



Monday-Sunday

9-10 PM

LATE NEWS



**TAKE THE LATE NEWS QUIZ!
Guess The Station**

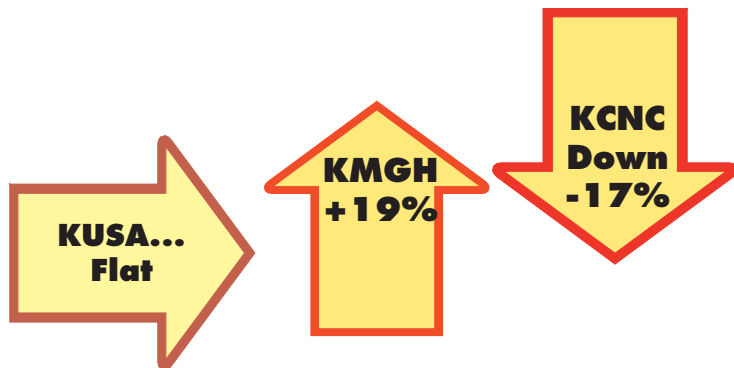
M-F May '04 Actuals
KWGN, KCNC, KMGH?

**Performance
May '03 to May '04**

Answer	RA 18-49	RA25-54
A.	3.5	3.3
B.	3.7	4.3
C.	2.9	3.5

Answers: A. KWGN B. KCNC C. KMGH

- WB2 News is the fastest growing Late Newscast in Denver. Up +34% from May '03 to May '04 and shares grew +15% from Feb '04 to May '04
- With WB prime expanding to a 6th night, WB2 News will have stronger lead-in programming.
- WB2 News is the #2 Cume Thousands newscast (400,000 weekly HH) May '04 NSI
- Year to Year (May to May, Feb to Feb, Nov to Nov) WB2 News has shown consistent growth.



Fall '04 Estimates

Time	HH	A18-49	W18-49	A25-54	W25-54
9-10p	6.0/9	4.0/8	4.0/8	4.0/9	5.0/9

Rationale: WB2 News May '04 share +15% x Nov '03 HUT/PUTs Estimates based on 15% increase over May '04 shares applied to Nov HUT/PUTs