

Appendix C

Fresno-Visalia, California DMA

The triggering of the Commission's daily newspaper cross-ownership rule, 47 C.F.R. Section 73.3555(d), (the "Daily Newspaper Cross-Ownership Rule") due to the attributable, non-controlling interests of certain parties to the Transferee will not have any adverse effect on the multiplicity of media voices in the Fresno-Visalia, California area because, as demonstrated herein, Fresno-Visalia residents have access to a large variety of local broadcast and non-broadcast media.

The Fresno-Visalia Designated Market Area (the "Fresno-Visalia DMA") is ranked as the 56th largest market in the nation by Nielsen Media Research). ^{1/} The Fresno-Visalia DMA has a total of 12 commercial and non-commercial full-power television stations. ^{2/} These 12 full-power television stations include affiliates of ABC, CBS, NBC, FOX and PBS, as well as an independent station and an evangelical station. Both before and after consummation of the proposed transaction, these 12 television stations will be owned by 10 different entities. ^{3/}

In addition to the full-power television stations, there are 24 low-power television stations (including seven Class A stations) in the Fresno-Visalia DMA, many of which provide additional programming to viewers, including an Azteca network affiliate (KMSG-LP, Fresno) that provides general Spanish-language programming, a station (KCWB-LP, Reedley) that features religious programming for the Hispanic community, a station (KJEO-LP, Fresno) that

^{1/} See Nielsen Media Research website at <http://www.nielsenmedia.com/DMA.html> (rankings for the 2005-2006 television season).

^{2/} See Table C-1.

^{3/} *Id.*

broadcasts local high school football games and Fresno City College basketball games, and a station (KSDI-LP, Fresno) that carries programming of interest to the area's Armenian community. 4/

The Fresno-Visalia DMA also is served by a vibrant and diverse radio market, including 67 FM stations and 23 AM stations. 5/ The radio services available to Fresno-Visalia residents in Los Angeles include Spanish-language programming (*e.g.*, KGEN-FM, Hanford; KUFW(FM), Woodlake; KBHH(FM), Kerman; KEYQ(AM), Fresno; KGST(AM), Fresno; KSJV(FM), Fresno; KOQO-FM, Fresno), religious programming (*e.g.*, KCJH(FM), Livingston; KFNO(FM), Fresno; KIRV(AM), Fresno), news programming (*e.g.*, KMJ(AM), Fresno; KYOS(AM), Merced) and sports programming (*e.g.*, KBKY(FM), Merced; KEZL(AM), Visalia; KCBL(AM), Fresno; KFIG(AM), Fresno), in addition to a wide variety of other talk and music formats. 6/

The Fresno-Visalia market also is well served by multi-channel video programming distributors ("MVPDs"). Over 74 percent of households in the Fresno-Visalia DMA subscribe to some form of MVPD service, 7/ most commonly cable television service,

4/ *Id.* See also Cocola Broadcasting's website at <http://www.cocolatv.com/stations.html>.

5/ See Table C-2.

6/ *Id.* See also <http://radio.findanisp.com/radio-station-list-by-state.php?state=AZ> for programming categories.

7/ See Nielsen Media Research, DMA Household Universe Estimates: Cable and/or Alternative Delivery Systems, May 2006, available at http://www.tvb.org/rcentral/markettrack/cable_and_ADS_penetration_by_DMA.asp.

which has a penetration rate of 49 percent (256,900 households) in the Fresno-Visalia DMA and is provided over 19 separate cable systems owned by six different cable operators. 8/

Cable subscribers in the Fresno-Visalia DMA have access to substantial programming of local interest beyond that provided by local broadcast stations. As just one example, in Fresno, residents are served by Comcast Cable, which carries over 300 video program channels, including a government access channel and a channel with community programming, as well as an entire programming tier dedicated to Spanish-language programming. 9/

