

WFRV-TV

GREEN BAY - APPLETON



CAPSULE PITCH
1st Quarter 2005

(Not to be used as a leave behind)

TELEREP

WFRV-TV

Green Bay-Appleton

1st Quarter 2005

Capsule Pitch

NSI

MARKET FACTS:

STATION	CH #	AFFIL	OWNERSHIP	REP
WFRV	5	CBS	CBS Viacom	TeleRep
WBAY	2	ABC	YOUNG BROADCASTING	ADAM YOUNG
WLUK	11	FOX	EMMIS	HRP
WGBA	26	NBC	JOURNAL COMMUNICATIONS	CONTINENTAL
WACY	32	UPN	JOURNAL COMMUNICATIONS	CONTINENTAL
WIWB	14	WB	ACME	MMT

NOV'04 DMA STATS

TV HOUSEHOLDS	433,640
MARKET RANK	#69
CABLE PENETRATION	57%
ADS PENETRATION	20%
CABLE & ADS PENETRATION	77%
VCR PENETRATION	91%
INTERCONNECT % OF DMA TV HHS	51.6%
TIME WARNER	36.3%
CHARTER COMMUNICATIONS	15.3%

OVERVIEW

Nov'04 Sweep Highlights

- Competitive Daytime vehicles in women demos with **Live! with Regis & Kelly** and **The Price Is Right**
- Strong competitor in target women demos with **Young & Restless** versus other competing network soaps.
- The #1 Early Fringe vehicle in women and adults 18-49/25-54 – **Oprah Winfrey**.
- The #1 5PM News in all key women and adult demos
- The #1 Access vehicle in many key demos – **Wheel Of Fortune**
- Solid Late News that virtually ties for the #1 spot in women and adults 18-49/25-54
- Solidly Competitive Late Fringe with **David Letterman**.
- #1 in Prime in all women demos!
- Great CBS Prime opportunities with established winners including **CSI**, **Survivor**, **Raymond**, **CSI: Miami**, and **Joan of Arcadia**.

Interconnect Cable Ratings

Cable ratings can be presented in a variety of ways, so it's important to understand the differences, as well as what buyers are specifically buying. Are they buying a rating based on:

- **all DMA TV households that includes ADS?**
- **“hardwired” cable households that exclude ADS?**
- **wired cable households within a market’s cable interconnect(s)?**

The cable ratings published in the Nielsen VIP reports represent the total local market deliveries for each reported cable network that includes viewing in satellite households (*ADS—Alternate Delivery Sources/Services*). Nielsen also provides us with local cable data that excludes ADS-derived viewing. This “hardwired” cable ratings information is available to TeleRep via Encoda’s MediaLine system within the DEMO program.

Nielsen also provides each market’s Interconnect/MSO (*Multiple System Operator*) penetration within the DMA’s wired cable household universe (*see Table 14—DMA Cable Advertising Information—in the local market VIP reports*). By providing this percent of wired cable households, we are able to further filter down a market’s hard wired cable ratings to the interconnect level—the basis upon which the vast majority of all local cable buys are executed.

The data on the following page compares our client station’s household and demographic ratings for the weeknight 8-10pm daypart (*time zone adjusted*) to:

- 1) the major cable networks’ local hardwired DMA ratings, and
- 2) the cable networks’ adjusted interconnect DMA ratings (*based on Nielsen’s interconnect penetration estimate for the market*).

From this comparison it is easy to illustrate cable’s “real world” interconnect delivery with our client’s DMA market ratings. By doing so we have leveled the playing field by expressing both broadcast TV and cable ratings in terms of delivery commercially viable local audiences—that is viewers who are actually able to view an advertiser’s locally inserted commercials.

GREEN BAY-APPLETON - Nielsen - M-F/7-9P

WFRV DMA Ratings vs. Cable Interconnect Hardwired DMA Ratings

Interconnect % of Wired Cable = 90.3%

(Time Warner & Charter Communications)

M-F/8-10P	HH RTG	RA18-34	RA18-49	RA25-54				
WFRV- - Demos	11.0	5.6	6.6	7.6				
					Adjusted Interconnect DMA RTG			
	HH RTG	RA18-34	RA18-49	RA25-54	HH RTG	RA18-34	RA18-49	RA25-54
DMA Hardwired RTG (Excluding ADS)								
AEN	0.4	0.1	0.2	0.3	0.4	0.1	0.2	0.3
BRVO-	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.1
CMD	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
CNB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
CNN	1.0	0.0	0.0	0.1	0.9	0.0	0.0	0.1
DSC	0.3	0.0	0.2	0.2	0.3	0.0	0.2	0.2
ESPN-	0.8	0.3	0.2	0.3	0.7	0.3	0.2	0.3
FAM	0.3	0.0	0.0	0.1	0.3	0.0	0.0	0.1
FX	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1
FXNC-	1.2	0.8	0.7	0.8	1.1	0.7	0.6	0.7
HGTV-	0.6	0.0	0.1	0.2	0.5	0.0	0.1	0.2
LIF	0.4	0.1	0.1	0.1	0.4	0.1	0.1	0.1
MNBC-	0.3	0.0	0.0	0.2	0.3	0.0	0.0	0.2
NICK-	0.6	0.0	0.1	0.1	0.5	0.0	0.1	0.1
SFI	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
TLC	0.3	0.3	0.2	0.2	0.3	0.3	0.2	0.2
TNT	0.9	0.3	0.4	0.4	0.8	0.3	0.4	0.4
USA	0.8	0.4	0.4	0.4	0.7	0.4	0.4	0.4

