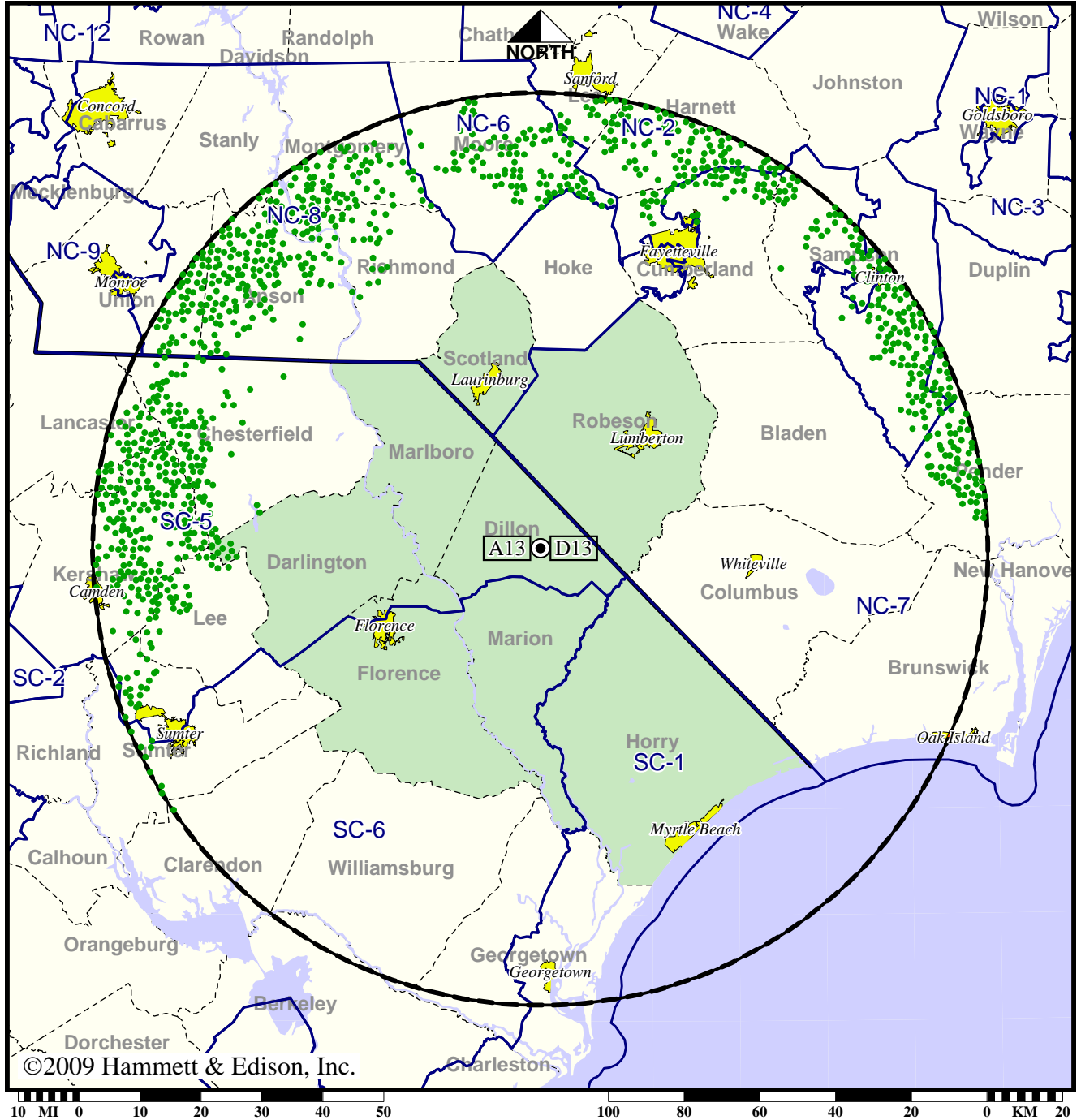


TV Station WBTW • Analog Channel 13, DTV Channel 13 • Florence, SC

Expected Operation on June 13: Appendix B Facility

Digital Appendix B (solid): 22.4 kW ERP at 594 m HAAT, Network: CBS
 vs. Analog (dashed): 316 kW ERP at 594 m HAAT, Network: CBS

Market: Myrtle Beach-Florence, SC



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

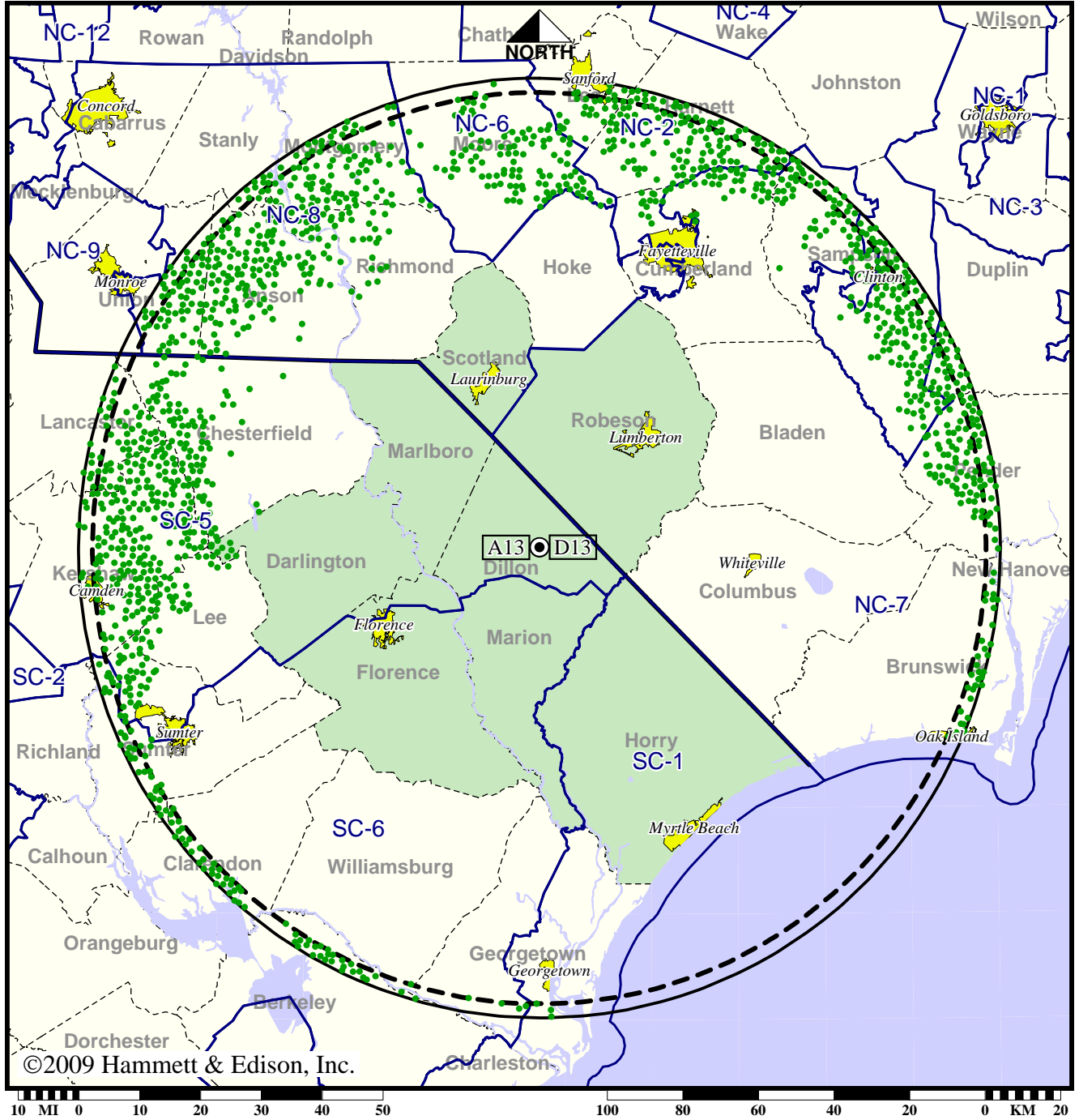
Analog service	1,484,866 persons
Digital service	1,644,598
Analog loss	1,062
Digital gain	160,794
Net gain	159,732

TV Station WBTW • Analog Channel 13, DTV Channel 13 • Florence, SC

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 31.6 kW ERP at 598 m HAAT, Network: CBS
 vs. Analog (dashed): 316 kW ERP at 594 m HAAT, Network: CBS

