

EXHIBIT 14

Nielsen Local TV View

Report Type Time Period Custom
 Report Nam WBKO County - Custom Analysis Report (2570532)
 Report Perik 01/30/2014 - 11/26/2014 112 of 301 days

Data Stream: Live+7
 Custom Range: Report Average

Daypart	Geography	Viewing Source	Affil.	Time	TV Households														
					Characteristic		HH				P18+								
					Demo	Metrics	RTG % (X.XXX)	IMP	SHR % (X.XXX)	HUT/PUT % (X.XXX)	Intab	Indicator	RTG % (X.XXX)	IMP	SHR % (X.XXX)	HUT/PUT % (X.XXX)	Intab	Indicator	
					Dates	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	
M-Su 7a-1a	Allen Co., KY	WBKO 13.1	ABC	07:00 am - 01:00 am			5.601	663	10.701	52.339	5	*		0.798	148	3.203	24.911	68	
		WBKO 13.2	FOX	07:00 am - 01:00 am			2.849	337	5.443	52.339	5	*		0.051	9	0.205	24.911	68	
		WBKO 13.3	CW	07:00 am - 01:00 am			0.014	2	0.027	52.339	5	*		0.000	0	0.000	24.911	68	
Cumberland Co., KY	WBKO 13.1	ABC	07:00 am - 01:00 am				0.000	0	0.000	45.630	1	*		0.208	4	0.457	45.459	9	*
		WBKO 13.2	FOX	07:00 am - 01:00 am			0.000	0	0.000	45.630	1	*		0.000	0	0.000	45.459	9	*
		WBKO 13.3	CW	07:00 am - 01:00 am			0.000	0	0.000	45.630	1	*		0.000	0	0.000	45.459	9	*
Logan Co., KY	WBKO 13.1	ABC	07:00 am - 01:00 am				0.219	25	0.400	54.719	5	*		0.769	144	3.171	24.243	71	
		WBKO 13.2	FOX	07:00 am - 01:00 am			0.000	0	0.000	54.719	5	*		0.018	3	0.074	24.243	71	
		WBKO 13.3	CW	07:00 am - 01:00 am			0.000	0	0.000	54.719	5	*		0.000	0	0.000	24.243	71	
Monroe Co., KY	WBKO 13.1	ABC	07:00 am - 01:00 am				0.847	35	1.694	50.009	2	*		0.745	63	2.562	29.075	30	
		WBKO 13.2	FOX	07:00 am - 01:00 am			0.000	0	0.000	50.009	2	*		0.000	0	0.000	29.075	30	
		WBKO 13.3	CW	07:00 am - 01:00 am			0.000	0	0.000	50.009	2	*		0.000	0	0.000	29.075	30	
Russell Co., KY	WBKO 13.1	ABC	07:00 am - 01:00 am				0.522	43	1.549	33.707	52			0.369	59	1.506	24.525	99	
		WBKO 13.2	FOX	07:00 am - 01:00 am			0.023	2	0.067	33.707	52			0.012	2	0.050	24.525	99	
		WBKO 13.3	CW	07:00 am - 01:00 am			0.010	0	0.016	61.438	1	*		0.383	55	1.531	25.036	57	
Simpson Co., KY	WBKO 13.2	FOX	07:00 am - 01:00 am				0.058	2	0.094	61.438	1	*		0.077	11	0.309	25.036	57	
		WBKO 13.3	CW	07:00 am - 01:00 am			0.009	0	0.015	61.438	1	*		0.000	0	0.000	25.036	57	
		WBKO 13.1	ABC	07:00 am - 01:00 am			1.764	106	3.422	51.555	3	*		0.092	11	0.279	33.092	43	
Todd Co., KY	WBKO 13.2	FOX	07:00 am - 01:00 am				0.009	1	0.017	51.555	3	*		0.000	0	0.000	33.092	43	
		WBKO 13.3	CW	07:00 am - 01:00 am			0.024	1	0.047	51.555	3	*		0.000	0	0.000	33.092	43	

* - Below Minimum Sample Size (for internal use only)
 This report uses Sum of Weights for its calculations.
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Nielsen Local TV View

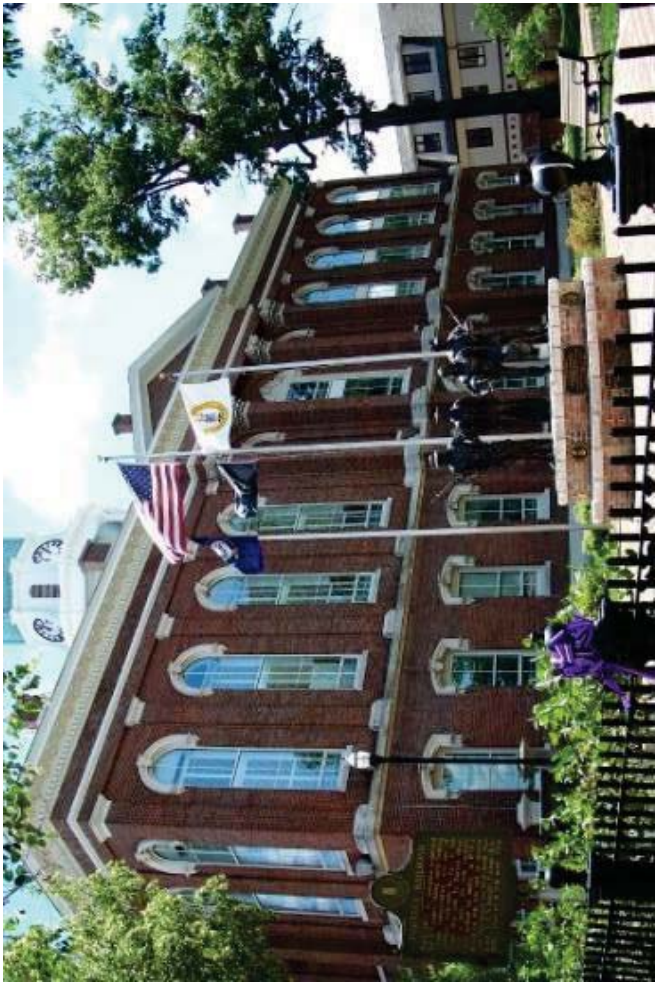
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Data Stream: Live+7
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							Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages	Report Averages			
M-Su 7a-1a	Allen Co., KY	WBKO 13.1	ABC	07:00 am - 01:00 am				0.000	0	0.000	0	0.000	0.000	0	0.000	*	1.156	100	3.883	29.764	37											
		WBKO 13.2	FOX	07:00 am - 01:00 am				0.000	0	0.000	0	0.000	0.000	0	0.000	*	0.000	0	0.000	29.764	37											
	Cumberland Co., KY	WBKO 13.1	ABC	07:00 am - 01:00 am				0.000	0	0.000	0	0.000	0.000	0	0.000	*	0.381	4	1.814	21.010	4										*	
		WBKO 13.2	FOX	07:00 am - 01:00 am				0.000	0	0.000	0	0.000	0.000	0	0.000	*	0.000	0	0.000	21.010	4										*	
	Logan Co., KY	WBKO 13.1	ABC	07:00 am - 01:00 am				0.000	0	0.000	0	0.000	0.000	0	0.000	*	0.000	0	0.000	21.010	4											*
		WBKO 13.2	FOX	07:00 am - 01:00 am				0.532	25	1.166	45.655	2	1.159	24	1.159	*	0.000	0	0.000	48.873	12											*
	Monroe Co., KY	WBKO 13.3	CW	07:00 am - 01:00 am				0.000	0	0.000	0	0.000	45.655	2	0.000	*	0.000	0	0.000	48.873	12											*
		WBKO 13.1	ABC	07:00 am - 01:00 am				1.706	35	3.750	45.499	1	1.161	63	1.161	*	0.000	0	0.000	27.588	19											
	Russell Co., KY	WBKO 13.2	FOX	07:00 am - 01:00 am				0.000	0	0.000	0	0.000	45.499	1	0.000	*	0.000	0	0.000	27.588	19											
		WBKO 13.3	CW	07:00 am - 01:00 am				0.000	0	0.000	0	0.000	45.499	1	0.000	*	0.000	0	0.000	27.588	19											
	Simpson Co., KY	WBKO 13.1	ABC	07:00 am - 01:00 am				1.692	43	5.673	29.835	19	1.166	59	1.166	*	0.000	0	0.000	22.740	36											
		WBKO 13.2	FOX	07:00 am - 01:00 am				0.000	0	0.000	0	0.000	29.835	19	0.000	*	0.000	0	0.000	22.740	36											
	Todd Co., KY	WBKO 13.1	ABC	07:00 am - 01:00 am				0.000	0	0.000	0	0.000	13.834	0	0.348	17	0.348	17	1.219	28.529	22											
		WBKO 13.2	FOX	07:00 am - 01:00 am				0.000	0	0.000	0	0.000	13.834	0	0.000	*	0.000	0	0.000	28.529	22											
		WBKO 13.3	CW	07:00 am - 01:00 am				0.000	0	0.000	0	0.000	13.834	0	0.000	*	0.000	0	0.000	28.529	22											
		WBKO 13.1	ABC	07:00 am - 01:00 am				0.000	0	0.000	0	0.000	0.000	0	0.000	*	0.000	0	0.000	41.500	3											*
		WBKO 13.2	FOX	07:00 am - 01:00 am				0.000	0	0.000	0	0.000	0.000	0	0.000	*	0.000	0	0.000	41.500	3											
		WBKO 13.3	CW	07:00 am - 01:00 am				0.000	0	0.000	0	0.000	0.000	0	0.000	*	0.000	0	0.000	41.500	3											*

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EXHIBIT 15

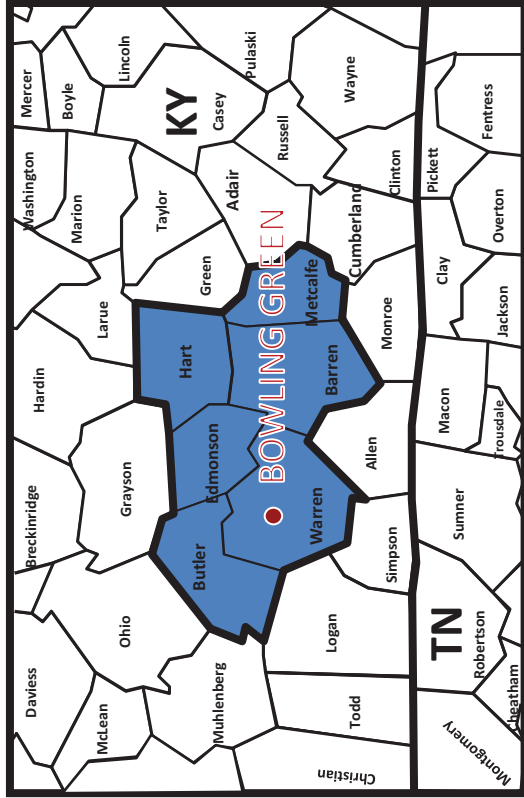


YOUR BEST PARTNERS TO DELIVER BOWLING GREEN, KY!



2015 Market Analysis

The Bowling Green, KY DMA



Bowling Green Stations:

<u>Station</u>	<u>Affiliate</u>
WBKO	ABC
WBKO-DT2 (EBKO)	FOX
WBKO-DT3 (GBKO)	CW
WNKY	NBC
WNKY-DT2 (ENKY)	CBS

The Bowling Green, KY DMA encompasses 78,780 TV HHs and ranks as the 182nd largest Nielsen market.

Business thrives in Bowling Green. Located at the center of a 34-state distribution area, the DMA is within a day's drive of 60% of U.S. markets. Bowling Green's business climate, rated the best for U.S. business by CNBC, makes it a prime location for companies like Corvette, JM Smuckers and Fruit of the Loom. Businesses invest in Bowling Green; KapStone Container Corporation recently announced plans for a \$4.5 million expansion and Bluegrass Supply Chain Services will be investing \$5.185 million. The region's 26% growth rate over the last few years is testament to their claim: *Central for Business, Southern for Living*.

Bowling Green's below-the-national-average cost of living provides residents with a great quality of life at an affordable price. Housing costs rank 21% lower than the national average and there are great schools in the area. The Carol Martin Gatton Academy ranked the best high school in America for two years in a row by Newsweek Magazine.

The area's new state-of-the-art facility, the Southern Kentucky Performing Arts Center (SkyPAC), indulges residents in their love of the arts. Since its grand opening in March 2012, the arts center attracted over 90,000 visitors. Bowling Green also has endless opportunities for sports and recreation with 64 parks, 18 golf courses, beautiful lakes, the world's largest cave system and a multi-million-dollar ballpark.

When It Comes To Retail Sales Per Household, Bowling Green, KY Is A Top 55 Market!

2014 Retail Sales Per Household
Bowling Green, KY (DMA Rank: 182)

Retail Sales	Per HH Sales	DMA Rank
Pharmacies & Drug Stores	\$3,517	2
Health & Personal Care Stores	\$3,893	8
Home Centers	\$2,696	20
Office Supplies & Stationery Stores	\$491	21
Sporting Goods Stores	\$1,054	15
Shoe Stores	\$256	20
General Merchandise Stores	\$7,748	25
Nursery & Garden Centers	\$1,138	28
Clothing Stores	\$1,294	29
Furniture & Home Furnishing Sales	\$1,190	29
Building Material, Garden Equipment Stores	\$6,861	40
Total Retail Sales*	\$49,267	55

**Includes Eating & Drinking Place Sales*

Source: 2014 Nielsen Marketplace

On A Per Household Basis, Bowling Green, KY Creates More Sales Than Other Large Markets In The Region!

2014 Retail Sales Per Household

Atlanta (DMA Rank: 9), St. Louis (21), Indianapolis (27),
Nashville (29), Cincinnati (36), Greenville-Spartanburg (37), Birmingham (43), Louisville (49),
Memphis (50), Knoxville (61), Bowling Green (182)

Total Retail Sales Incl. Eating & Drinking Places

•Bowling Green	\$49,267
•Nashville	\$48,418
•Knoxville	\$47,265
•Atlanta	\$45,032
•Birmingham	\$44,156
•Indianapolis	\$42,151
•Memphis	\$38,174
•St. Louis	\$37,924
•Cincinnati	\$37,520
•Greenville-Spart.	\$37,320
•Louisville	\$35,376

Motor Vehicle & Parts Dealers

•Bowling Green	\$8,555
•Indianapolis	\$8,527
•Nashville	\$8,342
•Atlanta	\$7,919
•St. Louis	\$7,156
•Louisville	\$7,045
•Greenville-Spart.	\$6,223
•Cincinnati	\$6,058
•Memphis	\$5,387

Furniture Stores

•Bowling Green	\$592
•Indianapolis	\$470
•Knoxville	\$433
•Birmingham	\$425
•Nashville	\$421
•Memphis	\$406
•Atlanta	\$392
•Greenville-Spart.	\$379
•St. Louis	\$367
•Louisville	\$325
•Cincinnati	\$314

Electronics & Appliance Stores

•Bowling Green	\$669
•Cincinnati	\$617
•St. Louis	\$600
•Louisville	\$532
•Greenville-Spart.	\$403

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Memphis (50), Knoxville (61), Bowling Green (182)

Building Material, Garden Equipment Stores

• Bowling Green	\$6,861
• Birmingham	\$6,273
• Nashville	\$5,561
• Knoxville	\$5,320
• Atlanta	\$5,063
• Greenville-Spart.	\$5,043
• Memphis	\$4,333
• Indianapolis	\$4,087
• Louisville	\$3,905
• St. Louis	\$3,850
• Cincinnati	\$3,414

Food & Beverage Stores

• Bowling Green	\$5,843
• Greenville-Spart.	\$5,413
• Nashville	\$5,349
• Louisville	\$4,289
• Memphis	\$4,215
• Birmingham	\$4,108
• St. Louis	\$3,964

