

SECTION III
EXHIBIT 15

Multiple Ownership

KMBC Hearst-Argyle Television, Inc., an affiliated company of the Assignee as described in Exhibit 13, is the licensee of KMBC-TV, Kansas City, Missouri. Both KCWE(TV) and KMBC-TV are located in the Kansas City, Missouri, Designated Market Area (“DMA”).

While acquisition of KCWE(TV) will result in Assignee and related parties to this application having attributable interests in two commercial television stations located in the Kansas City DMA, KCWE(TV) is not ranked among the top four stations in the DMA and at least 8 independently owned and operating, full-power commercial and noncommercial TV stations would remain post-acquisition in the DMA.

As set forth in the following chart, KCWE(TV) is ranked 5th in the DMA, and post-acquisition there would be 8 independently owned and operating TV stations:

KANSAS CITY DMA POST-ACQUISITION					
“Voice”	Owner	Station	Affil.	Rank*	Share (9a -Mid)*
1	Hearst Affiliate	KMBC-TV	ABC	2	13%
	Hearst Affiliate	KCWE	UPN	5, tied	3%
2	Central Missouri State University	KMOS-TV	ETV	-	0%
3	Meredith Corporation	KCTV	CBS	1	16%
4	The News Corp. Limited	WDAF-TV	Fox	3	12%
5	Paxson Communications Corp.	KPXE	PAX	-	0%
6	Public TV 19 Inc	KCPT	ETV	5, tied	3%
7	Scripps Howard Broadcasting Co.	KSHB-TV	NBC	4	9%
	Scripps Howard Broadcasting Co.	KMCI	IND	8	2%
8	Sinclair Broadcast Group, Inc.	KSMO-TV	WB	5, tied	3%
Sources: Television & Cable Factbook 2005 Broadcasting & Cable Yearbook 2005 * May 2005 Total Day Ratings (9:00 AM – 12:00 Mid) as measured by Nielsen Media Research.					

Accordingly, the proposed assignment complies with Section 73.3555 of the Commission’s rules. Indeed, the proposed assignment would effectively maintain the ownership “voice” status quo in the Kansas City DMA since, as described in Exhibit 14, an affiliated company of the Assignee presently operates KCWE(TV) pursuant a grandfathered time brokerage agreement.

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