Market: Myrtle Beach-Florence, SC



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

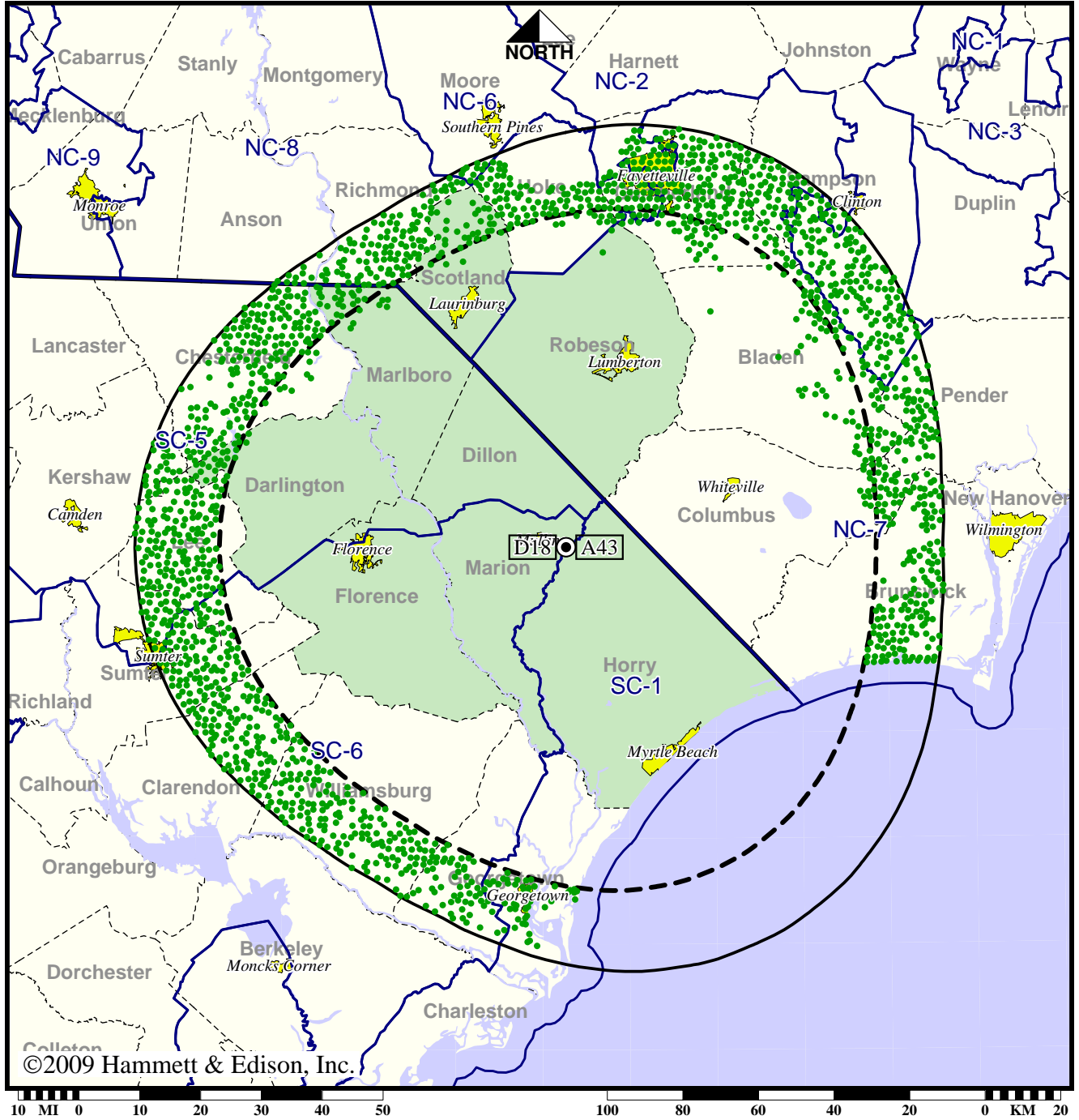
Analog service	1,484,866 persons
Digital service	1,719,153
Analog loss	0
Digital gain	234,287
Net gain	234,287

TV Station WFXB • Analog Channel 43, DTV Channel 18 • Myrtle Beach, SC

Expected Operation on June 13: Licensed

Digital License (solid): 1000 kW ERP at 459 m HAAT, Network: Fox
 vs. Analog (dashed): 5000 kW ERP at 426 m HAAT, Network: Fox

Market: Myrtle Beach-Florence, SC



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

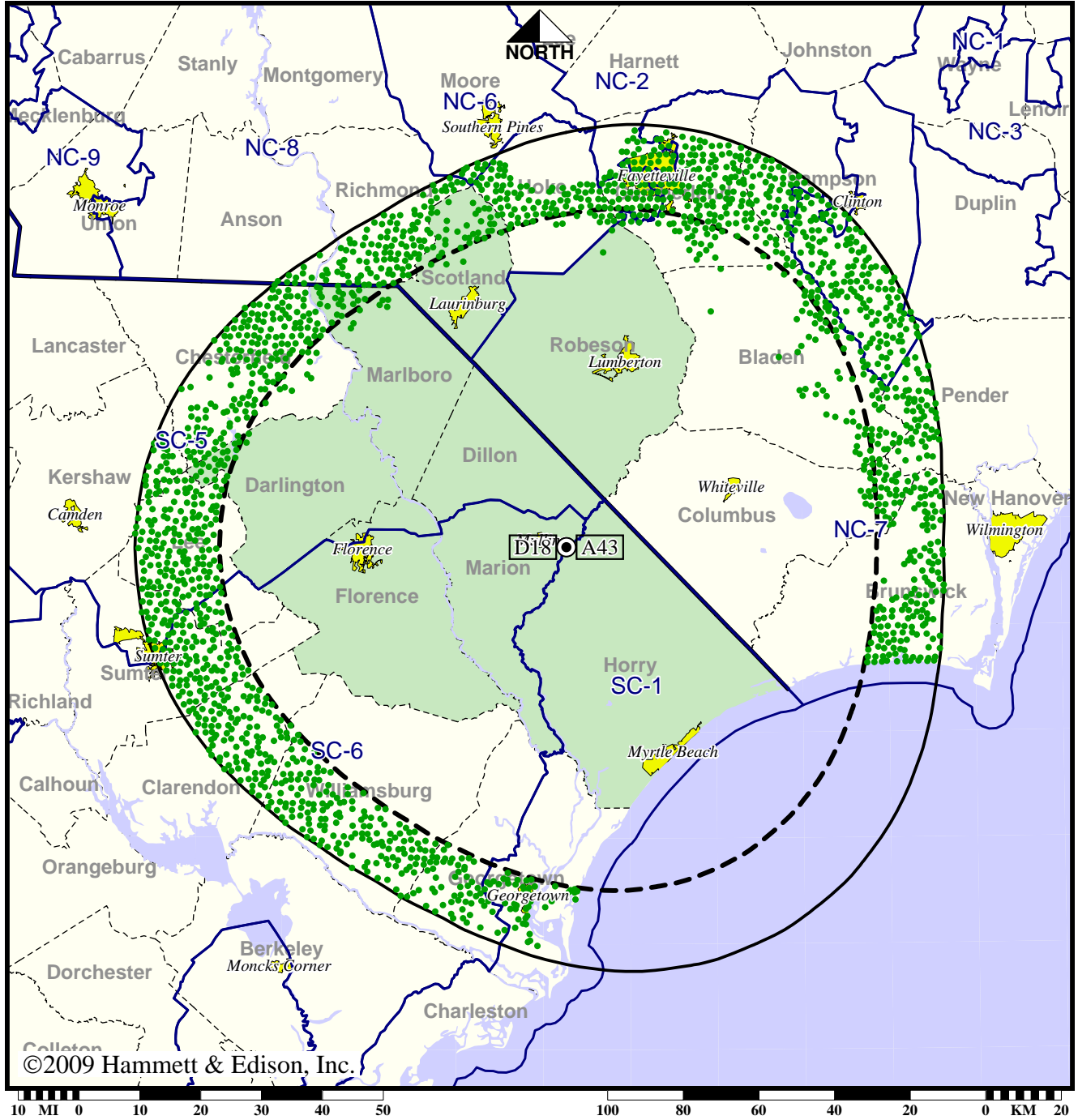
Analog service	832,080 persons
Digital service	1,331,526
Analog loss	0
Digital gain	499,446
Net gain	499,446

TV Station WFXB • Analog Channel 43, DTV Channel 18 • Myrtle Beach, SC

Approved Post-Transition Operation: Licensed

Digital License (solid): 1000 kW ERP at 459 m HAAT, Network: Fox
 vs. Analog (dashed): 5000 kW ERP at 426 m HAAT, Network: Fox