EARLY MORNING

WFRV's Morning News block produced sellable 1 and 2 ratings in Nov'04, which are competitive with the rest of the Green Bay- Appleton market. We can still price competitively and also package with weekend opportunities.

Growth Summary

The 5am and 6am news telecasts both displayed growing trends in Nov'04. They grew in all target women and adult demos. This can only lead to better ratings and a higher share percentage taken by WFRV in the Early News time period.

Competitive:

- WLUK's 530am **Good Day Wisconsin** is decreasing – losing shares book-to-book in women and Adults 18-49/25-54.
- WGBA's **Today Show** is also down in Nov'04 both book-to-book and year-to-year.

1 st QUARTER 2005 ESTIMATE	RTG/SHR	RW18-49	RW25-54	RA18-49	RA25-54
M-F/5-6AM – CBS 5 NEWS - MORNING	1.2/15	1	1	1	1
Estimate a 15 HH Share for the 5-6AM newscast. Demo to Nov'04 5-6AM newscast on WFRV, Feb'04 TP HUT levels used.					
M-F/6-7AM – CBS 5 NEWS - MORNING	1.6/7	1	1	1	1
Estimate an 11 HH Share for 1 st Quarter '05. Demo to Feb'04 News. Feb'04 TP HUT.					
M-F/7-9AM CBS EARLY SHOW	1.7/6	1	1	1	1
Estimate the actuals.					

Bottom Line:

Sell up the HH Share and demo increases from book to book and year to year in order to push for a higher estimate. Packaging with the weekends, where we have solid 1s & 2's and terrific 3's & 4's with CBS Sunday Morning is another option.

DAYTIME

Live! with Regis And Kelly and the Price Is Right are at the top of Green Bay's daytime rotation:

DMA RATINGS M-F/9-11AM – NOV'04

STATION	PROGRAM	TIME	RW18-34	RW18-49	RW25-54
WFRV	Regis & Kelly	9A	6.4	4.2	2.8
WFRV	The Price Is Right	10A	4.4	3.1	2.1
WLUK	Starting Over	10A	3.0	1.7	0.4
WLUK	Tony Danza Show	9A	1.8	1.7	1.3
WGBA	Today Show 2	9A	0.8	0.8	0.7
WBAY	View	10A	0.7	1.4	1.8
WBAY	Dharma & Greg	9A	0.2	0.3	0.4
WBAY	Millionaire	930A	0.2	0.2	0.2

WFRV's Young And The Restless tops the majority of network soaps in delivering target women demos:

M-F/11A-3P DMA RATINGS – NOV'04

STATION	PROGRAM	TIME	RW25-49	RW25-54
WFRV	Young & Restless	11A	4.1	4.4
WBAY	One Life To Live	1P	3.3	2.7
WBAY	General Hospital	2P	0.8	0.7
WBAY	All My Children	11A	0.8	0.7
WGBA	Passions	1P	2.2	1.8

Daytime Growth Summary

- The 9A-12N Rotation is on the rise, growing in all target women and adult demos as well as HH Share. This is good news leading into 1st Quarter so use it to help sell more shares.
- The 12N-3P Rotation also grew year-to-year in all demos and HH Share.

Competitive:

- WGBA's Morning Rotation is down book-to-book giving WFRV more opportunities to take share in Daytime.

1 st QUARTER 2005 ESTIMATE	RTG/SHR	RW18-49	RW25-54	RA18-49	RA25-54
M-F/9AM – REGIS & KELLY	6.3/30	5	3	3	2
Estimate that Regis & Kelly will deliver a 30 HH Share based on the success of the show and competitive declines shown in Nov'04. Demo to Nov'04 Regis & Kelly . Feb'04 TP HUT levels used.					
M-F/10AM – PRICE IS RIGHT	7.7/37	3	2	3	2
Estimate that Price Is Right will deliver a 37 HH Share based on tremendous growth in Nov'04. Demo to Nov'04 Price Is Right . Feb'04 TP HUT levels used.					
M-F/11AM – YOUNG & RESTLESS	5.6/30	3	5	2	2
Estimate that Young & Restless will deliver a 30 HH Share based on the success of the show and competitive declines shown in Nov'04. Demos to Nov'04 Y & R . Feb'04 TP HUT levels used.					