DBS providers EchoStar and DirecTV also serve subscribers in the Fresno-Visalia DMA, and both offer local-into-local delivery of broadcast television stations to their Fresno-Visalia subscribers. 10/ Fresno-Visalia residents also have access to two Satellite Digital Audio Radio Services, Sirius and XM Radio, each offering nearly 200 digital audio channels. 11/

With respect to the newspaper market, six daily newspapers and seven weekly newspapers are published in the Fresno-Visalia DMA. 12/ As described in Exhibit 18-B, principals of one of Transferee's attributable shareholders have a non-controlling, 16 percent attributable interest in Freedom Communications, Inc., which is the publisher of *The Porterville Recorder* of Porterville, California. *The Porterville Recorder's* circulation comprises only 9,202

8/ See Table C-3.

9/ See the Comcast Cable channel lineup for Fresno, available at <http://www.comcast.com/LocalHomePage/default.asp?LocResult&Zip=93726>.

10/ See http://www.dishnation.com/local_channels.jsp for local channels available via EchoStar and <http://www.directv.com/DTVAPP/global/contentPage.jsp?assetId=1000013> for local channels available via DirecTV.

11/ See Sirius's website at <http://www.sirius.com> and XM Radio's website at <http://www.xmradio.com>.

12/ See Table C-4.

(or 3.7 percent) of the 248,858 daily newspapers published in the DMA, and it has the second smallest circulation of the six daily newspapers published in the Fresno-Visalia DMA. 13/ Meanwhile, there are seven locally-published weekly papers in the DMA, all but one of which exceeds the circulation of *The Porterville Record*. Spanish-speaking residents in particular are served by the independently-owned weekly publication, *Vide en el Valle*, which has a subscriber base more than six times greater (58,606) than that of *The Porterville Recorder*. 14/

Given the presence of strong competition and the diversity of voices in the Fresno-Visalia DMA, grant of the limited waiver sought is consistent with Commission precedent and would serve the public interest by facilitating the prompt consummation of the proposed multi-station transaction and an orderly process for achieving compliance with the Commission's ownership rules.

13/ *Id.*

14/ *Id.*

Table C-1

Fresno-Visalia, California DMA

Television Broadcast Stations 15/

Full-Power Television Stations

	Call Sign (Network)	Facility ID	Community of License	Channel	Owner
1	KGMC (IND)	23302	Clovis	43	Gary M. Cocola Family Trust
2	KAIL (UPN)	67494	Fresno	53	Trans America Broadcasting Corp.
3	KFSN-TV (ABC)	8620	Fresno	30	Disney Enterprises Inc.
4	KGPE (CBS)	56034	Fresno	47	Clear Channel Communications Inc.
5	KSEE (NBC)	35594	Fresno	24	Granite Broadcasting Corp.
6	KVPT (PBS)	69733	Fresno	18	Valley Public Television Inc.
7	KFTV (UNV)	34439	Hanford	21	Univision Communications Inc.
8	KNSO (TMO)	58608	Merced	51	NBC Universal
9	KTFE-TV (TEL)	35512	Porterville	61	Univision Communications Inc.
10	KFRE-TV (WBN)	59013	Sanger	59	Pappas Telecasting Companies
11	KMPH (FOX)	51488	Visalia	26	Pappas Telecasting Companies
12	KNXT (ETV)	16950	Visalia	49	Diocese of Fresno Education Corp.