Market: Myrtle Beach-Florence, SC



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

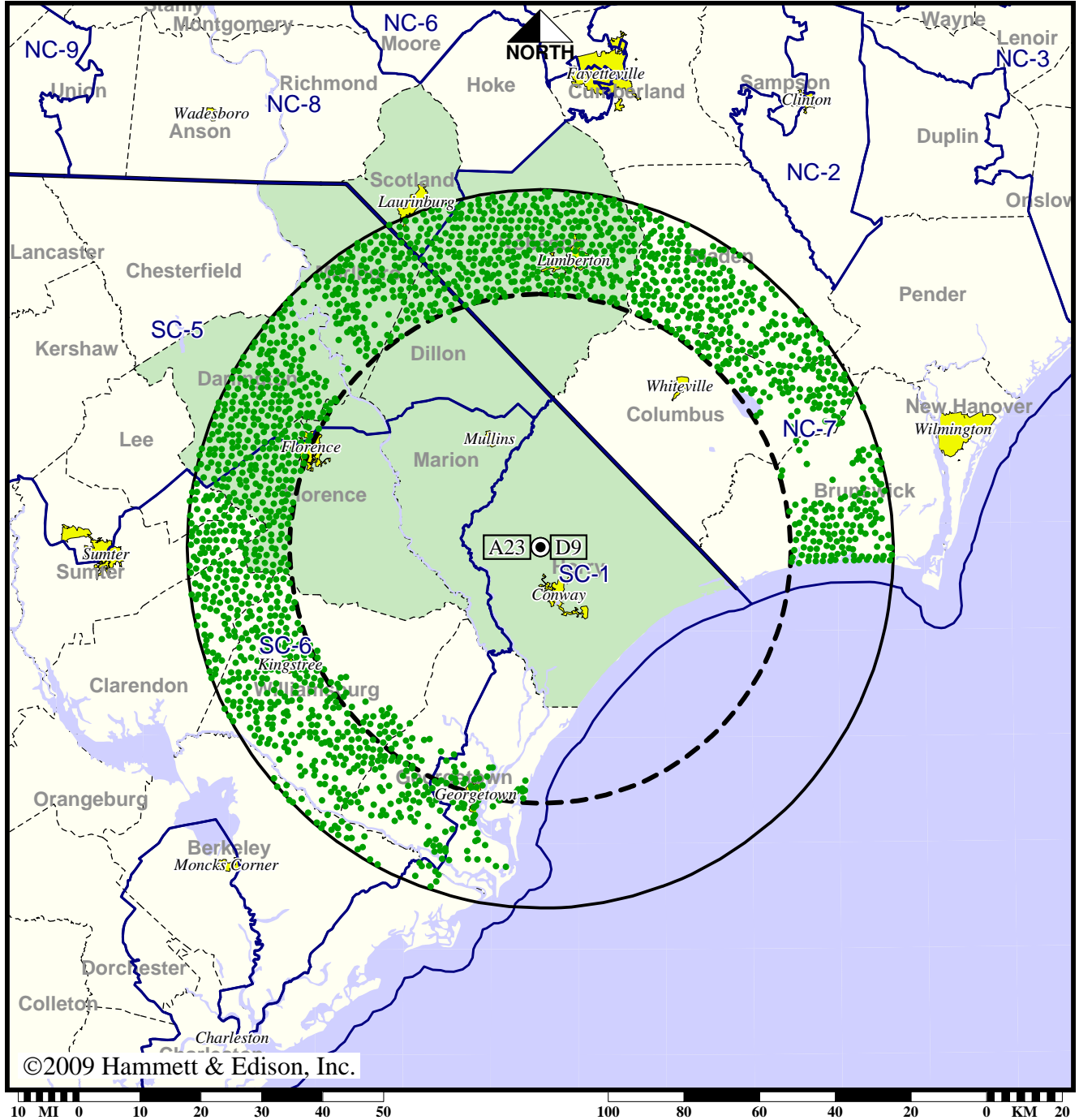
Analog service	832,080 persons
Digital service	1,317,091
Analog loss	0
Digital gain	485,011
Net gain	485,011

TV Station WHMC • Analog Channel 23, DTV Channel 9 • Conway, SC

Expected Operation on June 13: Licensed

Digital License (solid): 20.0 kW ERP at 230 m HAAT, Network: PBS
 vs. Analog (dashed): 917 kW ERP at 245 m HAAT, Network: PBS

Market: Myrtle Beach-Florence, SC



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

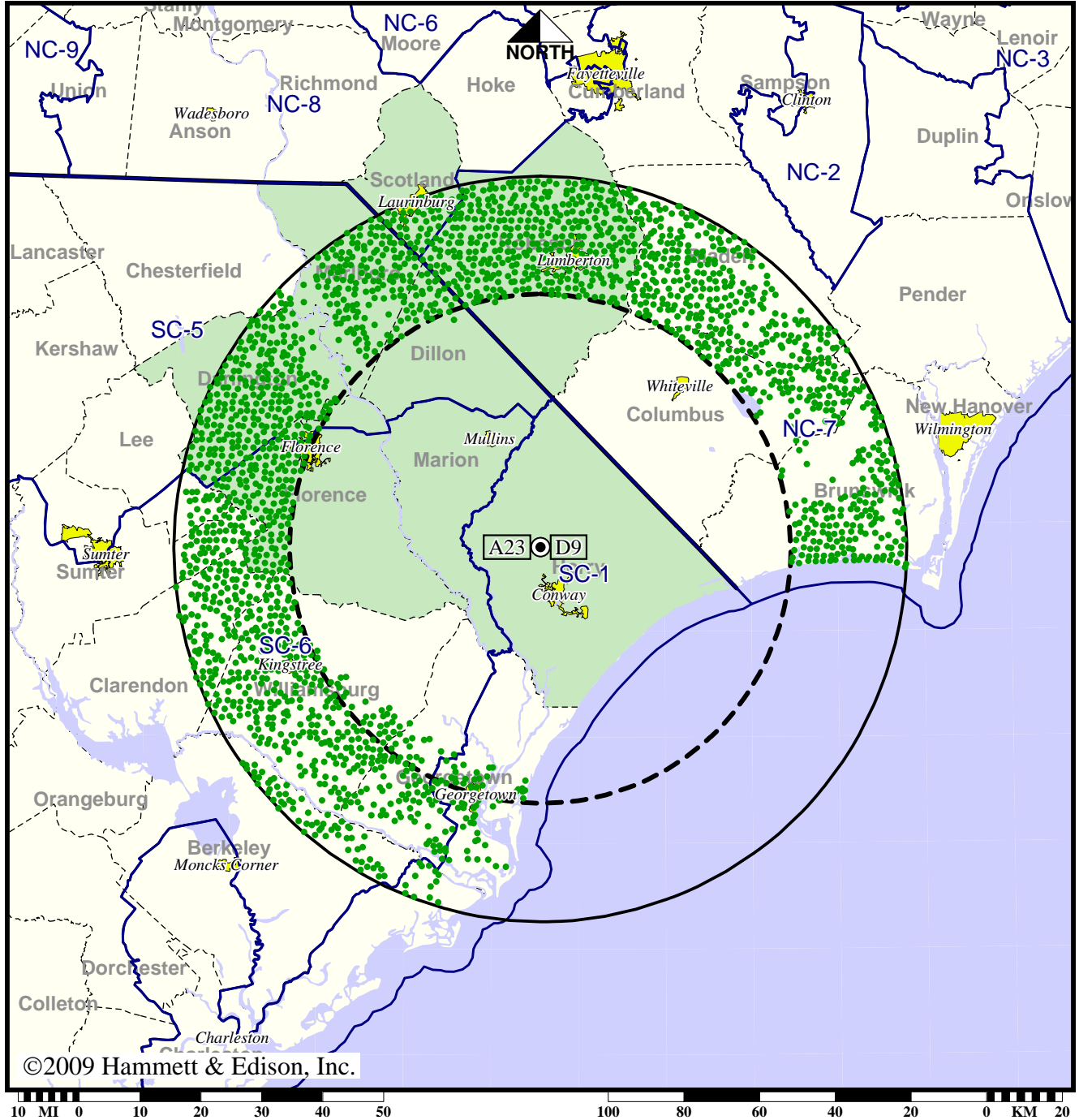
Analog service	451,996 persons
Digital service	778,489
Analog loss	0
Digital gain	326,493
Net gain	326,493

TV Station WHMC • Analog Channel 23, DTV Channel 9 • Conway, SC

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 31.8 kW ERP at 230 m HAAT, Network: PBS
 vs. Analog (dashed): 917 kW ERP at 245 m HAAT, Network: PBS

