



# Television YEARBOOK® 2015

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*BIA/Kelsey's Television Yearbook® 2015*

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### **Woods & Poole Economics, Inc.**

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#### Special Notes for Puerto Rico Market

Some demographic information for Puerto Rico is provided by the Puerto Rico Planning Board. BIA/Kelsey has estimated some projected demographic figures using historic growth rates.

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# United States Overview

Comparison of various market, owner and station factors with the entire country provides useful indicators of its potential. Below are several nationwide benchmarks:

## National Totals

2014 Population <sup>1</sup> .....	318,521,268
2014 Retail Sales <sup>1</sup> .....	\$4,739,145,970,638
2014 BIA's Estimated Gross	
Television Advertising Revenues.....	\$20,014,700,000
Television Households as of Jan 1 2015 .....	112,807,000
2014 Total Personal Income <sup>1</sup> .....	\$13,494,362,684,447

## National Growth Rates

	'09-'14	'14-'19
Population (POP) .....	0.9%	0.9%
Households (HH) .....	1.3	1.0
Retail Sales (RS).....	3.5	1.7
Total Personal Income (TPI) .....	4.3	2.4

## 2014 National Ethnic Breakdown

White .....	63.1%
Black.....	12.9
Asian.....	5.7
Hispanic Origin.....	17.4

## 2014 National Income

Per Capita .....	\$42,366
Median Household.....	\$80,115
Average Household.....	\$108,809

## 2014 National Demographic Averages

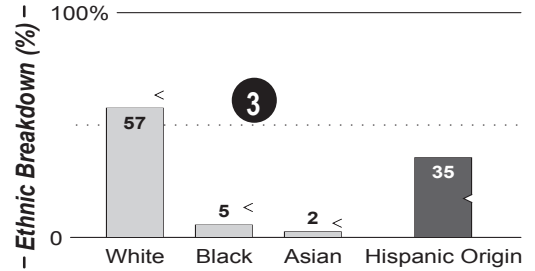
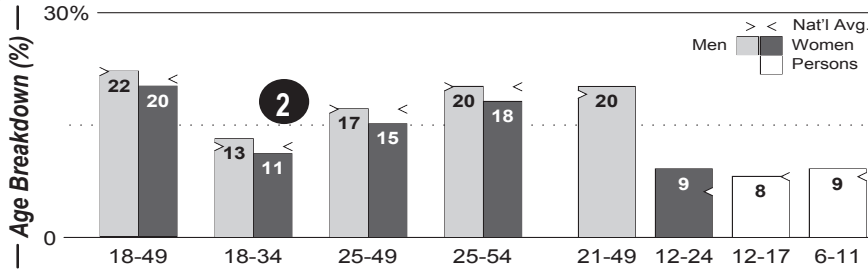
Ages	Men	Women	Persons
18-49 .....	22%	22%	
18-34 .....	12	12	
25-49 .....	17	17	
25-54 .....	20	20	
21-49 .....	19		
12-24 .....		6	
12-17 .....			8%
6-11.....			8

<sup>1</sup> per Woods & Poole Economics, Inc.

# Amarillo, TX

**1** TV Mkt Rank: **130** TVHH: **193,000** Pop: **554,100** Retail: **\$8.004B**

Gross Rev: **\$24.8M** HH Inc: **\$100,656** ↓



Ch	p	Calls	City of License	PWR	HAAT	Polar	Latitude	Longitude	Rep	Affil	St	Owner	Acq	Price
7		KVII-TV	Amarillo	22	1,703	HOR	35-22-30	101-52-56	HRP	ABC	57	Sinclair Bcst Group	1311	
9	*	KACV-TV	Amarillo	30	1,306	HOR	35-20-33	101-49-21		PBS	88	Amarillo Jr College		
10		KFDA-TV	Amarillo	62	1,529	HOR	35-17-34	101-50-42	PMC	CBS	53	Drewry Comm Group	8402	
12		KVIH-TV	Clovis	5	669	HOR	34-11-34	103-16-44	HRP	ABC	56	Sinclair Bcst Group	1311	
15		KCIT	Amarillo	925	1,522	HOR	35-20-33	101-49-21	Contl	FOX	82	Mission Bcstg	9905	13,000
18		KPTF-DT	Farwell	50	367	HOR	34-26-21	103-12-22		REL	01	Prime Time Christian		
19		KAMR-TV	Amarillo	400	1,494	HOR	35-20-33	101-49-21	Contl	NBC	53	Nexstar Bcstg Group	0312	na
22		KLKW-LD	Amarillo	1	420	HOR	35-10-21	101-57-13		EST	14	DTV America Corp		
26		K26CD	Clovis	8	430	HOR	34-26-25	103-12-37		CBS	88	Drewry Comm Group		
31		KEYU	Borger	700	1,001	HOR	35-20-33	101-49-20	Telmn	TEL	05	Drewry Comm Group	1003	g
33		KCPN-LP	Amarillo	41	580	HOR	35-20-33	101-49-21	Contl	My	97	Mission Bcstg		
46		KZBZ-LP	Canyon	150	125	HOR	34-58-58	101-56-05	PMC	IND	06	Drewry Comm Group		
7.2		KVII-D2	Amarillo	22	1,703	HOR	35-22-30	101-52-56	HRP	CW+	02	Sinclair Bcst Group	1311	
7.3		KVII-D3	Amarillo	22	1,703	HOR	35-22-30	101-52-56	HRP	Grt	15	Sinclair Bcst Group	1311	
9.2	*	KACV-D2	Amarillo	30	1,306	HOR	35-20-33	101-49-21		VME	09	Amarillo Jr College		
10.2		KFDA-D2	Amarillo	62	1,529	HOR	35-17-34	101-50-42	PMC	IND	02	Drewry Comm Group		
10.3		KFDA-D3	Amarillo	62	1,529	HOR	35-17-34	101-50-42	PMC	TEL	04	Drewry Comm Group		
10.4		KFDA-D4	Amarillo	62	1,529	HOR	35-17-34	101-50-42	PMC	WxN	09	Drewry Comm Group		
15.2		KCIT-D2	Amarillo	925	1,522	HOR	35-20-33	101-49-21	Contl	My	09	Mission Bcstg		
19.2		KAMR-D2	Amarillo	400	1,494	HOR	35-20-33	101-49-21	Contl	My	07	Nexstar Bcstg Group	0312	na
31.2		KEYU-D2	Borger	700	1,001	HOR	35-20-33	101-49-20	Telmn	LAT	07	Drewry Comm Group	1003	g

