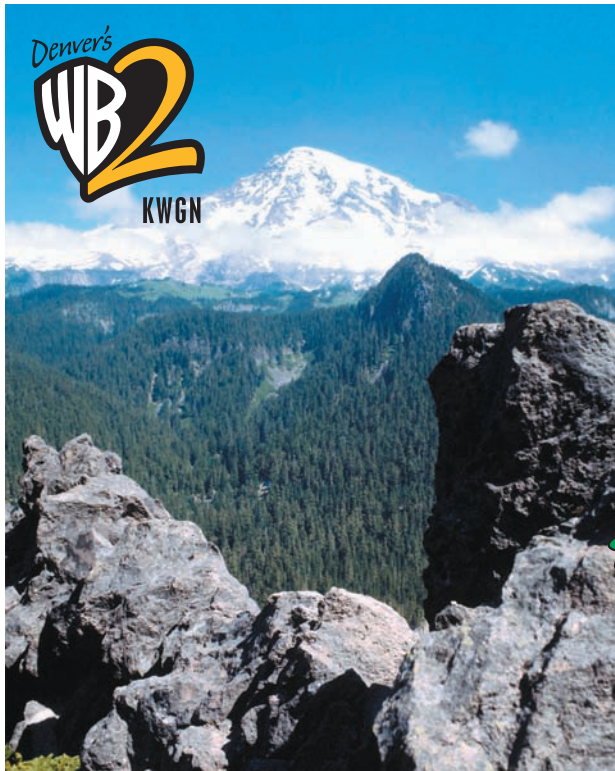


your morning grind is about to get smoother.



January 2000



Good Morning Colorado!

A New Day Dawns



January 17, 2000

On January 17th, Denver's WB2's growing News Department will kick off our exclusive early morning newscast, "Good Morning Colorado."

What is "WB2day?"

"WB2day," is three hours of local news, weather, traffic and entertainment delivered live every weekday from 6-9am on Denver's WB2. The three hours will be devoted to the local scene—something that's long overdue in Denver.

WB2day

Is not your traditional morning show, it will be more localized, fun and fast paced. It's the kind of show that will wake viewers up and send them out the door with a smile on their face and all the information they need to start their day.

The Newscast will center on:

- Local News**
- Live Traffic Reports**
- Comprehensive Local and National Weather Forecasts**
- The Latest Local and International Business News**
- The Latest in Health News**
- Sports**

WB2 News at Nine is the fastest growing News in Denver and is a great foundation for the launch of WB2day.



WB2 News has shown dramatic growth year to year. {Adults 25-54}

<u>Book</u>	<u>Book</u>	<u>% Increase</u>
Oct '97	Oct '98	+75%
Nov '97	Nov '98	+33%
Feb '98	Feb '99	+20%
May '98	May '99	+17%
July '98	July '99	+50%

Source: Nielsen Share growth analysis year to year

WB2 Late News is the #2 cuming Late News in Denver (000's)

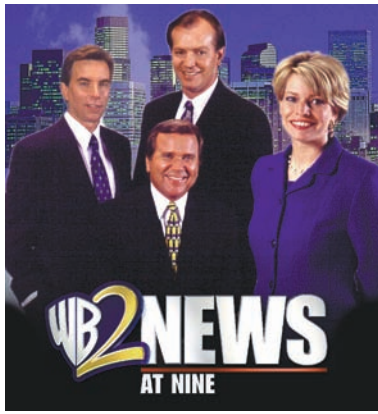
<u>Station</u>	<u>Unduplicated Weekly Cume (000's)</u>	<u>Avg. Daily HH (000's)</u>	<u>% Unduplicated Nightly</u>	<u>% Duplicated Nightly</u>
KWGN	400	88	91%	9%
KUSA	614	235	52%	48%
KCNC	368	110	67%	33%
KMGH	349	91	77%	23%

Source: Nielsen May '99 Cume Study

WB2 News is the most Upscale Late News in the Denver Market

<u>Criteria</u>	<u>Index</u>	<u>Rank</u>	<u>Criteria</u>	<u>Index</u>	<u>Rank</u>	<u>Criteria</u>	<u>Index</u>	<u>Rank</u>
College Grad	115	#1	HH Uses Am Ex	115	#1	Owns Computer	105	#1 tie
Post Grad	134	#1	Home Value \$350k	131	#1	Owns Cell Phone	122	#1
Executive	119	#1	HH has Investment	131	#2	Owns 2+ Vehicles	123	#1

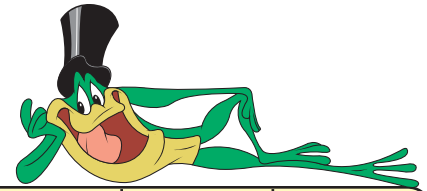
Source: Scarborough



Late News... HH to Demo Comp Feb '99

There is a very strong correlation between Late News HH Rating to Demo Rating composition and Local Early Morning News HH Rating to Demo Rating composition.

