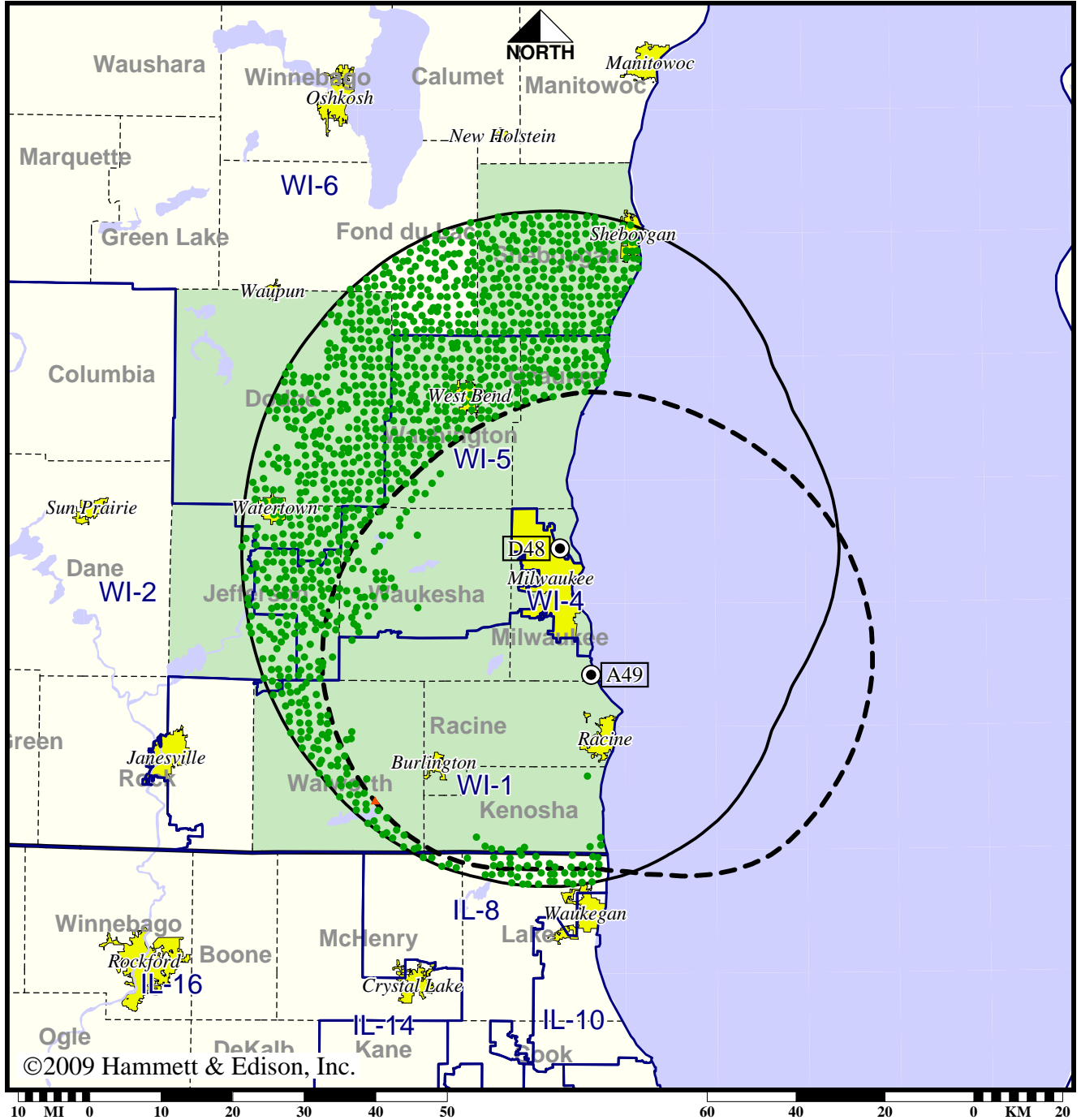


Station WBME-TV • Analog Channel 49, DTV Channel 48 • Racine, WI

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 100 kW ERP at 300 m HAAT
 vs. Analog (dashed): 2570 kW ERP at 149 m HAAT

Market: Milwaukee, WI



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

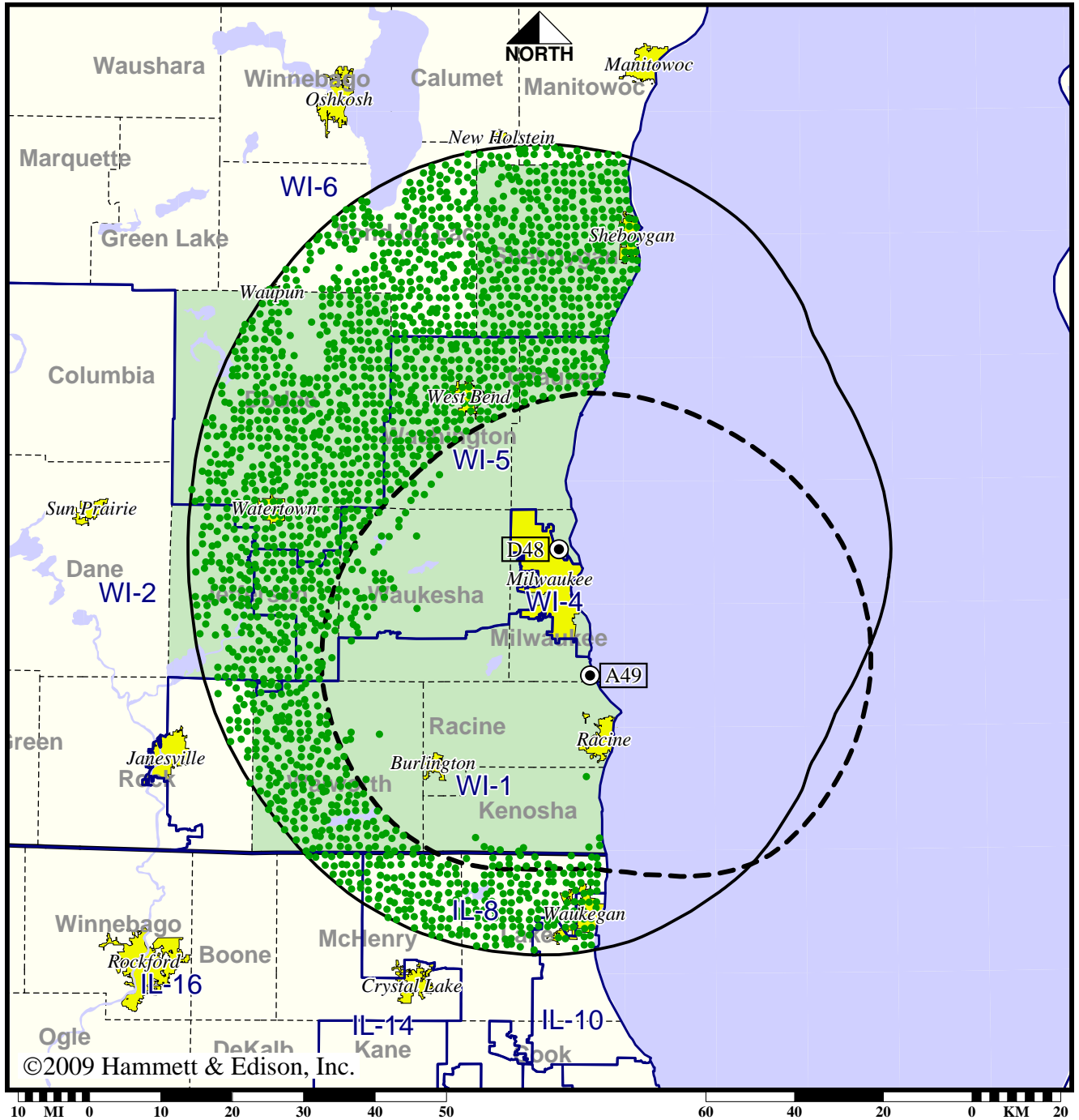
Analog service	1,760,371 persons
Digital service	2,118,719
Analog loss	4,012
Digital gain	362,360
Net gain	358,348

Station WBME-TV • Analog Channel 49, DTV Channel 48 • Racine, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 850 kW ERP at 298 m HAAT
 vs. Analog (dashed): 2570 kW ERP at 149 m HAAT

Market: Milwaukee, WI



©2009 Hammett & Edison, Inc.

- Coverage gained after DTV transition
- No symbol = no change in coverage

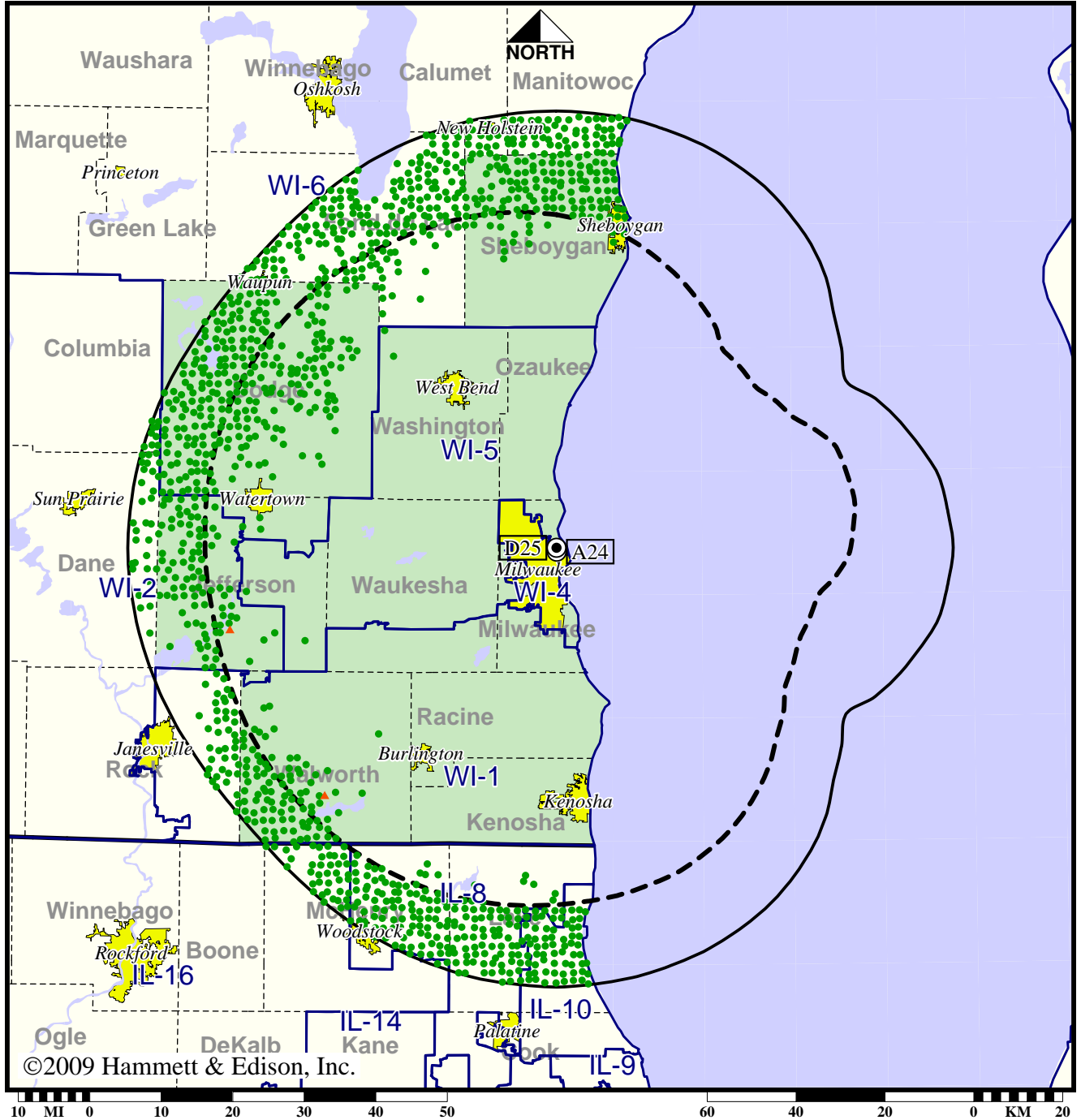
Analog service	1,760,371 persons
Digital service	2,642,479
Analog loss	0
Digital gain	882,108
Net gain	882,108

Station WCGV-TV • Analog Channel 24, DTV Channel 25 • Milwaukee, WI

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 625 kW ERP at 340 m HAAT
 vs. Analog (dashed): 3020 kW ERP at 313 m HAAT

