among stations for access to network programs. The ultimate beneficiary of this competition will be the viewing public.

Respectfully Submitted,

Matthew L. Leibowitz

Joseph A. Belisle
Counsel for
Southern Broadcast Corporation
of Sarasota

October 30, 1995

Leibowitz & Associates
One Southeast Third Avenue, Suite 1450
Miami, FL 33131
(305) 530-1322

Declaration of J. Manuel Calvo

My name is J. Manuel Calvo, and I am Vice-President of Southern Broadcast Corporation of Sarasota and General Manager of Station WWSB (TV), Sarasota, Florida. I have read the foregoing Comments of Southern Broadcast Corporation of Sarasota and the facts related therein are true and correct to the best of my knowledge, information, and belief.

I declare under penalty of perjury the foregoing is true.

J. Manuel Calvo

EXHIBIT 1

ARBITRON METHODOLOGY

DESCRIPTION OF METHODOLOGY

Arbitron Ratings Company
Market Reports

January 1987

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CHAPTER ONE

The Market

MARKET DEFINITION

A television market consists of either a single station or an aggregation of television stations which are intended to be reported together in one common Market Report based on historical usage. Each Area of Dominant Influence ("ADI") must have at least one commercial, non-satellite home station. ADI markets are those which have achieved ADI status according to the rules defined in Arbitron's ADI Assignment and Update Rules Policy. Non-ADI Markets are defined later in this chapter.

Changes in the marketplace may dictate that a change is appropriate in the market configuration due to, but not limited to, new commercial stations coming on-the-air or an existing station leaving the air, changes in network affiliation, or changes in parent/satellite station relationships. However, market configuration changes will be made in the exercise of Arbitron's discretion and research judgement, usually after consulting with the stations in the market. Note that changes in ADI configuration are explained below.

Some marketing conditions may warrant that two existing ADI markets become joined or "hyphenated". Arbitron exercises its independent judgement in combining existing markets and in reviewing the reconfiguration of existing markets. As a general rule, once markets are joined, the resulting combination becomes a single permanent market. Exceptions are made only at Arbitron's discretion in the exercise of its professional judgement.

Metro, ADI and Total Survey Area ("TSA") geographic areas for ADI markets are defined and explained in the sections which follow.

AREA OF DOMINANT INFLUENCE (ADI)

Definition

The ADI or "Area of Dominant Influence" is a geographic design which defines each television market, exclusive of all others, based on measured viewing patterns. It is an area that consists of one or more Arbitron sampling units in which the commercial stations home to the ADI and satellite stations, reported in combination with them, received the preponderance of total viewing hours.

A sampling unit is normally one county or an independent city, although some counties may be divided into two or more sampling units due to topography or ethnicity. For purposes of this publication, sampling units will be considered as full counties for simplicity of reference. Each county in the contiguous U.S. is allocated exclusively to one ADI. There is no overlap.

When a county is divided by Arbitron into more than one geographic sampling unit, each unit is analyzed as if it were a separate county for ADI purposes, and is assigned to an ADI on the basis of the rules described below.

Survey areas in Alaska, Hawaii, territories or possessions may be designated ADIs if stations subscribe to Arbitron's service.

ADI Policy

The original ADI allocations were based on a 1965 county-by-county study of television circulation using viewing data obtained by diaries from approximately 250,000 television households. From these viewing data, Arbitron prepared estimates of the total viewing hours in each county for an average week, and the percentage of the estimated total viewing hours for each station for which viewing was reported. These shares of county viewing formed the basis for the original ADI allocations using standardized formulas and procedures.

Arbitron now updates the ADI allocations annually, the most recent update having been computed from viewing estimates from the May 1985, July 1985, November 1985 and February 1986 surveys. Based on these estimates, Arbitron made its ADI allocations for the 1986-87 survey year.

Assignments of counties to ADIs are effective for a 12-month survey year, commencing each September.

Assignment Rules

Once the estimated total viewing hours for a county, and the percentage of each station's total viewing in the county are determined, Arbitron sums the station percentages by the market of the stations. The market having the largest total percentage of viewing is deemed to be the "dominant influence" in the county under consideration, and that county is

allocated for ADI purposes to that market of origin. When Arbitron identifies a Non-Metro County which shows more viewing to the home stations of an ADI to which it is not currently assigned, the county is considered to be eligible for reassignment to the appropriate new ADI. Home counties and Metro counties are treated differently. *(See Exceptions to the General Reassignment Rule and Metro Rating Area Policy.)*

General Reassignment Rule: Beginning with the 1983-84 ADI Update, Arbitron adopted a "Test of Statistical Significance" in cases of possible county reassignment to determine if the difference between a county's share of viewing to home stations of two different ADIs is "real", in the sense the difference is not due to sampling error, and would therefore warrant reassigning the county to a different ADI. The test of significance involves the use of a formula which takes into account the difference between two ADIs' shares of the county's viewing, the effective sample size in the county, and HUT (Households Using Television) estimates in the county. In the formula which is given below, all figures used are four-survey averages except for sample size, which is a four-survey total.

