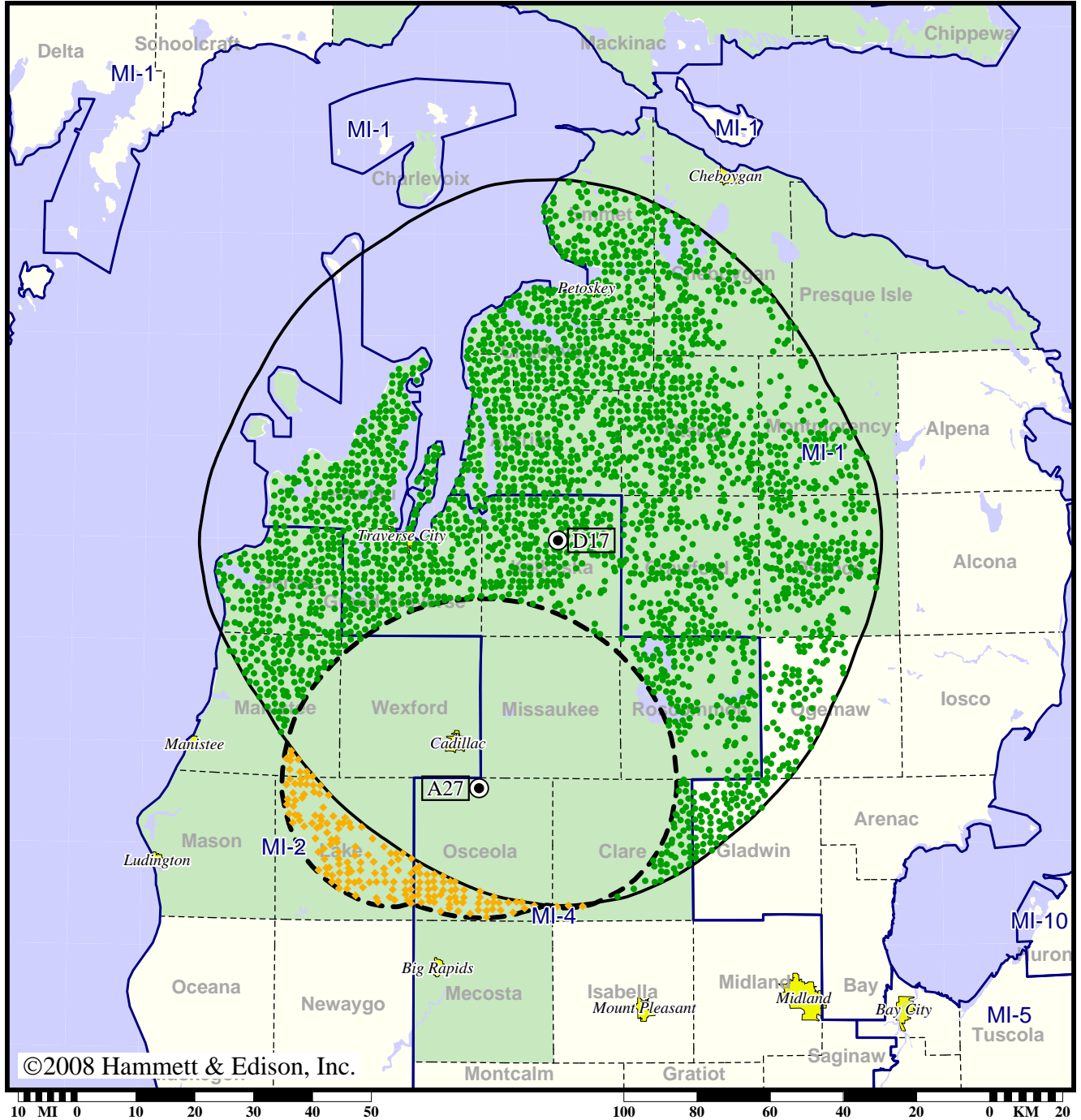


TV Station WCMV • Analog Channel 27, DTV Channel 17 • Cadillac, MI

Expected Change In Coverage: Licensed Operation

Licensed (solid): 338 kW ERP at 393 m HAAT, Network: PBS
vs. Analog (dashed): 274 kW ERP at 180 m HAAT, Network: PBS