Market: Milwaukee, WI



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

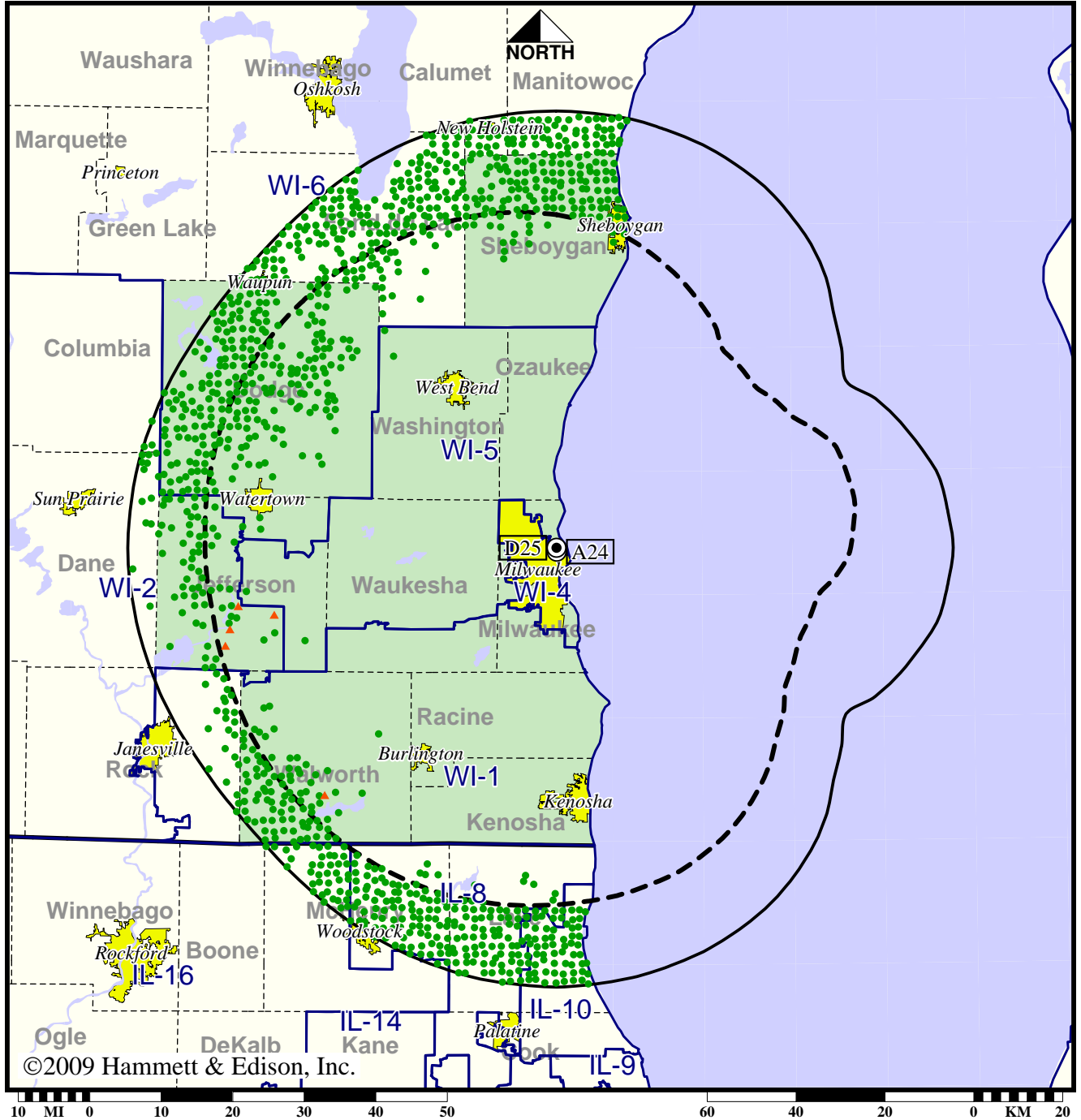
Analog service	2,220,156 persons
Digital service	2,873,850
Analog loss	368
Digital gain	654,062
Net gain	653,694

Station WCGV-TV • Analog Channel 24, DTV Channel 25 • Milwaukee, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 625 kW ERP at 340 m HAAT
 vs. Analog (dashed): 3020 kW ERP at 313 m HAAT

Market: Milwaukee, WI



©2009 Hammett & Edison, Inc.

- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

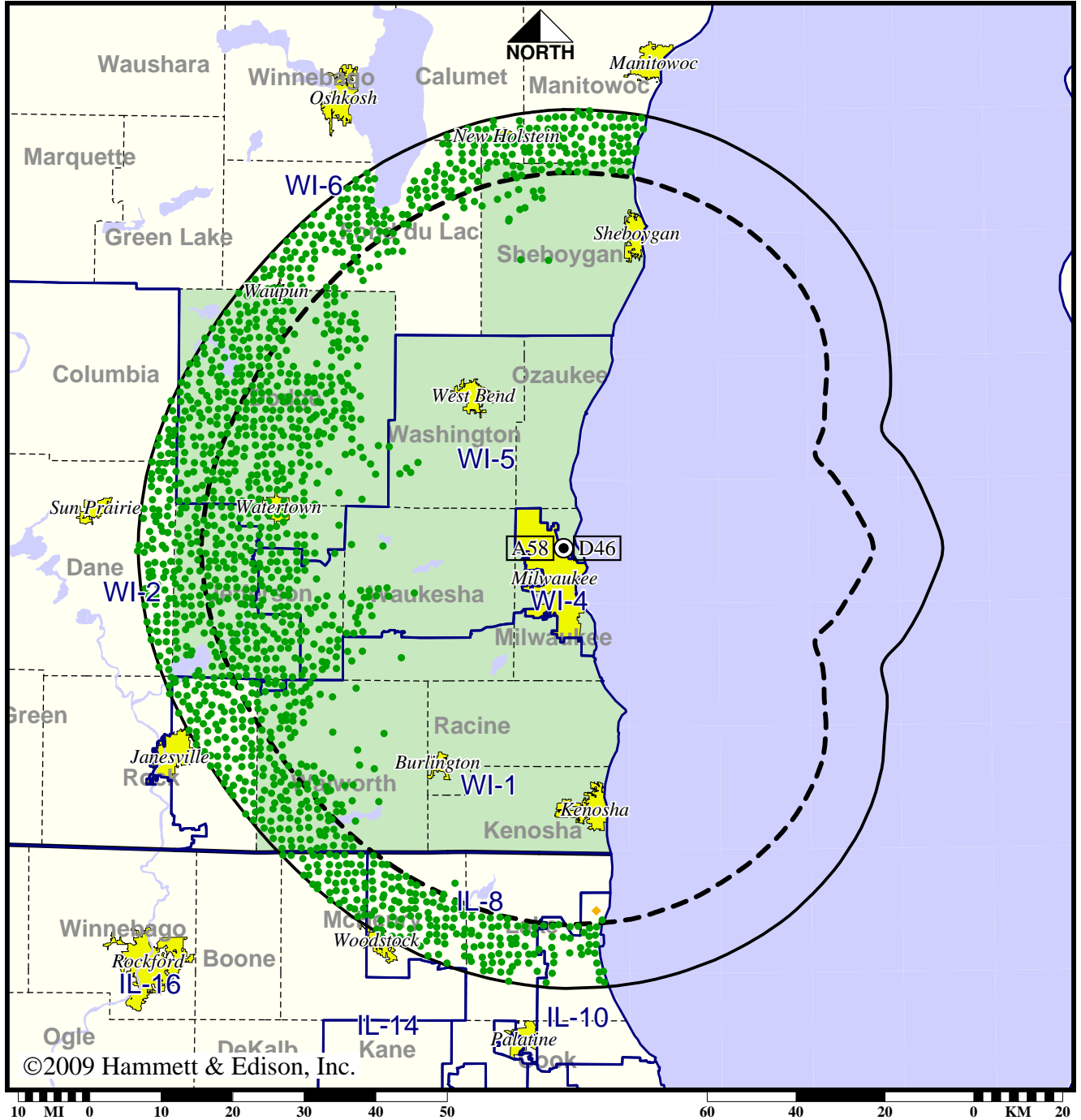
Analog service	2,220,156 persons
Digital service	2,849,484
Analog loss	850
Digital gain	630,178
Net gain	629,328

Station WDJT-TV • Analog Channel 58, DTV Channel 46 • Milwaukee, WI

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 1000 kW ERP at 322 m HAAT, Network: CBS
 vs. Analog (dashed): 5000 kW ERP at 339 m HAAT, Network: CBS

Market: Milwaukee, WI



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

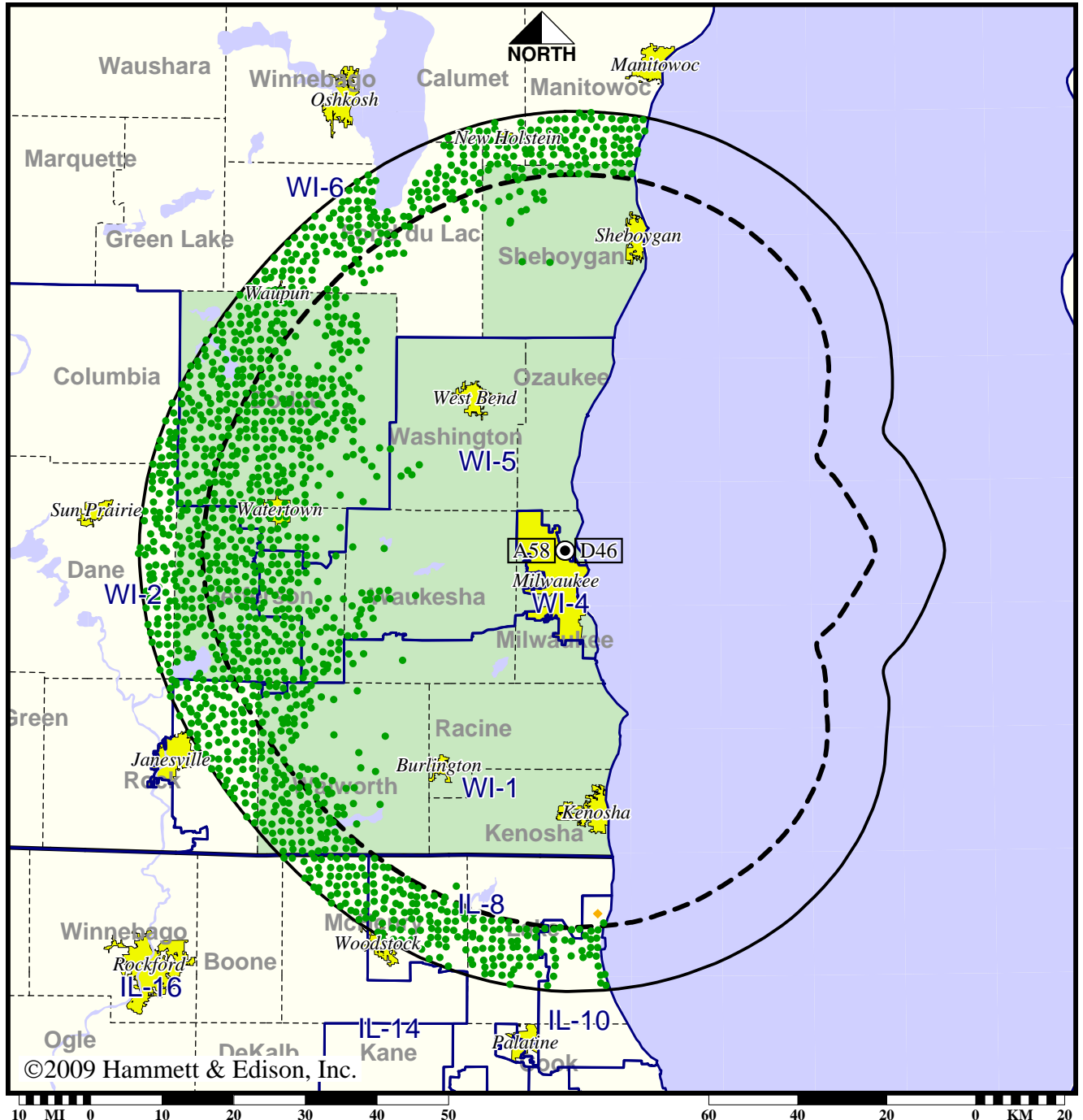
Analog service	2,287,270 persons
Digital service	2,814,969
Analog loss	11,400
Digital gain	539,099
Net gain	527,699

Station WDJT-TV • Analog Channel 58, DTV Channel 46 • Milwaukee, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 1000 kW ERP at 322 m HAAT, Network: CBS
 vs. Analog (dashed): 5000 kW ERP at 339 m HAAT, Network: CBS

Market: Milwaukee, WI



©2009 Hammett & Edison, Inc.