Market: Myrtle Beach-Florence, SC



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

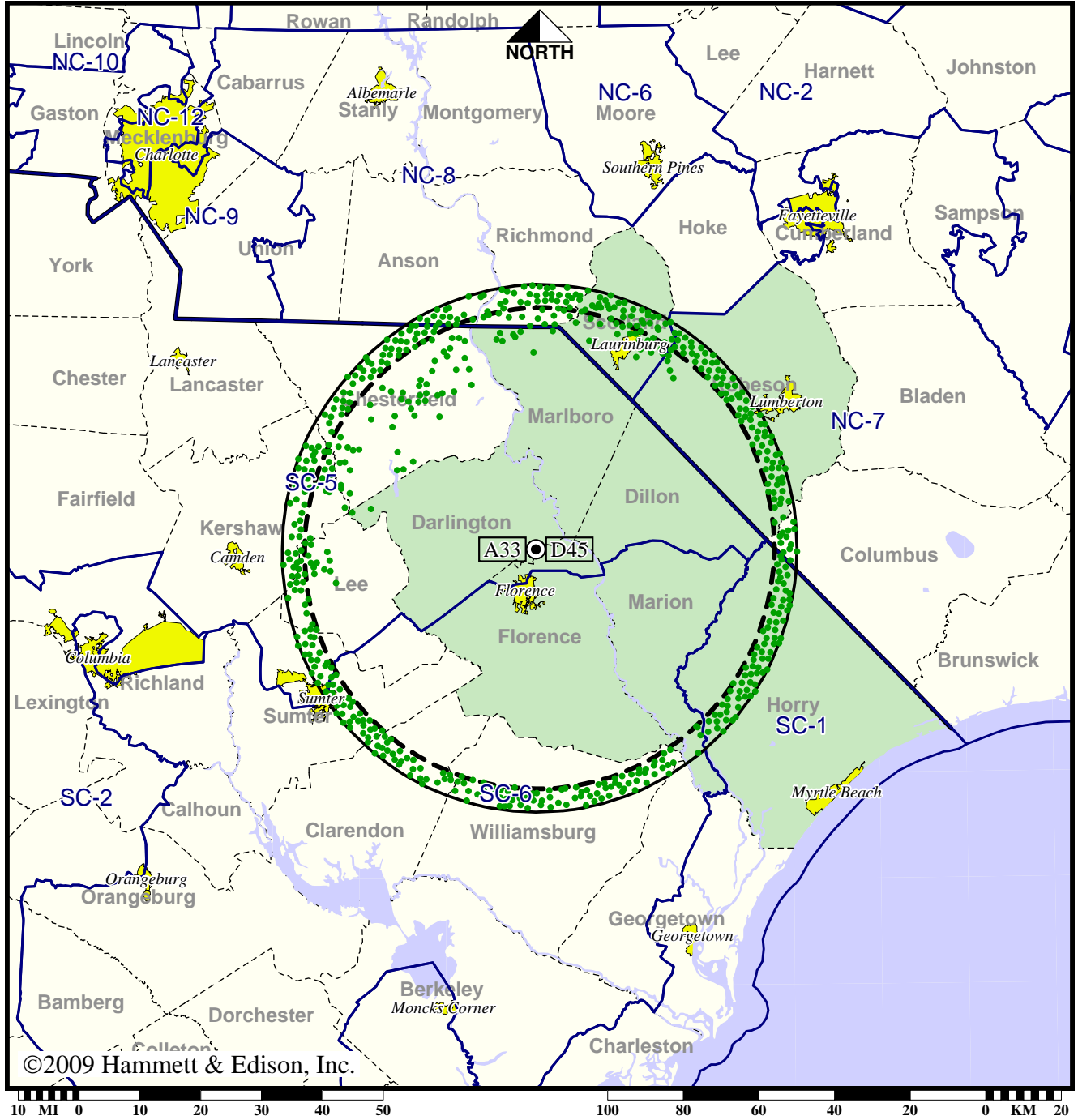
Analog service	451,996 persons
Digital service	826,491
Analog loss	0
Digital gain	374,495
Net gain	374,495

Station WJPM-TV • Analog Channel 33, DTV Channel 45 • Florence, SC

Expected Operation on June 13: Licensed

Digital License (solid): 45.0 kW ERP at 242 m HAAT, Network: PBS
 vs. Analog (dashed): 646 kW ERP at 242 m HAAT, Network: PBS

Market: Myrtle Beach-Florence, SC



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

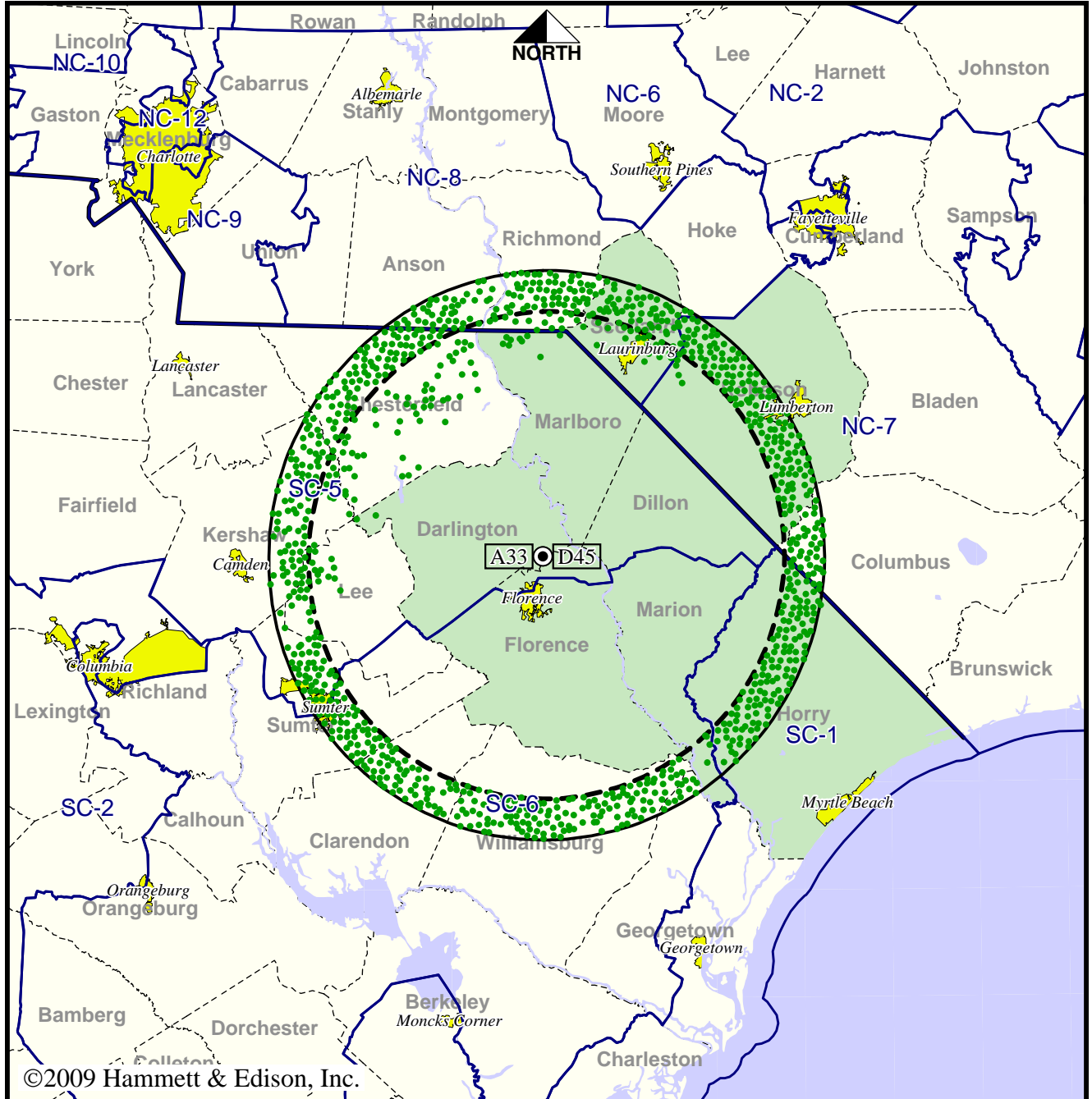
Analog service	398,240 persons
Digital service	495,767
Analog loss	0
Digital gain	97,527
Net gain	97,527