Market: Traverse City-Cadillac, MI



- Coverage gained after DTV transition
- (no symbol) No change in coverage
- ◆ Coverage lost but still served by same network

Traverse City-Cadillac, MI

WCMV

Population Receiving Analog Service	99,193
Population Receiving Digital Service.....	388,768

The following statistics pertain only to the area outside the analog service contour:

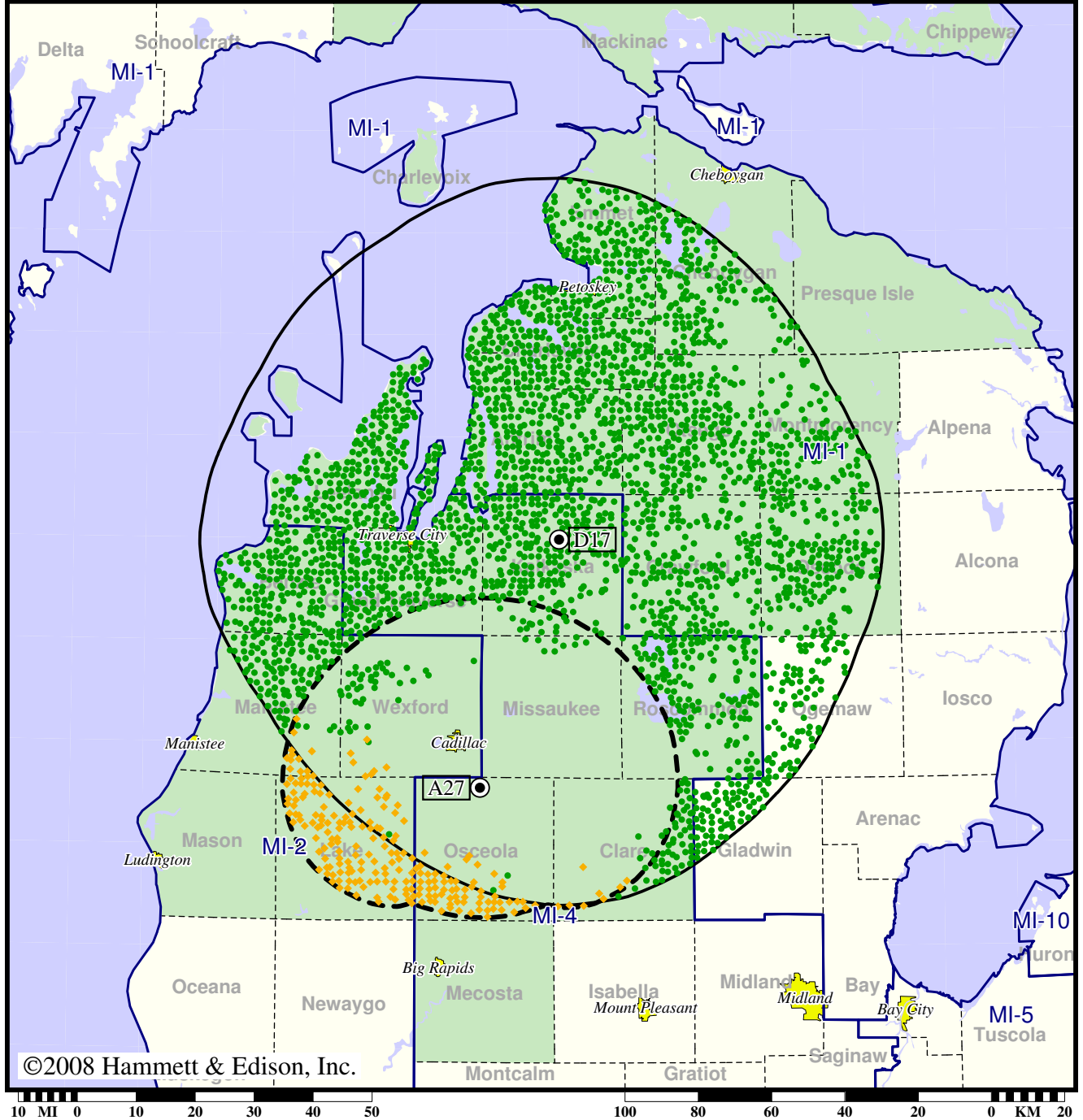
Analog Population Losing Service	11,919
Population Gaining Digital Service	297,825
Net Gain	285,906