Source: Nielsen Feb '99



KUSA	<u>M-F</u> 6-7a	<u>HH</u> 7.1	<u>RA1849</u> 5.1 72%	<u>RA2554</u> 5.6 79%	<u>RW1849</u> 6.0 85%	<u>RW2554</u> 6.6 93%	<u>RA35+</u> 4.7 66%
	10p-10:37p	17.2	11.2 65%	12.9 75%	12.5 73%	14.2 83%	14.3 83%
KMGH	<u>M-F</u> 6-7a	<u>HH</u> 1.8	<u>RA1849</u> 0.8 44%	<u>RA2554</u> 1.3 72%	<u>RW1849</u> 1.0 56%	<u>RW2554</u> 1.7 94%	<u>RA35+</u> 1.6 89%
	10p-10:37p	6.4	2.9 45%	3.5 55%	3.9 61%	4.5 70%	5.5 86%
KCNC	<u>M-F</u> 6-7a	<u>HH</u> 4.1	<u>RA1849</u> 1.9 46%	<u>RA2554</u> 2.1 51%	<u>RW1849</u> 2.2 54%	<u>RW2554</u> 2.3 56%	<u>RA35+</u> 3.4 83%
	10p-10:37p	8.6	4.0 42%	4.8 51%	3.9 44%	4.7 56%	7.6 93%
KWGN	<u>M-F</u> 9p-10p	<u>HH</u> 4.9	<u>RA1849</u> 2.9 59%	<u>RA2554</u> 3.1 63%	<u>RW1849</u> 3.3 67%	<u>RW2554</u> 3.8 67%	<u>RA35+</u> 4.2 86%

People who watch Denver's WB2 News are Heavy Early Morning News Viewers

Now the last thing you see at night...Will be the first thing you see in the morning...

Viewers who end the day with WB2 Late News will automatically be tuned to **"WB2day."**



Feb '99				
Demo	Station	# of Early Morning News Viewers	KWGN-WB2's Late News Viewers who watch EMN	% of EMN Viewers who also watch WB2 Late News
HH	KUSA	238,000	57,000	24%
	KMGH	102,000	28,000	27%
	KCNC	174,000	94,000	54%
18-49	KUSA	229,000	52,000	22%
	KMGH	62,000	14,000	23%
	KCNC	117,000	55,000	47%
25-54	KUSA	252,000	54,000	21%
	KMGH	83,000	18,000	22%
	KCNC	126,000	62,000	49%

How to Read: 57,000 of WB2's Late News HH viewers watch KUSA's Early Morning News. 24% of KUSA's EMN HH audience is comprised of WB2's Late News viewers. Until now they did not have a choice. Now they do! (Source: Nielsen Custom Study, Feb '99 DMA) One Week, M-F unduplicated cume



In Denver Local News Is Preferred Over National Network Coverage

When Early Morning News shifts from local to network coverage, (The Today Show, Good Morning America, and CBS This Morning) their shares decline significantly.

Let's Take A Look:

Feb '99 Shares

<u>KCNC/Feb '99</u>	<u>M-F</u>	<u>HH</u>	<u>A1849</u>	<u>A2554</u>	<u>W1849</u>	<u>W2554</u>	<u>A35+</u>
News 4 This Morning	6-8a	17	20	19	19	19	27
CBS This Morning	8a-9a	14	15	15	14	14	20

% Difference 6-8a to 8-9a -18% -25% -21% -26% -26% -26%

<u>KUSA/Feb '99</u>	<u>M-F</u>	<u>HH</u>	<u>A1849</u>	<u>A2554</u>	<u>W1849</u>	<u>W2554</u>	<u>A35+</u>
9 News 6AM	6-7a	33	53	51	54	53	40
Today Show	7a-9a	26	39	41	41	44	35

% Difference 6-7a to 7-9a -21% -26% -20% -24% -17% -13%

<u>KMGH/Feb '99</u>	<u>M-F</u>	<u>HH</u>	<u>A1849</u>	<u>A2554</u>	<u>W1849</u>	<u>W2554</u>	<u>A35+</u>
7 News 6AM	6-7a	8	8	11	9	14	13
Good Morning America	7a-9a	11	7	10	9	10	17

% Difference 6-7a to 7-9a +38% -13% -9% 0% -29% +31%

Denver's WB2 will benefit from 3 hours of strictly local coverage.

