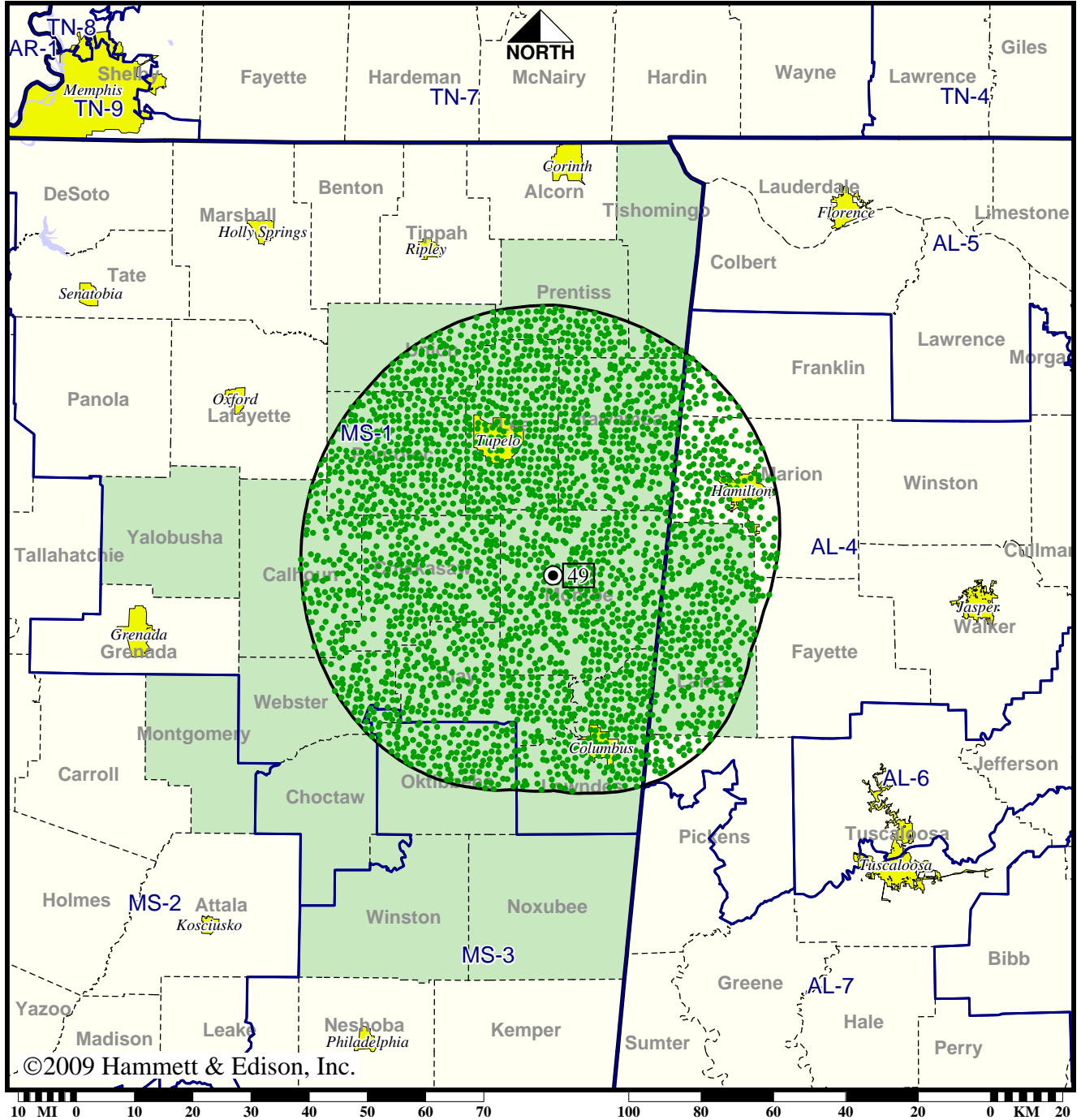


New DTV Station • Channel 49 • Tupelo, MS

Approved or Requested Post-Transition Operation: Pending Application

Digital Application (solid): 1000 kW ERP at 115 m HAAT

Market: Columbus-Tupelo-West Point, MS



● Coverage gained after DTV transition

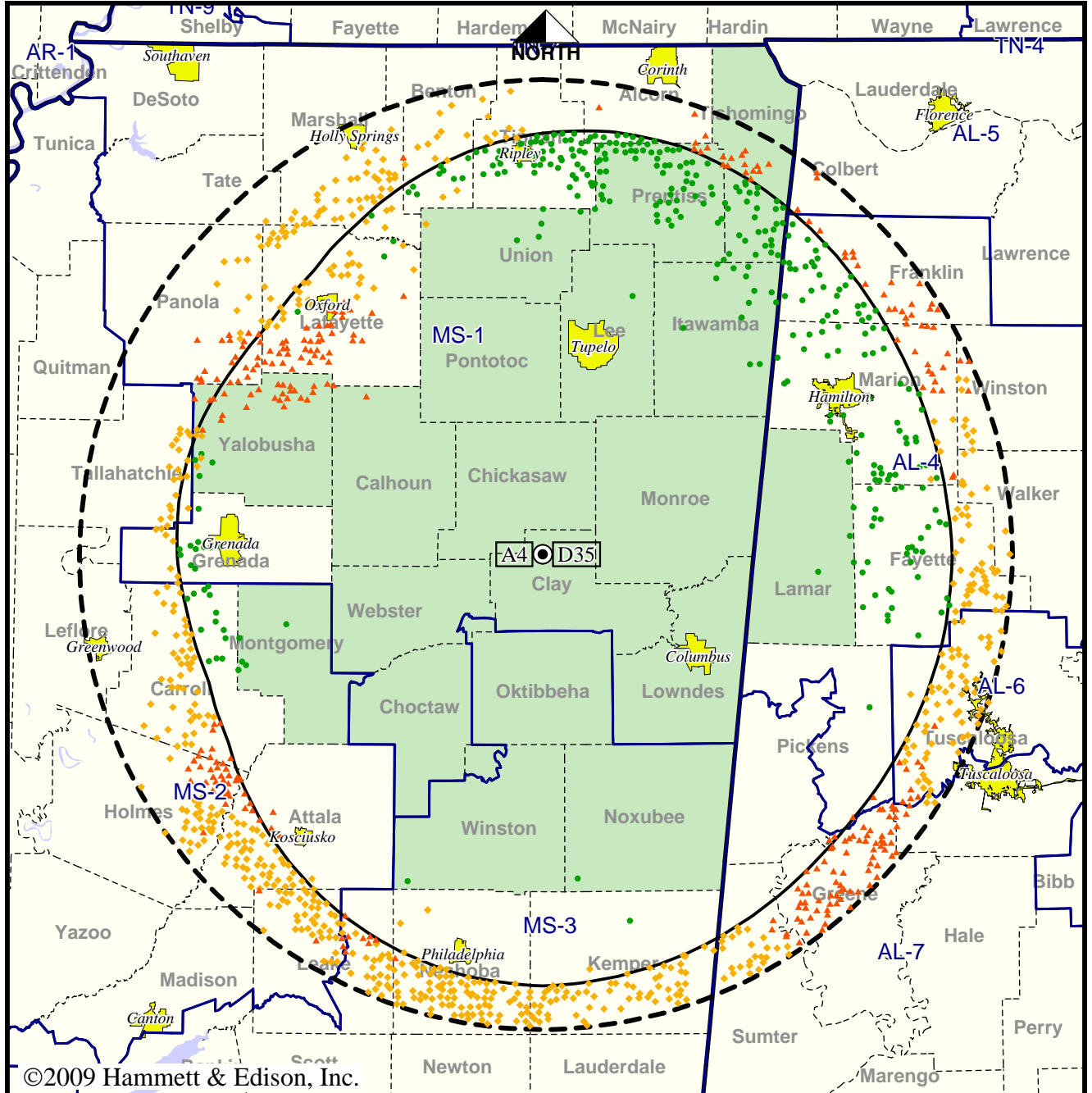
Digital service 355,943 persons

Station WCBI-TV • Analog Channel 4, DTV Channel 35 • Columbus, MS

Expected Operation on June 13: Licensed

Digital License (solid): 708 kW ERP at 584 m HAAT, Network: CBS  
 vs. Analog (dashed): 100 kW ERP at 610 m HAAT, Network: CBS

Market: Columbus-Tupelo-West Point, MS



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10 MI 0 10 20 30 40 50 60 70 80 60 40 20 0 KM 20

- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

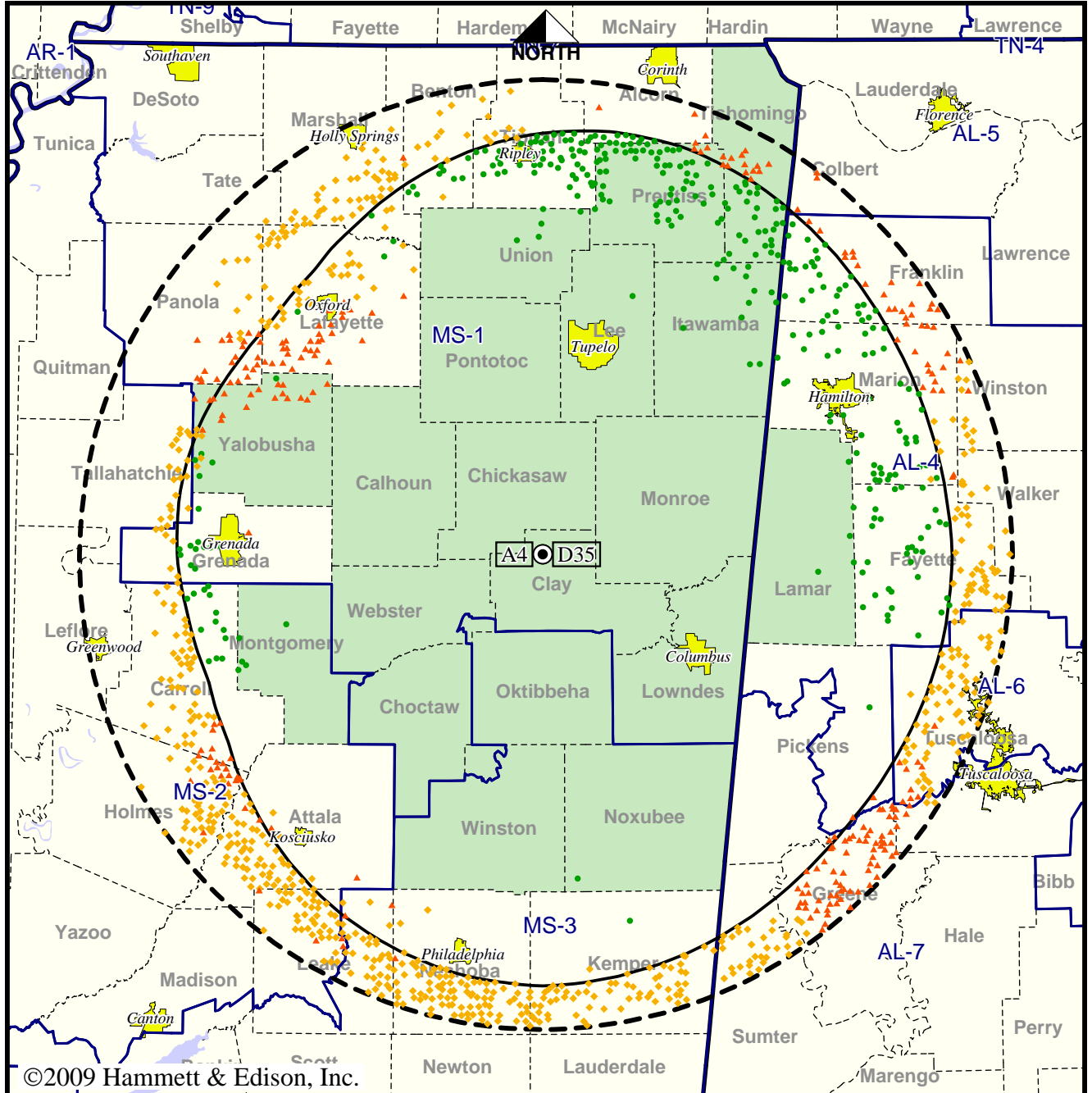
Analog service	678,537 persons
Digital service	641,271
Analog loss	59,438
Digital gain	22,172
Net gain	-37,266