Low-Power Television Stations

	Call Sign	Station Type	Community of License	Channel	Owner
1	K07HA	Low Power	Camp Nelson, etc.	7	Springville Community TV Inc.
2	KJKZ-LP	Low Power	Coalinga	27	Gary M. Cocola Family Trust
3	K03HK	Low Power	Fresno	3	Three Angels Broadcasting Network Inc.
4	K56DZ	Low Power	Fresno	56	National Minority TV Inc.
5	KBID-LP	Low Power	Fresno	31	Gary M. Cocola Family Trust
6	KHSC-LP	Low Power	Fresno	16	Gary M. Cocola Family Trust
7	KJEO-LP	Low Power	Fresno	32	Gary M. Cocola Family Trust
8	KMSG-LP	Low Power	Fresno	55	Gary M. Cocola Family Trust
9	KSDI-LP	Low Power	Fresno	34	Gary M. Cocola Family Trust
10	KVHF-LP	Low Power	Fresno	4	Gary M. Cocola Family Trust
11	K02OH	Class A	Fresno	2	W. R. Portee
12	K12OZ	Class A	Fresno	12	Three Angels Broadcasting Network Inc.
13	KTFE-LP	Class A	Fresno	41	Univision Communications Inc.
14	KZMM-CA	Class A	Fresno	22	Caballero Acquisition Inc.
15	KHMM-CA	Class A	Hanford	14	Caballero Television LLC
16	K27GZ	Low Power	Mariposa	27	Trinity Broadcasting Network Inc.

15/ Source: *Television & Cable Factbook* online database, available at <http://www.factbookonline.com>, and FCC CDBS Database

Transferee's Exhibit 18-B
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	Call Sign	Station Type	Community of License	Channel	Owner
17	KMPH-CA	Class A	Merced-Mariposa	17	Pappas Telecasting Companies
18	K49EO	Low Power	Modesto	49	Trinity Broadcasting Network Inc.
19	K15CO	Low Power	Porterville	15	Trinity Broadcasting Network Inc.
20	KVVG-LP	Low Power	Porterville	54	Gary M. Cocola Family Trust
21	KCWB-LP	Low Power	Reedley	13	Gary M. Cocola Family Trust
22	K09VI	Low Power	Springville	9	Springville Community TV Inc.
23	KMCF-LP	Low Power	Visalia	35	Gary M. Cocola Family Trust
24	KFAZ-CA	Class A	Visalia	8	Gary M. Cocola Family Trust

Table C-2

Fresno-Visalia, California DMA

Radio Broadcast Stations 16/

FM Radio Stations

	Call Sign	Facility ID	Community of License	Owner
1	KBRE	11707	Atwater	Mapleton Communications LLC
2	KLBN	38455	Auberry	Lotus Communications Corp
3	KAAX	3365	Avenal	Lazer Broadcasting Corporation
4	KNTO	18858	Chowchilla	Gomez, Nelson F.
5	KOND	39567	Clovis	Univision Communications Inc
6	KDKL	85850	Coalinga	Educational Media Foundation
7	KFRP	89308	Coalinga	Family Stations Inc
8	KNGS	72672	Coalinga	Zawilla, William L
9	KBLO	54541	Corcoran	Mapleton Communications LLC
10	KSOF	54560	Dinuba	Clear Channel Communications
11	KMQA	3395	East Porterville	Moon Broadcasting Corp
12	KAJP	9993	Firebaugh	Lazer Broadcasting Corporation
13	KALZ	2097	Fowler	Clear Channel Communications
14	KFSR	8349	Fresno	California State University
15	KFJK	26933	Fresno	CBS Radio
16	KMGV	18409	Fresno	CBS Radio
17	KOQO-FM	29296	Fresno	CBS Radio
18	KSKS	26924	Fresno	CBS Radio
19	KWYE	18406	Fresno	CBS Radio
20	KHGE	48777	Fresno	Clear Channel Communications
21	KFNO	20924	Fresno	Family Stations Inc
22	KFCF	22641	Fresno	Fresno Free College Foundation
23	KJWL	31538	Fresno	JSA Broadcasting
24	KSJV	54496	Fresno	Radio Bilingue Inc
25	KVPR	72188	Fresno	White Ash Broadcasting Inc
26	KJFX	65773	Fresno	Wilks Broadcast Group LLC
27	KRDA	26266	Hanford	Univision Communications Inc
28	KGEN-FM	25970	Hanford	Azteca Broadcasting Corp
29	KRZR	48776	Hanford	Clear Channel Communications
30	KHRN	86866	Huron	Point Broadcasting Company
31	KOKO-FM	3970	Kerman	Big Broadcasting Inc
32	KBHH	82085	Kerman	Radio Campesina Inc
33	KWDS	94214	Kettleman City	Horizon Christian Fellowship (San Diego)
34	KFYE	18860	Kingsburg	Mapleton Communications LLC
35	KEFR	20997	Le Grand	Family Stations Inc
36	KZPO	37725	Lindsay	Lazer Broadcasting Corporation
37	KLVN	83610	Livingston	Educational Media Foundation

