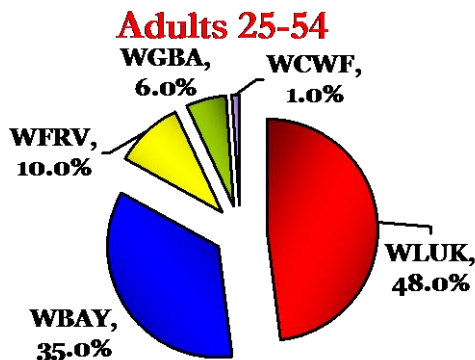


Benefits We Could Offer

MORE ABOUT US:

FOX 11 is a uniquely positioned TV station. We were a sign-on NBC affiliate, and unlike other FOX affiliates in the country our news operation dates back to the 1950s. In fact, we air more local news in the market than any of our more traditional competitors. We come or aggregate a weekly audience of approx. 400,000 households across the 15 counties of Northeast Wisconsin. Our signature newscasts get our advertisers reliable results.

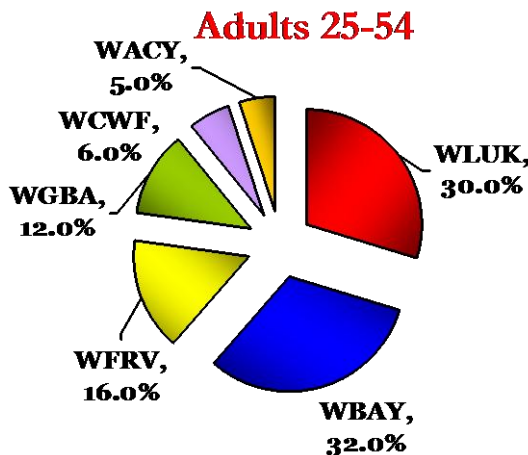
- **GOOD DAY WISCONSIN**, airing Monday-Friday 5am to 9am and Saturday & Sunday 7am to 9am, is the envy of the market. It is hosted by two of the area's most likeable & down-to-earth stars, Pete Petoniak, Director of Meteorology, and Rachel Manek. It offers news and entertainment and is a great environment for advertisers. It's a market "best buy" as it delivers over a 48% audience share for an affordable early morning CPP.



AUDIENCE SHARE

Monday through Friday 5am-9am in-market audience share for adults 25-54 based on a 4-book average Feb11, May11, Jul11 & Nov11.

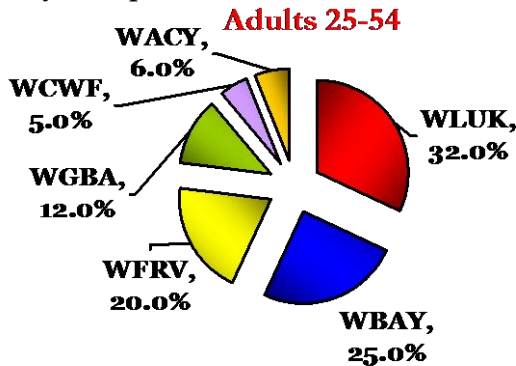
- **FOX 11 NEWS AT FIVE**, airing Monday-Friday 5pm to 6pm and Saturdays 5-530pm during half the year (does not air during regular season Major League Baseball). Our news emphasis is severe weather and balanced news. Our FOX 11 News at Five offers a competitive newscast and leads into our powerhouse prime access: Jeopardy at 6pm and Wheel of Fortune at 630pm.



AUDIENCE SHARE

Monday through Friday 5pm-6pm in-market audience share for adults 25-54 based on a 4-book average Feb11, May11, Jul11 & Nov11.

- FOX 11 NEWS AT NINE, airing Monday-Sunday 9pm to 10pm. Our FOX 11 News at Nine benefits from a FOX network lead-in, offers an hour of local news a full hour before any of our competitors. It competes quite handily with primetime.



AUDIENCE SHARE

Monday through Friday 9pm-10pm in-market audience share for adults 25-54 based on a 4-book average Feb11, May11, Jul11 & Nov11.