Station WCBI-TV • Analog Channel 4, DTV Channel 35 • Columbus, MS

Approved Post-Transition Operation: Licensed

Digital License (solid): 708 kW ERP at 584 m HAAT, Network: CBS  
 vs. Analog (dashed): 100 kW ERP at 610 m HAAT, Network: CBS

Market: Columbus-Tupelo-West Point, MS



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

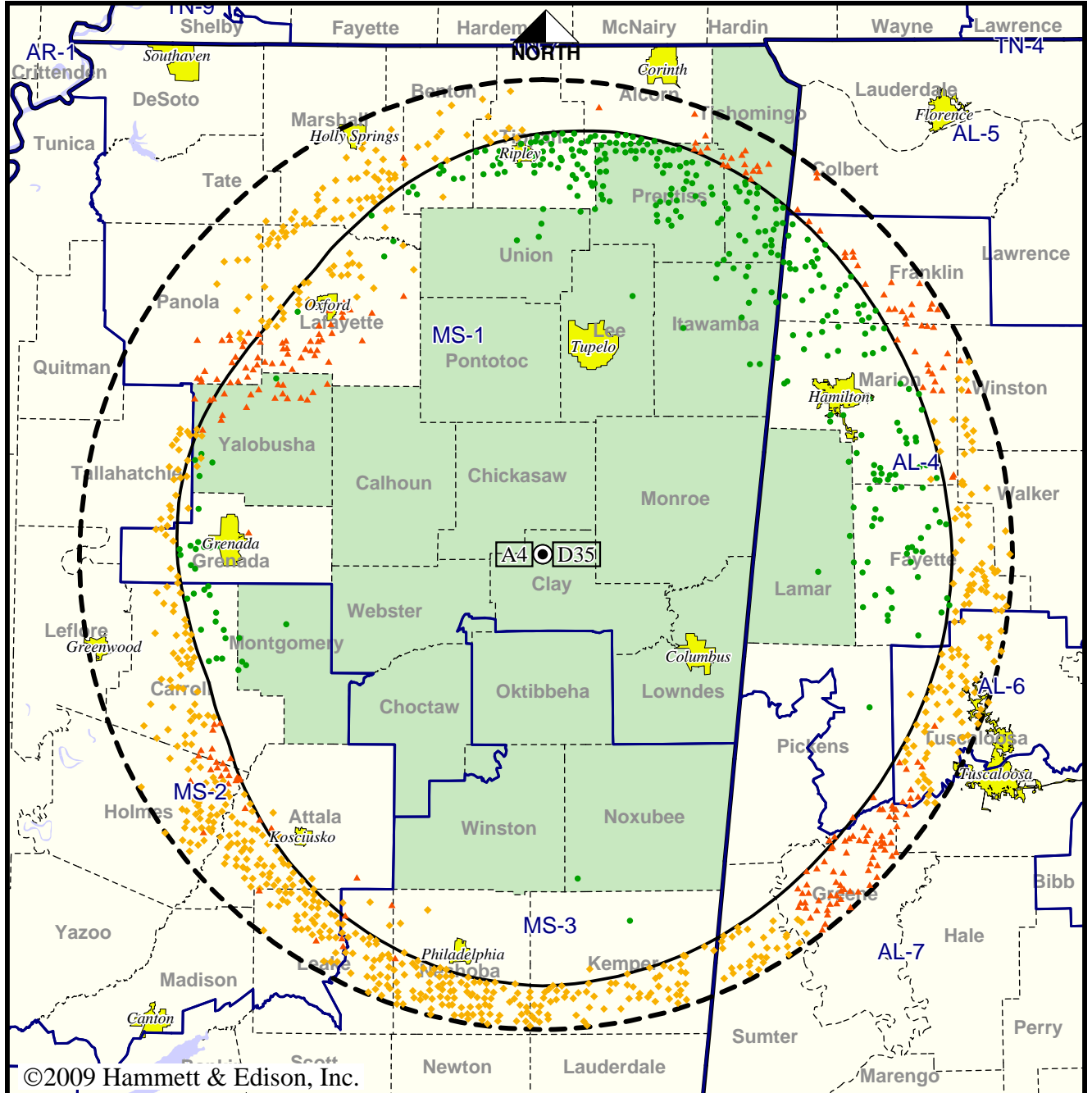
Analog service	678,537 persons
Digital service	645,191
Analog loss	55,568
Digital gain	22,222
Net gain	-33,346

Station WCBI-TV • Analog Channel 4, DTV Channel 35 • Columbus, MS

Approved or Requested Post-Transition Operation: Licensed

Digital License (solid): 708 kW ERP at 584 m HAAT, Network: CBS  
 vs. Analog (dashed): 100 kW ERP at 610 m HAAT, Network: CBS

Market: Columbus-Tupelo-West Point, MS



- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

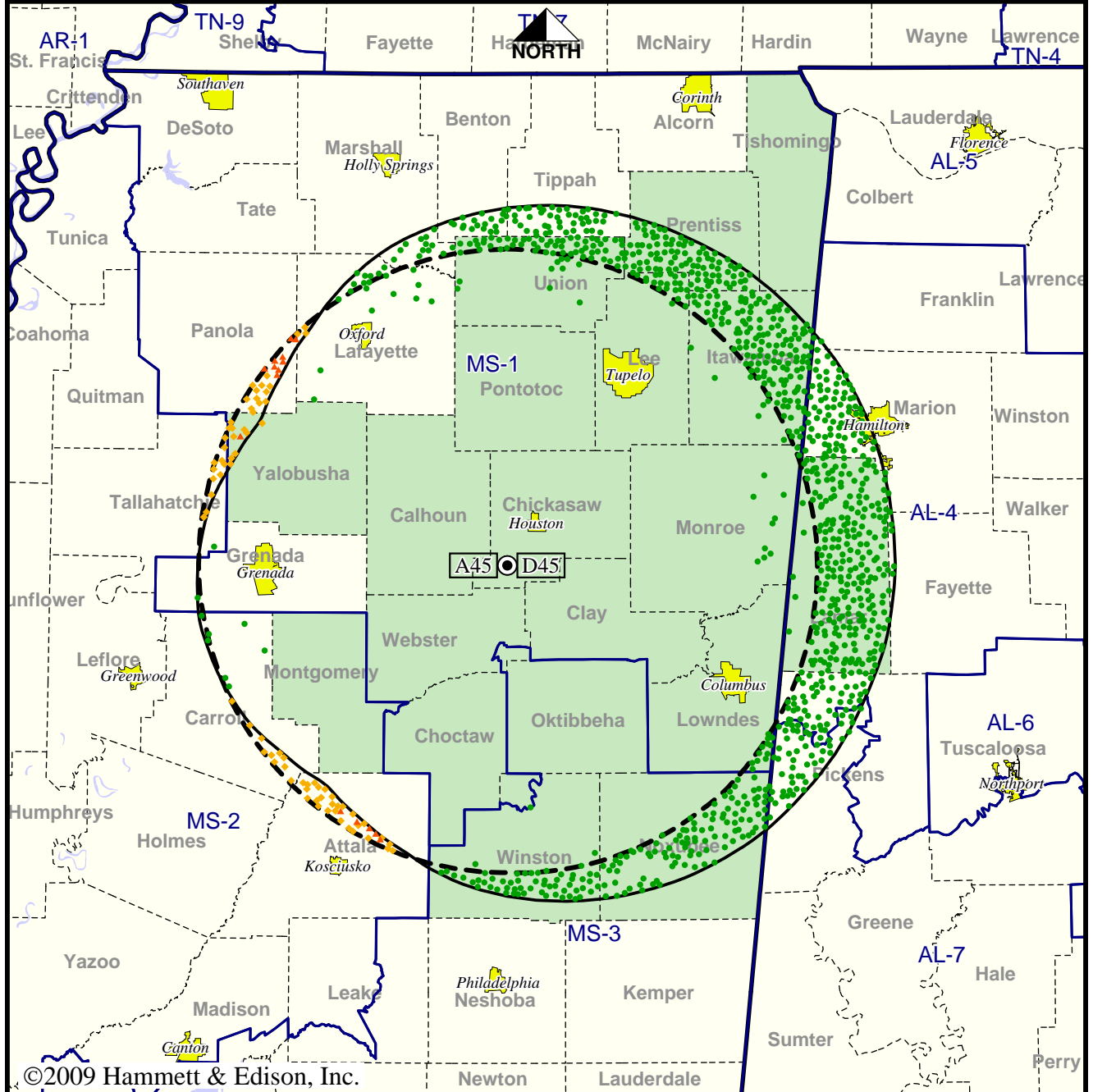
Analog service	678,537 persons
Digital service	645,191
Analog loss	55,568
Digital gain	22,222
Net gain	-33,346

TV Station WKDH • Analog Channel 45, DTV Channel 45 • Houston, MS

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 537 kW ERP at 491 m HAAT, Network: ABC  
 vs. Analog (dashed): 1500 kW ERP at 491 m HAAT, Network: ABC

Market: Columbus-Tupelo-West Point, MS



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

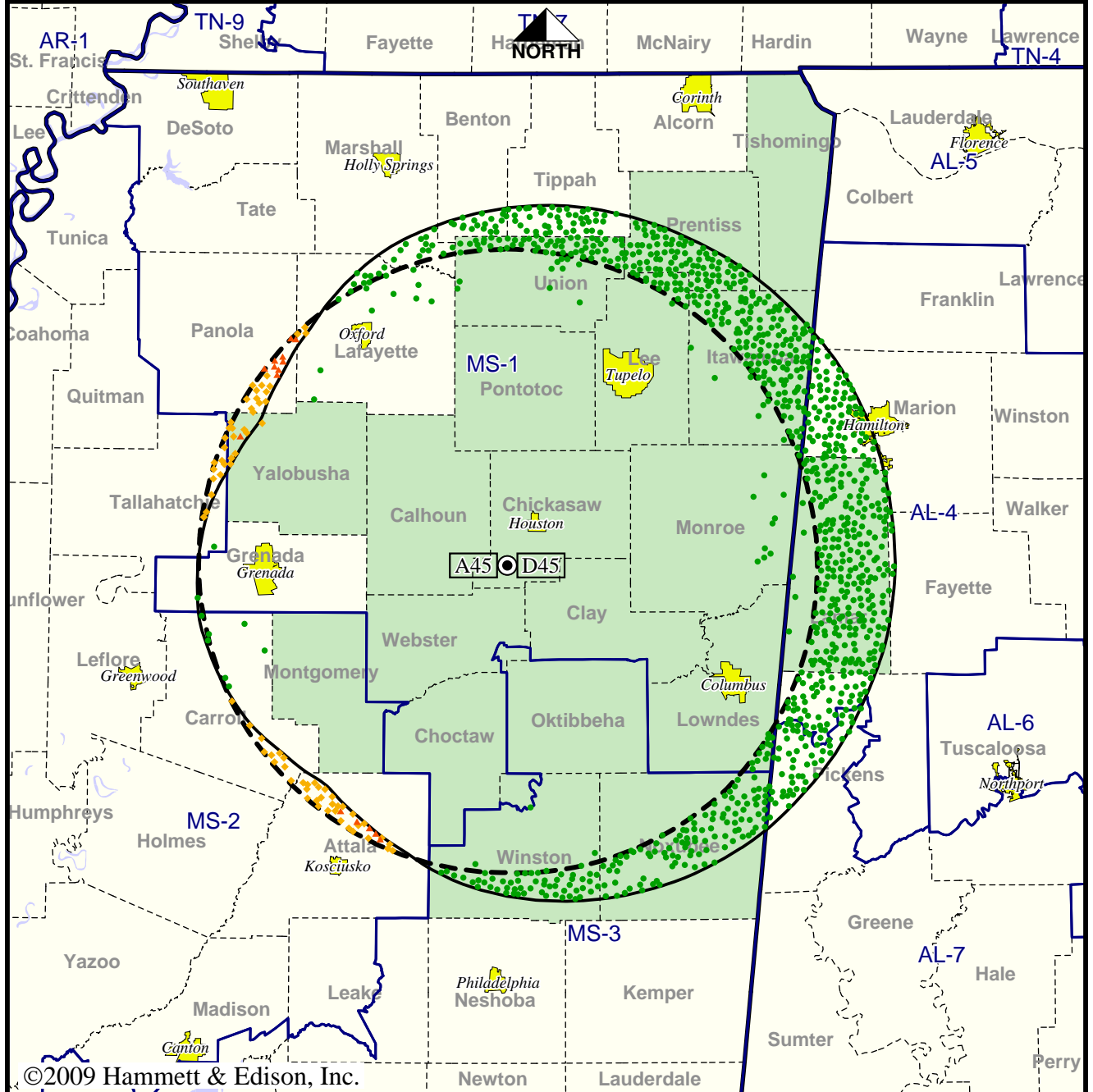
Analog service	469,056 persons
Digital service	523,555
Analog loss	4,865
Digital gain	59,364
Net gain	54,499