Health & Personal Care Stores

• Bowling Green	\$3,893
• Birmingham	\$3,322
• Memphis	\$3,319
• Nashville	\$3,076
• Greenville-Spart.	\$3,064
• Knoxville	\$3,043
• Louisville	\$2,642
• Indianapolis	\$2,529
• St. Louis	\$2,380
• Atlanta	\$2,339
• Cincinnati	\$1,400

Gasoline Stations

• Bowling Green	\$4,355
• Louisville	\$4,335
• Greenville-Spart.	\$4,240
• Cincinnati	\$3,795

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2014 Retail Sales Per Household

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Memphis (50), Knoxville (61), Bowling Green (182)

Home Centers	Optical Goods Stores	Sporting Goods, Hobby, Book, Music Stores	Office Supplies & Stationery Stores
<ul style="list-style-type: none"> •Bowling Green \$2,696 •Knoxville \$2,156 •Atlanta \$1,966 •Greenville-Spart. \$1,944 •Birmingham \$1,927 •Nashville \$1,901 •Indianapolis \$1,511 •Memphis \$1,423 •Cincinnati \$1,268 •St. Louis \$1,249 •Louisville \$1,134 	<ul style="list-style-type: none"> •Bowling Green \$116 •Atlanta \$113 •Greenville-Spart. \$106 •Birmingham \$104 •St. Louis \$103 •Knoxville \$88 •Memphis \$87 •Indianapolis \$85 •Cincinnati \$71 	<ul style="list-style-type: none"> •Bowling Green \$2,150 •Atlanta \$1,728 •Memphis \$1,544 •Nashville \$1,311 •Greenville-Spart. \$1,056 •Birmingham \$974 •Louisville \$847 •Knoxville \$728 •Cincinnati \$686 •St. Louis \$598 •Indianapolis \$543 	<ul style="list-style-type: none"> •Bowling Green \$491 •Nashville \$404 •Atlanta \$303 •Cincinnati \$295 •Indianapolis \$254 •Knoxville \$243 •Birmingham \$235 •Memphis \$198 •St. Louis \$168 •Greenville-Spart. \$165 •Louisville \$158

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Memphis (50), Knoxville (61), Bowling Green (182)

Convenience Stores	Beer, Wine & Liquor Stores	Pharmacies & Drug Stores	Clothing Stores
<ul style="list-style-type: none"> • Bowling Green \$332 • Greenville-Spart. • Louisville \$276 • Nashville \$232 • St. Louis \$209 • Memphis \$209 • Indianapolis \$208 • Cincinnati \$200 • Atlanta \$180 • Birmingham \$162 • \$150 	<ul style="list-style-type: none"> • Bowling Green \$2,037 • Cincinnati \$1,789 • Atlanta \$1,681 • Greenville-Spart. \$1,582 • Birmingham \$1,203 • Nashville \$1,187 • Memphis \$1,138 • St. Louis \$1,108 • Louisville \$1,082 	<ul style="list-style-type: none"> • Bowling Green \$3,517 • Birmingham \$2,828 • Greenville-Spart. \$2,513 • Knoxville \$2,457 • Nashville \$2,455 • Memphis \$2,379 • Louisville \$2,061 • St. Louis \$1,972 • Indianapolis \$1,922 • Atlanta \$1,738 • Cincinnati \$1,148 	<ul style="list-style-type: none"> • Bowling Green \$1,294 • Indianapolis \$1,166 • Atlanta \$1,156 • Memphis \$1,053 • Birmingham \$885 • Knoxville \$679 • St. Louis \$671 • Louisville \$659 • Cincinnati \$584 • Greenville-Spart. \$555

On A Per Household Basis, Bowling Green, KY Creates More Sales Than Other Large Markets In The Region!

2014 Retail Sales Per Household

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Nashville (29), Cincinnati (36), Greenville-Spartanburg (37), Birmingham (43), Louisville (49),
Memphis (50), Knoxville (61), Bowling Green (182)

General Merchandise Stores

• Bowling Green	\$7,748
• Birmingham	\$7,340
• Nashville	\$6,682
• Atlanta	\$5,276
• Knoxville	\$4,868
• Greenville-Spart.	\$4,679
• Memphis	\$4,616
• Louisville	\$4,291
• Indianapolis	\$4,080
• St. Louis	\$3,930
• Cincinnati	\$3,520

Shoe Stores

• Bowling Green	\$256
• Nashville	\$220
• Atlanta	\$176
• Knoxville	\$161
• Indianapolis	\$148
• St. Louis	\$125
• Birmingham	\$115
• Louisville	\$100
• Cincinnati	\$92
• Greenville-Spart.	\$82
• Memphis	\$76

Nursery & Garden Centers

• Bowling Green	\$1,138
• Birmingham	\$917
• Nashville	\$913
• Memphis	\$759
• Indianapolis	\$514
• Atlanta	\$505
• Louisville	\$498
• St. Louis	\$465
• Cincinnati	\$397
• Greenville-Spart.	\$392
• Knoxville	\$392

Jewelry Stores

• Bowling Green	\$227
• Birmingham	\$225
• Cincinnati	\$167
• Memphis	\$101

AGRICULTURE

Bowling Green, KY Is A Top 100 Agricultural Market!

Category	Number	Rank
Milk Cows (Farms)	147	64
Beef Cows Inventory (Farms)	3,361	69
Roosters Sales (Number)	23,369	50
Broilers & Other Meat-type Chickens Sold (Number)	13,562,261	67
Cattle & Calves Sold (Farms)	3,472	72
Layers & Pullets >=20 Weeks Old Inventory (Number)	199,023	66
Corn For Silage Or Green Chop (Harvested Farms)	263	72
Alfalfa Hay Tons Dry Harvested (Farms)	3,956	67
Hogs And Pigs Sold (\$1,000)	14,942	63
Soybeans For Beans (Harvested Acres)	83,006	85
Corn For Grain (Harvested Farms)	700	79
Harvested Cropland (Farms)	4,723	97
Commercial Fertilizer, Lime & Soil Conditioners \pastureland & Rangeland Fertilized (Acres Treated)	79,344	61
Total Cropland (Farms)	5,661	98

TUNE IN TO WBKO

WBKO Has Great Programming!

- WBKO Local News @ 5:30AM, 11AM, 5PM, 6PM & 10PM
- ABC College Football
- NBA Basketball, Playoffs & Finals
- NCAA Basketball SEC Semi-Finals
- Indy 500
- Little League World Series
- ABC World News
- This Week
- Jimmy Kimmel Live
- ABC Nightline
- The Academy Awards
- The American Music Awards
- The CMA Awards
- Ellen
- Queen Latifah
- Miss America
- The Goldbergs
- Dancing With The Stars
- The Bachelor
- The Bachelorette
- Grey's Anatomy
- Scandal
- Once Upon A Time
- Revenge
- Castle
- Nashville
- Modern Family
- Last Man Standing
- Shark Tank
- Marvel's Agents Of S.H.I.E.L.D
- The Middle
- Resurrection
- 20/20
- Black-ish
- How To Get Away Murder



CHHOSE FOX BOWLING GREEN!

More Great Programming On FOX Bowling Green!

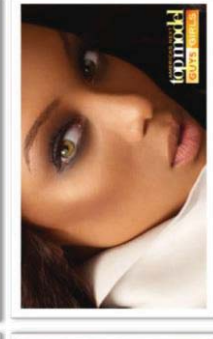
- FOX NFL Football
- FOX NFL Thanksgiving Game
- NFC Wildcard
- NFC Playoffs
- NFC Championship
- FOX College Football
- The Big Ten Championship
- FOX MLB Regular Season
- MLB All-Star Game
- World Series
- Daytona 500
- NASCAR
- American Country Music Awards
- 2015 Primetime Emmy Awards
- US Open Golf Championship
- Franklin Templeton Shootout
- Steve Harvey
- The Middle
- Big Bang Theory
- Mike & Molly
- People's Court
- Law & Order: SVU
- Brooklyn Nine-Nine
- Gotham
- Sleepy Hollow
- The Following
- Bones
- New Girl
- The Mindy Project
- MasterChef
- American Idol
- Hell's Kitchen
- The Simpsons
- American Dad
- Family Guy
- So You Think You Can Dance
- Glee
- Kitchen Nightmares



Terrific Programming On WBKO CW!

- Arrow
- Hart Of Dixie
- America's Next Top Model
- The Flash
- The Originals
- Reign
- Beauty & The Beast
- iZombie
- Penn & Teller: Fool Us
- The Messengers
- Intelligence For Your Life
- King Of The Hill
- Andy Griffith
- Rules Of Engagement
- Cops Reloaded

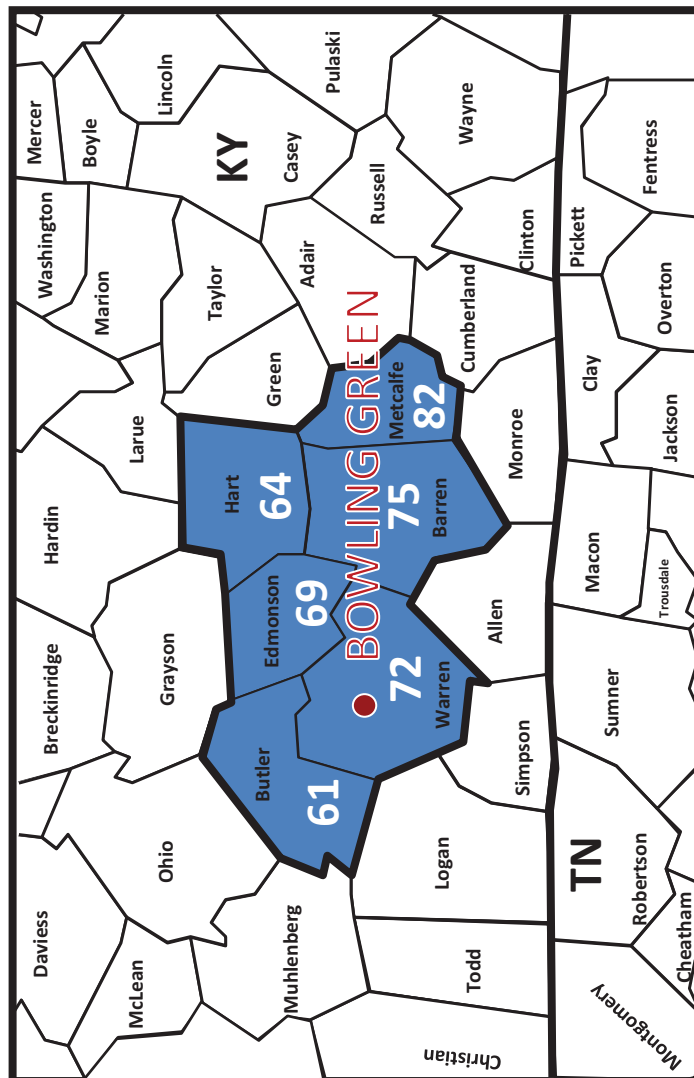
- Supernatural
- The Vampire Diaries
- Whose Line Is It Anyway?
- Jane The Virgin
- The 100
- Seinfeld
- Cougar Town
- Community
- Cleveland Show
- Raising Hope
- Are We There Yet?
- Steve Wilkos Show
- Cheaters
- Married with Children
- King Of Queens



CHOOSE WBKO!

WBKO Covers The Bowling Green, KY DMA!

WBKO 2014 HH Weekly % Cume

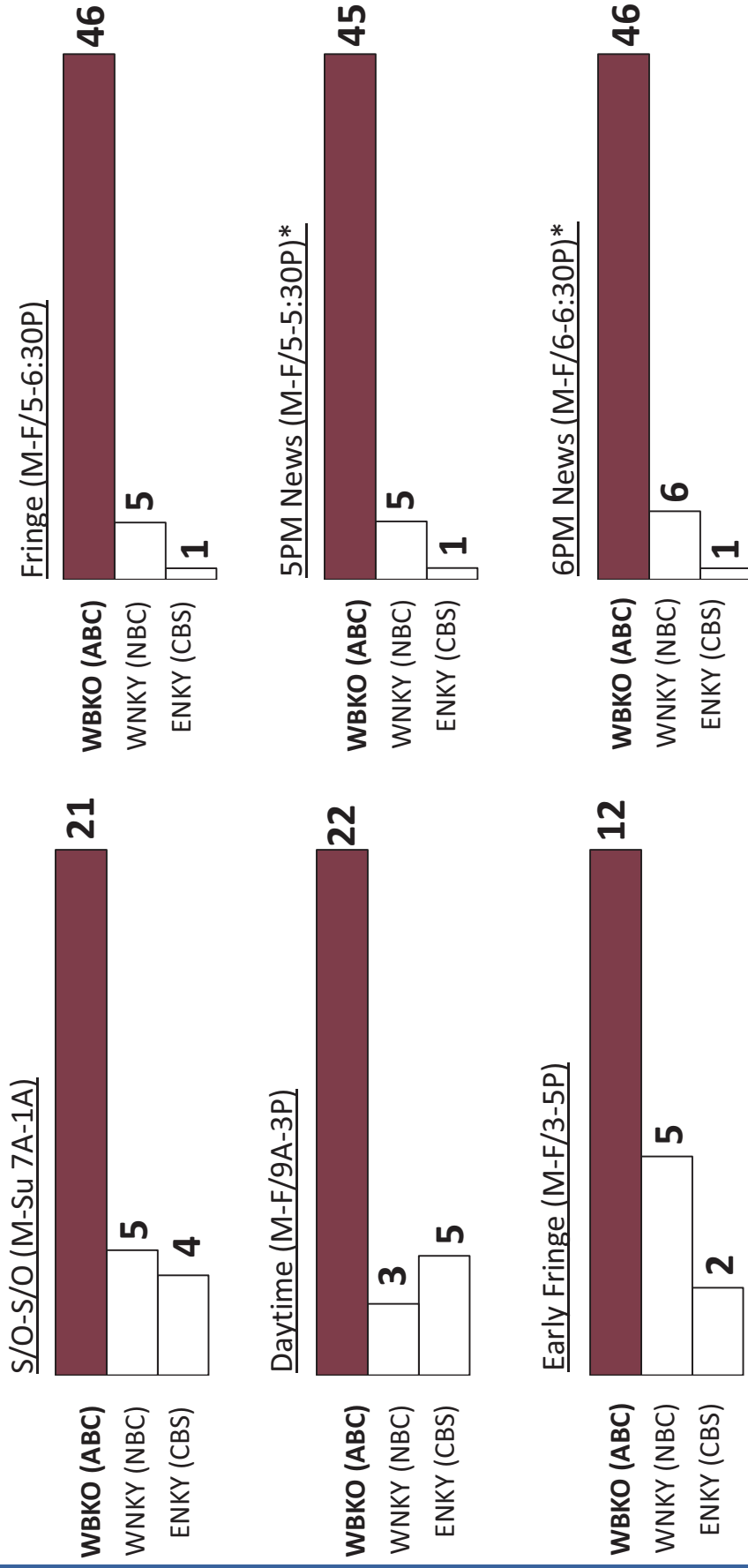


Source: The Nielsen Company, 2014 NSI Diary County Coverage

WBKO Is #1 In Key Dayparts!

CHOOSE WBKO!

2014 DMA HH Shares



* WNKY & ENKY do not air local news at 5PM or 6PM.

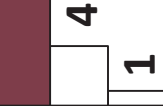
Source: The Nielsen Company, 2014 NSI Diary County Coverage

WBKO Is #1 In Key Dayparts!

2014 DMA HH Shares

Access (M-F 6:30-7P)

WBKO (ABC)
WNKY (NBC)
ENKY (CBS)



40

WBKO (ABC)
WNKY (NBC)
ENKY (CBS)

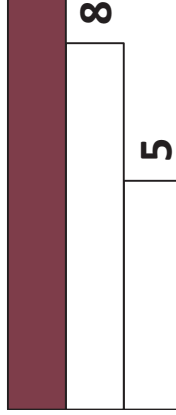
Late News (M-F/10-10:35P)*



43

Prime (Mon-Sat 7-10PM/Sun 6-10PM)

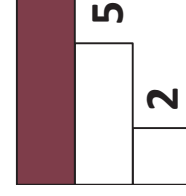
WBKO (ABC)
WNKY (NBC)
ENKY (CBS)



13

WBKO (ABC)
WNKY (NBC)
ENKY (CBS)

Late Fringe (M-F/10:30P-12M)*



21

* WNKY & ENKY do not air local news at 10PM.

