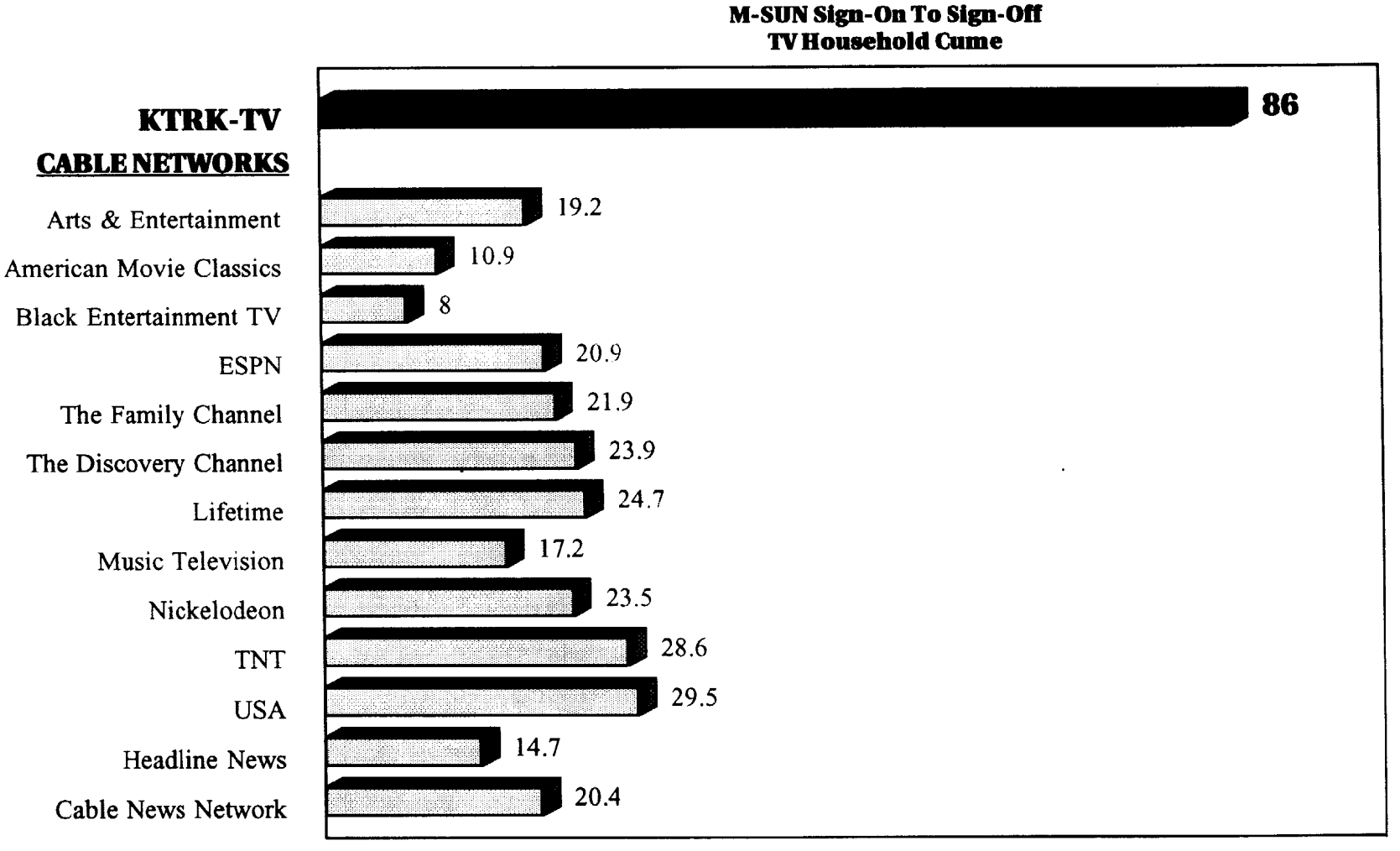
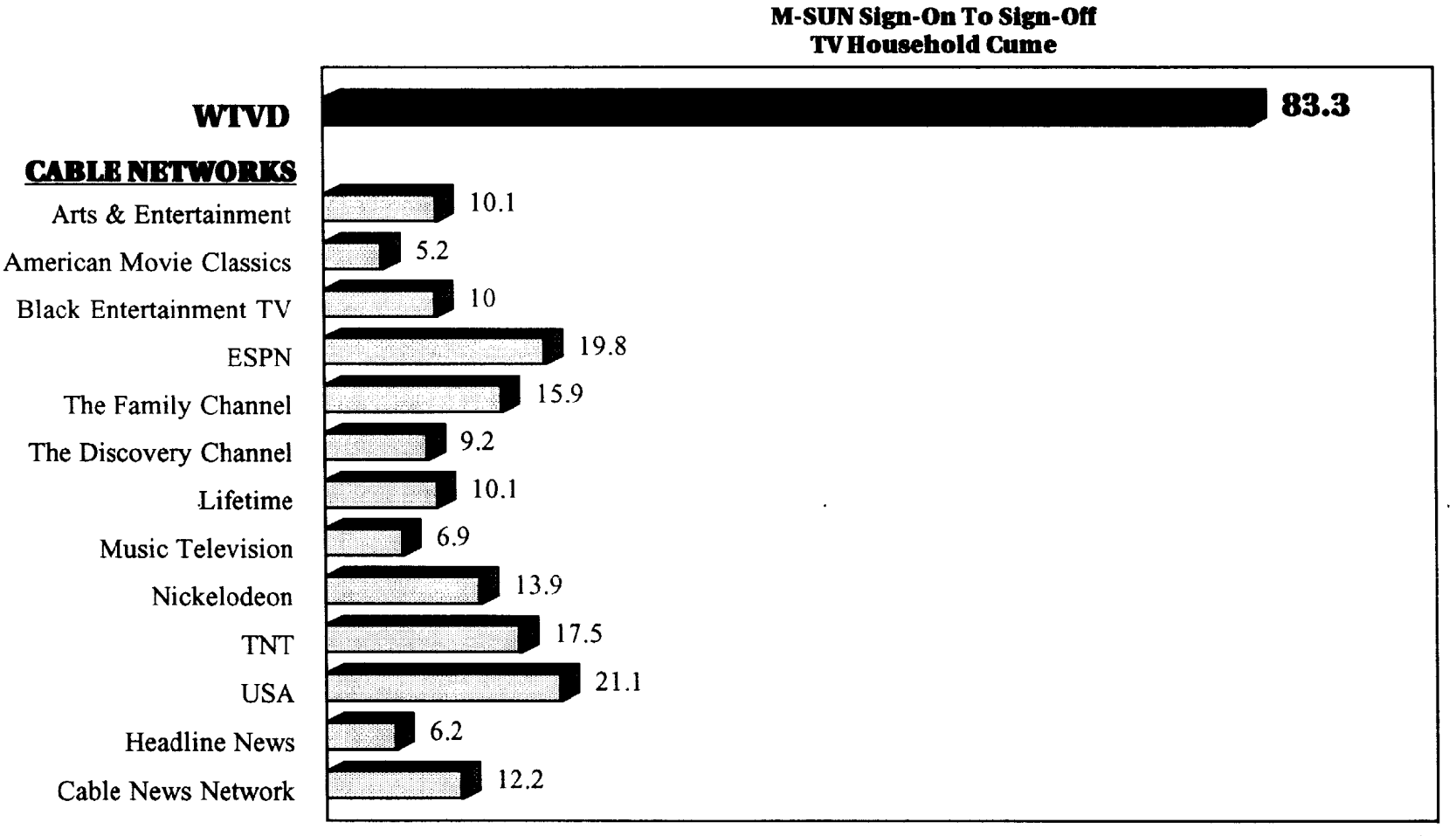
KTRK-TV's & Ad Supported Cable Nework's % Total TV Household Cumes -- Houston --