Station WJPM-TV • Analog Channel 33, DTV Channel 45 • Florence, SC

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 109 kW ERP at 242 m HAAT, Network: PBS
 vs. Analog (dashed): 646 kW ERP at 242 m HAAT, Network: PBS

Market: Myrtle Beach-Florence, SC



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

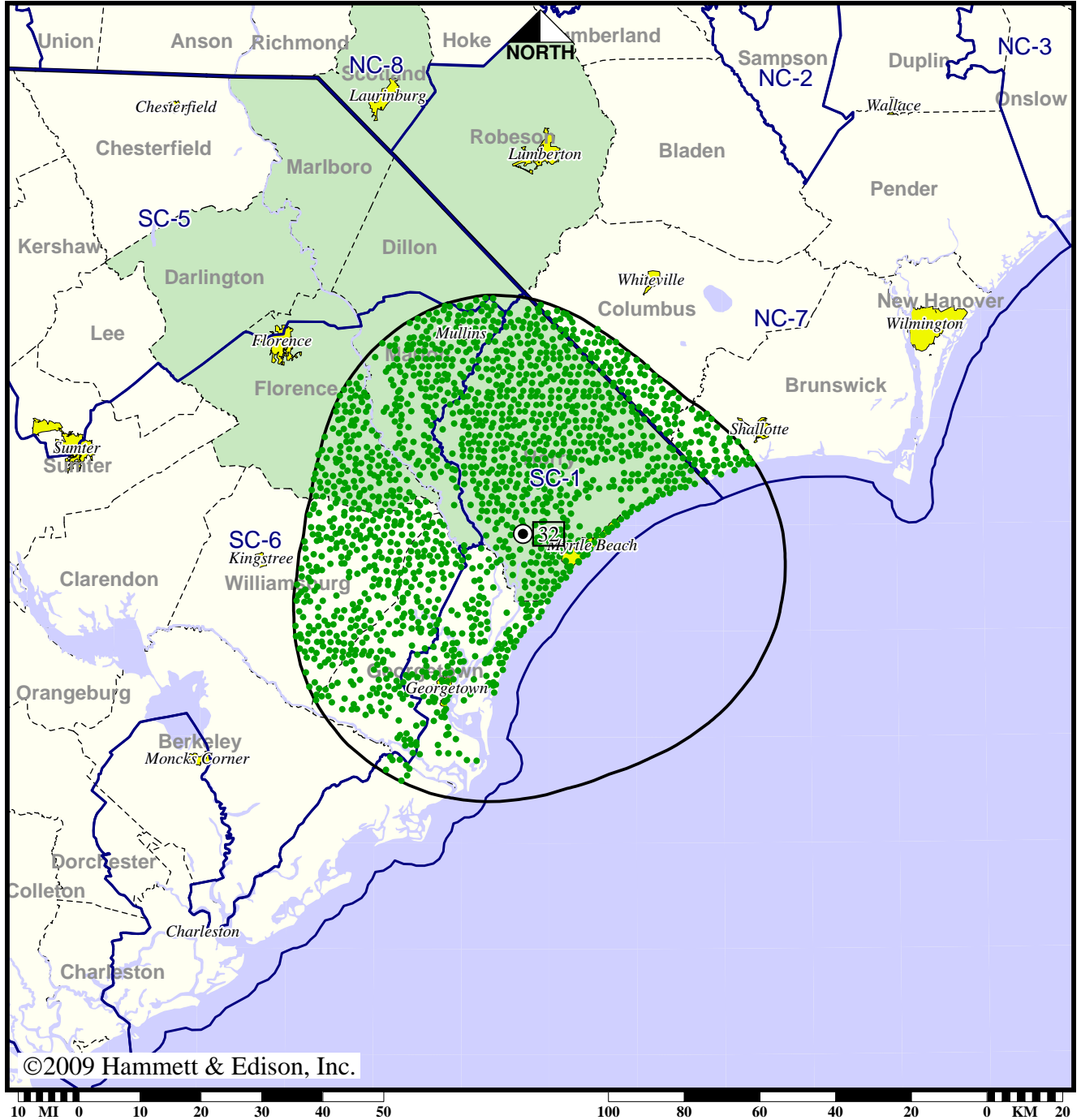
Analog service	398,240 persons
Digital service	584,483
Analog loss	0
Digital gain	186,243
Net gain	186,243

DTV Station WMBF-TV • Channel 32 • Myrtle Beach, SC

Expected Operation on June 13: Licensed

Digital License (solid): 165 kW ERP at 186 m HAAT, Network: NBC

Market: Myrtle Beach-Florence, SC



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● Coverage gained after DTV transition

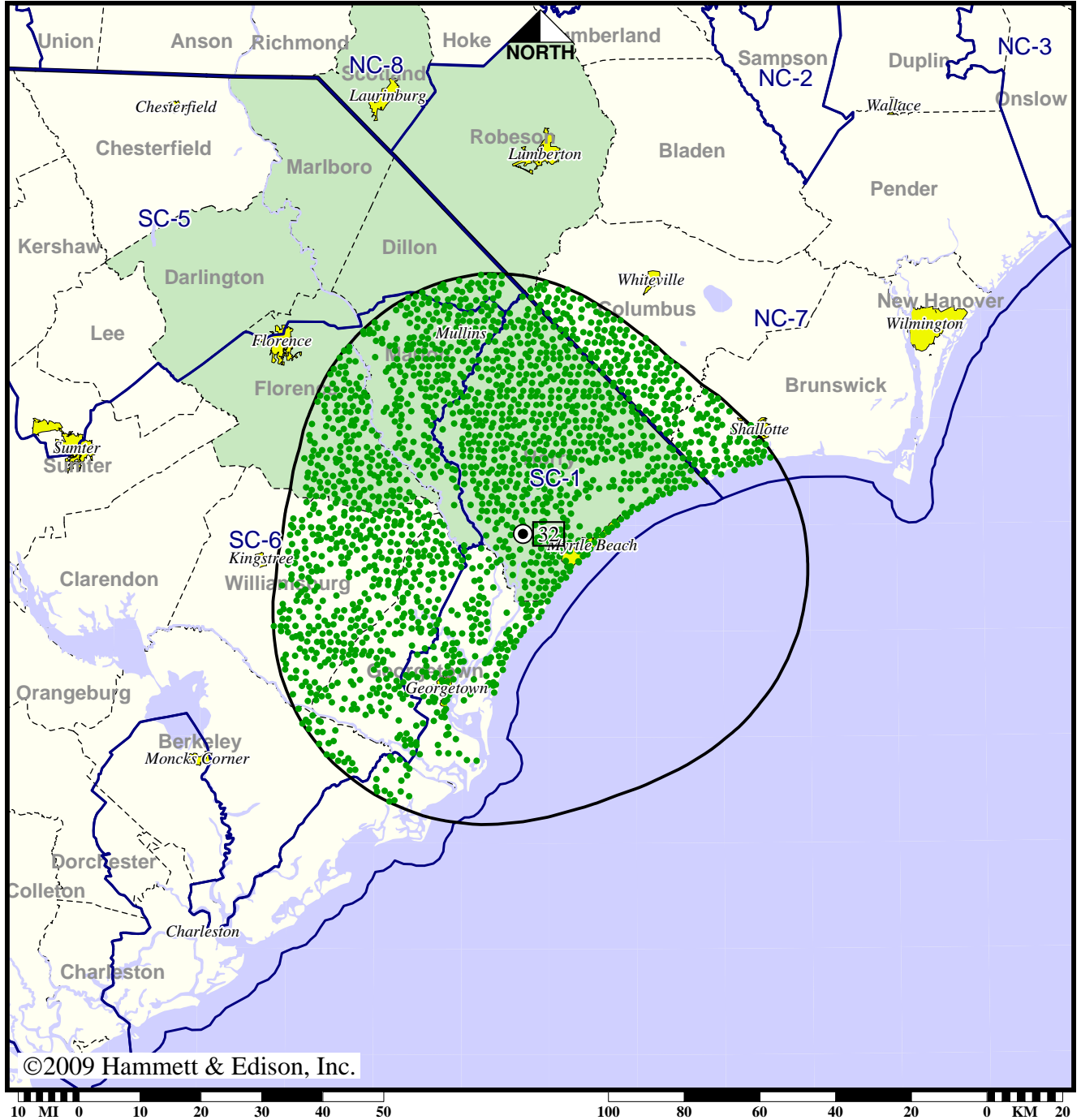
Digital service 335,084 persons

DTV Station WMBF-TV • Channel 32 • Myrtle Beach, SC

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 530 kW ERP at 183 m HAAT, Network: NBC

