

Channel 20 TV Company  
KUPN-DT, Sterling, Colorado; Facility ID # 63158  
Form FCC 301  
**File No. BMPCDT-20080602AJL**

### **Public Interest Statement**

In this application, Channel 20 TV Company (“CTTC”), licensee of KUPN-TV, Sterling, Colorado, seeks the Commission’s consent to the next step in the conversion of KUPN from an analog satellite incapable of sustaining its own operations to an independent, stand-alone, full-service digital television station serving viewers across a wide area in the state of Colorado. This unopposed application proposes a facility that will continue to serve the station’s community of license, Sterling, causes no interference to any other station beyond that permitted by the Commission’s rules, and does not require any waiver. The sole issue raised by the application is the creation of a “white area” in a rural Colorado area that is perhaps only technically served by KUPN-TV. Indeed, CTTC has been unable to find any evidence of actual viewership within this area. This white-area issue is significantly outweighed by the benefits the proposed facility would provide to a much larger viewing audience, including areas that would receive a first full-power television service. The issue is further offset by “concomitant factors”<sup>1</sup> that militate in favor of the grant of CTTC’s application.

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<sup>1</sup> The Commission’s policy disfavoring the creation of white areas arises from Sections 1 and 307 (b) of the Communications Act of 1934, as amended, which direct the Commission to make broadcast facilities available as far as possible to all the people of the United States and to provide a fair, efficient, and equitable distribution of service. Television Corporation of Michigan, Inc. v. FCC, 294 F.2d 730, 732 (D.C. Cir. 1991), *citing* the Commission’s Sixth Report and Order, Pike & Fischer Radio R. 91.599 at 91.620 (April 1952). This policy was tested in Hall v. FCC, 237 F.2d 567 (D.C. Cir. 1956) which, like Television Corporation of Michigan and the instant application, involved the increase of service to some areas and decrease to others. In Hall, the Court said that such a curtailment of service “might be offset by concomitant factors.” Id. at 572.

## **Background and History**

Since it first began broadcasting (as KTVS(TV)) in 1964, KUPN has always relied on a neighboring affiliated station for its economic viability. Originally, the station rebroadcast the programming of KFBC-TV (later KGWN-TV) in the adjacent Cheyenne, Wyoming DMA. In 1995, in the context of a transfer of control decision, the Commission approved the continued operation of KTVS as a satellite station and noted that it served only a small community within a large, competitive market. The Commission cited statements by media broker Brian Cobb to the effect that no competent media broker would attempt to sell KTVS as a full-service, stand-alone station because the effort would be futile and a "misuse of time given the sparsity of available revenue."<sup>2</sup> In 1999, CTTC purchased KTVS and operated it as a satellite of KTVD, Denver (Sterling is within the Denver DMA).

In 2002, CTTC changed the station's call sign to KUPN to reflect the affiliation at that time of KTVD with the UPN Television Network. When KTVD was sold in 2006, CTTC decided to try, for the first time, to operate KUPN as a full-service, stand-alone station, the sole television station licensed to Sterling, and a new independent media voice for the Denver market.

KUPN-TV delivers a Grade B signal to only about 32,000 homes<sup>3</sup> in a market of over 1.4 million television households; less than three percent of the DMA population. While Denver is the 18<sup>th</sup> largest DMA in the nation, KUPN now serves an area the equivalent of market number 204 (larger than Presque Isle, Maine; but smaller than Zanesville, Ohio), yet it must compete

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<sup>2</sup> Stauffer Communications, Inc., 10 FCC Rcd. 5165 (1995), ¶ 12.

<sup>3</sup> Approximately 81,300 people.

with Denver television stations for advertising sales and the acquisition of programming.<sup>4</sup> KUPN has not produced any revenue since its purchase by CTTC and has not broadcast any local or national spot advertising since it ceased operating as a satellite. KUPN is not carried on any cable systems, nor is it retransmitted by EchoStar or DirecTV. The station cannot be received over-the-air in Denver, the largest city by far in the DMA. It has no reported viewership on any ratings survey.<sup>5</sup> Because it is within the Denver DMA, it needs to pay Denver prices for programming and, furthermore, because most syndicated programming has a barter component, with no demonstrable viewership, syndicators are not interested in the station as a programming vehicle.

CTTC has made attempts in the past to improve KUPN's facilities and provide an improved broadcast service to the communities of Northeast Colorado. In June 2002, CTTC filed a petition for rulemaking to amend the television and digital tables of allotments, proposing to move NTSC channel 3 and DTV channel 23 from Sterling to Fort Morgan, Colorado.<sup>6</sup> During the pendency of that rulemaking proceeding, the Commission eliminated the vacant allotment for NTSC channel 18 in Sterling, making KUPN the community's only possible television service. In November, 2004, CTTC requested the dismissal of the rulemaking proceeding, noting the higher bar for removal of a community's only television service, and substituted an application which retained Sterling as the community of license, but would have improved the station's

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<sup>4</sup> See Exhibit A, the attached Declaration of KUPN's General Manager.

<sup>5</sup> See, e.g., Exhibit E, e-mail from Senior Account Executive of the Nielsen Company to the KUPN General Manager ("Unfortunately, KUPN has not achieved enough viewing to be included in our overnight or our cume (unduplicated audience) analyses.

<sup>6</sup> See MB Docket No. 02-388, RM-10624, DA 02-3567 (Notice of Proposed Rule Making released December 24, 2002).

broadcast signal.<sup>7</sup> The Commission dismissed the November 2004 application because it proposed an increase in the station's DTV service area inconsistent with the freeze that the Commission had imposed on August 3, 2004, during the time that CTTC's petition for rulemaking was before the Commission.

In October, 2007, at the suggestion of Commission staff, CTTC filed a petition for reconsideration of the Commission's Seventh ATV Report and Order,<sup>8</sup> seeking a change in Appendix B to that Report and Order and requesting the parameters that form the basis of the instant application. In its reconsideration of the Seventh Report and Order,<sup>9</sup> the Commission denied CTTC's petition, among others, stating, "We appreciate that these stations registered their preferences with us as petitions for reconsideration, but we conclude that the stations identified in Appendix D5 can use the application process to request the facility they seek to build."<sup>10</sup>

The Commission lifted its freeze on the filing of applications that would increase the coverage areas of digital television stations effective Friday May 30. On the next business day, Monday June 2, CTTC filed this application.

#### **Grant of this Application Will Serve the Public Interest.**

CTTC's consulting engineer, Louis R. du Treil, Jr. of du Treil, Lundin & Rackley, Inc. ("du Treil"), has provided a comparison between the current KUPN-TV analog Grade B contour

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<sup>7</sup> See File No. BMPCDT-20041105AQA.

<sup>8</sup> Advanced Television Systems and their Impact Upon the Existing Television Broadcast Service, FCC 07-138 (released August 6, 2007) (the "Seventh Report and Order").

<sup>9</sup> Memorandum Opinion and Order on Reconsideration of the Seventh Report and Order and Eighth Report and Order, FCC 08-72 (released March 6, 2008).

<sup>10</sup> Id., ¶ 87. See also Appendix D5, listing KUPN.

and the proposed full-service digital facility.<sup>11</sup> The total population of the new area to be served by KUPN-DT (the “Gain Area”) would be 2,097,908 with 1,575 receiving a first full-power television signal. The area that is currently within KUPN-TV’s Grade B contour, but would not be served by KUPN-DT (the “Loss Area”) contains 6,658 persons who would not receive a full-power digital signal. These residents, however, have other viewing options including translators, cable, and direct broadcast satellite (“DBS”) services. Indeed, there is no evidence that any of these persons have ever actually watched KUPN-TV; the station has not been able to generate enough viewers to be reportable in the Nielsen ratings.

