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VICE PRESIDENT PROGRAMMING & RESEARCH

July 19, 2001

Mr. Steve Gleason  
Director Of Programming  
Media General  
100 North Tampa  
Tampa, Florida 33602

Dear Steve,

Attached is the SQUAD /SNAP data for WASV's performance starting with the November '97 sweep to the most recent May '01 sweep.  
The station launched on October 5, 1997.

				*DMA	DMA	PRSNS	PRSNS	PRSNS	PRSNS	PRSNS	PRSNS
				HOMES	HOMES	18-34	18-34	18-49	18-49	25-54	25-54
GREENVLL-SPART-ASHEVLL	9a-12m:	AFFILIATE	CHANNEL	D.RTG	D.SHR	D.RTG	D.SHR	D.RTG	D.SHR	D.RTG	D.SHR
May-01	WASV	UPN	62	0.8	2	0.6	4	0.6	4	0.5	3
February-01	WASV	UPN	62	0.9	3	0.7	4	0.6	3	0.6	3
November-00	WASV	UPN	62	0.6	2	0.6	3	0.5	3	0.4	2
July-00	WASV	UPN	62	0.7	2	0.4	3	0.5	3	0.5	3
May-00	WASV	UPN	62	0.6	2	0.5	4	0.5	3	0.4	2
February-00	WASV	UPN	62	0.7	2	0.6	4	0.5	3	0.5	3
November-99	WASV	UPN	62	0.7	2	0.6	3	0.5	3	0.4	2
July-99	WASV	WBN	62	0.7	2	0.5	3	0.5	3	0.5	2
May-99	WASV	WBN	62	0.8	2	0.5	4	0.5	3	0.5	2
February-99	WASV	WBN	62	0.7	2	0.5	3	0.6	3	0.5	2
November-98	WASV	WBN	62	0.6	2	0.6	3	0.5	2	0.4	2
July-98	WASV	WBN	62	0.7	2	0.6	3	0.6	3	0.6	3
May-98	WASV	WBN	62	0.8	3	0.6	3	0.5	3	0.4	2
February-98	WASV	WBN	62	0.6	2	0.6	3	0.5	3	0.5	2
November-97	WASV	WBN	62	0.4	1	0.3	2	0.3	1	0.2	1

Source: Nielsen data as dated provided by SQUAD/SNAP

Please give me a call if you need any further information

Sincerely,

Darrylanne Oliva  
VP Programming and Research