Source: The Nielsen Company, 2014 NSI Diary County Coverage

Only Few Can See Your Ads On Cable.....

Nov'14 Bowling Green, KY DMA

Comcast Spotlight Misses
64.8%
of the market

Total TV HHs	100.0%
Broadcast Only	-10.0%
ADS (non-cable)	<u>-24.2%</u>
Total Cable	65.8%
Non Comcast Spotlight Homes	<u>-30.6%</u>

Comcast Spotlight Homes

35.2%

**Choose WBKO, FOX Bowling Green & The WBKO CW To Cover The Entire
Bowling Green, KY DMA**

WBKO OUTDELIVERS CABLE IN BOWLING GREEN, KY!

In Prime, WBKO-ABC-FOX-CW Outdelivers The Top 10 Bowling Green Cable Networks!

Nov'14 Prime DMA Ratings*

M-Sa/7-10P & Su/6-10P

<u>A18-49</u>		<u>A25-54</u>		<u>A35+</u>	
WBKO-ABC-FOX-CW 6.7		WBKO-ABC-FOX-CW 7.8		WBKO-ABC-FOX-CW 8.9	
ESPN	1.2	ESPN	1.2	Hallmark	1.7
AMC	0.8	AMC	1.0	ESPN	1.4
FSN South	0.7	Hallmark	0.9	FOX News Channel	1.2
Hallmark	0.6	FOX News Channel	0.6	AMC	0.8
TLC	0.5	TBS	0.5	SEC Network	0.6
Animal Planet	0.4	A&E	0.5	History	0.6
Food Network	0.4	Discovery	0.5	A&E	0.5
FX	0.4	SEC Network	0.5	Discovery	0.5
FOX News Channel	0.4	TLC	0.4	USA	0.5
TBS	0.4	Animal Planet	0.4	HGTV	0.5

*Cable ratings are hardwired and exclude ADS viewing.

WBKO: COVERING BOWLING GREEN, KY AND BEYOND

WBKO Reaches Beyond The DMA

WBKO achieves at least a 19% cume in 8 counties outside the Bowling Green DMA and is the #1 station by share in one of those counties and the #1 ABC affiliate in four others.

2014 Sign-On/Sign-Off

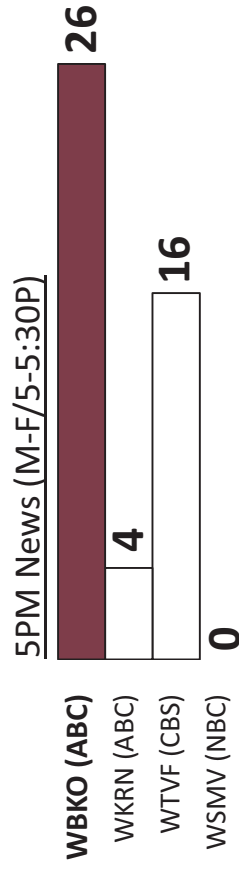
<u>County</u>	<u>State</u>	<u>DMA</u>	<u>#1</u> <u>By Share</u>	<u>Total</u> <u>TV HH</u>	<u>HH</u> <u>Weekly</u> <u>Cume</u>
Allen	KY	Nashville	#1 Station	7,550	54%
Logan	KY	Nashville	#1 ABC	9,910	39%
Monroe	KY	Nashville	#1 ABC	4,000	32%
Simpson	KY	Nashville	#1 ABC	6,610	45%
Adair	KY	Louisville	#1 ABC	6,870	19%
Grayson	KY	Louisville		9,540	25%
Muhlenberg	KY	Evansville		11,010	21%
Russell	KY	Lexington		6,980	24%

Source: The Nielsen Company, 2014 NSI Diary County Coverage
U.S. Television Household Estimates, September 2014

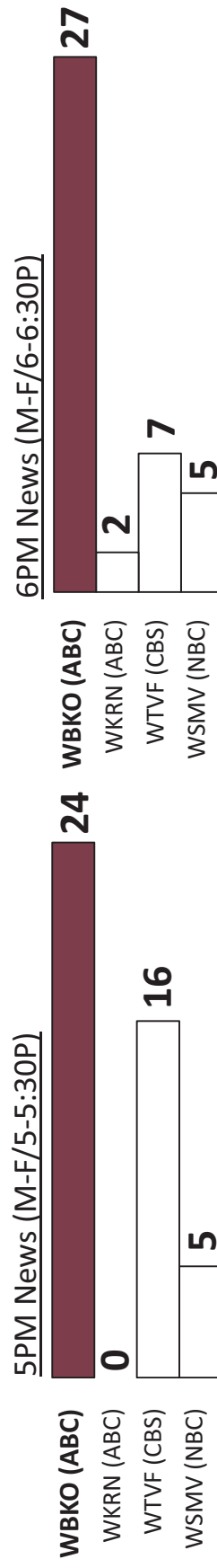
WBKO: #1 In The Nashville DMA!

CHOOSE WBKO!

2014 Allen County in Nashville DMA HH Shares



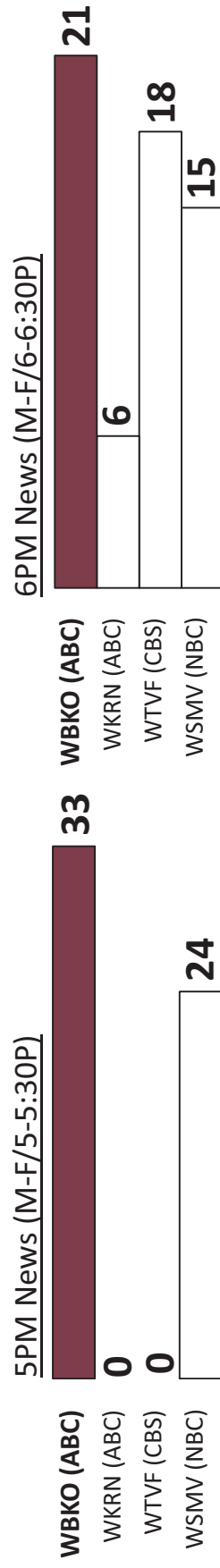
2014 Logan County in Nashville DMA HH Shares



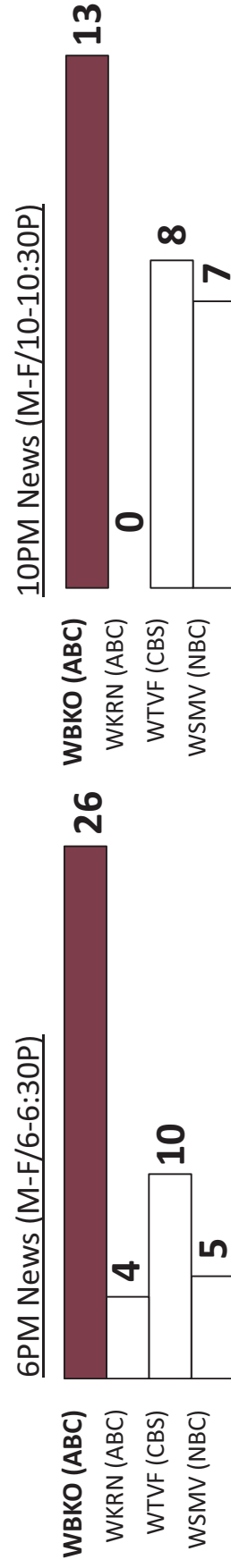
WBKO: #1 In The Nashville DMA!

CHOOSE WBKO!

2014 Monroe County in Nashville DMA HH Shares



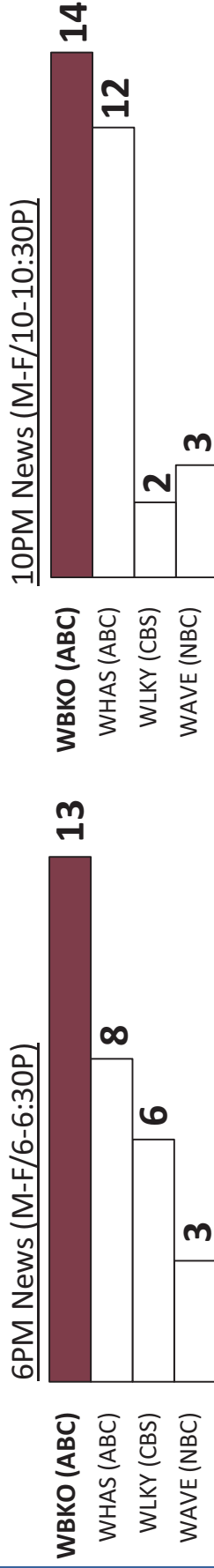
2014 Simpson County in Nashville DMA HH Shares



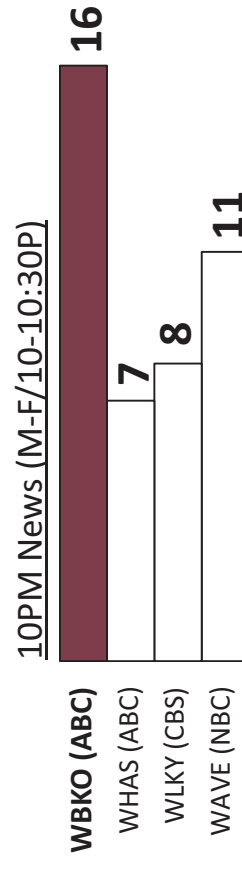
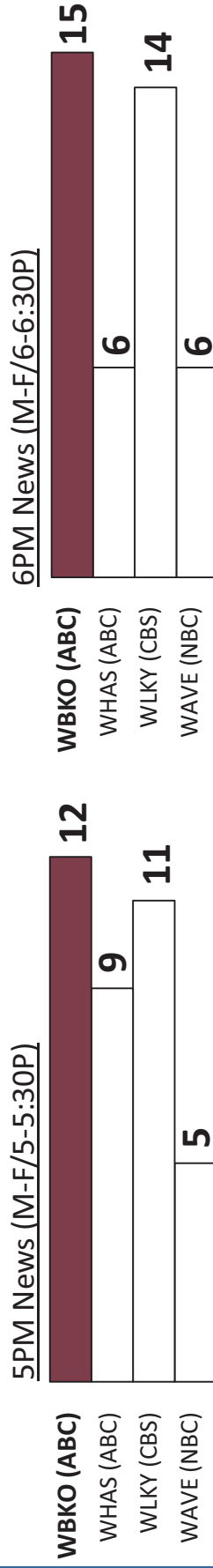
CHOOSE WBKO!

WBKO: #1 In The Louisville DMA!

2014 Adair County in Louisville DMA HH Shares*



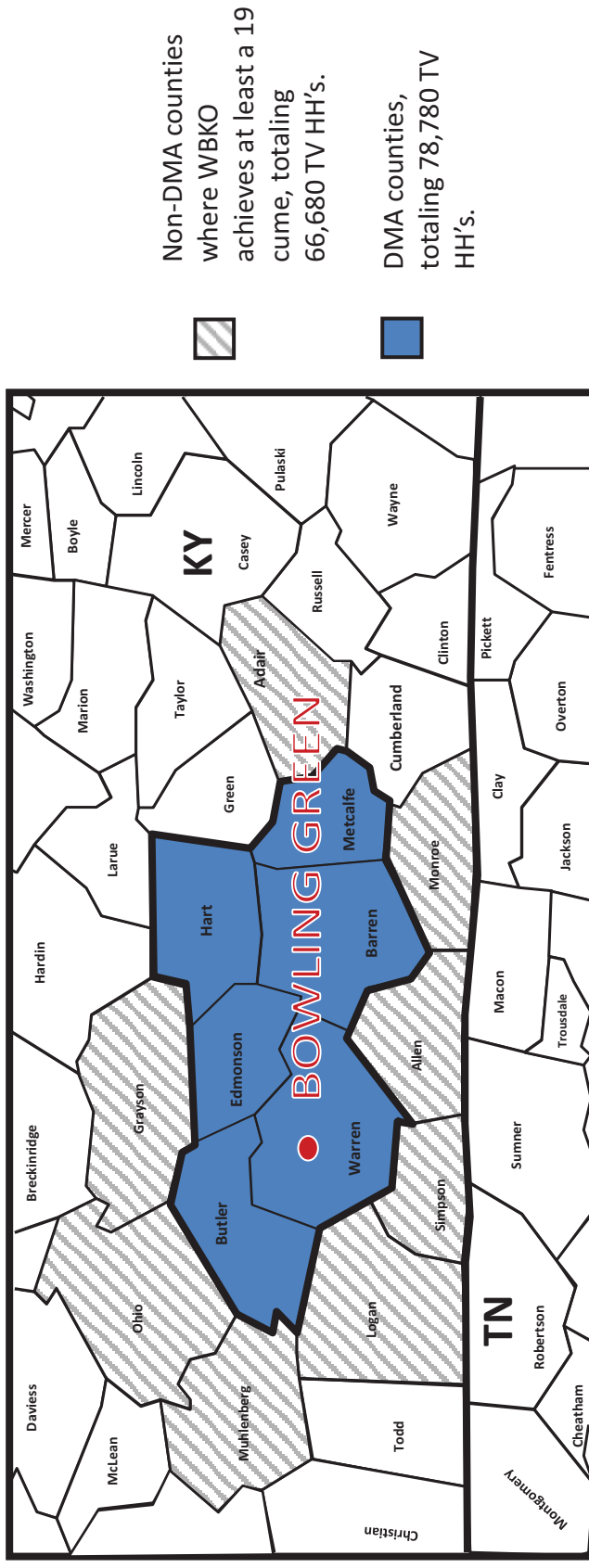
2014 Grayson County in Louisville DMA HH Shares*



* Central times noted. Bowling Green is Central & Louisville is Eastern.

Source: The Nielsen Company, 2014 NSI Diary County Coverage

WBKO: Covering Bowling Green, KY And Beyond



When these 8 neighboring counties are added to the Bowling Green, KY DMA, a WBKO Area of Station Influence (ASI) is created in which Bowling Green significantly increases its Nielsen TV Households rank to 153 between Albany, GA and Rochester-Mason City-Austin.

<u>Rank</u>	<u>Market</u>	<u>TV Households</u>
152	Albany, GA	144,480
*	WBKO ASI	141,340
153	Rochester-Mason City-Austin	140,550
154	Panama City	138,670
155	Terre Haute	135,360

Source: The Nielsen Company, 2014 NSI Diary County Coverage;
U.S. Television Household Estimates, September 2014

The WBKO ASI Increases The Market's Buying Power In Major Categories

CHOOSE WBKO!

2014 Retail Sales Comparison

Retail Sales	DMA	WBKO ASI	% Increase
Total Retail Sales Incl. Eating & Drinking Places	\$4,155,244,328	\$6,611,099,921	+59%
Motor Vehicle & Parts Dealers	\$721,551,720	\$1,164,565,196	+61%
Furniture & Home Furnishing Stores	\$100,325,314	\$125,411,574	+25%
Electronics & Appliances Stores	\$56,390,608	\$81,685,592	+45%
Building Material/Garden Equipment Stores	\$578,655,112	\$960,713,048	+66%
Food & Beverage Stores	\$492,819,086	\$729,865,792	+48%
Health & Personal Care Stores	\$328,373,812	\$572,181,656	+74%
Gasoline Stations	\$367,314,514	\$780,413,779	+112%
Clothing & Clothing Accessories Stores	\$149,877,540	\$197,959,089	+32%
Sporting Goods, Hobby, Book, Music Stores	\$181,304,776	\$208,809,611	+15%
General Merchandise Stores	\$653,450,286	\$1,040,281,089	+59%
Food Service & Drinking Places	\$314,032,612	\$423,604,661	+35%

Source: 2014 Nielsen Marketplace

BUY WBKO, FOX BOWLING GREEN & THE CW!