NOON NEWS

The Noon News on CBS 5 is # 1 in all target demos in Nov'04.

STATION	PROGRAM	RW18-49	RW25-54	RA18-49	RA25-54
WFRV	CBS 5 Noon News	0.9	1.1	0.9	1.1
WBAY	Action News at Noon	0.9	0.7	0.7	0.9
WGBA	Good Day Live	0.6	0.6	0.4	0.5

- The Noon News on CBS 5 is progressively improving and continues to push their PJ's into the 1 rating range, which matches last Fall's 1's.

1 st QUARTER 2005 ESTIMATE	RTG/SHR	RW18-49	RW25-54	RA18-49	RA25-54
M-F/1230--3P CBS 5 NOON NEWS	4.0/16	1	1	1	1
Estimate the Feb PJ's.					

AFTERNOON SOAP ROTATION

- M-F/1230-3P CBS Soap Rotation - The growth that this block has been experiencing continued in Nov'04 in target women and adult demos on top of a 52% increase in HH Share from year-to-year. Our rotation is a solid competitor that continues to show positive results versus other network Soap competition. With WGBA and WBAY showing signs of weakness, WFRV should become an even bigger factor in 1st Quarter 2005.

1 st QUARTER 2005 ESTIMATE	RTG/SHR	RW18-49	RW25-49	RW25-54
M-F/1230P - CBS SOAP ROTATION	3.1/16	1	1	2
Estimate the Feb PJ for WFRV's CBS Soap Rotation.				

EARLY FRINGE

WFRV's **Oprah Winfrey** is the #1 women and adults 18-49/25-54!

STATION	PROGRAM	TIME	RW18-49	RW25-54	RA18-49	RA25-54
WFRV	Oprah Winfrey	4P	8.8	7.1	5.1	4.3
WBAY	Dr. Phil	3P	4.1	3.9	2.2	2.1
WGBA	Ellen	3P	4.2	1.4	3.3	0.9
WLUK	Judge Judy	4P	2.2	2.8	2.2	2.0
WLUK	Inside The Press	530P	1.3	1.4	2.0	2.8
WBAY	Millionaire	430P	1.3	1.2	0.8	0.9
WGBA	Jane Pauley	4P	1.2	0.4	0.6	0.2

Early Fringe Growth Summary

- WFRV's **Oprah Winfrey** grew fabulously year-to-year in Nov'04 in all major demos:

WFRV SHARE GAINS	SW18-49	SW25-54	SA18-49	SA25-54
Nov'03-Nov'04	+93%	+68%	+81%	+70%

- The Early Fringe Rotation also grew as a whole in Nov'04 due to the success of Oprah. Oprah has now distanced herself from the field leading the 2nd place competitor by as much as 4 rating points in some demos. Look for **Oprah** to continue to spearhead the rotation in 1st Quarter.

Competitive:

- Out of WFRV's closest competition, WBAY was clearly the station with the worst result in Nov'04. All of their vehicles, including **Dr. Phil**, has losses in target women and adult demos as well as HH Share. Expect them to keep fading in 2005 and for WFRV to continue to overtake them in Green Bay Early Fringe.

1 st QUARTER 2005 ESTIMATE	RTG/SHR	RW18-49	RW25-54	RA18-49	RA25-54
M-F/3P - ACCESS HOLLYWOOD	1.0/4	1	1	1	1
Estimate the Feb PJ's for Feb'05.					
M-F/330P - JEOPARDY	4.3/16	1	1	1	1
Estimate the Feb PJ's for Feb'05.					
M-F/3P - OPRAH WINFREY	9.8/31	9	7	5	4
Estimate a 31 HH Share, which is 1 HH Share point above Nov'04. Demo to Nov'04, Feb'04 TP HUT used.					

Bottom Line

Look for progressive growth through each of the sweep cycles in the coming year.

EARLY NEWS

WFRV's CBS 5 News @ Five is #1 in all women and adult demos at 5PM.:

NOV'04 DMA RATINGS M-F/EARLY NEWS

STATION	PROGRAM	RW18-49	RW25-54	RA18-49	RA25-54
WFRV	CBS 5 NEWS 5	4.0	5.4	3.0	4.5
WBAY	Action 2 News @ 5	2.9	4.1	3.0	4.2
WLUK	FOX 11 News @ 5	1.9	2.1	1.7	2.2