TV Station WKDH • Analog Channel 45, DTV Channel 45 • Houston, MS

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 537 kW ERP at 491 m HAAT, Network: ABC  
 vs. Analog (dashed): 1500 kW ERP at 491 m HAAT, Network: ABC

Market: Columbus-Tupelo-West Point, MS



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

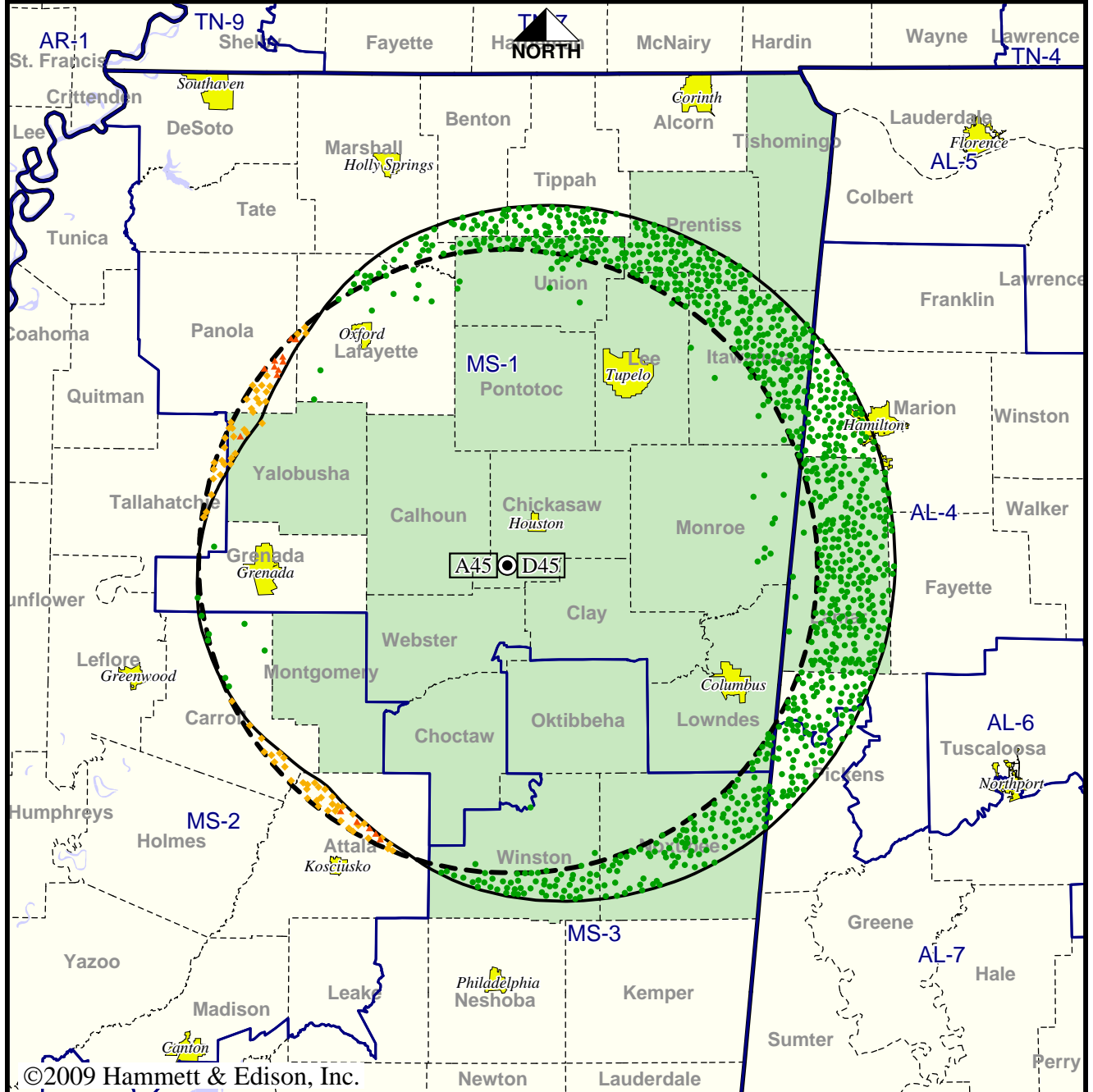
Analog service	469,056 persons
Digital service	523,555
Analog loss	4,865
Digital gain	59,364
Net gain	54,499

TV Station WKDH • Analog Channel 45, DTV Channel 45 • Houston, MS

Approved or Requested Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 537 kW ERP at 491 m HAAT, Network: ABC  
 vs. Analog (dashed): 1500 kW ERP at 491 m HAAT, Network: ABC

Market: Columbus-Tupelo-West Point, MS



©2009 Hammett & Edison, Inc.

- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

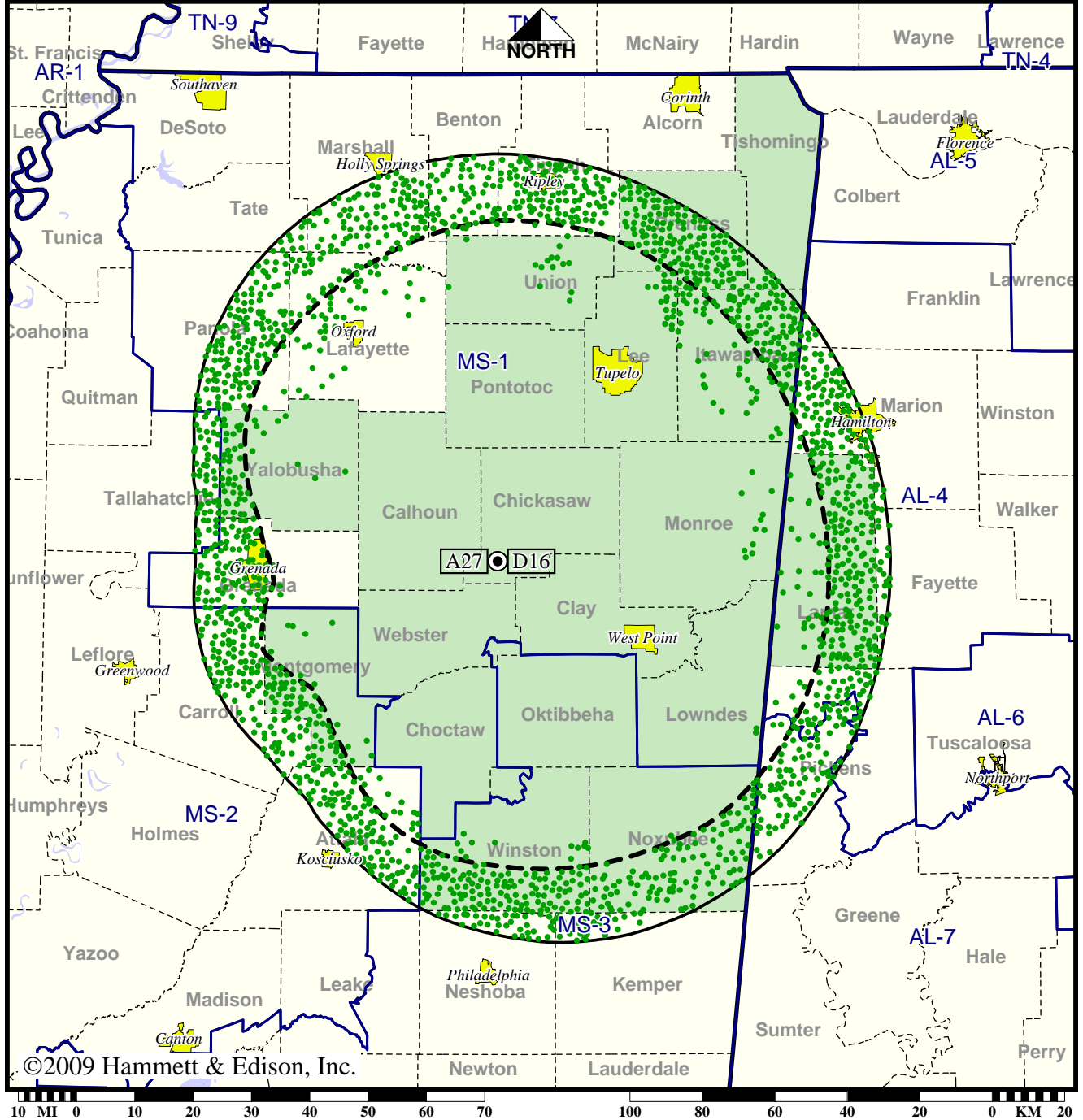
Analog service	469,056 persons
Digital service	523,555
Analog loss	4,865
Digital gain	59,364
Net gain	54,499

Station WLOV-TV • Analog Channel 27, DTV Channel 16 • West Point, MS

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 390 kW ERP at 509 m HAAT, Network: Fox  
 vs. Analog (dashed): 2000 kW ERP at 512 m HAAT, Network: Fox

Market: Columbus-Tupelo-West Point, MS



● Coverage gained after DTV transition  
 No symbol = no change in coverage

Analog service	448,595 persons
Digital service	597,268
Analog loss	0
Digital gain	148,673
Net gain	148,673

