

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In the Matter of)
)
Applications of) MB Docket No. 16-57
Nexstar Broadcasting Group, Inc.)
and)
Media General, Inc.)
)
For Consent to the Transfer of Control and)
Assignment of Licenses)

**RESPONSE OF NEXSTAR BROADCASTING GROUP, INC. TO
INFORMATION REQUEST DATED JUNE 3, 2016**

June 24, 2016

Response of Nexstar Broadcasting Group, Inc. to Information Request Dated June 3, 2016

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Introduction

Nexstar Broadcasting Group, Inc. (“Nexstar”) hereby provides this response (the “Response”) to the letter dated June 3, 2016 from William T. Lake, Chief of the Media Bureau of the Federal Communications Commission (“FCC” or “Commission”), and the Request for Information attached thereto (the “Request”).

Nexstar’s responses are based on a review of available documents that are likely to contain responsive information and inquiry of those individuals and available sources that are likely to have relevant information. Where the Request seeks documents, responsive documents are being produced on a DVD.

The Request calls for Nexstar to submit certain information and documents that are sensitive from a commercial, competitive, and financial perspective, and that Nexstar would not reveal in the ordinary course of business to the public or its competitors. Nexstar is submitting information and documents on a Confidential basis pursuant to the Request for Confidentiality concurrently filed herewith. The inadvertent inclusion of any material that is subject to an assertion of the attorney-client, attorney work-product, or other applicable privilege is not intended as a waiver of such privilege.

In the public version of the Response, Nexstar has redacted Confidential Information and marked the redactions with “[BEGIN NEXSTAR CONFIDENTIAL INFORMATION] . . . [END NEXSTAR CONFIDENTIAL INFORMATION]”. The redacted Response is marked “REDACTED – FOR PUBLIC INSPECTION” and is being filed electronically in the Commission’s Electronic Comment Filing System (“ECFS”). The Confidential, unredacted

REDACTED – FOR PUBLIC INSPECTION

Response and all Confidential Documents are marked, “CONFIDENTIAL, NOT FOR PUBLIC INSPECTION” and are being delivered to the Secretary. Additional copies of the unredacted Response are being delivered as instructed in the Request.

RESPONSES

1. REQUEST:

On page 46 of the Amended Comprehensive Exhibit, the parties claim that post-transaction they would exceed the national ownership cap. Specifically, they claim that they would be at 41.4 percent, but would divest stations to come down to 38.9 percent. Provide specific calculations for both the 41.4 percent and the 38.9 percent figures, including a list of stations that would be divested to reach the 38.9 percent national ownership calculation.

RESPONSE:

The Amended Comprehensive Exhibit indicates that without divestitures or application of the UHF Discount, the post-transaction company would have 41.106% national population coverage, not 41.4%. Included as Exhibit A hereto is a chart listing each full power television station in which Nexstar would have an attributable interest post-transaction along with the corresponding national household percentage for each Nielsen Designated Market Area, calculated in accordance with 47 C.F.R. § 73.3555(e).¹ The columns on the left include all Nexstar and Media General stations, without any divestitures. The columns on the right remove stations KREG-TV, WCWJ, WBAY-TV, WSLS-TV, KWQC-TV, WFFT-TV, KADN-TV, KIMT, WTHI-TV, WLFI-TV, and KQTV, which Nexstar has proposed to divest.²

¹ This chart does not include low power television (“LPTV”) and Class A television stations, which the FCC has determined are not subject to its ownership restrictions. *See Report and Order, An Inquiry into the Future Role of Low Power Television Broadcasting and Television Translators in the National Telecommunications System*, 51 RR 2d 476, 516-17 (1982) (declining to extend ownership restrictions to LPTV stations because they “have limited coverage potential, which effectively limits the area from which advertising support may be garnered; their secondary status poses the possibility that they might be required to alter facilities or cease operation at any time; the majority of channel availabilities are in rural areas, where viability generally is less certain than in urbanized areas”).

² Applications seeking consent to the assignment of each of the licenses that the parties have committed to divest, except for one station in the Albuquerque, New Mexico Designated Market Area (“DMA”), have been filed with the FCC. *See* FCC File Nos. BALCDT-20160517AAD; BALCDT-20160615AAV; BALCDT-20160610ABG; BALCDT-20160615AAY; BALCDT-20160610ABI; BALCDT-20160617AAW; BALCDT-20160603AAJ; BALCDT-20160617AAY; BALCDT-20160617ABH; BALCDT-20160617AAX; and BALCDT-20160617AAU. The divestiture in the Albuquerque DMA, which has been proposed to ensure compliance with the local television ownership rule, will not alter the national ownership calculation because Nexstar will retain an attributable interest in that DMA post-transaction. An application to divest an Albuquerque station will be filed promptly after a buyer for that station is identified.

As this chart demonstrates, the proposed transaction complies with both the current and proposed versions of the National Television Ownership Limit. If neither the proposed divestitures nor the UHF Discount are considered, following the transaction, Nexstar would have an attributable interest in stations reaching 41.106% of the national audience. Accounting for the divestitures, Nexstar will have an attributable interest in television stations reaching 25.541% when calculated pursuant to Section 73.3555 and 38.905% when calculated without applying the UHF Discount.

2. REQUEST

On page 5 of the Amended Comprehensive Exhibit, the parties state that “Nexstar expects to realize more than \$75 million in synergies and efficiencies within just the first year after closing.”

a. Describe in detail and provide documents that support and demonstrate how these synergies and efficiencies would be achieved.

RESPONSE:

Nexstar expects to realize \$76 million in synergies from the transaction through the following:

[BEGIN NEXSTAR CONFIDENTIAL INFORMATION]

[END NEXSTAR CONFIDENTIAL INFORMATION]

Documents responsive to this Request are included at Bates Nos. NXST-**- 00000001 - NXST-**-00000029.

REQUEST:

b. Describe and provide documents that support and demonstrate any additional synergies and efficiencies that would be realized after the first year.

RESPONSE:

Certain of the savings and synergies set forth above will continue to be realized as savings beyond the first year (e.g., **[BEGIN NEXSTAR CONFIDENTIAL INFORMATION]**

[END NEXSTAR CONFIDENTIAL INFORMATION]). Nexstar further anticipates synergies and efficiencies to be generated in subsequent years from **[BEGIN NEXSTAR CONFIDENTIAL INFORMATION]**

[END NEXSTAR CONFIDENTIAL INFORMATION].

3. REQUEST

On page 10 of the Amended Comprehensive Exhibit, the parties state that there are significant economies of scale for broadcast stations. Describe in detail and provide documents that support and demonstrate that an increase in the size of Nexstar as a result of the transaction would result in benefits from economies of scale.

RESPONSE:

As the National Association of Broadcasters has documented, “television broadcasting generally, and local news production specifically, are subject to strong economies of both scale and scope.”³ This is particularly true in the case of Nexstar, which operates mostly in small and mid-sized markets that lack the necessary scale to compete on a stand-alone basis. Nexstar makes a sizable investment in its stations in these markets, providing between 15 and 35 hours per week of local news programming on most stations. As explained in response to Request Number 7, below, through economies of scale, Nexstar can combine the regional resources of these stations to deliver high quality reporting on issues of state and local interest that simply is not possible for individual stations. The transaction will also better position Nexstar to compete in a video distribution marketplace with AT&T/DirecTV, with market capitalization of more than \$250 billion, Verizon, with market capitalization in excess of \$220 billion, Comcast, with market capitalization of more than \$150 billion, and Charter, with market capitalization of more than \$60 billion.⁴

A document responsive to this Request is included at Bates No. NXST-**-00000034.

