

# *PROGRAMMING*

*PART 2*

**PUBLIC PROGRAMMING  
REPORTS  
BROKEN DOWN  
BY QUARTERS**

**\* \* \* \* CHANNEL 53 \* \* \* \***

**1<sup>ST</sup> Quarter**

**January 1 – March 31, 2007**

**Total Programming Hours**

**2,160 Hours**

**\* \* \* CHANNEL 53 \* \* \***

**Programming Analysis**  
For Schedule Dates: 1/1/2007 to 3/31/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>All Programming</b>            |                |                 |                                     |
| First Run                         | 148.02         | 218             | 218                                 |
| Repeat                            | 2011.17        | 2366            | 400                                 |
| <b>Total First Run and Repeat</b> | <b>2159.18</b> | <b>2584</b>     | <b>444</b>                          |

| <b>By Origin</b>                  |                |             |            |
|-----------------------------------|----------------|-------------|------------|
| <b>Imported</b>                   |                |             |            |
| First Run                         | 2.82           | 6           | 6          |
| Repeat                            | 2.40           | 4           | 4          |
| <b>Total First Run and Repeat</b> | <b>5.22</b>    | <b>10</b>   | <b>8</b>   |
| <b>Internal</b>                   |                |             |            |
| First Run                         | 6.50           | 1           | 1          |
| Repeat                            | 1202.83        | 1155        | 3          |
| <b>Total First Run and Repeat</b> | <b>1209.33</b> | <b>1156</b> | <b>3</b>   |
| <b>Local</b>                      |                |             |            |
| First Run                         | 64.00          | 107         | 107        |
| Repeat                            | 308.98         | 446         | 164        |
| <b>Total First Run and Repeat</b> | <b>372.98</b>  | <b>553</b>  | <b>179</b> |
| <b>Naleo</b>                      |                |             |            |
| First Run                         | 14.50          | 18          | 18         |
| Repeat                            | 262.37         | 434         | 104        |
| <b>Total First Run and Repeat</b> | <b>276.87</b>  | <b>452</b>  | <b>106</b> |
| <b>Presenter</b>                  |                |             |            |
| First Run                         | 60.20          | 86          | 86         |
| Repeat                            | 234.58         | 327         | 125        |
| <b>Total First Run and Repeat</b> | <b>294.78</b>  | <b>413</b>  | <b>148</b> |

| <b>By Subject</b>                 |               |            |           |
|-----------------------------------|---------------|------------|-----------|
| <b>Arts/Entertainment</b>         |               |            |           |
| First Run                         | 14.17         | 21         | 21        |
| Repeat                            | 179.40        | 236        | 77        |
| <b>Total First Run and Repeat</b> | <b>193.57</b> | <b>257</b> | <b>79</b> |

**Programming Analysis**  
For Schedule Dates: 1/1/2007 to 3/31/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>Community Info</b>             |                |                 |                                     |
| First Run                         | 28.98          | 30              | 30                                  |
| Repeat                            | 1363.38        | 1394            | 78                                  |
| <b>Total First Run and Repeat</b> | <b>1392.37</b> | <b>1424</b>     | <b>84</b>                           |
| <b>Community Service</b>          |                |                 |                                     |
| First Run                         | 3.35           | 5               | 5                                   |
| Repeat                            | 43.80          | 137             | 12                                  |
| <b>Total First Run and Repeat</b> | <b>47.15</b>   | <b>142</b>      | <b>12</b>                           |
| <b>Education, Adult</b>           |                |                 |                                     |
| First Run                         | 0.97           | 1               | 1                                   |
| Repeat                            | 12.37          | 16              | 2                                   |
| <b>Total First Run and Repeat</b> | <b>13.33</b>   | <b>17</b>       | <b>2</b>                            |
| <b>Education, Child</b>           |                |                 |                                     |
| First Run                         | 27.50          | 56              | 56                                  |
| Repeat                            | 47.00          | 95              | 52                                  |
| <b>Total First Run and Repeat</b> | <b>74.50</b>   | <b>151</b>      | <b>56</b>                           |
| <b>Health/Well Being</b>          |                |                 |                                     |
| First Run                         | 4.55           | 8               | 8                                   |
| Repeat                            | 42.28          | 67              | 22                                  |
| <b>Total First Run and Repeat</b> | <b>46.83</b>   | <b>75</b>       | <b>23</b>                           |
| <b>Issue Oriented</b>             |                |                 |                                     |
| First Run                         | 24.00          | 30              | 30                                  |
| Repeat                            | 162.28         | 187             | 66                                  |
| <b>Total First Run and Repeat</b> | <b>186.28</b>  | <b>217</b>      | <b>75</b>                           |
| <b>Other</b>                      |                |                 |                                     |
| First Run                         | 0.60           | 1               | 1                                   |
| Repeat                            | 10.93          | 31              | 3                                   |
| <b>Total First Run and Repeat</b> | <b>11.53</b>   | <b>32</b>       | <b>3</b>                            |

**Programming Analysis**  
For Schedule Dates: 1/1/2007 to 3/31/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>PSA</b>                        |                |                 |                                     |
| First Run                         | 0.05           | 1               | 1                                   |
| Repeat                            | 0.07           | 2               | 1                                   |
| <b>Total First Run and Repeat</b> | <b>0.12</b>    | <b>3</b>        | <b>2</b>                            |
| <b>Religion/Spiritual</b>         |                |                 |                                     |
| First Run                         | 33.85          | 55              | 55                                  |
| Repeat                            | 105.13         | 146             | 64                                  |
| <b>Total First Run and Repeat</b> | <b>138.98</b>  | <b>201</b>      | <b>85</b>                           |
| <b>Sports</b>                     |                |                 |                                     |
| First Run                         | 10.00          | 10              | 10                                  |
| Repeat                            | 44.52          | 55              | 23                                  |
| <b>Total First Run and Repeat</b> | <b>54.52</b>   | <b>65</b>       | <b>23</b>                           |
| <b>By Program Owner</b>           |                |                 |                                     |
| <b>Client</b>                     |                |                 |                                     |
| First Run                         | 10.18          | 13              | 13                                  |
| Repeat                            | 197.32         | 251             | 86                                  |
| <b>Total First Run and Repeat</b> | <b>207.50</b>  | <b>264</b>      | <b>89</b>                           |
| <b>External</b>                   |                |                 |                                     |
| First Run                         | 126.02         | 197             | 197                                 |
| Repeat                            | 545.88         | 777             | 293                                 |
| <b>Total First Run and Repeat</b> | <b>671.90</b>  | <b>974</b>      | <b>334</b>                          |
| <b>Internal</b>                   |                |                 |                                     |
| First Run                         | 11.82          | 8               | 8                                   |
| Repeat                            | 1267.97        | 1338            | 21                                  |
| <b>Total First Run and Repeat</b> | <b>1279.78</b> | <b>1346</b>     | <b>21</b>                           |

**2<sup>ND</sup> Quarter**

**April 1 – June 30, 2007**

**Total Programming Hours**

**2,184 Hours**

**\* \* \* CHANNEL 53 \* \* \***

**Programming Analysis**  
For Schedule Dates: 4/1/2007 to 6/30/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>All Programming</b>            |                |                 |                                     |
| First Run                         | 146.85         | 225             | 225                                 |
| Repeat                            | 2037.13        | 2297            | 441                                 |
| <b>Total First Run and Repeat</b> | <b>2183.98</b> | <b>2522</b>     | <b>496</b>                          |

|                  |  |  |  |
|------------------|--|--|--|
| <b>By Origin</b> |  |  |  |
|------------------|--|--|--|

|                                   |              |           |           |
|-----------------------------------|--------------|-----------|-----------|
| <b>Imported</b>                   |              |           |           |
| First Run                         | 6.60         | 14        | 14        |
| Repeat                            | 3.80         | 8         | 3         |
| <b>Total First Run and Repeat</b> | <b>10.40</b> | <b>22</b> | <b>15</b> |

|                                   |                |             |          |
|-----------------------------------|----------------|-------------|----------|
| <b>Internal</b>                   |                |             |          |
| Repeat                            | 1252.55        | 1178        | 1        |
| <b>Total First Run and Repeat</b> | <b>1252.55</b> | <b>1178</b> | <b>1</b> |