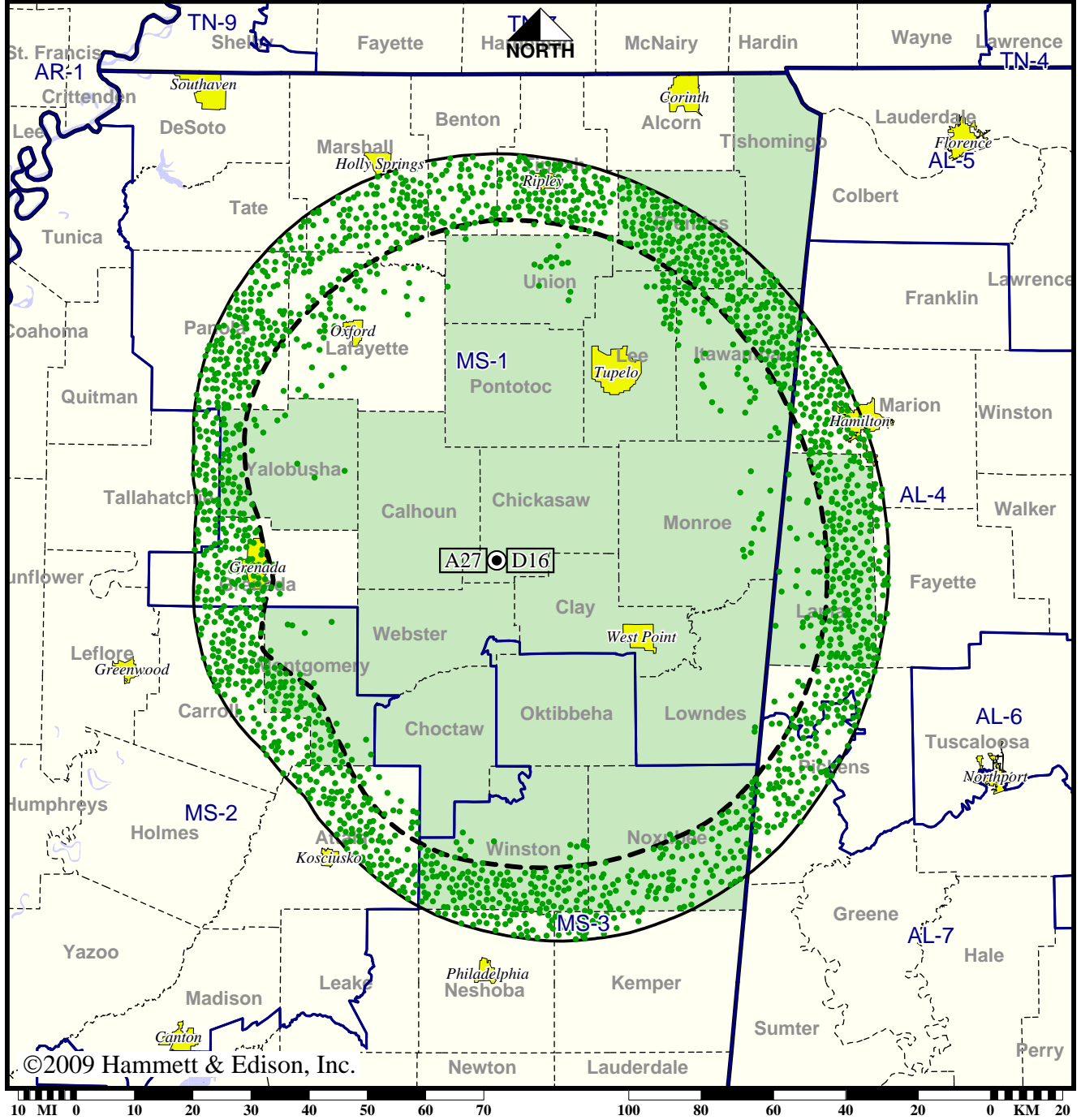


Station WLOV-TV • Analog Channel 27, DTV Channel 16 • West Point, MS

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 390 kW ERP at 509 m HAAT, Network: Fox  
 vs. Analog (dashed): 2000 kW ERP at 512 m HAAT, Network: Fox

Market: Columbus-Tupelo-West Point, MS



©2009 Hammett & Edison, Inc.

● Coverage gained after DTV transition  
 No symbol = no change in coverage

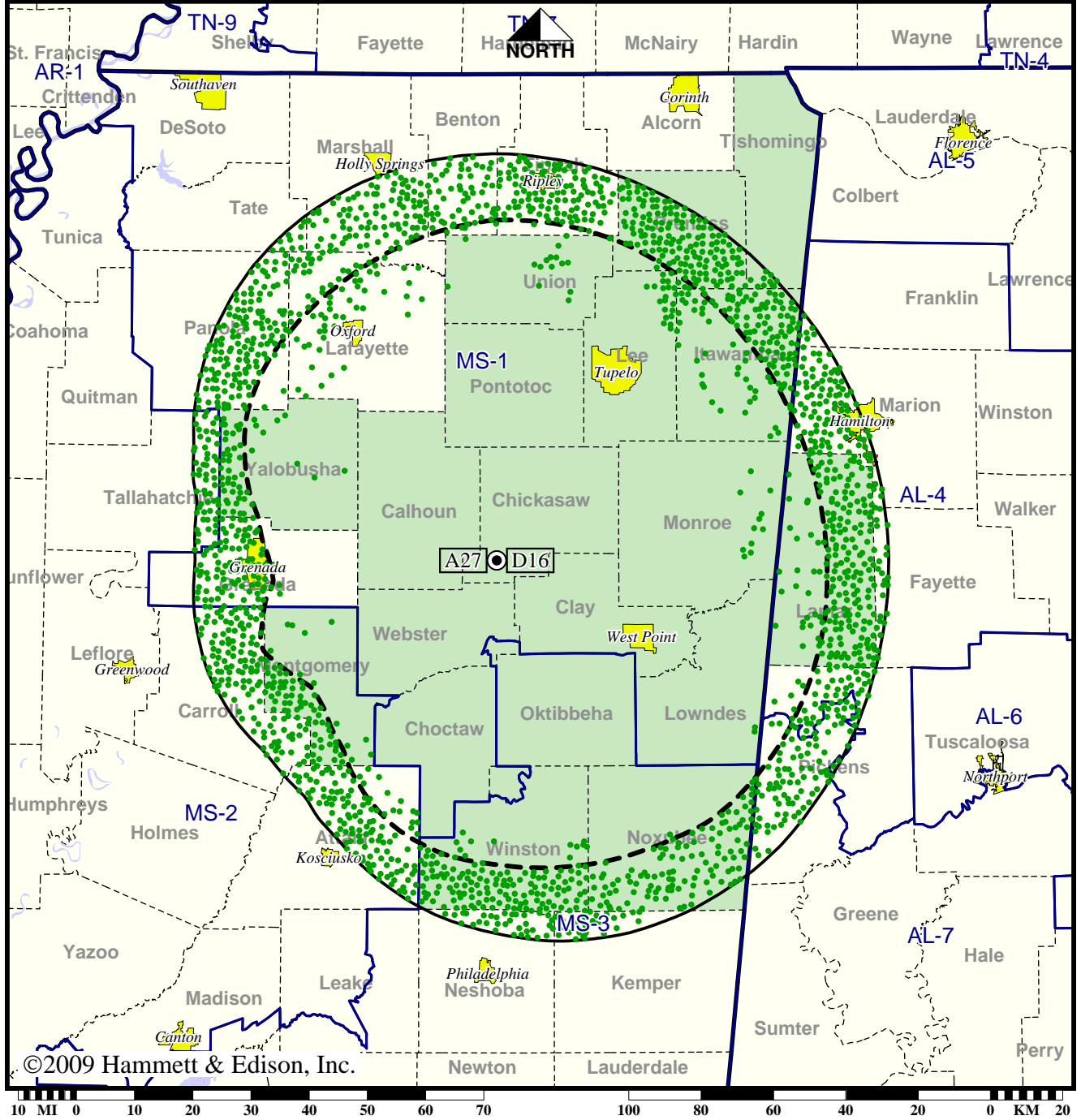
Analog service	448,595 persons
Digital service	597,268
Analog loss	0
Digital gain	148,673
Net gain	148,673

Station WLOV-TV • Analog Channel 27, DTV Channel 16 • West Point, MS

Approved or Requested Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 390 kW ERP at 509 m HAAT, Network: Fox  
 vs. Analog (dashed): 2000 kW ERP at 512 m HAAT, Network: Fox

Market: Columbus-Tupelo-West Point, MS



©2009 Hammett & Edison, Inc.

● Coverage gained after DTV transition  
 No symbol = no change in coverage

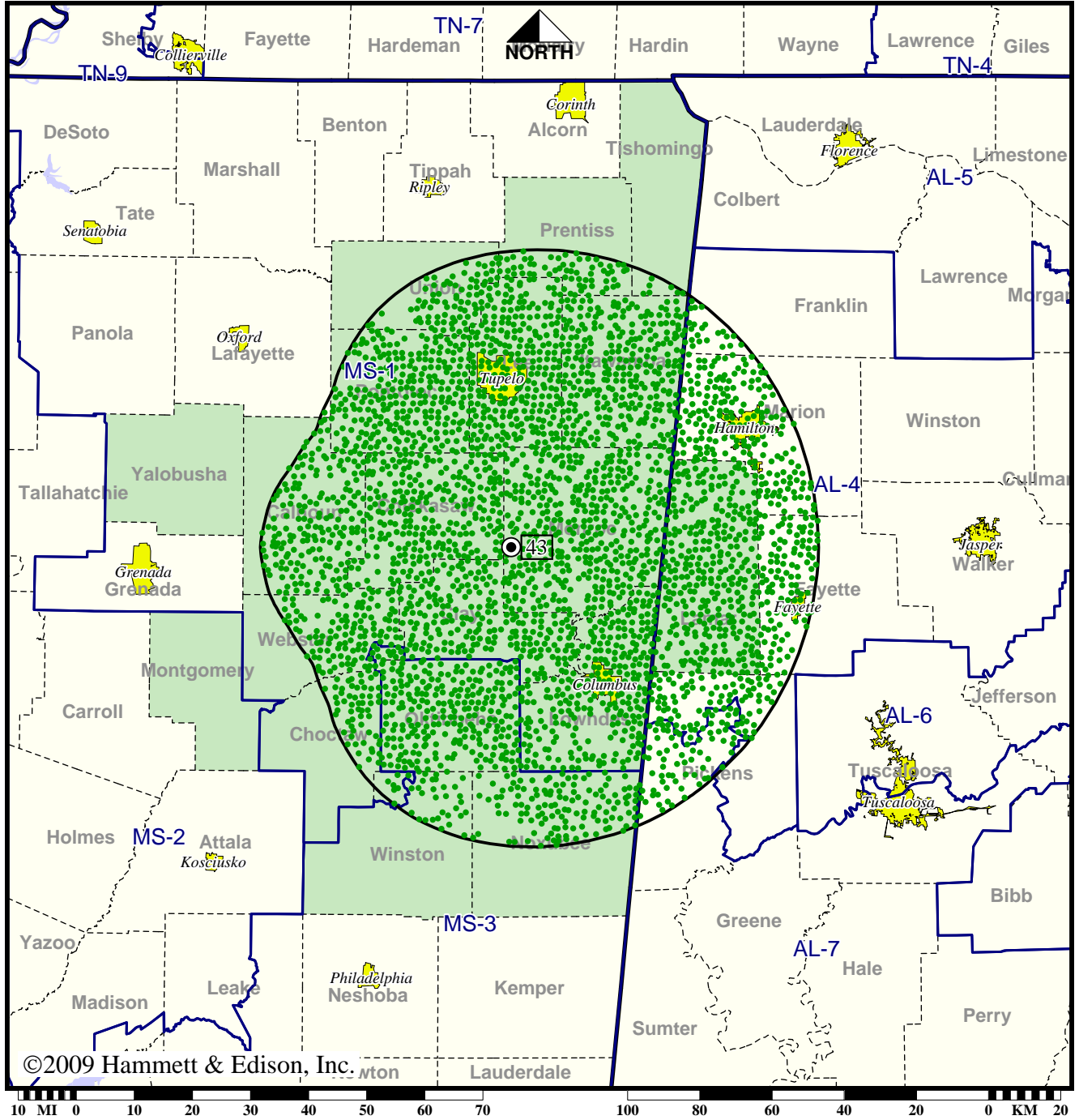
Analog service	448,595 persons
Digital service	597,156
Analog loss	0
Digital gain	148,561
Net gain	148,561