Ch	General Manager	Address, City, State ZIP	Phone	FAX	Owner Contact	Owner Phone
7	Thom Pritz	1 Broadcast Ctr, Amarillo, TX 79101	806-373-1787	371-7329	David Smith	410-568-1500
9	Chris Hays	PO Box 447, Amarillo, TX 79178	806-371-5222	371-5258	Terry Berg	806-371-5124
10	Brent McClure	PO Box 10, Amarillo, TX 79105	806-383-1010	381-9859	Robert Drewry	580-355-7000
12	Thom Pritz	1 Broadcast Ctr, Amarillo, TX 79101	806-373-1787	371-7329	David Smith	410-568-1500
15	Wesley Willson	1015 South Fillmore St, Amarillo, TX 79101	806-383-3321	349-9083	Dennis Thatcher	440-526-2227
18	Amy Cooper	PO Box 61000, Midland, TX 79711	432-563-0420	563-1736	Albert Cooper	432-563-0420
19	Brandy Sanchez	1015 South Fillmore St, Amarillo, TX 79101	806-383-3321	349-9083	Perry Sook	972-373-8800
22	John Kyle II	13450 W Sunrise Blvd Ste 164, Sunrise, FL 33323	954-646-9456		John Kyle II	954-606-5486
26	Brent McClure	PO Box 10, Amarillo, TX 79105	806-383-1010	381-9859	Robert Drewry	580-355-7000
31	Brent McClure	PO Box 10, Amarillo, TX 79105	806-383-1010	381-9859	Robert Drewry	580-355-7000
33	Brandy Sanchez	1015 South Fillmore St, Amarillo, TX 79101	806-383-3321	349-9083	Dennis Thatcher	440-526-2227
46	Brent McClure	PO Box 10, Amarillo, TX 79105	806-383-1010	381-9859	Robert Drewry	580-355-7000

# Market Overview Key

## 1 Market Statistics

**TV Market Rank:** The rank is based on the number of television households in the market.

**TVHH:** The number of television households in the market.

**Pop:** The 2014 population estimate of the market from Woods & Poole Economics, Inc. (see Copyrights).

**Retail:** The estimated 2014 total retail sales in the market from Woods & Poole Economics, Inc. (see Copyrights). **M** = millions and **B** = billions.

**Gross Rev:** This is BIA/Kelsey's estimate of the over-the-air gross advertising revenues for this market for 2014. **M** = millions and **B** = billions. The revenue estimates represent total time sales including local, regional and national spot sales, plus political and network compensation. The figures do not include trade and barter, production or promotional revenues.

**HH Inc:** The 2014 average household income from Woods & Poole Economics, Inc. (see Copyrights). The arrow to the right of the figure indicates whether the figure is higher or lower than the national average (see p. v)

## 2 Age Breakdown

This is a graphical presentation of the gender and age percentage breakdown in the market for 2014. For comparison purposes, the national averages for the various categories is indicated in the corresponding bar by a ">" or a "<."

## 3 Ethnic Breakdown

**White Population:** The percentage of Caucasian population in the market. The national average is indicated by a "<" mark.

**Black Population:** The percentage of African-American population in the market. The national average is indicated by a "<" mark.

**Asian Population:** The percentage of Asian population in the market. The national average is indicated by a "<" mark.

**Hispanic Origin:** The percentage of Hispanic residents in the market. Percentages for Hispanic origin should not be added to the other three percentages as Hispanic is included in all of the ethnic categories. The national average is indicated by a "<" mark.

## 4 Technical Attributes

Technical information is secured from the FCC through Actions and filings for construction permits.