TV Station WCMV • Analog Channel 27, DTV Channel 17 • Cadillac, MI

Expected Change In Coverage: Licensed Operation

Licensed (solid): 338 kW ERP at 393 m HAAT, Network: PBS
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Traverse City-Cadillac, MI

WCMV

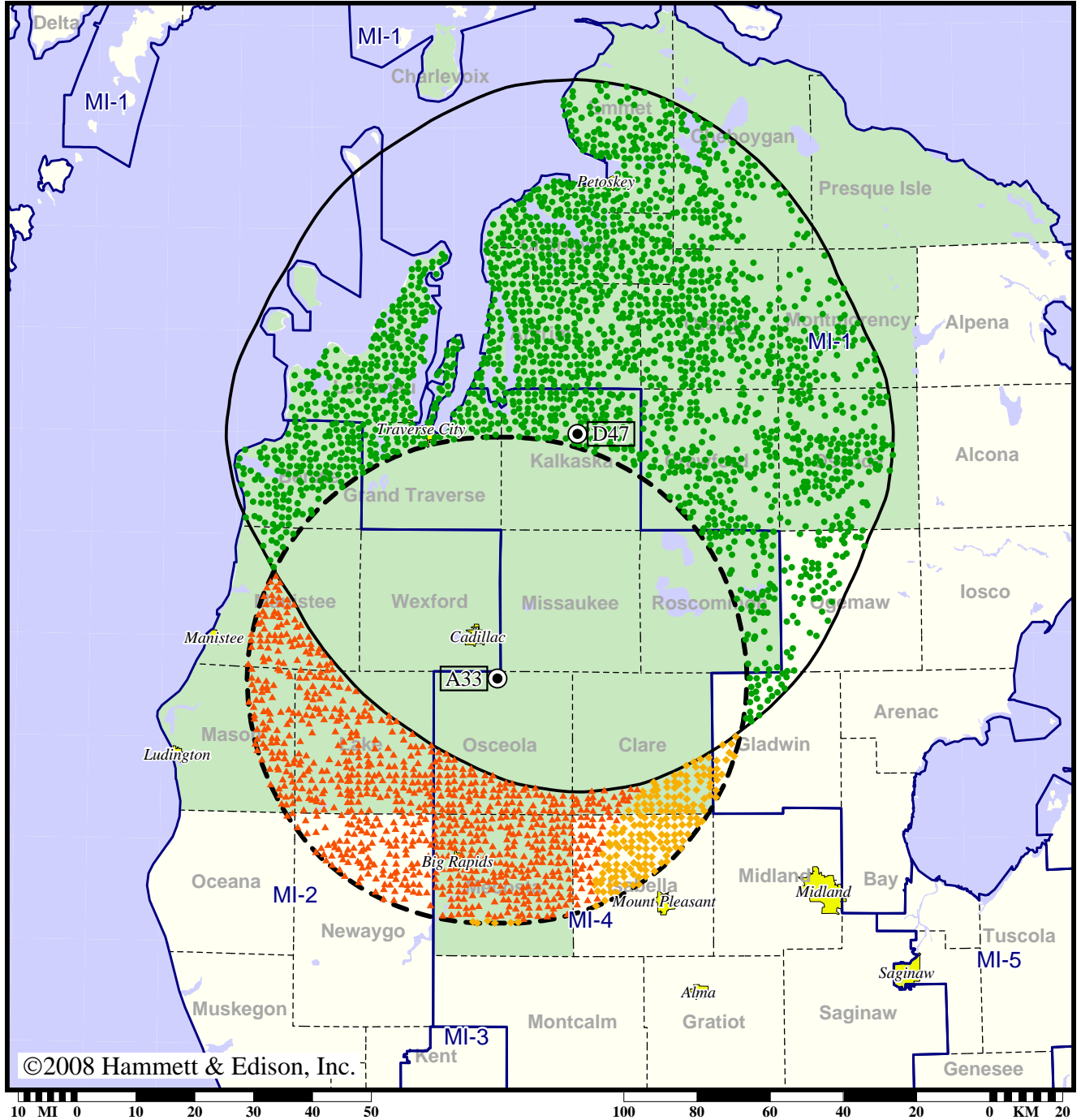
Population Receiving Analog Service	99,193
Population Receiving Digital Service.....	388,768
Analog Population Losing Service	15,302
Population Gaining Digital Service	304,877
Net Gain	289,575