Summary

- WBKO, FOX Bowling Green & The CW provide a wide range of programming which attracts a varied demographic.
- Although Bowling Green, KY ranks 182nd in terms of DMA Households, it ranks higher in key sales per household categories.
- In Sign-on to Sign-off, WBKO ranks #1 in delivery in the Bowling Green DMA, achieving a 21 HH share. WNKY achieves only a 5 HH share and ENKY achieves a 4.
- WBKO outdelivers the competition in every daypart by at least 60%.
- WBKO reaches more households than cable in the DMA.
- The WBKO ASI significantly increases the DMA's TV Households and boosts key sales categories.



Prepared and Issued by

Katz Television Group Station Solutions

March 2015

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EXHIBIT 16



Continental Television Sales
RESEARCH



Bowling Green, KY

2012 Market Analysis



WBKO, FOX Bowling Green & The CW:
The Stations for Bowling Green, KY
And Beyond

The Bowling Green, KY DMA Encompasses 79,990 TV HHs And Ranks As The 182nd Largest Nielsen Market



The stations licensed to Bowling Green are as follows:

Station

Affiliate

WBKO

ABC

WBKO-DT2 (EBKO)

FOX

WBKO-DT3 (GBKO)

CW

WNKY

NBC

WNKY-DT2 (ENKY)

CBS



Although Bowling Green, KY ranks 182nd in terms of DMA Households, it ranks higher in key sales per household categories.

2010 Retail Sales

Household Appliances Stores Sales Per Household

Rank: **#23**
\$266

Clothing & Clothing Accessories Stores Sales Per Household

Rank: **#36**
\$1,934

Health & Personal Care Stores Sales Per Household

Rank: **#9**
\$3,203

Paint & Wallpaper Stores Sales Per Household

Rank: **#11**
\$145

General Merchandise Store Sales Per Household

Rank: **#62**
\$6,321

Nursery & Garden Centers Per Household

Rank: **#40**
\$721

Building Material, Garden Equipment Stores Sales Per Household

Rank: **#19**
\$5,472

Home Furnishing Stores Sales Per Household

Rank: **#92**
\$297

Beer, Wine & Liquor Stores Sales Per Household

Rank: **#41**
\$360

Total Retail Sales Per Household*

Rank: **#117**
\$37,460

Foodservice & Drinking Places Sales Per Household

Rank: **#94**
\$3,471

Gasoline Station Sales Per Household

Rank: **#129**
\$4,074

Shoe Stores Sales Per Household

Rank: **#77**
\$244

Jewelry Stores Sales Per Household

Rank: **#20**
\$300

Home Centers Sales Per Household

Rank: **#14**
\$2,125

Computer & Software Stores Sales Per Household

Rank: **#39**
\$219

Pharmacies & Drug Stores Sales Per Household

Rank: **#11**
\$2,766

Electronics & Appliance Stores Sales Per Household

Rank: **#50**
\$885

*Total Retail Sales includes Eating & Drinking Places Sales

Source: 2011 Claritas

Bowling Green, KY A Top 100 Agricultural Market

Bowling Green, KY is a Top 100 agricultural market.

<u>Category</u>	<u>Number</u>	<u>U.S. Rank</u>
Milk Cows (farms)	355	52
Beef Cows (number)	121,166	60
Broilers Chickens Sold (number)	14,567,803	61
Forage Harvested (farms)	4,955	61
Cattle & Calves Sold (farms)	4,268	63
Layers & Pullets >=20 Weeks Old Inventory (number)	195,778	69
Corn for Silage or Green Chop (farms)	250	74
Alfalfa Hay Tons Dry Harvested (farms)	782	83
Hogs and Pigs Inventory (number)	15,402	86
Soybeans for Beans (acres)	48,777	87
Corn for Grain (farms)	525	89
Peaches Total (acres)	50	88
Harvested Cropland (farms)	5,451	90
Commercial Fertilizer, Lime & Soil Conditioners (farms)	4,142	91
Total Cropland (farms)	6,655	95

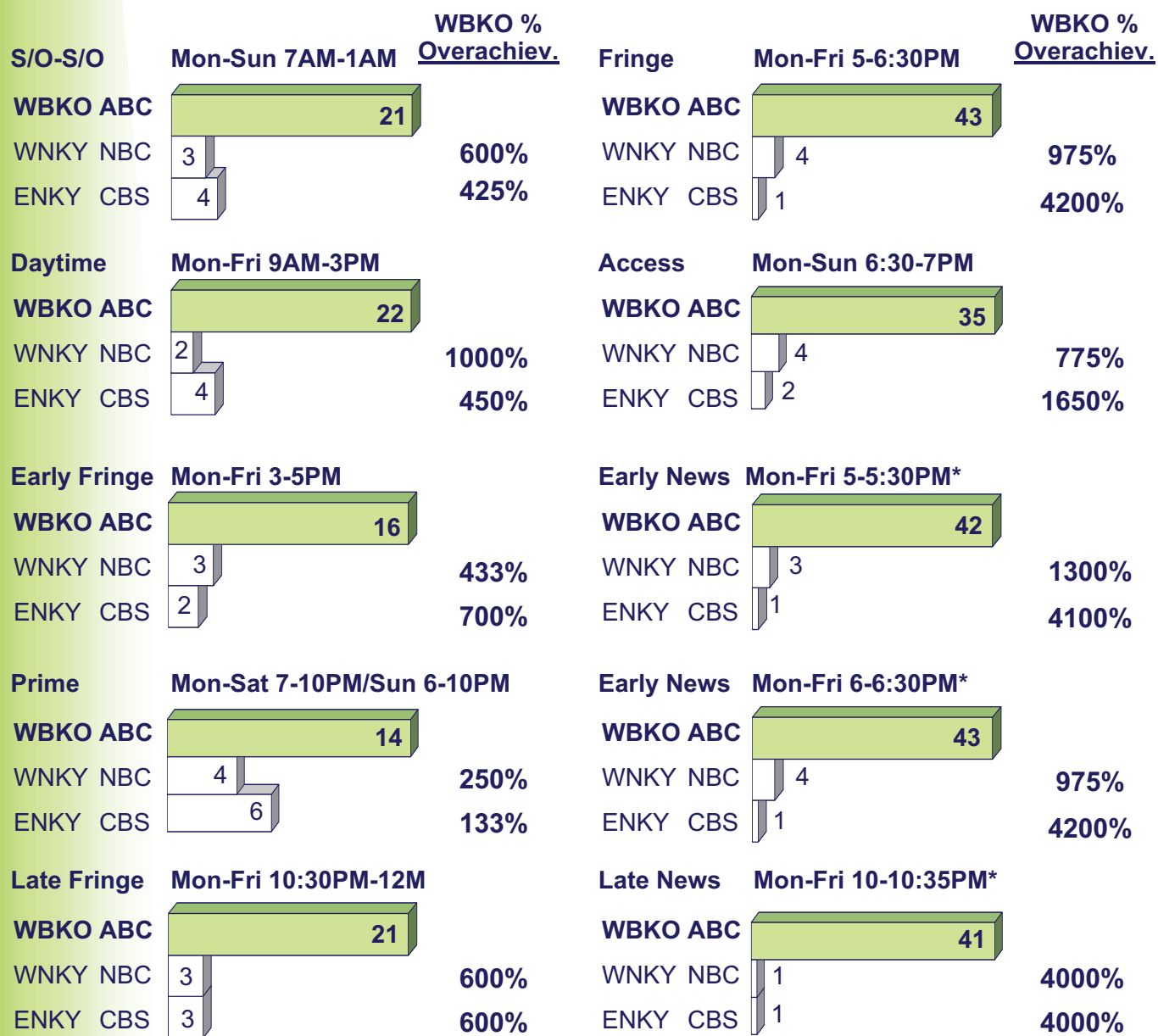
A vertical green bar with a curved top edge is located on the left side of the slide.

WBKO
Dominates In
Bowling Green, KY
In Every Daypart
All Day Long!

WBKO Is #1!

If you're looking for one station that will completely cover the Bowling Green DMA all day long, look no further than WBKO.

2011 DMA HH Shares



*WNKY and ENKY do not air local news at 5PM, 6PM or 10PM

Source: The Nielsen Company, 2011 NSI Diary County Coverage

WBKO Reaches More Households Than The Bowling Green Daily News

Net Weekly Circulation - Nov'11

**WBKO Television Households
(M-Sun/5A-2A)**

99,000

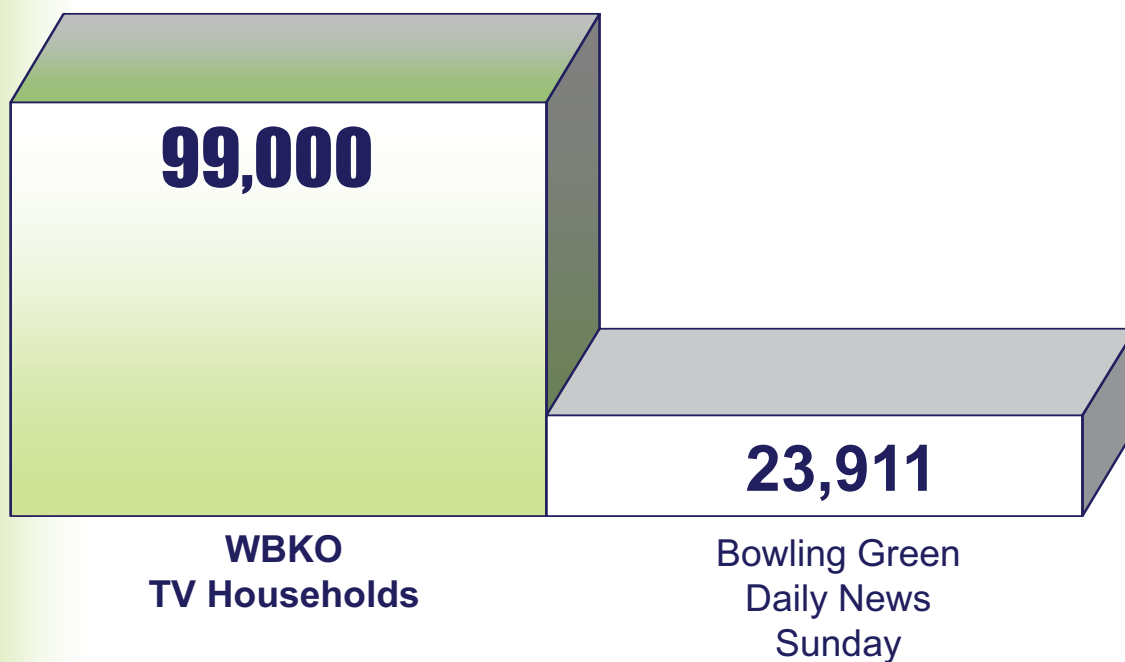
Newspaper Average Daily Circulation

(for 6 months ending 9/30/2011)

Bowling Green Daily News

Sunday

23,911



WBKO Gets Into More Living Rooms Than The Local Newspapers

WBKO Reaches More Households Than Cable In The Bowling Green, KY DMA

Net Weekly Circulation

WBKO Television Households (M-Sun/5A-2A)

DMA Cable Households

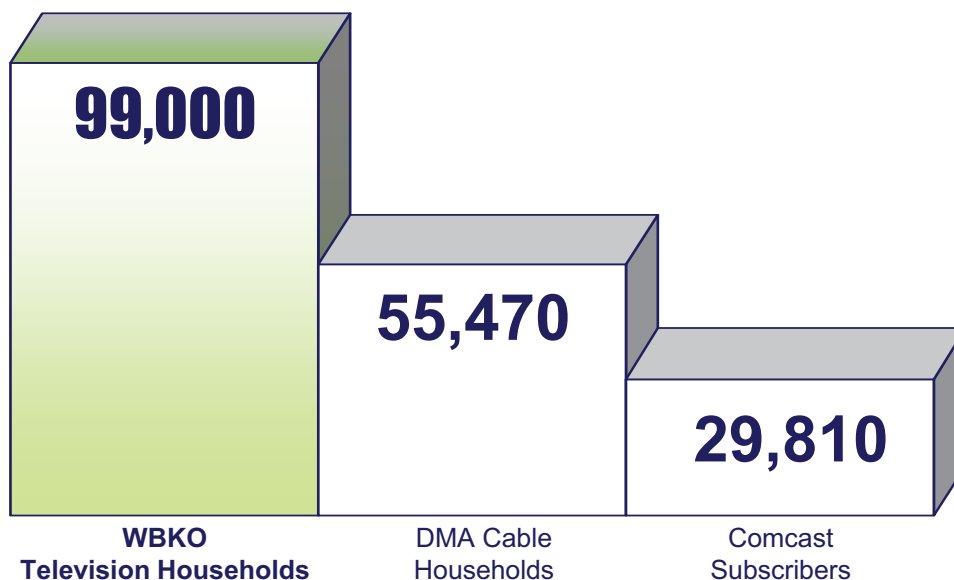
Comcast (DMA's largest interconnect)

**Nov'11
Television
Households**

99,000

55,470

29,810



WBKO Is The Wise Choice Over Cable

WBKO Reaching Beyond The DMA



WBKO: Covering Bowling Green, KY And Beyond

WBKO achieves at least a 20% cume in 8 counties outside the Bowling Green DMA and is the #1 station by share in two of those counties and the #1 ABC affiliate in two others.

2011 Sign-On/Sign-Off

<u>County</u>	<u>State</u>	<u>DMA</u>	<u>#1 By Share</u>	<u>Total TV HH</u>	<u>HH Weekly Cume</u>
Allen	KY	Nashville	#1 Station	7,890	42%
Clinton	KY	Nashville		4,270	26%
Logan	KY	Nashville	#1 ABC	10,590	32%
Monroe	KY	Nashville	#1 Station	4,430	86%
Simpson	KY	Nashville	#1 ABC	6,810	35%
Grayson	KY	Louisville		9,930	23%
Green	KY	Louisville		4,490	22%
Muhlenberg	KY	Evansville		11,580	20%

WBKO: #1 In 5PM News In The Nashville DMA!

WBKO
% Advantage

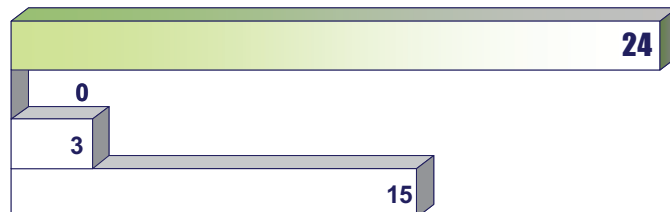
2011 Allen County in Nashville DMA HH Shares Early News (5PM)

WBKO

WKRN ABC

WTVF CBS

WSMV NBC



*

700%

60%

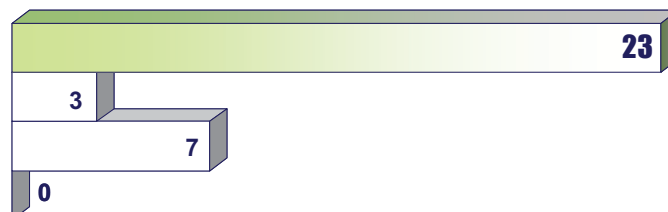
2011 Monroe County in Nashville DMA HH Shares Early News (5PM)

WBKO

WKRN ABC

WTVF CBS

WSMV NBC



667%

229%

*

* can't be determined



WBKO: #1 In 6PM News In The Nashville DMA!

WBKO
% Advantage

2011 Allen County in Nashville DMA HH Shares Early News (6PM)

WBKO

WKRN

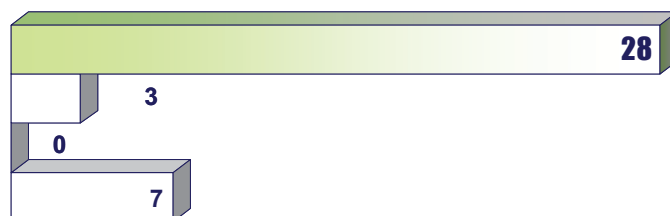
WTVF

WSMV

ABC

CBS

NBC



833%

*

300%

2011 Monroe County in Nashville DMA HH Shares Early News (6PM)

WBKO

WKRN

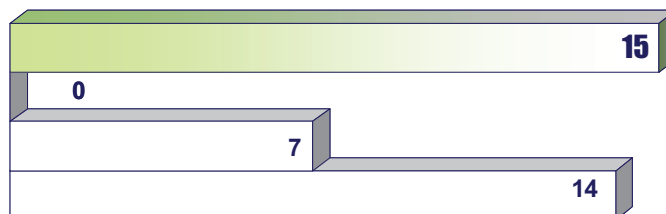
WTVF

WSMV

ABC

CBS

NBC



*

114%

7%

* can't be determined



WBKO: #1 In Late News In The Nashville DMA!