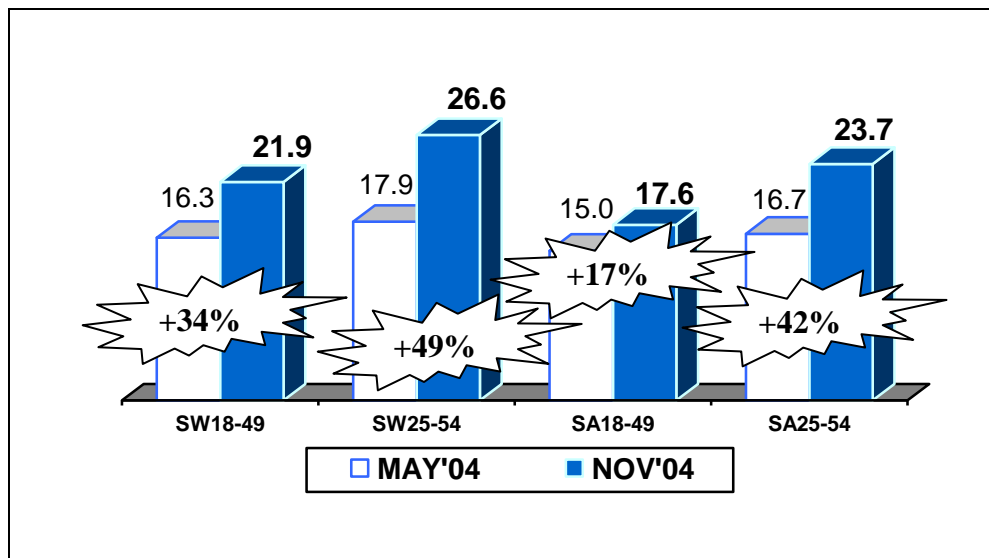
WFRV's CBS 5 News @ Six is a strong #2 in all key demos at 6PM – well ahead of WGBA!

NOV'04 DMA RATINGS M-F/EARLY NEWS

STATION	PROGRAM	RW18-49	RW25-54	RA18-49	RA25-54
WFRV	CBS 5 NEWS 6	3.3	4.1	3.0	4.0
WBAY	Action 2 News @ 6	4.9	7.1	5.1	6.8
WGBA	NBC 26 New @ 6	2.1	2.7	1.4	1.9

Growth Summary

- WFRV's **CBS News @ 5** is on the rise ... growing impressively in all target demos:



Competitive:

- WFRV's main competition, WBAY, had losses in both their Early News telecasts. The 5PM edition was worse off losing from both book-to-book and year-to-year in key demos and HH Share. This opened the door for WFRV to take the lead, which they did as shown above. Expect WFRV to extend its lead by building on the growth trends displayed in Nov'04. Package weekend news to help capture an even higher share of Early News.

1st QUARTER 2005 ESTIMATE	RTG/SHR	RW18-49	RW25-54	RA18-49	RA25-54
M-F/5PM – CBS 5 NEWS	11.3/27	4	6	3	5
Estimate a 27 HH Share due to yearly growth trends. Demos to Nov'04. Feb'04 HUT Levels used..					
M-F/6P – CBS 5 NEWS	9.7/20	4	4	3	4
Estimate the Feb'04 Actuals.					
SUN/530P – SUN NEWS	6.1/14	2	2	2	3
Estimate a 14 HH Share. Demo to Feb'04.					

PRIME ACCESS

Wheel Of Fortune on WFRV-TV is #1 in Green Bay's Prime Access against target Women and Adult demos:

NOV'04 DMA RATINGS M-F/PRIME ACCESS

STATION	PROGRAM	TIME	RW18-49	RW25-54	RA18-49	RA25-54
WFRV	Wheel Of Fortune	630P	4.6	5.2	3.4	4.6
WLUK	ET	630P	3.5	3.6	2.9	3.1
WLUK	Seinfeld	6P	2.4	2.0	2.4	2.4
WIWB	That 70's Show	6P	3.9	1.4	3.3	1.8
WIWB	That 70's Show	630P	3.3	1.5	3.1	2.0
WBAY	Insider	630P	2.5	3.6	2.4	3.3
WGBA	Inside Edition	630P	1.3	2.1	0.9	1.6
WACY	The Simpsons	630P	1.4	0.9	1.2	0.9
WACY	Malcolm-Middle	6P	1.2	0.7	0.8	0.5

The re-ascension of **Wheel of Fortune** to the top of Prime Access in Green Bay-Appleton can be attributed to the impressive gains produced in Nov'04. All major demos increased book-to-book and year-to-year:

WFRV SHARE GAINS	SA18-49	SA25-54	SM18-49	SM25-54
May'04-Nov'04	+56%	+35%	+12%	+37%
Nov'03-Nov'04	+122%	+109%	+52%	+73%

Competitive

- Every competing station in the market had losses throughout Prime Access in Nov'04. This is in direct correlation to the fact that WFRV grew as much as it did.
- WBAY's switch from Friends to Insider TV showed a decline of 25-45% year-to-year in key demo ratings and double-digit percentage drops in key demo shares.

1 st QUARTER 2005 ESTIMATE	RTG/SHR	RW18-49	RW25-54	RA18-49	RA25-54
M-F/630PM-WHEEL-FORTUNE	12.7/26	5	6	4	5
Estimate the FebPJ for Feb'05.					
SAT/630P - WHEEL-FORTUNE	10.4/29	2	3	2	3
Estimate the Feb'04 Actuals.					