Statistical Significance Formula =

$$\frac{\text{ADI "A" Share} - \text{ADI "B" Share}}{\sqrt{\dfrac{\text{ADI "A" Share}\,(1 - \text{ADI "A" Share}) + \text{ADI "B" Share}\,(1 - \text{ADI "B" Share})}{\text{Effective Sample Size} \times \text{HUT}}}}$$

Using the Formula: Here are the values needed when using the Statistical Significance Formula:

$$\textbf{Share} = \frac{\text{ADI Total Hours Viewed}}{\text{County Total Hours Viewed}}$$

$$\textbf{Effective Sample Size} = \text{Four-survey total in-tab} \times \text{Statistical Efficiency (10.7)*}$$

$$\text{HUT} = \frac{\text{County Total Hours Viewed}}{\text{County TVHH} \times \text{Potential Hours of Viewing in Survey Week}}$$

*Except where provided, values can be obtained from the County Coverage Report.

Interpreting the Results: If the result of the formula is:

- 2.00 or greater, one can be 95 percent confident that the difference between two ADIs' shares of the county's viewing is real and not due to sampling variations. In this case, Arbitron will reassign the county to the new dominant ADI.
- Between 1.00 and 1.99, one can be less confident that the difference between the two ADIs' shares of the county's viewing is real. In this case, Arbitron will assign the county to the new ADI only if that ADI has the larger share in at least *three* of the *four* individual survey periods used for the ADI Update.
- Less than 1.00, one can have little confidence that there is a true difference between the two ADIs' shares of the county's viewing to the home stations and, despite the higher share of viewing to the new ADI, Arbitron will retain the county as part of the ADI to which it is currently assigned.

To clarify this formula, consider the following example:

Baker County is currently assigned to the Eastville ADI. According to four-survey figures used as the basis for ADI Update, the home stations of the Northtown ADI now have a larger share of viewing in Baker County than home stations in the Eastville ADI.

Eastville ADI Share	=	.2438
Northtown ADI Share	=	.4838
Baker County HUT	=	.3031
Effective Sample Size	=	396

The Formula:

$$\frac{.4838 - .2438}{\sqrt{\dfrac{.4838 \times (1 - .4838) + .2438 \times (1 - .2438)}{396 \times .3031}}}$$

or 3.99

Applying the Formula of Statistical Significance, the result is greater than 2.00. Therefore, one can be more than 95 percent certain that Northtown ADI's home stations' share of viewing in Baker County is, in fact, greater than Eastville ADI's home stations' share. On the basis of this result, Baker County would be reassigned to the Northtown ADI for the next survey year.

Exceptions to the General Reassignment Rule: Home County Policy

Non-Metro Rating Area counties that are Home counties of stations are reviewed differently during ADI Update. If a station achieves at least a 5.0 share in its Home County, its Home County will not be reassigned to another existing ADI market *unless* the *average* of percentages of viewing hours of the stations in the other market is at *least 10% greater* than the *sum* of the percentages of viewing hours of the stations in the Home County Market under consideration.

Note: For a station to be included in either the calculation of the sum of station shares in the Home County Market or the calculation of the averages of shares of stations in the other market, it must receive at least an unrounded 5.0 share of viewing in the county under consideration.

The following are two examples illustrating how the Home County Policy can affect ADI assignments.

Example 1

ABLE COUNTY	SHARE OF COUNTY VIEWING
HOME COUNTY	
Station A	18.47
Station B	3.28
TOTAL	21.75
OTHER MARKET	
Station C	24.20
Station D	20.19
Station E	19.86
Station F	4.87
TOTAL	69.12

Results: Under the Home County Policy, only stations with a 5.0 share are figured in the computations.

1. Only Home County Station A qualifies. 10% is *added* to its share of viewing:

18.47 + 10% = 20.32

2. Other Market Stations C, D and E qualify for consideration. Their shares are added together and *averaged*:

24.20 + 20.19 + 19.86 = 64.25 ÷ 3 = 21.42

3. The Other Market stations are dominant, and the Home Market does not achieve or retain ADI status. The Test of Significance is not utilized in the Exceptions to the General Rule.

Example 2

GOLD COUNTY	SHARE OF COUNTY VIEWING
HOME COUNTY	
Station A	14.62
Station B	4.84
TOTAL	19.46
OTHER MARKET	
Station C	17.21
Station D	22.13
Station E	13.29
Station F	6.18
Station G	1.22
TOTAL	60.03

Results: Under the Home County Policy, only stations with a 5.0 share are figured in the computations.

1. Home County Station A qualifies. 10% is *added* to its share of viewing:

14.62 + 10% = 16.08

2. Other Market Stations C, D, E and F qualify, and their shares are added together and *averaged*:

17.21 + 22.13 + 13.29 + 6.18 = 58.81 ÷ 4 = 14.70

3. The Home Market is dominant in the Home County, and therefore, the Home Market retains or achieves ADI status. The Test of Significance is not utilized in the Exceptions to the General Rule.