³ See Ex Parte Submission of National Association of Broadcasters, MB Dockets No. 14-50, 09-182 (June 6, 2016) (citing Jeffrey A. Eisenach & Kevin W. Caves, *The Effects of Regulation on Economies of Scale and Scope in TV Broadcasting*, at 1-2 (2011), Attachment A to Reply Declaration of Jeffrey A. Eisenach and Kevin W. Caves, NAB Reply Comments at Appendix A, MB Docket No. 10-71 (June 27, 2011)); accord Declaration of Mark Israel and Allan Shampine, NAB Comments, MB Docket No. 10-71, at Appendix B ¶¶ 49-51 (June 26, 2014).

⁴ Market capitalization data from Yahoo! Finance as of June 22, 2016.

4. REQUEST

On page 5 of the Amended Comprehensive Exhibit, the parties state that the transaction would make Nexstar more attractive to programmers in an environment of rapidly rising content costs. Describe in detail and provide documents that support and demonstrate that as a result of the transaction Nexstar would be more attractive to programmers and if and to what extent the transaction would lower Nexstar's content costs.

RESPONSE:

Nexstar will be more attractive to programming suppliers post-merger due to the expanded coverage and reach of its national station portfolio, which will more than double from its current 18% to nearly 39% of all U.S. households. This expanded reach will allow networks (existing and new), major programming suppliers (e.g., CBS Television Distribution, Warner Brothers, NBCUniversal), and smaller programming providers (e.g., Litton, Debmar Mercury, Trifecta) to reduce their transaction costs while simultaneously reaching more viewers across the country. It will provide content providers with a single point of contact for launch of new and diverse programming to 38.9% of television households in 100 markets, making it easier for producers of such programming to gather the station commitments needed to launch new programming ventures. This will increase the pool of new and diverse programming for all broadcast stations and increase the pool of viable program producers for future program offerings.

For example, as announced on June 15, 2016, Nexstar, in conjunction with its service partner stations, significantly increased the reach of three new and diverse networks (Escape, Grit and Laff) as well as assisted Bounce TV (the first African-American broadcast network) to expand its reach to 92% of African-American households and 81% of all U.S. households. By creating a single point of contact for new entrant programmers to reach viewers in approximately

80 medium and small markets (and 100 markets total), Nexstar will provide an alternative to network-owned stations for testing and launching new programming.

In addition to the benefits such increased scale will provide to its programming partners, the increased scale and market coverage will permit Nexstar to reduce the per-station fees it pays for programming, which will provide Nexstar with additional funds to reinvest into its local stations. An example of this—on a micro scale—is reflected with television station KLAS-TV, Las Vegas. In 2015, Nexstar acquired KLAS from Landmark Communications, a company that owned only that one television station in a highly competitive large market. As a consequence of the standalone status of KLAS, Landmark was paying above market rates for high profile syndicated programming. Based on Nexstar’s multi-market pricing knowledge and larger buying power (through more than 200 contracts in 57 markets), Nexstar was able to renew three popular programs at a cost savings of **[BEGIN NEXSTAR CONFIDENTIAL INFORMATION]** **[END NEXSTAR CONFIDENTIAL INFORMATION]**. See Exhibit B. Nexstar leveraged this savings into a \$1 million upgrade to KLAS’s local news facilities in 2016, upgrading facilities that had been in place since before the DTV transition with new equipment and weather technology. Savings generated from future years will be used to expand KLAS’s news programming, including the launch of a new, local lifestyle show (planned for 2017), and an increase in news and production personnel.

Documents responsive to this Request are included at Bates Nos. NXST-**-00000035 - NXST-**-00000044.

5. REQUEST

On page 5 of the Amended Comprehensive Exhibit, the parties state that “Nexstar will enjoy greater strategic alternatives outside of broadcasting.”

Describe in detail and provide documents that support and demonstrate

a. what these alternatives are;

RESPONSE:

Post-transaction, Nexstar’s expanded digital assets will include:

- Lakana (www.lakana.com/) – a SaaS content management platform and digital advertising agency;
- Kixer (<http://kixer.com/>) – an app for content publishers focused on mobile advertising monetization;
- Yashi (<https://yashi.com/>) – a location-focused programmatic online video advertising platform;
- Tactive Digital (<http://tactivedigital.com/>) – a website optimization services agency;
- Dedicated Media (www.dedicatedmedia.com/) – a Media General direct response multichannel digital marketing platform;
- Federated Media (www.federatedmedia.net/) – a Media General entity focused on content marketing through independent influencers and content creators;
- Hyfn (<https://hyfn.com/>) – a Media General social marketing partner specialist; and
- BiteSize TV – a Media General entertainment network producing programming for “broadcast” primarily on the Internet.

The combined digital operations of Nexstar and Media General will include a state-of-the-art content management system, top-of-the-class digital agency services, and unique digital marketing tools. The combination will allow for the expanded delivery of local digital marketing services to local advertisers; enhanced digital publishing tools and technology for local media publishers; machine learning technology to improve local advertisers’ ability to enhance performance of their mobile advertising campaigns; expanded digital content distribution

opportunities for locally focused publishers; superior digitally-targeted advertising products/services for local customers; and OTT, VOD and SVOD content delivery options for local non-broadcast content providers.

The combined company's local sales teams will be able to offer more strategic and tactical ways for local advertisers to grow their businesses using the combined company's digital tools than are available to local advertisers on a stand-alone basis. This will generate expanded audience and revenue opportunities for the company to build on which will, in turn, permit more investment opportunities in digital businesses that provide value to Nexstar's audience and customers. For example, the stronger base company will have more resources to invest in content companies, while continuing to leverage its own digital distribution for such new content. The increased depth of Nexstar's digital portfolio, greater scale (reaching more local markets), and local focus will enable the combined company to more effectively compete with national publishers to provide better opportunities for local advertisers to gain additional distribution on new digital platforms such as OTT, VOD and SVOD.

REQUEST:

b. why these alternatives would be realized only as a result of the transaction.

RESPONSE:

Nexstar and Media General each have made significant investments in the acquisition and development of their separate digital assets. Nexstar's digital products include a state-of-the art content management system, machine learning mobile monetization product, geo-targeted video platform, near simultaneous all-screen advertising product, and digital agency services. Media General's digital products include a state-of-the art direct response, multi-platform marketing product, social media optimization, digital agency services and a web-content creation company.

The combined company will immediately begin with a larger scale and a more diverse portfolio of digital businesses that are not available to either company on a stand-alone basis. Sub-scale digital businesses are struggling in an increasingly anti-competitive world of “walled gardens” such as Facebook and Google. The combined company will generate a stronger revenue base to better position it to build on its existing capabilities in the extremely fast-moving digital marketplace where the long term viability of local market solutions is challenged. Having a more diverse digital portfolio, along with an expanded local digital publishing group, will provide Nexstar with a greater ability to take calculated risks in acquiring, or investing in, digital businesses that can better serve local advertisers and provide stronger competition to national competitors in this space.

6. REQUEST

On pages 10 through 12 Amended Comprehensive Exhibit, the parties state that Nexstar would be a more attractive partner to MVPDs. Describe in detail and provide documents that support and demonstrate how the transaction would make Nexstar a more attractive partner to MVPDs.

RESPONSE:

Nexstar has established strong working relationships with its MVPD partners over the years that have allowed Nexstar to develop and acquire top-tier news and entertainment programming for the benefit of MVPD subscribers and over-the-air viewers alike. A senior MVPD executive recently explained that her company “highly value[s] the local and national programming that the Nexstar . . . stations deliver to [the MVPD’s] customers.”⁵ She went on to laud her company’s “innovative” agreement with Nexstar for “provid[ing] for incremental value to all parties.”

⁵ Press Release, *Cox Communications, Nexstar Broadcasting and Mission Broadcasting Reach Retransmission Consent Agreement*, <http://newsroom.cox.com/news-releases?item=183> (last visited June 14, 2016).