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

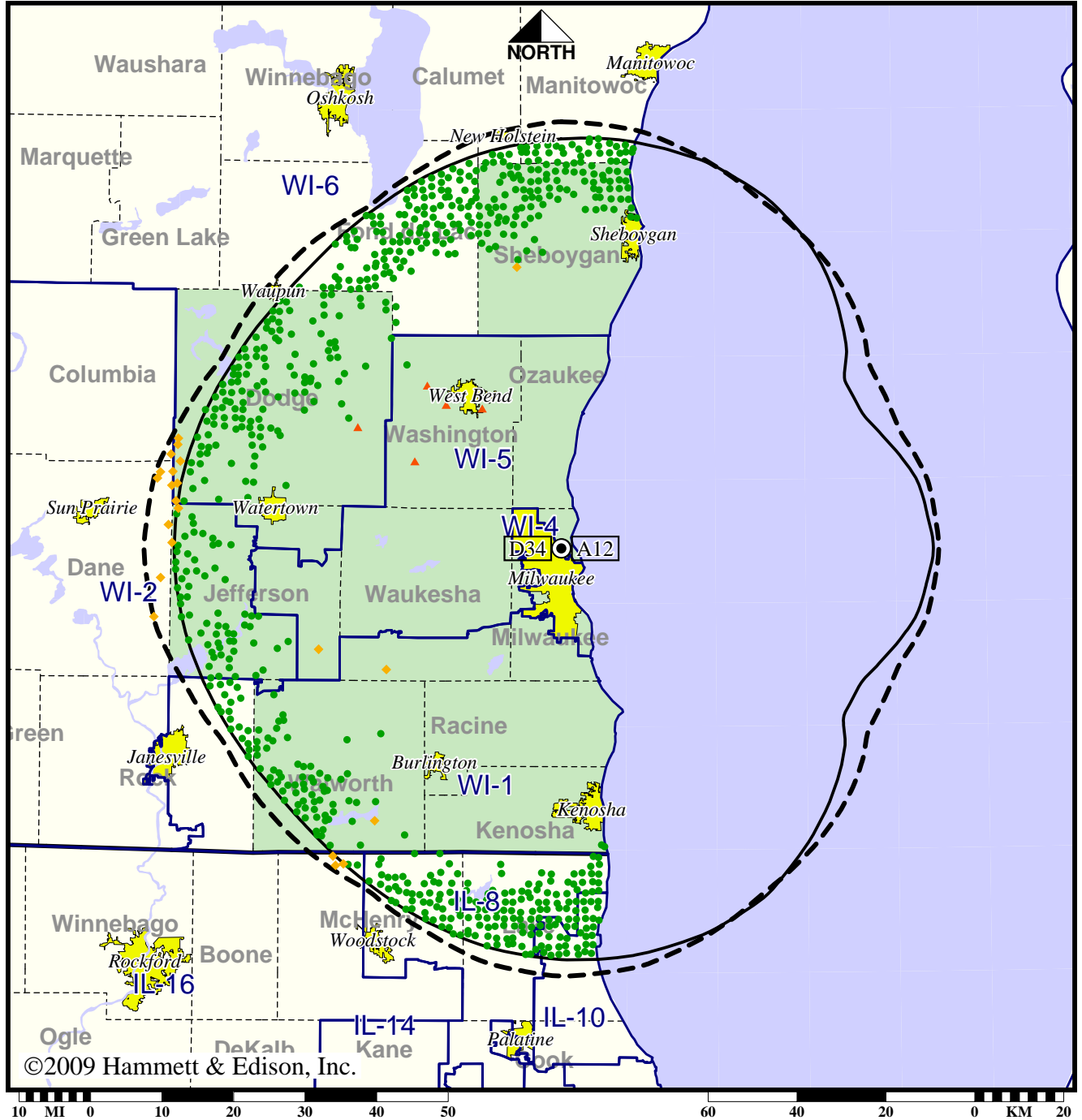
Analog service	2,287,270 persons
Digital service	2,812,638
Analog loss	11,400
Digital gain	536,768
Net gain	525,368

Station WISN-TV • Analog Channel 12, DTV Channel 34 • Milwaukee, WI

Expected Operation on June 13: Licensed

Digital License (solid): 863 kW ERP at 263 m HAAT, Network: ABC
 vs. Analog (dashed): 316 kW ERP at 303 m HAAT, Network: ABC

Market: Milwaukee, WI



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10 MI 0 10 20 30 40 50 60 40 20 0 KM 20

- 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

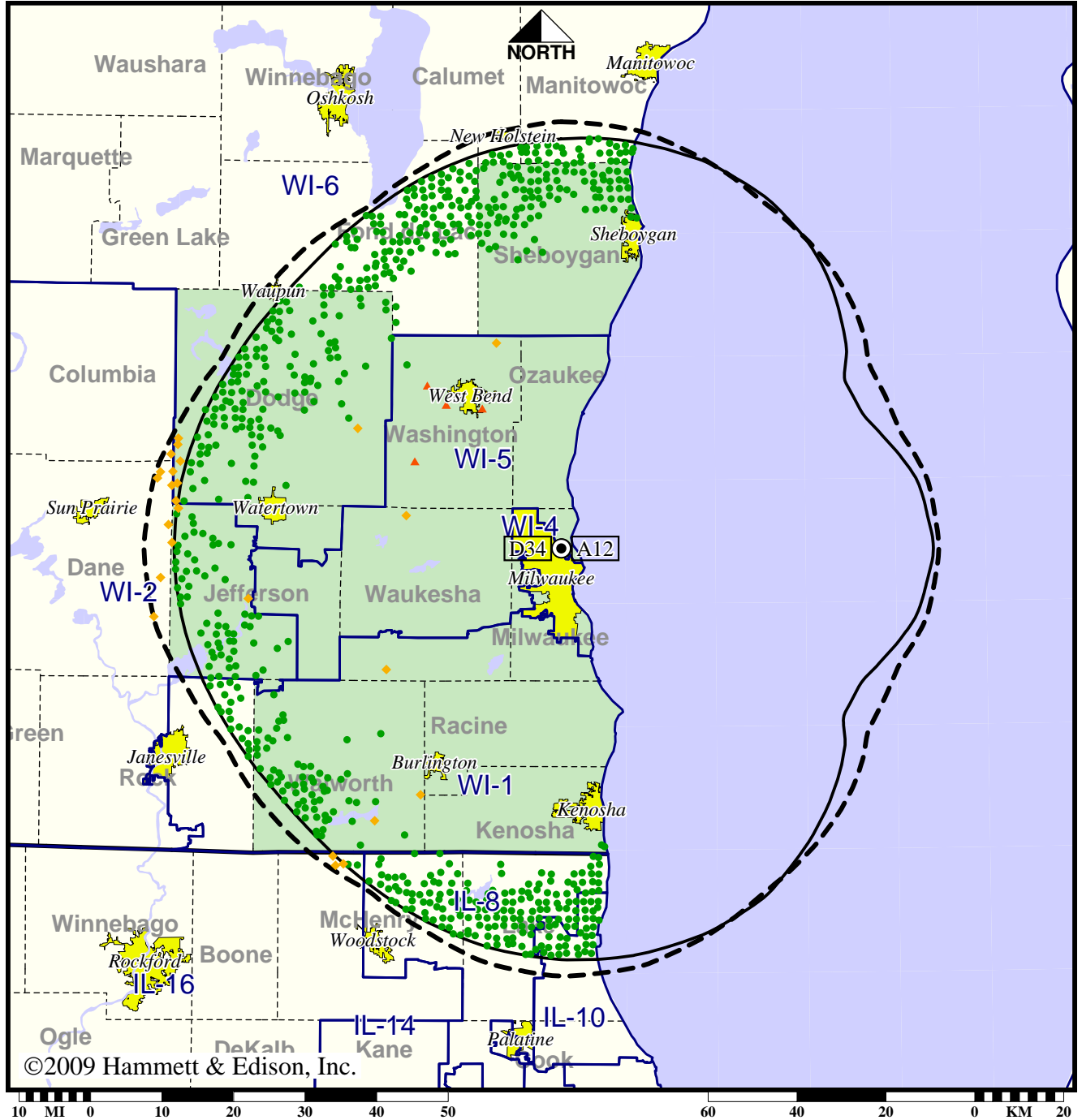
Analog service	2,134,366 persons
Digital service	2,652,473
Analog loss	4,085
Digital gain	522,192
Net gain	518,107

Station WISN-TV • Analog Channel 12, DTV Channel 34 • Milwaukee, WI

Approved Post-Transition Operation: Licensed

Digital License (solid): 863 kW ERP at 263 m HAAT, Network: ABC
 vs. Analog (dashed): 316 kW ERP at 303 m HAAT, Network: ABC

Market: Milwaukee, WI



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- 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

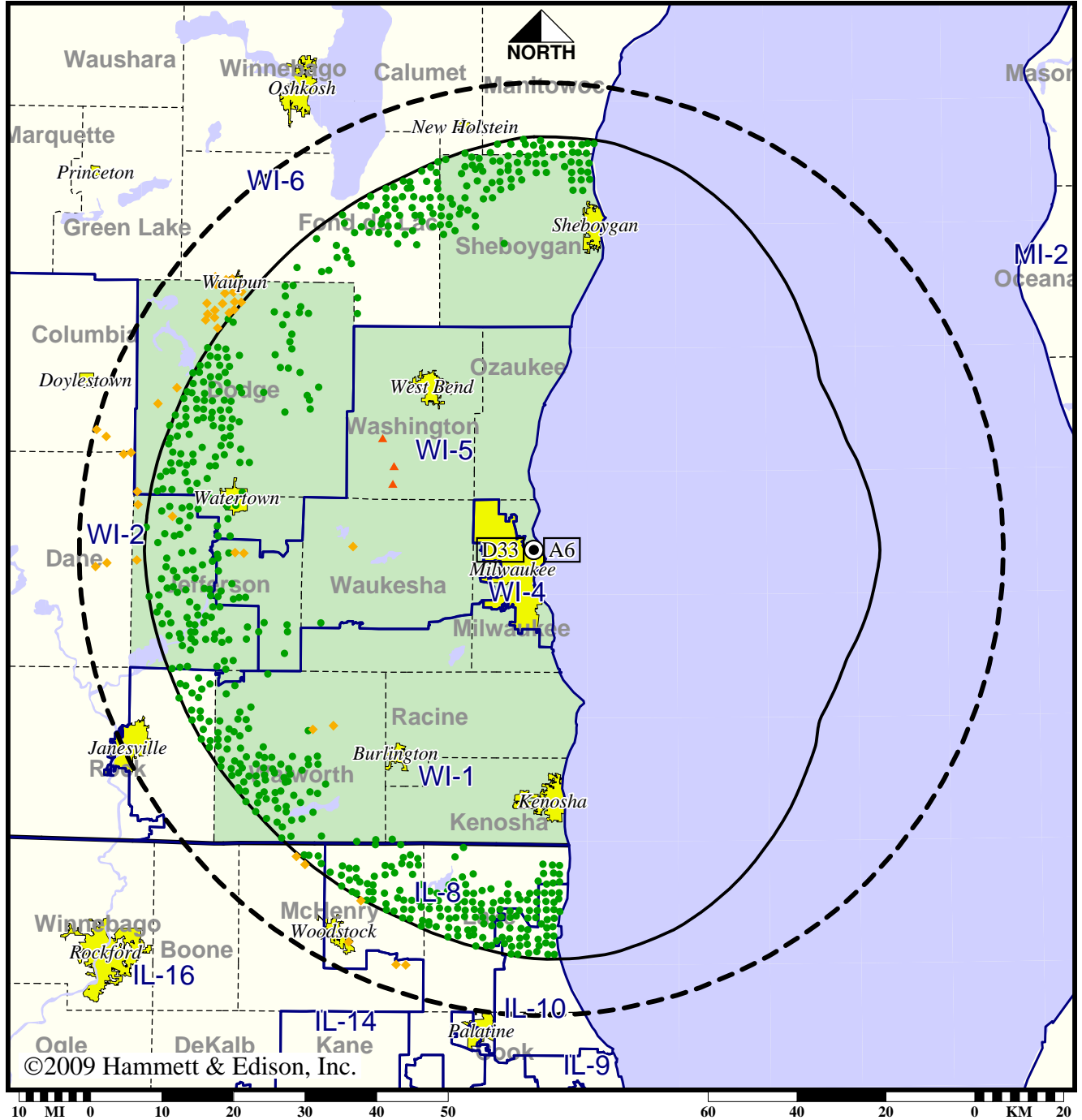
Analog service	2,134,366 persons
Digital service	2,661,421
Analog loss	5,311
Digital gain	532,366
Net gain	527,055

TV Station WITI • Analog Channel 6, DTV Channel 33 • Milwaukee, WI

Expected Operation on June 13: Special Temporary Authorization

Digital STA (solid): 1000 kW ERP at 260 m HAAT, Network: Fox
 vs. Analog (dashed): 100 kW ERP at 305 m HAAT, Network: Fox