As far back as 1984 the Commission determined that the creation of white areas could be mitigated by the availability of alternative video services.<sup>12</sup> Even in 1984, there was no reason to believe that persons living in remote television fringe areas would rely on the availability of a single weak Grade B signal. Instead, they were likely to subscribe to cable service or procure “equipment enabling them to receive signals from beyond a station’s Grade B Contour.”<sup>13</sup> If the technology had been available then, the Commission could have been describing DBS service. The Commission found that the public interest is best served by treating the various forms of alternative service as a single video marketplace.

Within the Loss Area there is a very active system of community-owned translators that has been in operation since 1993. These translators carry the signals of Denver affiliates of Fox, CW, CBS, ABC, NBC, MyTV, and two PBS stations (but not KUPN-TV, which has been unable to acquire programming which would make the station attractive enough to merit independent

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<sup>11</sup> Exhibit B, attached.

<sup>12</sup> KTVO, Inc., 57 Rad. Reg. 2d (P&F) 648 (1984), ¶ 5.

<sup>13</sup> Id.

translator service<sup>14</sup>). duTreil's Technical Statement demonstrates that excluding the population served by these translators, the Loss Area contains only 1,148 persons who would be in a white area, while the proposed facility would provide a digital signal to more people (1,241) in the Gain Area who are currently without any full-power broadcast signal.

Additionally, as the 1984 Commission foretold, cable and DBS are thriving in the Loss Area. The affected area includes portions of Logan, Sedgwick, Phillips, and Yuma Counties. According to Nielsen TV reports, cable penetration in Logan County is 56.6% and an additional 36.2% of homes subscribe to "Alternative Delivery Systems" ("ADS"), which is primarily DBS, but could include Satellite Master Antenna TV ("SMATV") and private C-Band satellite reception as well. That's a total of 92.3% of Logan County homes that do not rely on over-the-air broadcasting. According to Nielsen statistics, *all* 1,090 homes in Sedgwick county would seem to subscribe to either cable or ADS. 95% of the 1,790 homes in Phillips County rely on cable or ADS for television delivery, and in Yuma County, 3% of homes are cabled and 93% use ADS.<sup>15</sup> Given the significant translator systems and the cable and ADS penetration figures, it is unlikely that any home in the Loss Area would be without a variety of television offerings from which to choose and the white area population, if any, would be *de minimis*. Furthermore, because KUPN-TV is not on any of these delivery systems, viewers are watching television, but not watching KUPN-TV and it becomes obvious that the station, as currently configured, will

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<sup>14</sup> See, e.g., Exhibit C, attached, the list provided by the "Region 1+" translator system and an entry from the Logan County Government website. Each lists translators and the Denver stations they carry. The operator of the Region 1+ translator system has indicated that if KUPN were to acquire desirable programming, there might be translator carriage, but until the station can acquire viewers, such programming is beyond its means. Viewers in the Loss Area are now receiving broadcast television by analog signals and will probably continue to do so beyond the February 2009 transition. Thus, analog translator service is an effective way of reaching this audience.

<sup>15</sup> See Exhibit D, Nielsen Universe Estimates of cable and ADS penetration (highlighting added for the counties discussed herein).

never be able to attract ratings and advertisers to justify the capital expenditures for equipment and the purchase of desirable programming.

The Commission has also considered financial issues as “concomitant factors” to offset the creation of white and gray areas.<sup>16</sup> “Severe and continuing financial losses sustained over a period of several years” left a financially failing independent station located in the outskirts of a DMA unable to compete for advertising revenues, but the Commission determined that a modified, more competitive station would offer the possibility of economic viability.<sup>17</sup> Similar circumstances have placed KUPN-TV in its current condition. Indeed, by approving satellite station waivers for KUPN-TV, the Commission has already determined that the station, as it now exists, is not sustainable. There is also another huge counterbalancing concomitant factor: the digital transition. KUPN-TV cannot simply continue to operate indefinitely as it has; in seven months it must cease analog operations. CTTC is willing to invest in the construction of a new digital facility, and, in fact, with quick Commission approval, could have the proposed station operating by early next year and for the first time become a viable viewing option in Northeastern Colorado. An improved signal alone will not guarantee success, but CTTC is willing to try; however, the company needs to be able to recover its investment in the digital facility and in new programming. Without the ability to compete for viewers and advertisers with a more robust signal covering more populous areas of the Denver DMA, this would be an impossible task.

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<sup>16</sup> Coronado Communications Company, 8 FCC Rcd 159 (1992).

<sup>17</sup> Id., ¶ 13.

## **Conclusion.**

CTTC's application is unopposed. The proposed facility would cover KUPN-DT's community of license and meets the Commission's interference criteria. CTTC does not seek any waiver of Commission rules. Given the real-world options currently available to viewers in the Loss Area – translators, cable, and ADS – the number of homes that will actually be in a white area following the grant of this application would be *de minimis*. Grant of this application will enable a vibrant, full-service digital television station to rise from the rubble of a station that has always been a satellite and that now has no measurable viewership. For all these reasons, the public interest would be served by the Commission's grant of CTTC's application.



## Exhibit A

Declaration of Greg Armstrong

KUPN General Manager

Channel 20 TV Company  
KUPN-DT, Sterling Colorado; Facility ID # 63158  
Form FCC 301  
**File No. BMPCDT-20080602AJL**

**Declaration of Greg Armstrong**

I am President and General Manager of KUPN(TV), Channel 3, in Sterling, Colorado, a position I have held since September of 1999. Prior to June 27, 2006, I held this position for both KUPN and KTVD(TV), Denver. I have been involved in the television broadcasting business for about 25 years. Channel 20 TV Company ("CTTC"), the licensee of KUPN, and Twenver Broadcast, Inc., formerly the licensee of KTVD, are commonly owned. CTTC purchased KUPN in September, 1999 and operated it as a satellite of KTVD until June 2006. At that time, when Twenver sold KTVD, we decided to retain KUPN and transform it into a full-service digital television station that would provide an independent media voice in the Denver DMA.

To make this transformation, CTTC will need to improve the KUPN broadcast signal. KUPN's analog transmitter and tower currently provide coverage only to the area immediately surrounding the station's city of license. Sterling is located in the northeast corner of Colorado and is surrounded on all sides by extensive agricultural land. Although Sterling is within the Denver DMA, ranked 18<sup>th</sup> in the nation by Nielsen, Channel 3's signal covers only a small portion of the market's 1,431,910 television households. The current predicted coverage contours of the station, at best, provide a Grade B signal to approximately 81,300 persons. Using the persons-per-household estimates prepared by the United States Census Bureau for the counties within KUPN's Grade B coverage area, the station's maximum reach is between 31,000 and 33,000 TV households. This is fewer than three percent of the households in the Denver DMA and the equivalent of Nielsen DMA number 204: somewhat larger than Presque Isle, Maine, but smaller than Zanesville, Ohio.

KUPN is not carried on any cable systems, nor is it retransmitted by EchoStar or DirecTV. It cannot be received over-the-air in Denver, the largest city by far within the DMA, or in any of Denver's suburbs. Since becoming a stand-alone station, KUPN has not scored any measurable viewership in any television rating report. KUPN broadcasts programming provided by America One; it is not affiliated with any of the nine largest national television networks.

I don't believe that KUPN has ever received any national advertising revenue on its own. Certainly, during the 9 years CTTC has owned the station and operated it as a satellite, it has never contributed to our revenues at all.