Rapid changes in the video distribution marketplace are altering the landscape on which industry participants compete. On one hand, as the Media Bureau found in its recent video competition report, the number of MVPD video subscribers is in a slow state of decline.⁶ Perhaps in response to this trend, concentration among MVPDs continues apace. In just the past year, AT&T acquired DirecTV to become the nation's largest pay-television company, while Charter acquired Time Warner Cable and Bright House Networks to become the nation's third-largest MVPD.⁷

Against that backdrop, the transaction will make Nexstar a more attractive partner for MVPDs by: (1) enabling Nexstar to more strategically invest in the type of programming that MVPDs and their subscribers value, including sought-after network and syndicated programming and targeted local news programming; and (2) reducing the cost of negotiating linear and digital distribution rights. It will also provide MVPDs with a single point of contact for launch of new and innovative services to a large number of subscribers. *See also* responses to questions 4 and 7.

7. REQUEST:

On pages 6 through 9 Amended Comprehensive Exhibit, the parties state that the transaction would result in benefits in the provision of news content. Describe in detail and provide documents that support and demonstrate

a. that Nexstar would be able to access the content from Media General's Washington, DC News Bureau only as a result of the transaction;

⁶ See *In the Matter of Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming*, MB Docket No. 15-158, DA 16-510 (rel. May 6, 2016).

⁷ See Thomas Gryta, *AT&T Closes \$49 Billion DirecTV Buy*, Wall St. J. (July 24, 2015), available at <http://www.wsj.com/articles/at-t-closes-49-billion-directv-acquisition-1437766932>; Meg James, *Charter Completes Purchase of Time Warner Cable, Bright House*, L.A. Times (May 18, 2016), available at <http://www.latimes.com/entertainment/envelope/cotown/la-et-ct-charter-time-warner-cable-20160517-snap-story.html>; National Cable & Telecommunications Association, *Industry Data*, <https://www.ncta.com/industry-data> (last visited June 14, 2016).

RESPONSE:

In 2015, after completing its merger with LIN Media, Media General opened a Washington, DC-based news bureau for its expanded station portfolio to service the Media General stations with locally-relevant Washington stories.⁸ The bureau is located one block away from the U.S. Capitol and is staffed with 5 journalists. Reporting from this bureau includes interviews with lawmakers, including Senators and members of Congress from the Media General markets, and live reporting from Washington on topical news stories. These journalists also report on topics requested by Media General's local stations because of their relevance to those particular stations' viewers. These interviews help local viewers understand what their congressional representatives are doing in Washington and how that work impacts them. This provides unique and customizable coverage depending on the topic and story.

Absent the transaction, there is no reason for Media General to make its D.C. bureau personnel available to Nexstar (or any other broadcast group) stations to provide similar coverage, and certainly no reason to expend resources covering a Washington topic that is of interest only to a Nexstar station's market. Further, Media General's portfolio of stations includes 15 top-50 market stations, which financially contribute to and support this bureau. In comparison, Nexstar has only 5 top-50 market stations (excluding its Hagerstown station, which although technically located in the Washington, D.C. DMA serves only a small portion of the DMA). Accordingly, Nexstar has substantially fewer major markets available to fund the creation of such a bureau for itself.

⁸ See Press Release, *Media General Announces New Washington, D.C. Bureau and Names Jim Osman as Bureau Chief* (May 18, 2015), http://mediageneral.com/press/2015/may_18_15.pdf (last visited June 23, 2016).

Upon completion of the transaction, the Media General Washington, D.C. bureau will be immediately available to provide topical D.C. coverage and member interviews to an additional 18 million households, including households in such very small markets as San Angelo, Texas, Grand Junction, Colorado, and Watertown, New York. In addition, with 171 stations (including 20 top-50 market stations) providing financial support, the Washington, D.C. bureau can be expanded to provide greater resources for the entire group.

REQUEST

b. that Nexstar would be able to establish state-wide news bureaus in Albany, NY, Austin, TX, and Nashville TN only as a result of the transaction;

RESPONSE:

- *New York:* Nexstar currently owns stations in the New York state markets of Binghamton, Elmira, Rochester, Syracuse, Utica and Watertown as well as a station licensed to the Burlington (VT)-Plattsburgh (NY) market. Nexstar currently does not own a television station in the state capital of Albany, making establishment of an Albany bureau particularly expensive, as it would have to be a stand-alone operation. Nexstar currently has one reporter stationed in Albany (who operates from a desk inside the state pressroom with limited resources) to conduct interviews with lawmakers, cover local groups who come to conduct business with the legislature, and report on stories that relate to issues in the seven markets. Through access to the facilities and personnel of WTEN (Media General's television station in the Albany market), Nexstar will have access to a full complement of reporters and station resources to form the core of a statewide bureau and bring expanded legislative and state lawmaking coverage to not just Nexstar's existing stations, but to WTEN and WIVB, Media General's station in

Buffalo, New York. With the increased resources, Nexstar will be able to provide its nine post-transaction New York state markets with coverage of state and local lawmakers, analysis of state agency actions, and reports on legislative actions that will impact viewers around the state. In addition, the Albany station will benefit from being able to provide viewers in that market with timely and relevant reporting from other areas of the state.

- *Texas:* Nexstar currently owns stations in eleven Texas markets – Abilene, Amarillo, Brownsville, El Paso, Lubbock, Midland, San Angelo, Shreveport-Texarkana, Tyler, Waco-Bryan, and Wichita Falls; it does not own a station in Austin. In June 2015, Nexstar entered into an agreement with Media General for office space and equipment use in KXAN’s Austin facilities for two Nexstar employees in order to establish a “capital bureau” for Nexstar’s stations. This agreement is cancellable by Media General at any time upon 90 days’ advance notice. As in New York, the two current employees conduct interviews with state representatives and report on government activity for the eleven current Nexstar markets in Texas. When KXAN joins the company, Nexstar’s Texas “capital bureau” will have enhanced capabilities and resources to provide greater coverage to Nexstar’s eleven existing markets, while KXAN’s viewers will benefit from being able to access news coverage from the eleven far-flung Texas markets.
- *Tennessee:* Nexstar currently owns stations only in Memphis and Jackson, Tennessee. The acquisition will result in Nexstar owning stations in five of the six Tennessee markets, including the state capital of Nashville. As with other states in which Nexstar owns stations in a majority of the markets located within

the state, Nexstar intends to create a “capital bureau” within the Nashville station to develop and cover stories of statewide interest, including interviews with lawmakers and reports on state government and agency actions.

In each of Texas, New York and Tennessee, post-transaction Nexstar stations will be able to offer their local viewers unmatched access to the actions of the state governments in these states.

REQUEST:

c. the synergies and efficiencies that would be used to establish these state-wide news bureaus collectively and for each proposed state-wide news bureau;

RESPONSE:

Despite the number of stations Nexstar currently owns in the states of New York and Texas, it has very limited resources (e.g., one or two reporters and limited equipment) available for coverage of state lawmakers and lawmaking activities due to the absence of ownership of a station in each state’s capital. Nexstar’s current stations in New York support the single Albany reporter and its current Texas stations provide support for the two person Texas capital staff. These reporters have very limited resources at their disposal, and are limited by the lack of physical access to commonly-held local station assets and personnel in the state capital. In Tennessee, Nexstar does not currently do any reporting from Nashville.

Developing state capital news bureaus to provide the coverage that Nexstar anticipates bringing to its stations’ viewers in local markets around the state requires significant technical infrastructure and staff (including the ability to broadcast live to all of its markets and transmit recorded video and interviews to the markets) as well as multiple reporters simultaneously available to develop different reports for the local markets. The acquisition will give Nexstar immediate access to all of the infrastructure, technology and personnel necessary to implement

expanded governmental coverage by its stations on a cost-effective basis. Nexstar will have immediate access to the live broadcast and video transmission equipment, as well as to all of the station personnel, including support staff (producers, editors, photographers, operators) at the Media General stations, to coordinate the coverage of events and to break enterprising stories about government activities. In short, the acquisition will eliminate many expenses associated with establishing complete state capital bureaus in New York, Texas and Tennessee.

