

Public Interest Statement

The instant application requests FCC consent to the assignment of the broadcast licenses of KTVK(TV), Phoenix, Arizona (“KTVK”), from Sander Operating Co. II LLC (d/b/a KTVK Television) (“Sander”) to KPHO Broadcasting Corporation (together with its affiliates, “Meredith”). A concurrently-filed application (the “KASW Application”) seeks consent to the assignment of the broadcast license of KASW(TV), Phoenix, Arizona (“KASW”), from Sander to SagamoreHill of Phoenix Licenses, LLC (together with its affiliates, “SagamoreHill”) (the transactions described in the instant application and the KASW Application collectively are the “Transaction”). In connection with the Transaction, Meredith and SagamoreHill have agreed to enter into a shared services agreement, pursuant to which Meredith would provide specified services to SagamoreHill to support the operation of KASW.

The Transaction will result in substantial tangible public interest benefits in three key areas: an upgrade of physical facilities; new, high-quality programming geared to the local population, much of which will be locally produced; and deeper and broader involvement in and support of the local community. As set forth herein, Meredith commits to bring these benefits to Phoenix residents following grant of the applications relating to the Transaction.

Facilities Improvements.

The Transaction will result in upgraded broadcast facilities. KASW and KTVK have been either commonly owned or commonly operated since KASW began broadcasting in 1995 and currently operate from shared studio facilities (the “Studio”). Meredith is committed to operating KTVK using state of the art facilities and technology. To that end, following consummation of the Transaction, Meredith will spend approximately \$4 million to upgrade the Studio. These improved facilities will be used to produce and broadcast new, locally-oriented programming on KTVK, and SagamoreHill will have access to these improved production facilities upon consummation of the Transaction pursuant to a Lease Agreement.

Additional Programming on KTVK.

The Transaction will result in enhanced programming options for KTVK viewers. Meredith’s broadcast operations have a sterling record marked by a commitment to first-rate programming, including high-quality, locally produced offerings, and Meredith plans to bring this approach to KTVK. To this end:

- Meredith will broadcast on KTVK a new weekly half-hour public affairs program focused on the needs and interests of the station’s distinct Phoenix audience.
- Meredith will broadcast on KTVK an additional 0.5 hours of “core” children’s television programming on its primary channel each week.
- Meredith will explore opportunities to secure rights to broadcast local professional, collegiate, and high school sporting events on KTVK.

Meredith's Community Involvement.

In addition to the above programming commitments, Meredith will continue to provide substantial non-programming service to Phoenix residents. Meredith has been part of the Phoenix community for more than 60 years – Meredith purchased KPHO in 1952. Meredith's acquisition of KTVK will allow the company to deepen its involvement in and service to the Phoenix community. To this end:

- Meredith will continue its extensive community outreach. Meredith's current off-air efforts in Phoenix include job fair recruiting, over 215 public appearances a year by KPHO on-air talent, and engagement with various non-profit organizations.
 - KPHO anchors bring their "Weather Roadshow" to elementary schools each week to teach meteorology to students.
 - As part of its "Pay It Forward" program, KPHO promotes and conducts four high-profile, on-site fundraising events each year for various nonprofit organizations. Over the past five years, these efforts have raised \$1 million for Phoenix charities including Big Brothers Big Sisters, Phoenix Children's Hospital, St. Mary's Foodbank, and for the families of the firefighters killed in the Yarnell wildfire. In addition, the station broadcasts public service announcements encouraging the public to "Pay It Forward" with volunteerism.
 - Upon the purchase of KTVK, Meredith intends to continue its already extensive community affairs efforts and to conduct at least four town hall meetings each year. At these meetings, KTVK's news anchors and managers would work with viewers to identify issues of importance to the community and to get feedback on and ideas regarding news stories.
- Meredith will offer paid internships to Phoenix students in its stations' news, sales, and technical departments. As is the case with Meredith internship programs in other markets, Meredith will work closely with educational institutions to provide participating students with a learning experience through which they develop tangible skills that are required for the business and operation of television broadcast stations, such as news, production, graphic design, sales, and marketing and promotion.
- KPHO and KTVK will participate in the NABOB/NAB Education Foundation's Media Sales Institute, a "boot camp" held at Arizona State University's Cronkite School of Journalism to provide students from diverse backgrounds the opportunity to learn advertising sales in an immersive environment.
- Finally, Meredith will designate a Public Services Manager to be the voice of the community within its stations and the voice of its stations within the community.

The FCC should grant the instant application and the KASW Application without delay to enable Meredith to bring these tangible public interest benefits to Phoenix residents.