It would be extremely difficult, if not completely impossible to make KUPN an economically stable station with its current coverage area. Obtaining viable programming is

challenging with its current signal, as a vast majority of syndicated programming, including Core children's programs, have some barter component. Since there have been no measurable ratings in the Denver DMA for KUPN, syndication companies have no incentive to clear programming on the station, as the barter within the shows would be of no value to them. I have had preliminary conversations with many large syndication companies, such as Disney, and they have confirmed this. Purchasing cash programming is equally daunting, as the lack of measureable viewing audience and the limited population of KUPN's current service area prohibit program purchases at Denver DMA prices. Stations that are in DMAs equivalent to our coverage area, such as Presque Isle and Zanesville, have most of their programming needs filled by major national networks; they don't have much more powerful competitors who have locked in affiliations with all of the national networks. Although KUPN is unlikely to become a major network affiliate, an improved signal would at least provide us with the opportunity to acquire programming that is unavailable with our existing signal.

The digital conversion presents both the opportunity to improve the station's coverage area as well as an overwhelming challenge. With no revenue being generated by the station at this point, we could not justify the expense of the equipment and construction necessary to create a digital facility if the digital signal would serve only the same population as the analog does. Because the station has always been a satellite of another station, it has only the barest of minimum facilities for the origination of programming. The existing building and equipment are museum-quality and only the tower is useable. A digital conversion would require a complete transformation including building reconstruction, new transmitter, antenna, transmission line, studio and office equipment, servers, and all ancillary support equipment and cabling. The previous station I managed, KTVD, had infrastructure that was compatible with digital broadcasting because it was a competitive station in the Denver DMA and therefore justified capital investments. The financial realities of KUPN are historically the complete opposite, so any digital conversion would in essence be an investment and build-out from the ground up. A tower move and power increase will provide the opportunity to make this station viable. We have continuously attempted to get the Commission's approval to expand the signal and service area. We stand ready to make the commitment of effort and money to build a digital television facility, but cannot do it if we know, going in to the project, that the station will serve such a tiny population that it would never succeed financially.

Working with Bob du Treil of du Treil, Lundin & Rackley, Inc., we have come up with the design of a digital broadcast facility that we believe will work. It requires moving the transmitter to a new site near the town of Hoyt, Colorado and building a new television tower there. Since we will need to rebuild anyway, from this position KUPN-DT could serve Sterling, its community of license, and also provide a signal to the communities to the Southwest and Northwest. The population served would increase from 81,000 to 2,316,000 persons. That would give us a real shot at becoming at least a small competitor in the Denver DMA. This would finally provide KUPN the opportunity to develop viewership and revenue to operate as a non-satellite station for the first time in its 43-year history.

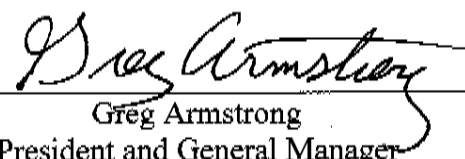
Although much larger, the proposed digital signal will not cover all areas that are currently served by KUPN-TV. We do not believe that this will be a disservice to the public, however, as we are unaware of any actual viewers of the station in that area. Nielsen reports that

the counties in that area well served by translator systems, cable, and DBS. In fact, in Sedgwick County, virtually all homes are served by one of these technologies. KUPN-TV is not carried by any of these systems. It is our intention to acquire attractive programming and build an audience, but that is not economically feasible without a larger broadcast footprint. The operator of the Region 1+ translator system has indicated that if the station were to acquire desirable programming, he would consider adding it to his translator network. If the station is retransmitted by that system in an area where residents generally get their off-air television by translators, it would also be an effective way to reach viewers who are accustomed to analog reception and at this time have no need for digital receivers.

We have located a site for the proposed tower. We have secured a special use permit from the Board of County Commissioners of Morgan County. We have cleared the site with the FAA and registered it with the FCC. What we need now is the consent of the FCC to construct the digital station according to this new plan.

The closer we get to the end of analog broadcasting in February, 2009, the more critical it becomes to secure FCC approval soon. We need to order the equipment, contract for the tower construction, build digital studios, and make sure we are able to put it all together in time to meet the deadline. We still believe this is possible, weather permitting, with a quick approval by the Commission.

We see this as a major opportunity to construct and operate a television station that could provide a real public service to the area, as opposed to the current operation which is practically invisible. We're ready to get started as soon as the Commission will permit it.

  
Greg Armstrong  
President and General Manager  
KUPN(TV)  
Channel 20 TV Company

July 18, 2008

Exhibit B

Technical Statement

of

du Treil, Lundin & Rackley, Inc.

TECHNICAL STATEMENT  
CONCERNING OTHER TELEVISION SERVICES ANALYSIS  
TELEVISION STATION KUPN-DT  
STERLING, COLORADO  
CHANNEL 23 1000 KW 402 M

This statement was prepared on behalf of television station KUPN-DT, Sterling, Colorado concerning an analysis of other post-transition digital television services within its predicted 41 dBu, f(50,90) noise-limited ('equivalent Grade B') contour gain and loss areas relative to the KUPN-TV (Channel 3) analog Grade B contour.

The analysis was conducted using the predicted equivalent Grade B contour of KUPN-DT and the predicted equivalent Grade B contours of all other full-service post-transition digital television stations with predicted contours overlapping that of KUPN-DT. The Grade B and equivalent Grade B contours were calculated according to the conventional methods outlined in the FCC Rules using the N.G.D.C. 30-second terrain database. The FCC CDBS Engineering Database was the source of the technical information for the stations under study.

The predicted contours of the subject stations were projected on a map and a count of other post-transition digital television services throughout the gain and loss areas of the KUPN-DT/TV Grade B contours area was made. The population was analyzed using the 2000 Census block data and area was analyzed through numerical integration. Figure 1 is a map showing the predicted KUPN-DT/TV gain and loss areas and the other effective Grade B post-transition digital television services.

Figure 2 is a map identical to Figure 1 except with the addition of all low power television/TV translators (LPTV) and Class A television protected contours included. The LPTV/Class A contours employed in the analysis are for all such stations licensed for operation in the core band on Channels 2 through 51. Figure 3 is a tabulation of the full-service and LPTV/Class A stations considered in this analysis.

The tables below summarize the results of the analysis:

Considering Post-Transition Full-Service Digital Facilities

	Other Post-Transition DTV Services Available in <u>Gain</u> Area			Total KUPN-DT Gain Area
	0	1	2 or more	
Population (2000)	1,575 (0.1%)	3,635 (0.2%)	2,092,698 (99.7%)	2,097,908 (100%)
Area (sq. km)	4,620 (20.2%)	811 (3.5%)	17,450 (76.3%)	22,881 (100%)

	Other Post-Transition DTV Services Available in <u>Loss</u> Area			Total KUPN-TV Loss Area
	0	1	2 or more	
Population (2000)	6,658 (23.2%)	6,005 (20.9 %)	16,095 (55.9%)	28,758 (100%)
Area (sq. km)	5,105 (36.8%)	1,959 (14.1%)	6,790 (49.0%)	13,854 (100%)

Considering Post-Transition Full-Service Digital Facilities and Including all Licensed Core-Band (2-51) Analog and Digital LPTV/Class A

	Other Post-Transition DTV Services Available in <u>Gain</u> Area			Total KUPN-DT Gain Area
	0	1	2 or more	
Population (2000)	1,241 (0.1%)	3,946 (0.2%)	2,092,721 (99.7%)	2,097,908 (100%)
Area (sq. km)	3,568 (15.6%)	1,726 (7.5%)	17,587 (76.9%)	22,881 (100%)

	Other Post-Transition DTV Services Available in <u>Loss</u> Area			Total KUPN-TV Loss Area
	0	1	2 or more	
Population (2000)	1,148 (4.0%)	9,537 (33.2%)	18,073 (62.8%)	28,758 (100%)
Area (sq. km)	2,114 (15.3%)	5,308 (38.3%)	6,432 (46.4%)	13,854 (100%)

In addition to the above, it is noted that the common area shown on Figures 1 and 2 contains a population of 52,026 and an area of 12,540 sq. km.