|                                   |               |            |            |
|-----------------------------------|---------------|------------|------------|
| <b>Local</b>                      |               |            |            |
| First Run                         | 59.50         | 91         | 91         |
| Repeat                            | 273.78        | 394        | 168        |
| <b>Total First Run and Repeat</b> | <b>333.28</b> | <b>485</b> | <b>184</b> |

|                                   |               |            |            |
|-----------------------------------|---------------|------------|------------|
| <b>Naleo</b>                      |               |            |            |
| First Run                         | 27.57         | 31         | 31         |
| Repeat                            | 281.43        | 351        | 112        |
| <b>Total First Run and Repeat</b> | <b>309.00</b> | <b>382</b> | <b>117</b> |

|                                   |               |            |            |
|-----------------------------------|---------------|------------|------------|
| <b>Presenter</b>                  |               |            |            |
| First Run                         | 53.18         | 89         | 89         |
| Repeat                            | 225.57        | 366        | 157        |
| <b>Total First Run and Repeat</b> | <b>278.75</b> | <b>455</b> | <b>179</b> |

|                   |  |  |  |
|-------------------|--|--|--|
| <b>By Subject</b> |  |  |  |
|-------------------|--|--|--|

|                                   |               |            |           |
|-----------------------------------|---------------|------------|-----------|
| <b>Arts/Entertainment</b>         |               |            |           |
| First Run                         | 17.20         | 22         | 22        |
| Repeat                            | 151.87        | 207        | 86        |
| <b>Total First Run and Repeat</b> | <b>169.07</b> | <b>229</b> | <b>90</b> |

**Programming Analysis**  
For Schedule Dates: 4/1/2007 to 6/30/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>Community Info</b>             |                |                 |                                     |
| First Run                         | 18.30          | 26              | 26                                  |
| Repeat                            | 1416.90        | 1426            | 74                                  |
| <b>Total First Run and Repeat</b> | <b>1435.20</b> | <b>1452</b>     | <b>82</b>                           |
| <b>Community Service</b>          |                |                 |                                     |
| First Run                         | 10.47          | 10              | 10                                  |
| Repeat                            | 109.58         | 129             | 26                                  |
| <b>Total First Run and Repeat</b> | <b>120.05</b>  | <b>139</b>      | <b>26</b>                           |
| <b>Education, Adult</b>           |                |                 |                                     |
| First Run                         | 3.48           | 4               | 4                                   |
| Repeat                            | 9.43           | 11              | 5                                   |
| <b>Total First Run and Repeat</b> | <b>12.92</b>   | <b>15</b>       | <b>6</b>                            |
| <b>Education, Child</b>           |                |                 |                                     |
| First Run                         | 23.50          | 47              | 47                                  |
| Repeat                            | 35.28          | 71              | 44                                  |
| <b>Total First Run and Repeat</b> | <b>58.78</b>   | <b>118</b>      | <b>49</b>                           |
| <b>Health/Well Being</b>          |                |                 |                                     |
| First Run                         | 1.40           | 2               | 2                                   |
| Repeat                            | 38.08          | 69              | 30                                  |
| <b>Total First Run and Repeat</b> | <b>39.48</b>   | <b>71</b>       | <b>31</b>                           |
| <b>Issue Oriented</b>             |                |                 |                                     |
| First Run                         | 21.80          | 29              | 29                                  |
| Repeat                            | 102.43         | 138             | 55                                  |
| <b>Total First Run and Repeat</b> | <b>124.23</b>  | <b>167</b>      | <b>63</b>                           |
| <b>Music</b>                      |                |                 |                                     |
| Repeat                            | 0.90           | 1               | 1                                   |
| <b>Total First Run and Repeat</b> | <b>0.90</b>    | <b>1</b>        | <b>1</b>                            |
| <b>Other</b>                      |                |                 |                                     |
| Repeat                            | 1.05           | 6               | 2                                   |
| <b>Total First Run and Repeat</b> | <b>1.05</b>    | <b>6</b>        | <b>2</b>                            |

**Programming Analysis**  
For Schedule Dates: 4/1/2007 to 6/30/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>PSA</b>                        |                |                 |                                     |
| First Run                         | 0.10           | 2               | 2                                   |
| Repeat                            | 0.03           | 1               | 1                                   |
| <b>Total First Run and Repeat</b> | <b>0.13</b>    | <b>3</b>        | <b>3</b>                            |
| <b>Religion/Spiritual</b>         |                |                 |                                     |
| First Run                         | 37.37          | 69              | 69                                  |
| Repeat                            | 123.25         | 183             | 93                                  |
| <b>Total First Run and Repeat</b> | <b>160.62</b>  | <b>252</b>      | <b>118</b>                          |
| <b>Sports</b>                     |                |                 |                                     |
| First Run                         | 13.23          | 14              | 14                                  |
| Repeat                            | 48.32          | 55              | 24                                  |
| <b>Total First Run and Repeat</b> | <b>61.55</b>   | <b>69</b>       | <b>25</b>                           |
| <b>By Program Owner</b>           |                |                 |                                     |
| <b>Client</b>                     |                |                 |                                     |
| First Run                         | 15.43          | 19              | 19                                  |
| Repeat                            | 150.38         | 186             | 77                                  |
| <b>Total First Run and Repeat</b> | <b>165.82</b>  | <b>205</b>      | <b>82</b>                           |
| <b>External</b>                   |                |                 |                                     |
| First Run                         | 118.78         | 193             | 193                                 |
| Repeat                            | 502.65         | 767             | 327                                 |
| <b>Total First Run and Repeat</b> | <b>621.43</b>  | <b>960</b>      | <b>377</b>                          |
| <b>Internal</b>                   |                |                 |                                     |
| First Run                         | 12.63          | 13              | 13                                  |
| Repeat                            | 1384.10        | 1344            | 37                                  |
| <b>Total First Run and Repeat</b> | <b>1396.73</b> | <b>1357</b>     | <b>37</b>                           |

**3<sup>RD</sup> Quarter**

**July 1 – September 30, 2007**

**Total Programming Hours**

**2,208 Hours**

**\* \* \* CHANNEL 53 \* \* \***

**Programming Analysis**  
For Schedule Dates: 7/1/2007 to 9/30/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>All Programming</b>            |                |                 |                                     |
| First Run                         | 107.43         | 176             | 176                                 |
| Repeat                            | 2100.55        | 2455            | 482                                 |
| <b>Total First Run and Repeat</b> | <b>2207.98</b> | <b>2631</b>     | <b>520</b>                          |

|                  |  |  |  |
|------------------|--|--|--|
| <b>By Origin</b> |  |  |  |
|------------------|--|--|--|

|                                   |              |           |           |
|-----------------------------------|--------------|-----------|-----------|
| <b>Imported</b>                   |              |           |           |
| First Run                         | 8.80         | 16        | 16        |
| Repeat                            | 5.72         | 11        | 9         |
| <b>Total First Run and Repeat</b> | <b>14.52</b> | <b>27</b> | <b>21</b> |

|                                   |                |             |          |
|-----------------------------------|----------------|-------------|----------|
| <b>Internal</b>                   |                |             |          |
| Repeat                            | 1281.80        | 1189        | 1        |
| <b>Total First Run and Repeat</b> | <b>1281.80</b> | <b>1189</b> | <b>1</b> |

|                                   |               |            |            |
|-----------------------------------|---------------|------------|------------|
| <b>Local</b>                      |               |            |            |
| First Run                         | 36.45         | 59         | 59         |
| Repeat                            | 301.90        | 433        | 168        |
| <b>Total First Run and Repeat</b> | <b>338.35</b> | <b>492</b> | <b>174</b> |

|                                   |               |            |            |
|-----------------------------------|---------------|------------|------------|
| <b>Naleo</b>                      |               |            |            |
| First Run                         | 29.65         | 44         | 44         |
| Repeat                            | 328.98        | 529        | 138        |
| <b>Total First Run and Repeat</b> | <b>358.63</b> | <b>573</b> | <b>142</b> |

|                                   |               |            |            |
|-----------------------------------|---------------|------------|------------|
| <b>Presenter</b>                  |               |            |            |
| First Run                         | 32.53         | 57         | 57         |
| Repeat                            | 182.15        | 293        | 166        |
| <b>Total First Run and Repeat</b> | <b>214.68</b> | <b>350</b> | <b>182</b> |

|                   |  |  |  |
|-------------------|--|--|--|
| <b>By Subject</b> |  |  |  |
|-------------------|--|--|--|

|                                   |               |            |           |
|-----------------------------------|---------------|------------|-----------|
| <b>Arts/Entertainment</b>         |               |            |           |
| First Run                         | 14.55         | 23         | 23        |
| Repeat                            | 202.20        | 287        | 97        |
| <b>Total First Run and Repeat</b> | <b>216.75</b> | <b>310</b> | <b>99</b> |

