



Television YEARBOOK[®] 2010

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BIA/Kelsey's Television Yearbook® 2010

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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</i>® 2010 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

2009 Population ¹	306,069,504
2009 Retail Expenditures ¹	\$2,608,390,394,917
2009 BIA's Estimated Gross	
Television Advertising Revenues.....	\$15,806,300,000
Television Households as of Jan 1 2010	111,499,000
2009 Aggreg. Disp. Income ¹	\$6,682,653,340,928

National Growth Rates

	'04-'09	'09-'14
Population (POP)	0.8%	0.7%
Households (HH)	0.2	0.7
Retail Expenditures (RE).....	2.6	1.5
Aggreg. Dispos. Income (ADI).....	2.9	1.8

2009 National Ethnic Breakdown

White	73.9%
Black.....	12.4
Asian.....	4.4
Hispanic Origin.....	15.6

2009 National Income

Per Capita	\$26,485
Median Household.....	\$55,341
Average Household.....	\$69,346

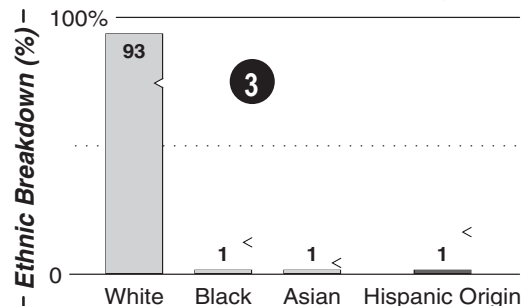
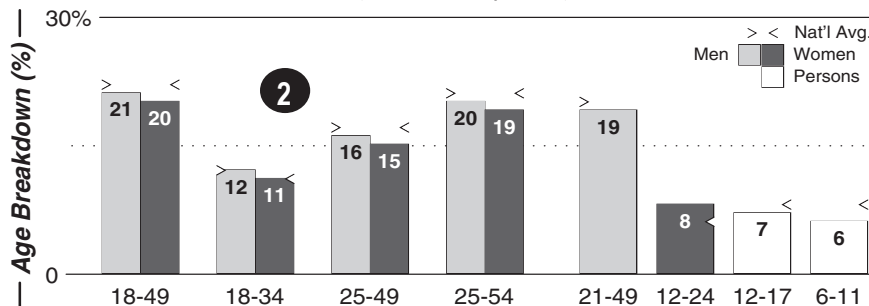
2009 National Demographic Averages

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 Experian/Applied Geographic Solutions

Duluth, MN-Superior, WI

1 TV Mkt Rank: **139** TVHH: **173,000** Pop: **418,600** Retail: **\$3.780B** Gross Rev: **\$13.4M** HH Inc: **\$52,679** ↓