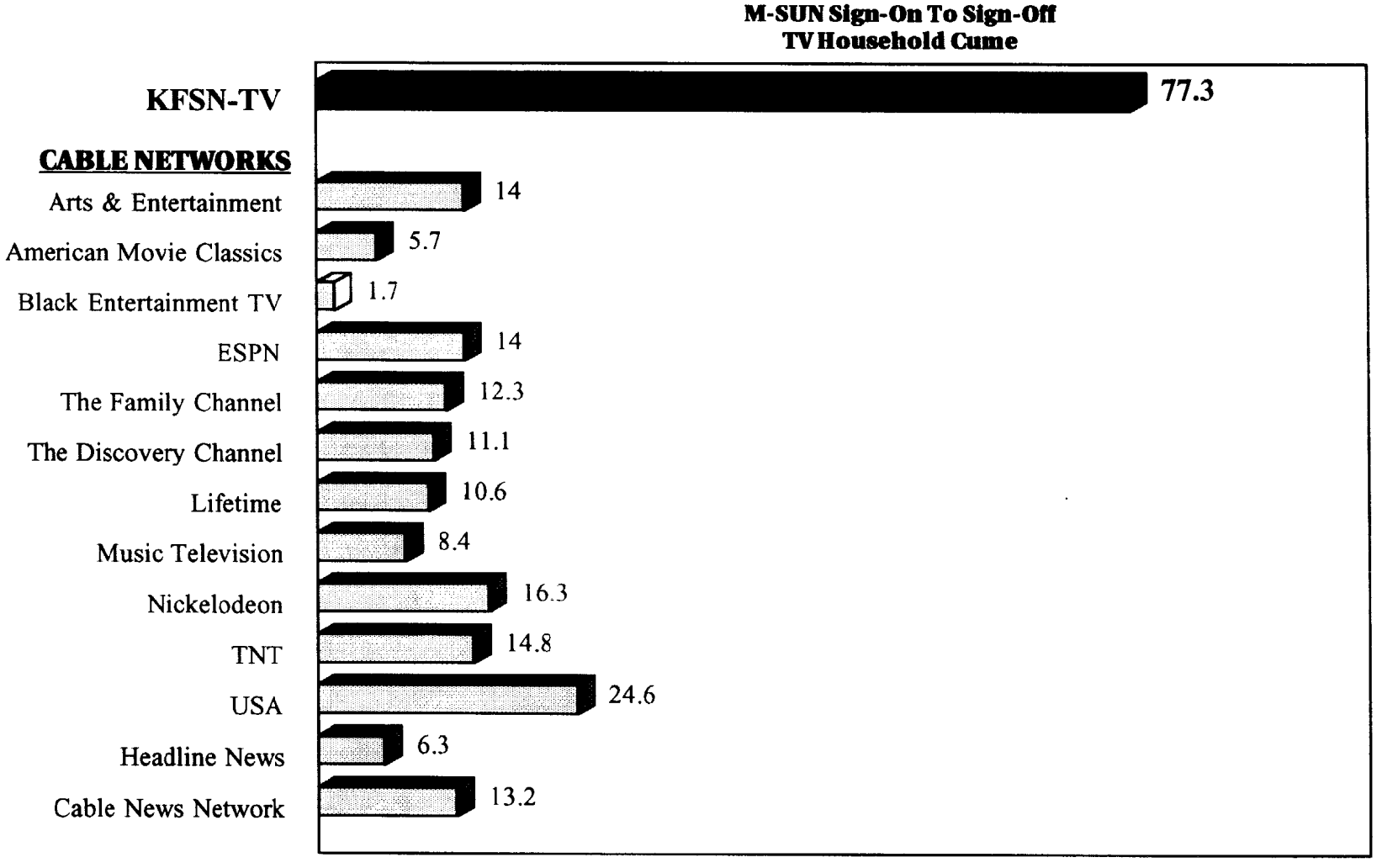
SOURCE: Nielsen DMA Total Activity Report - Houston - February 1994