DTV Station WMAA • Channel 43 • Columbus, MS

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 81.0 kW ERP at 204 m HAAT

Market: Columbus-Tupelo-West Point, MS



● Coverage gained after DTV transition

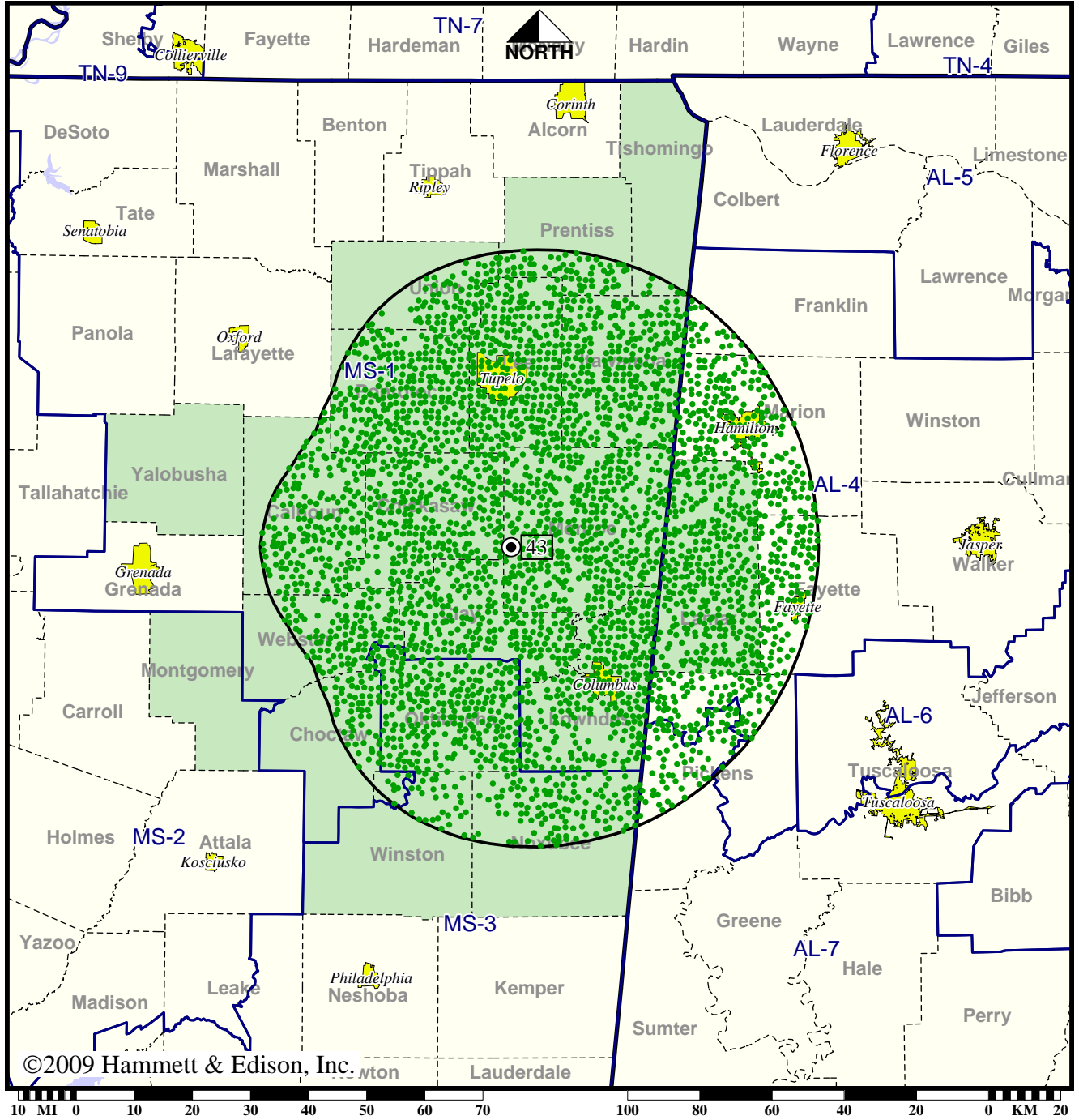
Digital service 402,514 persons

DTV Station WMAA • Channel 43 • Columbus, MS

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 81.0 kW ERP at 204 m HAAT

Market: Columbus-Tupelo-West Point, MS



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● Coverage gained after DTV transition

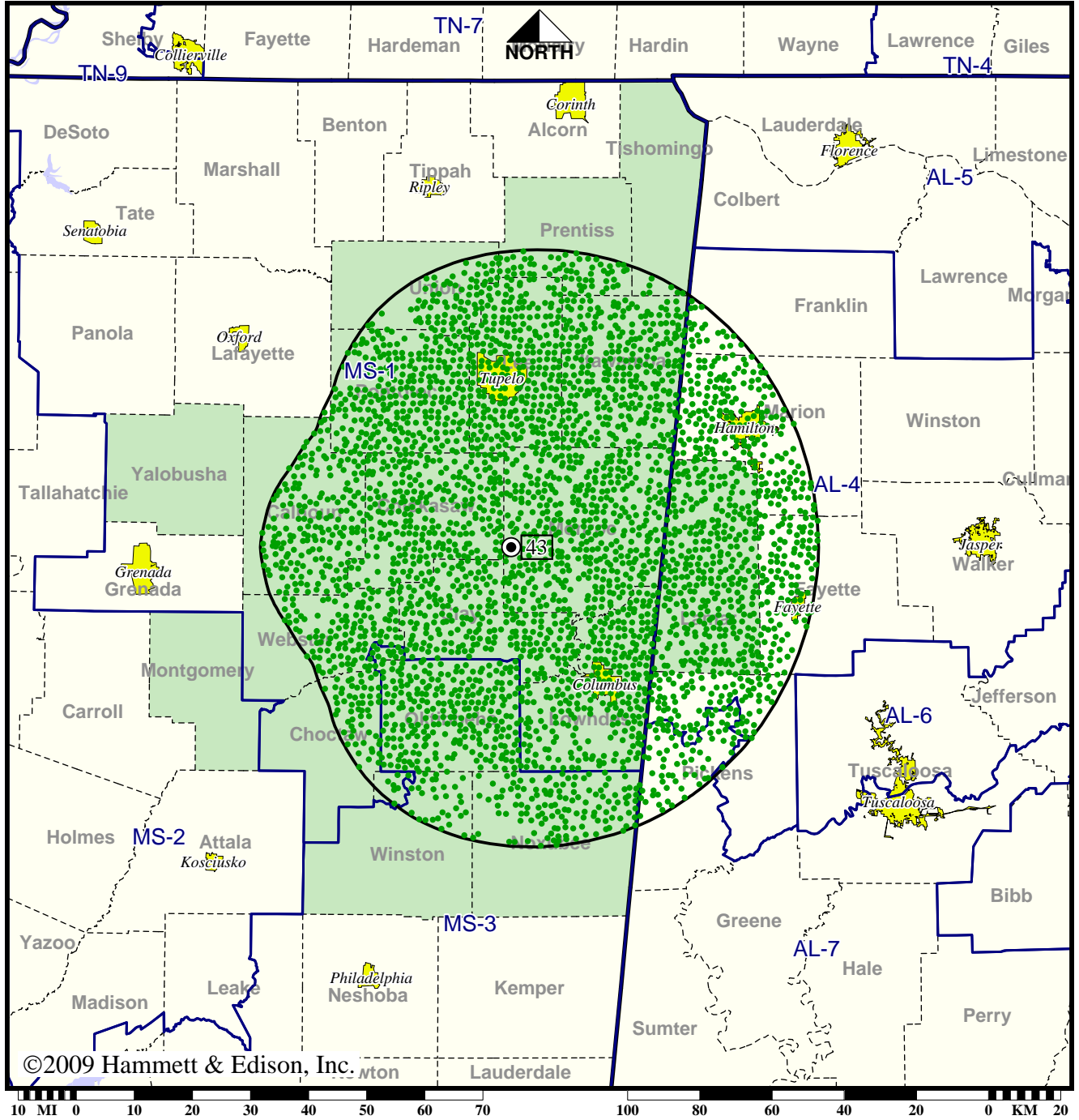
Digital service 402,514 persons

DTV Station WMAA • Channel 43 • Columbus, MS

Approved or Requested Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 81.0 kW ERP at 204 m HAAT

Market: Columbus-Tupelo-West Point, MS



● Coverage gained after DTV transition

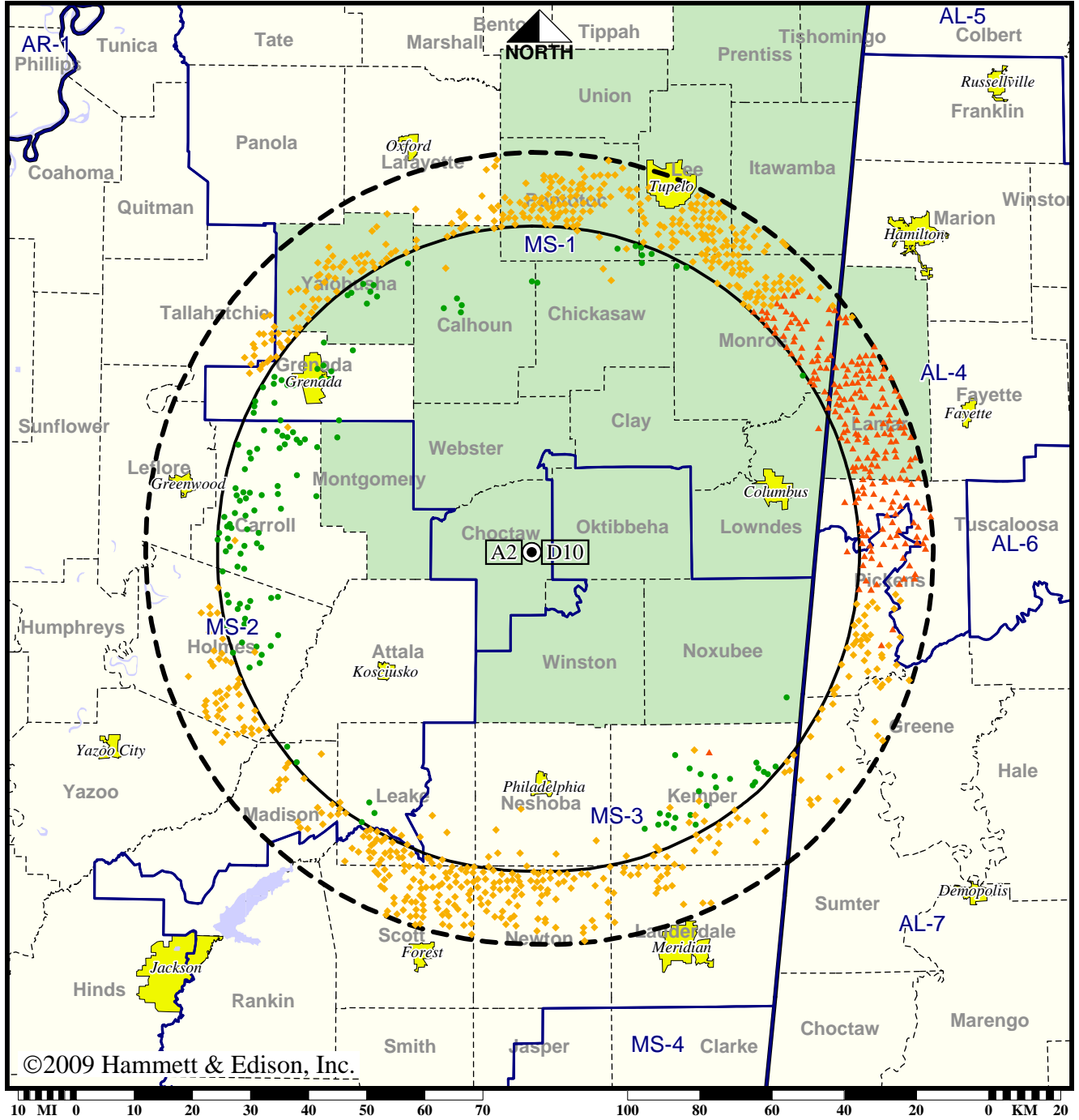
Digital service 402,514 persons

Station WMAB-TV • Analog Channel 2, DTV Channel 10 • Mississippi State, MS

Expected Operation on June 13: Licensed

Digital License (solid): 4.30 kW ERP at 349 m HAAT, Network: PBS  
 vs. Analog (dashed): 100 kW ERP at 379 m HAAT, Network: PBS

