

The ability to target a specific segment of the audience also applies to entertainment programming. By providing programming on two stations, you can more effectively counter program each station, focusing on specific segments of the overall audience. This not only helped to improve programming on WLMT, but also WPTY. WPTY can grow and develop as a new ABC affiliate. Also, a viable WLMT serves as an important outlet for the new, emerging UPN network. Without the local marketing agreement, UPN would not have as strong an affiliate in the market.

**Facilities improvements:** Both stations have been combined into a state of the art studio. Major improvements have been made on both transmitters. As a result coverage, has increased out to both stations' Grade B contour .

### **WSYT-TV, Ch. 68 & WNYS-TV, Ch. 43 Syracuse: Market No. 68**

**Background:** This is a relatively new LMA, with the stations entering into the local marketing agreement in July, 1996. At that time WNYS was failing financially. While not enough time has elapsed since the agreement, it appears the station will be "breaking even." Indications are that the station will eventually become profitable. The stations do not duplicate programming.

**Programming:** Because WNYS has become a better station, it now provides the new, emerging UPN network with an important full time outlet in the market. Without the LMA, the UPN networks would not have as strong a voice in Syracuse. In addition, the local marketing agreement has helped improve the quality of programming. Because of the LMA, the stations are able to purchase and broadcast on WNYS, Syracuse University football and basketball as well as Big East football and basketball. By itself, WNYS could not afford the to pay the rights

fees for the sporting events. Without the LMA, however, WSYT, would run into conflicts with the Fox network and many of these games would not be seen. There is no doubt that the LMA has made it possible to keep these games on over-the-air television.

Apart from sports programming, the financial resources of WSYT have permitted WNYS to increase its children's educational programming from 30 to 90 minutes per week and will increase to five hours per week in the fall of 1997. A new local public affairs show began on March 2, 1997. Overall, the local marketing agreement has dramatically improved the program quality of WNYS-TV. Prior to the LMA the stations programming budget was roughly \$25,000. Today its over a half a million dollars. The station has given local advertisers an alternative outlet in the marketplace.

***Facilities Improvements:*** Significant resources have been invested in WNYS to improve service to the community. A new transmitter was installed, increasing power from 18,000 to 780,000 watts. A new antenna, master control and offices have been added. Overall, the coverage of WNYS increase from approximately 106,000 households to full market coverage of about 400,000 households. Thus, nearly 300,000 viewers in the Syracuse market have improved service. WNYS is the perfect example of how a local marketing agreement can increase the number of television voices in the marketplace. There is very little duplication between the stations, with WBNE providing distinct programming 95 percent of the time.

### **WTNH-TV, Ch. 8 & WBNE-TV, Ch. 59 Hartford/New Haven, CT: Market No. 26**

***Background:*** In 1954, a construction permit was issued for UHF station WBNE (formerly licensed as WTVU), Channel 59, in New Haven, Connecticut. The channel remained essentially unused for over 40 years until a LMA was entered into between WBNE and WTNH, a

VHF station and ABC affiliate, also in New Haven. Following what appears to be the longest gestation period in FCC history, WBNE's initial facility was finally constructed in April of 1995.

Through the LMA with WTNH, WBNE obtained the means necessary to construct the station while reducing its projected capital costs and operating expenses by utilizing WTNH's tower and by combining certain overhead and administrative functions, such as traffic, billing and accounting systems, with WTNH. These budgetary savings in turn have enabled WBNE to become a potentially viable venture in the not-too-distant future.

**Programming:** As a result of the LMA, WBNE is now an affiliate of the WB Network (which previously had no other outlet in the market) and broadcasts an array of local sporting events, including Hartford Whalers hockey, Boston Red Sox baseball, Big East Conference college basketball, American East college basketball, and New Haven Ravens minor league professional baseball games.

Additionally, WBNE has expanded the amount of political, educational and public affairs programming in the market. During the 1996 election, WBNE offered free airtime to federal congressional candidates in a series of eight 30 minute shows, an offer accepted by more than half of the 22 eligible candidates. WBNE also recently launched a show featuring current events in the African American community, airing twice a week in 30 minute segments. In addition, WBNE broadcasts educational programming such as "Captain Planet," which airs each weekday, and "Wild About Animals".

WBNE and WTNH have separate network affiliations and only a 3 to 5 percent duplication of programming which has not in any way compromised the diversity of service to the public or competition in the local television marketplace. The LMA has not only made WBNE economically viable, but has channeled its resources primarily toward improved programming.

***Facilities Improvements:*** The LMA has provided WBNE with the resources to construct new operating equipment including a new tower and a new antenna. WBNE currently has 5 million watts of power and reaches over 2.2 million people.

### **WXLV-TV, Ch. 45 & WUPN-TV, Ch. 48 Winston-Salem/Greensboro, NC: Market No. 47**

***Background:*** At the time of the initial 1995 local marketing agreement, WUPN, (formerly WGGT), was not only failing financially, it was in Chapter 11. Today, after a tremendous amount of effort, the station is breaking even. Initially, WUPN simply simulcasted the programming of WXLV, an ABC affiliate. As of September, 1996, however, the stations started separate programming with essentially no simulcasting or duplication.

***Programming:*** From June, 1995 until September, 1996, WUPN simulcasted the programming on WXLV. Programming for the ABC affiliate was seen in real time. With the beginning of the new, emerging UPN network, WXLV became a part time UPN affiliate. UPN network programming was shown during fringe hours due to conflicts with ABC programming. In September of 1996, the UPN affiliate was moved to WUPN, and the station became a full time UPN affiliate. UPN network programming is now run "in pattern." Also, traditional syndicated programs, such as the Disney Afternoon, are now broadcast in the market. Without the station, these programs simply could not be seen. As a result of the LMA, WUPN is able to provide coverage of the Charlotte Hornets, the local NBA basketball team. Without the local marketing agreement, WUPN would not be a viable independent operation and the market would have one less voice. Because of the LMA, the new emerging UPN is able to find a full time affiliation in a key market, helping to make it more competitive with the more established networks.

***Facilities improvements:*** To help improve WUPN's facilities, its studio was relocated to a shared leased main studio and WXLV's location. As a result, WUPN has access to better quality equipment and new equipment has been ordered and installed.

**WZTV-TV Ch. 17 & WUXP-TV Ch. 30**  
**Nashville, TN; Market No. 33**

**Background:** The stations entered into a local marketing agreement in February 1996. At the time of the agreement WUXP was failing financially. Today, the station is "breaking even" and can pay its operating costs, where it couldn't before. WUXP carries separate programming and there is no duplication with WZTV.

**Programming:** This is a situation where, absent the local marketing agreement, WUXP would no longer be able to serve its community, because it could not cover its expenses. As a result of the local marketing agreement, the financial condition of the station has stabilized. The station anticipates instituting programming improvements shortly including an additional one half hour educational children's program and additional public affairs programs.

**Facility Improvements:** WUXP could not afford to upgrade its equipment or even maintain a separate facility. As a result the station has been relocated into a shared building. This gives WUXP access to better equipment. Additional equipment has been ordered and installed.