ATTACHMENT 5

DECLARATION OF
JACK PARIS

1. I am the Vice-President of Broadcast Sales at Pegasus Broadcast Television, Inc. ("Pegasus"). I have worked for Pegasus for over four years and have worked in various sales and management capacities in the broadcast industry since 1958.

2. I was first hired by Pegasus to serve as the Station Manager at WGFL-TV, Gainesville, Florida. At the time, Pegasus was providing programming and management services to WGFL's licensee pursuant to a time brokerage agreement. Immediately prior to joining Pegasus, I served as the General Manager of KFBT in Las Vegas, Nevada. I joined KFBT approximately one year after it had signed on and converted it from an independent station to a WB affiliate. I moved to Pegasus after KFBT was sold to a corporate affiliate of Sinclair.

3. When I started at WGFL, the station had just commenced operating and I was responsible for staffing-up the new WB affiliate to make the station competitive (or at least improve its competitive position) in the market. The Gainesville market was and is very small, ranking no higher than DMA number 160 during the time I served as Station Manager. Because of the size of the Gainesville market, I was required to operate the station with the leanest staff I could while trying, at the same time, to improve the station's competitiveness in the market. I operated under similar constraints during my tenure at KFBT.

4. Based on my experience at WGFL and KFBT starting-up operations for a new WB affiliate, I have estimated the minimum staffing requirements for WSWB assuming it were operated today on a stand alone basis. These staffing requirements, by department, are set forth

in tables that are being filed separately under seal. These table were prepared at my direction. The staffing levels were determined by taking the bare-bone staff level at WGFL by department and transferring these employee types to WSWB. The tables then provide Scranton cost information for this staff based on the experience of WOLF, PBT's station in the Scranton market. In various instances, most particularly in the sales department, extra staff positions were added to approximate the sales staffs of WSWB's competitors in a market the size of Scranton. Based on my experience in Las Vegas and Gainesville, the station staffing levels and cost information detailed in the tables is a reasonable, reliable approximation of the minimum costs that would be incurred to run WSWB competitively on a stand alone basis.

5. Set against these expenses in the attached tables are the actual operating revenues generated by WSWB over the last three years. Currently, advertising on WSWB is sold by WOLF's sales department. As demonstrated in these tables, WSWB's stand alone operations would have lost almost $2.3 million in the past three years. Measured by Free Cash Flow from Operations ("FCFO"), a financial statistic commonly used in the industry to evaluate television stations, WSWB's stand alone performance over the past three years would have been even worse, producing a negative cash flow of over $5.4 million.

6. These results are not surprising. Based on my experience in the industry, it takes a number of years of significant cash flow deficits and operating losses before a new stand alone station like the hypothetical WSWB becomes cash flow positive. The most important reason for these early losses in a market the size of Scranton is that the total available advertising dollars in the market are not that large and the competition from incumbents in the market is substantial. In 2004, PBT estimates that the Scranton television advertising market will total approximately

$60 million. To cover its 2003 stand alone operating expenses, WSWB would need to capture approximately 4.6 percent of the advertising revenue in the market.

7. This advertising market share in Scranton would be unattainable because, as evidenced by the November 2003 Nielsen ratings information submitted with the waiver request, WSWB delivered a 1 rating and a 2 percent share of the available audience in the market in November 2003. WSWB's 2003 rating represented a significant improvement from the two prior years when its audience levels fell below Nielsen's minimum standards to be calculated. Despite this improved performance, WSWB's ratings would at least have to increase by more than 50-100 percent to allow the station to even approach reach break-even in Scranton – a result not likely to be attained given the dominant competitive position of the NBC, CBS and ABC affiliates in the market who collectively account for an overwhelming share of the audience and 90 percent of the advertising revenues in the market. When the audience share and revenues of the Fox affiliate (PBT's WOLF-TV) are considered on top of this, virtually 100 percent of advertising revenue in the market is accounted for, thus making it virtually impossible for a new, stand alone station to compete.

8. For all these reasons, it is my opinion that no reasonable, responsible, rationale out-of-market television operator would purchase WSWB today and operate it on a stand alone basis because the station is unlikely to attain break even or produce positive cash flow in the short-to-medium term. The costs of building and operating a new stand alone station in Scranton are unlikely to be recouped given the overall television advertising revenue in the market and the competitive position of other stations in the market.

CERTIFICATION

I certify under penalty of perjury that he foregoing Declaration is true and correct to the best of my knowledge, information and belief.

Jack Paris

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Date: May 4, 2004