Market: Columbus-Tupelo-West Point, MS



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10 MI 0 10 20 30 40 50 60 70 100 80 60 40 20 0 KM 20

- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

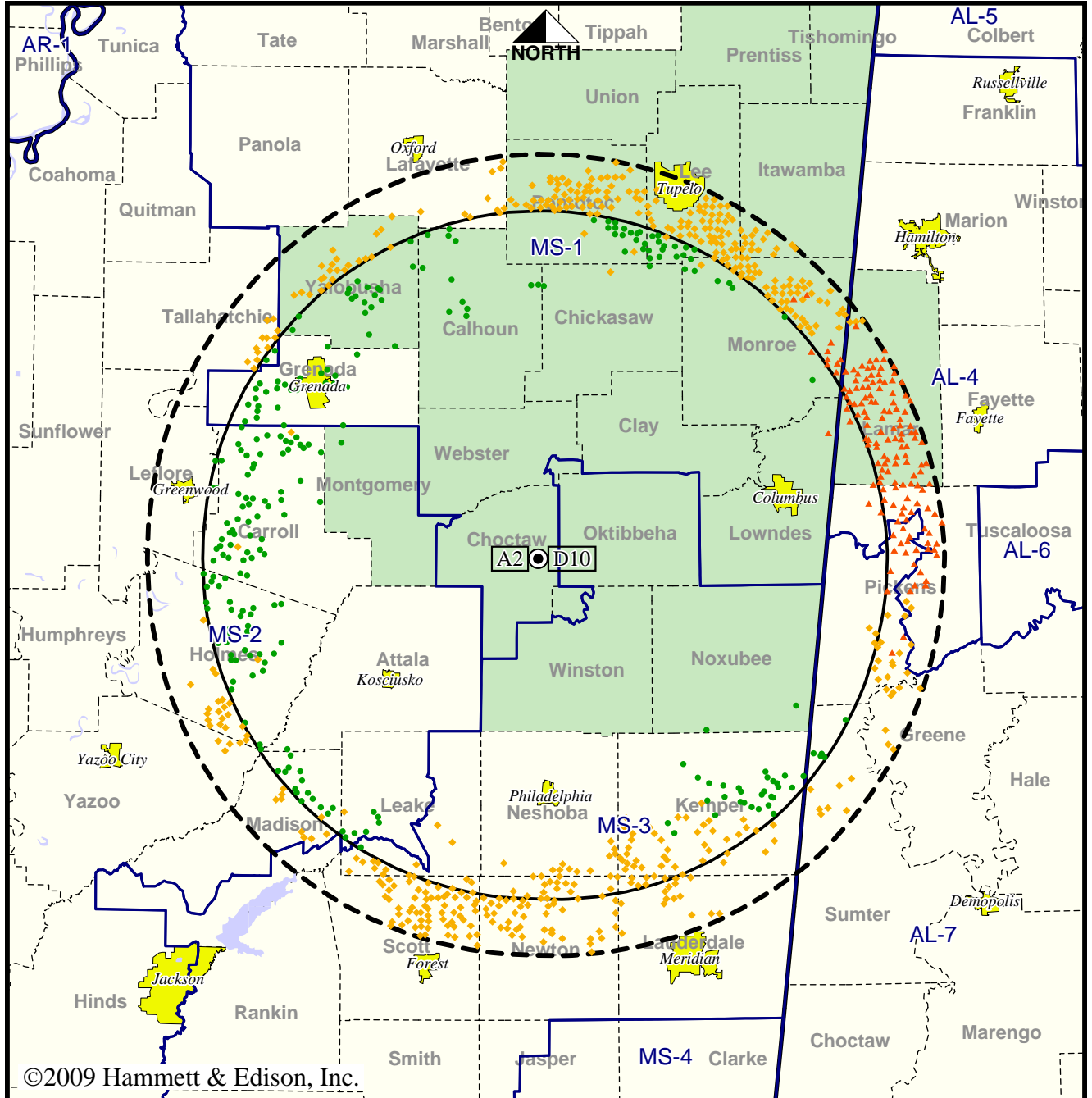
Analog service	438,238 persons
Digital service	369,275
Analog loss	77,843
Digital gain	8,880
Net gain	-68,963

Station WMAB-TV • Analog Channel 2, DTV Channel 10 • Mississippi State, MS

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 8.00 kW ERP at 349 m HAAT, Network: PBS  
 vs. Analog (dashed): 100 kW ERP at 379 m HAAT, Network: PBS

Market: Columbus-Tupelo-West Point, MS



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10 MI 0 10 20 30 40 50 60 70 100 80 60 40 20 0 KM 20

- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

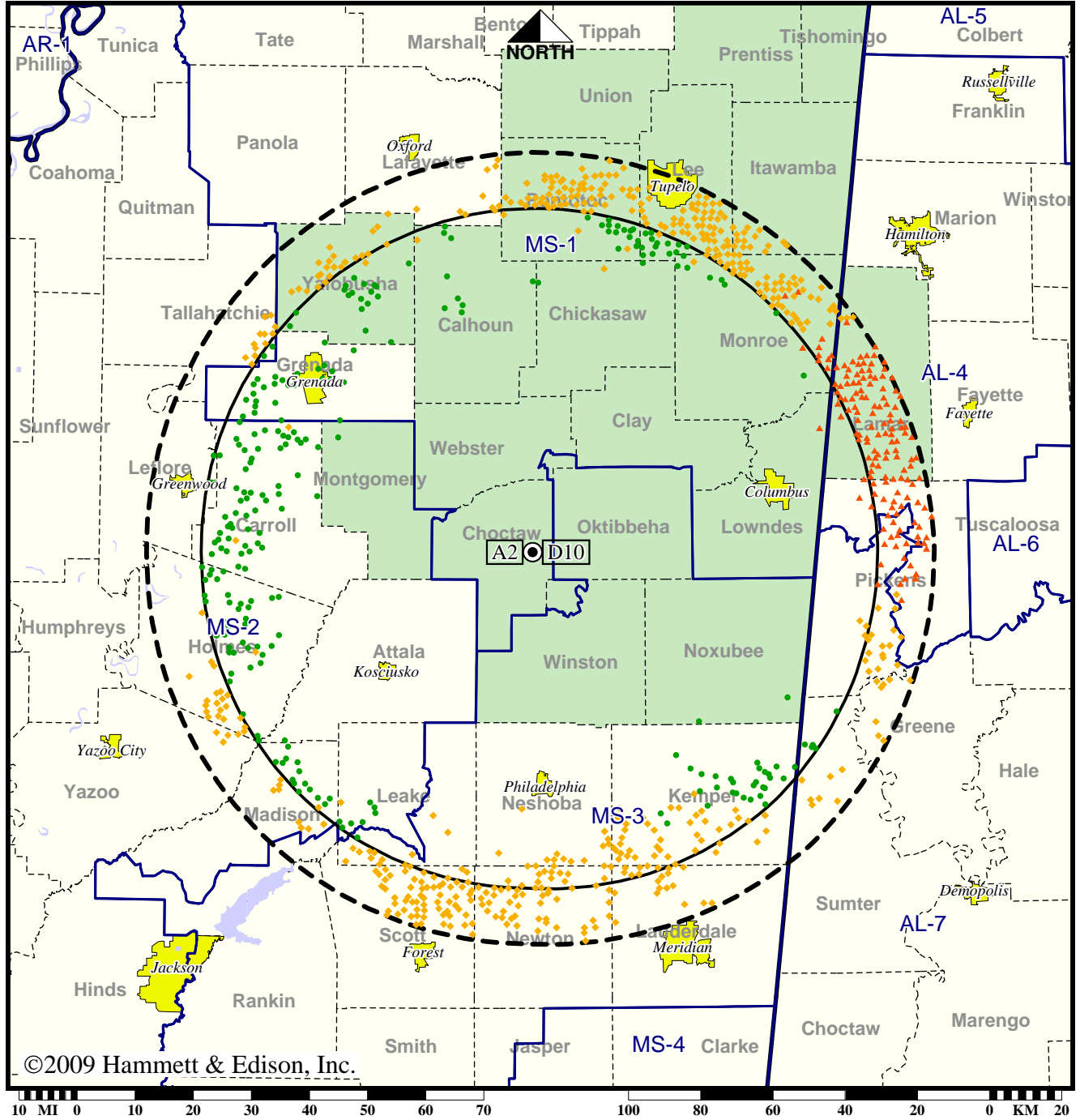
Analog service	438,238 persons
Digital service	398,935
Analog loss	56,922
Digital gain	17,619
Net gain	-39,303

Station WMAB-TV • Analog Channel 2, DTV Channel 10 • Mississippi State, MS

Approved or Requested Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 8.00 kW ERP at 349 m HAAT, Network: PBS  
 vs. Analog (dashed): 100 kW ERP at 379 m HAAT, Network: PBS

Market: Columbus-Tupelo-West Point, MS



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10 MI 0 10 20 30 40 50 60 70 100 80 60 40 20 0 KM 20

- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

Analog service	438,238 persons
Digital service	398,667
Analog loss	57,065
Digital gain	17,494
Net gain	-39,571