WTVD's & Ad Supported Cable Network's % Total TV Household Cumes -- Raleigh-Durham --



SOURCE: Nielsen DMA Total Activity Report - Raleigh-Durham - February 1994

KFSN-TV's & Ad Supported Cable Network's % Total TV Household Cumes -- Fresno --



SOURCE: Nielsen DMA Total Activity Report - Fresno - February 1994

WABC-TV's & Ad Supported Cable Network's Average Weekday Household Ratings
-- New York --

	M-F 7-9AM	M-F 9AM-4PM	M-F 4-6PM	M-F 6-730PM	M-F 730-8PM	M-SA/SU 8-11PM / 7-11PM	M-F 11-1130PM	M-F 1130PM-1AM
WABC	**4.4**	**6.0**	**11.5**	**14.5**	**17.8**	**10.0**	**11.4**	**3.9**
CABLE NETWORKS								
A & E	.1	.1	.2	.2	.7	.6	.6	.4
AMC	.1	.6	.2	.2	.2	.2	.2	.2
BET	<<	1	.1	<<	2	.2	.2	.1
ESPN	.5	.3	.2	.4	.6	.7	.7	.5
FAM	<<	.1	.1	.3	.6	.3	.1	<<
DIS	<<	.1	.1	.3	.4	.5	.4	.2
LIF	.1	.2	.4	.6	.5	.6	.5	.5
MTV	.2	3	.5	.4	.3	.5	.8	.2
NIK	.5	.8	1.3	1.2	.8	.6	.4	.3
TNT	.4	.8	1.4	.6	.6	.8	.5	.4
USA	.2	.7	1.0	.6	1.1	1.2	.8	.6
HLN	.1	.1	<<	<<	.1	<<	<<	<<
CNN	.2	.4	.6	.6	1.1	.4	.3	.1

<< Ratings below minimum reporting standards

SOURCE: Nielsen DMA Total Activity Report - New York - February 1994

KABC-TV's & Ad Supported Cable Network's Average Weekday Household Ratings -- Los Angeles --

	M-F 7-9AM	M-F 9AM-4PM	M-F 4-6PM	M-F 6-730PM	M-F 730-8PM	M-SA/SU 8-11PM / 7-11PM	M-F 11-1130PM	M-F 1130PM-1AM
KABC	**3.5**	**6.4**	**8.5**	**10.5**	**13.2**	**9.8**	**6.6**	**2.6**
CABLE NETWORKS								
A & E	.3	.5	.4	.6	.7	.3	.2	.1
AMC	.1	.2	.4	.3	.3	.3	.2	.1
BET	<<	1	1	2	3	1	1	1
ESPN	1	2	4	.4	.5	.5	.2	.1
FAM	<<	<<	.1	.2	.5	.4	.2	<<
DIS	<<	.2	.2	.2	.4	.5	.2	.2
LIF	<<	.1	.4	.6	.3	.4	.3	.2
MTV	.2	.3	.5	.4	.3	.5	.8	.2
NIK	.1	.3	.6	1.1	1.1	.5	.2	.1
TNT	.1	.8	.5	.7	.6	.6	.3	.2
USA	.4	.5	.9	.7	1.2	1.0	.5	.8
HLN	.1	.1	<<	.1	.2	<<	<<	<<
CNN	.2	.3	.6	.9	.4	.2	.1	.1

<< Ratings below minimum reporting standards

SOURCE: Nielsen DMA Total Activity Report - Los Angeles - February 1994

WLS-TV's & Ad Supported Cable Network's Average Weekday Household Ratings
-- Chicago --

	M-F 7-9AM	M-F 9AM-3PM	M-F 3-5PM	M-F 5-630PM	M-F 630-7PM	M-SA/SU 7-10PM / 6-10PM	M-F 10-1030PM	M-F 1030PM-12M
WLS	**7.4**	**11.3**	**11.5**	**11.1**	**17.6**	**12.9**	**15.8**	**5.3**
CABLE NETWORKS								
A & E	.1	.2	.2	.3	.3	.3	.1	.1
AMC	.2	.1	.1	.1	.1	.2	.1	.2
BET	1	1	3	1	4	1	3	2
ESPN	4	2	1	2	3	5	.4	.4
FAM	.1	<<	.1	.1	.1	.1	<<	<<
DIS	<<	.1	.1	.1	.1	.4	.3	.2
LIF	.1	.2	.3	.3	.5	.3	.2	.2
MTV	.1	.1	.4	.3	.2	.3	.7	.2
NIK	.3	.5	.7	.6	.7	.5	.3	.2
TNT	.2	.4	.7	.5	.9	.8	.3	.3
USA	.5	.4	.4	.3	.9	.8	.5	.5
HLN	<<	<<	<<	<<	<<	<<	<<	.2
CNN	.1	.1	.1	.1	.4	.2	.1	.1