16/ Source: BIA Radio Market Report 2006

Transferee's Exhibit 18-B
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FCC Form 315, Section IV, Question 8(b)
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	Call Sign	Facility ID	Community of License	Owner
38	KSKD	1009	Livingston	Gomez, Nelson F.
39	KCJH	63466	Livingston	Your Christian Companion Network Inc
40	KQLB	70431	Los Banos	VLB Broadcasting Inc
41	KMMM	51845	Madera	Lotus Communications Corp
42	KUBB	7707	Mariposa	Buckley Broadcasting Corporation
43	KDJK	11241	Mariposa	Citadel Communications
44	KMEN	88205	Mendota	Moon Broadcasting Corp
45	KAMB	34427	Merced	Central Valley Broadcasting Co Inc
46	KBKY	78433	Merced	KM Communications Inc
47	KABX-FM	41173	Merced	Mapleton Communications LLC
48	KHPO	15099	Merced	Mapleton Communications LLC
49	KCIV	6504	Mount Bullion	Bott Radio Network
50	KLLE	31716	North Fork	Univision Communications Inc
51	KAAT	8341	Oakhurst	Moon Broadcasting Corp
52	KMAK	56145	Orange Cove	Smith, Richard B.
53	KHTN	20334	Planada	Buckley Broadcasting Corporation
54	KIOO	7708	Porterville	Buckley Broadcasting Corporation
55	KJZN	64144	San Joaquin	Wilks Broadcast Group LLC
56	KQKL	89071	Selma	Educational Media Foundation
57	KCRZ	37015	Tipton	Westcoast Broadcasting Inc
58	KBOS-FM	9748	Tulare	Clear Channel Communications
59	KJUG-FM	71714	Tulare	Westcoast Broadcasting Inc
60	KSEQ	7717	Visalia	Buckley Broadcasting Corporation
61	KFSO-FM	2099	Visalia	Clear Channel Communications
62	KDUV	12912	Visalia	Community Educational Broadcasting Inc
63	KARM	26360	Visalia	Harvest Broadcasting Co
64	KSLK	48657	Visalia	Moon Broadcasting Corp
65	KLOQ-FM	65374	Winton	Mapleton Communications LLC
66	KUFW	21210	Woodlake	National Farm Workers Service Center
67	KFRR	29051	Woodlake	Wilks Broadcast Group LLC

AM Radio Stations

	Call Sign	Facility ID	Community of License	Owner
1	KEYQ	2098	Fresno	Association for Community Education
2	KGEN	57446	Tulare	Azteca Broadcasting Corp
3	KFPT	29429	Clovis	CBS Radio
4	KMJ	26923	Fresno	CBS Radio
5	KRDU	54559	Dinuba	Clear Channel Communications
6	KCBL	9749	Fresno	Clear Channel Communications
7	KEZL	2096	Visalia	Clear Channel Communications
8	KLBS	19801	Los Banos	Ethnic Radio Inc
9	KFIG	26592	Fresno	Fat Dawgs 7 Broadcasting LLC
10	KBIF	9226	Fresno	Gore-Overgaard Broadcasting, Inc.
11	KIRV	48513	Fresno	Gore-Overgaard Broadcasting, Inc.
12	KJOP	31589	Lemoore	IHR Educational Broadcasting
13	KGST	38453	Fresno	Lotus Communications Corp
14	KTIQ	87180	Merced	Mapleton Communications LLC