Tribune Company has proven success in Launching Early Morning News...

<u>Station</u>	<u>Market</u>	<u>Debut Book</u>	<u>HH</u> <u>Rtg/Shr</u>	<u>A18-49</u> <u>Rtg/Shr</u>	<u>A25-54</u> <u>Rtg/Shr</u>
KTLA	LA	Nov '93	2.5/13	1.5/22	1.5/19
WGN	Chicago	Nov '96	2.0/10	1/10	1/10

...at the expense of the competition. Let's look at Chicago starting one book prior to WGN's launch and the influence of the launch.



6-7AM WMAQ-TV/NBC Prior to and After Tribune Launch

<u>Book</u>	<u>HH</u> <u>Rtg/Shr</u>	<u>A18-49</u> <u>Rtg/Shr</u>	<u>A25-54</u> <u>Rtg/Shr</u>	<u>A35+</u> <u>Rtg/Shr</u>	<u>W18-49</u> <u>Rtg/Shr</u>	<u>W25-54</u> <u>Rtg/Shr</u>
July '96	3.9/25.3	2.1/29.0	2.5/29.8	2.8/33.1	2.7/32.9	3.3/33.1
Nov '96	4.0/20.7	2.2/27.6	2.5/26.5	2.6/24.5	2.4/26.3	2.8/25.8
Shr Decline	-18%	-5%	-11%	-26%	-20%	-22%

7-9AM WMAQ-TV NBC Prior to and After Tribune Launch

<u>Book</u>	<u>HH</u> <u>Rtg/Shr</u>	<u>A18-49</u> <u>Rtg/Shr</u>	<u>A25-54</u> <u>Rtg/Shr</u>	<u>A35+</u> <u>Rtg/Shr</u>	<u>W18-49</u> <u>Rtg/Shr</u>	<u>W25-54</u> <u>Rtg/Shr</u>
July '96	4.5/18.2	1.9/21.9	2.2/22.7	3.2/25.7	2.5/22.8	3.0/23.8
Nov '96	3.6/13.7	1.4/15.5	1.8/17.7	2.3/18.6	1.9/16.2	2.2/17.5
Shr Decline	-25%	-29%	-22%	-28%	-29%	-26%

Early Morning News Launch Nov '96/Source: Nielsen

WB2's Late News Ratings are equal to or better than WGN and KTLA's Late News prior to their successful Early Morning News launch.

<u>Book</u>	<u>Market</u>	<u>HH Rtg/Shr</u>	<u>A18-49 Rtg/Shr</u>	<u>A25-54 Rtg/Shr</u>	<u>A35+ Rtg/Shr</u>	<u>W18-49 Rtg/Shr</u>	<u>W25-54 Rtg/Shr</u>
Jul '99	KWGN	5.2/9	3.0/9	3.4/9	4.6/9	3.0/9	3.4/9
Jul '96	WGN	6.6/10	2.5/6	2.9/6	5.5/10	2.4/5	3.1/6
Jul '93	KTLA	5.9/11	3.1/9	3.5/9	4.6/11	2.8/7	2.9/7

Source: Nielsen

Research shows that stations with a strong, established Late News franchise have a greater success in launching morning news programming.



WB2day on Denver's WB2

To Summarize:

1. WB2 Is Introducing Denver's first and only 3 hour Early Morning Newscast; **"WB2day"**
2. WB2 has shown dramatic growth in Late News and is continuing to grow
3. WB2 is the number 2 Cume station in Late News
4. WB2 News is one of the most upscale news in Denver
5. WB2 Late News viewers are heavy Early Morning News viewers
6. The demo comps are very similar from Late News to Early Morning News
7. In Denver Local News is preferred to National News
8. Tribune has a proven record with launching Early Morning News
9. **"WB2day,"** will be a great lead in to WB2's strongest Daytime ever

A Good Start To Your Morning!

WB2day Estimate ... M-F 6-9A

We conservatively estimate an 11 HH shr (Avg HH Shr from similar Tribune Early Morning News Launches. KTLA, Los Angeles and WGN, Chicago) x TP HUT 26.5. Demo composition in proportion to WB2 News at Nine.



<u>HH</u> <u>Rtg/Shr</u> 2.9/11.0	<u>A18-49</u> <u>Rtg/Shr</u> 1.7/18.0	<u>A25-54</u> <u>Rtg/Shr</u> 1.8/16.0	<u>A35+</u> <u>Rtg/Shr</u> 2.5/20.0	<u>W18-49</u> <u>Rtg/Shr</u> 1.9/17.0	<u>W25-54</u> <u>Rtg/Shr</u> 1.9/15
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