The total population of the KUPN-DT equivalent Grade B contour is 2,149,934 and it contains an area of 35,421 sq. km.

The total population of the KUPN-TV Grade B contour is 80,784 and it contains an area of 26,394 sq. km.

Therefore, based on the above, the proposal will result in a net gain in service population for KUPN-DT relative to the KUPN-TV facility of 2,069,150.

Although there will be unserved area created as a result of the KUPN-DT proposal amounting to a population of 6,658, much of this population is served by other analog and digital LPTV/Class A stations that will continue operations indefinitely past the February 17, 2009 DTV transition deadline. As indicated above, when considering licensed analog and digital LPTV/Class A stations operating in the core band of TV channels (2-51), the population within the unserved areas in the KUPN-DT / KUPN-TV gain and loss areas is essentially equivalent. The loss area unserved area has a population of 1,148 and the gain area unserved area has a population of 1,241. Therefore, the net effect of the proposal is essentially no change in unserved area, with a net gain in service to over two million people.

This statement was prepared by me or under my direction and it is true and correct to the best of my knowledge and belief.

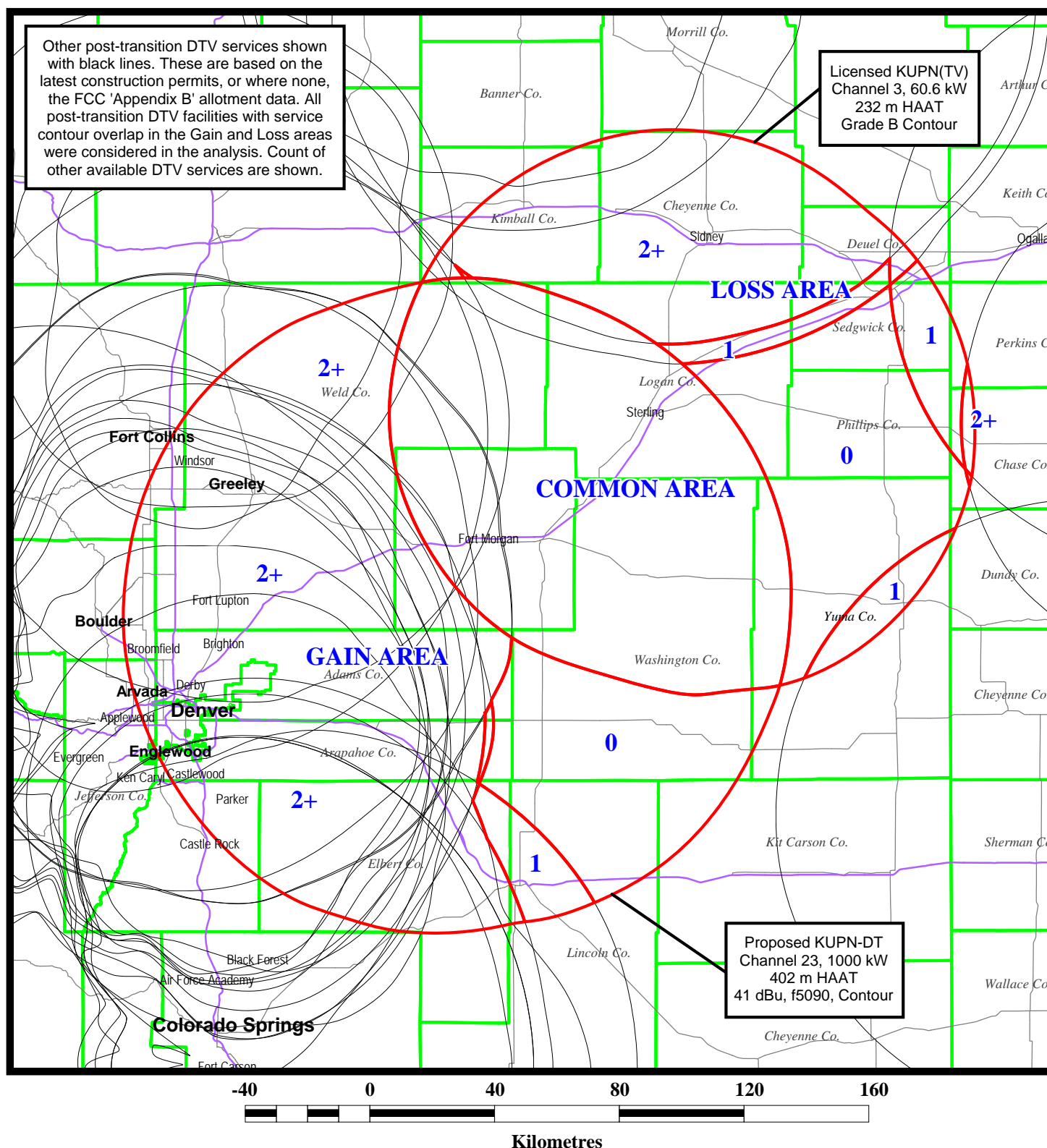


Louis R. du Treil, Jr.