Market: Milwaukee, WI



- 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

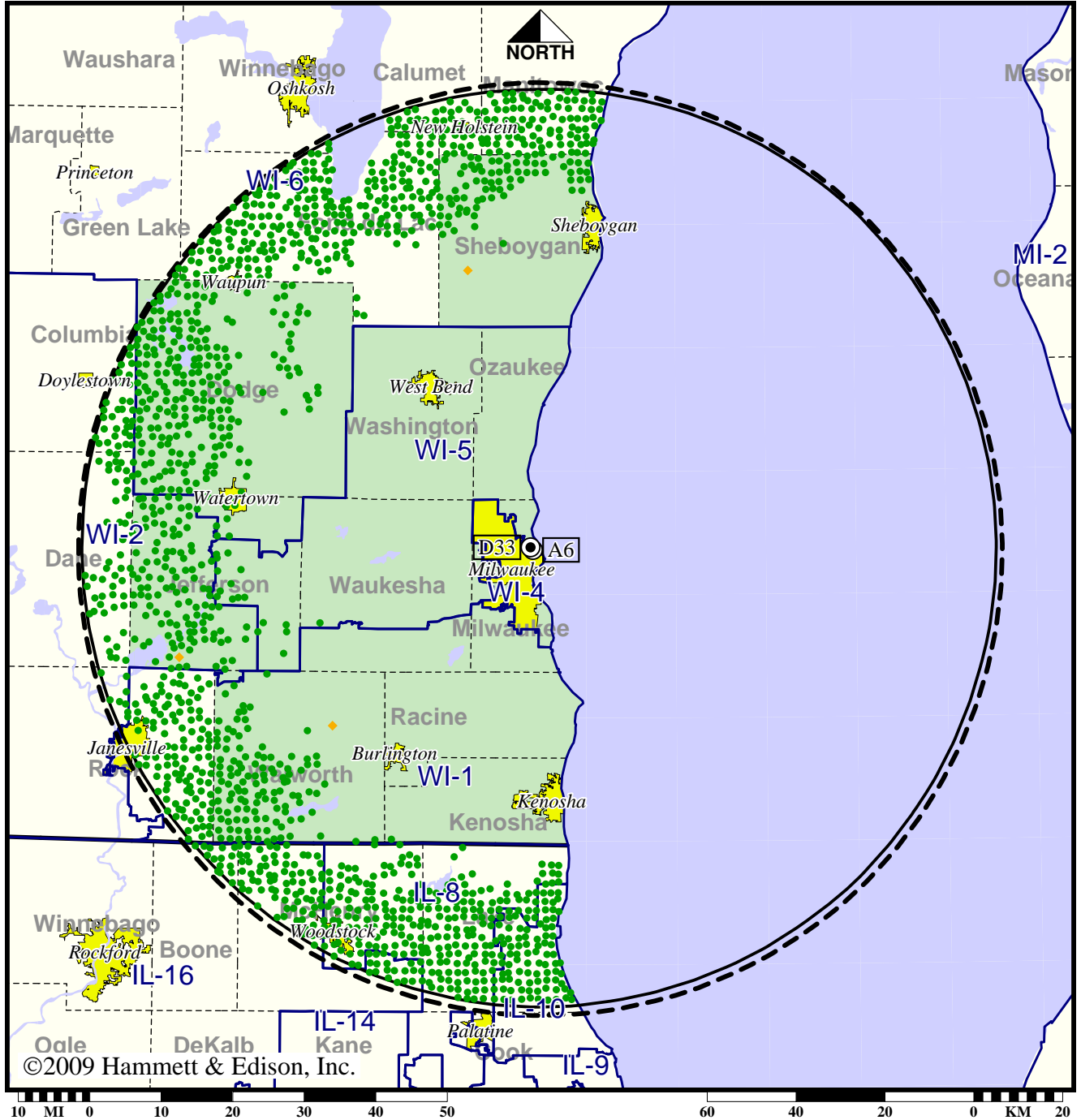
Analog service	2,163,854 persons
Digital service	2,627,764
Analog loss	17,970
Digital gain	481,880
Net gain	463,910

TV Station WITI • Analog Channel 6, DTV Channel 33 • Milwaukee, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 1000 kW ERP at 357 m HAAT, Network: Fox
 vs. Analog (dashed): 100 kW ERP at 305 m HAAT, Network: Fox

Market: Milwaukee, WI



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

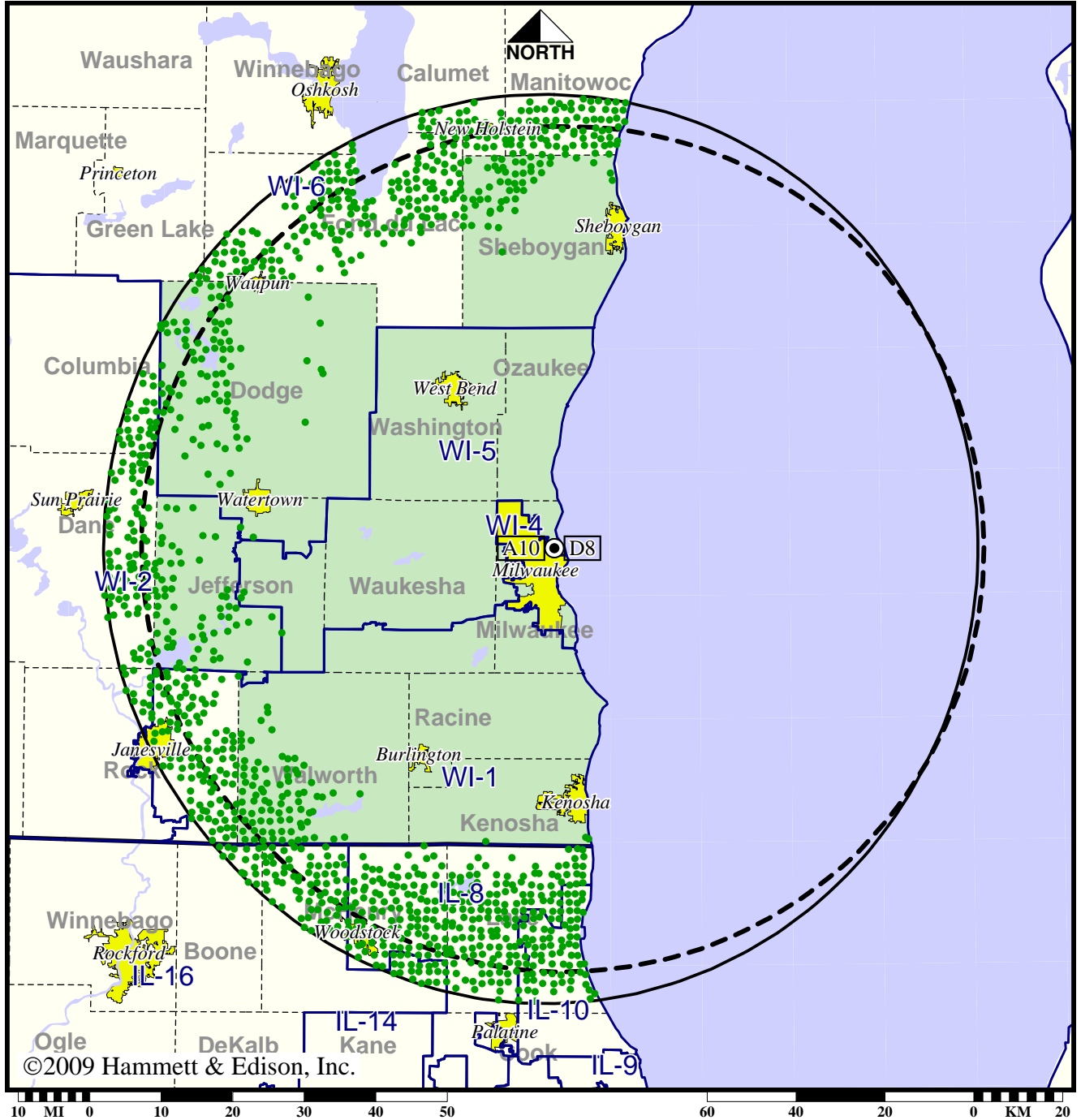
Analog service	2,163,854 persons
Digital service	3,076,772
Analog loss	241
Digital gain	913,159
Net gain	912,918

TV Station WMVS • Analog Channel 10, DTV Channel 8 • Milwaukee, WI

Expected Operation on June 13: Licensed

Digital License (solid): 25.0 kW ERP at 354 m HAAT, Network: PBS
 vs. Analog (dashed): 223 kW ERP at 338 m HAAT, Network: PBS

Market: Milwaukee, WI



● Coverage gained after DTV transition
 No symbol = no change in coverage

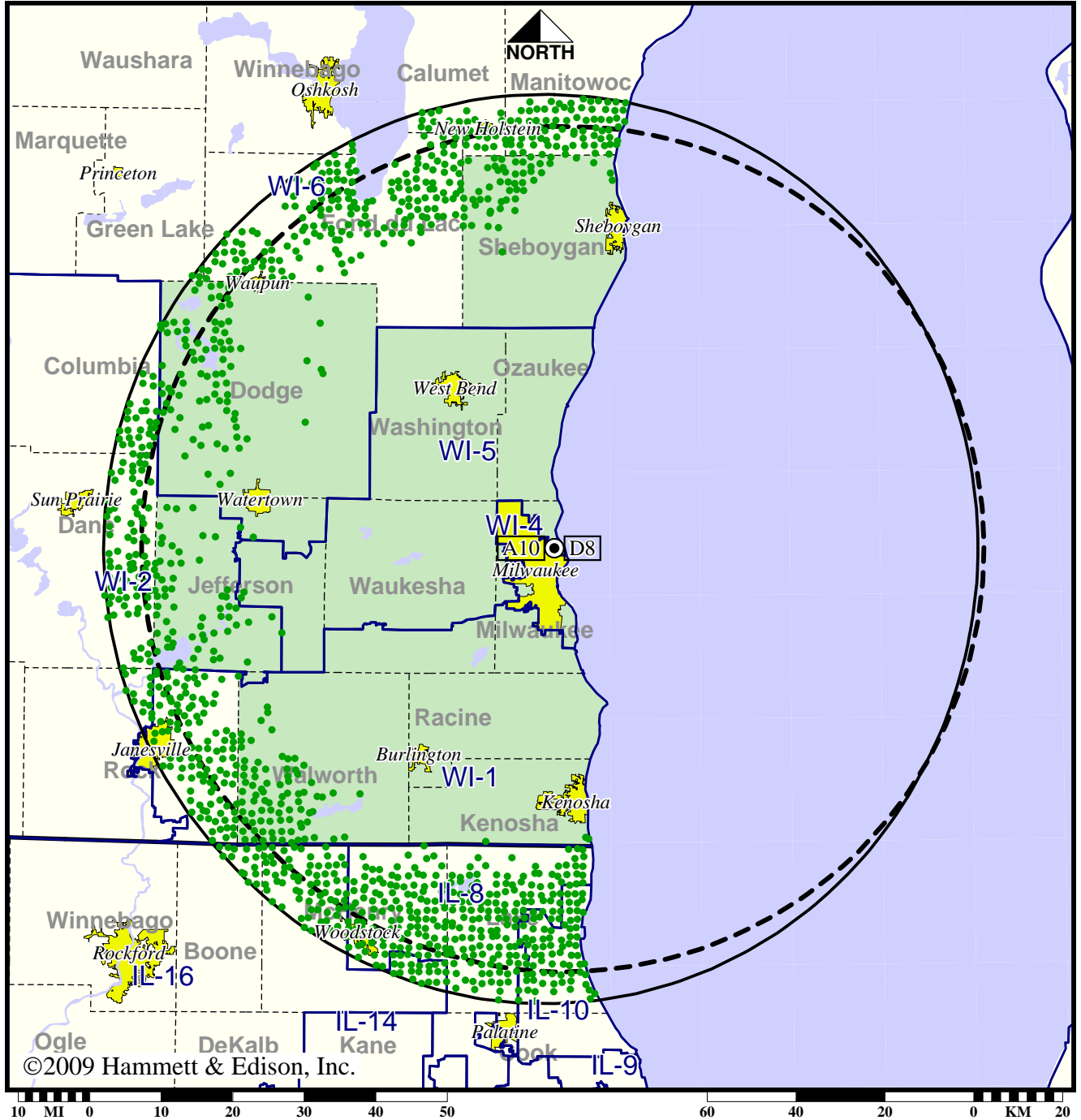
Analog service	2,193,246 persons
Digital service	3,018,661
Analog loss	0
Digital gain	825,415
Net gain	825,415

TV Station WMVS • Analog Channel 10, DTV Channel 8 • Milwaukee, WI

Approved Post-Transition Operation: Licensed

Digital License (solid): 25.0 kW ERP at 354 m HAAT, Network: PBS
 vs. Analog (dashed): 223 kW ERP at 338 m HAAT, Network: PBS