Market: Myrtle Beach-Florence, SC



● Coverage gained after DTV transition

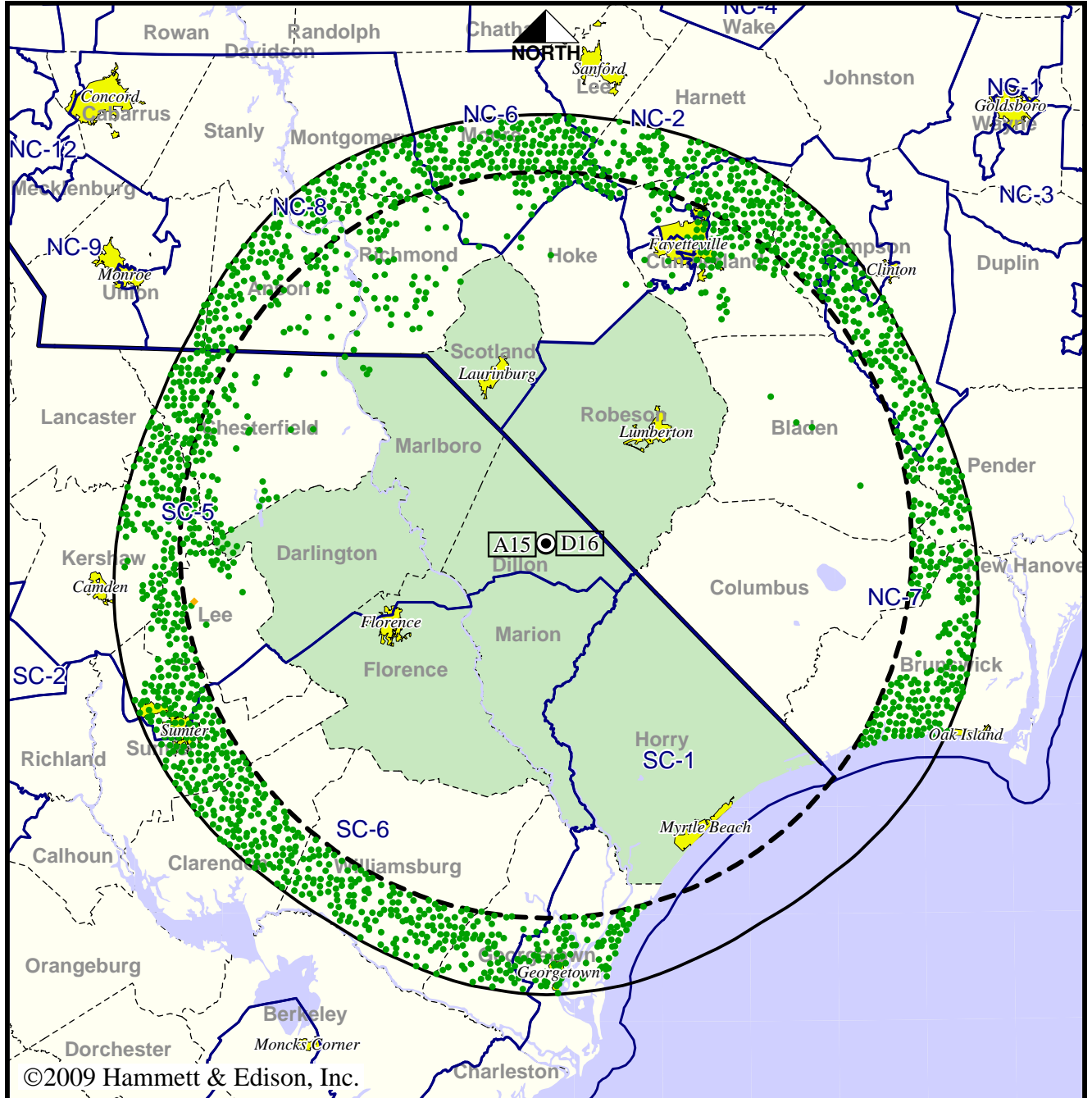
Digital service 359,538 persons

Station WPDE-TV • Analog Channel 15, DTV Channel 16 • Florence, SC

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 421 kW ERP at 600 m HAAT, Network: ABC
 vs. Analog (dashed): 1290 kW ERP at 594 m HAAT, Network: ABC

Market: Myrtle Beach-Florence, SC



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

Analog service	1,149,147 persons
Digital service	1,542,086
Analog loss	68
Digital gain	393,007
Net gain	392,939

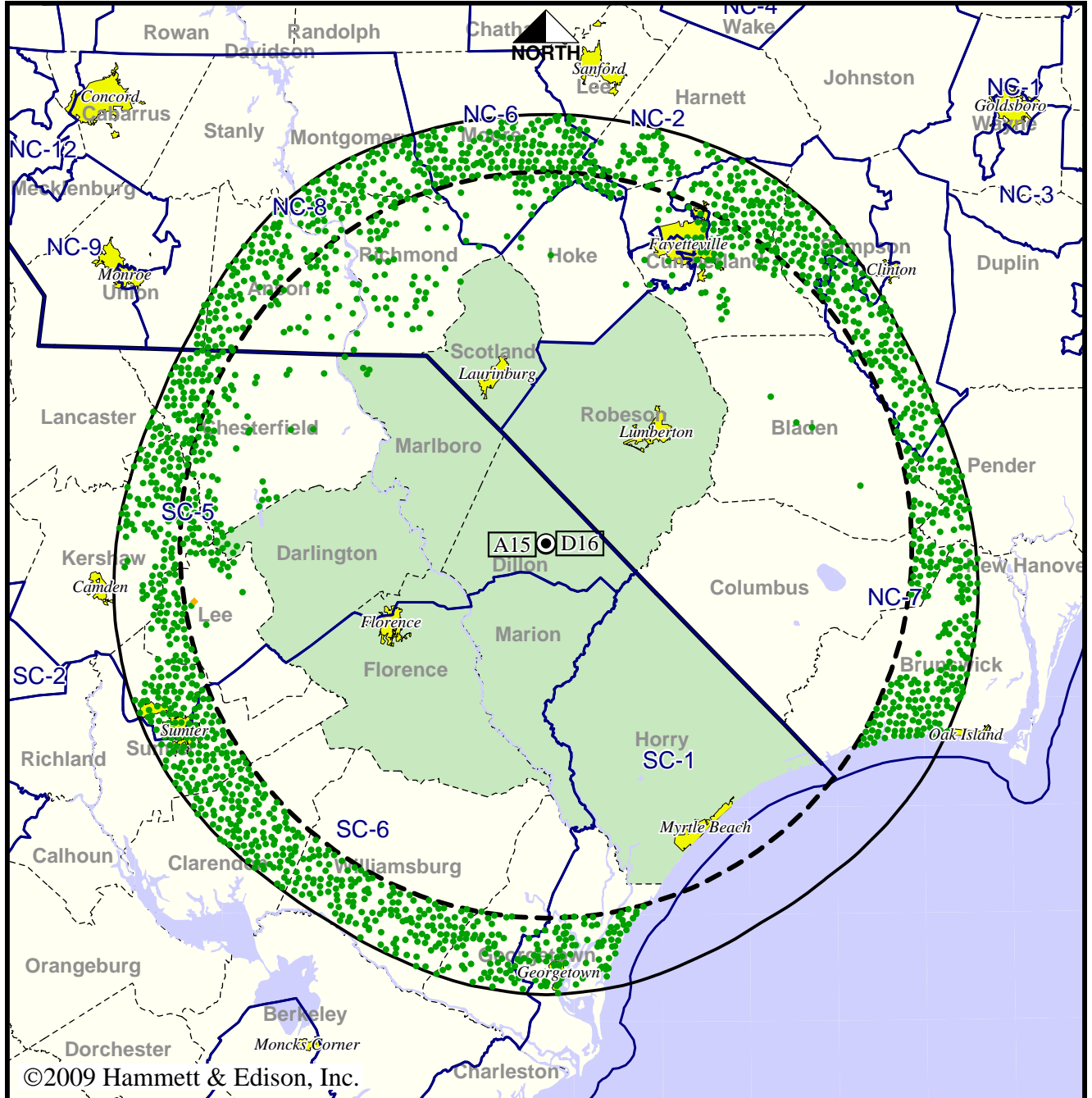
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Station WPDE-TV • Analog Channel 15, DTV Channel 16 • Florence, SC

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 421 kW ERP at 600 m HAAT, Network: ABC
 vs. Analog (dashed): 1290 kW ERP at 594 m HAAT, Network: ABC

