

Exhibit 1 Amendment

On April 10, 2006, Media General Communications, Inc. (“Media General Communications”) and various affiliates of NBC Universal, Inc. (“NBCU”) filed the instant application and three related applications for Commission consent to the assignments of the licenses for the following television stations:

- WCMH-TV, Columbus, Ohio (File No. BALCT-20060410AEB)
- WNCN(TV), Goldsboro, North Carolina (File No. BALCT-20060410AEH)
- WVTM-TV, Birmingham, Alabama (File No. BALCT-20060410AEK)
- WJAR(TV), Providence, Rhode Island (File No. BALCT-2060410ADY)

As noted in these applications, the proposed assignments comply with the Commission multiple and cross-ownership rules except in the Birmingham, Alabama, television market, where Media General Communications is the licensee of WIAT(TV), Birmingham, Alabama. Accordingly, in the instant application, Media General requests a temporary waiver for a period of six months from the date of consummation of the assignment of the WVTM-TV licenses to come into compliance with Section 73.5555(b) of the Commission’s Rules, the so-called “television duopoly” rule, in the Birmingham, Alabama television market. By this amendment, Media General provides the Commission with additional information in support of its requested temporary waiver.

Marketing of WIAT(TV). As it pledged in its waiver request, Media General has commenced aggressive efforts to market WIAT(TV). Concurrently with its filing of the waiver request on April 10, 2006, Media General determined that it would divest not only WIAT(TV), but also three other top-ranked CBS affiliated television stations.¹ To that end, Media General retained Stephens Inc. as its financial advisor to assist in the divestiture transaction. Stephens, Inc. began its marketing efforts for WIAT(TV) on the day that Media General and NBCU announced their proposed transaction, and, over the past month, Stephens, Inc. has been actively engaged in seeking a buyer for WIAT(TV).

Media General and its advisors have collected thousands of pages of due diligence materials for interested buyers. The due diligence team has included Media General’s entire in-house legal department; vice presidents and directors in all pertinent areas (i.e., operations, sales, finance, tax, real estate, human resources, and programming); management of the four sale stations; and numerous other employees throughout the company. The due diligence efforts have involved and continue to involve more than a dozen outside professionals as well as on-site data collection visits.

Media General has emphasized to all interested parties the importance of an expeditious closing and the need for potential buyers to be able to conduct due diligence and negotiate final agreements in a timely and efficient manner. To further facilitate the prompt divestiture of WIAT(TV), Media General made three critical decisions. First, it elected to offer the stations for sale, including WIAT(TV), without the customary qualification that the station sales be contingent on Media General’s acquisition of the NBCU television stations, or that the assets be sold as a group to a

¹ The other television stations are KWCH-TV and its three satellite stations in Wichita-Hutchinson, KS (the 67th ranked DMA); WDEF-TV in Chattanooga, TN (the 86th ranked DMA); and KIMT-TV in Mason City, IA (the 152nd ranked DMA).

single purchaser. Second, it determined to structure the divestitures as asset sales rather than stock sales. Third, it decided to offer the stations for sale through a competitive bidding process.

Over the past few weeks, Media General and its advisors prepared and finalized a lengthy Confidential Information Memorandum to assist interested parties in deciding whether to proceed with a further investigation of the stations offered for sale. To date, approximately 20 interested parties, including both experienced broadcasters and financial entities, have contacted Stephens about WIAT(TV) and/or the other stations offered for sale. Stephens has distributed Confidentiality Agreements to many of these interested parties. As of today, 15 parties have entered into Confidentiality Agreements with Media General, and most of these parties have received or soon will receive the Confidential Information Memorandum. Media General anticipates entering into additional Confidentiality Agreements and distributing additional copies of the Confidential Information Memorandum in the next few days.

Media General expects preliminary bids by May 31, 2006. It furthermore anticipates filing an application to assign the WIAT(TV) license to a third party shortly after the beginning of the third quarter of 2006. Subject to Commission consent and satisfaction of other conditions, Media General anticipates completing the divestiture of WIAT(TV) (and the other CBS affiliates offered for sale) before the end of the fourth quarter of this year.

Independent operation of WVTM-TV and WIAT(TV). In the waiver request, Media General committed to operating WIAT(TV) and WVTM-TV separately during the waiver period by maintaining the separate management, programming and sales operations of the two stations.

Since the filing of the waiver request, Media General has drafted a comprehensive policy ensuring the insulation of proprietary and confidential information of each station. Under this policy, the local management and the employees of the respective stations will not meet, confer, collaborate, or otherwise communicate with respect to any aspects of the stations' programming, personnel, finances, sales, or day-to-day operations. In addition, local management will report to different operational vice presidents who will not share with each other information about the Birmingham station under their direction. Local sales and national sales at the stations will be overseen by different local account reps and managers as well as different national sales representatives.

Consequently, Media General submits that its plans to operate the television stations separately meet or exceed the commitments offered by applicants in prior cases in which the Commission or the Bureau has authorized temporary waivers of the television duopoly rule in multi-market transactions.²

Conclusion. Media General has and will continue to market WIAT(TV) aggressively. Media General will amend this application again as appropriate to advise the Commission of additional developments.

² See, e.g., *New City Communications, Inc.*, 12 FCC Rcd 3929, 3952 (1997); *Capital Cities/ABC, Inc. (Transferor) and the Walt Disney Company (Transferee)*, 11 FCC Rcd 5841, 5872 (1996); *Multimedia, Inc.*, 11 FCC Rcd 4883, 4887 (1995); Memorandum Opinion and Order, Applications for Transfer of Control of The Liberty Corporation, File No BTCCT-20050909ADC et al., DA 06-72 (released January 17, 2006) at ¶ 6.