In addition to (or because of) our strength as a news operations we have also successfully launched & air the following local programming:

- | | |
|------------------------|--|
| Inside the Huddle | Local sports show broadcast from an area restaurant/bar, starring Drew Smith, our Director of Sports, and a roster of Green Bay Packers that includes: Jermichael Finlay, James Jones, Clay Matthews and the dazzling Donald Driver. It airs Monday nights 530-6pm and is a sell out every year with clients. |
| FOX 11 Living with Amy | Amy Hanten got her start on GOOD DAY WISCONSIN as co-anchor with Pete in the early days of the show. Over time her interest in food and home created a regular segment that eventually blossomed into a Monday through Friday lifestyle show that immediately follows GOOD DAY WISCONSIN Monday through Friday 9am-10am. It's a hybrid show that not only delivers ratings (it goes head to head with long-standing REGIS & KELLY) but offers advertisers a longer form advertising option with in studio and on location segments. It regularly outperforms WBAY's "Action 2 News at Noon." |
| FOX 11 Sports Edge | Every Sunday from 10pm to 1030pm, after our FOX 11 NEWS AT NINE, FOX 11 SPORTS EDGE offers more about the sports our viewers love with two areas of particular concentration: Outdoors and High School Sports. More sports, more often. 52 weeks of the year. |

And, since we are now fully embarked into the Digital Age, and all skillful media multi-taskers (watching TV while browsing the internet while scrolling our smartphones or tablets), FOX 11 has also translated its on-air success into the digital realm, gaining & retaining its stature as the most-visited TV station website in the market & the first station in the market offering a mobile site with ad insertion. There is also a FOX 11 iPhone app, a Blackberry app, a Droid app and now an iPad app. We have successfully grown our web traffic every month in 2011 and now average an astonishing 3.2 million page views a month. Our mobile views have grown even faster, now averaging 1.1 million page views a month. And it is no surprise that our top-viewed areas on both platforms relate very closely to TV the programming above, but there are also areas that our unique-to-web.

Our homepage (of course) <http://www.fox11online.com/>

Our news section <http://www.fox11online.com/subindex/news>

Page 3.

Weather

<http://www.fox11online.com/subindex/weather>

Enables “personalized” weather forecasting

Good Day Wisconsin

http://www.fox11online.com/subindex/good_day_wi

Living

<http://www.fox11online.com/subindex/living>

Our recipes are a big hit with viewers

Sports

<http://www.fox11online.com/subindex/sports>

With custom sections for “Edge”

http://www.fox11online.com/subindex/sports/sports_edge

And “High School” Sports

http://www.fox11online.com/subindex/sports/high_school

Photo Galleries

http://www.fox11online.com/subindex/photo_galleries

Our photo galleries offer a unique perspective of local and national news of the day

Jobfinder

http://www.fox11online.com/subindex/local_connect/job_finder

We offer a similar capability to employers to post their jobs. Again user-generated and FREE. It has become a popular destination for the area’s jobseekers.

Contests

<http://www.fox11online.com/subindex/participate/contests>

We have also had considerable success with our contests -- both station & client driven. We recently conducted a very successful Mini Cooper Giveaway in GOOD DAY WISCONSIN, and our FOOTBALL CHALLENGE is a fan favorite every football season.

Our sister station, CW 14 currently cumes or aggregates an audience of approx. 100,000 households every week and offers the trendiest CW Primetime, together with alternative programming, especially comedy or sitcoms, in early fringe, prime access and late fringe, including FRIENDS, EVERYBODY LOVES RAYMOND, HOW I MET YOUR MOTHER, THE OFFICE and SEINFELD, converting its long-standing viewership from FOX 11.

FOX 11 and CW 14 – TV, online & mobile – offer a synergistic opportunity to reach a broad range of viewers in Northeast Wisconsin with considerable multimedia “touchpoints” or reach and frequency. In fact, FOX 11 and CW 14 cross-promote each other with a “Coming Up Next” top of the hour ID, which would air, for example, at 558pm as follows:

On FOX 11....

Coming up next on FOX 11... JEOPARDY
and on CW 14... HOW I MET YOUR MOTHER

On CW 14...

Coming up next on CW 14... HOW I MET YOUR MOTHER
and on FOX 11... JEOPARDY

FOX 11 also provides CW 14 with regular bottom of the hour WEATHER UPDATES that offer advertisers a unique opportunity to “own” a time period. The WEATHER UPDATES air as follows:

:20 weather update | :30 advertiser commercial | :10 advertiser sponsor mention