REQUEST:

d. the benefits individually from each of these state-wide bureaus to residents of these states;

RESPONSE:

In 2011, Commissioner Copps bemoaned what he saw as a reduction in news reporting nationally, noting that “there’s so much less of it—so much less in-depth reporting, so much less accountability journalism, so few reporters in state capitals and fewer bureaus around the world compared with what used to be.”⁹ Viewers in each of New York, Texas and Tennessee will benefit from the capital bureaus, which make lawmakers’ actions accessible (and lawmakers accountable) to their local constituents through local newscasts and allow local viewers to learn more about where those lawmakers stand on issues critical to the market, region and/or state. Viewers also will have greater insight into state agency activities and state supreme court proceedings, making them better informed about legislative, regulatory, and judicial issues that affect those local communities. For example, with prescription pain medication abuse rampant and increasing, New York Governor Anthony Cuomo and the state’s legislative leadership recently announced a legislative package to combat such abuse through better monitoring of prescriptions, increased numbers of treatment beds, and elimination of prior authorization

⁹ *Remarks of FCC Comm'r Michael J. Copps on Receiving the President's Award for Lifetime Achievement, Hearing Loss Ass'n of Am. Convention, 2011 WL 2433344, at 6 (OHMSV June 16, 2011).*

insurance requirements (among other changes). While Nexstar's current single reporter in Albany can prepare a brief report on this important new legislation to share with Nexstar stations around the state, a larger bureau would have the resources not only to cover the press announcement for distribution to the other markets, but also to focus in depth on what this means to viewers in those markets. For example, certain aspects of the legislative package may have more relevance to one market than to another, and effective news coverage needs to adapt to those differences.

In Texas, Media General's KXAN already broadcasts a weekly political program (State of Texas: In-Depth), which can immediately be made available in Nexstar's eleven existing markets. KXAN also has direct connectivity to the state capital building, which will allow seamless live broadcasts from either legislative chamber to all markets. For example, had Nexstar owned KXAN in 2013, when then-Senator Wendy Davis engaged in an eleven hour filibuster over abortion rights, the filibuster could have been covered live in the eleven smallest of the fourteen remaining Texas markets. In addition, the Texas state legislature meets only for approximately five months every other year, and having multiple reporters available to cover the surge of legislative activity that schedule entails, while continuing to cover state agency activity in critical areas, will provide a direct benefit to viewers both statewide and in those markets particularly impacted by an agency's action. Finally, ownership of KXAN will provide more exposure for Nexstar's other stations to lawmakers and decision makers in Texas.

In Tennessee, there is no existing state capital bureau. Accordingly, viewers of both Nexstar's and Media General's stations outside of Nashville will benefit from increased access to lawmakers and visibility into state legislative matters.

e. REQUEST:

why the viability of additional state-wide bureaus (in Alabama and Indiana) could not be achieved without the transaction.

RESPONSE:

- *Alabama:* Nexstar currently owns stations in only two of the five DMAs that serve Alabama: Dothan (DMA 173) and Huntsville-Decatur-Florence (DMA 79). Accordingly, Nexstar does not have the resources to support a capital bureau in the state of Alabama. With the addition of Media General's stations in Birmingham-Anniston-Tuscaloosa (DMA 45), Mobile-Pensacola (DMA 58) and Columbus, GA (DMA 127, which includes 4 Alabama counties), even though the combined company will not have a station in the Montgomery DMA, the transaction will allow Nexstar to interconnect its resources in Alabama and establish a news bureau to cover state government and local lawmakers.
- *Indiana:* Nexstar currently owns stations in Evansville (DMA 103), Ft. Wayne (DMA 111) and Terre Haute (DMA 155). These medium and small market stations do not have the resources to support a capital bureau in the state of Indiana. Media General's station located in Indianapolis (DMA 25) will allow Nexstar to implement a capital bureau simply by virtue of its location in the state capital.
- In addition to Indiana and Alabama, the addition of Media General's station in Harrisburg, PA (the state capital) will give the combined company the ability to establish a capital bureau to serve Nexstar's existing Pennsylvania markets of Altoona-Johnstown, Erie and Wilkes-Barre-Scranton. Similarly, the addition of Media General's station in Richmond (the capital of Virginia) will provide the

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resources to implement a capital bureau serving both Nexstar's stations in Roanoke-Lynchburg and Media General's stations in the Norfolk-Portsmouth-Newport News DMA. In each state, the combined company will operate multiple television stations and can leverage those expanded resources to provide coverage across the state. All of the combined company's stations will be able to utilize the assignment desk and technical infrastructure in the state capital, as well as the bureau journalists who, unlike most local reporters, will have the specific experience and state capital connections to effectively report on state government and the activities of lawmakers.

Documents responsive to this Request are included at Bates Nos. NXST-**-00000045 - NXST-**-00000051.

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EXHIBIT A

National Ownership Calculation

National Ownership (Pre-Divestiture)

Designated Market Area	Station	Parent	HH%	
San Francisco-Oakland-San Jose, CA	KRON-TV	MEG	2.193	U
Washington, DC	WHAG-TV	NXST	2.156	U
Tampa-St.Petersburg-Sarasota, FL	WFLA-TV	MEG	1.641	
Tampa-St.Petersburg-Sarasota, FL	WTTA	MEG		
Phoenix, AZ	KASW	NXST	1.632	U
Denver, CO	KREG-TV	NXST	1.391	U
Portland, OR	KOIN	MEG	1.003	U
Raleigh-Durham, NC	WNCN	MEG	0.999	U
Indianapolis, IN	WISH-TV	MEG	0.947	
Indianapolis, IN	WNDY-TV	MEG		
Nashville, TN	WKRN-TV	MEG	0.874	U
Hartford-New Haven, CT	WCTX	MEG	0.834	
Hartford-New Haven, CT	WTNH	MEG		
Columbus, OH	WCMH-TV	MEG	0.801	U
Salt Lake City, UT	KTVX	NXST	0.781	U
Salt Lake City, UT	KUCW	NXST		
Greenville-Spartanburg, SC-Asheville, NC	WSPA-TV	MEG	0.736	
Greenville-Spartanburg, SC-Asheville, NC	WYCW	MEG		
Austin, TX	KXAN-TV	MEG	0.658	U
Las Vegas, NV	KLAS-TV	NXST	0.650	
Grand Rapids-Kalamazoo-Battle Creek, MI	WOOD-TV	MEG	0.634	
Grand Rapids-Kalamazoo-Battle Creek, MI	WOTV	MEG		
Norfolk-Portsmouth-Newport News, VA	WAVY-TV	MEG	0.623	U
Norfolk-Portsmouth-Newport News, VA	WVBT	MEG		
Harrisburg-Lancaster-Lebanon-York, PA	WHTM-TV	MEG	0.612	
Birmingham, AL	WIAT	MEG	0.605	U
Jacksonville, FL	WCWJ	NXST	0.587	U
Albuquerque-Santa Fe, NM	KASA-TV	MEG	0.585	
Albuquerque-Santa Fe, NM	KRQE	MEG		
Memphis, TN	WATN-TV	NXST	0.561	U
Memphis, TN	WLMT	NXST		

National Ownership (Post-Divestiture)