Market: Milwaukee, WI



● Coverage gained after DTV transition
 No symbol = no change in coverage

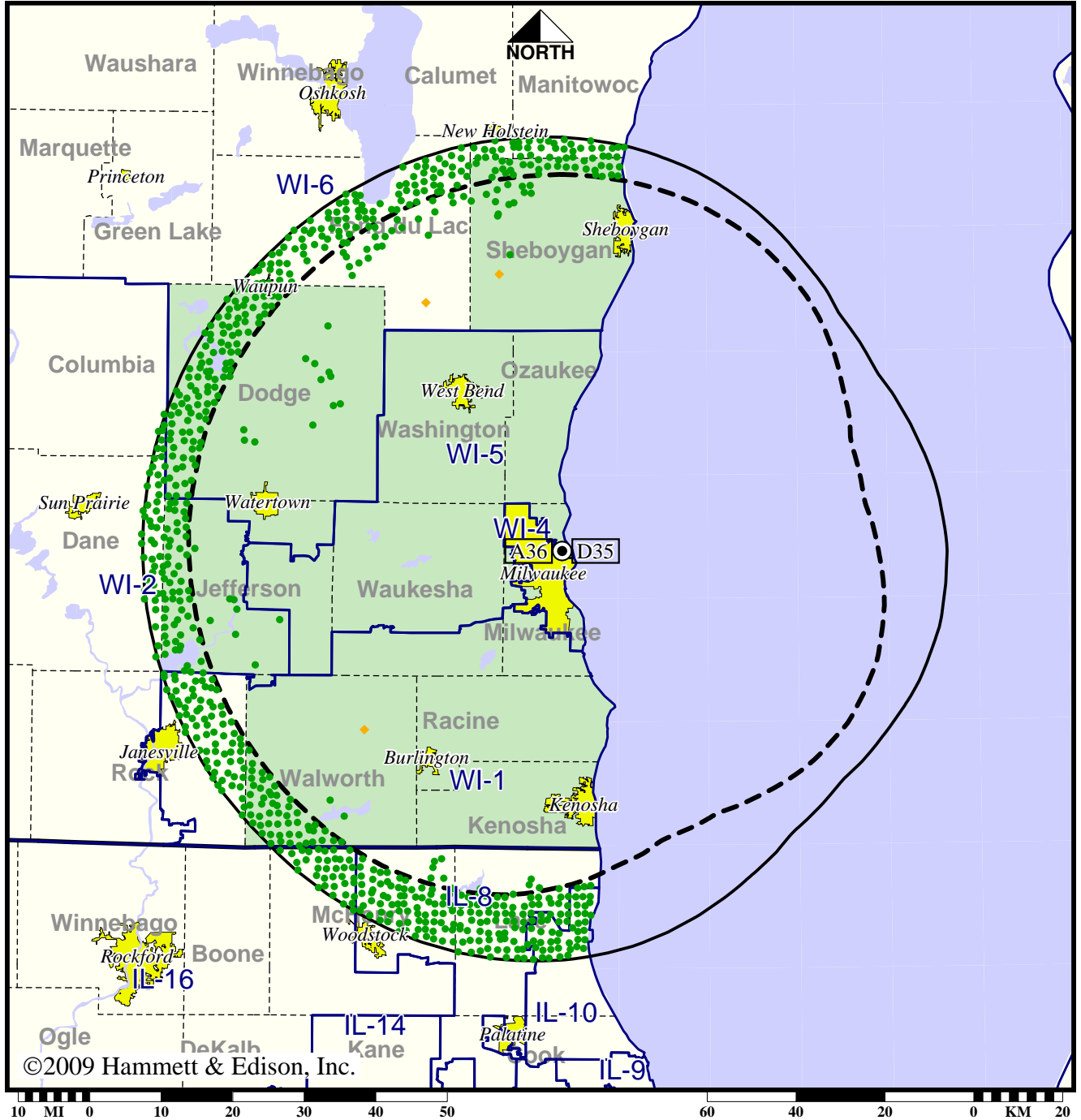
Analog service	2,193,246 persons
Digital service	3,016,007
Analog loss	0
Digital gain	822,761
Net gain	822,761

TV Station WMVT • Analog Channel 36, DTV Channel 35 • Milwaukee, WI

Expected Operation on June 13: Licensed

Digital License (solid): 500 kW ERP at 355 m HAAT, Network: PBS
 vs. Analog (dashed): 4790 kW ERP at 340 m HAAT, Network: PBS

Market: Milwaukee, WI



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

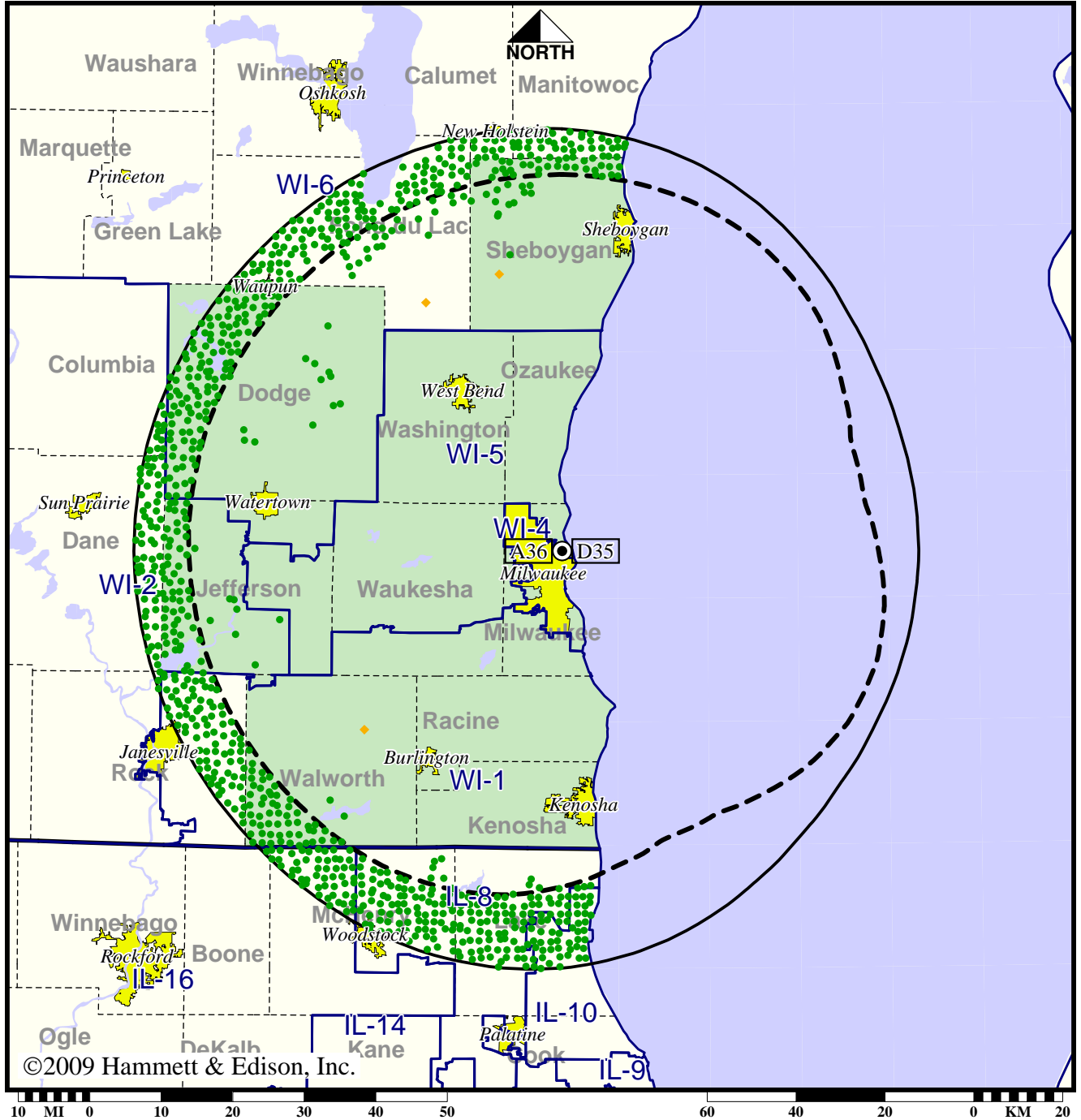
Analog service	2,244,159 persons
Digital service	2,772,069
Analog loss	889
Digital gain	528,799
Net gain	527,910

TV Station WMVT • Analog Channel 36, DTV Channel 35 • Milwaukee, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 625 kW ERP at 355 m HAAT, Network: PBS
 vs. Analog (dashed): 4790 kW ERP at 340 m HAAT, Network: PBS

Market: Milwaukee, WI



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

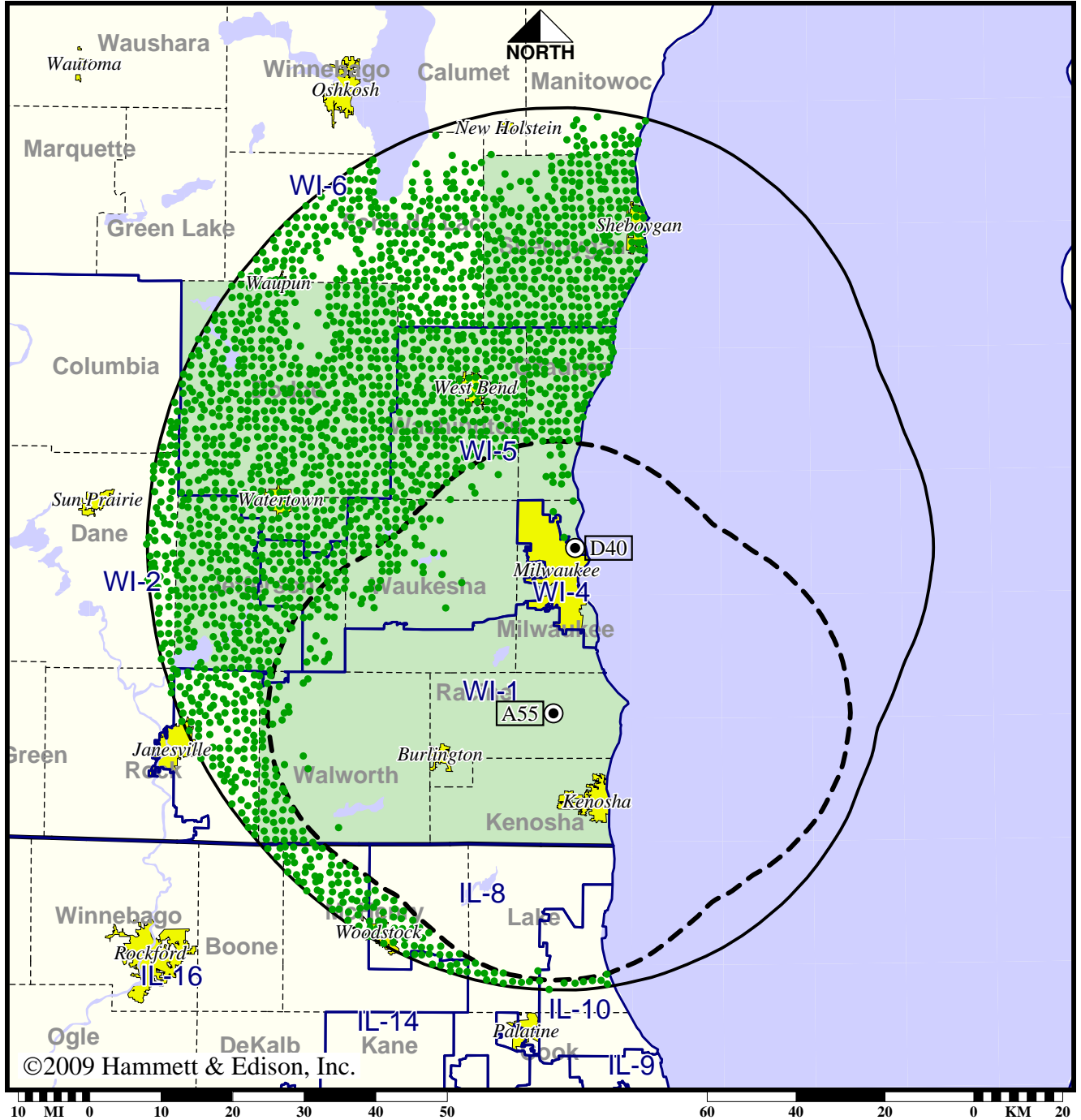
Analog service	2,244,159 persons
Digital service	2,828,133
Analog loss	889
Digital gain	584,863
Net gain	583,974

TV Station WPXE • Analog Channel 55, DTV Channel 40 • Kenosha, WI

Expected Operation on June 13: Licensed

Digital License (solid): 830 kW ERP at 358 m HAAT
 vs. Analog (dashed): 5000 kW ERP at 144 m HAAT

Market: Milwaukee, WI



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- Coverage gained after DTV transition
- No symbol = no change in coverage

