38-09		TBN	09	Trinity Bcstg Ntwk		
39.5		WKOI-D5	Richmond	600	971	HOR	39-30-44	84-38-09		TBN	09	Trinity Bcstg Ntwk		
41.2		WHIO-D2	Dayton	1,000	1,142	HOR	39-44-02	84-14-53		Wx	06	Cox Broadcasting	8004	47,500

Ch	General Manager	Address, City, State ZIP	Phone	FAX	Owner Contact	Owner Phone
16	David Fogarty	110 S Jefferson St, Dayton, OH 45402	937-220-1600	220-1642	David Fogarty	937-220-1611
26	John Hannon	2589 Corporate Pl, Miamisburg, OH 45342	937-384-9226	384-7392	Vincent Sadusky	401-454-2880
30	Dean Ditmer	45 Broadcast Plz, Dayton, OH 45408	937-263-4500	268-5265	Michael Anderson	410-662-9688
39	Marti Crick	PO Box 1057, Richmond, IN 47375	765-935-2390	935-5367	Paul Crouch	714-832-2950
40	Glenn Ross	708 W Hillcrest Ave, Dayton, OH 45406	937-275-7677	277-3698	Glenn Ross	937-275-7677
41	Julia Wallace	1414 Wilmington, Dayton, OH 45420	937-259-2111	259-2024	Doug Franklin	678-645-0000
50	Lisa Barhorst	4595 S Dixie Dr, Dayton, OH 45439	937-293-2101	296-7147	Vincent Sadusky	401-454-2880
51	Dean Ditmer	45 Broadcast Plz, Dayton, OH 45408	937-263-2662	268-2332	David Smith	410-568-1500

Market Overview Key

1 Market Statistics

TV Market Rank: The rank is based on the number of television households in the market.

TVHH: The number of television households in the market.

Pop: The 2010 population estimate of the market from Alteryx, LLC (see Copyrights).

Retail: The estimated 2010 total retail sales expenditures in the market from Alteryx, LLC (see Copyrights). **M** = millions and **B** = billions.

Gross Rev: This is BIA's estimate of the gross advertising revenues for this market for 2010. **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 2010 household (HH) Aggregated Disposable Income (ADI) from Alteryx, LLC (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 2010. 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 antenna 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
DT	Digital Television
HAAT	Height Above Average Terrain (shown in feet)
LP	Low power
M	Million
TVHH	Estimated Television Households as of 1/1/2010
*	Denotes a non-commercial station
HOR	Horizontal antenna polarization
CIR	Circular antenna polarization
ELI	Elliptical antenna polarization

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	ABC Television Sales
Asian	Asian Marketing & Media Services
AZT	Azteca America TV Spot Sales
CBSTV	CBS Television Stations
Contl	Continental Television Sales
Eagle	Eagle TV Sales
FOX	Fox Station Sales
HRP	Harrington, Righter & Parsons, Inc.
InHse	In House
Libmn	Liberman Television Sales
MMT	MMT Sales, Inc.
Mllmn	Millenium Sales & Marketing
NBC	NBC National Sales
PMC	Petry Media Corporation
Rosln	Roslin Television Sales
Telmn	Telemundo
TelRp	TeleRep
UNI	Univision
Young	Adam Young, Inc.

Station Affiliation

ABC	ABC
AcW	AccuWeather
AMG	Access Media Group
Am1	America One
Ant	Antenna TV
ATs	ABC & This TV
AZT	Azteca America
CBS	CBS
CGN	Church Global Network TV
CHC	The Church Channel
CNA	CBS, NBC, ABC, FOX. Any combination of the first letters of these networks; means dual affiliation; i.e. C&A = CBS and ABC.
CNI	Christian Network, Inc.
CoI	The Cool TV Network
CRT	Create
CW	CW Television Network
CW+	The CW Plus Network
CWM	CW and My Network
DRK	Dark
EDU	Educational
ENL	Enlace Spanish
EST	Estrella TV
EXP	PBS Explorer
F&M	FOX and My Network
FCW	FOX and CW Network
FOX	FOX
FRT	FOX and Retro Television Network
HSN	Home Shopping Network
HTV	Hispanic Television Network
ILF	ION Life Network
IND	Independent
INS	Independent-Spanish
i	Ion Media Network
JCT	JCTV Network
KDS	PBS Kids
KOR	Korean Programming
LAT	LATV - Bilingual Spanish/English Network
MGA	Mega TV - Spanish
MRT	My and Retro Television Network
MTh	My and This TV
MXC	Mexicanal Network
My	My Network TV
NBC	NBC
NOA	Not On Air — Station under construction
Nws	All News
PBS	Public Broadcasting System
PUB	Public Television
qbo	ION Qubo Network
REL	Religious
RTV	Retro Television Network
SCH	SCHOLAR - Education Programming
SHP	Shopping Networks
SML	Smile of a Child
SPT	Universal Sports
TBN	Trinity Broadcasting Network
TBS	Turner Broadcasting System
TCT	Total Christian Television
TEL	Telemundo
TEV	Televisa
Ths	This TV
TLF	TeleFutura
tr3	MTV tr3s
TUF	TUFF TV Network
UNI	Univision
USP	Untamed Sports
VME	V-me/Viva
VOZ	Voz Y Vision
VTM	Vietnamese Programming
WDV	WorldView Network
WLD	World
WSP	ION Worship Channel
Wx	Weather
WxN	Weather & News