LATE NEWS

WFRV's CBS 5 News @ 10PM is strong #2 in key women and adult demos in Green Bay ... only a few tenths of a rating point from tying for #1.

STATION	PROGRAM	TIME	RW25-54	RA25-54
WFRV	Newschannel 5	M-Su/10P	4.7	4.0
WBAY	Action 2 News @ 10	M-Su/10P	5.1	4.9
WGBA	NBC 26 News @ 10	M-Su/10P	3.2	2.8
WLUK	FOX 11 News	M-Su/9P	2.9	2.9

Growth Summary:

- WFRV's News at 10P is increasing in major demos sweep to sweep in Nov'04. . . with growth ranging from 12% - 30%.
- The News at 10P on WFRV also displays strong November to February HH Share growth over the last to years:

	M-Su 10P News		
	WFRV HH Shr		
	<u>Nov</u>	<u>Feb</u>	<u>Feb Gain</u>
'02 – '03	15.3	17.5	+14%
'03 – '04	15.1	17.6	+17%
'04 – '05	19.3	?	?

Based on this – The estimate needs to be more than the Feb PJ.

- The key to this success is the ability of our news to take advantage of the solid CBS Prime Time lead-in we have been given, as well as our News brand taking hold within the market.

Competitive

- While WFRV share increase, one of WFRV's major competitors, WLUK is down in shares in target Women and Adult demos:

WLUK LATE NEWS SHARE DECLINE

WLUK SHARE LOSS	HH SHR	SW18-49	SW25-54	SA18-49	SA25-54
May'04-Nov'04	-15%	-1%	-18%	-11%	-19%

1 st QUARTER 2005 ESTIMATE	RTG/SHR	RW18-49	RW25-54	RA18-49	RA25-54
M-F/10PM – CBS 5 NEWS @ 10	8.0/21	3	4	3	4

Estimate a 21 HH Share based on the demonstrated growth and competitive declines shown in Nov'04. Demos to Nov'04 newscast.

LATE FRINGE

WFRV's **David Letterman** produces solid overall ratings in target women and adult demos in Green Bay Late Fringe:

NOV'04 DMA RATINGS M-F/LATE FRINGE

STATION	PROGRAM	TIME	RW18-49	RW25-54	RA18-49	RA25-54
WFRV	David Letterman	1030P	1.7	2.3	1.5	2.0
WGBA	Tonight Show	1030P	2.3	2.0	1.5	2.0
WBAY	Friends	1030P	2.8	3.4	2.4	3.0
WLUK	Drew Carey	1030P	0.6	0.6	0.8	0.7
WLUK	King Of The Hill	11P	0.5	0.4	0.7	0.5
WIWB	Will & Grace	1030P	2.0	1.5	1.4	1.0
WIWB	Frasier	11P	1.2	1.2	0.7	0.8
WACY	Becker	1030P	0.1	0.1	0.1	0.1
WACY	Just Shoot Me	11P	0.1	0.1	0.2	0.2

Growth Summary

- **Dave Letterman** is looking to become more of a factor in the Late Fringe race. The year-to-year growth shown in Nov'04 will certainly help its cause. The HH Share grew 22% and the key demos grew ranging from 21% - 63%.

Competitive

- WGBA's **Tonight Show** had another poor sweep making the losses experienced a real trend, not a fluke. The HH Share dropped 31% sweep to sweep and 17% year-to-year. The 25-54 demo is leaving for **Letterman** as evidenced by the decrease in demos for the **Tonight Show** in Nov'04.
- **Nightline** on WBAY is going down hard and fast in HH Share and all demos and will not be a factor in 2005.







Weekend Late Fringe

WFRV's 5th Quarter improved upon an already growing time period in Nov'04 in all target demos by an impressive amount:

WFRV SHARE GAINS	HH SHR	SW18-49	SW25-54	SA18-49	SA25-54
May'04-Nov'04	+105%	+57%	+74%	+89%	+131%
Nov'03-Nov'04	+58%	+80%	+83%	+92%	+131%