Market: Myrtle Beach-Florence, SC



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

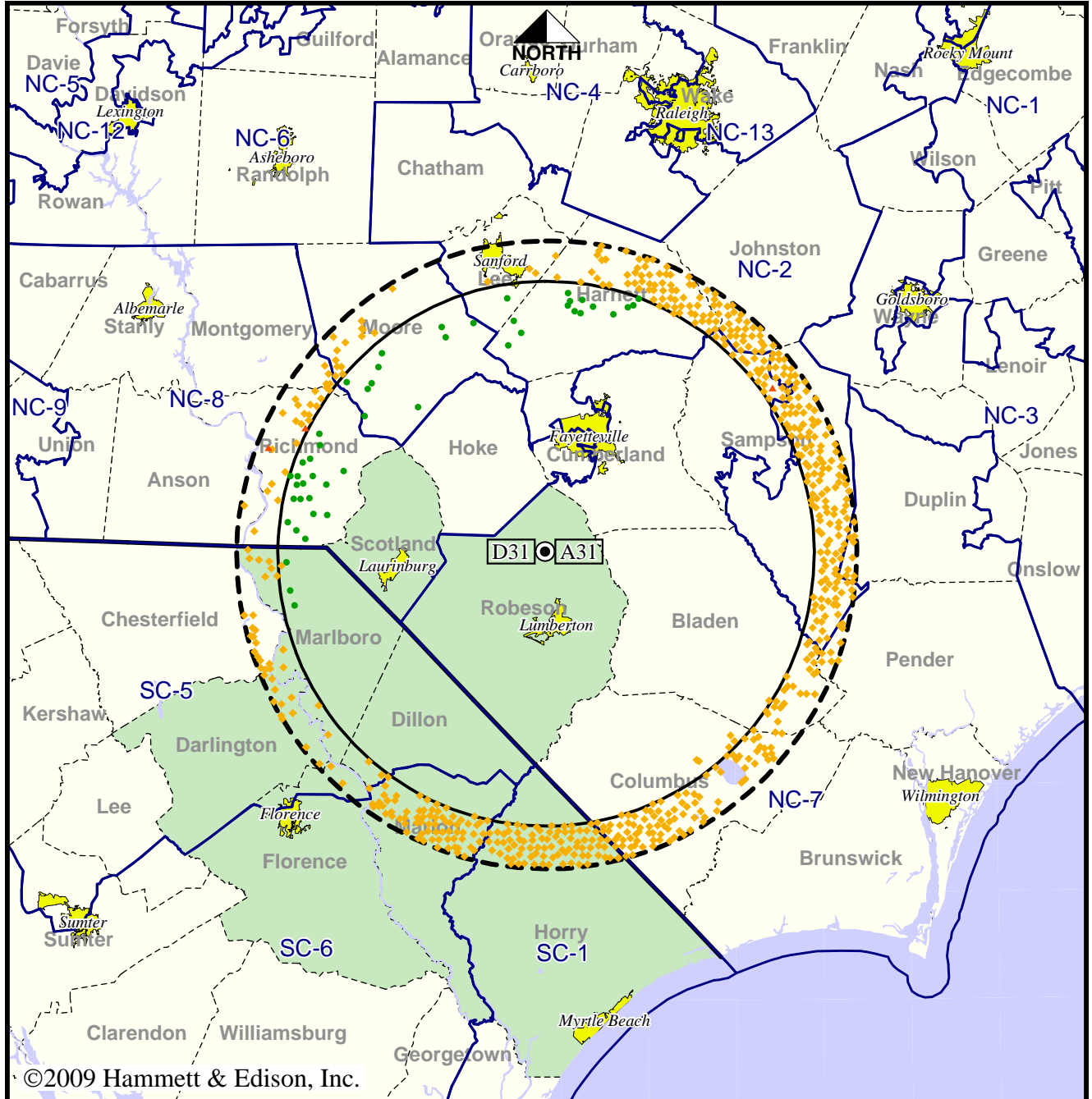
Analog service	1,149,147 persons
Digital service	1,513,813
Analog loss	68
Digital gain	364,734
Net gain	364,666

TV Station WUNU • Analog Channel 31, DTV Channel 31 • Lumberton, NC

Expected Operation on June 13: Granted Construction Permit

**Digital CP (solid): 18.0 kW ERP at 319 m HAAT, Network: PBS
vs. Analog (dashed): 3160 kW ERP at 319 m HAAT, Network: PBS**

Market: Myrtle Beach-Florence, SC



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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

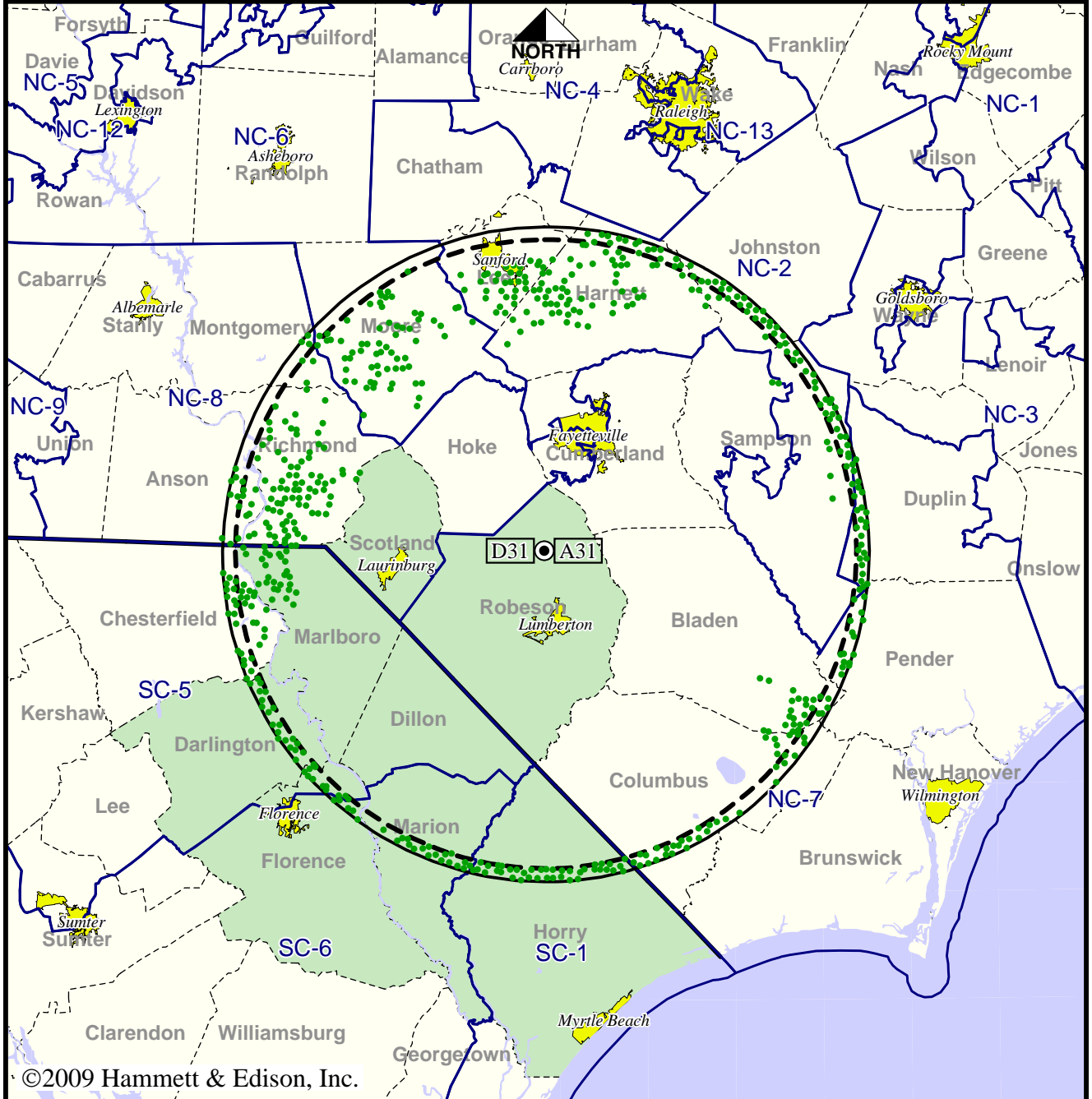
Analog service	864,321 persons
Digital service	800,279
Analog loss	81,354
Digital gain	17,312
Net gain	-64,042

TV Station WUNU • Analog Channel 31, DTV Channel 31 • Lumberton, NC

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 175 kW ERP at 319 m HAAT, Network: PBS
 vs. Analog (dashed): 3160 kW ERP at 319 m HAAT, Network: PBS