A satellite station's share of viewing is combined with its parent station's viewing for purpose of this calculation.

In considering the creation of a new ADI Market, consisting of one or more counties not then Home counties or Metro counties to a pre-existing ADI, the criteria for the General Rule of reassignment of counties to an ADI would prevail; in addition, a market must win its Home County, and that Home County must have at least 10,000 television households. In the case of a new ADI which could be created through the application of the Home County Policy, the home station may waive the application of that rule, thereby electing not to become a new ADI.

The rules and procedures for ADI allocations and/or the creation of new ADI markets are dynamic and receive extensive re-examination periodically. As a result, Arbitron reserves the right to exercise its professional judgement in county assignment policies in the case of counties with unusual geographic, topographic, ethnic, historical marketing or other exceptional circumstances.

METRO RATING AREA

Definition

A Metro Rating Area ("Metro")is a separate reporting area where Arbitron reports TV household ratings, shares, and HUTs. Metros can be added to Non-Metro markets at the request of, and with the support of, all stations in the market. A minimum sample size of 125 is required.

The Metro Rating Area generally includes the entire "corresponding" MSA (Metropolitan Statistical Area, as defined by the U.S. Office of Management and Budget) except in those instances in which a MSA county (or portion of a geographically split MSA county) is not in the ADI of the market.

Policy

Originally, Metro Rating Areas consisted of the MSA counties in which were located the home stations' cities of license or primary service area plus other counties included due to historical industry precedent.

In June 1975, Arbitron Television took steps towards assigning counties to Metros on the basis of dominant viewing patterns in addition to government criteria. Specifically, effective with the 1975-76 ADI Update, Arbitron no longer applied the 10% exception *(see ADI Update, Home County Policy)* to new (since April 1972) MSA counties for the purpose of adding them to the appropriate Metro.

A change in the Metro Rating Area Policy for the 1976-77 Survey Year extended the television viewing criteria, dominant share, to all Metro counties in which there is no commercial home station.

Implementing this policy during ADI Update Reviews in subsequent years has caused a few Metro Rating Area counties that were not "home" counties to any television station to be assigned to an adjacent market's ADI. It was recognized that such frequent reassignments could result in unstable Metro Rating Area configurations; therefore, Arbitron again modified the ADI Review Policy to stabilize Metro definitions.

Under the modified policy, which became effective with the 1983-84 survey year, and which is still in effect, all Metro Rating Area counties are examined in combination rather than individually.

Using information from the Coverage Report, hours viewed to each station and market are summed across all counties in the Metro Rating Area; therefore, no individual Metro County can be reassigned to another market's ADI. New "shares of viewing hours" are calculated based on these multi-county sums. In the event that another market has the larger share of viewing, a test of statistical significance is applied before final ADI assignments are made. *(See General Reassignment Rule.)*

When an entire Metro Rating Area shifts to another market, the Home County Policy is applied to those counties of the Metro Rating Area which contain cities of license of commercial stations. Metro Rating Area counties other than Home counties will be reviewed under the General Reassignment Rule.

During the past few years, there has been a proliferation of television stations in counties outside, but contiguous to, existing Metro areas. Therefore, Arbitron has established guidelines for the possibility of adding these counties to existing Metro Rating areas.

The Metro Rating Area of a market may be expanded to include the Home County of a new commercial television station, subject to Arbitron's evaluation, if:

1. the new Home County is contiguous to the existing Metro Rating Area; **and**

2. the new station does not have a primary affiliation with a network already affiliated with a station in the existing Metro Rating Area; **and**

3. no single existing Metro station has its Metro Rating Area shares impacted unfairly in relation to the other home stations by the addition of the new Home County; **and**

4. all stations in the market agree to the change, in writing.

A newly qualifying ADI market, which requests that its market be permanently added to an existing ADI, may request to establish "Dual Metro" Rating Areas. While Arbitron will consider the opinions of all station subscribers in both the new potential ADI and the old ADI, Arbitron reserves the right to exercise its professional judgement to either report the markets separately or to join the markets and report "Dual Metro" ratings.

In cases where the U.S. Office of Management and Budget redefines a market's MSA, Arbitron will review and may, in its judgement, modify the Metro Area. Arbitron will not modify the Metro Area if all subscribing stations oppose the reconfiguration.

The Arbitron Survey Area Definition Committee reserves the right to exercise its best professional judgement in modifying and/or waiving certain special procedures specified above, or overriding the requirement for station concurrence whenever strict adherence to these procedures could result in a Metro definition which would appear unreasonable or illogical in light of known topographic, geographic, historical or other exceptional circumstances.

TOTAL SURVEY AREA (TSA)

Definition

The Total Survey Area ("TSA") is a geographic area composed of those counties which, by Arbitron estimates, account for approximately 98% of the Net Weekly Circulation of all commercial home market stations, exclusive of counties located outside the MSA or ADI reached solely by communications satellite transmission. The TSA includes all of a market's Metro and ADI counties, plus all other additional counties necessary to account for 98% of the viewing to that market's commercial home stations. TSAs may overlap (unlike MSAs and ADIs) and, therefore, TSA audience estimates are not additive because of duplication.