<< Ratings below minimum reporting standards

SOURCE: Nielsen DMA Total Activity Report - Chicago - February 1994

WPVI-TV's & Ad Supported Cable Network's Average Weekday Household Ratings -- Philadelphia --

	M-F 7-9AM	M-F 9AM-4PM	M-F 4-6PM	M-F 6-730PM	M-F 730-8PM	M-SA/SU 8-11PM / 7-11PM	M-F 11-1130PM	M-F 1130PM-1AM
WPVI	**8.8**	**8.7**	**20.0**	**23.7**	**19.6**	**15.2**	**18.0**	**4.9**
CABLE NETWORKS								
A & E	.1	.6	1.3	.8	.5	.7	.3	.3
AMC	.1	.1	.2	.2	.3	.3	.1	.2
BET	<<	1	2	2	2	2	.3	.1
ESPN	.6	.2	.3	.6	.7	.9	.8	.7
FAM	.2	.2	.1	.3	.6	.5	<<	.1
DIS	<<	.3	.2	.1	.3	.6	.5	.5
LIF	<<	.3	.4	.7	.4	.5	.3	.5
MTV	.1	.3	,5	.4	.3	.5	.6	.2
NIK	.6	1.1	1.3	1.3	1.0	1.2	1.1	1.0
TNT	.3	.7	1.9	.7	.9	.8	.4	.5
USA	.1	.7	.7	.4	.8	1.5	.6	.7
HLN	.3	.2	.3	.1	.2	.2	.1	.1
CNN	.1	.3	.4	.2	.7	.4	.3	.1

<< Ratings below minimum reporting standards

SOURCE: Nielsen DMA Total Activity Report - Philadelphia - February 1994

KGO-TV's & Ad Supported Cable Network's Average Weekday Household Ratimgs
-- San Francisco --

	M-F 7-9AM	M-F 9AM-4PM	M-F 4-6PM	M-F 6-730PM	M-F 730-8PM	M-SA/SU 8-11PM / 7-11PM	M-F 11-1130PM	M-F 1130PM-1AM
KGO	**2.9**	**3.4**	**6.9**	**8.3**	**7.8**	**7.8**	**7.0**	**2.7**
CABLE NETWORKS								
A & E	.5	.5	.5	.7	.7	.4	.3	.3
AMC	.2	3	5	.3	.4	.5	.3	.4
BET	<<	<<	1	1	1	<<	<<	1
ESPN	.3	.2	.5	.6	.6	.8	.4	.4
FAM	<<	<<	<<	.1	.1	.1	.1	.1
DIS	<<	.2	.2	.2	.4	.6	.4	.2
LIF	<<	.1	.2	.5	.6	.3	.5	.3
MTV	<<	.2	.4	.4	.2	.3	.6	.2
NIK	.3	.4	.4	.9	.9	.6	.5	.5
TNT	.3	.6	.5	.7	.6	.6	.3	.2
USA	.4	.5	.7	.5	.4	1.1	.8	.7
HLN	.1	.1	.1	.1	.1	.1	.1	.1
CNN	.2	.3	.8	.6	.4	.3	.3	.3

<< Ratings below minimum reporting standards

SOURCE: Nielsen DMA Total Activity Report - San Francisco - February 1994

KTRK-TV's & Ad Supported Cable Network's Average Weekday Household Ratings -- Houston --

	M-F 7-9AM	M-F 9AM-3PM	M-F 3-5PM	M-F 5-630PM	M-F 630-7PM	M-SA/SU 7-10PM / 6-10PM	M-F 10-1030PM	M-F 1030PM-12AM
KTRK	**7.1**	**6.0**	**7.6**	**11.3**	**10.7**	**12.6**	**14.7**	**5.7**
CABLE NETWORKS								
A & E	.3	.4	.3	.2	.3	.5	.5	.3
AMC	<<	.1	.2	.2	.1	.2	.2	.1
BET	.1	.3	.4	.3	.3	.2	.3	.2
ESPN	.2	.2	.2	.3	.3	.5	.3	.4
FAM	.3	.1	.1	.3	.2	.4	.1	.1
DIS	<<	.3	.3	.2	.1	.8	.3	.4
LIF	.1	.2	.4	.6	.4	.4	.6	.5
MTV	.1	.1	.2	.3	.3	.3	.7	.2
NIK	.5	.8	.9	1.0	1.1	.7	.5	.4
TNT	.5	.5	.9	.5	1.0	.8	.4	.3
USA	.9	.5	.7	.3	.7	.9	.5	.5
HLN	.2	.1	.2	.2	.1	.1	<<	.1
CNN	.2	.3	.5	.2	.4	.3	.3	.2