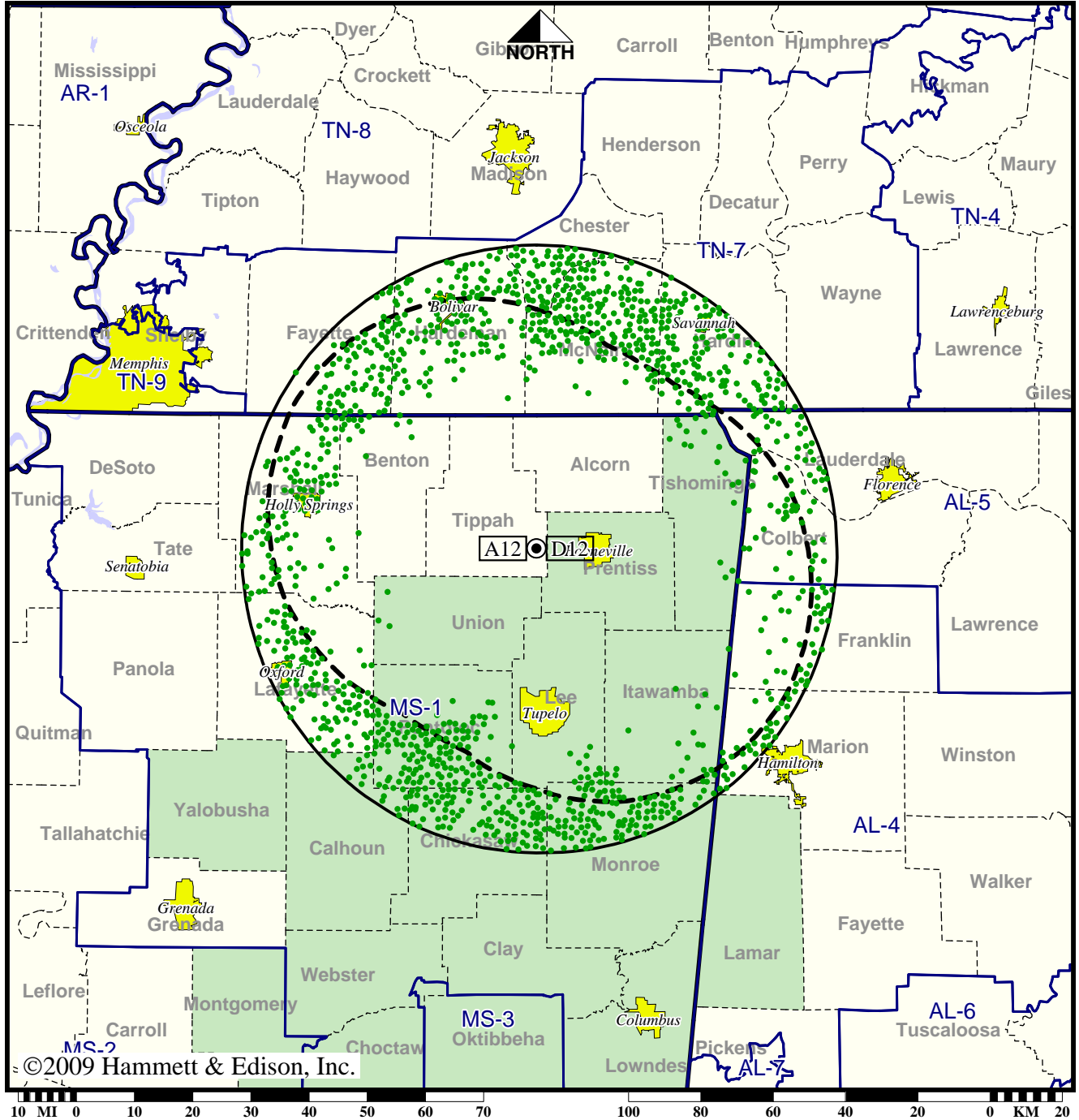


**Station WMAE-TV • Analog Channel 12, DTV Channel 12 • Booneville, MS**

**Expected Operation on June 13: Granted Construction Permit**

**Digital CP (solid): 5.20 kW ERP at 223 m HAAT, Network: PBS  
vs. Analog (dashed): 100 kW ERP at 226 m HAAT, Network: PBS**

**Market: Columbus-Tupelo-West Point, MS**



● Coverage gained after DTV transition  
No symbol = no change in coverage

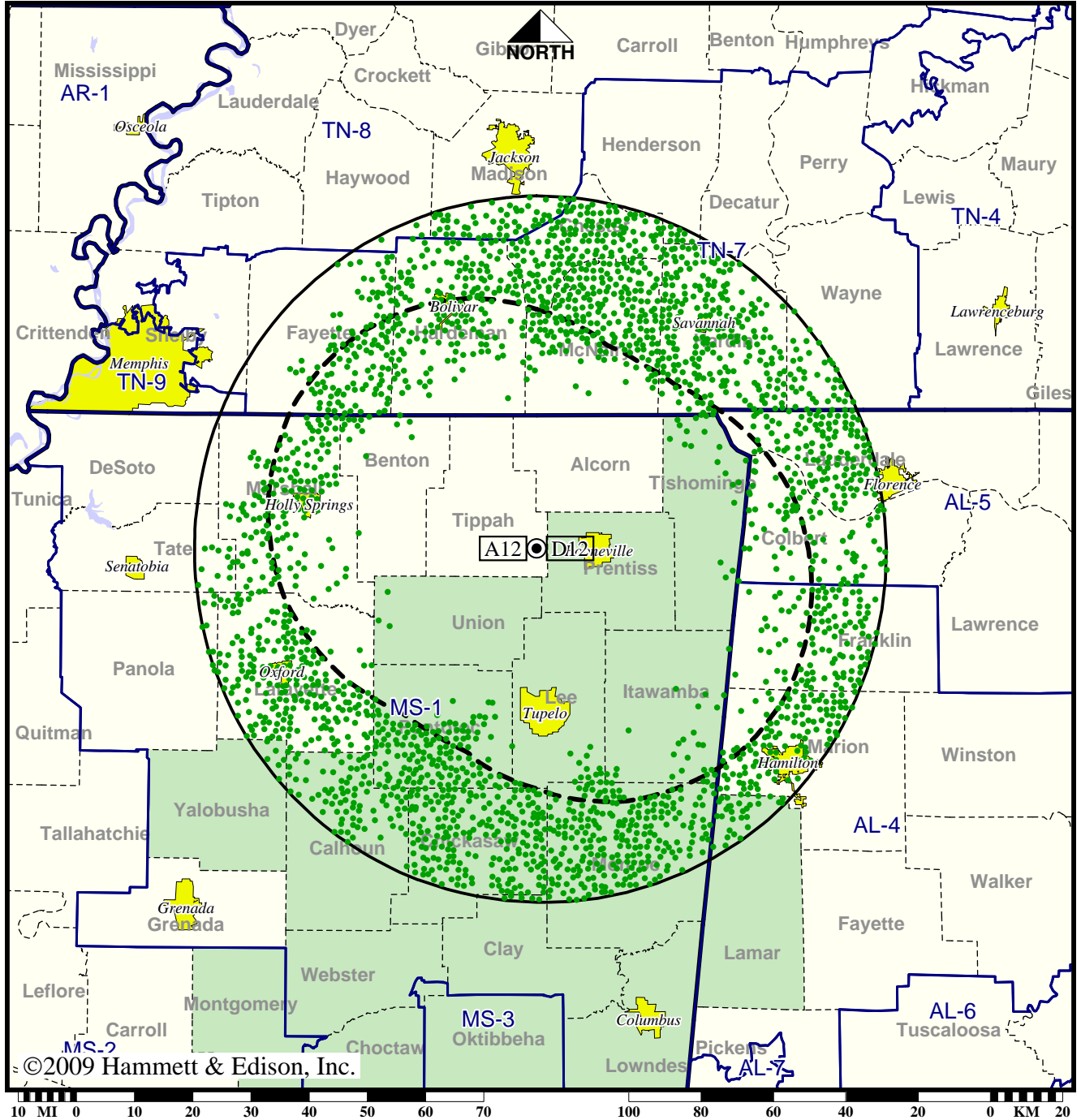
Analog service	278,394 persons
Digital service	411,794
Analog loss	0
Digital gain	133,400
Net gain	133,400

Station WMAE-TV • Analog Channel 12, DTV Channel 12 • Booneville, MS

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 31.0 kW ERP at 223 m HAAT, Network: PBS  
 vs. Analog (dashed): 100 kW ERP at 226 m HAAT, Network: PBS

Market: Columbus-Tupelo-West Point, MS



● Coverage gained after DTV transition  
 No symbol = no change in coverage

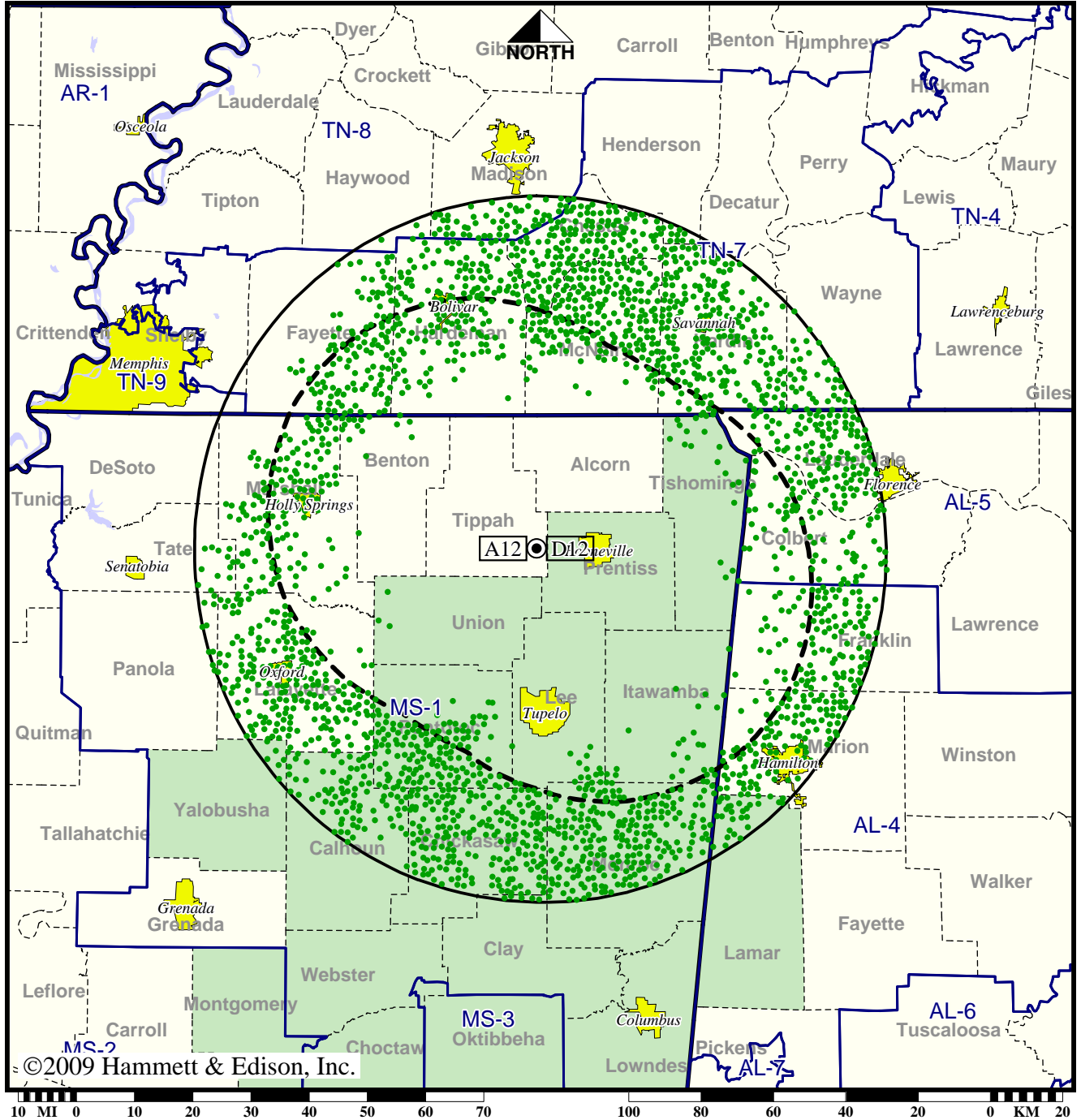
Analog service	278,394 persons
Digital service	517,784
Analog loss	0
Digital gain	239,390
Net gain	239,390

Station WMAE-TV • Analog Channel 12, DTV Channel 12 • Booneville, MS

Approved or Requested Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 31.0 kW ERP at 223 m HAAT, Network: PBS  
 vs. Analog (dashed): 100 kW ERP at 226 m HAAT, Network: PBS