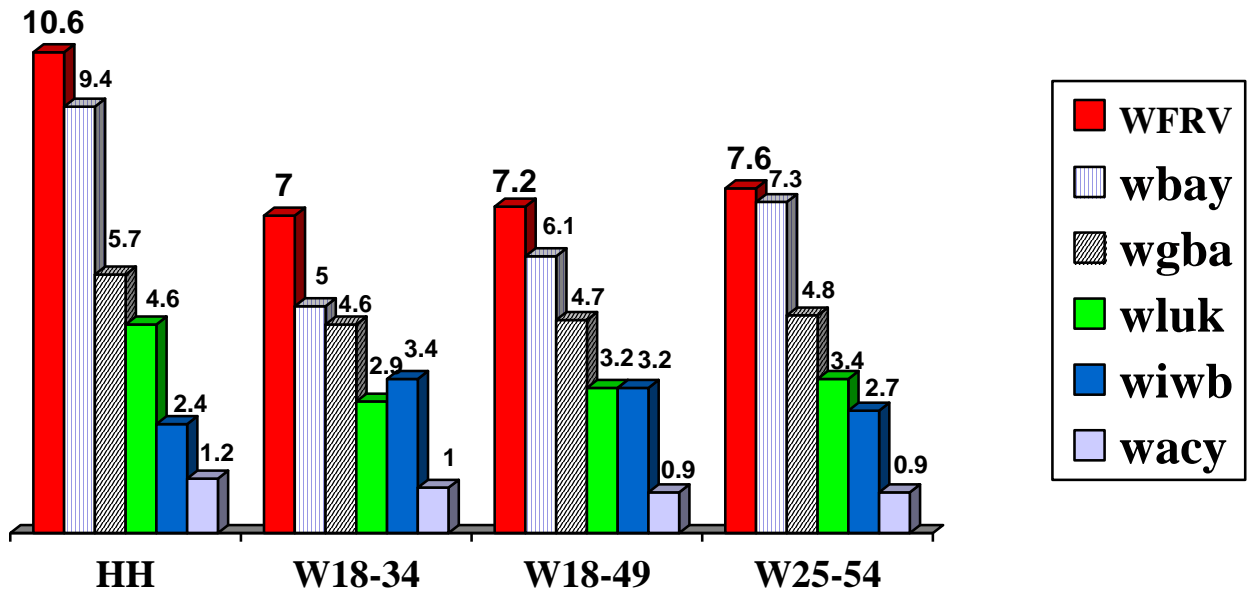
1 st QUARTER 2005 ESTIMATE	RTG/SHR	RW18-49	RW25-54	RA18-49	RA25-54
M-F/1030PM – LETTERMAN	3.4/15	2	2	2	2
Estimate the Feb PJ's.					
SAT/1030PM – HS SPORTS EX	2.5/9	1	1	1	1
Estimate THE Feb PJ's.					
SUN/1030PM – 5th QUARTER	6.9/25	2	3	2	3
Estimate the Feb PJ's.					

PRIME

							
M O N	8p	Extreme Makeover How Do That	Still Standing	Fear Factor	Trading Spouses/ American Idol	One On One	7th Heaven
	830p		Listen Up			Half & Half	
	9p	The Bachelorette	Evbd Love Raymd	Las Vegas	24	Girlfriends	Everwood/ Summerland
	930p		Two & Half Men			2nd Time Around	
	10p 1030p	Super Nanny	CSI: Miami	Medium			
T U E	8p	My Wife & Kids	Navy NCIS	Biggest Loser/Contender	American Idol	All Of Us	Gilmore Girls
	830p	George Lopez				Eve	
	9p	According To Jim	Amazing Race	Scrubs	House	Veronica Mars	One Tree Hill
	930p	Rodney		Committed			
	10p 1030p	NYPD Blue	Judging Amy	Law & Order: SVU			
W E D	8p	Lost	60 Minutes 2	SI Model Search	70's Show	Road to Stardom	Smallville
	830p		Kings Queens	The West Wing	Simple Life 3		
	9p	Alias	Center-Universe		American Idol	Kevin Hill	Jack and Bobby
	930p	Wife Swap	CSI: NY	Law & Order			
	10p 1030p						
T H U	8p	Life As We Know It	Wickedly Perfect	Joey	The O.C.	WWE Smackdown	WB Thursday Night Movie
	830p			Will & Grace			
	9p	Extreme Makeover	CSI	The Apprentice 3	Point Pleasant		
	930p	Primetime Thursday	Without A Trace	E. R.			
	10p 1030p						
F R I	8p	8 Simple Rules	Joan of Arcadia	Dateline	Bernie Mac	Enterprise	What I Like Grounded
	830p	Savages			Bernie Mac		
	9p	Hope & Faith	JAG	Third Watch	Jonny Zero	Road to Stardom (rpt)	Reba
	930p	Less Than Perfect					Blue Collar TV
	10p 1030p	20/20	Numb3rs	Medical Investigations			
S A T	8p	Wonderful World Of Disney	TBA	Apprentice Rpt.	Cops		
	830p		Crime Time Saturday		Cops		
	9p	Various	48 Hr. Mystery	NBC Saturday Movie	America's Most Wanted		
	930p						
	10p 1030p						
S U N	7p	America's Funn Home Videos	60 Minutes	Dateline	Kelsey Grammer		Summerland Beginnings
	730p				King of Hill		
	8p	Extreme Makeover	Cold Case	American Dreams	Simpsons		Charmed
	830p	Home Edition			Malcolm		
	9p	Desperate Housewives	CBS Sunday Night Movie	Law & Order: CI	Arrested		Steve Harvey
	930p				American Dad		
10p	Boston Legal		Crossing Jordan				

CBS 5 sweeps all key Prime Time women demos in Green Bay – Appleton!