WBKO
% Advantage

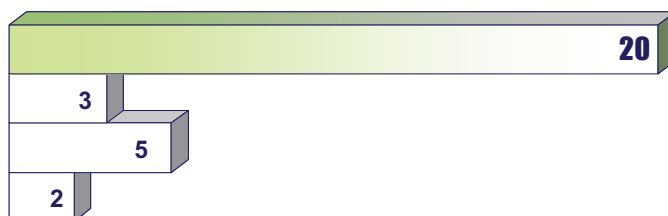
2011 Allen County in Nashville DMA HH Shares Late News

WBKO

WKRN ABC

WTVF CBS

WSMV NBC



567%

300%

900%

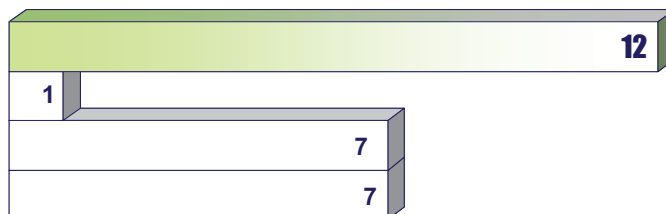
2011 Clinton County in Nashville DMA HH Shares Late News

WBKO

WKRN ABC

WTVF CBS

WSMV NBC



1100%

71%

71%

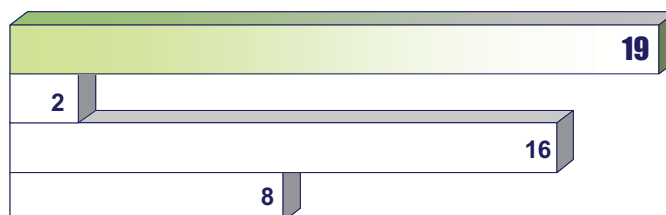
2011 Logan County in Nashville DMA HH Shares Late News

WBKO

WKRN ABC

WTVF CBS

WSMV NBC



850%

19%

138%

* can't be determined

Source: The Nielsen Company, 2011 NSI Diary County Coverage



WBKO: #1 In Late News In The Nashville DMA!

WBKO
% Advantage

2011 Monroe County in Nashville DMA HH Shares Late News

WBKO

WKRN

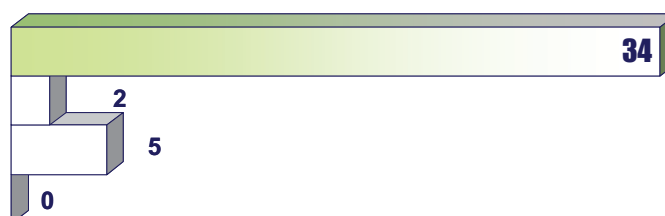
WTVF

WSMV

ABC

CBS

NBC



1600%
580%
*

2011 Simpson County in Nashville DMA HH Shares Late News

WBKO

WKRN

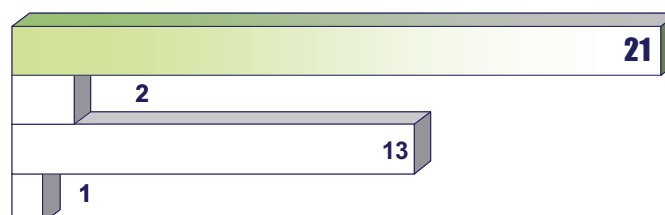
WTVF

WSMV

ABC

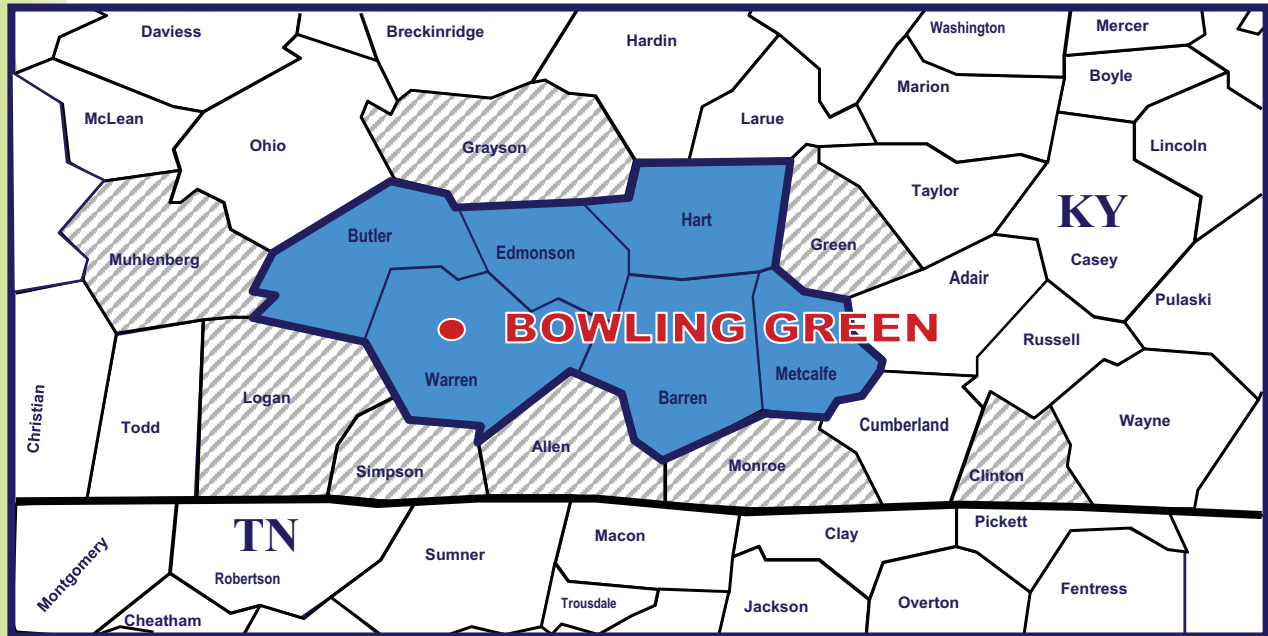
CBS

NBC



950%
62%
2000%

WBKO: Covering Bowling Green, KY And Beyond



 Non-DMA counties where WBKO achieves at least a 20% share, totaling 59,990 TV HH's.

 DMA counties, totaling 79,990 TV HH's.

When these 8 neighboring counties are added to the Bowling Green, KY DMA, a WBKO Area of Station Influence (ASI) is created in which Bowling Green significantly increases its Nielsen TV Households rank to 156 between Bangor and Bluefield-Beckley-Oak Hill.

<u>Rank</u>	<u>Market</u>	<u>TV Households</u>
155	Bangor	141,580
*	WBKO ASI	139,980
156	Bluefield-Beckley-Oak Hill	137,380
157	Binghamton	136,730
158	Wheeling-Steubenville	133,120

The WBKO ASI Increases The Market's Buying Power In Major Categories

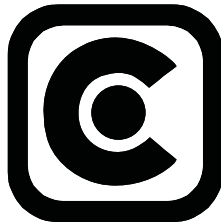
2010 Retail Sales Comparison

Retail Sales	DMA	WBKO ASI	% Increase
Total Retail Sales Incl. Eating & Drinking Places	\$3,095,480,678	\$4,738,336,392	+53%
Motor Vehicle & Parts Dealers	\$489,673,493	\$663,039,766	+35%
Furniture & Home Furnishing Stores	\$42,310,948	\$60,283,708	+42%
Electronics & Appliances Stores	\$73,105,880	\$80,780,355	+10%
Building Material/Garden Equipment Stores	\$452,172,895	\$660,254,866	+46%
Food & Beverage Stores	\$303,857,722	\$461,585,720	+52%
Health & Personal Care Stores	\$264,713,077	\$408,900,882	+54%
Gasoline Stations	\$336,675,299	\$643,215,464	+91%
Clothing & Clothing Accessories Stores	\$159,839,520	\$180,789,539	+13%
Sporting Goods, Hobby, Book, Music Stores	\$35,573,299	\$49,082,367	+31%
General Merchandise Stores	\$522,333,362	\$896,363,557	+72%
Foodservice & Drinking Places	\$286,828,679	\$383,057,806	+34%

Why Buy WBKO, FOX Bowling Green & The CW?

- WBKO, FOX Bowling Green & The CW provide a wide range of programming which attracts a varied demographic.
- Although Bowling Green, KY ranks 182nd in terms of DMA Households, it ranks higher in key sales per household categories.
- WBKO ranks first in delivery in the Bowling Green DMA, achieving a 21 HH share while WNKY only achieves a 3 HH share from Sign/on to Sign/off, and ENKY achieves a 4.
- WBKO outdelivers the competition in every daypart by at least 100%.
- WBKO outdelivers newspapers in the DMA.
- WBKO reaches more households than cable in the DMA.
- WBKO achieves at least an 20% Weekly HH Cume in 8 adjacent DMA counties which when added to the Bowling Green DMA, significantly increases the DMA's TV Households and boosts key sales categories.





**Prepared & Issued by
Continental TV Sales Research
March 2012**

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EXHIBIT 17

The Honorable Congressman James Comer
1513 Longworth House Office Building
Washington, D.C. 20515

WBKO
2727 Russellville Road
Bowling Green, KY 42101

To Whom It May Concern:

WBKO-TV, the ABC affiliate in Bowling Green, Kentucky, has long been the choice TV station for countless residents of south central Kentucky. I've been a resident of Monroe County for decades, and WBKO is the station I turn to daily for my hometown news, weather, and sports.

When a bomb scare happened on the square in downtown Tompkinsville, I immediately turned to WBKO for the latest information. When my family and I are preparing for severe weather in the area, I am confident WBKO will provide us with the latest news and safety measures. In addition, I know WBKO will be providing the most top-notch highlights of our very talented Monroe County Lady Falcons.

I use these examples to highlight how WBKO is an essential part of the community. Nevertheless, numerous residents in my congressional district from counties such as Logan, Simpson, and Allen are facing constant problems. These stations all border Warren County which is home to the Bowling Green station. However, residents have to watch the Nashville market throughout the day instead of local programming. The Nashville market does not provide the kind of community coverage that is important to the people of south central Kentucky. WBKO is a critical source of local news, weather, and sports for residents in this area.

It is extremely difficult for constituents who already have DIRECTV to access WBKO. This station is the largest in the country not on DIRECTV. Residents of south central Kentucky utilizing cable or DISH should not face further difficulties by locking out their programming during the day. Therefore, I urge you to consider this market modification process. This station clearly provides a great local service to the area of south central Kentucky, and it is paramount that it is accessible to these residents.

Thank you for your attention to this inquiry. If you have any additional questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in cursive script that reads "James Comer". The signature is written in dark ink and is positioned above the printed name.

James Comer

EXHIBIT 18



City of Russellville

City Hall
168 S. Main Street
Russellville, KY 42276
Phone 270.726.5000 Fax 270.726.5043

Mark Stratton
Mayor

Pat Bell
Councilwoman

Jimmy Davenport
Councilman

Darlene Gooch
Councilwoman

Sandra Kinser
Councilwoman

Larry Wilcutt
Councilman

Jack Whipple
Councilman

The Electric Plant Board of Russellville is in the process of issuing a filing with the FCC to obtain a DMA market correction to allow the Electric Plant Board to offer WBKO to the citizens of Russellville. The City of Russellville supports the filing of this reassignment to the Bowling Green, Kentucky market.

The citizens of Russellville and the surrounding community have depended on the WBKO channel since 1962, when the station signed on the air as WLTV. The City of Russellville has depended on WBKO for the following:

- Weather Information- Snow Reports, School Closings, Severe Weather Warnings, Area Weather Tracking
- Local and surrounding county news-Amber Alerts, Police-Reporting, Crime Stoppers Reports
- Sports Reporting- Local High School, WKU, University of Kentucky, Regional Sports Reporting
- State Legislative News- Legislative News about the Commonwealth that effect the lives daily
- Community Events- Public events in our community and surrounding counties
- Economic News- Developments and Career Opportunities Announcements

These are only a few items that impact the Citizens of Russellville. The quality of life in this area evolves around the hometown news that WBKO provides.

We ask this filing request be granted so that the Citizens of Russellville and Logan County will continue to enjoy the quality viewing that they are accustomed to when watching the WBKO channel.

Sincerely,

Mark Stratton
Mayor, City of Russellville

Office of
Logan County Judge Executive

Logan Chick



P.O. Box 365
Russellville, KY 42276
Email: logancounty@bellsouth.net

Telephone: 270-726-3116
Fax: 270-726-3117

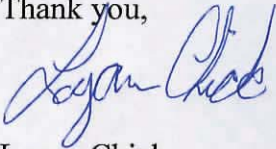
March 27, 2017

To Whom It May Concern;

I am sending this letter in support of the Russellville Electric Plant Board in filing to the FCC, to be able to offer WBKO Channel 13, out of Bowling Green to its valued customers in Russellville and Logan County.

As the Chief Elected Official of Logan County, it is very important to be able to receive Kentucky news about what is going on in Frankfort and around the state of Kentucky.

Thank you,



Logan Chick
Logan County Judge Executive

EXHIBIT 19

Kentucky County Workforce Profiles

Logan County - Employment & Earnings

Economic development planning relies upon a good understanding of your county's workforce. The information below describes Logan County's current workforce.

Occupational Data for Major Kentucky Occupations (by 2 Digit SOC codes)

Occupation	Kentucky (2012)	Barren River Development District (2012)	Logan County		
			Total (2012)	10 yrs. Change	5 yrs. Change
Office & Admin. Support	280,743	16,378	1,015	-13%	-10%
Sales & Related	172,198	10,745	607	-5%	-7%
Food Preparation & Serving Related	164,270	10,368	538	1%	-7%
Production	163,167	15,457	1,891	-24%	-11%
Transportation & Material Moving	154,479	9,212	665	-2%	-4%
Healthcare Practitioners & Technical Occupations	113,924	6,545	345	-1%	-6%
Education, Training, & Library	104,956	7,123	512	3%	3%
Management	79,378	4,174	273	-21%	-11%
Installation, Maintenance, & Repair	78,644	4,679	533	4%	4%
Construction & Extraction	68,356	3,683	302	17%	-3%

Source: EMSI 2012

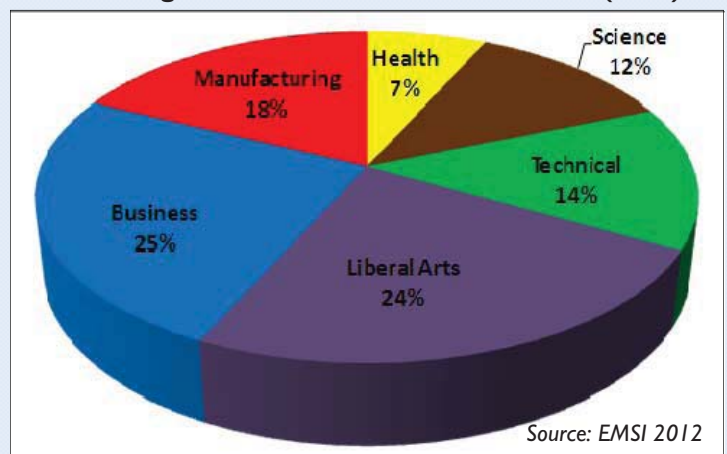
Distribution of Workforce by Education & Gender (2011)

Education	Gender	Distribution out of 100 people
Less than High School	Male	10 icons
	Female	5 icons
High School or equivalent	Male	20 icons
	Female	15 icons
Some college or Associate's degree	Male	15 icons
	Female	10 icons
Bachelor's degree or more	Male	10 icons
	Female	10 icons

Source: CENSUS/QWI 2011

Personal Care and Service was the fastest growing occupation in Logan County with 12% growth from 2007-2012.