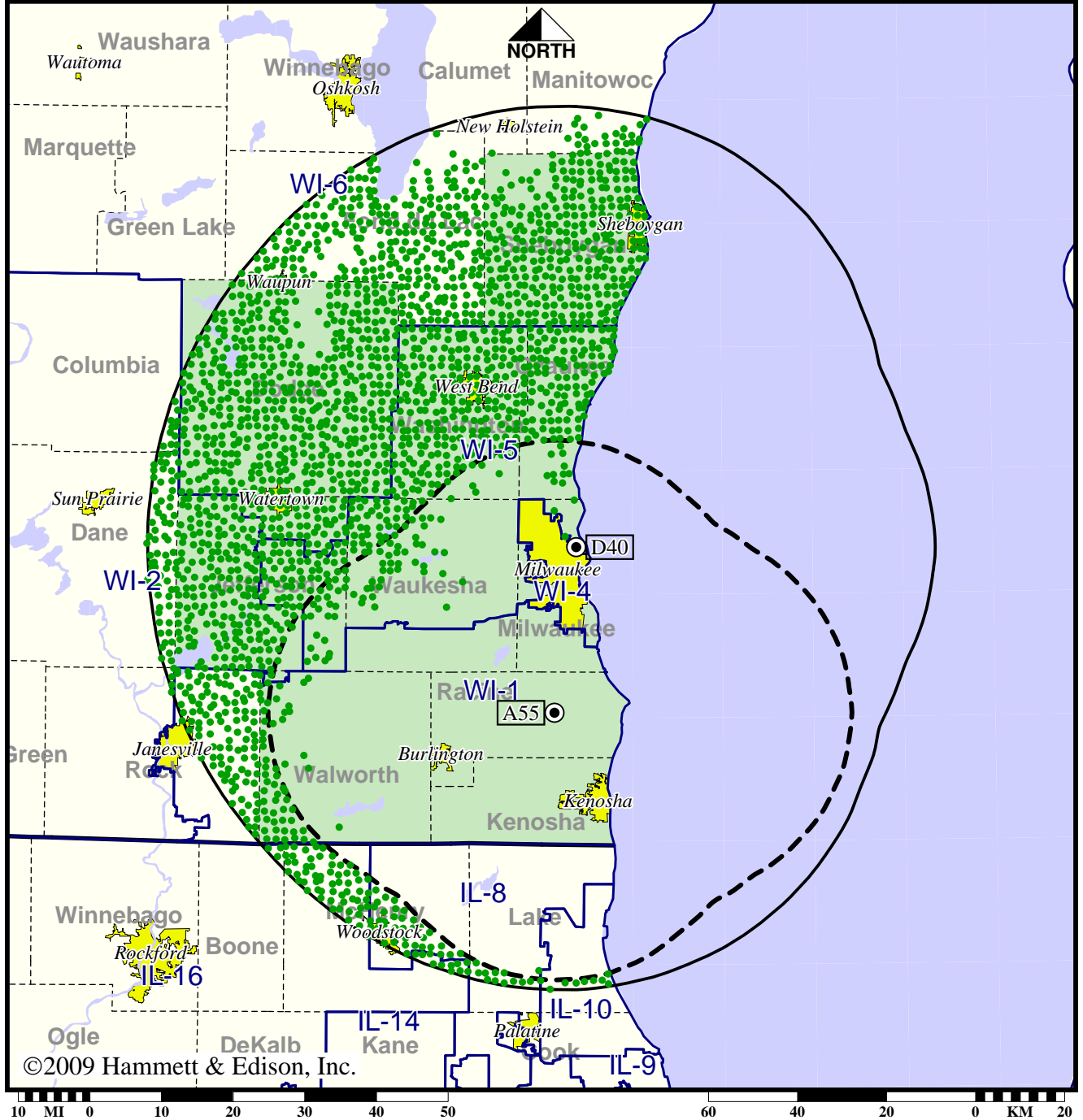
Analog service	2,247,232 persons
Digital service	2,940,546
Analog loss	0
Digital gain	693,314
Net gain	693,314

TV Station WPXE • Analog Channel 55, DTV Channel 40 • Kenosha, WI

Approved Post-Transition Operation: Licensed

Digital License (solid): 830 kW ERP at 358 m HAAT
 vs. Analog (dashed): 5000 kW ERP at 144 m HAAT

Market: Milwaukee, WI



● Coverage gained after DTV transition
 No symbol = no change in coverage

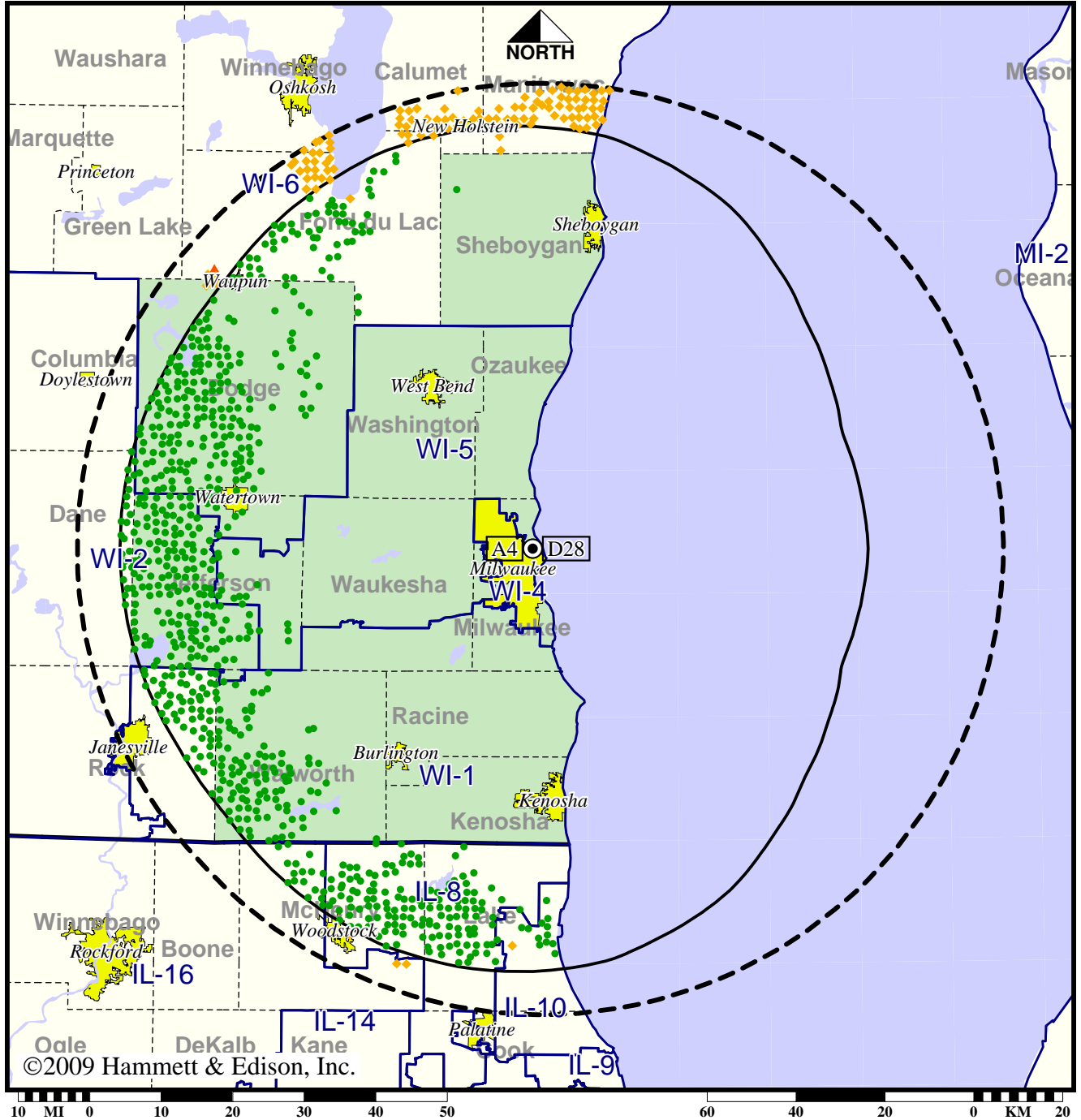
Analog service	2,247,232 persons
Digital service	2,940,546
Analog loss	0
Digital gain	693,314
Net gain	693,314

Station WTMJ-TV • Analog Channel 4, DTV Channel 28 • Milwaukee, WI

Expected Operation on June 13: Licensed

Digital License (solid): 1000 kW ERP at 273 m HAAT, Network: NBC
 vs. Analog (dashed): 100 kW ERP at 305 m HAAT, Network: NBC

Market: Milwaukee, WI



- 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

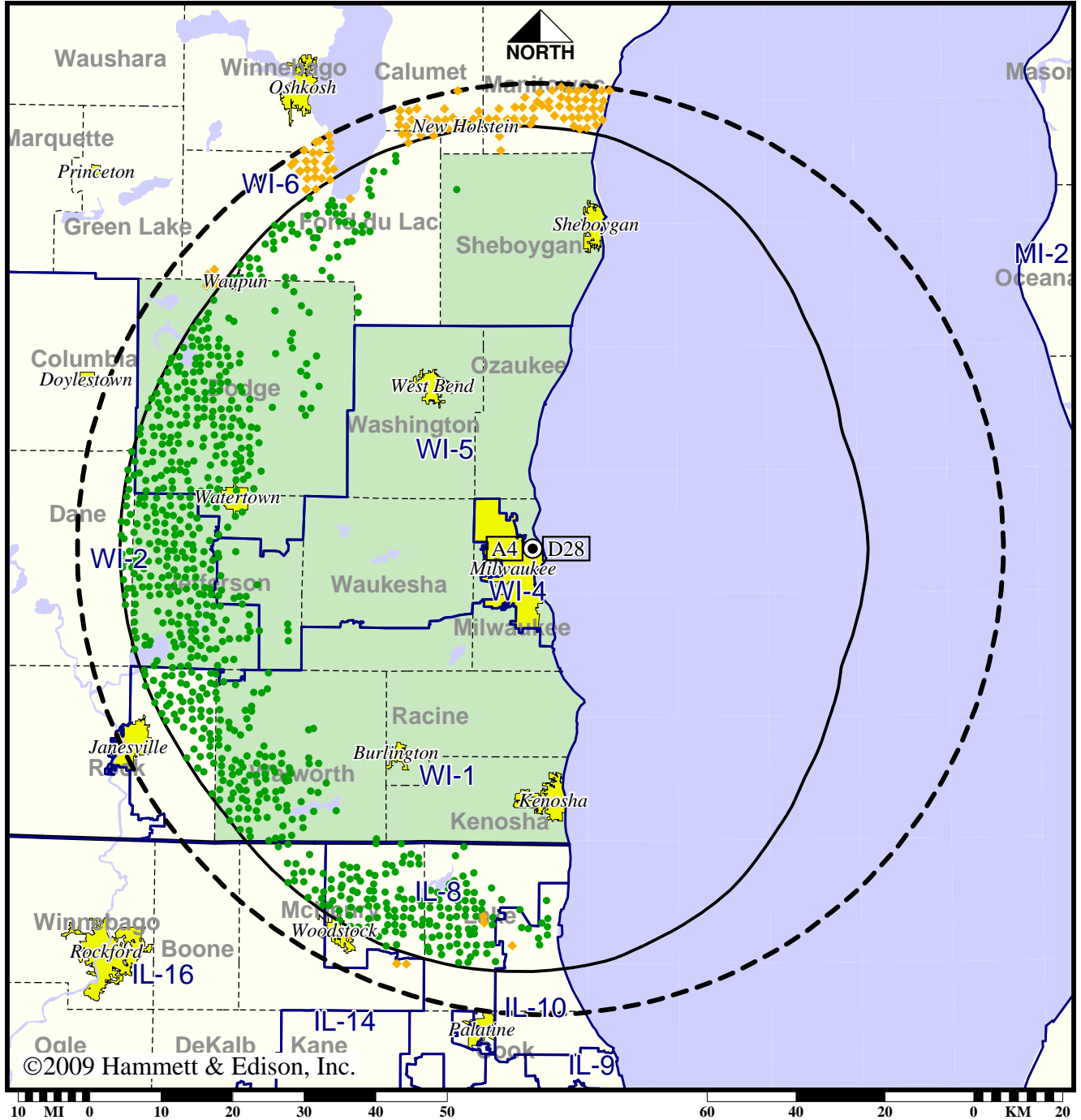
Analog service	2,382,506 persons
Digital service	2,736,616
Analog loss	18,747
Digital gain	372,857
Net gain	354,110

Station WTMJ-TV • Analog Channel 4, DTV Channel 28 • Milwaukee, WI

Approved Post-Transition Operation: Licensed

Digital License (solid): 1000 kW ERP at 273 m HAAT, Network: NBC
 vs. Analog (dashed): 100 kW ERP at 305 m HAAT, Network: NBC