du Treil, Lundin & Rackley, Inc.  
201 Fletcher Ave.  
Sarasota, Florida 34237

July 16, 2008

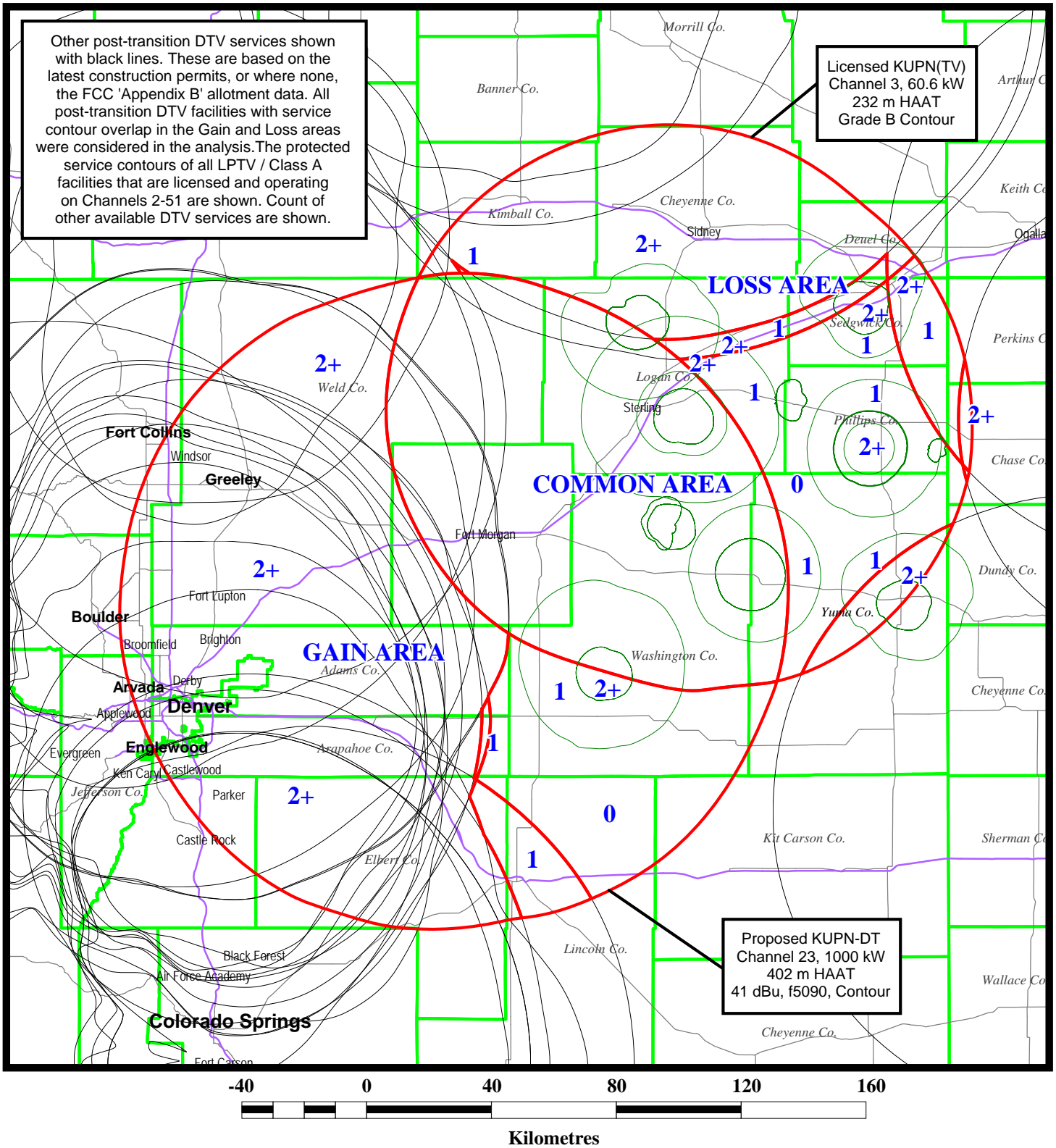
Figure 1



## PREDICTED COVERAGE CONTOURS AND OTHER POST-TRANSITION DIGITAL TELEVISION SERVICES

duTreil, Lundin & Rackley, Inc. Sarasota, Florida

**Figure 2**



## PREDICTED COVERAGE CONTOURS AND OTHER POST-TRANSITION DIGITAL TELEVISION SERVICES WITH ANALOG AND DIGITAL LPTV/CLASS A

duTreil, Lundin & Rackley, Inc. Sarasota, Florida

TECHNICAL STATEMENT  
CONCERNING OTHER TELEVISION SERVICES ANALYSIS  
TELEVISION STATION KUPN-DT  
STERLING, COLORADO  
CHANNEL 23 1000 KW 402 M

Stations Considered in Analysis of Other Television Services

Call Sign	Service	City of License	State	Channel
KMGH-TV	DT	DENVER	CO	7
KDUH-TV	DT	SCOTTSBLUFF	NE	7
KUSA-TV	DT	DENVER	CO	9
KPNE-TV	DT	NORTH PLATTE	NE	9
KKTV	DT	COLORADO SPRINGS	CO	10
KBSL-TV	DT	GOODLAND	KS	10
KQCK	DT	CHEYENNE	WY	11
KBDIDT	DT	BROOMFIELD	CO	13
KTNE-TV	DT	ALLIANCE	NE	13
KTFD-TV	DT	BOULDER	CO	15
KTUW	DT	SCOTTSBLUFF	NE	17
KRMA-TV	DT	DENVER	CO	18
KWNB-TV	DT	HAYES CENTER	NE	18
KTVD	DT	DENVER	CO	19
KFCT	DT	FORT COLLINS	CO	21
KXRM-TV	DT	COLORADO SPRINGS	CO	22
KRDO-TV	DT	COLORADO SPRINGS	CO	24
KLWYDT	DT	CHEYENNE	WY	27
KDEN	DT	LONGMONT	CO	29
KSTF	DT	SCOTTSBLUFF	NE	29
KGWNDT	DT	CHEYENNE	WY	30
KDVR	DT	DENVER	CO	32
KWGN-TV	DT	DENVER	CO	34
KCNC-TV	DT	DENVER	CO	35
KPIR-DT	DT	GREELEY	CO	38
KRMT	DT	DENVER	CO	40
KOAA-TV	DT	PUEBLO	CO	42
KPXC-TV	DT	DENVER	CO	43
KWHD	DT	CASTLE ROCK	CO	46
KVSN	DT	PUEBLO	CO	48
KVSN	DT	PUEBLO	CO	48

TECHNICAL STATEMENT  
CONCERNING OTHER TELEVISION SERVICES ANALYSIS  
TELEVISION STATION KUPN-DT  
STERLING, COLORADO  
CHANNEL 23 1000 KW 402 M

Stations Considered in Analysis of Other Television Services

Call Sign	Service	City of License	State	Channel
<b>Low Power TV / TV Translator / Class A Stations</b>				
K14JZ-D	LD	PEETZ	CO	14
K27IH-D	LD	HOLYOKE	CO	27
K28JH-D	LD	YUMA	CO	28
K31IQ-D	LD	STERLING	CO	31
K31IH-D	LD	WRAY	CO	31
K45IS-D	LD	JULESBURG	CO	45
K51HS-D	LD	ANTON	CO	51
K08ND	TX	AKRON	CO	8
K11UW	TX	AKRON	CO	11
K13XW	TX	AKRON	CO	13
K14KL	TX	PLEASANT VALLEY	CO	14
K15FD	TX	HOLYOKE	CO	15
K16EJ	TX	PEETZ & N. LOGAN CTY	CO	16
K16ET	TX	PLEASANT VALLEY	CO	16
K17EU	TX	HOLYOKE	CO	17
K18FN	TX	PEETZ & N. LOGAN CTY	CO	18
K18GM	TX	PLEASANT VALLEY	CO	18
K19EG	TX	HOLYOKE	CO	19
K20FS	TX	PEETZ & N. LOGAN CTY	CO	20
K20GK	TX	PLEASANT VALLEY	CO	20
K21FF	TX	HOLYOKE	CO	21
K24FU	TX	PLEASANT VALLEY	CO	24
K25GZ	TX	HOLYOKE	CO	25
K26FM	TX	PEETZ & N. LOGAN CTY	CO	26
K26GX	TX	PLEASANT VALLEY	CO	26
K28FW	TX	PEETZ & N. LOGAN CTY	CO	28
K28IX	TX	PLEASANT VALLEY	CO	28
K29GI	TX	HOLYOKE	CO	29
K30FO	TX	PEETZ & N. LOGAN CTY	CO	30
K30GO	TX	PLEASANT VALLEY	CO	30
K30HA	TX	YUMA	CO	30

TECHNICAL STATEMENT  
CONCERNING OTHER TELEVISION SERVICES ANALYSIS  
TELEVISION STATION KUPN-DT  
STERLING, COLORADO  
CHANNEL 23 1000 KW 402 M

Stations Considered in Analysis of Other Television Services

Call Sign	Service	City of License	State	Channel
K31FZ	TX	HAXTUN	CO	31
K32EX	TX	PEETZ & N.LOGAN CTY	CO	32
K32AB	TX	YUMA	CO	32
K33FI	TX	AKRON	CO	33
K33GM	TX	HAXTUN	CO	33
K34AC	TX	YUMA	CO	34
K35FI	TX	AKRON	CO	35
K35GO	TX	HAXTUN	CO	35
K36AC	TX	YUMA	CO	36
K38AD	TX	YUMA	CO	38
K39HM	TX	HAXTUN	CO	39
K40CG	TX	YUMA	CO	40
K41EV	TX	AKRON	CO	41
K41IT	TX	HAXTUN	CO	41
K42GI	TX	YUMA	CO	42
K43FS	TX	AKRON	CO	43
K43JJ	TX	HAXTUN	CO	43
K44FL	TX	STERLING,S.LOGAN CTY	CO	44
K44FM	TX	WRAY	CO	44
K45FD	TX	ANTON & SW WASH CTY	CO	45
K46CY	TX	STERLING	CO	46
K46FF	TX	WRAY	CO	46
K47FT	TX	ANTON * SW WASH CTY	CO	47
K47JH	TX	JULESBURG	CO	47
K48DQ	TX	STERLING,S.LOGAN CTY	CO	48
K48GA	TX	WRAY	CO	48
K49EX	TX	ANTON & SW WASH CTY	CO	49
K49IN	TX	JULESBURG	CO	49
K50EE	TX	STERLING,S.LOGAN CTY	CO	50
K50FJ	TX	WRAY	CO	50
K51IL	TX	JULESBURG	CO	51