Designated Market Area	Station	Parent	HH%	
San Francisco-Oakland-San Jose, CA	KRON-TV	MEG	2.193	U
Washington, DC	WHAG-TV	NXST	2.156	U
Tampa-St.Petersburg-Sarasota, FL	WFLA-TV	MEG	1.641	
Tampa-St.Petersburg-Sarasota, FL	WTTA	MEG		
Phoenix, AZ	KASW	NXST	1.632	U
Portland, OR	KOIN	MEG	1.003	U
Raleigh-Durham, NC	WNCN	MEG	0.999	U
Indianapolis, IN	WISH-TV	MEG	0.947	
Indianapolis, IN	WNDY-TV	MEG		
Nashville, TN	WKRN-TV	MEG	0.874	U
Hartford-New Haven, CT	WCTX	MEG	0.834	
Hartford-New Haven, CT	WTNH	MEG		
Columbus, OH	WCMH-TV	MEG	0.801	U
Salt Lake City, UT	KTVX	NXST	0.781	U
Salt Lake City, UT	KUCW	NXST		
Greenville-Spartanburg, SC-Asheville, NC	WSPA-TV	MEG	0.736	
Greenville-Spartanburg, SC-Asheville, NC	WYCW	MEG		
Austin, TX	KXAN-TV	MEG	0.658	U
Las Vegas, NV	KLAS-TV	NXST	0.650	
Grand Rapids-Kalamazoo-Battle Creek, MI	WOOD-TV	MEG	0.634	
Grand Rapids-Kalamazoo-Battle Creek, MI	WOTV	MEG		
Norfolk-Portsmouth-Newport News, VA	WAVY-TV	MEG	0.623	U
Norfolk-Portsmouth-Newport News, VA	WVBT	MEG		
Harrisburg-Lancaster-Lebanon-York, PA	WHTM-TV	MEG	0.612	
Birmingham, AL	WIAT	MEG	0.605	U
Albuquerque-Santa Fe, NM*	KASA-TV	MEG	0.585	
Albuquerque-Santa Fe, NM*	KRQE	MEG		
Memphis, TN	WATN-TV	NXST	0.561	U
Memphis, TN	WLMT	NXST		

National Ownership (Pre-Divestiture)

Designated Market Area	Station	Parent	HH%
Providence, RI-New Bedford, MA	WPRI-TV	MEG	0.533
Buffalo, NY	WIVB-TV	MEG	0.517
Buffalo, NY	WNLO	MEG	
Fresno-Visalia, CA	KGPE	NXST	0.498
Fresno-Visalia, CA	KSEE	NXST	
Wilkes Barre-Scranton, PA	WBRE-TV	NXST	0.487
Richmond-Petersburg, VA	WRIC-TV	MEG	0.485
Little Rock-Pine Bluff, AR	KARK-TV	NXST	0.483
Little Rock-Pine Bluff, AR	KARZ-TV	NXST	
Mobile, AL-Pensacola, FL	WFNA	MEG	0.466
Mobile, AL-Pensacola, FL	WKRG-TV	MEG	
Albany-Schenectady-Troy, NY	WTEN	MEG	0.461
Knoxville, TN	WATE-TV	MEG	0.444
Dayton, OH	WBDT	MEG	0.408
Dayton, OH	WDTN	MEG	
Wichita - Hutchinson, KS	KSNW	MEG	0.388
Honolulu, HI	KHON-TV	MEG	0.386
Charleston-Huntington, WV	WOWK-TV	NXST	0.383
Green Bay-Appleton, WI	WBAY-TV	MEG	0.383
Green Bay-Appleton, WI	WFRV-TV	NXST	
Roanoke-Lynchburg, VA	WFXR-TV	NXST	0.383
Roanoke-Lynchburg, VA	WSLS-TV	MEG	
Roanoke-Lynchburg, VA	WWCW	NXST	
Des Moines-Ames, IA	KCWI-TV	NXST	0.376
Des Moines-Ames, IA	WOI-DT	NXST	
Springfield, MO	KOZL-TV	NXST	0.357
Rochester, NY	WROC-TV	NXST	0.355
Huntsville-Decatur-Florence, AL	WZDX	NXST	0.339
Shreveport, LA	KTAL-TV	NXST	0.325
Syracuse, NY	WSYR-TV	NXST	0.324
Champaign-Springfield-Decatur, IL	WCIA	NXST	0.323
Champaign-Springfield-Decatur, IL	WCIX	NXST	

National Ownership (Post-Divestiture)

Designated Market Area	Station	Parent	HH%
Providence, RI-New Bedford, MA	WPRI-TV	MEG	0.533
Buffalo, NY	WIVB-TV	MEG	0.517
Buffalo, NY	WNLO	MEG	
Fresno-Visalia, CA	KGPE	NXST	0.498
Fresno-Visalia, CA	KSEE	NXST	
Wilkes Barre-Scranton, PA	WBRE-TV	NXST	0.487
Richmond-Petersburg, VA	WRIC-TV	MEG	0.485
Little Rock-Pine Bluff, AR	KARK-TV	NXST	0.483
Little Rock-Pine Bluff, AR	KARZ-TV	NXST	
Mobile, AL-Pensacola, FL	WFNA	MEG	0.466
Mobile, AL-Pensacola, FL	WKRG-TV	MEG	
Albany-Schenectady-Troy, NY	WTEN	MEG	0.461
Knoxville, TN	WATE-TV	MEG	0.444
Dayton, OH	WBDT	MEG	0.408
Dayton, OH	WDTN	MEG	
Wichita - Hutchinson, KS	KSNW	MEG	0.388
Honolulu, HI	KHON-TV	MEG	0.386
Charleston-Huntington, WV	WOWK-TV	NXST	0.383
Green Bay-Appleton, WI	WFRV-TV	NXST	0.383
Roanoke-Lynchburg, VA	WFXR-TV	NXST	0.383
Roanoke-Lynchburg, VA	WWCW	NXST	
Des Moines-Ames, IA	KCWI-TV	NXST	0.376
Des Moines-Ames, IA	WOI-DT	NXST	
Springfield, MO	KOZL-TV	NXST	0.357
Rochester, NY	WROC-TV	NXST	0.355
Huntsville-Decatur-Florence, AL	WZDX	NXST	0.339
Shreveport, LA	KTAL-TV	NXST	0.325
Syracuse, NY	WSYR-TV	NXST	0.324
Champaign-Springfield-Decatur, IL	WCIA	NXST	0.323
Champaign-Springfield-Decatur, IL	WCIX	NXST	

National Ownership (Pre-Divestiture)

Designated Market Area	Station	Parent	HH%	
Harlingen-Weslaco-Brownsville-McAllen, TX	KVEO-TV	NXST	0.321	U
Waco-Temple-Bryan, TX	KWKT-TV	NXST	0.310	U
Waco-Temple-Bryan, TX	KYLE-TV	NXST		
Colorado Springs-Pueblo, CO	KXRM-TV	MEG	0.305	U
Savannah, GA	WSAV-TV	MEG	0.296	U
El Paso, TX	KTSM-TV	NXST	0.294	U
Baton Rouge, LA	WGMB-TV	NXST	0.288	U
Charleston, SC	WCBD-TV	MEG	0.286	U
Jackson, MS	WJTV	MEG	0.282	
Tri-Cities, TN-VA	WJHL-TV	MEG	0.270	
Burlington, VT-Plattsburgh, NY	WFFF-TV	NXST	0.268	U
Greenville-New Bern-Washington, NC	WNCT-TV	MEG	0.265	
Ft. Smith-Fayetteville-Springdale-Rogers, AR	KNWA-TV	NXST	0.261	U
Davenport, IA-Rock Island-Moline, IL	KGCW	NXST	0.259	
Davenport, IA-Rock Island-Moline, IL	KWQC-TV	MEG		
Davenport, IA-Rock Island-Moline, IL	WHBF-TV	NXST		
Myrtle Beach-Florence, SC	WBTW	MEG	0.253	
Evansville, IN	WEHT	NXST	0.244	
Johnstown-Altoona, PA	WTAJ-TV	NXST	0.244	U
Tyler-Longview, TX	KETK-TV	NXST	0.232	U
Sioux Falls-Mitchell, SD	KELO-TV	MEG	0.230	
Ft. Wayne, IN	WANE-TV	MEG	0.229	U
Ft. Wayne, IN	WFFT-TV	NXST		
Augusta, GA	WJBF	MEG	0.226	U
Lansing, MI	WLNS-TV	MEG	0.219	U
Youngstown, OH	WKBN-TV	MEG	0.219	U
Springfield-Holyoke, MA	WWLP	MEG	0.218	
Peoria-Bloomington, IL	WMBD-TV	NXST	0.208	U
Lafayette, LA	KADN-TV	NXST	0.203	
Lafayette, LA	KLFY-TV	MEG		
Bakersfield, CA	KGET-TV	NXST	0.193	U