**Programming Analysis**

For Schedule Dates: 7/1/2007 to 9/30/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>Community Info</b>             |                |                 |                                     |
| First Run                         | 19.50          | 18              | 18                                  |
| Repeat                            | 1461.45        | 1429            | 89                                  |
| <b>Total First Run and Repeat</b> | <b>1480.95</b> | <b>1447</b>     | <b>90</b>                           |
| <b>Community Service</b>          |                |                 |                                     |
| First Run                         | 8.32           | 11              | 11                                  |
| Repeat                            | 83.35          | 98              | 28                                  |
| <b>Total First Run and Repeat</b> | <b>91.67</b>   | <b>109</b>      | <b>30</b>                           |
| <b>Education, Adult</b>           |                |                 |                                     |
| Repeat                            | 6.12           | 8               | 3                                   |
| <b>Total First Run and Repeat</b> | <b>6.12</b>    | <b>8</b>        | <b>3</b>                            |
| <b>Education, Child</b>           |                |                 |                                     |
| First Run                         | 17.00          | 34              | 34                                  |
| Repeat                            | 24.42          | 51              | 33                                  |
| <b>Total First Run and Repeat</b> | <b>41.42</b>   | <b>85</b>       | <b>36</b>                           |
| <b>Health/Well Being</b>          |                |                 |                                     |
| First Run                         | 2.32           | 4               | 4                                   |
| Repeat                            | 46.00          | 76              | 35                                  |
| <b>Total First Run and Repeat</b> | <b>48.32</b>   | <b>80</b>       | <b>37</b>                           |
| <b>Issue Oriented</b>             |                |                 |                                     |
| First Run                         | 11.35          | 16              | 16                                  |
| Repeat                            | 90.50          | 127             | 54                                  |
| <b>Total First Run and Repeat</b> | <b>101.85</b>  | <b>143</b>      | <b>62</b>                           |
| <b>Music</b>                      |                |                 |                                     |
| Repeat                            | 0.92           | 1               | 1                                   |
| <b>Total First Run and Repeat</b> | <b>0.92</b>    | <b>1</b>        | <b>1</b>                            |
| <b>Other</b>                      |                |                 |                                     |
| First Run                         | 3.53           | 3               | 3                                   |
| Repeat                            | 36.33          | 50              | 6                                   |
| <b>Total First Run and Repeat</b> | <b>39.87</b>   | <b>53</b>       | <b>6</b>                            |

**Programming Analysis**  
For Schedule Dates: 7/1/2007 to 9/30/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>PSA</b>                        |                |                 |                                     |
| First Run                         | 0.68           | 11              | 11                                  |
| Repeat                            | 6.95           | 107             | 14                                  |
| <b>Total First Run and Repeat</b> | <b>7.63</b>    | <b>118</b>      | <b>14</b>                           |
| <b>Religion/Spiritual</b>         |                |                 |                                     |
| First Run                         | 27.37          | 52              | 52                                  |
| Repeat                            | 95.95          | 165             | 98                                  |
| <b>Total First Run and Repeat</b> | <b>123.32</b>  | <b>217</b>      | <b>115</b>                          |
| <b>Sports</b>                     |                |                 |                                     |
| First Run                         | 2.82           | 4               | 4                                   |
| Repeat                            | 46.37          | 56              | 24                                  |
| <b>Total First Run and Repeat</b> | <b>49.18</b>   | <b>60</b>       | <b>27</b>                           |
| <b>By Program Owner</b>           |                |                 |                                     |
| <b>Client</b>                     |                |                 |                                     |
| First Run                         | 20.52          | 22              | 22                                  |
| Repeat                            | 214.47         | 289             | 90                                  |
| <b>Total First Run and Repeat</b> | <b>234.98</b>  | <b>311</b>      | <b>92</b>                           |
| <b>External</b>                   |                |                 |                                     |
| First Run                         | 77.78          | 132             | 132                                 |
| Repeat                            | 490.18         | 738             | 344                                 |
| <b>Total First Run and Repeat</b> | <b>567.97</b>  | <b>870</b>      | <b>378</b>                          |
| <b>Internal</b>                   |                |                 |                                     |
| First Run                         | 9.13           | 22              | 22                                  |
| Repeat                            | 1395.90        | 1428            | 48                                  |
| <b>Total First Run and Repeat</b> | <b>1405.03</b> | <b>1450</b>     | <b>50</b>                           |

**4<sup>TH</sup> Quarter**

**October 1 – December 31, 2007**

**Total Programming Hours**

**2,208 Hours**

**\* \* \* CHANNEL 53 \* \* \***

**Programming Analysis**  
For Schedule Dates: 10/1/2007 to 12/31/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>All Programming</b>            |                |                 |                                     |
| First Run                         | 125.48         | 204             | 204                                 |
| Repeat                            | 2079.55        | 3090            | 596                                 |
| <b>Total First Run and Repeat</b> | <b>2205.03</b> | <b>3294</b>     | <b>631</b>                          |

|                  |  |  |  |
|------------------|--|--|--|
| <b>By Origin</b> |  |  |  |
|------------------|--|--|--|

| <b>Imported</b>                   |              |           |           |
|-----------------------------------|--------------|-----------|-----------|
| First Run                         | 6.05         | 13        | 13        |
| Repeat                            | 24.33        | 28        | 8         |
| <b>Total First Run and Repeat</b> | <b>30.38</b> | <b>41</b> | <b>21</b> |

| <b>Internal</b>                   |                |             |          |
|-----------------------------------|----------------|-------------|----------|
| First Run                         | 8.50           | 1           | 1        |
| Repeat                            | 1012.45        | 1359        | 2        |
| <b>Total First Run and Repeat</b> | <b>1020.95</b> | <b>1360</b> | <b>2</b> |

| <b>Local</b>                      |               |            |            |
|-----------------------------------|---------------|------------|------------|
| First Run                         | 46.73         | 78         | 78         |
| Repeat                            | 323.38        | 465        | 201        |
| <b>Total First Run and Repeat</b> | <b>370.12</b> | <b>543</b> | <b>206</b> |

| <b>Naleo</b>                      |               |            |            |
|-----------------------------------|---------------|------------|------------|
| First Run                         | 34.63         | 60         | 60         |
| Repeat                            | 473.67        | 830        | 206        |
| <b>Total First Run and Repeat</b> | <b>508.30</b> | <b>890</b> | <b>215</b> |

| <b>Presenter</b>                  |               |            |            |
|-----------------------------------|---------------|------------|------------|
| First Run                         | 29.57         | 52         | 52         |
| Repeat                            | 245.72        | 408        | 179        |
| <b>Total First Run and Repeat</b> | <b>275.28</b> | <b>460</b> | <b>187</b> |

|                   |  |  |  |
|-------------------|--|--|--|
| <b>By Subject</b> |  |  |  |
|-------------------|--|--|--|

| <b>Arts/Entertainment</b>         |               |            |            |
|-----------------------------------|---------------|------------|------------|
| First Run                         | 19.22         | 28         | 28         |
| Repeat                            | 217.80        | 331        | 145        |
| <b>Total First Run and Repeat</b> | <b>237.02</b> | <b>359</b> | <b>149</b> |