## Exhibit C

### Region 1+ Translator Channel Chart

### Logan County Television Translator System

Chart.dat  
REGION 1+ TRANSLATOR DTV TRANSITION CHANNEL CHART

	-----DENVER TV-----								FM PRI KUNC
CHANNELS:	CB KWGN	CBS KCNC	PBS KRMA	ABC KMGH	NBC KUSA	FOX KDVR	MY20 KTVD	PBS KBDI	
NTSC:	2	4	6	7	9	31	20	12	
DIGITAL:	34	35	18	17	16	32	19	38	
FINAL:	34	35	18	7	9	32	19	13	91.5
AKRON	33	35	8	41	43	11	13		
ANTON	45	47	57 (22D)	49	55 (24D)		39D%	51D	
HAXTUN	31	35	39	43	41	33			
HOLYOKE	15	17	19	21	25	29		27D	90.5
IDLIA	26	18	24	16	22	14	20	28 29D	
OVID	47	49	51	53	55	57		45D	89.1
PEETZ	28	16	18	20	30	26	32&	14D	
P. VALLEY	14	16	18	20	30	26	28	24 24D	
STERLING	44	46	50	48	56	52	58&	31D	90.9#
WRAY	44	46	48	50	52	56	58	31D	93.5
YUMA	32	34	36	40	38	42	30	28D	88.7@

NOTES:

- xx CP on hand, need transmitter, license application not filed.
- (xx) Displacement change planned, CP not filed.
- [xx] Indicates 346 filed, CP not received (new or Modification).
- \* STA
- % Move to Akron site?
- & Duplicating FOX until clean Denver 20 can be added.
- @ Licensed to KUNC, Region 1's 100W Amp, Joint Venture.
- # Sterling FM translator owned and operated by KUNC-FM.

Sterling 3 (KUPN) HDTV assignment is channel 23.

CHANNEL	START	PRESENT TIME			CPs (Digital Flash Cuts)
SUMMARY:	1993	NTSC	DIGITAL	TOTAL	
Region 1	27	52	5	= 57	3
Logan	16	14	2	= 16	0
Washington	8	8	0	= 8	0
TOTAL	51	74	7	= 81	3



Logan County Home



Home

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Logan County, Colorado

## Logan County Television Translator System

Updated as of 05/30/07

No Outages to Report

### Reirdon Hill

9.5 miles east of Sterling

CHANNEL	DENVER	PROGRAMS	STATUS
31	38	PBS Denver 12 + 2 more programs	On-Air, Requires Digital Receiver
44	2	Denver 2 (CB)	On-Air
46	4	Denver 4 (CBS)	On-Air
48	7	Denver 7 (ABC)	On-Air
50	6	PBS Denver 6	On-Air
52	31	Denver 31 (FOX)	On-Air
54	Off-Air permanently per FCC 6/05/07		
56	9	Denver 9 (NBC)	On-Air

58	59	Denver 59 (PAX)	On-Air
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### Peetz Tower

#### 7.5 miles Southwest of Peetz

CHANNEL	DENVER	PROGRAMS	STATUS
14	38	PBS Denver 12 + 2 more programs	On-Air 06/05/07, Requires Digital Receiver (Currently, rebroadcasting Denver 2)
16	4	Denver 4 (CBS)	On-Air
18	6	PBS Denver 6	On-Air
20	7	Denver 7 (ABC)	On-Air
26	59	Denver 59 (PAX)	On-Air
28	2	Denver 2 (CB)	On-Air
30	9	Denver 9 (NBC)	On-Air
32	31	Denver 31 (FOX)	On-Air

**The system is monitored and maintained by Mr. John Rietz of Yuma, Colorado.  
We will post to this web site any notices of extended translator downtime.**

## Exhibit D

### Nielsen Universe Estimates of Cable and ADS Penetration

**Universe Estimates**  
**Media Related TV Households and Penetrations by County within DMA**  
**TV HH Universe Estimates: January 1, 2008**  
**Media Related Universe Estimates: May 2008**  
**Used beginning April 24, 2008**

**Note :** In some cases, these estimates are produced with small sample sizes and thus are subject to a high degree of sampling error. Small counties and those with low Cable and/or ADS penetration are subject to more variation than we are used to in our UEs.

**Note :** It is possible for a county's Metro status to change in the middle of the TV Season. The Metro Indicators shown below are as of the beginning of the 2007-2008 TV Season.

DMA Code	DMA Name	State	NIMR County Code	County Name	County Size	Metro Indicator	TV HHs	Cable		Cable and/or ADS		ADS		DBS	
								HHs	%	HHs	%	HHs	%	HHs	%
751	Denver	CO	05001	ADAMS	B	M	147,330	77,210	52.4	127,460	86.5	50,840	34.5	50,840	34.5
751	Denver	CO	05003	ALAMOSA	D		5,570	1,600	28.7	4,590	82.4	2,990	53.7	2,990	53.7
751	Denver	CO	05005	ARAPAHOE	B	M	213,920	138,910	64.9	187,510	87.7	49,520	23.1	49,520	23.1
751	Denver	CO	05007	ARCHULETA	D		4,660	540	11.6	4,310	92.5	3,820	82.0	3,820	82.0
751	Denver	CO	05013	BOULDER	B	M	108,860	71,700	65.9	95,230	87.5	24,000	22.0	24,000	22.0
751	Denver	CO	05014	BROOMFIELD	B	M	16,920	10,540	62.3	15,220	90.0	4,800	28.4	4,800	28.4
751	Denver	CO	05015	CHAFFEE	D		6,860	3,230	47.1	6,030	87.9	2,800	40.8	2,800	40.8
751	Denver	CO	05017	CHEYENNE	D		740	70	9.5	550	74.3	480	64.9	480	64.9
751	Denver	CO	05019	CLEAR	D	M	4,010	660	16.5	3,430	85.5	2,820	70.3	2,820	70.3
751	Denver	CO	05021	CONEJOS	D		2,870	380	13.2	2,210	77.0	1,890	65.9	1,890	65.9
751	Denver	CO	05023	COSTILLA	D		1,420	120	8.5	1,250	88.0	1,130	79.6	1,130	79.6
751	Denver	CO	05029	DELTA	D		11,970	4,090	34.2	11,080	92.6	7,030	58.7	7,030	58.7
751	Denver	CO	05031	DENVER	B	M	239,860	150,200	62.6	194,120	80.9	45,620	19.0	41,440	17.3
751	Denver	CO	05033	DOLORES	D		780	230	29.5	410	52.6	180	23.1	180	23.1
751	Denver	CO	05035	DOUGLAS	B	M	97,140	60,160	61.9	89,770	92.4	30,040	30.9	30,040	30.9
751	Denver	CO	05037	EAGLE	D		17,070	8,950	52.4	16,840	98.7	8,410	49.3	8,410	49.3
751	Denver	CO	05039	ELBERT	D	M	7,810	250	3.2	6,490	83.1	6,240	79.9	6,240	79.9
751	Denver	CO	05045	GARFIELD	D		19,090	7,650	40.1	17,940	94.0	10,540	55.2	10,540	55.2
751	Denver	CO	05047	GILPIN	D	M	2,080	0	0.0	1,720	82.7	1,720	82.7	1,720	82.7
751	Denver	CO	05049	GRAND	D		5,520	2,300	41.7	5,340	96.7	3,100	56.2	3,100	56.2
751	Denver	CO	05051	GUNNISON	D		5,380	1,210	22.5	4,640	86.2	3,470	64.5	3,470	64.5
751	Denver	CO	05053	HINSDALE	D		400	400	100.0	400	100.0	0	0.0	0	0.0