National Ownership (Post-Divestiture)

Designated Market Area	Station	Parent	HH%	
Harlingen-Weslaco-Brownsville-McAllen, TX	KVEO-TV	NXST	0.321	U
Waco-Temple-Bryan, TX	KWKT-TV	NXST	0.310	U
Waco-Temple-Bryan, TX	KYLE-TV	NXST		
Colorado Springs-Pueblo, CO	KXRM-TV	MEG	0.305	U
Savannah, GA	WSAV-TV	MEG	0.296	U
El Paso, TX	KTSM-TV	NXST	0.294	U
Baton Rouge, LA	WGMB-TV	NXST	0.288	U
Charleston, SC	WCBD-TV	MEG	0.286	U
Jackson, MS	WJTV	MEG	0.282	
Tri-Cities, TN-VA	WJHL-TV	MEG	0.270	
Burlington, VT-Plattsburgh, NY	WFFF-TV	NXST	0.268	U
Greenville-New Bern-Washington, NC	WNCT-TV	MEG	0.265	
Ft. Smith-Fayetteville-Springdale-Rogers, AR	KNWA-TV	NXST	0.261	U
Davenport, IA-Rock Island-Moline, IL	KGCW	NXST	0.259	
Davenport, IA-Rock Island-Moline, IL	WHBF-TV	NXST		
Myrtle Beach-Florence, SC	WBTW	MEG	0.253	
Evansville, IN	WEHT	NXST	0.244	
Johnstown-Altoona, PA	WTAJ-TV	NXST	0.244	U
Tyler-Longview, TX	KETK-TV	NXST	0.232	U
Sioux Falls-Mitchell, SD	KELO-TV	MEG	0.230	
Ft. Wayne, IN	WANE-TV	MEG	0.229	U
Augusta, GA	WJBF	MEG	0.226	U
Lansing, MI	WLNS-TV	MEG	0.219	U
Youngstown, OH	WKBN-TV	MEG	0.219	U
Springfield-Holyoke, MA	WWLP	MEG	0.218	
Peoria-Bloomington, IL	WMBD-TV	NXST	0.208	U
Lafayette, LA	KLFY-TV	MEG	0.203	
Bakersfield, CA	KGET-TV	NXST	0.193	U

National Ownership (Pre-Divestiture)

Designated Market Area	Station	Parent	HH%	
Columbus, GA	WRBL	MEG	0.192	U
La Crosse-Eau Claire, WI	WLAX	NXST	0.182	U
Amarillo, TX	KAMR-TV	NXST	0.167	U
Topeka, KS	KSNT	MEG	0.150	U
Rockford, IL	WQRF-TV	NXST	0.150	U
Monroe, LA-El Dorado, AR	KARD	NXST	0.150	U
Minot-Bismarck-Dickinson, ND	KXMC-TV	NXST	0.145	
Lubbock, TX	KLBK-TV	NXST	0.139	U
Odessa-Midland, TX	KMID	NXST	0.138	U
Wichita Falls, TX -Lawton, OK	KFDX-TV	NXST	0.135	U
Sioux City, IA	KCAU-TV	NXST	0.132	
Erie, PA	WJET-TV	NXST	0.131	U
Joplin, MO-Pittsburg, KS	KSNF	NXST	0.127	U
Rochester, MN-Mason City, IA-Austin,	KIMT	MEG	0.124	U
Panama City, FL	WMBB	NXST	0.123	
Terre Haute, IN	WTHI-TV	MEG	0.117	
Terre Haute, IN	WTWO	NXST		
Wheeling, WV- Steubenville, OH	WTRF-TV	NXST	0.114	
Binghamton, NY	WIVT	NXST	0.113	U
Bluefield-Beckley-Oak Hill, WV	WVNS-TV	NXST	0.112	
Abilene-Sweetwater, TX	KTAB-TV	NXST	0.099	U
Billings, MT	KSVI	NXST	0.096	U
Hattiesburg-Laurel, MS	WHLT	MEG	0.094	U
Clarksburg-Weston, WV	WBOY-TV	NXST	0.090	
Rapid City, SD	KCLO-TV	MEG	0.087	U
Utica, NY	WFXV	NXST	0.087	U
Dothan, AL	WDHN	NXST	0.086	U
Elmira, NY	WETM-TV	NXST	0.080	U
Jackson, TN	WJKT	NXST	0.079	U
Watertown, NY	WWTI	NXST	0.079	U
Alexandria, LA	WNTZ-TV	NXST	0.076	U
Marquette, MI	WJMN-TV	NXST	0.073	U

National Ownership (Post-Divestiture)

Designated Market Area	Station	Parent	HH%	
Columbus, GA	WRBL	MEG	0.192	U
La Crosse-Eau Claire, WI	WLAX	NXST	0.182	U
Amarillo, TX	KAMR-TV	NXST	0.167	U
Topeka, KS	KSNT	MEG	0.150	U
Rockford, IL	WQRF-TV	NXST	0.150	U
Monroe, LA-El Dorado, AR	KARD	NXST	0.150	U
Minot-Bismarck-Dickinson, ND	KXMC-TV	NXST	0.145	
Lubbock, TX	KLBK-TV	NXST	0.139	U
Odessa-Midland, TX	KMID	NXST	0.138	U
Wichita Falls, TX -Lawton, OK	KFDX-TV	NXST	0.135	U
Sioux City, IA	KCAU-TV	NXST	0.132	
Erie, PA	WJET-TV	NXST	0.131	U
Joplin, MO-Pittsburg, KS	KSNF	NXST	0.127	U
Panama City, FL	WMBB	NXST	0.123	
Terre Haute, IN	WTWO	NXST	0.117	U
Wheeling, WV- Steubenville, OH	WTRF-TV	NXST	0.114	
Binghamton, NY	WIVT	NXST	0.113	U
Bluefield-Beckley-Oak Hill, WV	WVNS-TV	NXST	0.112	
Abilene-Sweetwater, TX	KTAB-TV	NXST	0.099	U
Billings, MT	KSVI	NXST	0.096	U
Hattiesburg-Laurel, MS	WHLT	MEG	0.094	U
Clarksburg-Weston, WV	WBOY-TV	NXST	0.090	
Rapid City, SD	KCLO-TV	MEG	0.087	U
Utica, NY	WFXV	NXST	0.087	U
Dothan, AL	WDHN	NXST	0.086	U
Elmira, NY	WETM-TV	NXST	0.080	U
Jackson, TN	WJKT	NXST	0.079	U
Watertown, NY	WWTI	NXST	0.079	U
Alexandria, LA	WNTZ-TV	NXST	0.076	U
Marquette, MI	WJMN-TV	NXST	0.073	U

National Ownership (Pre-Divestiture)

Designated Market Area	Station	Parent	HH%
Grand Junction-Montrose, CO	KREX-TV	NXST	0.061
Lafayette, IN	WLFI-TV	MEG	0.060
San Angelo, TX	KLST	NXST	0.049
St. Joseph, MO	KQTV	NXST	0.039
TOTAL WITH UHF DISCOUNT			26.750
TOTAL WITHOUT UHF DISCOUNT			41.106

National Ownership (Post-Divestiture)

Designated Market Area	Station	Parent	HH%
Grand Junction-Montrose, CO	KREX-TV	NXST	0.061
San Angelo, TX	KLST	NXST	0.049
TOTAL WITH UHF DISCOUNT			25.541
TOTAL WITHOUT UHF DISCOUNT			38.905

Household percentages based on Nielsen Local Television Market Universe Estimates, available at <https://www.tvb.org/Portals/0/media/file/DMA/2015-2016-dma-ranks.pdf>.

