

## **EXHIBIT 1**

### **SUPPLEMENT TO ASSIGNEE EXHIBIT 14: REQUEST FOR DUOPOLY WAIVER UNDER SECTION 73.3555(b)**

This Application seeks the Commission's consent to the assignment of the license for UHF Television Station WASV-TV, Channel 62, Asheville, North Carolina ("WASV"), from Pappas Telecasting of the Carolinas, a California Limited Partnership to Media General Broadcasting of South Carolina Holdings, Inc. ("MGSC Holdings"), an indirect wholly-owned subsidiary of Media General, Inc. (collectively with MGSC Holdings, "Media General"). As disclosed in this Application, Media General owns VHF Television Station WSPA-TV, Channel 7, Spartanburg, South Carolina ("WSPA") pursuant to its acquisition of Spartan Communications, Inc. ("Spartan"), effective March 27, 2000. This Application also includes a request for waiver of the Commission's Duopoly Rule to permit Media General's common ownership of WASV and WSPA, which are licensed to the same Nielsen Designated Market Area. By this Amendment, Media General hereby supplements the waiver request (Assignee Exhibit 14) as described herein.

The waiver request identified a number of broadcast and non-broadcast public interest benefits that have flowed as a direct result of the current operation of WSPA and WASV and that can only be continued if the common ownership of WSPA and WASV is allowed. To name just two examples, WSPA's resources allow WASV to dedicate four hours of its weekly broadcast schedule to "core" children's programming and to produce and air a quarterly, prime-time program directed to local teenagers entitled "Speak Your Peace."

In addition to the programming Media General has already added to WASV, Media General will commit to develop a new thirty-minute newscast for WASV upon its acquisition of the station, with a possible start date in the first quarter of 2002. Tentatively, Media General

intends to develop a news format that, unlike others in the market, targets younger viewers.

WASV would broadcast the newscast Monday through Friday during prime time.

A local weekday newscast for WASV would mark the first ever regularly scheduled news program in WASV's history. It also would represent one of the few UPN-affiliate newscasts in a market below the Top 30. Media General's pledge to institute the costly addition of a regular newscast at WASV reflects Media General's strong institutional commitment to local viewers. Significantly, however, this pledge to produce, staff, and broadcast a regular newscast at a station as small as WASV is made possible only by Media General's ability to deploy critical financial, personnel, and technical resources from WSPA and to rely on the efficiencies of joint operation.

As detailed in the Application, it is only the combined operation of WSPA and WASV that allows WASV to provide the broad range of exemplary service it now delivers to the local community, from its vastly improved technical facilities to its abundance of local outreach and programming. Similarly, Media General's pledge to create a new weekday, prime time newscast at WASV further demonstrates the tangible and verifiable public interest benefits that are achievable only through the common ownership of WSPA and WASV.

The waiver request, as hereby supplemented, confirms that all of the criteria of the Commission's "failing station" waiver standard are solidly met. As such, the proposed WSPA/WASV duopoly is at least presumptively in the public interest. The Commission should promptly grant the Application.