Knowledge Distribution of Workforce Skills (2012)



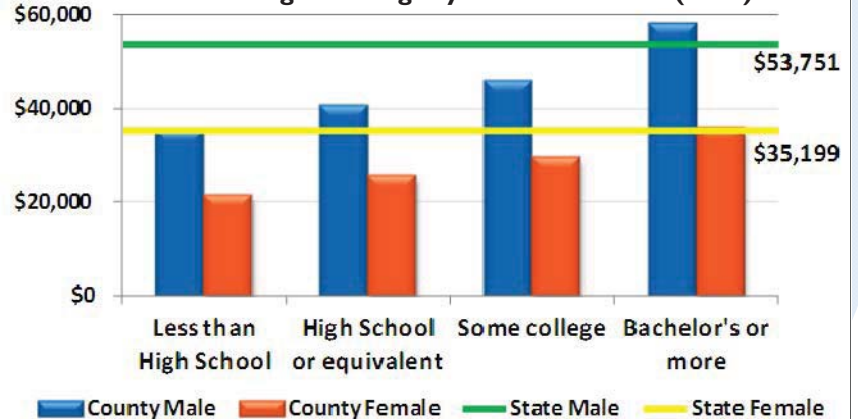
Source: EMSI 2012

Employment & Average Annual Earnings by Age (2011)

Age group	Total Employment	Overall Average Annual Earnings
14-21	496	13,405
22-34	1,803	30,438
35-44	1,666	38,391
45-54	1,817	42,675
55-64	1,178	36,846
>65	304	21,867

Source: CENSUS/QWI 2011

Average Earnings by Education Level (2011)



Source: CENSUS/QWI 2011



Of those employed in Logan County, 42% are in-commuters.
Of employed Logan County residents, 57% are out-commuters.



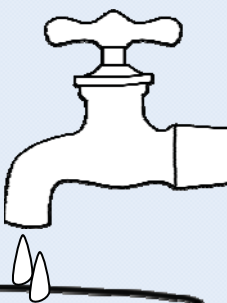
In-Commuters: Individuals living outside Logan County who are employed inside Logan County.

Out-Commuters: Individuals living in Logan County who are employed outside Logan County.

In-Commuters (2010): 3,192

Top 5 counties people commute from for work (2010)

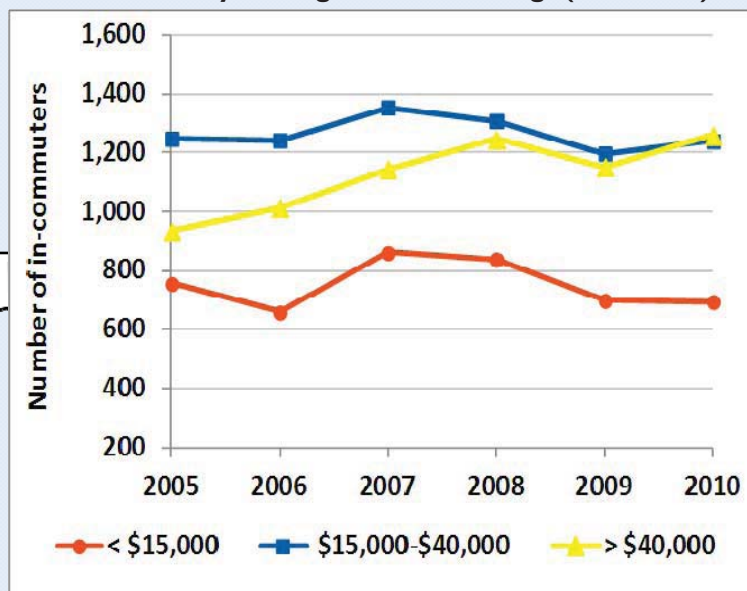
County	Count
Warren County, KY	612
Muhlenberg County, KY	393
Todd County, KY	370
Simpson County, KY	208
Christian County, KY	135



People living and working in the County (2010): 4,423

Average Annual Earnings	Number of Employed
< \$15,000	1,047
\$15,000-\$40,000	1,925
> \$40,000	1,451

In-Commuters by Average Annual Earnings (2005-2010)



In 2010, Logan County had fewer in-commuters than out-commuters.

Since 2005, in-commuters had increased by 9% and out-commuters increased by 10%.

Out-Commuters by Average Annual Earnings (2005-2010)



Out-Commuters (2010): 5,968

Top 5 counties people commute to for work (2010)

County	Count
Warren County, KY	1,645
Robertson County, TN	518
Simpson County, KY	516
Jefferson County, KY	496
Fayette County, KY	212

*All data on this page are from CENSUS/OnTheMap

Kentucky County Workforce Profiles

Allen County - Employment & Earnings









Economic development planning relies upon a good understanding of your county's workforce. The information below describes Allen County's current workforce.

Occupational Data for Major Kentucky Occupations (by 2 Digit SOC codes)

Occupation	Kentucky (2012)	Barren River Development District (2012)	Allen County		
			Total (2012)	10 yrs. Change	5 yrs. Change
Office & Admin. Support	280,743	16,378	671	-15%	-9%
Sales & Related	172,198	10,745	329	10%	-4%
Food Preparation & Serving Related	164,270	10,368	351	39%	5%
Production	163,167	15,457	518	-59%	1%
Transportation & Material Moving	154,479	9,212	568	-9%	-12%
Healthcare Practitioners & Technical Occupations	113,924	6,545	233	2%	2%
Education, Training, & Library	104,956	7,123	305	5%	5%
Management	79,378	4,174	140	-32%	-14%
Installation, Maintenance, & Repair	78,644	4,679	205	-9%	11%
Construction & Extraction	68,356	3,683	124	-23%	-11%

Source: EMSI 2012

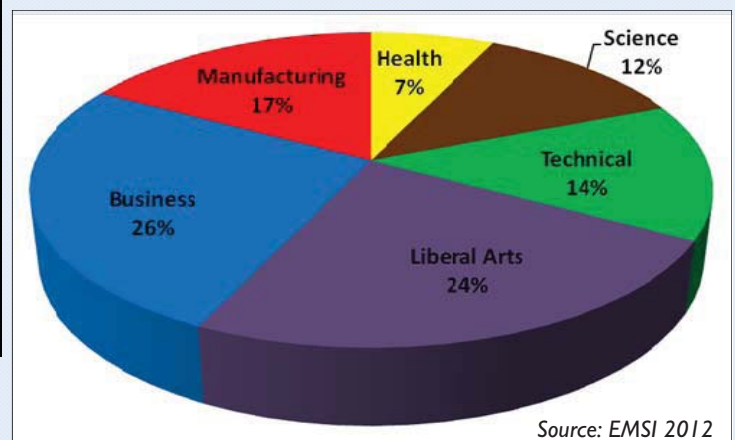
Distribution of Workforce by Education & Gender (2011)

Education	Gender	Distribution out of 100 people
Less than High School	Male	
	Female	
High School or equivalent	Male	
	Female	
Some college or Associate's degree	Male	
	Female	
Bachelor's degree or more	Male	
	Female	

Source: CENSUS/QWI 2011

Personal Care and Service was the fastest growing occupation in Allen County with 44% growth from 2007-2012.

Knowledge Distribution of Workforce Skills (2012)



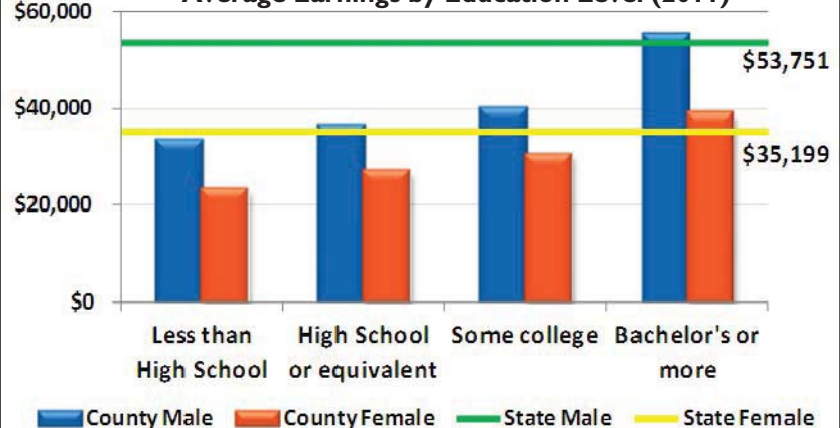
Source: EMSI 2012

Employment & Average Annual Earnings by Age (2011)

Age group	Total Employment	Overall Average Annual Earnings
14-21	333	13,665
22-34	1,163	29,652
35-44	966	36,093
45-54	1,038	37,029
55-64	571	35,721
>65	170	33,414

Source: CENSUS/OWI 2011

Average Earnings by Education Level (2011)



Source: CENSUS/OWI 2011



Of those employed in Allen County, 43% are in-commuters.
Of employed Allen County residents, 65% are out-commuters.



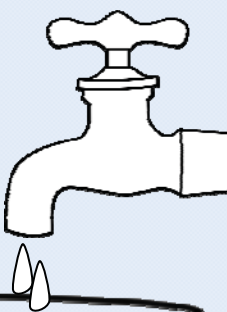
In-Commuters: Individuals living outside Allen County who are employed inside Allen County.

Out-Commuters: Individuals living in Allen County who are employed outside Allen County.

In-Commuters (2010): 1,801

Top 5 counties people
commute from for work (2010)

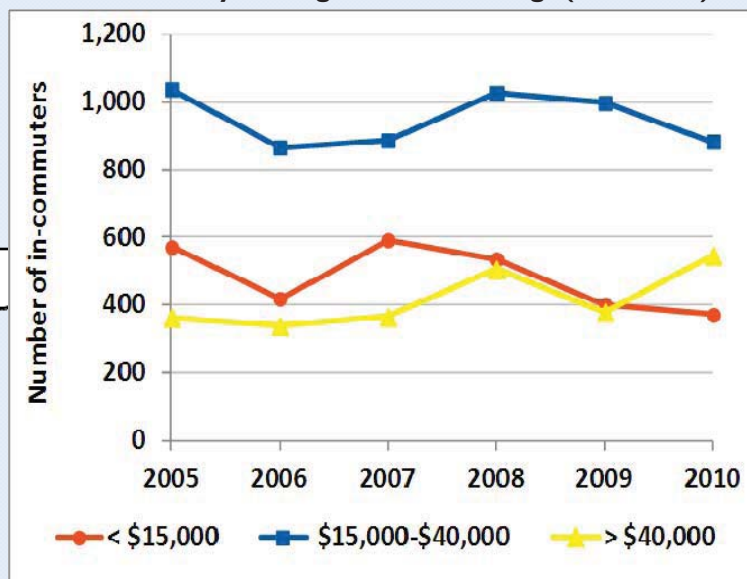
County	Count
Warren County, KY	472
Barren County, KY	285
Monroe County, KY	155
Macon County, TN	127
Sumner County, TN	78



People living and working
in the County (2010): 2,396

Average Annual Earnings	Number of Employed
< \$15,000	619
\$15,000-\$40,000	1,203
> \$40,000	574

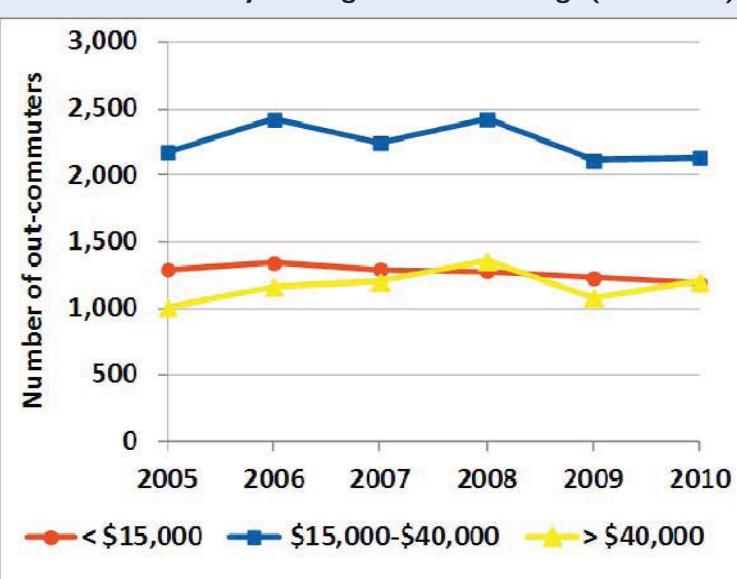
In-Commuters by Average Annual Earnings (2005-2010)



In 2010, Allen County had fewer
in-commuters than out-commuters.

Since 2005, in-commuters had decreased by 9%
and out-commuters increased by 1%.

Out-Commuters by Average Annual Earnings (2005-2010)



Out-Commuters (2010): 4,514

Top 5 counties people
commute to for work (2010)

County	Count
Warren County, KY	1,923
Simpson County, KY	452
Barren County, KY	279
Jefferson County, KY	238
Sumner County, TN	145

*All data on this page are from CENSUS/OnTheMap

Kentucky County Workforce Profiles

Adair County - Employment & Earnings

Economic development planning relies upon a good understanding of your county's workforce. The information below describes Adair County's current workforce.

Occupational Data for Major Kentucky Occupations (by 2 Digit SOC codes)

Occupation	Kentucky (2012)	Lake Cumberland Development District (2012)	Adair County		
			Total (2012)	10 yrs. Change	5 yrs. Change
Office & Admin. Support	280,743	10,374	845	21%	11%
Sales & Related	172,198	5,838	423	18%	18%
Food Preparation & Serving Related	164,270	5,215	348	14%	13%
Production	163,167	8,676	359	16%	4%
Transportation & Material Moving	154,479	6,167	368	0%	-13%
Healthcare Practitioners & Technical Occupations	113,924	4,273	325	-31%	9%
Education, Training, & Library	104,956	4,730	540	3%	3%
Management	79,378	2,321	186	5%	2%
Installation, Maintenance, & Repair	78,644	2,814	163	3%	-1%
Construction & Extraction	68,356	2,004	198	-16%	-30%

Source: EMSI 2012

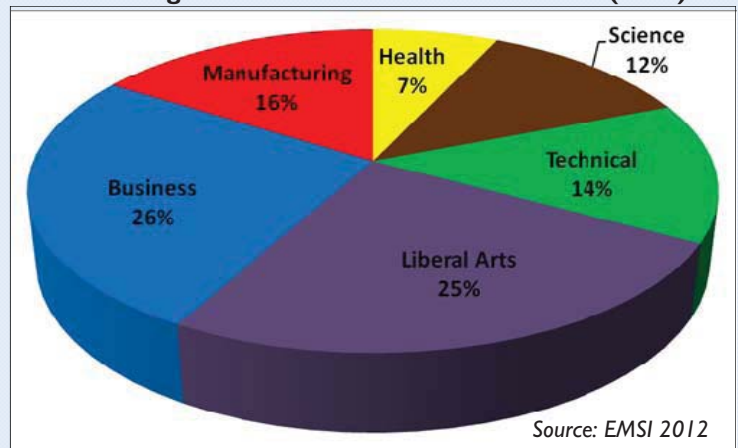
Distribution of Workforce by Education & Gender (2011)

Education	Gender	Distribution out of 100 people
Less than High School	Male	5 icons
	Female	4 icons
High School or equivalent	Male	15 icons
	Female	14 icons
Some college or Associate's degree	Male	10 icons
	Female	11 icons
Bachelor's degree or more	Male	8 icons
	Female	9 icons

Source: CENSUS/QWI 2011

Healthcare Support was the fastest growing occupation in Adair County with 47% growth from 2007-2012.