Ch	p	Calls	City of License	PWR	HAAT	Polar	Latitude	Longitude	Rep	Affil	St	Owner	Acq	Price
8	*	WDSE	Duluth	34	968	HOR	46-47-30	92-07-21		PBS	64	Duluth Superior ETV		
10		WDIO-DT	Duluth	45	974	HOR	46-47-15	92-07-21	Petry	ABC	66	Hubbard Bcstg Inc	8711	10,750c1
11		KRII	Chisholm	63	658	HOR	47-51-39	92-56-46	Mllmn	NBC	02	Granite Bcstg	0706	g1
13		WIRT-DT	Hibbing	13	669	HOR	47-22-53	92-57-15	Petry	ABC	67	Hubbard Bcstg Inc	8711	c1
17		KQDS-TV	Duluth	1,000	981	HOR	46-47-37	92-07-03	HRP	FOX	95	KQDS Acquisition	9811	g
19		KBJR-TV	Superior	384	1,023	HOR	46-47-21	92-06-51	KatzT	NBC	54	Granite Bcstg	0706	g1
31	*	WRPT	Hibbing	250	548	HOR	47-22-53	92-57-15		PBS	08	Duluth Superior ETV		
33		KDLH	Duluth	381	1,023	HOR	46-47-21	92-06-51	Blair	CBS	54	Malara Bcstg	0503	10,800
8.2	*	WDSE-D2	Duluth	34	968	HOR	46-47-30	92-07-21		PBS	08	Duluth Superior ETV		
8.3	*	WDSE-D3	Duluth	34	968	HOR	46-47-30	92-07-21		CRT	08	Duluth Superior ETV		
8.4	*	WDSE-D4	Duluth	34	968	HOR	46-47-30	92-07-21		PUB	08	Duluth Superior ETV		
11.2		KRII-D2	Chisholm	63	658	HOR	47-51-39	92-56-46	Mllmn	CW	06	Granite Bcstg	0706	g1
11.3		KRII-D3	Chisholm	63	658	HOR	47-51-39	92-56-46	Mllmn	CBS	06	Granite Bcstg	0706	g1
11.4		KRII-D4	Chisholm	63	658	HOR	47-51-39	92-56-46	Mllmn	WxN	06	Granite Bcstg	0706	g1
11.9		KRII-D9	Chisholm	63	658	HOR	47-51-39	92-56-46	Mllmn	My	06	Granite Bcstg	0706	g1
19.2		KBJR-D2	Superior	384	1,023	HOR	46-47-21	92-06-51	Mllmn	My	03	Granite Bcstg	0706	g1
19.3		KBJR-D3	Superior	384	1,023	HOR	46-47-21	92-06-51	Mllmn	WxN	06	Granite Bcstg	0706	g1
31.2	*	WRPT-D2	Hibbing	250	548	HOR	47-22-53	92-57-15		PBS	08	Duluth Superior ETV		
33.2		KDLH-D2	Duluth	381	1,023	HOR	46-47-21	92-06-51	Blair	CW	03	Malara Bcstg	0503	

Ch	General Manager	Address, City, State ZIP	Phone	FAX	Owner	Contact	Owner Phone
8	Allen Harmon	632 Niagara Court, Duluth, MN 55811	218-724-8567	724-4269	Allen Harmon		218-724-8567
10	George Couture	10 Observation Rd, Duluth, MN 55811	218-727-6864	727-4415	Stanley Hubbard		651-642-4334
11	David Jensch	246 South Lake Ave, Duluth, MN 55802	218-720-9600	720-9699	Peter Markham		212-826-2530
13	George Couture	10 Observation Rd, Duluth, MN 55811	218-727-6864	727-4415	Stanley Hubbard		651-642-4334
17	Dave Hileman	2001 London Rd, Duluth, MN 55812	218-728-1622	728-1557	Ro Grignon		701-277-1515
19	David Jensch	246 South Lake Ave, Duluth, MN 55802	218-720-9600	720-9699	Peter Markham		212-826-2530
31	Allen Harmon	632 Niagara Court, Duluth, MN 55811	218-724-8567	724-4269	Allen Harmon		218-724-8567
33	Kelli Latuska	246 South Lake Ave, Duluth, MN 55802	218-720-9600	720-9699	Toby Malara		703-870-7584

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 2009 population estimate of the market from Experian/Applied Geographic Solutions (see Copyrights).

Retail: The estimated 2009 total retail expenditures in the market from Experian/Applied Geographic Solutions (see Copyrights). **M** = millions and **B** = billions.

Gross Rev: This is BIA's estimate of the gross advertising revenues for this market for 2009. **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 2009 household (HH) Aggregated Disposable Income (ADI) from Experian/Applied Geographic Solutions (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 2009. 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)

28:30	28:30 Media
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
Contl	Continental Television Sales
Eagle	Eagle TV Sales
HRP	Harrington, Righter & Parsons, Inc.
Indep	Independent Television Sales
Inter	Interep
KatzT	Katz Television Group
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.

Station Affiliation

A&R	ABC and Retro Television Network
ABC	ABC
AcW	AccuWeather
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
CWMM	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
MRT	My and Retro Television Network
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
TuV	TuVision
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