"*" = Nexstar intends to divest either KASA-TV or KRQE to comply with the local television ownership rule. Because Nexstar will retain an attributable interest in a full power television station in the Albuquerque-Santa Fe, NM Designated Market Area, this divestiture will not alter the calculation of its national ownership.

"U" = HH% for DMA multiplied by 0.5 when applying UHF discount.

REDACTED – FOR PUBLIC INSPECTION

EXHIBIT B

KLAS PROGRAMMING FEES

[BEGIN NEXSTAR CONFIDENTIAL INFORMATION]

[END NEXSTAR CONFIDENTIAL INFORMATION]

REDACTED – FOR PUBLIC INSPECTION

PUBLIC DOCUMENTS

**In Largest Multicast Network Distribution Launch in History,
Nexstar Broadcasting Group, Inc., Mission Broadcasting, Inc.
And White Knight Broadcasting, Inc. to Roll Out Escape, Grit, Laff and Bounce TV**

**130 Launches Across 81 Stations in 54 Markets
Will Drive Escape to 85% of U.S. and 99 Million Households (HHs),
Grit to 93%/108 Million HHs, Laff to 85%/99 Million HHs,
Bounce TV to 92% of African-American Homes/94 Million Total HHs**

ATLANTA (June 15, 2016) – In the largest multicast distribution launch in the history of broadcast television, Katz Broadcasting and Bounce TV announced today that that stations owned or programmed by Nexstar Broadcasting Group, Inc. (Nasdaq: NXST, “Nexstar”), Mission Broadcasting, Inc. and White Knight Broadcasting, Inc. will carry Escape, Grit, Laff and Bounce TV on 130 channel locations across 81 stations in 54 markets.

The announcement follows the execution of multi-year agreements with Nexstar, Mission and White Knight by Katz Broadcasting, which owns and operates Escape, Grit and Laff, and Bounce Media, the parent company of Bounce TV.

The agreement will add:

- 42 new Escape markets, driving Escape to 85% of the United States which represents 99 million homes.
- 28 new markets for Grit, putting Grit in 93% of the U.S., 108M households.
- 45 new Laff markets; Laff is now in 85% of the country, 99M homes.
- 15 new markets for Bounce TV plus Bounce has been renewed by Nexstar in eight other markets and Mission in one market. Bounce TV is now in 81% U.S., 94M homes and 92% of African-American households.

“Escape, Grit, Laff and Bounce TV are unique brands that are complementary to our stations’ existing high quality, original, local news and other exclusive local and network-affiliated programming. Nexstar’s top priority is serving the needs of the people and communities where we operate and with the launch of these digital multicast networks across the companies’ broadcast platforms, we are delivering more exciting content to local viewers including classic and contemporary off-network sitcoms, original programming, popular movies, action series, documentaries, specials, live sports and more. Katz Broadcasting and Bounce TV are managed by seasoned and talented teams of television veterans who have a proven track record of success in both curating and producing excellent programming and we believe consumers in our markets will enjoy all four networks for many years to come,” commented Brian Jones, Nexstar Broadcasting Group, Inc. Executive Vice President and Co-Chief Operating Officer.

“These are monumental agreements for our networks and the emerging broadcasting business overall,” said Jeffrey Wolf, Chief Distribution Officer for Katz Broadcasting and Bounce TV. “Perry

Sook and his team at Nexstar Broadcasting have always been innovators and we're grateful for the tremendous confidence they've placed in our brands."

-more-

The four networks will be carried in multiple combinations on the Nexstar/Mission/White Knight stations in the following markets: Washington, D.C./Hagerstown MD; Phoenix, AZ, Salt Lake City, UT; Memphis, TN; Fresno, CA; Wilkes Barre-Scranton, PA; Little Rock-Pine Bluff, AR; Charleston/Huntington, WV; Green Bay, WI; Roanoke-Lynchburg, VA; Ames-Des Moines, IA; Springfield, MO; Rochester, NY; Huntsville, AL; Shreveport, LA; Syracuse, NY; Champaign-Decatur-Springfield, IL; Harlingen-Weslaco-Brownsville, TX; Waco-Temple-Bryan, TX; El Paso, TX; Baton Rouge, LA; Burlington, VT; Fort Smith-Fayetteville-Springdale-Rogers, AR; Davenport, IA/Rock Island-Moline, IL; Evansville, IL; Johnstown-Altoona, PA; Tyler, TX; Peoria, IL; La Crosse-Eau Claire, WI; Amarillo, TX; Rockford, IL; Monroe, LA/El Dorado, AR; Lubbock, TX; Odessa-Midland, TX; Wichita Falls, TX/Lawton, OK; Sioux City, IA; Erie, PA; Joplin, MO; Panama City, FL; Terre Haute, IN; Bluefield/Beckley/Oak Hill, WV; Binghamton, NY; Abilene/Sweetwater, TX; Billings, MT; Clarksburg/Weston, WV; Utica, NY; Dothan, AL; Elmira, NY; Jackson, TN; Watertown, NY; Alexandria, LA; Marquette, WI; Grand Junction, CO and San Angelo, TX.

Escape reaches women 25-54 with a brand of programming anchored in stories of crime and mystery. Grit targets men 25-54 with a heavy focus on western and action theatrical motion pictures and series. Both Grit and Escape are C3 rated nationally by Nielsen Media Services while simultaneously expanding into general market advertising sales. Escape will launch into original programming production with five new true-crime series. Laff features a mix of contemporary off-network sitcoms and popular movies. The Laff brand crosses multiple platforms, with the linear network carried on the signals of local broadcast stations with corresponding cable carriage and digital content being curated, aggregated and available at Laff.com and on mobile via the Laff app. Katz Broadcasting was established in 2014 by former Turner Broadcasting executive Jonathan Katz.

Bounce TV - the only emerging broadcast network producing original scripted series - is the fastest-growing African-American (AA) network on television. Bounce TV features a programming mix of original and off-network series, theatrical motion pictures, specials, live sports and more. Among the founders of Bounce TV are iconic American figures Martin Luther King, III and former United Nations Ambassador and Civil Rights icon Andrew Young.

Nexstar Broadcasting Group is a leading diversified media company that leverages localism to bring new services and value to consumers and advertisers through its traditional media, digital and mobile media platforms. Nexstar owns, operates, programs or provides sales and other services to 104 full power television stations reaching 54 markets or approximately 18.1% of all U.S. television households. Nexstar's portfolio includes primary affiliates of NBC, CBS, ABC, FOX, MyNetworkTV and The CW. Nexstar's community portal websites offer additional hyper-local content and verticals for consumers and advertisers, allowing audiences to choose where, when and how they access content while creating new revenue opportunities.

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NEWS ANNOUNCEMENT

For Immediate Release

KLAS-TV (CBS) ELEVATES COMMITMENT TO LAS VEGAS VIEWERS WITH \$1.3 MILLION INVESTMENT IN SUPPORT OF ENHANCED LOCAL NEWS PROGRAMMING LAUNCHING APRIL 11

Nexstar Broadcasting Completes Significant Investment to Upgrade All Aspects of KLAS-TV's Local News Programming, Newly Rebranded as "*8 News Now – The Valley's News Leader*"

Leading Anchor Line-Up and Team of Local Journalists to Deliver More Compelling Local News and Community Content On-air and Online at LasVegasNow.com

Additional Programming and Station Investment Plans Currently Underway

LAS VEGAS, Nevada and IRVING, Texas (April 11, 2016) – Nexstar Broadcasting Group, Inc. (NASDAQ: NXST) announced today that KLAS-TV, the CBS affiliate serving the Las Vegas, Nevada market (DMA #40), will launch its new enhanced locally-produced news programming under the "**8 News Now – The Valley's News Leader**" brand, beginning April 11, 2016. Nexstar invested approximately \$1.3 million to build modern news sets, develop new on-air graphics and purchase new equipment and weather technology to support the news programming debut. The significant investment to completely upgrade all aspects of KLAS-TV's television and news operations demonstrates Nexstar's dedication to delivering exceptional local news, programming and marketing services in Las Vegas and the surrounding communities.