**Programming Analysis**

For Schedule Dates: 10/1/2007 to 12/31/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>Community Info</b>             |                |                 |                                     |
| First Run                         | 23.28          | 23              | 23                                  |
| Repeat                            | 1174.92        | 1572            | 95                                  |
| <b>Total First Run and Repeat</b> | <b>1198.20</b> | <b>1595</b>     | <b>101</b>                          |
| <b>Community Service</b>          |                |                 |                                     |
| First Run                         | 13.18          | 23              | 23                                  |
| Repeat                            | 181.95         | 289             | 51                                  |
| <b>Total First Run and Repeat</b> | <b>195.13</b>  | <b>312</b>      | <b>53</b>                           |
| <b>Education, Adult</b>           |                |                 |                                     |
| Repeat                            | 6.63           | 7               | 3                                   |
| <b>Total First Run and Repeat</b> | <b>6.63</b>    | <b>7</b>        | <b>3</b>                            |
| <b>Education, Child</b>           |                |                 |                                     |
| First Run                         | 26.50          | 53              | 53                                  |
| Repeat                            | 50.57          | 102             | 53                                  |
| <b>Total First Run and Repeat</b> | <b>77.07</b>   | <b>155</b>      | <b>55</b>                           |
| <b>Health/Well Being</b>          |                |                 |                                     |
| First Run                         | 1.17           | 2               | 2                                   |
| Repeat                            | 70.10          | 110             | 37                                  |
| <b>Total First Run and Repeat</b> | <b>71.27</b>   | <b>112</b>      | <b>37</b>                           |
| <b>Issue Oriented</b>             |                |                 |                                     |
| First Run                         | 10.32          | 13              | 13                                  |
| Repeat                            | 134.95         | 162             | 69                                  |
| <b>Total First Run and Repeat</b> | <b>145.27</b>  | <b>175</b>      | <b>70</b>                           |
| <b>Music</b>                      |                |                 |                                     |
| Repeat                            | 0.92           | 1               | 1                                   |
| <b>Total First Run and Repeat</b> | <b>0.92</b>    | <b>1</b>        | <b>1</b>                            |
| <b>Other</b>                      |                |                 |                                     |
| Repeat                            | 22.38          | 25              | 7                                   |
| <b>Total First Run and Repeat</b> | <b>22.38</b>   | <b>25</b>       | <b>7</b>                            |

**Programming Analysis**  
For Schedule Dates: 10/1/2007 to 12/31/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>PSA</b>                        |                |                 |                                     |
| First Run                         | 0.50           | 6               | 6                                   |
| Repeat                            | 16.12          | 218             | 17                                  |
| <b>Total First Run and Repeat</b> | <b>16.62</b>   | <b>224</b>      | <b>17</b>                           |
| <b>Religion/Spiritual</b>         |                |                 |                                     |
| First Run                         | 27.38          | 51              | 51                                  |
| Repeat                            | 138.58         | 189             | 90                                  |
| <b>Total First Run and Repeat</b> | <b>165.97</b>  | <b>240</b>      | <b>109</b>                          |
| <b>Sports</b>                     |                |                 |                                     |
| First Run                         | 3.93           | 5               | 5                                   |
| Repeat                            | 64.63          | 84              | 28                                  |
| <b>Total First Run and Repeat</b> | <b>68.57</b>   | <b>89</b>       | <b>29</b>                           |
| <b>By Program Owner</b>           |                |                 |                                     |
| <b>Client</b>                     |                |                 |                                     |
| First Run                         | 21.65          | 34              | 34                                  |
| Repeat                            | 251.40         | 354             | 135                                 |
| <b>Total First Run and Repeat</b> | <b>273.05</b>  | <b>388</b>      | <b>142</b>                          |
| <b>External</b>                   |                |                 |                                     |
| First Run                         | 77.78          | 134             | 134                                 |
| Repeat                            | 583.13         | 881             | 379                                 |
| <b>Total First Run and Repeat</b> | <b>660.92</b>  | <b>1015</b>     | <b>404</b>                          |
| <b>Internal</b>                   |                |                 |                                     |
| First Run                         | 26.05          | 36              | 36                                  |
| Repeat                            | 1245.02        | 1855            | 82                                  |
| <b>Total First Run and Repeat</b> | <b>1271.07</b> | <b>1891</b>     | <b>85</b>                           |

**PROGRAM ANALYSIS  
SELECTION CRITERIA  
(IVBB)**

**Jan. 1 – Dec. 31, 2007**

**\* \* \* CHANNEL 53 \* \* \***

# 2007 Total IVBB Hours

\* \* \* CHANNEL 53 \* \* \*

**Programming Analysis**  
For Schedule Dates: 1/1/2007 to 12/31/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>All Programming</b>            |                |                 |                                     |
| First Run                         | 15.00          | 2               | 2                                   |
| Repeat                            | 4749.68        | 4878            | 4                                   |
| <b>Total First Run and Repeat</b> | <b>4764.68</b> | <b>4880</b>     | <b>4</b>                            |

| <b>By Origin</b>                  |                |             |          |
|-----------------------------------|----------------|-------------|----------|
| <b>Internal</b>                   |                |             |          |
| First Run                         | 15.00          | 2           | 2        |
| Repeat                            | 4749.68        | 4878        | 4        |
| <b>Total First Run and Repeat</b> | <b>4764.68</b> | <b>4880</b> | <b>4</b> |

| <b>By Subject</b>                 |                |             |          |
|-----------------------------------|----------------|-------------|----------|
| <b>Community Info</b>             |                |             |          |
| First Run                         | 15.00          | 2           | 2        |
| Repeat                            | 4749.68        | 4878        | 4        |
| <b>Total First Run and Repeat</b> | <b>4764.68</b> | <b>4880</b> | <b>4</b> |

| <b>By Program Owner</b>           |                |             |          |
|-----------------------------------|----------------|-------------|----------|
| <b>Internal</b>                   |                |             |          |
| First Run                         | 15.00          | 2           | 2        |
| Repeat                            | 4749.68        | 4878        | 4        |
| <b>Total First Run and Repeat</b> | <b>4764.68</b> | <b>4880</b> | <b>4</b> |

**NA LEO O HAWAI'I  
COMMUNITY TELEVISION  
PROGRAMMING REPORTS  
FOR YEAR ENDING  
DECEMBER 2007**

**\* \* \* CHANNEL 54 \* \* \***

**PROGRAM ANALYSIS  
SELECTION CRITERIA  
(Programs)**

**Jan. 1 – Dec. 31, 2007**

**\* \* \* CHANNEL 54 \* \* \***

### Program Analysis Selection Criteria

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Checked Selections are included in Program Analysis Report...

**Program Origins**

- Imported
- Internal
- Local
- Naleo
- Presenter

**Program Subjects**

- Arts/Entertainment
- Comedy
- Community Info
- Community Service
- Education, Adult
- Education, Child
- Government
- Health/Well Being
- Issue Oriented
- Music
- Other
- PSA
- Religion/Spiritual
- Sports

**Program Owners**

- Client
- External
- Internal

**Channels**

- 1
- 2
- 3
- 4
- 5

**2007 Total  
Programming Hours**

**8,760 Hours**

**1<sup>ST</sup> Quarter - 2,160 Hours**

**2<sup>ND</sup> Quarter - 2,184 Hours**

**3<sup>RD</sup> Quarter - 2,208 Hours**

**4<sup>TH</sup> Quarter - 2,208 Hours**

**\* \* \* CHANNEL 54 \* \* \***

**Programming Analysis**  
For Schedule Dates: 1/1/2007 to 12/31/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>All Programming</b>            |                |                 |                                     |
| First Run                         | 838.02         | 926             | 926                                 |
| Repeat                            | 7921.97        | 8494            | 1125                                |
| <b>Total First Run and Repeat</b> | <b>8759.98</b> | <b>9420</b>     | <b>1297</b>                         |

|                  |  |  |  |
|------------------|--|--|--|
| <b>By Origin</b> |  |  |  |
|------------------|--|--|--|

|                                   |               |           |           |
|-----------------------------------|---------------|-----------|-----------|
| <b>Imported</b>                   |               |           |           |
| First Run                         | 61.85         | 56        | 56        |
| Repeat                            | 47.32         | 39        | 17        |
| <b>Total First Run and Repeat</b> | <b>109.17</b> | <b>95</b> | <b>58</b> |

|                                   |                |             |          |
|-----------------------------------|----------------|-------------|----------|
| <b>Internal</b>                   |                |             |          |
| First Run                         | 20.00          | 2           | 2        |
| Repeat                            | 4239.48        | 3962        | 3        |
| <b>Total First Run and Repeat</b> | <b>4259.48</b> | <b>3964</b> | <b>3</b> |