Market: Columbus-Tupelo-West Point, MS



● Coverage gained after DTV transition  
 No symbol = no change in coverage

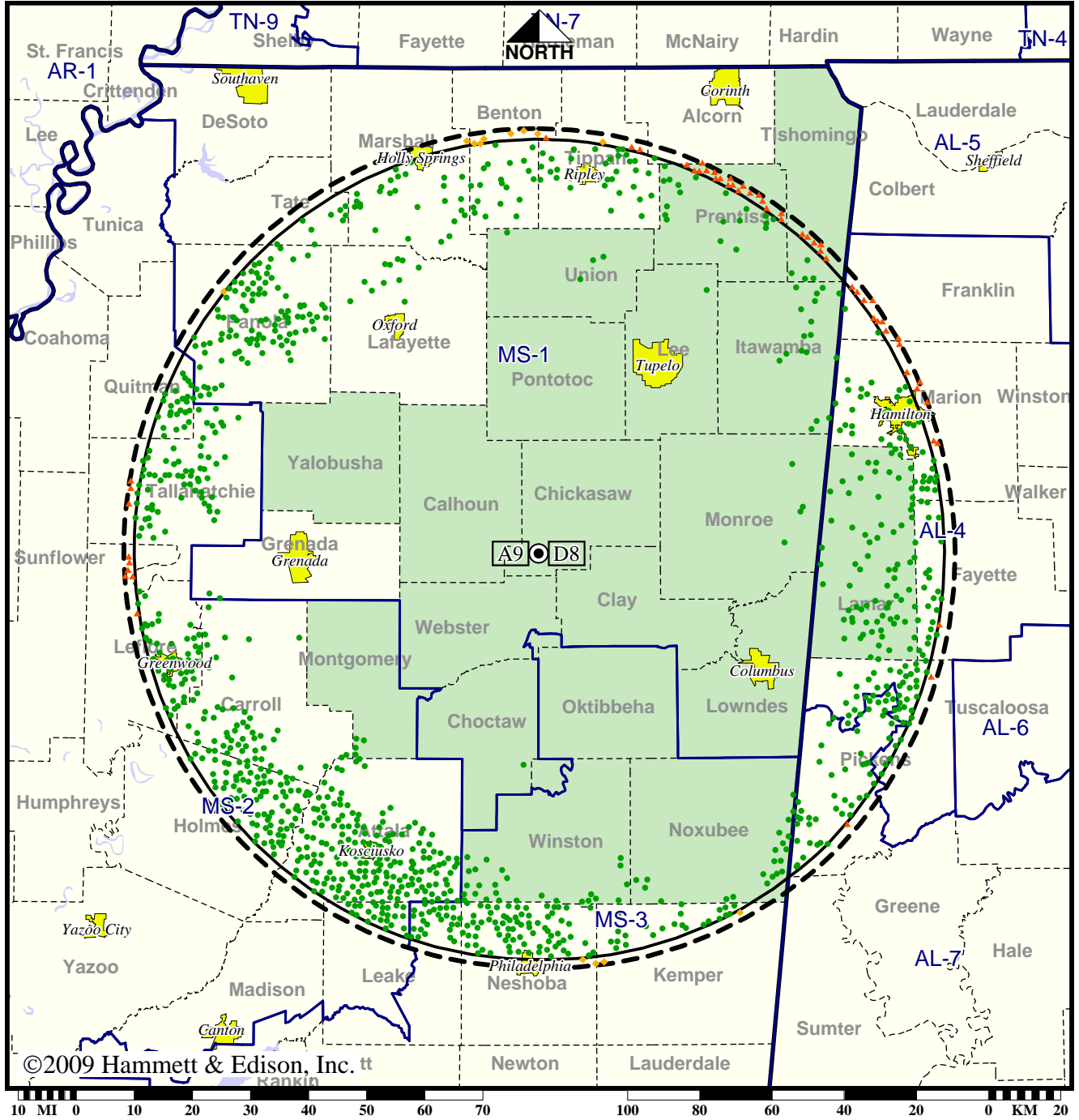
Analog service	278,394 persons
Digital service	517,784
Analog loss	0
Digital gain	239,390
Net gain	239,390

TV Station WTVA • Analog Channel 9, DTV Channel 8 • Tupelo, MS

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 16.0 kW ERP at 540 m HAAT, Network: NBC  
 vs. Analog (dashed): 316 kW ERP at 542 m HAAT, Network: NBC

Market: Columbus-Tupelo-West Point, MS



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

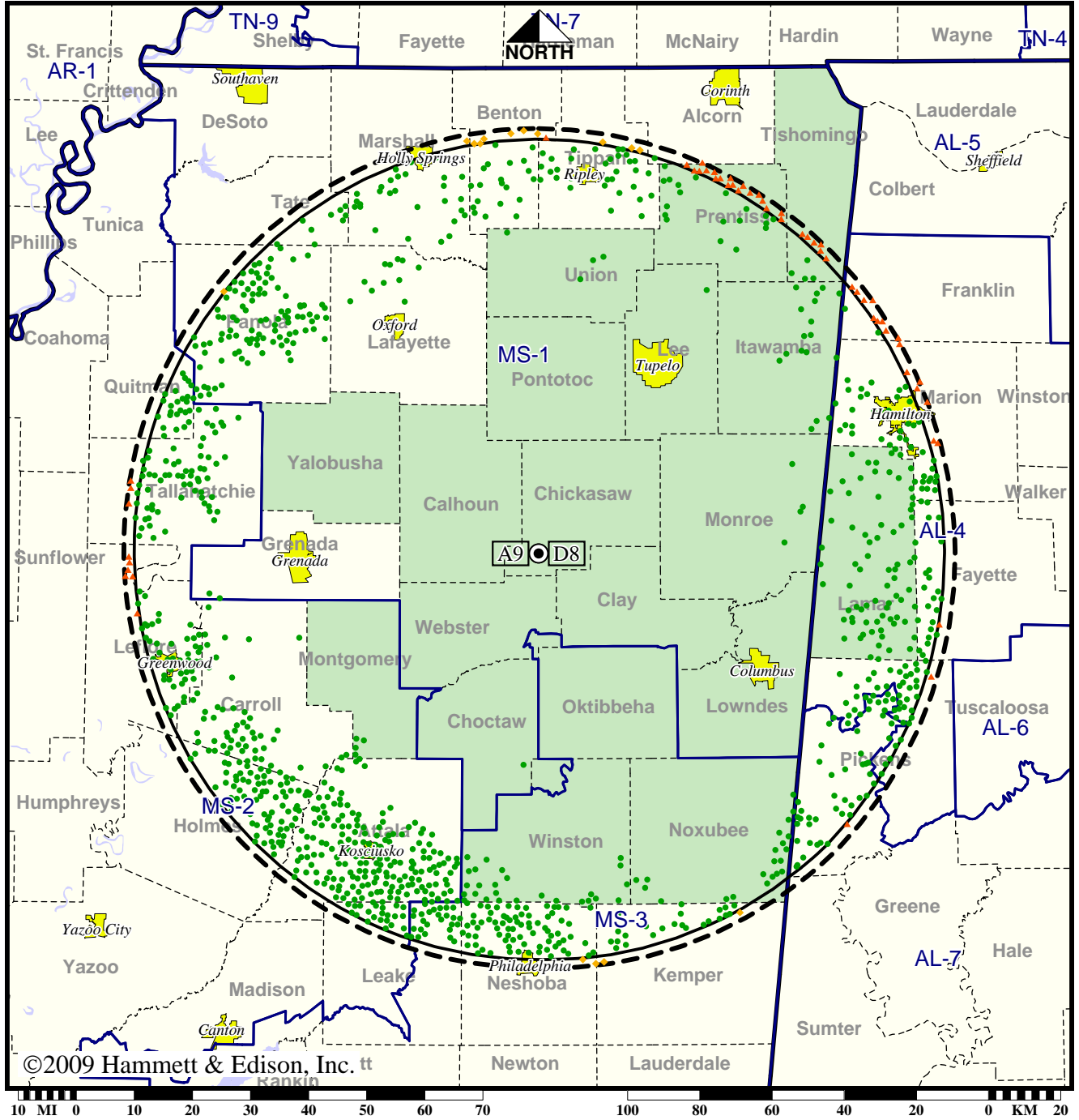
Analog service	593,941 persons
Digital service	686,556
Analog loss	5,162
Digital gain	97,777
Net gain	92,615

TV Station WTVA • Analog Channel 9, DTV Channel 8 • Tupelo, MS

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 16.0 kW ERP at 540 m HAAT, Network: NBC  
 vs. Analog (dashed): 316 kW ERP at 542 m HAAT, Network: NBC

Market: Columbus-Tupelo-West Point, MS



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

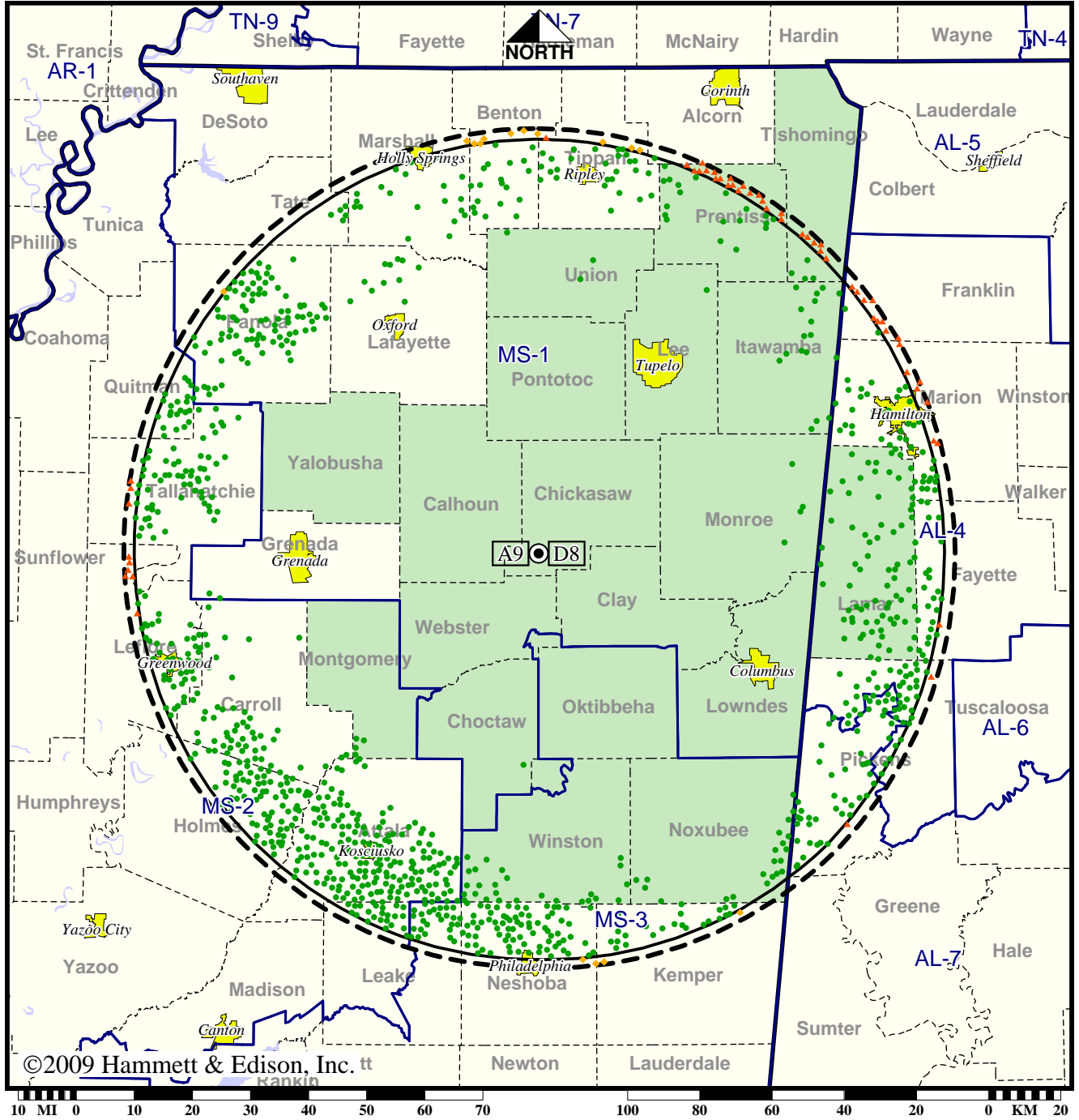
Analog service	593,941 persons
Digital service	684,657
Analog loss	5,162
Digital gain	95,878
Net gain	90,716

TV Station WTVA • Analog Channel 9, DTV Channel 8 • Tupelo, MS

Approved or Requested Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 16.0 kW ERP at 540 m HAAT, Network: NBC  
 vs. Analog (dashed): 316 kW ERP at 542 m HAAT, Network: NBC

Market: Columbus-Tupelo-West Point, MS



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

Analog service	593,941 persons
Digital service	682,033
Analog loss	5,162
Digital gain	93,254
Net gain	88,092