

FISHER COMMUNICATIONS OF CLEMSON, INC.

Integration Statement

In the event of a grant of the application by Fisher Communications of Clemson, Inc., JoAnn Small Fisher will have complete control over the day-to-day management of the proposed FM station, and will work full-time (40 or more hours per week) as General Manager and as Sales Manager. Ms. Fisher will be responsible for the operation of the station, including responsibility for supervision of the station's news, public service, music and other programming policies and practices; its recruitment, hiring and discharge of employees; its business and sales practices; its compliance with the Commission rules applicable to FM broadcast stations, and all other areas of operations and business.

Fisher Communications of Clemson, Inc. will claim 100% integration of control and station management, a total absence of other attributable broadcast, newspaper or cable television interests or official relationships, and will claim qualitative credit for the following enhancement factors:

(1) Local Residence (100%): Ms. Fisher owns property and resides within the city limits of Clemson. She has owned her present home for three years (December 1987-December 1990), and has lived in the Clemson area for over twelve years (November

1978 to December 1990) residing either in Clemson or within a 15-mile radius of Clemson.

(2) Female status.

(3) Broadcast Experience: Ms. Fisher's broadcast experience includes the following:

Station WMYI(FM), Greenville (Henderson), SC - November 1990 to date: Account Executive responsible for the sales, servicing and maintenance of local, agency and national sales accounts.

Stations WCKN/WAIM, Anderson, SC - May 1988 to July 1990: Sales Manager - supervision of stations' sales force, extensive experience in CPP negotiations, national regional and local sales; member three person station promotional team responsible for planning and successful execution of more than 100 station promotions in 1989.

Station WCCP, Clemson, SC - May 1985 to May 1988: General Manager - responsible for all phases of operation and sales and supervision of three person management team and the station's staff.

Station WCCP, Clemson, SC - November 1984 to May 1985: Sales Manager - responsible for sales department, sold, serviced and maintained advertising accounts, local, agency and national.

WCKN/WAIM, Anderson, SC - November 1982 to October 4 1984: Account Executive responsible for sale, service and maintenance of advertising accounts in Anderson, Pickens and Oconee Counties of South Carolina and the bordering counties of north Georgia.

Station WCCP, Clemson, SC - November 1982 to October 1984: Account Executive responsible for sales, servicing and maintaining advertising accounts in the Clemson, SC area and for writing copy and limited production.

(4) Civic Activities: During her years in broadcasting, Ms. Fisher has been a participant in and supporter of a variety of civic endeavors and organizations in the Clemson area. From 1988-1989, she served as Vice President of Community Devel-

opment and University Relations for the Clemson Chamber of Commerce. In 1990 she became a member of the Ambassador's Club of the Clemson Chamber of Commerce. She has been a member of the Clemson Area Youth Council (1985-1986), a member of the Clemson Area Jaycees (1985-1990) and the YMCA Funfest Committee (1983-1988). For the past two years (1989-1990), Ms. Fisher has been active in the South Carolina Broadcasters Association as a Director of District #3, chairing the Finance and Workshops committees and serving on the Education and Government Relations Committees.