TSA Update

All TSA definitions are reviewed before the beginning of each new survey year to evaluate the ability of the TSA definition to meet the "98% of viewing criteria". Evaluation and revision are based upon the annual report on Net Weekly Circulation, which is based upon viewing estimates from the four most current sweeps. Unlike ADI Updates, which are made at the beginning of the survey year only, TV stations may request TSA updates throughout the survey year if changing market conditions so warrant. Such market conditions might include, but are not limited to, expanded coverage due to new or more powerful transmitters, higher towers, new stations going on-the-air, new parent/satellite rebroadcast arrangements, or expanded cable system carriage.

Likewise, stations going off-the-air, cable system carriage changes, and changes in parent/satellite rebroadcast arrangements may cause existing TSA counties to no longer be assigned to a given market.

Stations may also request that a county be added or deleted from an existing TSA. Requests for changes in TSA definitions after the beginning of the new survey year must be made in writing to Arbitron's Television Policies and Procedures Department. After a TSA change is reviewed and determined by Arbitron to be warranted, the definition change is made as soon as practical and will again be addressed at the beginning of the next survey year.

These are some of the criteria that are considered in updating Total Survey Area definitions:

1. the primary consideration is that at least 98% of the Net Weekly Circulation of each commercial home station occurs within the defined TSA;

2. geographic continuity of TSA counties is maintained whenever possible;

3. counties with viewing to more than one home station are preferred over counties with viewing to a single home station; or

4. counties bordered on less than all sides by other TSA counties would be deleted from a TSA when there is no reportable circulation to any commercial home station. Counties may also be deleted when no longer required to account for 98% of the viewing to commercial home stations.

The Arbitron Survey Area Definition Committee reserves the right to exercise its professional research judgement in modifying and/or waiving certain procedures enumerated above whenever these procedures would result in a county addition or deletion which would appear unreasonable or illogical in light of known topographic, geographic, historical or other exceptional circumstances.

NON-ADI MARKET

Definition

A Non-ADI Market may be established when the city of license of a commercial station, which does not have a rebroadcast arrangement with any other station, is located in a county which is a county in the ADI, but not the Metro of a Metro Market. A Non-ADI Market includes only the Home County of such a station.

In cases where the county under consideration is contiguous to the current Metro Rating Area, and other marketing factors so warrant, the county may be added to the Metro Rating Area rather than be designated as a Non-ADI Market. *(See Metro Rating Area Policy.)*

A Non-ADI Market may be established when:

1. a new station, existing in a Non-Metro, ADI county area, comes on-the-air; or

2. an existing station, with a previously established ADI loses its ADI status, and would begin being reported in another Market Report.

Non-ADI Market Policy

During the annual ADI Update, the viewing level of the home station(s) in the Non-ADI Market is examined to determine whether the Non-ADI Market is entitled to its own independent ADI status. *(See Home County Policy.)*

In TSA updating, Non-ADI stations are considered home stations to their corresponding ADI markets, and TSA definitions for these ADI markets are designated to include the "98% area" of the Non-ADI stations.

Non-ADI markets which achieve separate ADI status may elect to become a new independent ADI or may elect to hyphenate their market name with another established ADI by exercising one of the two options below:

Option 1: Station(s) in a newly qualifying ADI may elect to make their market a permanent part of an established ADI and add their market name to that of the existing ADI. *The newly qualifying ADI relinquishes the right to become a separate ADI for all time.* The new market name will be the "OLD TOWN-NEW TOWN" ADI.

Option 2: The station(s) in a newly qualifying ADI may elect to continue their Non-ADI status and have their market name added temporarily to that of the existing ADI. The newly qualifying ADI retains its right to accept full ADI status in future years should the opportunity again arise. The new market name will be the "OLD TOWN including NEW TOWN" ADI. The new market will remain for one survey year only; however, it may be renewed for a subsequent survey year in the event that the Non-ADI Market again qualifies for ADI status.

Non-ADI Market stations are generally reported in the corresponding ADIs Market Report and designated as home Non-ADI stations.

ADJACENT ADI MARKETS

Adjacent ADI Markets are those other Areas of Dominant Influence which are in close geographic proximity to the Home Market ADI and in which there is viewing to the Home Market stations. Up to three adjacent ADIs may be designated for each ADI Market. When more than three adjacent ADIs overlap the Home Market's Total Survey Area, the cumulative Net Weekly Circulation of each adjacent ADI is ranked in descending order. The three highest ranked are selected, and TV household ratings for each appear in the Daypart Audience Estimates Section of the Market Report.

MARKET NAME

In the past, market names reflected a mixture of the name of the primary Metropolitan Statistical Area(s) ("MSA" as defined by the U.S. Office of Management and Budget), stations' cities of license, stations' cities of identification, plus historical industry usage.