<< Ratings below minimum reporting standards

SOURCE: Nielsen DMA Total Activity Report - Houston - February 1994

WTVD's & Ad Supported Cable Network's Average Weekday Household Ratings -- Raleigh-Durham --

	M-F 7-9AM	M-F 9AM-4PM	M-F 4-6PM	M-F 6-730PM	M-F 730-8PM	M-SA/SU 8-11PM / 7-11PM	M-F 11-1130PM	M-F 1130PM-1AM
WTVD	**8.1**	**7.0**	**14.0**	**16.7**	**7.4**	**11.3**	**11.4**	**5.6**
CABLE NETWORKS								
A & E	<<	.1	.1	.2	.5	.4	.1	<<
AMC	<<	<<	<<	.1	.2	.1	.1	<<
BET	<<	.2	.6	.5	1.0	.8	.5	.2
ESPN	.3	.1	1	.4	1.6	1.4	.7	.4
FAM	.1	.1	.1	.7	1.9	.5	.2	.1
DIS	<<	.1	.2	.1	.2	.3	<<	<<
LIF	<<	<<	.1	.3	.2	.3	.1	.1
MTV	.1	<<	.1	.2	.2	<<	.2	<<
NIK	.5	.2	.6	.9	1.1	.4	.2	.3
TNT	.3	.3	.3	.4	.5	.6	.2	.1
USA	.1	.3	.4	.4	1.4	.8	.1	.2
HLN	.3	<<	.1	.1	<<	<<	<<	<<
CNN	.3	.1	.1	.2	1.1	.4	.6	.1

<< Ratings below minimum reporting standards

SOURCE: Nielsen DMA Total Activity Report - Raleigh-Durham - February 1994

KFSN-TV's & Ad Supported Cable Network's Average Weekday Household Ratings -- Fresno --

	M-F 7-9AM	M-F 9AM-4PM	M-F 4-6PM	M-F 6-730PM	M-F 730-8PM	M-SA/SU 8-11PM / 7-11PM	M-F 11-1130PM	M-F 1130PM-1AM
KFSN	**7.2**	**5.5**	**11.4**	**15.5**	**10.1**	**10.3**	**7.4**	**3.3**
CABLE NETWORKS								
A & E	.1	.3	.3	.5	.5	.2	.1	<<
AMC	<<	.1	.2	.1	.1	.1	.1	<<
BET	<<	<<	1	<<	.1	<<	<<	<<
ESPN	<<	.1	.2	5	.5	.4	.1	.1
FAM	<<	.2	.1	.4	.5	.2	<<	<<
DIS	<<	.1	.2	.5	.6	.4	.1	.1
LIF	<<	.1	.2	.5	.5	.3	<<	<<
MTV	<<	.1	.1	.1	<<	.2	.4	.2
NIK	.2	.5	.6	1.3	1.0	.3	.1	.1
TNT	.3	.5	.1	.2	.3	.3	.1	.2
USA	.5	.5	.5	.7	1.1	1.0	.8	.6
HLN	.1	.1	.1	<<	<<	<<	<<	<<
CNN	.4	.2	.7	.5	.5	.2	.3	.2

<< Ratings below minimum reporting standards

SOURCE: Nielsen DMA Total Activity Report - Fresno - February 1994

SUMMARY

- **50% of Wausau Business Insurance's** target audience is in "A" Counties.

- **40%** of **Wausau Business Insurance's** target audience is in the top ten markets.

- **30%** of **Wausau Business Insurance's** target audience is in the eight Capital Cities/ABC station markets.

- Network Television may not adequately reach **Wausau Business Insurance's** target audience in the top ten markets or the eight Capital Cities/ABC station markets and needs the support of spot television to be most effective.

- Viewing levels and reach on cable television networks are quite low and need the support of spot television to be most effective.