DMA Code	DMA Name	State	NMR County Code	County Name	County Size	Metro Indicator	TV HHS	Cable		Cable and/or ADS		ADS		DBS	
								HHS	%	HHS	%	HHS	%	HHS	%
751	Denver	CO	05057	JACKSON	D		570	130	22.8	570	100.0	480	84.2	480	84.2
751	Denver	CO	05059	JEFFERSON	B	M	209,000	121,750	58.3	175,150	83.8	54,060	25.9	54,060	25.9
751	Denver	CO	05063	KIT CARSON	D		2,710	650	24.0	2,710	100.0	2,090	77.1	2,090	77.1
751	Denver	CO	05065	LAKE	D		2,700	1,130	41.9	2,700	100.0	1,570	58.1	1,570	58.1
751	Denver	CO	05069	LARIMER	C		108,470	54,410	50.2	94,520	87.1	40,340	37.2	40,340	37.2
751	Denver	CO	05073	LINCOLN	D		1,770	220	12.4	1,770	100.0	1,640	92.7	1,640	92.7
751	Denver	CO	05075	LOGAN	D		7,690	4,350	56.6	7,100	92.3	2,780	36.2	2,780	36.2
751	Denver	CO	05079	MINERAL	D		380	80	21.1	320	84.2	250	65.8	250	65.8
751	Denver	CO	05081	MOFFAT	D		5,020	2,340	46.6	4,830	96.2	2,490	49.6	2,490	49.6
751	Denver	CO	05087	MORGAN	D		9,620	4,170	43.3	9,130	94.9	5,020	52.2	5,020	52.2
751	Denver	CO	05091	OURAY	D		1,650	0	0.0	1,510	91.5	1,510	91.5	1,510	91.5
751	Denver	CO	05093	PARK	D	M	6,780	0	0.0	5,920	87.3	5,920	87.3	5,920	87.3
751	Denver	CO	05095	PHILLIPS	D		1,790	650	36.3	1,700	95.0	1,090	60.9	1,090	60.9
751	Denver	CO	05097	PITKIN	D		6,010	3,740	62.2	5,600	93.2	1,860	30.9	1,860	30.9
751	Denver	CO	05099	PROWERS	D		4,910	2,550	51.9	4,910	100.0	2,550	51.9	2,550	51.9
751	Denver	CO	05103	RIO BLANCO	D		2,430	430	17.7	2,220	91.4	1,830	75.3	1,830	75.3
751	Denver	CO	05105	RIO	D		4,690	1,870	39.9	4,480	95.5	2,610	55.7	2,610	55.7
751	Denver	CO	05107	ROUTT	D		8,670	4,310	49.7	8,350	96.3	4,270	49.3	4,270	49.3
751	Denver	CO	05109	SAGUACHE	D		2,520	0	0.0	2,420	96.0	2,420	96.0	2,420	96.0
751	Denver	CO	05111	SAN JUAN	D		280	0	0.0	280	100.0	280	100.0	280	100.0
751	Denver	CO	05113	SAN MIGUEL	D		3,000	810	27.0	2,620	87.3	1,860	62.0	1,860	62.0
751	Denver	CO	05115	SEDGWICK	D		1,090	180	16.5	1,090	100.0	910	83.5	910	83.5
751	Denver	CO	05117	SUMMIT	D		9,850	6,350	64.5	9,500	96.4	3,150	32.0	3,150	32.0
751	Denver	CO	05121	WASHINGT	D		1,850	60	3.2	1,620	87.6	1,560	84.3	1,560	84.3
751	Denver	CO	05123	WELD	B		84,810	32,570	38.4	72,940	86.0	40,890	48.2	40,890	48.2
751	Denver	CO	05125	YUMA	D		3,710	140	3.8	3,590	96.8	3,450	93.0	3,450	93.0
751	Denver	NE	26005	ARTHUR	D		200	170	85.0	200	100.0	30	15.0	30	15.0
751	Denver	NE	26007	BANNER	D		300	0	0.0	260	86.7	260	86.7	260	86.7
751	Denver	NE	26013	BOX BUTTE	D		4,380	2,160	49.3	4,110	93.8	2,010	45.9	2,010	45.9
751	Denver	NE	26031	CHERRY	D		2,460	130	5.3	2,200	89.4	2,090	85.0	2,090	85.0
751	Denver	NE	26033	CHEYENNE	D		4,060	1,780	43.8	4,060	100.0	2,320	57.1	2,320	57.1
751	Denver	NE	26045	DAWES	D		3,210	2,070	64.5	3,210	100.0	1,140	35.5	1,140	35.5
751	Denver	NE	26049	DEUEL	D		900	570	63.3	900	100.0	330	36.7	330	36.7
751	Denver	NE	26069	GARDEN	D		880	250	28.4	880	100.0	630	71.6	630	71.6

DMA Code	DMA Name	State	NMR County Code	County Name	County Size	Metro Indicator	TV HHS		Cable		Cable and/or ADS		ADS		DBS	
									HHS	%	HHS	%	HHS	%	HHS	%
751	Denver	NE	26075	GRANT	D		290	0	0.0		130	44.8	130	44.8	130	44.8
751	Denver	NE	26091	HOOVER	D		290	10	3.4		270	93.1	260	89.7	260	89.7
751	Denver	NE	26101	KEITH	D		3,460	2,030	58.7		3,090	89.3	1,190	34.4	1,190	34.4
751	Denver	NE	26105	KIMBALL	D		1,590	790	49.7		1,590	100.0	800	50.3	800	50.3
751	Denver	NE	26161	SHERIDAN	D		2,250	600	26.7		2,110	93.8	1,510	67.1	1,510	67.1
751	Denver	WY	49001	ALBANY	D		11,790	6,200	52.6		10,240	86.9	4,100	34.8	4,100	34.8
751	Denver	WY	49005	CAMPBELL	D		15,000	8,870	59.1		14,550	97.0	5,800	38.7	5,800	38.7
751	Denver	WY	49007	CARBON	D		6,110	3,410	55.8		6,110	100.0	2,760	45.2	2,760	45.2
751	Denver	WY	49019	JOHNSON	D		3,450	1,490	43.2		3,250	94.2	1,760	51.0	1,760	51.0
751	Denver	WY	49027	NIobrara	D		870	200	23.0		870	100.0	670	77.0	670	77.0
751	Denver	WY	49031	PLATTE	D		3,560	1,030	28.9		3,420	96.1	2,390	67.1	2,390	67.1