|                                   |                |             |            |
|-----------------------------------|----------------|-------------|------------|
| <b>Local</b>                      |                |             |            |
| First Run                         | 318.25         | 310         | 310        |
| Repeat                            | 1293.52        | 1504        | 432        |
| <b>Total First Run and Repeat</b> | <b>1611.77</b> | <b>1814</b> | <b>451</b> |

|                                   |                |             |            |
|-----------------------------------|----------------|-------------|------------|
| <b>Naleo</b>                      |                |             |            |
| First Run                         | 302.33         | 337         | 337        |
| Repeat                            | 1770.88        | 2213        | 446        |
| <b>Total First Run and Repeat</b> | <b>2073.22</b> | <b>2550</b> | <b>476</b> |

|                                   |               |            |            |
|-----------------------------------|---------------|------------|------------|
| <b>Presenter</b>                  |               |            |            |
| First Run                         | 135.58        | 221        | 221        |
| Repeat                            | 570.77        | 776        | 227        |
| <b>Total First Run and Repeat</b> | <b>706.35</b> | <b>997</b> | <b>309</b> |

|                   |  |  |  |
|-------------------|--|--|--|
| <b>By Subject</b> |  |  |  |
|-------------------|--|--|--|

|                                   |                |             |            |
|-----------------------------------|----------------|-------------|------------|
| <b>Arts/Entertainment</b>         |                |             |            |
| First Run                         | 110.15         | 142         | 142        |
| Repeat                            | 1193.57        | 1497        | 267        |
| <b>Total First Run and Repeat</b> | <b>1303.72</b> | <b>1639</b> | <b>271</b> |

**Programming Analysis**  
For Schedule Dates: 1/1/2007 to 12/31/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>Community Info</b>             |                |                 |                                     |
| First Run                         | 135.13         | 126             | 126                                 |
| Repeat                            | 4798.33        | 4753            | 186                                 |
| <b>Total First Run and Repeat</b> | <b>4933.47</b> | <b>4879</b>     | <b>191</b>                          |
| <b>Community Service</b>          |                |                 |                                     |
| First Run                         | 33.72          | 39              | 39                                  |
| Repeat                            | 406.73         | 493             | 70                                  |
| <b>Total First Run and Repeat</b> | <b>440.45</b>  | <b>532</b>      | <b>70</b>                           |
| <b>Education, Adult</b>           |                |                 |                                     |
| Repeat                            | 3.23           | 5               | 3                                   |
| <b>Total First Run and Repeat</b> | <b>3.23</b>    | <b>5</b>        | <b>3</b>                            |
| <b>Education, Child</b>           |                |                 |                                     |
| Repeat                            | 0.22           | 1               | 1                                   |
| <b>Total First Run and Repeat</b> | <b>0.22</b>    | <b>1</b>        | <b>1</b>                            |
| <b>Health/Well Being</b>          |                |                 |                                     |
| First Run                         | 112.85         | 174             | 174                                 |
| Repeat                            | 148.27         | 235             | 87                                  |
| <b>Total First Run and Repeat</b> | <b>261.12</b>  | <b>409</b>      | <b>183</b>                          |
| <b>Issue Oriented</b>             |                |                 |                                     |
| First Run                         | 43.45          | 47              | 47                                  |
| Repeat                            | 386.58         | 403             | 93                                  |
| <b>Total First Run and Repeat</b> | <b>430.03</b>  | <b>450</b>      | <b>95</b>                           |
| <b>Music</b>                      |                |                 |                                     |
| First Run                         | 0.90           | 1               | 1                                   |
| Repeat                            | 9.02           | 10              | 1                                   |
| <b>Total First Run and Repeat</b> | <b>9.92</b>    | <b>11</b>       | <b>1</b>                            |
| <b>Other</b>                      |                |                 |                                     |
| First Run                         | 1.52           | 1               | 1                                   |
| Repeat                            | 42.25          | 34              | 6                                   |
| <b>Total First Run and Repeat</b> | <b>43.77</b>   | <b>35</b>       | <b>6</b>                            |

**Programming Analysis**  
For Schedule Dates: 1/1/2007 to 12/31/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>PSA</b>                        |                |                 |                                     |
| Repeat                            | 3.55           | 32              | 9                                   |
| <b>Total First Run and Repeat</b> | <b>3.55</b>    | <b>32</b>       | <b>9</b>                            |
| <b>Religion/Spiritual</b>         |                |                 |                                     |
| First Run                         | 280.23         | 312             | 312                                 |
| Repeat                            | 652.37         | 698             | 292                                 |
| <b>Total First Run and Repeat</b> | <b>932.60</b>  | <b>1010</b>     | <b>354</b>                          |
| <b>Sports</b>                     |                |                 |                                     |
| First Run                         | 120.07         | 84              | 84                                  |
| Repeat                            | 277.85         | 333             | 110                                 |
| <b>Total First Run and Repeat</b> | <b>397.92</b>  | <b>417</b>      | <b>113</b>                          |
| <b>By Program Owner</b>           |                |                 |                                     |
| <b>Client</b>                     |                |                 |                                     |
| First Run                         | 266.42         | 293             | 293                                 |
| Repeat                            | 1378.70        | 1681            | 359                                 |
| <b>Total First Run and Repeat</b> | <b>1645.12</b> | <b>1974</b>     | <b>386</b>                          |
| <b>External</b>                   |                |                 |                                     |
| First Run                         | 515.95         | 587             | 587                                 |
| Repeat                            | 1914.97        | 2327            | 677                                 |
| <b>Total First Run and Repeat</b> | <b>2430.92</b> | <b>2914</b>     | <b>819</b>                          |
| <b>Internal</b>                   |                |                 |                                     |
| First Run                         | 55.65          | 46              | 46                                  |
| Repeat                            | 4628.30        | 4486            | 89                                  |
| <b>Total First Run and Repeat</b> | <b>4683.95</b> | <b>4532</b>     | <b>92</b>                           |

**PROGRAMMING REPORTS  
BROKEN DOWN  
BY QUARTERS**

**\* \* \* CHANNEL 54 \* \* \***

**1<sup>ST</sup> Quarter**

**January 1 – March 31, 2007**

**Total Programming Hours**

**2,160 Hours**

**\* \* \* CHANNEL 54 \* \* \***

**Programming Analysis**  
For Schedule Dates: 1/1/2007 to 3/31/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>All Programming</b>            |                |                 |                                     |
| First Run                         | 184.15         | 206             | 206                                 |
| Repeat                            | 1975.83        | 1987            | 305                                 |
| <b>Total First Run and Repeat</b> | <b>2159.98</b> | <b>2193</b>     | <b>356</b>                          |

| <b>By Origin</b> |  |  |  |
|------------------|--|--|--|
|------------------|--|--|--|

| <b>Imported</b>                   |              |           |           |
|-----------------------------------|--------------|-----------|-----------|
| First Run                         | 10.17        | 11        | 11        |
| Repeat                            | 1.48         | 2         | 2         |
| <b>Total First Run and Repeat</b> | <b>11.65</b> | <b>13</b> | <b>11</b> |

| <b>Internal</b>                   |                |            |          |
|-----------------------------------|----------------|------------|----------|
| First Run                         | 10.00          | 1          | 1        |
| Repeat                            | 1138.20        | 942        | 2        |
| <b>Total First Run and Repeat</b> | <b>1148.20</b> | <b>943</b> | <b>2</b> |

| <b>Local</b>                      |               |            |            |
|-----------------------------------|---------------|------------|------------|
| First Run                         | 76.50         | 75         | 75         |
| Repeat                            | 346.42        | 365        | 135        |
| <b>Total First Run and Repeat</b> | <b>422.92</b> | <b>440</b> | <b>143</b> |

| <b>Naleo</b>                      |               |            |            |
|-----------------------------------|---------------|------------|------------|
| First Run                         | 52.22         | 64         | 64         |
| Repeat                            | 361.23        | 501        | 99         |
| <b>Total First Run and Repeat</b> | <b>413.45</b> | <b>565</b> | <b>109</b> |

| <b>Presenter</b>                  |               |            |           |
|-----------------------------------|---------------|------------|-----------|
| First Run                         | 35.27         | 55         | 55        |
| Repeat                            | 128.50        | 177        | 67        |
| <b>Total First Run and Repeat</b> | <b>163.77</b> | <b>232</b> | <b>91</b> |

| <b>By Subject</b> |  |  |  |
|-------------------|--|--|--|
|-------------------|--|--|--|

| <b>Arts/Entertainment</b>         |               |            |           |
|-----------------------------------|---------------|------------|-----------|
| First Run                         | 31.32         | 36         | 36        |
| Repeat                            | 327.78        | 366        | 86        |
| <b>Total First Run and Repeat</b> | <b>359.10</b> | <b>402</b> | <b>88</b> |