Knowledge Distribution of Workforce Skills (2012)



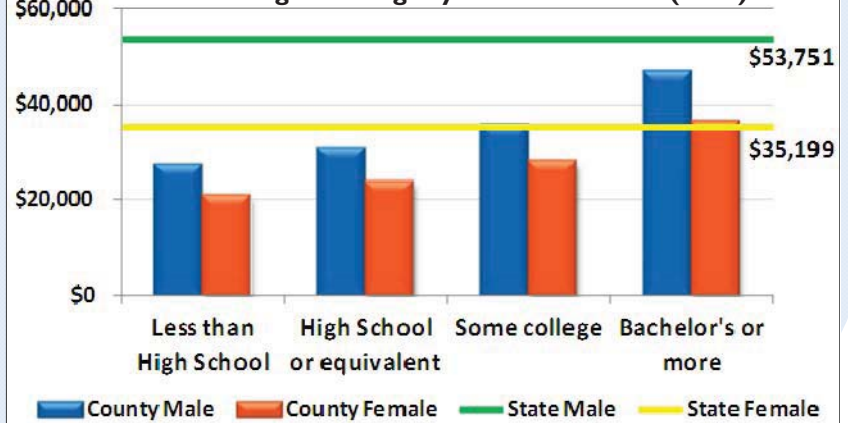
Source: EMSI 2012

Employment & Average Annual Earnings by Age (2011)

Age group	Total Employment	Overall Average Annual Earnings
14-21	345	11,586
22-34	1,114	25,017
35-44	990	33,663
45-54	1,014	32,202
55-64	710	33,177
>65	247	22,278

Source: CENSUS/QWI 2011

Average Earnings by Education Level (2011)



Source: CENSUS/QWI 2011



Of those employed in Adair County, 43% are in-commuters.
Of employed Adair County residents, 57% are out-commuters.



In-Commuters: Individuals living outside Adair County who are employed inside Adair County.

Out-Commuters: Individuals living in Adair County who are employed outside Adair County.

In-Commuters (2010): 1,913

Top 5 counties people commute from for work (2010)

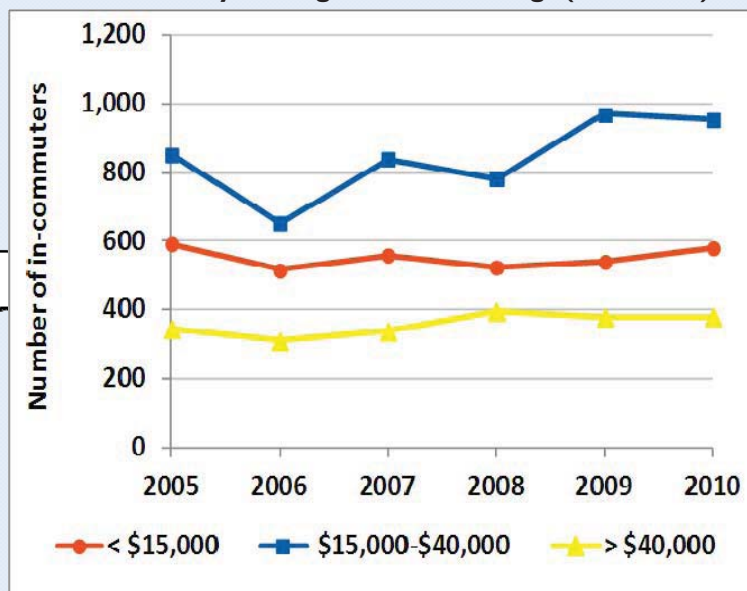
County	Count
Russell County, KY	256
Taylor County, KY	211
Green County, KY	134
Barren County, KY	115
Jefferson County, KY	66



People living and working in the County (2010): 2,569

Average Annual Earnings	Number of Employed
< \$15,000	779
\$15,000-\$40,000	1,285
> \$40,000	505

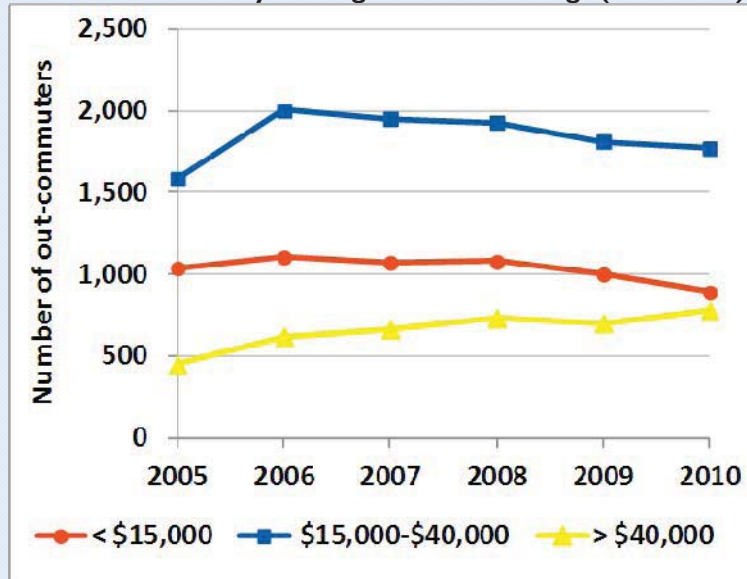
In-Commuters by Average Annual Earnings (2005-2010)



In 2010, Adair County had fewer in-commuters than out-commuters.

Since 2005, in-commuters had increased by 7% and out-commuters increased by 12%.

Out-Commuters by Average Annual Earnings (2005-2010)



Out-Commuters (2010): 3,443

Top 5 counties people commute to for work (2010)

County	Count
Taylor County, KY	674
Russell County, KY	469
Jefferson County, KY	225
Pulaski County, KY	217
Barren County, KY	188

*All data on this page are from CENSUS/OnTheMap

The data for this Profile were prepared by the Community and Economic Development Initiative of Kentucky (CEDIK) at the University of Kentucky. For questions on the data contained in this profile, contact James E. Allen IV, Research Director, at 859.257.7272 x253 or james.allen4@uky.edu.

Special thanks to Simona Balazs, CEDIK Research Assistant, for her work on this profile.

Kentucky County Workforce Profiles

Cumberland County - Employment & Earnings

Economic development planning relies upon a good understanding of your county's workforce. The information below describes Cumberland County's current workforce.

Occupational Data for Major Kentucky Occupations (by 2 Digit SOC codes)

Occupation	Kentucky (2012)	Lake Cumberland Development District (2012)	Cumberland County		
			Total (2012)	10 yrs. Change	5 yrs. Change
Office & Admin. Support	280,743	10,374	254	-14%	-5%
Sales & Related	172,198	5,838	132	-21%	5%
Food Preparation & Serving Related	164,270	5,215	117	14%	6%
Production	163,167	8,676	180	-36%	-15%
Transportation & Material Moving	154,479	6,167	95	-13%	-18%
Healthcare Practitioners & Technical Occupations	113,924	4,273	191	-1%	3%
Education, Training, & Library	104,956	4,730	110	3%	3%
Management	79,378	2,321	52	-21%	-2%
Installation, Maintenance, & Repair	78,644	2,814	53	-19%	2%
Construction & Extraction	68,356	2,004	40	11%	100%

Source: EMSI 2012

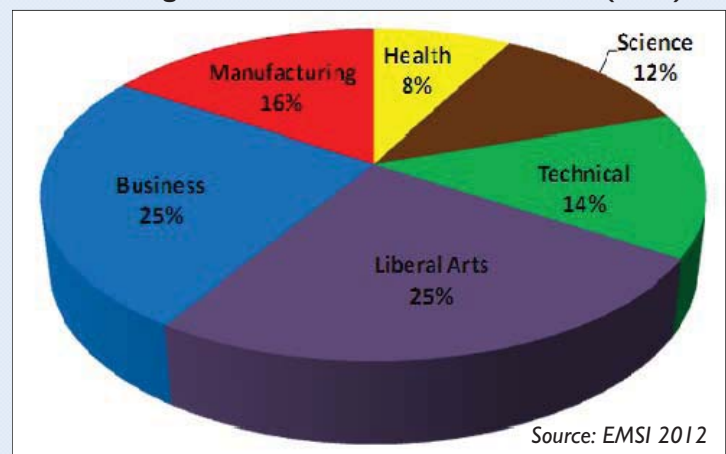
Distribution of Workforce by Education & Gender (2011)

Education	Gender	Distribution out of 100 people
Less than High School	Male	5 icons
	Female	5 icons
High School or equivalent	Male	10 icons
	Female	15 icons
Some college or Associate's degree	Male	8 icons
	Female	12 icons
Bachelor's degree or more	Male	5 icons
	Female	10 icons

Source: CENSUS/QWI 2011

Construction and Extraction was the fastest growing occupation in Cumberland County with 100% growth from 2007-2012.

Knowledge Distribution of Workforce Skills (2012)



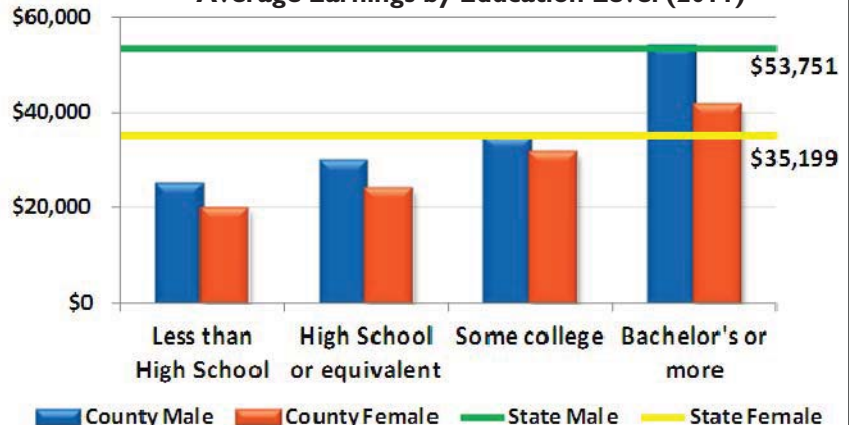
Source: EMSI 2012

Employment & Average Annual Earnings by Age (2011)

Age group	Total Employment	Overall Average Annual Earnings
14-21	131	9,470
22-34	357	25,636
35-44	345	34,629
45-54	375	32,565
55-64	251	34,041
>65	68	23,301

Source: CENSUS/QWI 2011

Average Earnings by Education Level (2011)



Source: CENSUS/QWI 2011



Of those employed in Cumberland County, 36% are in-commuters.
Of employed Cumberland County residents, 58% are out-commuters.



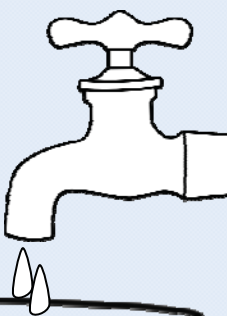
In-Commuters: Individuals living outside Cumberland County who are employed inside Cumberland County.

Out-Commuters: Individuals living in Cumberland County who are employed outside Cumberland County.

In-Commuters (2010): 526

Top 5 counties people commute from for work (2010)

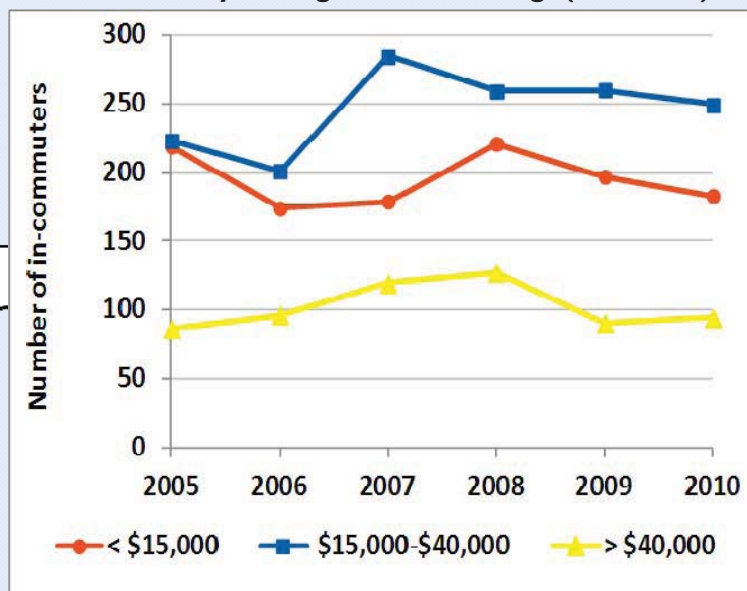
County	Count
Clinton County, KY	70
Metcalfe County, KY	51
Adair County, KY	43
Monroe County, KY	36
Barren County, KY	27



People living and working in the County (2010): 945

Average Annual Earnings	Number of Employed
< \$15,000	304
\$15,000-\$40,000	486
> \$40,000	155

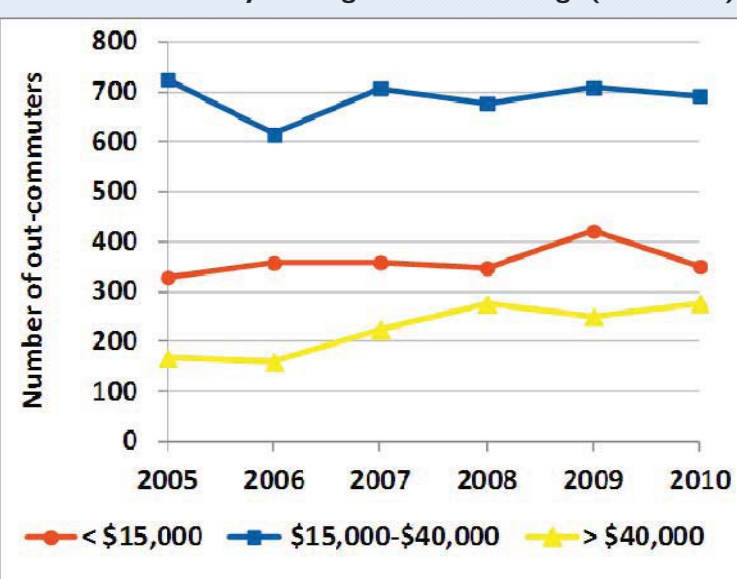
In-Commuters by Average Annual Earnings (2005-2010)



In 2010, Cumberland County had fewer in-commuters than out-commuters.

Since 2005, in-commuters stayed the same and out-commuters increased by 8%.

Out-Commuters by Average Annual Earnings (2005-2010)



Out-Commuters (2010): 1,321

Top 5 counties people commute to for work (2010)

County	Count
Clinton County, KY	314
Jefferson County, KY	99
Barren County, KY	94
Fayette County, KY	73
Wayne County, KY	69

*All data on this page are from CENSUS/OnTheMap

Russell County - Employment & Earnings

Economic development planning relies upon a good understanding of your county's workforce.









The information below describes Russell County's current workforce.

Occupational Data for Major Kentucky Occupations (by 2 Digit SOC codes)

Occupation	Kentucky (2012)	Lake Cumberland Development District (2012)	Russell County		
			Total	10 yrs.	5 yrs.
Office & Admin. Support	280,743	10,374	843	-7%	-1%
Sales & Related	172,198	5,838	548	-4%	-5%
Food Preparation & Serving Related	164,270	5,215	479	2%	-10%
Production	163,167	8,676	1,351	8%	2%
Transportation & Material Moving	154,479	6,167	395	11%	-2%
Healthcare Practitioners & Technical Occupations	113,924	4,273	384	89%	28%
Education, Training, & Library	104,956	4,730	349	-9%	-9%
Management	79,378	2,321	234	8%	0%
Installation, Maintenance, & Repair	78,644	2,814	307	29%	11%
Construction & Extraction	68,356	2,004	360	67%	28%

Source: EMSI 2012

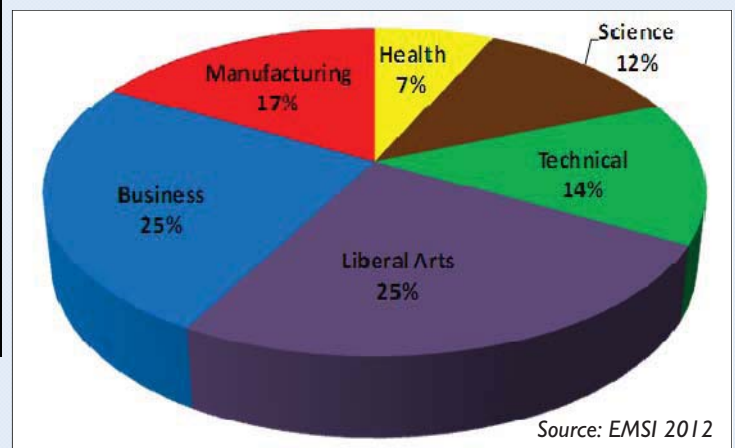
Distribution of Workforce by Education & Gender (2011)

Education	Gender	Distribution out of 100 people
Less than High School	Male	
	Female	
High School or equivalent	Male	
	Female	
Some college or Associate's degree	Male	
	Female	
Bachelor's degree or more	Male	
	Female	

Source: CENSUS/QWI 2011

Life, Physical, and Social Science was the fastest growing occupation in Russell County with 30% growth from 2007-2012.