722	Lincoln &	KS	15089	JEWELL	D		1,490	740	49.7		1,280	85.9	540	36.2	540	36.2
722	Lincoln &	KS	15147	PHILLIPS	D		2,170	1,290	59.4		2,060	94.9	790	36.4	790	36.4
722	Lincoln &	KS	15157	REPUBLIC	D		2,070	1,080	52.2		1,980	95.7	910	44.0	910	44.0
722	Lincoln &	KS	15183	SMITH	D		1,690	1,040	61.5		1,570	92.9	530	31.4	530	31.4
722	Lincoln &	NE	26001	ADAMS	D	M	12,950	6,180	47.7		11,060	85.4	4,900	37.8	4,500	34.7
722	Lincoln &	NE	26003	ANTELOPE	D		2,670	760	28.5		2,350	88.0	1,600	59.9	1,600	59.9
722	Lincoln &	NE	26009	BLAINE	D		190	80	42.1		190	100.0	110	57.9	110	57.9
722	Lincoln &	NE	26011	BOONE	D		2,170	1,090	50.2		1,950	89.9	860	39.6	860	39.6
722	Lincoln &	NE	26015	BOYD	D		870	170	19.5		770	88.5	630	72.4	630	72.4
722	Lincoln &	NE	26017	BROWN	D		1,470	320	21.8		1,420	96.6	1,110	75.5	1,110	75.5
722	Lincoln &	NE	26019	BUFFALO	D	M	16,820	9,270	55.1		14,740	87.6	5,560	33.1	5,360	31.9
722	Lincoln &	NE	26023	BUTLER	D		3,350	1,090	32.5		2,820	84.2	1,830	54.6	1,830	54.6
722	Lincoln &	NE	26029	CHASE	D		1,590	780	49.1		1,370	86.2	630	39.6	630	39.6
722	Lincoln &	NE	26035	CLAY	D	M	2,490	1,130	45.4		1,850	74.3	730	29.3	730	29.3
722	Lincoln &	NE	26041	CUSTER	D		4,540	2,230	49.1		4,270	94.1	2,110	46.5	2,110	46.5
722	Lincoln &	NE	26047	DAWSON	D		8,790	5,000	56.9		8,070	91.8	3,130	35.6	3,060	34.8
722	Lincoln &	NE	26059	FILLMORE	D		2,460	1,100	44.7		2,110	85.8	1,020	41.5	1,020	41.5
722	Lincoln &	NE	26061	FRANKLIN	D		1,390	690	49.6		1,320	95.0	630	45.3	630	45.3
722	Lincoln &	NE	26063	FRONTIER	D		990	550	55.6		880	88.9	330	33.3	330	33.3
722	Lincoln &	NE	26065	FURNAS	D		2,080	880	42.3		1,940	93.3	1,060	51.0	1,060	51.0
722	Lincoln &	NE	26067	GAGE	D		9,540	5,180	54.3		8,980	94.1	3,890	40.8	3,890	40.8
722	Lincoln &	NE	26071	GARFIELD	D		790	330	41.8		700	88.6	370	46.8	370	46.8

DMA Code	DMA Name	State	NMR County Code	County Name	County Size	Metro Indicator	TV HHS	Cable		Cable and/or ADS		ADS		DBS	
								HHS	%	HHS	%	HHS	%	HHS	%
722	Lincoln &	NE	26073	GOSPER	D		790	280	35.4	690	87.3	410	51.9	410	51.9
722	Lincoln &	NE	26077	GREELEY	D		990	360	36.4	880	88.9	560	56.6	560	56.6
722	Lincoln &	NE	26079	HALL	D	M	21,070	12,720	60.4	19,040	90.4	6,390	30.3	6,020	28.6
722	Lincoln &	NE	26081	HAMILTON	D		3,560	2,070	58.1	3,170	89.0	1,120	31.5	1,090	30.6
722	Lincoln &	NE	26083	HARLAN	D		1,390	540	38.8	1,280	92.1	740	53.2	740	53.2
722	Lincoln &	NE	26085	HAYES	D		400	0	0.0	230	57.5	230	57.5	230	57.5
722	Lincoln &	NE	26087	HITCHCOCK	D		1,190	200	16.8	870	73.1	670	56.3	670	56.3
722	Lincoln &	NE	26089	HOLT	D		4,230	1,240	29.3	3,940	93.1	2,720	64.3	2,720	64.3
722	Lincoln &	NE	26093	HOWARD	D		2,570	640	24.9	2,080	80.9	1,460	56.8	1,460	56.8
722	Lincoln &	NE	26095	JEFFERSON	D		3,260	1,480	45.4	3,030	92.9	1,550	47.5	1,550	47.5
722	Lincoln &	NE	26099	KEARNEY	D	M	2,590	1,230	47.5	2,200	84.9	970	37.5	950	36.7
722	Lincoln &	NE	26103	KEYA PAHA	D		390	70	17.9	320	82.1	250	64.1	250	64.1
722	Lincoln &	NE	26109	LANCASTER	C	M	108,030	79,170	73.3	96,560	89.4	17,820	16.5	17,600	16.3
722	Lincoln &	NE	26115	LOUP	D		300	0	0.0	230	76.7	230	76.7	230	76.7
722	Lincoln &	NE	26121	MERRICK	D		3,070	1,290	42.0	2,640	86.0	1,360	44.3	1,360	44.3
722	Lincoln &	NE	26125	NANCE	D		1,490	790	53.0	1,390	93.3	610	40.9	610	40.9
722	Lincoln &	NE	26129	NUCKOLLS	D		2,070	1,130	54.6	1,860	89.9	740	35.7	740	35.7
722	Lincoln &	NE	26133	PAWNEE	D		1,170	470	40.2	1,020	87.2	550	47.0	550	47.0
722	Lincoln &	NE	26135	PERKINS	D		1,190	580	48.7	1,070	89.9	520	43.7	520	43.7
722	Lincoln &	NE	26137	PHELPS	D		3,670	1,890	51.5	2,980	81.2	1,130	30.8	1,100	30.0
722	Lincoln &	NE	26143	POLK	D		2,090	840	40.2	1,880	90.0	1,060	50.7	1,060	50.7
722	Lincoln &	NE	26145	RED	D		4,340	2,190	50.5	4,110	94.7	1,920	44.2	1,920	44.2
722	Lincoln &	NE	26149	ROCK	D		700	180	25.7	630	90.0	450	64.3	450	64.3
722	Lincoln &	NE	26151	SALINE	D		5,260	2,330	44.3	4,500	85.6	2,230	42.4	2,230	42.4
722	Lincoln &	NE	26159	SEWARD	D	M	6,110	2,290	37.5	5,190	84.9	2,930	48.0	2,930	48.0
722	Lincoln &	NE	26163	SHERMAN	D		1,280	200	15.6	1,030	80.5	830	64.8	830	64.8
722	Lincoln &	NE	26169	THAYER	D		2,190	780	35.6	1,660	75.8	880	40.2	880	40.2
722	Lincoln &	NE	26175	VALLEY	D		1,770	740	41.8	1,620	91.5	880	49.7	880	49.7
722	Lincoln &	NE	26181	WEBSTER	D		1,480	680	45.9	1,240	83.8	560	37.8	560	37.8
722	Lincoln &	NE	26183	WHEELER	D		300	0	0.0	280	93.3	280	93.3	280	93.3
722	Lincoln &	NE	26185	YORK	D		5,760	3,440	59.7	5,110	88.7	1,690	29.3	1,690	29.3
678	Wichita-	NE	26057	DUNDY	D		880	560	63.6	880	100.0	320	36.4	320	36.4

## Exhibit E

E-mail from Nielsen Account Executive

to KUPN General Manager



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**From:** Lich, Robert D. [mailto:Robert.Lich@nielsen.com]

**Sent:** Tuesday, July 15, 2008 2:35 PM

**To:** Greg Armstrong

**Subject:** RE: Contact

Hi Greg,

Thank you for the opportunity to provide rating service to KUPN in Denver. Unfortunately, KUPN has not achieved enough viewing to be included in our overnight or our cume (unduplicated audience) analyses. Due to the lack of reportability, I suggest we revisit the possibility of an agreement when KUPN achieves viewing levels that will help you grow the business.

Per your request for media related penetration universe estimates, I can provide the Denver and Lincoln/Hastings/Kearny plus Dundy County (currently in the Wichita/Hutchinson DMA for the non-client price of \$1,000. The May 2008 survey will contain households and percentages for each county in these DMAs for all types of receivability.

Please approve the \$1,000 cost and I will send the information today. The invoice will be sent to the PO Box office you provided below.

Thank you, Robb

Robert Lich ● Senior Account Executive ● T: 323-817-1222 ●

[Robert.Lich@Nielsen.com](mailto:Robert.Lich@Nielsen.com)

The Nielsen Company ● 6255 Sunset Blvd. ● Los Angeles, CA 90028

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