**Programming Analysis**  
For Schedule Dates: 1/1/2007 to 3/31/2007

|                            | Hours Played | Number of Plays | Number of Different Programs Played |
|----------------------------|--------------|-----------------|-------------------------------------|
| <b>Community Info</b>      |              |                 |                                     |
| First Run                  | 37.63        | 30              | 30                                  |
| Repeat                     | 1266.33      | 1116            | 59                                  |
| Total First Run and Repeat | 1303.97      | 1146            | 59                                  |
| <b>Community Service</b>   |              |                 |                                     |
| First Run                  | 7.05         | 6               | 6                                   |
| Repeat                     | 43.78        | 85              | 11                                  |
| Total First Run and Repeat | 50.83        | 91              | 11                                  |
| <b>Education, Adult</b>    |              |                 |                                     |
| Repeat                     | 1.43         | 2               | 2                                   |
| Total First Run and Repeat | 1.43         | 2               | 2                                   |
| <b>Education, Child</b>    |              |                 |                                     |
| Repeat                     | 0.22         | 1               | 1                                   |
| Total First Run and Repeat | 0.22         | 1               | 1                                   |
| <b>Health/Well Being</b>   |              |                 |                                     |
| First Run                  | 25.58        | 40              | 40                                  |
| Repeat                     | 29.82        | 51              | 20                                  |
| Total First Run and Repeat | 55.40        | 91              | 42                                  |
| <b>Issue Oriented</b>      |              |                 |                                     |
| First Run                  | 14.35        | 15              | 15                                  |
| Repeat                     | 104.50       | 115             | 36                                  |
| Total First Run and Repeat | 118.85       | 130             | 37                                  |
| <b>Other</b>               |              |                 |                                     |
| Repeat                     | 0.60         | 1               | 1                                   |
| Total First Run and Repeat | 0.60         | 1               | 1                                   |
| <b>Religion/Spiritual</b>  |              |                 |                                     |
| First Run                  | 35.37        | 55              | 55                                  |
| Repeat                     | 114.40       | 139             | 50                                  |
| Total First Run and Repeat | 149.77       | 194             | 74                                  |

**Programming Analysis**  
For Schedule Dates: 1/1/2007 to 3/31/2007

|                            | Hours Played | Number of Plays | Number of Different Programs Played |
|----------------------------|--------------|-----------------|-------------------------------------|
| <b>Sports</b>              |              |                 |                                     |
| First Run                  | 32.85        | 24              | 24                                  |
| Repeat                     | 86.97        | 111             | 39                                  |
| Total First Run and Repeat | 119.82       | 135             | 41                                  |

**By Program Owner**

|                            |        |     |    |
|----------------------------|--------|-----|----|
| <b>Client</b>              |        |     |    |
| First Run                  | 43.73  | 56  | 56 |
| Repeat                     | 312.07 | 409 | 84 |
| Total First Run and Repeat | 355.80 | 465 | 93 |

|                            |        |     |     |
|----------------------------|--------|-----|-----|
| <b>External</b>            |        |     |     |
| First Run                  | 122.40 | 142 | 142 |
| Repeat                     | 478.08 | 548 | 205 |
| Total First Run and Repeat | 600.48 | 690 | 247 |

|                            |         |      |    |
|----------------------------|---------|------|----|
| <b>Internal</b>            |         |      |    |
| First Run                  | 18.02   | 8    | 8  |
| Repeat                     | 1185.68 | 1030 | 16 |
| Total First Run and Repeat | 1203.70 | 1038 | 16 |

**2<sup>ND</sup> Quarter**

**April 1 – June 30, 2007**

**Total Programming Hours**

**2,184 Hours**

**\* \* \* CHANNEL 54 \* \* \***

**Programming Analysis**  
For Schedule Dates: 4/1/2007 to 6/30/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>All Programming</b>            |                |                 |                                     |
| First Run                         | 215.45         | 243             | 243                                 |
| Repeat                            | 1968.53        | 2090            | 348                                 |
| <b>Total First Run and Repeat</b> | <b>2183.98</b> | <b>2333</b>     | <b>405</b>                          |

**By Origin**

| <b>Imported</b>                   |              |           |           |
|-----------------------------------|--------------|-----------|-----------|
| First Run                         | 16.70        | 13        | 13        |
| Repeat                            | 16.00        | 8         | 4         |
| <b>Total First Run and Repeat</b> | <b>32.70</b> | <b>21</b> | <b>13</b> |

| <b>Internal</b>                   |                |             |          |
|-----------------------------------|----------------|-------------|----------|
| Repeat                            | 1082.12        | 1009        | 1        |
| <b>Total First Run and Repeat</b> | <b>1082.12</b> | <b>1009</b> | <b>1</b> |

| <b>Local</b>                      |               |            |            |
|-----------------------------------|---------------|------------|------------|
| First Run                         | 86.25         | 82         | 82         |
| Repeat                            | 302.28        | 354        | 137        |
| <b>Total First Run and Repeat</b> | <b>388.53</b> | <b>436</b> | <b>147</b> |

| <b>Naleo</b>                      |               |            |            |
|-----------------------------------|---------------|------------|------------|
| First Run                         | 81.15         | 95         | 95         |
| Repeat                            | 447.10        | 543        | 133        |
| <b>Total First Run and Repeat</b> | <b>528.25</b> | <b>638</b> | <b>148</b> |

| <b>Presenter</b>                  |               |            |           |
|-----------------------------------|---------------|------------|-----------|
| First Run                         | 31.35         | 53         | 53        |
| Repeat                            | 121.03        | 176        | 73        |
| <b>Total First Run and Repeat</b> | <b>152.38</b> | <b>229</b> | <b>96</b> |

**By Subject**

| <b>Arts/Entertainment</b>         |               |            |           |
|-----------------------------------|---------------|------------|-----------|
| First Run                         | 30.20         | 38         | 38        |
| Repeat                            | 299.67        | 363        | 98        |
| <b>Total First Run and Repeat</b> | <b>329.87</b> | <b>401</b> | <b>99</b> |

**Programming Analysis**  
For Schedule Dates: 4/1/2007 to 6/30/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>Community Info</b>             |                |                 |                                     |
| First Run                         | 30.33          | 33              | 33                                  |
| Repeat                            | 1211.32        | 1219            | 60                                  |
| <b>Total First Run and Repeat</b> | <b>1241.65</b> | <b>1252</b>     | <b>63</b>                           |
| <b>Community Service</b>          |                |                 |                                     |
| First Run                         | 9.28           | 11              | 11                                  |
| Repeat                            | 109.17         | 120             | 24                                  |
| <b>Total First Run and Repeat</b> | <b>118.45</b>  | <b>131</b>      | <b>24</b>                           |
| <b>Education, Adult</b>           |                |                 |                                     |
| Repeat                            | 0.90           | 2               | 1                                   |
| <b>Total First Run and Repeat</b> | <b>0.90</b>    | <b>2</b>        | <b>1</b>                            |
| <b>Health/Well Being</b>          |                |                 |                                     |
| First Run                         | 28.90          | 43              | 43                                  |
| Repeat                            | 41.80          | 56              | 24                                  |
| <b>Total First Run and Repeat</b> | <b>70.70</b>   | <b>99</b>       | <b>47</b>                           |
| <b>Issue Oriented</b>             |                |                 |                                     |
| First Run                         | 9.52           | 10              | 10                                  |
| Repeat                            | 90.25          | 93              | 29                                  |
| <b>Total First Run and Repeat</b> | <b>99.77</b>   | <b>103</b>      | <b>30</b>                           |
| <b>Music</b>                      |                |                 |                                     |
| First Run                         | 0.90           | 1               | 1                                   |
| Repeat                            | 5.40           | 6               | 1                                   |
| <b>Total First Run and Repeat</b> | <b>6.30</b>    | <b>7</b>        | <b>1</b>                            |
| <b>Religion/Spiritual</b>         |                |                 |                                     |
| First Run                         | 77.93          | 89              | 89                                  |
| Repeat                            | 153.18         | 168             | 84                                  |
| <b>Total First Run and Repeat</b> | <b>231.12</b>  | <b>257</b>      | <b>111</b>                          |
| <b>Sports</b>                     |                |                 |                                     |
| First Run                         | 28.38          | 18              | 18                                  |
| Repeat                            | 56.85          | 63              | 27                                  |
| <b>Total First Run and Repeat</b> | <b>85.23</b>   | <b>81</b>       | <b>29</b>                           |