The resulting maze of market names permitted neither uniform rules of application for definition nor stability of market identification. Therefore, effective with the 1972-73 survey year, Arbitron implemented the policy of only changing market names under the following conditions:

1. Market name changes are made to add the city of license of a new commercial home station or to delete the city of license of a station which goes off-the-air or becomes a satellite. (The name of the city of license of a satellite is never included in a market name.)

2. Effective with the 1983-84 survey year, and still continuing, market names may be changed to add the name of the city of license of any new or existing commercial non-satellite television station located in the defined Metro Rating Area or in a defined Home County of a market without a Metro Rating Area if: (i) the new or existing station requests the addition, in writing; and (ii) if the requesting station has met the home station Minimum Reporting Standard requirements of the Market Report in three consecutive surveys, including the most recent May survey.

When a city's name is added to the current name of a market, it will be positioned at the end of the existing market name.

Additions to market names will be effective with the beginning of the next subsequent survey year.

3. Effective with the 1985-86 survey year, Non-ADI markets which achieve ADI status and elect to hyphenate their market name with another established ADI may have their market name added to the name of the established ADI.

Arbitron reserves the right to exercise its discretion in continuing to include the name of a city which appears to no longer apply to the reported stations.

With some exceptions, market names are designed to contain the cities of license of all commercial home stations.

The name of any present Non-ADI Market that at one time had ADI status will be added to the name of the ADI Market in which it is currently located. The Non-ADI Market name will appear in parentheses. Exceptions will be considered if all Home Market stations present evidence that the name change would have an adverse effect.

Arbitron reserves the right to include or exclude the name of a station's city of license so as to best describe the market and which will not cause confusion with the names of adjacent markets.

SPLIT COUNTIES

A split county is a county that Arbitron has divided into more than one sampling unit because of its topographic features. Once split, each newly created part of the county is treated as separate units for sampling as well as ADI Update and TSA definition.

Arbitron splits counties when:

1. the county has unique topographic features which cause non-cable television households in one portion of the county to have a mutually exclusive viewing ability (not just viewing preference) from other television households in other part(s) of the county; and

2. each split must include at least 2,500 TV households and account for at least 10% of the total county's TV households.

INDEPENDENT CITIES

While counties are generally the primary units of state government, some cities are politically independent of the surrounding county. Recognizing that independent cities are separate jurisdictions from their surrounding counties, Arbitron samples independent cities separately according to the criteria below.

In order for an independent city to qualify for separate sampling, it must:

1. have combined total of at least 100,000 households for all independent cities within the ADI; and

2. have a minimum of at least 35,000 households within the ADI for a combination of both the independent city and its surrounding county (the "Torus").

The following independent cities are processed as separate units in Market Reports. They will be processed and reported as separate units in Arbitron Coverage, annual ADI updates and TSA updates.

INDEPENDENT CITIES
Baltimore City, MD
St. Louis City, MO
Chesapeake City, VA
Hampton City, VA
Newport News City, VA
Norfolk City, VA
Portsmouth City, VA
Richmond City, VA
Suffolk City, VA
Virginia Beach City, VA

The following independent cities are clustered with the listed county in all Arbitron processes.

INDEPENDENT CITIES	STATE	COUNTY
Alexandria	VA	Arlington
Bedford	VA	Bedford
Bristol	VA	Washington
Buena Vista	VA	Rockbridge
Charlottesville	VA	Albemarle
Clifton Forge	VA	Alleghany
Colonial Heights	VA	Chesterfield
Covington	VA	Alleghany
Danville	VA	Pittsylvania
Emporia	VA	Greensville
Fairfax	VA	Fairfax
Falls Church	VA	Fairfax
Franklin	VA	Southampton
Fredericksburg	VA	Spotsylvania
Galax	VA	Grayson
Harrisonburg	VA	Rockingham
Hopewell	VA	Prince George
Lexington	VA	Rockbridge
Lynchburg	VA	Campbell
Manassas/Manassas Park	VA	Prince William
Martinsville	VA	Henry
Norton	VA	Wise
Petersburg	VA	Dinwiddie
Poquoson	VA	York
Radford	VA	Montgomery
Roanoke	VA	Roanoke
Salem	VA	Roanoke
South Boston	VA	Halifax
Staunton	VA	Augusta
Waynesboro	VA	Augusta
Williamsburg	VA	James City
Winchester	VA	Frederick

EXHIBIT 2

NIELSEN METHODOLOGY

THE NSI TELEVISION MARKET

A. The NSI Television Market

1. Metro Area / Central Area

The **Metro Area** is generally the Metropolitan Statistical Area (MSA) or the Primary Metropolitan Statistical Area (PMSA) as defined by the Office of Management and Budget brought to county line basis to include counties having over 50% of their population in the Metro Area. A Metro Area may consist of a combination of two or more PMSAs in cases where two or more metropolitan areas are being served jointly by TV stations originating in the TV market: e.g., Dallas–Ft. Worth.