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	Call Sign	Facility ID	Community of License	Owner
15	KYOS	41174	Merced	Mapleton Communications LLC
16	KWRU	18407	Fresno	Multicultural Radio Broadcasting Inc
17	KIGS	51122	Hanford	P&C Broadcasting
18	KQEQ	33252	Fowler	RAK Communications Inc
19	KAVT	87176	Fresno	RAK Communications Inc
20	KXEX	54960	Fresno	RAK Communications Inc
21	KYNO	65774	Fresno	Spanish Catholic Radio
22	KTIP	17388	Porterville	Stoneburner, Larry & Marilyn
23	KJUG	71716	Tulare	Westcoast Broadcasting Inc

Table C-3

Fresno-Visalia, California DMA

Cable Television Systems

Cable Market Summary 17/

Cable TV Households 256,2900
Cable Penetration 49%

Cable Systems in DMA 18/

	Cable Company	Community	County	No. Channels	Homes Passed	Number of Subscribers
1	Bright House Networks	Avenal	Kings	78	2,242	Not Available
2	Charter Communications	California Hot Springs	Tulare	32	487	157
3	Central Valley Cable	Chowchilla	Madera	36	2,000	1,375
4	Central Valley Cable	Coalinga	Fresno	60	3,800	2,300
5	Northland Cable Television	Coarsegold	Madera	36	1,032	452
6	Charter Communications	Earlimart	Tulare	36	Not Available	1,365
7	Northland Cable Television	Fish Camp	Mariposa	13	212	101
8	Comcast Cable	Fresno	Fresno	60	405,000	168,500
9	Comcast Cable	Huron	Fresno	36	800	350
10	Charter Communications	Jack Ranch/Posey	Tulare	32	318	110
11	Comcast Cable	Le Grand	Merced	33	Not Available	200
12	Northland Cable Television	Lushmeadows	Mariposa	24	419	206
13	Northland Cable Television	Mariposa	Mariposa	37	956	311
14	Comcast Cable	Merced	Merced	40	38,000	24,000
15	Northland Cable Television	Oakhurst	Madera	52	4,387	2,185
16	Comcast Cable	Planada	Merced	36	650	220
17	Charter Communications	Porterville	Tulare	39	40,860	14,500
18	Comcast Cable	Riverdale	Fresno	36	600	169
19	Suddenlink	Shaver Lake	Fresno	42	1,076	962

17/ Source: *Broadcast & Cable Yearbook 2006*

18/ Source: *Television & Cable Factbook* online database available at <http://www.factbookonline.com>

Table C-4

Fresno-Visalia, California DMA

Newspapers

Newspaper Market Summary 19/

Total Households	544,600
Total Daily Newspapers Sold (Penetration)	248,858 (45.7%)
Total Sunday Newspapers Sold (Penetration)	220,347 (40.5%)

Daily Newspapers Published in DMA 20/

	Title	City	M-F Circulation (Total)	Sunday Circulation (Total)
1	<i>The Fresno Bee</i>	Fresno	157,136	185,091
2	<i>The Hanford Sentinel</i>	Hanford	13,001	13,660
3	<i>Madera Tribune</i>	Madera	4,411	N/A
4	<i>Merced Sun-Star</i>	Merced	16,746	N/A
5	<i>The Porterville Recorder</i>	Porterville	9,202	N/A
6	<i>Visalia Times-Delta</i>	Visalia	21,013	N/A

Weekly Newspapers Published in DMA 21/

	Title	City	Weekly Circulation (Total)
1	<i>Corcoran Journal</i>	Corcoran	2,000
2	<i>The California Advocate</i>	Fresno	33,013
3	<i>Vide en el Valle</i>	Fresno	58,606
4	<i>Central Valley Guide</i>	Hanford	13,000
5	<i>Atwater Signal</i>	Merced	15,000
6	<i>The Weekly Shopper</i>	Visalia	12,717
7	<i>Senior Advocate</i>	Visalia	25,150

19/ Source: *SRDS Circulation 2006*

20/ Source: *Editor & Publisher International Yearbook* online directory available at <http://www.editorandpublisher.com>

21/ *Id.*