**Programming Analysis**  
 For Schedule Dates: 4/1/2007 to 6/30/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>By Program Owner</b>           |                |                 |                                     |
| <b>Client</b>                     |                |                 |                                     |
| First Run                         | 71.37          | 81              | 81                                  |
| Repeat                            | 343.03         | 403             | 103                                 |
| <b>Total First Run and Repeat</b> | <b>414.40</b>  | <b>484</b>      | <b>116</b>                          |
| <b>External</b>                   |                |                 |                                     |
| First Run                         | 134.30         | 148             | 148                                 |
| Repeat                            | 440.15         | 540             | 215                                 |
| <b>Total First Run and Repeat</b> | <b>574.45</b>  | <b>688</b>      | <b>257</b>                          |
| <b>Internal</b>                   |                |                 |                                     |
| First Run                         | 9.78           | 14              | 14                                  |
| Repeat                            | 1185.35        | 1147            | 30                                  |
| <b>Total First Run and Repeat</b> | <b>1195.13</b> | <b>1161</b>     | <b>32</b>                           |

**3<sup>RD</sup> Quarter**

**July 1 – September 30, 2007**

**Total Programming Hours**

**2,208 Hours**

**\* \* \* CHANNEL 54 \* \* \***

**Programming Analysis**  
For Schedule Dates: 7/1/2007 to 9/30/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>All Programming</b>            |                |                 |                                     |
| First Run                         | 215.28         | 240             | 240                                 |
| Repeat                            | 1992.70        | 2086            | 412                                 |
| <b>Total First Run and Repeat</b> | <b>2207.98</b> | <b>2326</b>     | <b>462</b>                          |

|                  |  |  |  |
|------------------|--|--|--|
| <b>By Origin</b> |  |  |  |
|------------------|--|--|--|

| <b>Imported</b>                   |              |           |           |
|-----------------------------------|--------------|-----------|-----------|
| First Run                         | 13.52        | 14        | 14        |
| <b>Total First Run and Repeat</b> | <b>13.52</b> | <b>14</b> | <b>14</b> |

| <b>Internal</b>                   |                |            |          |
|-----------------------------------|----------------|------------|----------|
| Repeat                            | 1054.13        | 966        | 1        |
| <b>Total First Run and Repeat</b> | <b>1054.13</b> | <b>966</b> | <b>1</b> |

| <b>Local</b>                      |               |            |            |
|-----------------------------------|---------------|------------|------------|
| First Run                         | 78.67         | 77         | 77         |
| Repeat                            | 309.43        | 375        | 163        |
| <b>Total First Run and Repeat</b> | <b>388.10</b> | <b>452</b> | <b>165</b> |

| <b>Naleo</b>                      |               |            |            |
|-----------------------------------|---------------|------------|------------|
| First Run                         | 89.98         | 95         | 95         |
| Repeat                            | 471.02        | 542        | 174        |
| <b>Total First Run and Repeat</b> | <b>561.00</b> | <b>637</b> | <b>186</b> |

| <b>Presenter</b>                  |               |            |           |
|-----------------------------------|---------------|------------|-----------|
| First Run                         | 33.12         | 54         | 54        |
| Repeat                            | 158.12        | 203        | 74        |
| <b>Total First Run and Repeat</b> | <b>191.23</b> | <b>257</b> | <b>96</b> |

|                   |  |  |  |
|-------------------|--|--|--|
| <b>By Subject</b> |  |  |  |
|-------------------|--|--|--|

| <b>Arts/Entertainment</b>         |               |            |            |
|-----------------------------------|---------------|------------|------------|
| First Run                         | 27.53         | 37         | 37         |
| Repeat                            | 276.75        | 368        | 115        |
| <b>Total First Run and Repeat</b> | <b>304.28</b> | <b>405</b> | <b>118</b> |

**Programming Analysis**  
For Schedule Dates: 7/1/2007 to 9/30/2007

|                            | Hours Played | Number of Plays | Number of Different Programs Played |
|----------------------------|--------------|-----------------|-------------------------------------|
| <b>Community Info</b>      |              |                 |                                     |
| First Run                  | 29.13        | 33              | 33                                  |
| Repeat                     | 1216.97      | 1176            | 69                                  |
| Total First Run and Repeat | 1246.10      | 1209            | 70                                  |
| <b>Community Service</b>   |              |                 |                                     |
| First Run                  | 8.67         | 10              | 10                                  |
| Repeat                     | 118.55       | 114             | 32                                  |
| Total First Run and Repeat | 127.22       | 124             | 33                                  |
| <b>Health/Well Being</b>   |              |                 |                                     |
| First Run                  | 28.40        | 44              | 44                                  |
| Repeat                     | 35.83        | 59              | 26                                  |
| Total First Run and Repeat | 64.23        | 103             | 52                                  |
| <b>Issue Oriented</b>      |              |                 |                                     |
| First Run                  | 9.67         | 9               | 9                                   |
| Repeat                     | 80.52        | 82              | 33                                  |
| Total First Run and Repeat | 90.18        | 91              | 33                                  |
| <b>Music</b>               |              |                 |                                     |
| Repeat                     | 3.62         | 4               | 1                                   |
| Total First Run and Repeat | 3.62         | 4               | 1                                   |
| <b>Other</b>               |              |                 |                                     |
| Repeat                     | 24.43        | 20              | 4                                   |
| Total First Run and Repeat | 24.43        | 20              | 4                                   |
| <b>PSA</b>                 |              |                 |                                     |
| Repeat                     | 0.57         | 13              | 5                                   |
| Total First Run and Repeat | 0.57         | 13              | 5                                   |
| <b>Religion/Spiritual</b>  |              |                 |                                     |
| First Run                  | 83.43        | 88              | 88                                  |
| Repeat                     | 172.37       | 176             | 98                                  |
| Total First Run and Repeat | 255.80       | 264             | 117                                 |

**Programming Analysis**  
For Schedule Dates: 7/1/2007 to 9/30/2007

|                            | Hours Played | Number of Plays | Number of Different Programs Played |
|----------------------------|--------------|-----------------|-------------------------------------|
| <b>Sports</b>              |              |                 |                                     |
| First Run                  | 28.45        | 19              | 19                                  |
| Repeat                     | 63.10        | 74              | 29                                  |
| Total First Run and Repeat | 91.55        | 93              | 29                                  |

**By Program Owner**

| <b>Client</b>              |        |     |     |
|----------------------------|--------|-----|-----|
| First Run                  | 80.85  | 84  | 84  |
| Repeat                     | 374.83 | 430 | 139 |
| Total First Run and Repeat | 455.68 | 514 | 149 |

| <b>External</b>            |        |     |     |
|----------------------------|--------|-----|-----|
| First Run                  | 125.30 | 145 | 145 |
| Repeat                     | 468.40 | 580 | 238 |
| Total First Run and Repeat | 593.70 | 725 | 276 |

| <b>Internal</b>            |         |      |    |
|----------------------------|---------|------|----|
| First Run                  | 9.13    | 11   | 11 |
| Repeat                     | 1149.47 | 1076 | 35 |
| Total First Run and Repeat | 1158.60 | 1087 | 37 |