DMA RATINGS – NOV'04



WFRV's **Survivor: Vanuatu** and **CSI** are #1 in Primetime in Green Bay. WFRV also has 3 other programs in the top 10 as well!

STATION	PROGRAM	TIME	RW 18-49	RW 25-49	RW 25-54	RA 18-49	RA 25-49	RA 25-54
WFRV	CSI	Thu/8P	21.6	18.5	17.4	16.4	15.9	16.3
WFRV	Survivor: Vanuatu	Thu/7P	18.9	20.1	19.8	13.9	15.5	16.3
WFRV	Without A Trace	Thu/9P	12.8	9.6	10.0	8.7	7.8	8.3
WFRV	CSI: Miami	Mon/9P	11.0	9.7	11.9	8.3	7.4	9.3
WFRV	Raymond	Mon/8P	11.9	11.2	12.6	9.6	9.3	10.0
WBAY	Desp. Housewives	Sun/8P	17.3	18.9	19.2	13.6	15.0	14.8
WBAY	Extrm Mkover Hs	Sun/7P	13.7	15.3	15.4	12.0	13.4	13.0
WGBA	E.R.	Thu/9P	12.8	9.6	10.0	8.7	7.8	8.3
WBAY	Bachelor	Wed/8P	10.4	10.4	10.1	9.1	.3	7.8
WGBA	Apprentice 2	Thu/8P	8.2	9.8	9.8	7.6	9.1	8.7
WBAY	According-Jim	Tu3/8P	7.6	9.3	10.0	7.9	9.9	10.1

MONDAY

WFRV's line-up of **Still Standing**, **Listen Up**, **Everybody Loves Raymond**, **Two and a Half Men** and **CSI: Miami** is #1 among all regularly scheduled Monday Prime shows for Women and Adults 18-49 and 25-54:

STATION	PROGRAM	MONDAY	RW18-49	RW25-54	RA18-49	RA25-54
WFRV	Raymond	8P	11.9	12.6	9.6	10.0
WFRV	CSI: Miami	9P	11.0	11.9	8.3	9.3
WFRV	Two and Half Men	830P	9.9	10.8	8.5	9.1
WFRV	Listen Up	730P	3.7	5.1	3.4	4.9
WFRV	Still Standing	7P	4.7	6.1	4.4	6.1
WBAY	ABC Mon Movie	8P	11.9	13.2	15.2	18.2
WGBA	Fear Factor	7P	6.0	5.7	5.0	5.4
WGBA	Las Vegas	8P	3.6	4.4	3.5	4.4
WIWB	7 th Heaven	7P	14.3	8.3	8.4	4.8
WIWB	Everwood	8P	7.8	5.6	4.7	3.6
WLUK	Trading Spouses	7P	3.6	3.8	2.7	2.8
WLUK	Swan 2	8P	3.6	4.4	3.5	4.4
WACY	Half & Half	730P	0.3	0.3	0.4	0.5

- Monday nights as you can see above are one of WFRV's best nights of the week. With Monday Night Football over, WFRV should continue to lead the way in every time period for all major demos in 1st Quarter 2005.

TUESDAY

- Amazing Race** and **Judging Amy** are 2 out of the top 6 vehicles on Tuesday nights in target demos – with **Judging Amy** ranking as high as #2 in W25-54. This is a competitive night in Green Bay and look for this trend to continue well into Feb'05.
- 7P **Navy NCIS'** 25-54 shares are up over Nov'03 and its Feb'04 deliveries – making'04 actuals a non-issue.
- Amazing Race** delivered very strong 5 to 7 ratings in target Women and Adult demos in Nov'04. This solid performance is due to the impressive growth displayed from both book-to-book and year-to-year in HH all major demos.

WFRV SHARE GAINS	SW18-49	SW25-54	SA18-49	SA25-54
May'04-Nov'04	+58%	+31%	+39%	+13%
Nov'03-Nov'04	+176%	+84%	+191%	+71%

- The **Amazing Race** starts a new season on March 1st, 2005.

WEDNESDAY

- Wednesday nights were one of the toughest of the week to be #1 with so much top notch programming from all of the stations, but WFRV's newest hit drama, **CSI: NY** does just that. **CSI: NY** is #1 in both women and adults 18-34 as well as the important Women 18-49 demo.