In the absence of an established Metro Area, or where, in Nielsen's judgment, a Metro Area may not represent the TV market(s) served by a group of TV stations, a group of counties may be substituted to serve this purpose. Such an area is titled **Central Area** and is so delineated on the market map. Counties comprising the Central Area will include the home counties of the originating TV station(s) for the market plus other neighboring counties which are, in general, considered a part of the population nucleus that is served by the TV station(s) originating in the TV market. For text purposes, the terms Metro Area and Central Area are interchangeable.

2. Designated Market Area (DMA)

Each March, using tuning data collected from intab diary households from the most recent February, May, July and November measurement survey periods, existing DMAs are tested for retention, non–DMA areas are tested to become DMAs and individual counties are tested for DMA assignments. All assignments are based on household tuning between 7 AM and 1 AM Monday through Sunday. Changes become effective with the start of the new broadcast year (September 1).

A. Testing for DMAs

Testing is comprised of two analyses, (1) examining existing DMAs to determine which continue to qualify as DMAs and (2) examining non–DMA areas to determine if any qualify to become DMAs. The areas examined in each of these analyses are home county areas.

DMA Areas

For existing DMAs, the home county areas are comprised of the Metro/Central counties of the DMA or, in the absence of a Metro/Central area, those counties containing the cities that comprise the DMA name. The commercial stations whose city of license are located in the home county area of a DMA are assigned as home stations to that DMA. The home county areas for existing DMAs are referred to in this section as DMA areas.

Non–DMA Areas

Those commercial stations whose city of license are not located in a home county area of an existing DMA are considered homeless stations. The home county areas for homeless stations consist of the county containing the city of license of the station. The home county areas for homeless stations are referred to in this section as non–DMA areas. When two or more non–DMA areas are adjacent, Nielsen may elect to combine the areas and examine them as one combined area.

THE NSI TELEVISION MARKET

A. The NSI Television Market

2. Designated Market Area (DMA) (Cont'd)

A. Testing for DMAs (Cont'd)

1. Examining non–DMA areas.

To qualify for a DMA:

a. The commercial station(s) assigned to the non–DMA area must achieve a combined share of audience greater than the combined share of audience of the commercial station(s) assigned to any outside DMA area (other non–DMA areas are excluded from this analysis), or

b. The commercial station in the non–DMA area with the highest share of audience must have a share greater than the station with the highest share of audience belonging to an outside DMA area (other homeless stations are excluded from this analysis), and

c. For either a. or b., the difference in shares must be statistically significant[1].

d. Two consecutive years of statistically significant tests are required before any non–DMA area qualifies for a DMA. However, should a station become a homeless station and the applicable home county area be tested as a non–DMA area due solely to circumstances that have not created a material change in its signal pattern (e.g., a change in city of license), Nielsen may elect to waive this condition and determine DMA status on the basis of only one year of statistically significant test results.

e. Nielsen reserves the right not to create a DMA even if a non–DMA area qualifies for DMA status (based on the above) in the event Nielsen determines there is a lack of sufficient financial support for Nielsen service in that potential DMA.

f. Should a non–DMA area become a DMA, the county(ies) that define the home county area for the non–DMA area will define the new DMA. It is possible that additional county(ies) may be added under the analysis described in section A.2.B, below.

2. Examining DMA areas.

To retain a DMA:

a. Either condition A.2.A.1.a. or A.2.A.1.b., above, must be achieved with respect to the DMA area being tested, or if neither is achieved, it will retain its DMA if the difference between the shares is not statistically significant.

b. Two consecutive years of statistically significant tests are required before a DMA can be lost.

c. When a DMA is retained, the counties that currently define the DMA[2] will continue to define the DMA. It is possible that additional counties may be added or some counties may be removed from the DMA under the analysis described in section A.2.B, below.

[1] *Greater than can be attributed to chance since only a sample of TV households is surveyed. For DMA review the probability level used in all analyses is 90% confidence.*

[2] *Existing DMAs are comprised of the counties that define the DMA area (home county area) and remainder counties that have been assigned through the analyses described in sections A.2.B.*

THE NSI TELEVISION MARKET

A. The NSI Television Market

2. Designated Market Area (DMA) (Cont'd)

B. Testing for County Assignments

All counties are assigned to one and only one DMA. In this analysis all counties except those mentioned below are examined to determine if each should remain assigned to their current DMA or be reassigned to another DMA.

Counties not examined in this analysis:

1. All counties that define existing DMA areas, including any new DMAs determined from A.2.A.1. above.

2. Any counties failing to deliver at least two tuning intab diary[3] households for the combined measurement periods used in the DMA review analysis (except for the conditions described in section A.2.D.3 below).

All counties except those mentioned in A.2.B.1. and A.2.B.2. above will:

3. Remain assigned to their current DMA if the combined share of audience for the commercial station(s) assigned to the DMA area of the current DMA is larger than the combined share of audience for any outside DMA area (all homeless stations are excluded from this analysis), or

4. Be reassigned to the DMA that achieves the largest share of audience provided that the difference in shares is statistically significant. If the county belongs to a metered market and if the average day metered intab sample size in that county over the four measurement periods used in the DMA review analysis is at least 40 households, then the county will be reassigned only if the tuning data from the metered sample shows a higher share of audience to the same DMA as the diary sample and the difference in the metered sample shares is statistically significant.