**4<sup>TH</sup> Quarter**

**October 1 – December 31, 2007**

**Total Programming Hours**

**2,208 Hours**

**\* \* \* CHANNEL 54 \* \* \***

**Programming Analysis**  
For Schedule Dates: 10/1/2007 to 12/31/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>All Programming</b>            |                |                 |                                     |
| First Run                         | 223.13         | 237             | 237                                 |
| Repeat                            | 1984.85        | 2334            | 426                                 |
| <b>Total First Run and Repeat</b> | <b>2207.98</b> | <b>2571</b>     | <b>468</b>                          |

| <b>By Origin</b> |  |  |  |
|------------------|--|--|--|
|------------------|--|--|--|

| <b>Imported</b>                   |              |           |           |
|-----------------------------------|--------------|-----------|-----------|
| First Run                         | 21.47        | 18        | 18        |
| Repeat                            | 29.83        | 29        | 12        |
| <b>Total First Run and Repeat</b> | <b>51.30</b> | <b>47</b> | <b>23</b> |

| <b>Internal</b>                   |               |             |          |
|-----------------------------------|---------------|-------------|----------|
| First Run                         | 10.00         | 1           | 1        |
| Repeat                            | 965.00        | 1047        | 2        |
| <b>Total First Run and Repeat</b> | <b>975.00</b> | <b>1048</b> | <b>2</b> |

| <b>Local</b>                      |               |            |            |
|-----------------------------------|---------------|------------|------------|
| First Run                         | 76.83         | 76         | 76         |
| Repeat                            | 335.38        | 410        | 153        |
| <b>Total First Run and Repeat</b> | <b>412.22</b> | <b>486</b> | <b>161</b> |

| <b>Naleo</b>                      |               |            |            |
|-----------------------------------|---------------|------------|------------|
| First Run                         | 78.98         | 83         | 83         |
| Repeat                            | 491.52        | 628        | 178        |
| <b>Total First Run and Repeat</b> | <b>570.50</b> | <b>711</b> | <b>182</b> |

| <b>Presenter</b>                  |               |            |            |
|-----------------------------------|---------------|------------|------------|
| First Run                         | 35.85         | 59         | 59         |
| Repeat                            | 163.12        | 220        | 81         |
| <b>Total First Run and Repeat</b> | <b>198.97</b> | <b>279</b> | <b>100</b> |

| <b>By Subject</b> |  |  |  |
|-------------------|--|--|--|
|-------------------|--|--|--|

| <b>Arts/Entertainment</b>         |               |            |            |
|-----------------------------------|---------------|------------|------------|
| First Run                         | 21.10         | 31         | 31         |
| Repeat                            | 289.37        | 400        | 120        |
| <b>Total First Run and Repeat</b> | <b>310.47</b> | <b>431</b> | <b>122</b> |

**Programming Analysis**  
For Schedule Dates: 10/1/2007 to 12/31/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>Community Info</b>             |                |                 |                                     |
| First Run                         | 38.03          | 30              | 30                                  |
| Repeat                            | 1103.68        | 1244            | 57                                  |
| <b>Total First Run and Repeat</b> | <b>1141.72</b> | <b>1274</b>     | <b>58</b>                           |
| <b>Community Service</b>          |                |                 |                                     |
| First Run                         | 8.72           | 12              | 12                                  |
| Repeat                            | 135.23         | 174             | 39                                  |
| <b>Total First Run and Repeat</b> | <b>143.95</b>  | <b>186</b>      | <b>39</b>                           |
| <b>Education, Adult</b>           |                |                 |                                     |
| Repeat                            | 0.90           | 1               | 1                                   |
| <b>Total First Run and Repeat</b> | <b>0.90</b>    | <b>1</b>        | <b>1</b>                            |
| <b>Health/Well Being</b>          |                |                 |                                     |
| First Run                         | 29.97          | 47              | 47                                  |
| Repeat                            | 40.82          | 69              | 30                                  |
| <b>Total First Run and Repeat</b> | <b>70.78</b>   | <b>116</b>      | <b>56</b>                           |
| <b>Issue Oriented</b>             |                |                 |                                     |
| First Run                         | 9.92           | 13              | 13                                  |
| Repeat                            | 111.32         | 113             | 33                                  |
| <b>Total First Run and Repeat</b> | <b>121.23</b>  | <b>126</b>      | <b>34</b>                           |
| <b>Other</b>                      |                |                 |                                     |
| First Run                         | 1.52           | 1               | 1                                   |
| Repeat                            | 17.22          | 13              | 2                                   |
| <b>Total First Run and Repeat</b> | <b>18.73</b>   | <b>14</b>       | <b>2</b>                            |
| <b>PSA</b>                        |                |                 |                                     |
| Repeat                            | 2.98           | 19              | 4                                   |
| <b>Total First Run and Repeat</b> | <b>2.98</b>    | <b>19</b>       | <b>4</b>                            |
| <b>Religion/Spiritual</b>         |                |                 |                                     |
| First Run                         | 83.50          | 80              | 80                                  |
| Repeat                            | 212.40         | 216             | 109                                 |
| <b>Total First Run and Repeat</b> | <b>295.90</b>  | <b>296</b>      | <b>119</b>                          |

**Programming Analysis**  
For Schedule Dates: 10/1/2007 to 12/31/2007

|                            | Hours Played | Number of Plays | Number of Different Programs Played |
|----------------------------|--------------|-----------------|-------------------------------------|
| <b>Sports</b>              |              |                 |                                     |
| First Run                  | 30.38        | 23              | 23                                  |
| Repeat                     | 70.93        | 85              | 31                                  |
| Total First Run and Repeat | 101.32       | 108             | 33                                  |
| <b>By Program Owner</b>    |              |                 |                                     |
| <b>Client</b>              |              |                 |                                     |
| First Run                  | 70.47        | 72              | 72                                  |
| Repeat                     | 348.75       | 440             | 131                                 |
| Total First Run and Repeat | 419.22       | 512             | 136                                 |
| <b>External</b>            |              |                 |                                     |
| First Run                  | 133.95       | 152             | 152                                 |
| Repeat                     | 528.33       | 659             | 246                                 |
| Total First Run and Repeat | 662.28       | 811             | 283                                 |
| <b>Internal</b>            |              |                 |                                     |
| First Run                  | 18.72        | 13              | 13                                  |
| Repeat                     | 1107.77      | 1235            | 49                                  |
| Total First Run and Repeat | 1126.48      | 1248            | 49                                  |

**PROGRAM ANALYSIS  
SELECTION CRITERIA  
(BULLETIN BOARD)**

**Jan. 1 – Dec. 31, 2007**

**\* \* \* CHANNEL 54 \* \* \***

**Programming Analysis**  
 For Schedule Dates: 1/1/2007 to 12/31/2007

|                                   | Hours Played   | Number of Plays | Number of Different Programs Played |
|-----------------------------------|----------------|-----------------|-------------------------------------|
| <b>All Programming</b>            |                |                 |                                     |
| First Run                         | 20.00          | 2               | 2                                   |
| Repeat                            | 4239.48        | 3962            | 3                                   |
| <b>Total First Run and Repeat</b> | <b>4259.48</b> | <b>3964</b>     | <b>3</b>                            |

|                                   |                |             |          |
|-----------------------------------|----------------|-------------|----------|
| <b>By Origin</b>                  |                |             |          |
| <b>Internal</b>                   |                |             |          |
| First Run                         | 20.00          | 2           | 2        |
| Repeat                            | 4239.48        | 3962        | 3        |
| <b>Total First Run and Repeat</b> | <b>4259.48</b> | <b>3964</b> | <b>3</b> |

|                                   |                |             |          |
|-----------------------------------|----------------|-------------|----------|
| <b>By Subject</b>                 |                |             |          |
| <b>Community Info</b>             |                |             |          |
| First Run                         | 20.00          | 2           | 2        |
| Repeat                            | 4239.48        | 3962        | 3        |
| <b>Total First Run and Repeat</b> | <b>4259.48</b> | <b>3964</b> | <b>3</b> |

|                                   |                |             |          |
|-----------------------------------|----------------|-------------|----------|
| <b>By Program Owner</b>           |                |             |          |
| <b>Internal</b>                   |                |             |          |
| First Run                         | 20.00          | 2           | 2        |
| Repeat                            | 4239.48        | 3962        | 3        |
| <b>Total First Run and Repeat</b> | <b>4259.48</b> | <b>3964</b> | <b>3</b> |