THURSDAY

- WFRV's Thursday line-up of **Survivor**, **CSI** and **Without A Trace** is #1 in Women and Adults in Green Bay Prime – producing the top 2, and 3 out of the top 4 for the night:

STATION	PROGRAM	TIME	RW18-49	RW25-54	RA18-49	RA25-54
WFRV	Survivor	Thu/7P	18.9	19.8	13.9	16.3
WFRV	CSI:	Thu/8P	21.6	17.4	16.4	16.3
WFRV	Without-Trace	Thu/9P	12.8	10.0	8.7	8.3
WGBA	Apprentice	Thu/8P	8.2	9.8	7.6	8.7
WGBA	E.R.	Thu/9P	13.3	12.9	9.8	10.1
WGBA	Joey	Thu/7P	6.8	7.7	4.9	5.5
WGBA	Will & Grace	Thu/730P	4.8	5.0	3.3	3.4
WBAY	Primetime Live	Thu/9P	4.4	6.2	2.4	3.8
WBAY	Extreme Makeover	Thu/7P	2.1	2.8	1.4	2.0
WLUK	The O.C.	7P	4.0	3.7	4.4	4.2

Survivor returns with a new season in the 7-8P time period starting 2/17/05

FRIDAY

Joan of Arcadia is Green Bay's overwhelming choice for the #1 vehicle on Friday nights among women and adults 18-49/25-54!

STATION	PROGRAM	TIME	RW18-49	RW25-54	RA18-49	RA25-54
WFRV	Joan of Arcadia	Fri/7P	9.4	7.7	6.3	6.2
WIWB	Reba	Fri/8P	4.8	6.7	3.8	5.1
WIWB	Blue Collar TV	Fri/830P	4.3	5.6	3.4	3.8
WIWB	Grounded For Life	Fri/730P	4.1	5.0	2.9	3.5
WBAY	20/20	Fri/9P	4.4	4.6	3.4	3.7
WBAY	Hope and Faith	Fri/8P	4.2	5.6	4.7	5.3
WBAY	8 Simple Rules	Fri/7P	3.3	5.5	3.0	5.6
WBAY	Less Than Perfect	Fri/830P	3.8	5.1	2.9	4.8
WGBA	3 rd Watch	8P	3.0	3.6	2.4	3.1

The 10-11P time period is getting a new program 1st Quarter '05: **Numbers** will be premiering.

▪ **Program Description:**

A drama about an FBI agent (Rob Morrow, **Northern Exposure**) who recruits his mathematical genius brother (David Krumholtz, **The Lyon's Den**) to help the Bureau solve a wide range of challenging crimes in Los Angeles.

SATURDAY

- The 8P time slot welcomes a reality series, **Wickedly Perfect**, on 2/19/05.

▪ **Program Description:**

Wickedly Perfect will pit 12 people with a creative knack for the finer things in life in a no-holds-barred competition to crown the country's new authority on at-home living. The contestants will compete in different areas of beautifying the home and entertaining, including gardening, cooking, baking, sewing, crafts, floral arranging and decorating. In addition to chronicling relationships that develop amongst the participants each week a contestant will be eliminated from the series when they are judged on their flair for elegant living, party planning and expertise in homemaking.

- **Crimetime Saturday** and **48 Hour Mysteries** are also very competitive and will continue to be viable options for buyers in Saturday night Prime.

SUNDAY

- Even with the resurgence of WBAY's ABC Prime, **Cold Case** and the **CBS Sunday Movie** are still among the top choices on Sunday nights in key demos.

See Planner For More Estimates, Comments, and Information.

SPORTS AND SPECIALS

SPORTS

NCAA BASKETBALL

PGA GOLF

CBS SPORTS SPECTACULAR

DATE

JAN. 8TH – APR. 4TH

FEB. 5TH – NOV. 13TH

JAN. 23RD – APR. 3RD

SPECIALS

47TH ANNUAL GRAMMY AWARDS

DATE

FEB 13TH

OBJECTIONS & RESPONSES

Objection: Your Late News is not as strong as WBAY's, why should I buy you?

Response: WFRV's CBS 5 News at 10P delivers competitive numbers against WBAY, and beats WGBA and WLUK in Late News. We're up from last year in all target demos while WBAY declined. Bolstered by a growing CBS Prime lead-in WFRV is clearly heading in the right direction and is now virtually tied for #1 in 25-54 demos.

Objection: Daytime in Green Bay is very competitive so, why should I give you more of my Daytime dollars?

Response: **Live with Regis & Kelly** and **The Price is Right** are among the elite of Green Bay's Daytime. They generate strong ratings and make WFRV quality audience the choice for your Daytime dollars. Also **Young and Restless** at 11AM is a strong competitor in target women versus other competing Daytime vehicles.

Objection: WBAY is getting the majority of my Early News Dollars, and I'm splitting dollars evenly between you and WLUK at 5P and WGBA at 6P.

Response: Hold On! – We have the market's #1 ranked Early newscast at 5P and deserve a sizable share of your budget. Based on WLLUK' and WGBA's target 25-54 deliveries, they shouldn't even be in consideration.

Objection Prime Access is too competitive to give you a bigger share?

Response WFRV has the #1 Access vehicle in many target demos with Wheel of Fortune. Nobody is remotely close to delivering target Women 18-49/25-54 ratings so - the question you should be asking is why not buy WFRV's Prime Access?



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