C. Stations

1. Tuning only to commercial stations is used in the DMA review analyses. Tuning to cable networks and cable stations are excluded except for local access cable stations that meet NSI minimums for reporting in the local VIP report. PBS stations are excluded. Low Power (LPTV) stations are excluded unless they are reported in a local VIP or some other special analysis.

2. Satellite stations are excluded from the analyses described under sections A.2.A.1. and A.2.A.2. Tuning to satellite stations is included in the analyses described under section A.2.B. For DMA review purposes, all satellite stations, whether partial or total, are considered to be extensions of their parent and all tuning to satellite stations is assigned to the DMA area (or non–DMA area) to which the parent is assigned.

3. Tuning to superstations is included in the analyses under sections A.2.A.1 and A.2.B only for counties belonging to the Home DMA of the station or for counties belonging to DMAs which are geographically adjacent to the Home DMA of the superstation. For all other counties, tuning to superstations is excluded for all DMA review analyses.

[3] *To determine statistical significance a variance estimate of the difference in shares must be computed. To compute a variance estimate a minimum of two households with tuning is required.*

EXHIBIT 3

LETTERS

LOCAL TV

CAROLINE ZUCKER
5037 WILLOW LEAF WAY
SARASOTA, FL 34241
379-0003

October 13, 1994

Honorable Reed E. Hundt,
Chairman
Federal Communications Commission
1919 M Street - Room 814
Washington, DC 20554

Dear Mr. Hundt:

This letter is written in response to ABC-TV's decision to end its relationship with Sarasota's local station - WWSB, CHANNEL 40.

When I moved to Sarasota seven years ago I missed not seeing my favorite news anchor people. It did not take me long to become accustomed to watching Channel 40 news as I could relate the news coverage to what was happening in my daily life. I no longer felt that the news related to some obscure person, place or thing.....it was part of my life.

Channel 40 is more than just a television station.....it is the life of Sarasota County. The people at Channel 40 are part of Sarasota, they actively participate in making this community a better place to live.

I am a member of the School Board of Sarasota County and as such I can attest to the fact that Channel 40 covers not only news events as they pertain to the Board.....but they also cover school events. Can you imagine how thrilling it is for a seven year to be on television.....or for the athlete of the week to be awarded the title and be televised?

Sarasota County is not a suburb of Tampa.....and thus cannot be adequately represented by the Tampa station. I beg you to keep the ABC-TV affiliation with WWSB, CHANNEL 40 so this community can continue to have its own identity.

Florida House of Representatives

October 12, 1994

David L. Thomas, M.D.
Republican Whip
Representative, 70th District

Reply to:
☒ P.O. Box 1995
Venice, FL 34284-1995
(813) 483-8965
FAX 483-8967
☐ 207 House Office Building
Tallahassee, FL 32399-1300
(904) 488-1171

Committees
Appropriations
Commerce
Health Care
Judiciary
Rules & Calendar

Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street
Washington DC 20554

RE: TV 40, WWSB, Sarasota, Florida

Dear Mr. Hundt:

My constituency has one local television station - WWSB, TV 40.

WWSB is the only station that reports on local news, weather and sporting events; covers local government hearings; and reports on local crimes and court hearings.

All of the Tampa Bay area stations that have news bureaus (CBS, ABC, NBC, and one independent) concentrate on their local violent crime first and by the time the finish with the serial murders, regular murders, rapes, armed robberies, drive-by shootings and riots, they go right into weather and sports. Sarasota, Bradenton and Venice rely on WWSB to give them an accurate picture of their world which is otherwise unavailable.

WWSB personalities are currently involved in the Mayor's Food Bank campaign, just as they have been part of many other charity events. All of the good done by WWSB and the unique resource it is to this community will be lost if ABC is allowed to withdraw affiliation.

Sincerely,

David L. Thomas, M.D.

cc: ABC (Sam Antar) and Scripps Howard (Donald Zeifang)

Printed on Recycled Paper

October 17, 1994

Honorable Reed E. Hundt, Chairman
Federal Communications Commission
1919 M Street, N., Room 814
Washington, D.C. 20554

Dear Sir:

As the President of the Junior League of Sarasota I represent almost 700 women. There are 286 Junior Leagues internationally all with the same mission - to improve their communities. Our community is Sarasota, a community with a unique personality and unique needs. Our organization researches those needs, develops projects to meet those needs, staffs the projects, and plans and executes fundraisers to support our projects.

We depend on an informed public to be able to meet our goals. To date, WWSB, Channel 40 has been a large part of that effort. We depend upon their local market when we advertise the availability of our services and when we need public participation to make our fundraisers a success. Our Public Service Announcements and Channel 40's very professional reporting of some of our more newsworthy events have also been an asset. In addition, we are able to use their newscasts of local happenings as a springboard for our community research. They give us a glimpse into our area's needs and help prevent us from duplicating services.