Station WFQX-TV • Analog Channel 33, DTV Channel 47 • Cadillac, MI

Expected Change In Coverage: Licensed Operation

Licensed (solid): 500 kW ERP at 393 m HAAT, Network: Fox
vs. Analog (dashed): 776 kW ERP at 297 m HAAT, Network: Fox

Market: Traverse City-Cadillac, MI



- Coverage gained after DTV transition
- (no symbol) No change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

Traverse City-Cadillac, MI

WFQX-TV

Population Receiving Analog Service	226,977
Population Receiving Digital Service.....	372,138

The following statistics pertain only to the area outside the analog service contour:

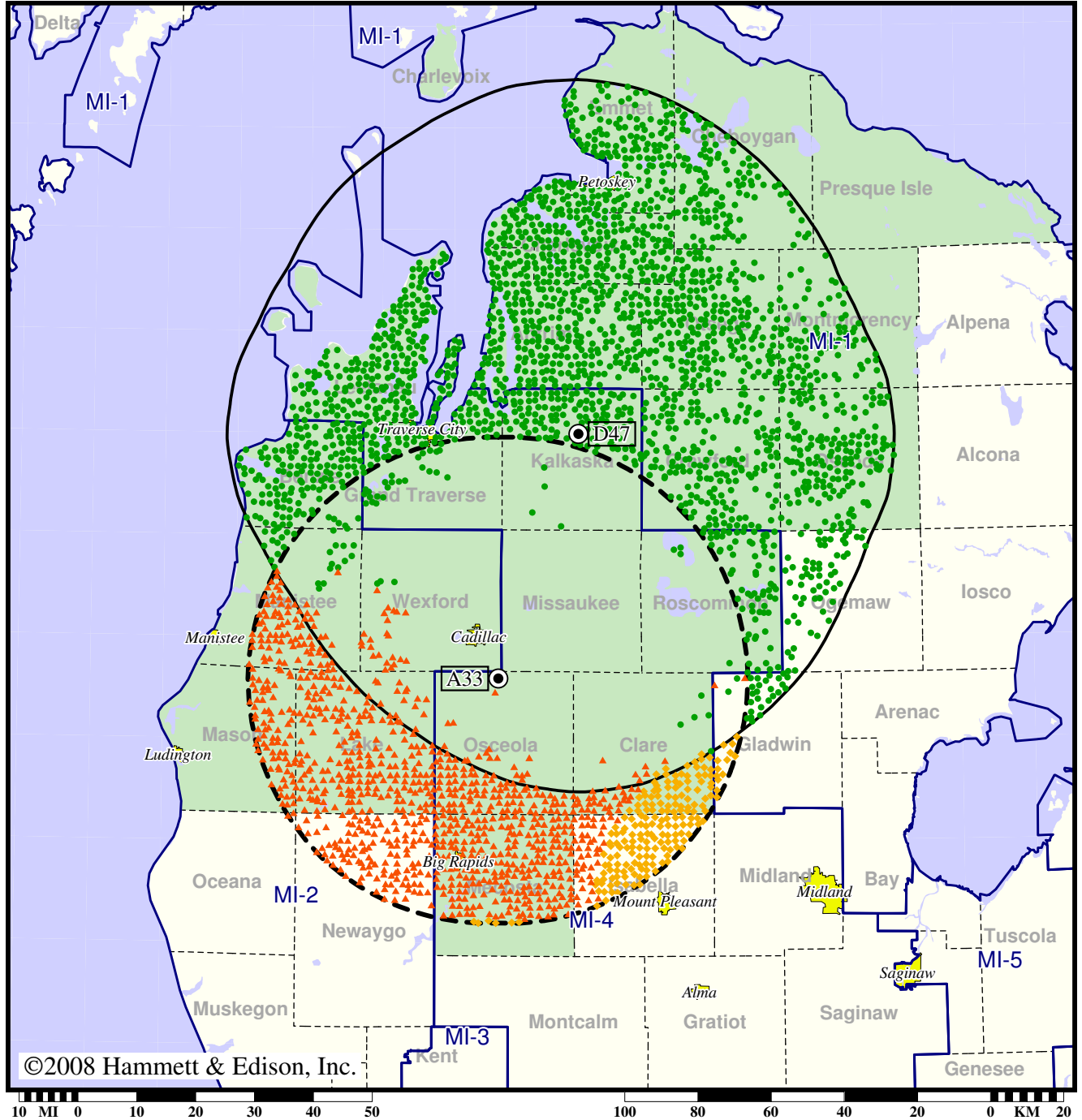
Analog Population Losing Service	88,223
Population Gaining Digital Service	233,983
Net Gain	145,760