Market: Milwaukee, WI



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

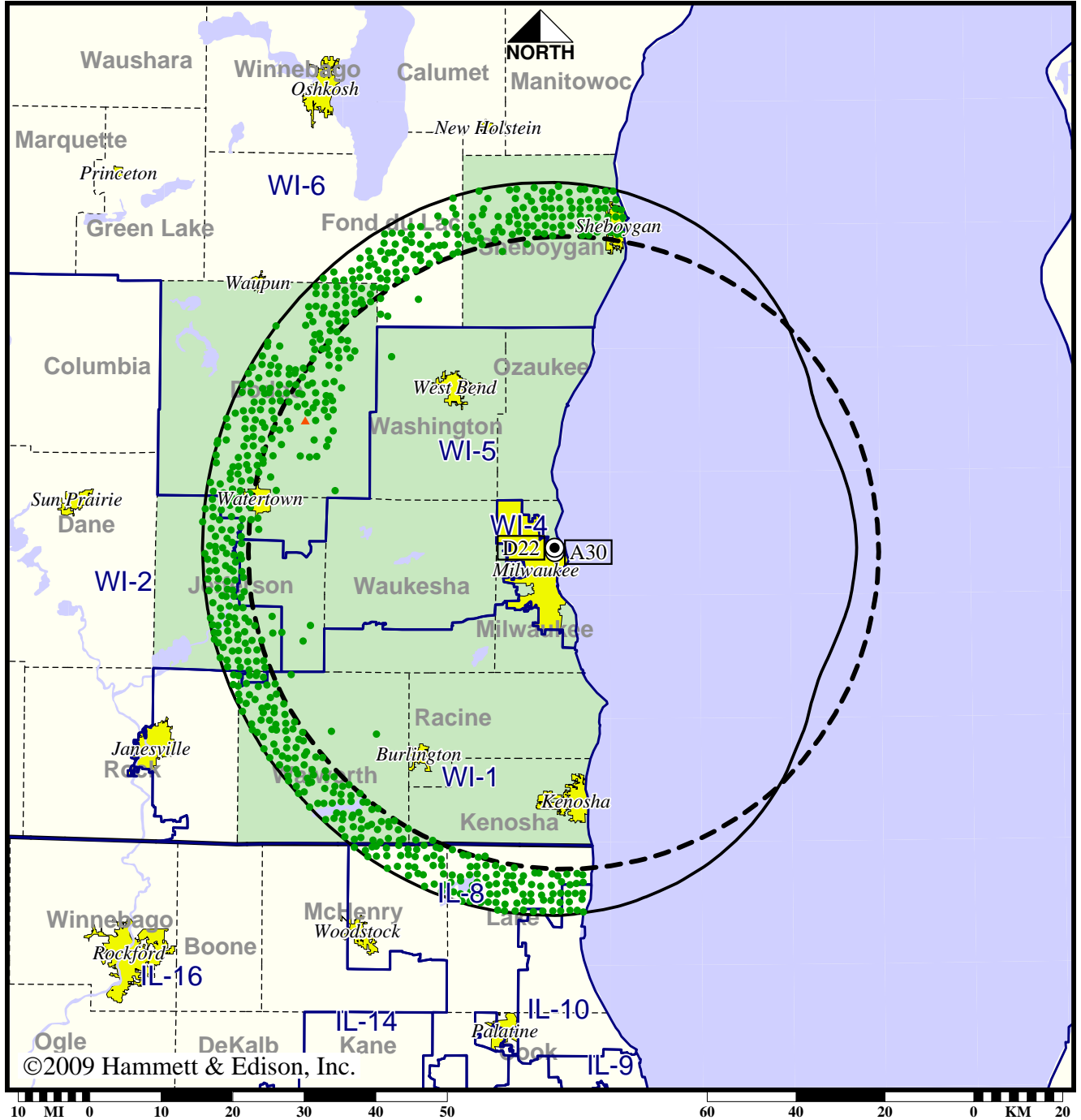
Analog service	2,382,506 persons
Digital service	2,718,735
Analog loss	23,171
Digital gain	359,400
Net gain	336,229

Station WVCY-TV • Analog Channel 30, DTV Channel 22 • Milwaukee, WI

Expected Operation on June 13: Licensed

Digital License (solid): 196 kW ERP at 286 m HAAT
 vs. Analog (dashed): 1070 kW ERP at 293 m HAAT

Market: Milwaukee, WI



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

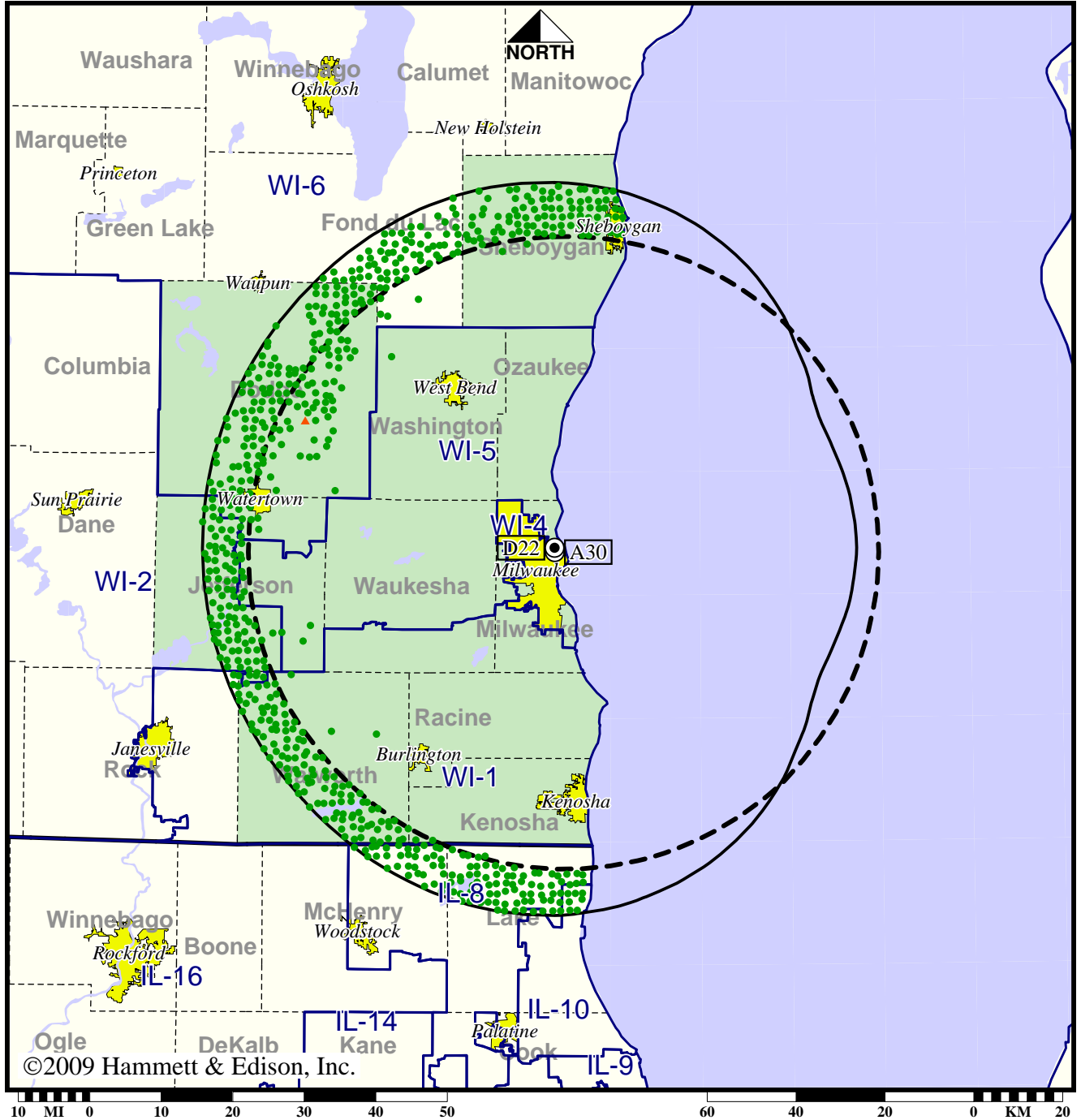
Analog service	1,984,741 persons
Digital service	2,388,171
Analog loss	820
Digital gain	404,250
Net gain	403,430

Station WVCY-TV • Analog Channel 30, DTV Channel 22 • Milwaukee, WI

Approved Post-Transition Operation: Licensed

Digital License (solid): 196 kW ERP at 286 m HAAT
 vs. Analog (dashed): 1070 kW ERP at 293 m HAAT

Market: Milwaukee, WI



- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

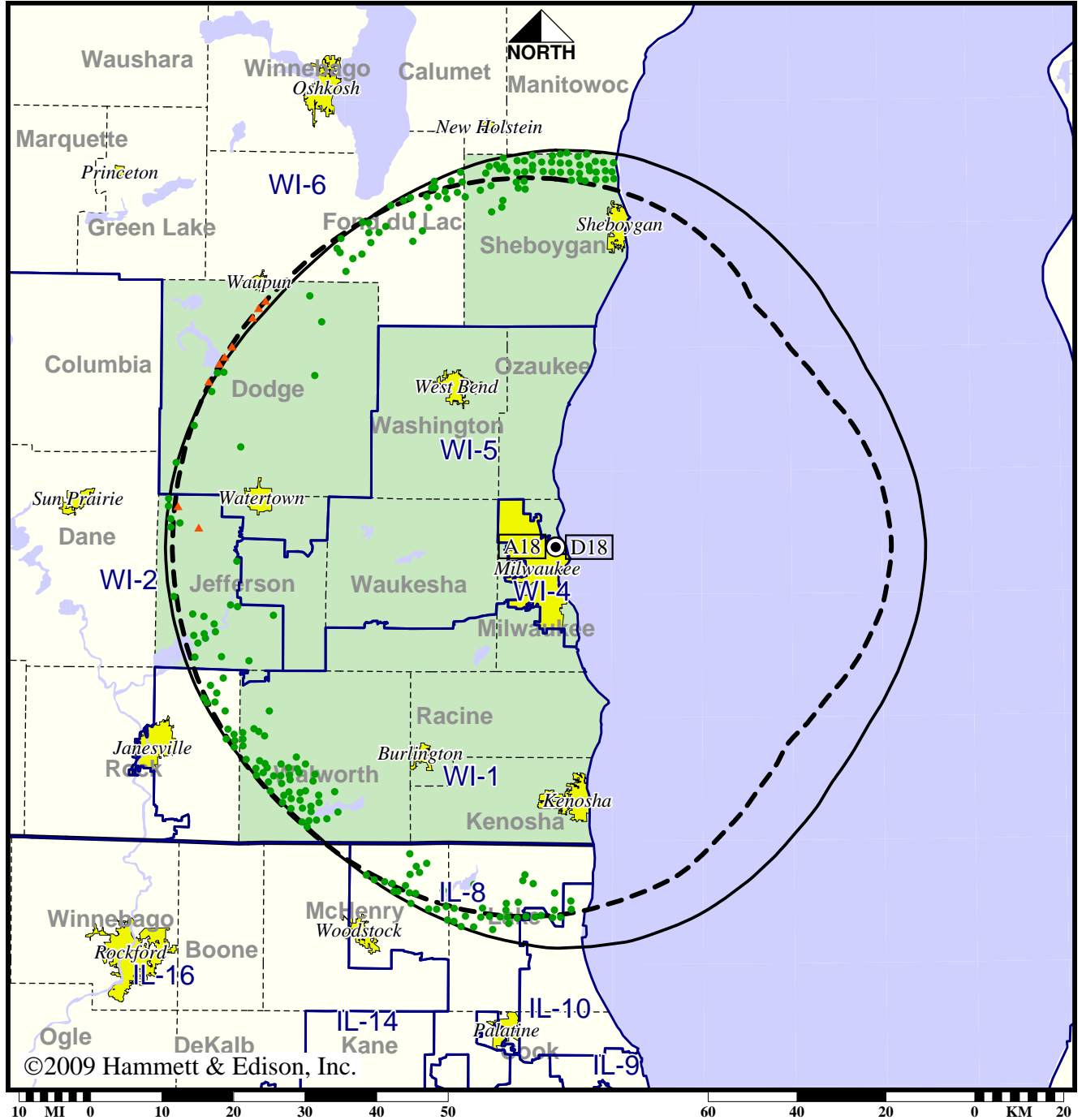
Analog service	1,984,741 persons
Digital service	2,385,406
Analog loss	820
Digital gain	401,485
Net gain	400,665

TV Station WVTV • Analog Channel 18, DTV Channel 18 • Milwaukee, WI

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 368 kW ERP at 302 m HAAT
 vs. Analog (dashed): 5000 kW ERP at 307 m HAAT