I'm sure Scripts Howard believes that they can adequately cover the news in our community. The truth is that a station that broadcasts from Tampa to Venice must include the cities of Tampa, Clearwater, St. Petersburg, Bradenton, Sarasota and Venice. The needs and services of each city are different. Each of those cities has a Junior League that depends upon a local news broadcast. A broadcast that covers so many communities does not have time to do justice to the local news items in each individual community. I believe that Sarasota, under those conditions, would have regional coverage rather than local news coverage. That is not sufficient for our needs.

Our hopes are that after reexamining the situation, the F.C.C. and ABC will conclude that in order to best serve Sarasota County, WWSB, Channel 40 must remain a national affiliate. I trust that the interest of the people you serve will be of primary improtance. Thank you for your time and attention to this matter.

Sincerely,

Dorothy B. Stuart

Dorothy B. Stuart, President

DBS/mh cc: Mr. Sam Ahtar, ABC
Mr. Donals Zeifang, Scripps Howard
Mr. Stan Crumley, WWSB, Channel 40

October 27, 1994

Honorable Reed P. Hundt, Chairman
Federal Communications Commission
Room 814
1919 M Street NW
Washington, D.C. 20554

Dear Chairman Hundt:

This letter is written in support of WWSB, Channel 40, Sarasota, Florida, retaining its ABC Network affiliation.

Without this affiliation Channel 40 will more than likely be unable to sustain its present high level, high quality newscast capabilities which are so important in keeping people informed of public issues and their consequences as well as the day-to-day goings-on in the area.

Channel 40 makes it a point to cover City Hall and city officials concerning items of current interest which are helpful in a democratic process by better informing the public so that those who choose to can participate more effectively in the processes of local government.

Moreover, Channel 40 performs a valuable role by informing our community of emergency conditions, and our local agencies have been able to make contact with Channel 40 to alert the public of conditions and have received immediate response.

Without network affiliation Channel 40 will not be able to maintain its current news capability, and the advantages I've outlined will be lost to the Sarasota community. Certainly other television stations may cover Sarasota from time to time, but the depth and continuity will not be the same that Channel 40 provides. Consequently, the public will not be left well-served.

Office of City Manager
Post Office Box 1058, Sarasota, Florida 34230
1565 First Street, Sarasota, Florida 34236

Finally, Channel 40 has played a major role in supporting community organizations and assisting them with their fundraising which has helped contribute to the vibrancy of our community.

Truly, from my perspective, loss of network affiliation will be detrimental to the Sarasota community.

I urge that FCC rule to retain ABC affiliation for WWSB, Channel 40, Sarasota, Florida.

Sincerely,

David R. Sollenberger
City Manager

DRS:kjm

cc: Donald P. Zeifang, Esquire, Counsel for Scripps Howard Broadcasting Company
Sam Antar, Esquire, Counsel for Capital Cities/ABC, Inc.
Stan Crumley, President, WWSB, Channel 40

October 18, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street NW
Washington, D.C. 20554

Dear Chairman Hundt:

Watching the game of musical affiliates being played by the networks in the Tampa market was entertaining for a while, but since none of the stations involved had ever paid more than passing attention to Sarasota, I assured myself that we would not be disrupted. Wrong!

For 27 years, I owned and operated a local radio station in New England. We were able to maintain a level of success only through close involvement with our community at every level. I mention success because without the wherewithal to provide the manpower and technical support there can be no Community Affairs programming, and that brings me to the subject of this letter, Channel 40 and its ABC affiliation.

Four years ago, when I relocated permanently to Sarasota, I searched vainly through the radio bands for a station providing the level of service I was accustomed to and finally turned to television, Channel 40, for my local news, calendar, weather, sports, theater, arts, special events and general community awareness. *There is no other broadcast entity doing that complete job in this market*, and it is my belief that without the earning potential inherent in a network affiliation it will not be possible for Channel 40 to maintain even a semblance of their current service level. Today the Channel 40 staff participates in almost every major activity in our community and many not-so-major. Their faces are as familiar in person as they are on our screens at home. I worked hard at community involvement for 27 years and I am impressed.

involvement for 27 years and I am impressed.

JIM ROTHENBURG
Treasurer

JOHN LORIA
Secretary

DON ALLEN

DOUG BARKER

BOARD OF DIRECTORS:
David Band
Howard Cobin

Curt Fearnow

Sir:

It is with much concern and a heavy heart that I write to you about the disaffiliation of the ABC network from WWSB Channel 40 in Sarasota, Florida.

As the Executive Director of United Cerebral Palsy of Sarasota Manatee and Southwest Florida for the past 12 years I have had the privilege and honor of working with the administration and staff of Channel 40 in producing our local telethon. Our show is produced in conjunction with the national Star-athon, A Weekend With the Stars Telethon for United Cerebral Palsy on ABC television. During the eleven years of our show in Sarasota we have raised $2,405,000 for programs and services for the developmentally disabled.

[illegible] hundreds of people with disabilities that [illegible] our main