Station WFQX-TV • Analog Channel 33, DTV Channel 47 • Cadillac, MI

Expected Change In Coverage: Licensed Operation

Licensed (solid): 500 kW ERP at 393 m HAAT, Network: Fox
vs. Analog (dashed): 776 kW ERP at 297 m HAAT, Network: Fox

Market: Traverse City-Cadillac, MI



- Coverage gained after DTV transition
- (no symbol) No change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

Traverse City-Cadillac, MI

WFQX-TV

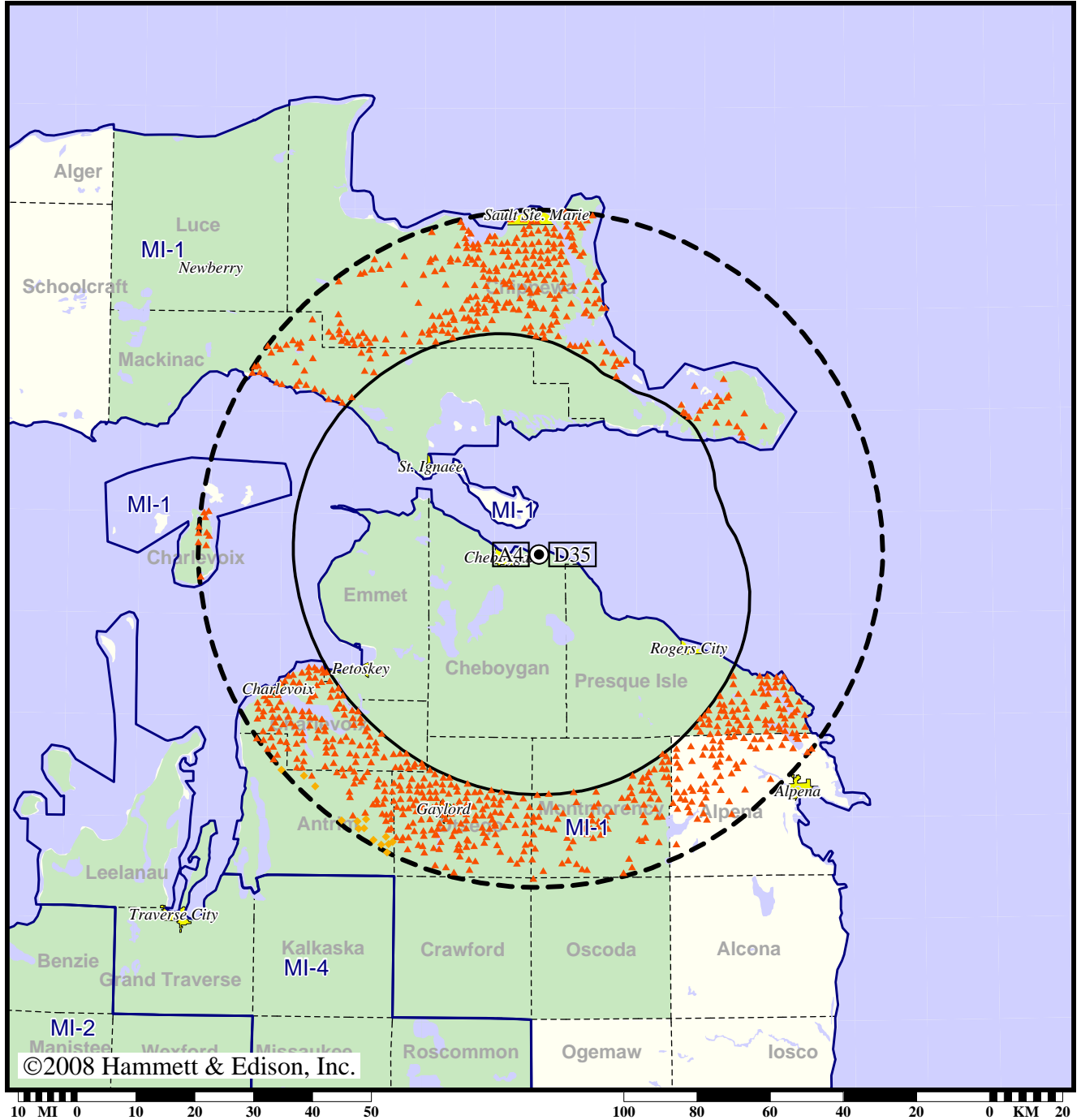
Population Receiving Analog Service	226,977
Population Receiving Digital Service.....	372,138
Analog Population Losing Service	93,207
Population Gaining Digital Service	238,368
Net Gain	145,161

Station WTOM-TV • Analog Channel 4, DTV Channel 35 • Cheboygan, MI

Expected Change In Coverage: Licensed Operation

Licensed (solid): 78.0 kW ERP at 168 m HAAT, Network: NBC
vs. Analog (dashed): 100 kW ERP at 189 m HAAT, Network: NBC

Market: Traverse City-Cadillac, MI



- (no symbol) No change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

Traverse City-Cadillac, MI

WTOM-TV

Population Receiving Analog Service	149,538
Population Receiving Digital Service.....	78,929

The following statistics pertain only to the area outside the analog service contour:

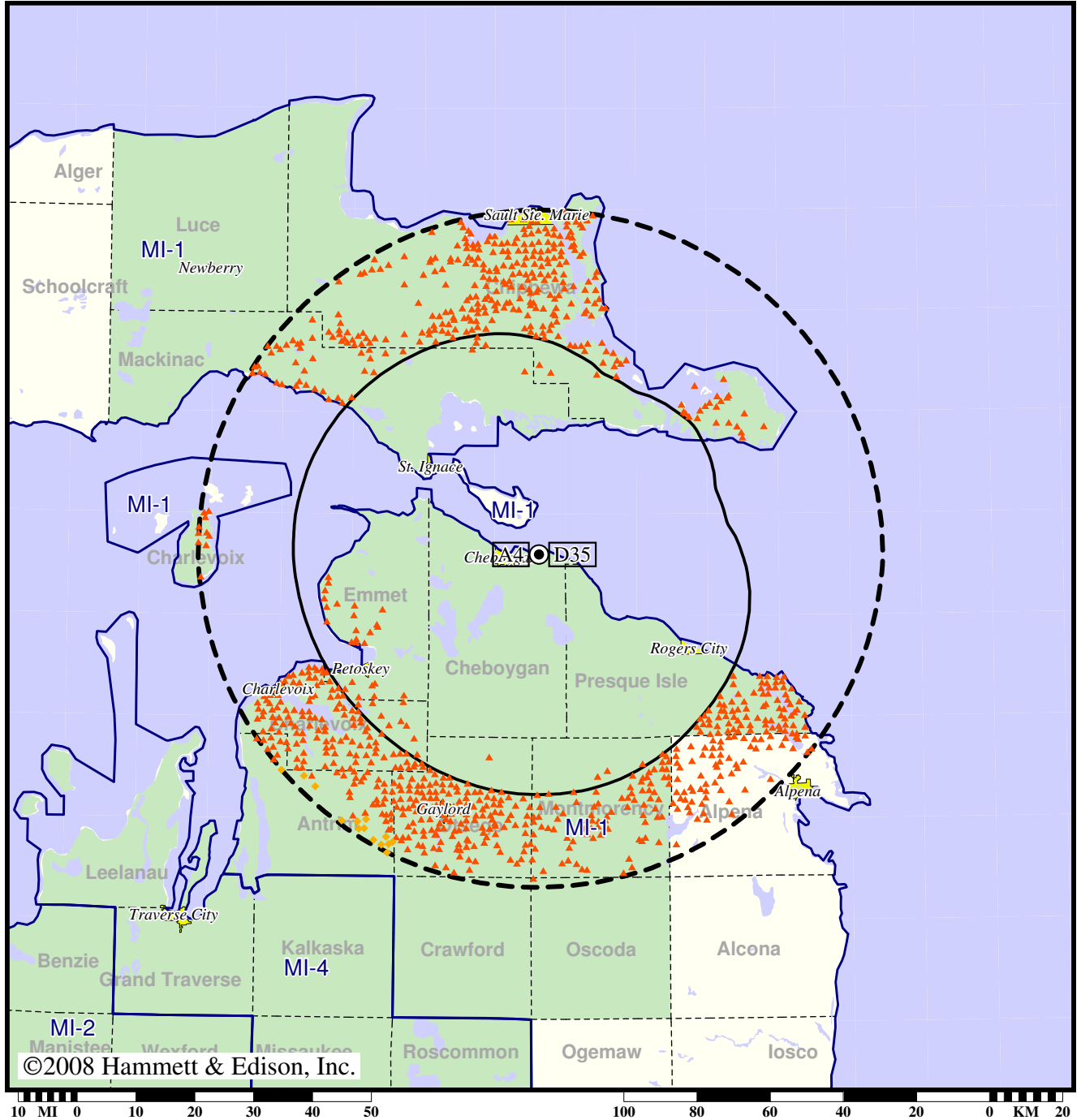
Analog Population Losing Service	66,311
Population Gaining Digital Service	0
Net Gain	-66,311

Station WTOM-TV • Analog Channel 4, DTV Channel 35 • Cheboygan, MI

Expected Change In Coverage: Licensed Operation

Licensed (solid): 78.0 kW ERP at 168 m HAAT, Network: NBC
vs. Analog (dashed): 100 kW ERP at 189 m HAAT, Network: NBC

Market: Traverse City-Cadillac, MI



- (no symbol) No change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

Traverse City-Cadillac, MI

WTOM-TV

Population Receiving Analog Service	149,538
Population Receiving Digital Service.....	78,929
Analog Population Losing Service	70,609
Population Gaining Digital Service	0
Net Gain	-70,609