Market: Milwaukee, WI



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

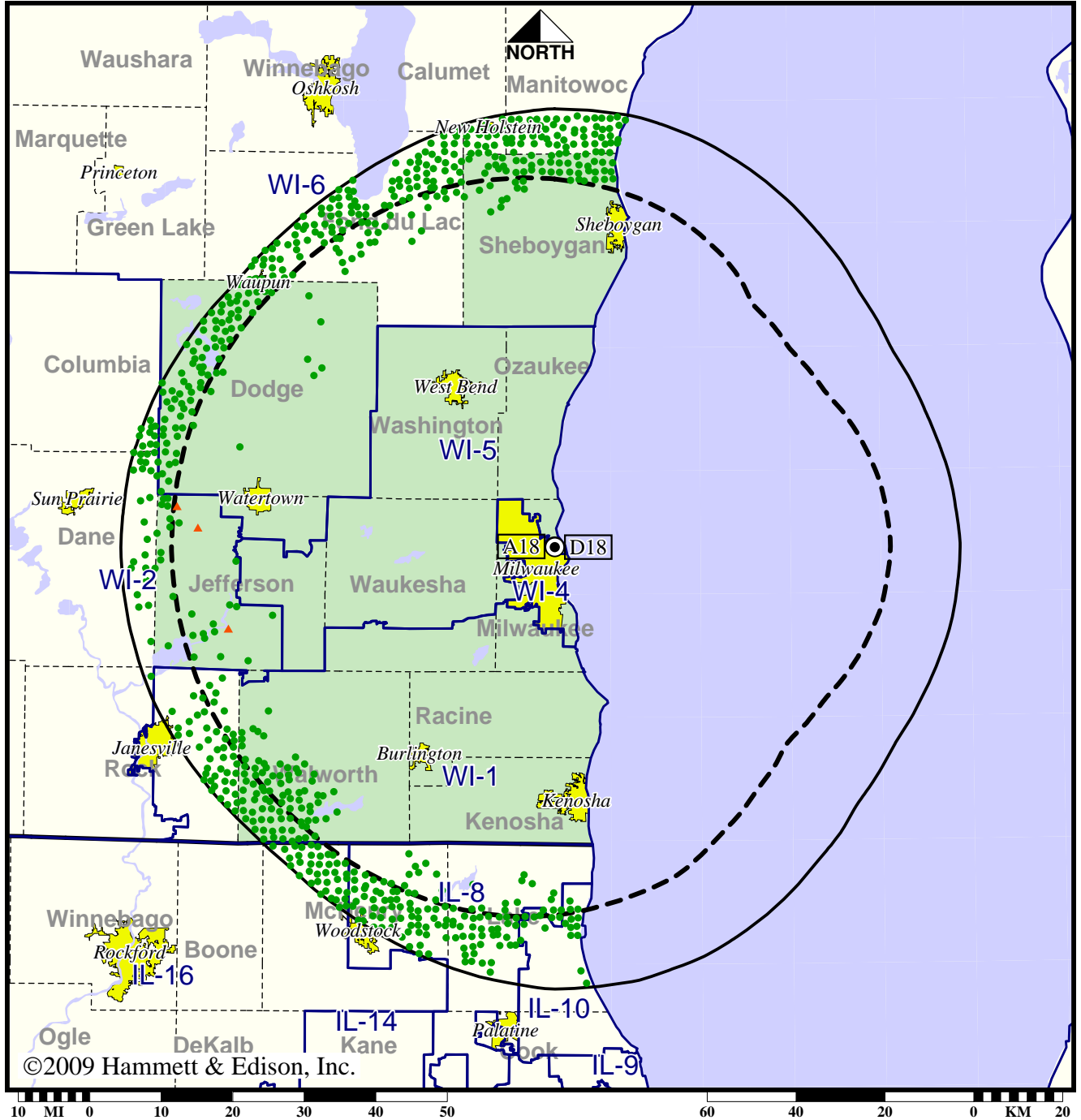
Analog service	2,354,916 persons
Digital service	2,475,843
Analog loss	5,687
Digital gain	126,614
Net gain	120,927

TV Station WVTV • Analog Channel 18, DTV Channel 18 • Milwaukee, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 1000 kW ERP at 302 m HAAT
 vs. Analog (dashed): 5000 kW ERP at 307 m HAAT

Market: Milwaukee, WI



- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

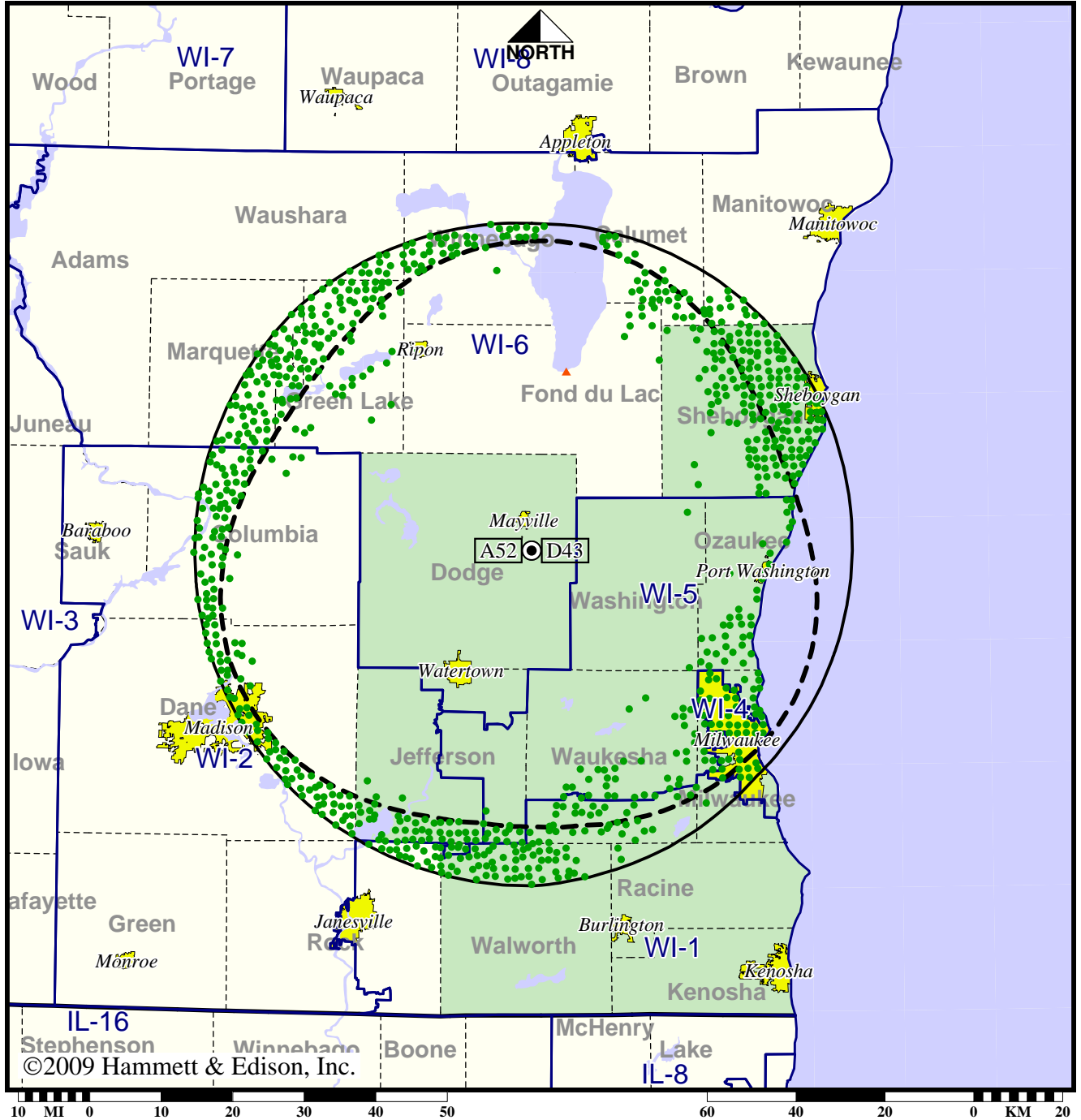
Analog service	2,354,916 persons
Digital service	2,717,737
Analog loss	138
Digital gain	362,959
Net gain	362,821

Station WWRs-TV • Analog Channel 52, DTV Channel 43 • Mayville, WI

Expected Operation on June 13: Licensed

Digital License (solid): 300 kW ERP at 186 m HAAT
 vs. Analog (dashed): 5000 kW ERP at 202 m HAAT

Market: Milwaukee, WI



- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

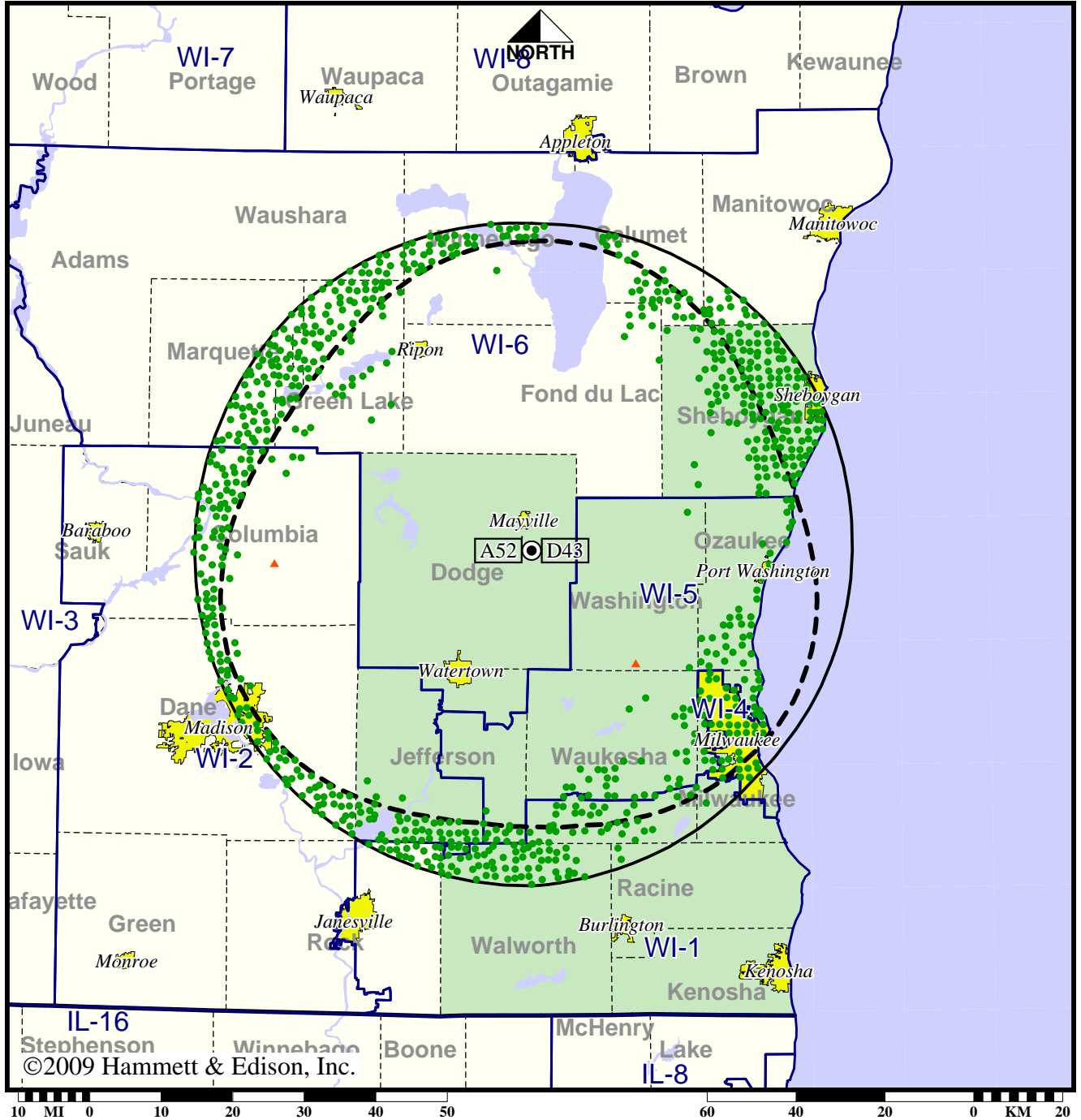
Analog service	978,262 persons
Digital service	1,769,135
Analog loss	132
Digital gain	791,005
Net gain	790,873

Station WWRS-TV • Analog Channel 52, DTV Channel 43 • Mayville, WI

Approved Post-Transition Operation: Licensed

Digital License (solid): 300 kW ERP at 186 m HAAT
 vs. Analog (dashed): 5000 kW ERP at 202 m HAAT

Market: Milwaukee, WI



- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

Analog service	978,262 persons
Digital service	1,763,675
Analog loss	239
Digital gain	785,652
Net gain	785,413