In addition, Nexstar and KLAS-TV are raising their commitment to local viewers and advertisers with additional exciting programming and station enhancement plans currently underway. These initiatives include expanded local news programming, which is expected to debut this fall, as well as new kitchen and performance set buildouts for a new local lifestyle show, which is scheduled to launch in early 2017. KLAS-TV plans to hire additional news and production personnel later this year to support the new and expanded local programming.

Lisa Howfield, Vice President and General Manager of KLAS-TV stated, "Our top priority at Nexstar and our Las Vegas station operations is to support the evolving needs and interests of the people and communities across the Valley. With our significant investment to enhance local programming, content production, technology and marketing opportunities for overall improved service and experience, we are raising our commitment to local viewers, hometown businesses, and public organizations. Our new locally-produced news programming will feature an updated look, including modern locally-themed news sets, LED studio lighting, new on-air graphics and music, as well as state-of-the-art technology and equipment that will significantly expand our ability to gather content in the field so we can quickly bring it to viewers and online users.

"This is a very exciting time for KLAS-TV and our local viewers as these valuable resources, including touch screens, multi-screens, a new weather center and interview set build out, greatly enhance our

storytelling approach for a more interactive and engaging viewer experience. The **'The Valley's News Leader'** brand will empower our viewers to make informed decisions and take action with our exceptional local news coverage and the most accurate weather forecasts on-air and through our digital applications, with both mobile and desktop accessibility at LasVegasNow.com.

"In addition, we will further elevate our community service far beyond the April 11 launch of our new enhanced local newscasts, with plans currently underway to expand our news programming and launch a new local lifestyle show over the next twelve months. Importantly, the upcoming expansion of our news programming under the **'8 News Now – The Valley's News Leader'** brand reflects our unwavering commitment to delivering superior local news, entertainment programming and exclusive content to viewers while offering businesses and advertisers unparalleled marketing opportunities across all screens and all devices."

In addition to mobile and desktop accessibility at LasVegasNow.com, KLAS is the only station in Las Vegas with community focused apps -- News.Vegas, Weather.Vegas and Traffic.Vegas -- which allow consumers to easily access critical local news, weather and traffic updates. All of KLAS' apps are available in the App Store or Google Play Store.

8 News Now – The Valley's News Leader Programming Schedule:

"Dave and Denise" at 5 p.m., 6 p.m. and 11 p.m.

Award-winning veteran anchor Dave Courvoisier will be joined by Emmy-award winning journalist, Denise Valdez, to deliver weekday evening newscasts. After starting his broadcasting career in radio and television in 1981, Dave Courvoisier began broadcasting in Las Vegas thirty years ago and is a thirteen year veteran of the prestigious news team at KLAS. Denise Valdez has been a television journalist for 23 years, most recently serving as the Emmy-award winning co-anchor of southern Nevada's number one-rated noon and 4 p.m. newscast on KLAS. Since she joined KLAS-TV in 2006, she has been part of the team winning Emmy's for Best Morning Newscast, Best Coverage of a Special Event, and Best Breaking News Coverage. **The Valley's News Leader's** new powerhouse anchor line up **"Dave and Denise"** will bring viewers the market's most compelling local stories and breaking news coverage at 5 p.m., 6 p.m. and 11 p.m. Monday through Friday.

"8 News Now Good Day" from 4 a.m. to 7 a.m.

A newly named **"8 News Now Good Day"** morning newscast will air from 4 a.m. to 7 a.m. Monday through Friday and will feature the same viewer-favorite rise and shine team. With a passion for brightening viewers' mornings, anchors Brian Loftus and Kirsten Joyce will be joined by weather anchor Sherry Swensk and traffic anchor Demetria Obilor to deliver the most compelling local stories focused on keeping local communities across the Valley informed and prepared for the day ahead.

Weather Now Team – The Valley's Most Accurate Forecast

Lead by Chief Meteorologist Tedd "Said" Florendo, KLAS-TV's **Weather Now Team** was awarded by "Most Accurate Weather Forecast" by WeatheRate for the second consecutive year. Reflecting KLAS-TV's commitment to provide the market's most reliable weather reports, Nexstar upgraded the station's weather systems with the latest forecasting tools, technology and equipment. Valley viewers can tune in for the new **"Tedd Said"** weather segment campaign that showcases his expertise in forecasting with accuracy. Weather anchor Sherry Swensk will continue to provide **"Sherry's Seven Day"** weather forecasts during the **"8 News Now Good Day"** morning newscast.

Nexstar's investments to enhance its Las Vegas operations' local news programming and fully upgrade all aspects of the stations' technical infrastructure highlights its organization-wide commitment to broadcasting excellence and enhanced service to local communities, viewers and advertisers.

Over the last six years Nexstar has invested over \$100 million to expand local news programming and make technology and infrastructure enhancements to its stations. Throughout its 20 year history, Nexstar has delivered breakthrough innovation, content and services to local communities and an expanding range of effective marketing solutions to customers and partners by making meaningful capital investments to expand local news, lifestyle, sports, weather and other programming and enhancing station infrastructure, production resources and technologies.

KLAS-TV will continue to be available on the same cable, satellite and over-the-air channels as today.

About Nexstar Broadcasting Group, Inc.

Nexstar Broadcasting Group is a leading diversified media company that leverages localism to bring new services and value to consumers and advertisers through its traditional media, digital and mobile media platforms. Nexstar owns, operates, programs or provides sales and other services to 103 television stations and 54 low power and digital multicast signals reaching 62 markets or approximately 18.0% of all U.S. television households. Nexstar's portfolio includes primary affiliates of NBC, CBS, ABC, FOX, MyNetworkTV and The CW and multicast affiliates of Telemundo, Bounce TV, Me-TV, LATV, Estrella, This TV, Weather Nation Utah, Movies! and News/Weather. Nexstar's community portal websites offer additional hyper-local content and verticals for consumers and advertisers, allowing audiences to choose where, when and how they access content while creating new revenue opportunities.

Pro-forma for the completion of all announced transactions Nexstar will own, operate, program or provide sales and other services to 171 television stations and their related low power and digital multicast signals reaching 100 markets or approximately 39% of all U.S. television households. For more information please visit www.nexstar.tv.

Forward-Looking Statements

This communication includes forward-looking statements. We have based these forward-looking statements on our current expectations and projections about future events. Forward-looking statements include information preceded by, followed by, or that includes the words "guidance," "believes," "expects," "anticipates," "could," or similar expressions. For these statements, Nexstar claims the protection of the safe harbor for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995. The forward-looking statements contained in this communication, concerning, among other things, the ultimate outcome and benefits of any possible transaction between Nexstar and Media General and timing thereof, and future financial performance, including changes in net revenue, cash flow and operating expenses, involve risks and uncertainties, and are subject to change based on various important factors, including the timing to consummate the proposed transaction; the risk that a condition to closing of the proposed transaction may not be satisfied and the transaction may not close; the risk that a regulatory approval that may be required for the proposed transaction is delayed, is not obtained or is obtained subject to conditions that are not anticipated, the impact of changes in national and regional economies, the ability to service and refinance our outstanding debt, successful integration of Media General (including achievement of synergies and cost reductions), pricing fluctuations in local and national advertising, future regulatory actions and conditions in the television stations' operating areas, competition from others in the broadcast television markets, volatility in programming costs, the effects of governmental regulation of broadcasting, industry consolidation, technological developments and major world news events. Unless required by law, Nexstar undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. In light of these risks, uncertainties and assumptions, the forward-looking events discussed in this communication might not occur. You should not place undue reliance on these forward-looking statements, which speak only as of the date of this release. For more details on factors that could affect these expectations, please see Media General's and Nexstar's filings with the Securities and Exchange Commission.

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