Knowledge Distribution of Workforce Skills (2012)



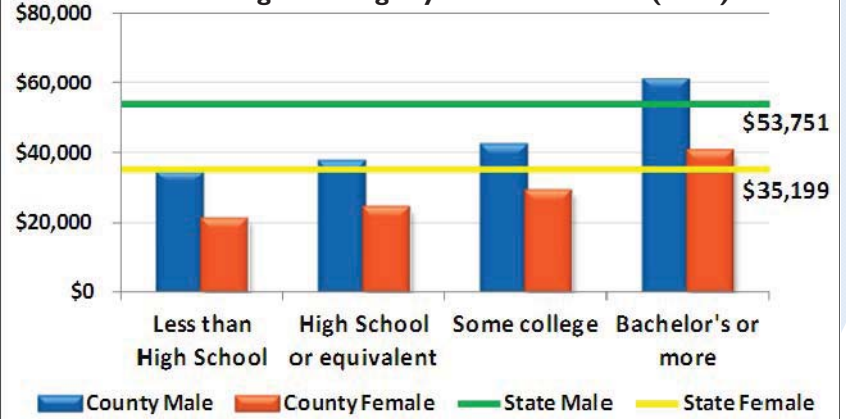
Source: EMSI 2012

Employment & Average Annual Earnings by Age (2011)

Age group	Total Employment	Overall Average Annual Earnings
14-21	481	13,810
22-34	1,469	27,765
35-44	1,317	38,736
45-54	1,358	38,958
55-64	893	37,467
>65	265	24,375

Source: CENSUS/QWI 2011

Average Earnings by Education Level (2011)



Source: CENSUS/QWI 2011



Of those employed in Russell County, 45% are in-commuters.
Of employed Russell County residents, 45% are out-commuters.



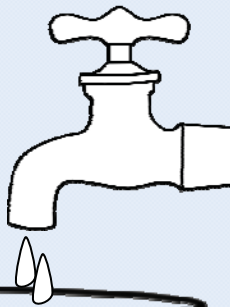
In-Commuters: Individuals living outside Russell County who are employed inside Russell County.

Out-Commuters: Individuals living in Russell County who are employed outside Russell County.

In-Commuters (2010): 2,656

Top 5 counties people commute from for work (2010)

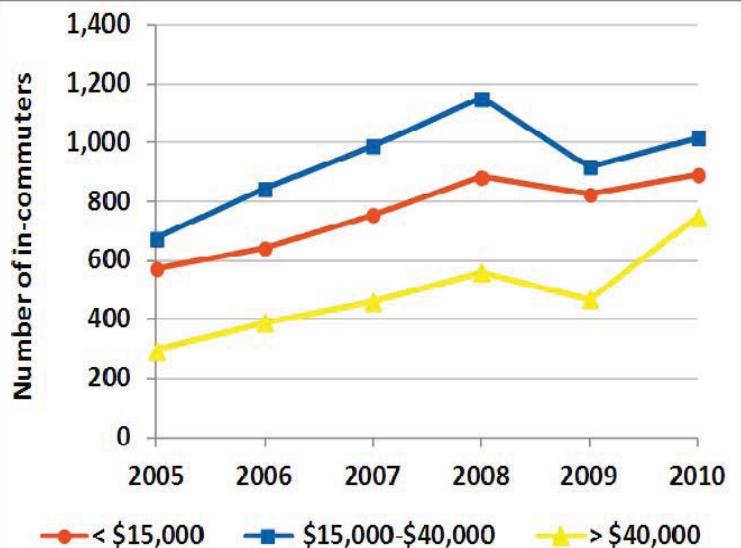
County	Count
Adair County, KY	469
Pulaski County, KY	253
Casey County, KY	232
Warren County, KY	207
Taylor County, KY	86



People living and working in the County (2010): 3,238

Average Annual Earnings	Number of Employed
< \$15,000	910
\$15,000-\$40,000	1,630
> \$40,000	698

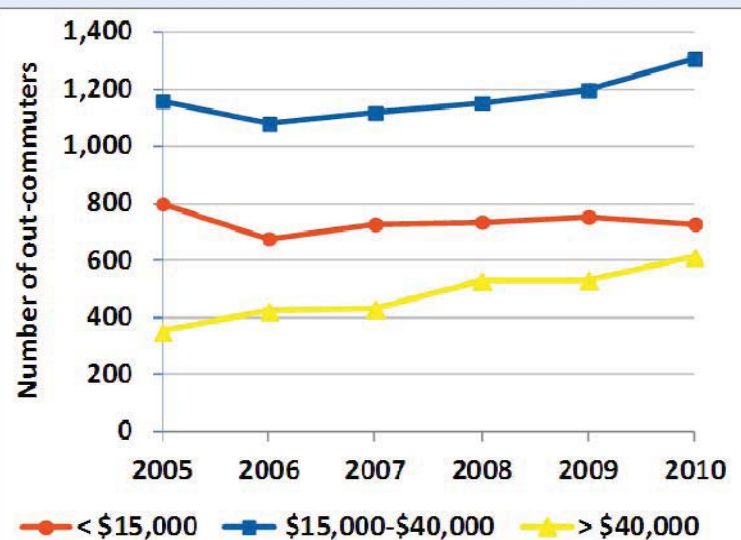
In-Commuters by Average Annual Earnings (2005-2010)



In 2010, Russell County had slightly more in-commuters than out-commuters.

Since 2005, in-commuters had increased by 73% and out-commuters increased by 15%.

Out-Commuters by Average Annual Earnings (2005-2010)



Out-Commuters (2010): 2,647

Top 5 counties people commute to for work (2010)

County	Count
Pulaski County, KY	471
Adair County, KY	256
Jefferson County, KY	200
Casey County, KY	187
Fayette County, KY	168

*All data on this page are from CENSUS/OnTheMap

The data for this Profile were prepared by the Community and Economic Development Initiative of Kentucky (CEDIK) at the University of Kentucky. For questions on the data contained in this profile, contact James E. Allen IV, Research Director, at 859.257.7272 x253 or james.allen4@uky.edu.

Special thanks to Simona Balazs, CEDIK Research Assistant, for her work on this profile.

Kentucky County Workforce Profiles

Insights for Data Interpretation

Prepared by: **Simona Balazs, CEDIK Research Assistant**

July 2013

CEDIK's Workforce Profile is comprised of four sections. The first page contains "Occupational Data," "Knowledge Distribution," and "Workforce Demographics" while the second page describes "Commuting Patterns." In an effort to provide as much data as possible on two pages, precise definitions of some measures were not included. Thus, questions may arise including: What does this number represent exactly? How can I interpret this? This short overview provides additional clarification to the meaning of the selected measures in the profile.

1. Occupational Data

The table in this section provides 2012 employment numbers for the top ten occupations in the state of Kentucky, ranked from the highest to smallest. For example, Office and Administrative Support occupations are the most common, providing over 280,000 jobs in the state. Employment within these occupations is also reported at the regional Area Development District and county level. In addition to 2012 employment numbers, a percent change in employment is also provided at the county level for both a 10-year time period (2002-2012) and a 5-year period (2007-2012). If the percent change is positive, then county employment has increased for this occupation within the given time period. Conversely, if the percent change is negative, then county employment has declined. Both the minor and major recessions that started in 2002 and 2007, respectively, may also have impacted employment in these areas. Data for this table were acquired from Economic Modeling Specialists Inc. (EMSI). The occupations are classified based on the Standard Occupational Classification (SOC) system and are reported at the two-digit level.

2. Knowledge Distribution

Data representing the county's knowledge distribution are presented as a pie-chart on the first page of the profile. At its most basic level, the knowledge distribution is reported into six categories: Manufacturing, Healthcare, Science, Technical, Liberal Arts, and Business knowledge. Each slice of the pie chart reflects the corresponding percentage for those 6 categories based on the occupations that are currently present in your county. The premise for the knowledge distribution is that every occupation requires a certain mix of skills that are determined by worker experience, job requirements, and work attributes. To calculate the knowledge distribution, each occupation is "assigned" to a certain skill set. Because the knowledge distribution only considers 2012 employed occupations, the pie chart reflects the knowledge distribution of the 2012 workforce and not the training or experience of its potential workforce. Therefore, if a large manufacturing plant closed in your county last year, this will be reflected in a smaller manufacturing knowledge distribution, though a large manufacturing knowledge base may still remain in your county.

CEDIK also retrieved these data from EMSI, though it originates from O*Net, the Occupational Information Network developed with the sponsorship of the U.S. Department of Labor/Employment

and Training Administration. O*Net is a free online occupational database that is updated on an annual basis. For more information on the collecting methodology and types of data please visit O*Net at <http://www.onetcenter.org/dataCollection.html>.

3. Workforce Demographics

Two tables and a graph provide demographic information about the people employed in your county. These workforce demographic data are collected from the U.S. Census Bureau's Quarterly Workforce Indicators (QWI). QWI is an application of the Census's Longitudinal Employer-Household dynamics and is reported in several ways. For this profile, county-level data are organized by education level, gender, and age groups. Employment numbers are defined based on the receipt of wages. Because the wages are not reported as full-time, part-time, long-term or temporary, people working for more than one employer in a quarter can be counted twice. Further, because employment is recounted quarterly, someone employed all year with one employer will be counted four times. For this reason, CEDIK reports in the tables the average total employment for the four quarters of 2011.

The first table is the percent distribution of workforce by education and gender, and it contains exactly 100 human figures among its 8 categories. Each human figure represents one percent of the workforce. Thus, for example, if there are 6 human figures in the first category, then 6% of your workforce is made up of males who have not attained a high school degree. Alternatively, the information in the table can be read as "Out of 100 people in the county workforce, 6 are male with less than a high school degree."

The second table in the lower left corner contains employment and average annual earnings (all in U.S. dollars) for the workforce, divided by age groups. As previously stated, it is not clear whether these annual earnings represent part- or full-time employment, though this may explain the significantly lower wages among age groups 14-21 years and >65 years, both of which are more likely to work part-time. Additionally, while this second table is divided by six age groups, QWI data are divided into eight groupings. For those age groups where the data were aggregated (specifically, age groups 14-21 and 22-34), the average annual earnings were weighted based on percent employment distribution in that aggregated group. For example, average annual earnings for the 14-21 age group is in fact an average of average annual earnings for two groups (i.e., 14-18 years old and for 19-21 years old), but properly adjusted since the latter group makes up a larger percentage of the workforce.

Finally, the bar graph in the lower right corner presents the average annual earnings by education level and gender. The eight bars in the figure represent county-level annual earnings. Blue bars represent male earnings and orange bars represent female earnings, each subdivided among four different education levels. Additionally, the two lines represent the overall average annual

earnings for the state of Kentucky, but split by gender (not education); male and female are shown as a green and yellow line, respectively. While the figure differs for every county, each bar chart reveals a clear income gap between men and women within each education level and also at the state level. The figure also allows for comparison between county earnings and the state average. For example, if the blue bar for the education level of “Bachelor’s or more” exceeds the green horizontal line for state average earnings for male, then the county’s male workers a four-year college degree earn more on average than the typical male employee in Kentucky. Conversely, if the blue bar for “Less than High School” is less than the green horizontal line, this indicates that men without a high school degree earn less on average than the typical Kentucky male. The same logic applies to the orange bars and yellow line representing female earnings.

4. Commuting patterns

The second page of the workforce profile describes commuting patterns of workers in and out of county. Visually, the page is divided into three spaces. The top table and graph pertain to information about people living outside of your county but who are employed inside, who we refer to as in-commuters. Inside the “bucket” in the middle of the page, information is presented for those who both reside and work in your county. Finally, the bottom of the page mirrors the information provided on the top of the page, but for out-commuters—those people that reside in your county but work outside of it. The image of the “leaky bucket” easily illustrates the “flow” of commuters in and out of your county. If your county has more in-commuters than out-commuters, then it fills the bucket more than it leaks, which is called a positive net job flow. Conversely, if your county has fewer in-commuters than out-commuters, then it leaks more than it is being filled: a negative net job flow.

For any county, how many people in-commute and out-commute affects the county’s economy. In both cases, it is likely that commuters will spend part of their earnings in their county of work and some in their county of residence. In-commuters may shop and dine in your county (especially on lunch break), but they would likely spend more locally if they resided in your county too. Similarly, out-commuters may pay property tax in your county, but ideally, you’d like them to work in your county where they would spend less money on transportation and more on local businesses. Since ideal commuting patterns are unique for each county and region, we also provide the top five counties of origin for in-commuters and top five counties of destination for out-commuters by 2010 employment. With this information, you can explore how your county can best capture the business of your commuters.

Another important aspect of commuting patterns relates to the question: who are your in-commuters and out-commuters? Does your county import or export highly paid workers, who are often highly educated and/or experienced? To answer this, study the two graphs on the second page that provide information about in-

commuters and out-commuters, respectively, over time (2005-2010) and grouped by average annual earnings into three categories. Within the two graphs, the three income categories are: people with annual earnings of less than \$15,000, between \$15,000-\$40,000, and more than \$40,000. Examine the top graph for in-commuters. If the number of people that commute into the county for work is higher for the >\$40,000 average annual earnings category, then it is likely that your county attracts more highly skilled people to work in your county. This is good, but also begs the question: why aren’t these highly skilled individuals living in your county? On the other hand, in the bottom graph of out-commuters, if the number of people with average annual earnings >\$40,000 is greater than the other two categories, then your county is losing/exporting highly trained workers. Combining this information with the top five counties of origin/destination may help you to understand who are the in-commuters and out-commuters in your county.

The data for this section are provided by the U.S. Census Bureau’s OnTheMap, a mapping application that generates information about where people work and where they live for the year 2010. More information about commuting patterns can be found at <http://onthemap.ces.census.gov/>.

Conclusion

Information on the top Kentucky occupations, workforce demographics, and commuting patterns in your county raises several important policy-related questions. What type of workers does your county want to retain from the local workforce and/or attract from outside counties? What types of occupations are provided in your county and what are the ones that the county would like to have but are underrepresented? Does the local workforce appear to be skilled for desired economic growth? How does the commuting patterns of your county affect the county’s economy and can commuters be used a source of potential growth? While the data in this profile can start to answer these questions, they can only truly be answered in the local context.

If your community is interested in addressing these issues, please contact CEDIK to see what community and economic development resources we may be able to offer you.

References:

- Economic Modeling Specialists Inc. (EMSI) for Occupational Data and Knowledge Distribution, retrieved from <http://www.economicmodeling.com/>;
- CENSUS/Longitudinal Employer-Household Dynamics/Quarterly Workforce Indicators for Workforce Demographics, retrieved from http://lehd.ces.census.gov/applications/qwi_online/;
- CENSUS/Longitudinal Employer-Household Dynamics/OnTheMap for Commuting Patterns, retrieved from <http://onthemap.ces.census.gov/>.



If you have further questions regarding the data in this profile, please contact CEDIK Research Director James Allen at (859) 257-7272 x253.

Kentucky County Workforce Profiles online:

www.cedik.ca.uky.edu/data_profiles/workforce