Market: Myrtle Beach-Florence, SC



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

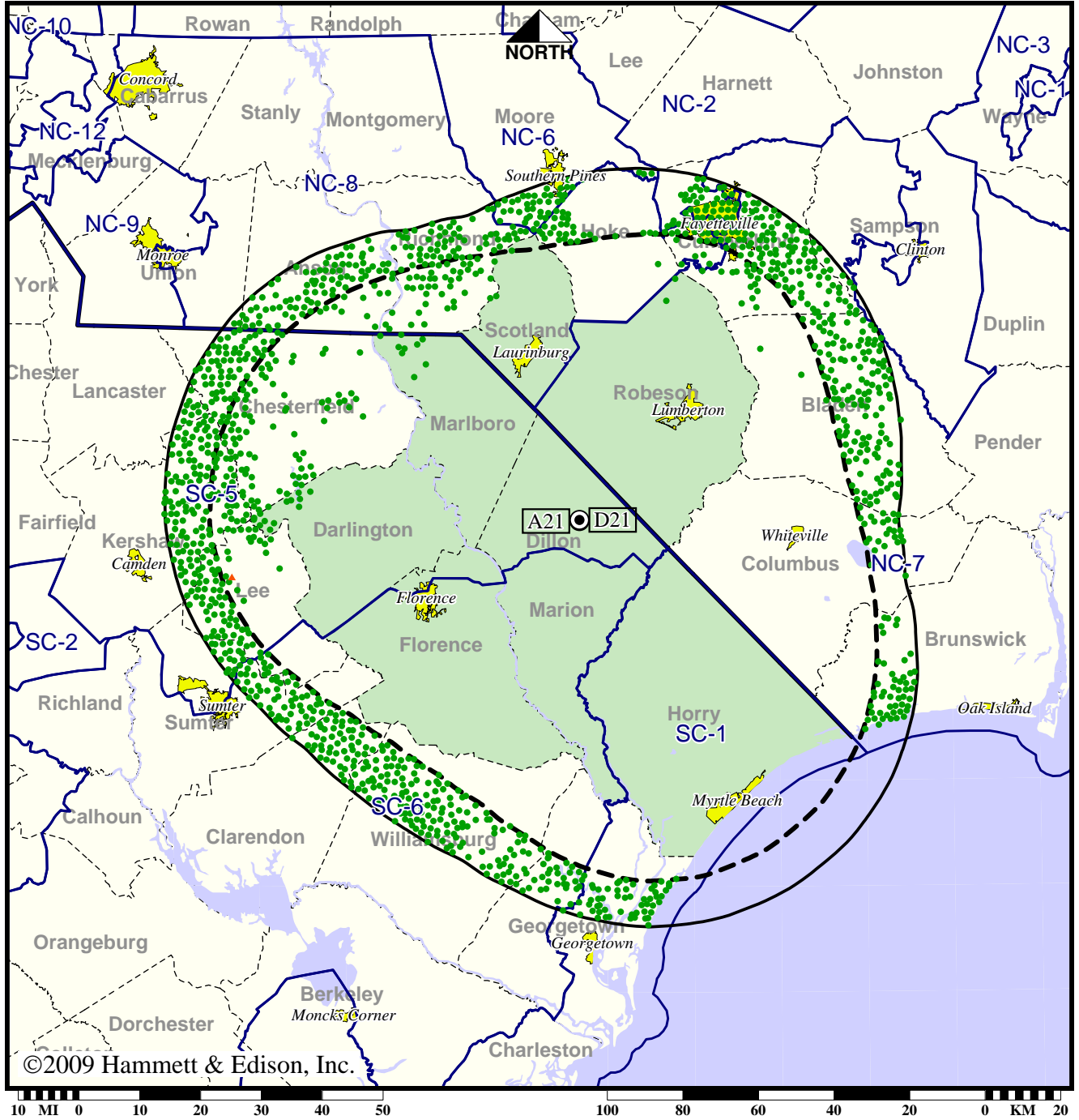
Analog service	864,321 persons
Digital service	977,098
Analog loss	0
Digital gain	112,777
Net gain	112,777

TV Station WWMB • Analog Channel 21, DTV Channel 21 • Florence, SC

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 290 kW ERP at 581 m HAAT
 vs. Analog (dashed): 2090 kW ERP at 567 m HAAT

Market: Myrtle Beach-Florence, SC



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

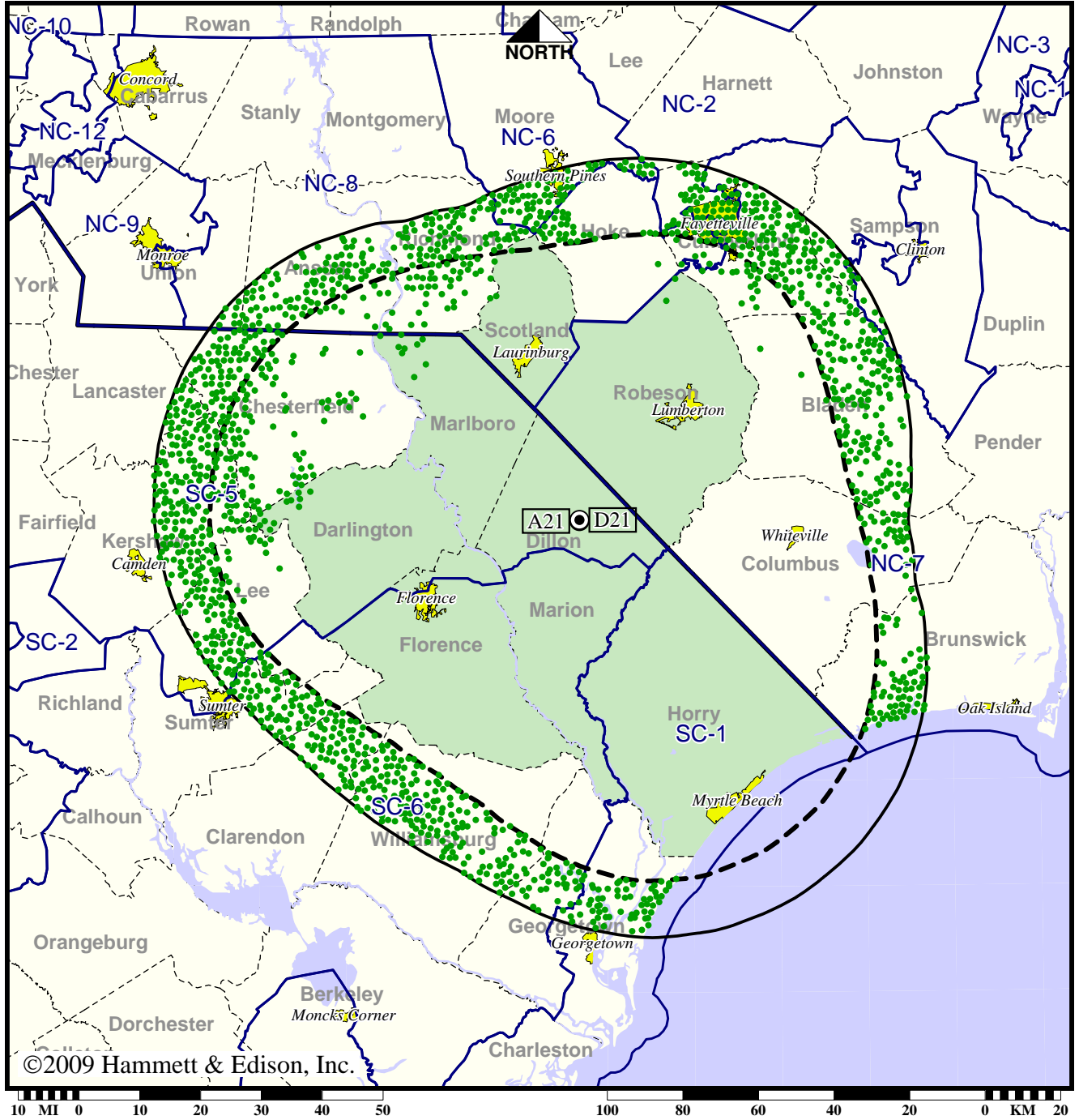
Analog service	891,700 persons
Digital service	1,260,437
Analog loss	68
Digital gain	368,805
Net gain	368,737

TV Station WWMB • Analog Channel 21, DTV Channel 21 • Florence, SC

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 400 kW ERP at 581 m HAAT
 vs. Analog (dashed): 2090 kW ERP at 567 m HAAT

Market: Myrtle Beach-Florence, SC



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

Analog service	891,700 persons
Digital service	1,297,906
Analog loss	0
Digital gain	406,206
Net gain	406,206