**Ch:** The number of the over-the-air channel at which the station is located. Digital multicast signals are profiled at the bottom of the listing.

**p:** A "\*" in this column indicates that this is a Public station.

**Calls:** Listed in order of channel position are the licensed call letters of the television stations.

**City of License:** The city from which the television station is licensed to operate as designated by the FCC.

**PWR:** The visual power in kilowatts at which the station transmits.

**HAAT:** Height above average terrain of the station's center of radiation (antenna) with respect to its surrounding terrain in feet.

**Polar:** Indicates the station's antenna polarization: HOR = Horizontal; CIR = Circular; ELI = Elliptical.

**Latitude:** The station's latitudinal transmitter coordinate.

**Longitude:** The station's longitudinal transmitter coordinate.

## 5 Rep and Affiliation (Affil)

**Rep:** This is an abbreviation of the station's advertising representative according to a table found in "Keys & Codes."

**Affil:** The national network affiliation with which the station has an agreement to rebroadcast a significant portion (ten-plus hours) of the network's programming (see Keys & Codes).

## 6 Ownership

Ownership changes and information are gleaned from announcements in the trade publications, press releases, market contacts, FCC filings and other sources.

**St:** The year the station first went on the air.

**Owner:** The most recent owner or proposed purchaser of the station. A proposed purchaser is indicated by a "p" next to the Acquisition Date (Acq).

**Acq:** The date (Year Month) the station was acquired by the most recent or proposed purchaser.

**Price:** Presented in thousands, this is the sales price paid for the station. To the right of the price you may encounter a code that signifies the type of transaction (See Keys & Codes). NOTE: Because the actual sales price of a station or group may vary from the reported price, caution should be exercised with respect to the use of these data.

## 7 Contact Information

Listed numerically by Channel, the station's GM, mailing address, phone and fax number are listed as well as the owner contact name and phone number. See "TV Station Personnel" for other key contacts at the station and "Group Owners" for more detail on owners of more than two stations.

# Keys & Codes

## General

<b>B</b>	Billion
<b>CA</b>	Class A—an upgrade for low power television
<b>DT</b>	Digital Television
<b>HAAT</b>	Height Above Average Terrain (shown in feet)
<b>LP</b>	Low power
<b>M</b>	Million
<b>TVHH</b>	Estimated Television Households as of 1/1/2012
<b>*</b>	Denotes a non-commercial station
<b>HOR</b>	Horizontal antenna polarization
<b>CIR</b>	Circular antenna polarization
<b>ELI</b>	Elliptical antenna polarization

## Codes After Sales Price

<b>+</b>	Sales price is amount listed plus notes, stock, or debt.
<b>al</b>	Station sold for assumption of liabilities.
<b>c#</b>	Indicates parent and satellite stations in the market.
<b>cp</b>	Indicates sale of a station construction permit.
<b>d</b>	Distress sale.
<b>dn</b>	Donation.
<b>e</b>	Estimated sales price.
<b>g</b>	Group sale.
<b>g#</b>	Parent/satellite of a group sale.
<b>na</b>	Not available
<b>nc</b>	No cash consideration.
<b>p</b>	“p” after the date acquired (Date Acq'd) indicates a proposed sale.
<b>st</b>	Stock transfer.
<b>sw</b>	Station swap.

## Station Representatives (Rep)

<b>ABC</b>	ABC Television Sales
<b>Asian</b>	Asian Marketing & Media Services
<b>AZT</b>	Azteca America TV Spot Sales
<b>CBSTV</b>	CBS Television Stations
<b>Contl</b>	Continental Television Sales
<b>Eagle</b>	Eagle TV Sales
<b>FOX</b>	Fox Station Sales
<b>HRP</b>	Harrington, Righter & Parsons, Inc.
<b>InHse</b>	In House
<b>KatzT</b>	Katz Direct Television Sales
<b>Libmn</b>	Liberman Television Sales
<b>MMT</b>	MMT Sales, Inc.
<b>Millmn</b>	Millenium Sales & Marketing
<b>NBC</b>	NBC National Sales
<b>NPM</b>	National Public Media
<b>PMC</b>	Petry Media Corporation
<b>Rosln</b>	Roslin Television Sales
<b>Telmn</b>	Telemundo
<b>TelRp</b>	TeleRep
<b>UNI</b>	Univision.

## Station Affiliation

<b>3AB</b>	Three Angels Bcstg Netwk	<b>LAT</b>	LATV - Bilingual Spanish/English Network
<b>ABC</b>	ABC	<b>LIF</b>	Lifestyle
<b>AcW</b>	AccuWeather	<b>LWN</b>	Live Well Network
<b>AMG</b>	Access Media Group	<b>MdF</b>	MundoFox
<b>AMy</b>	Antenna and My Network	<b>Me</b>	Me TV
<b>Ant</b>	Antenna TV	<b>MMy</b>	Me TV and My Network
<b>AZT</b>	Azteca America	<b>MTL</b>	Me TV and Telemundo
<b>Biz</b>	BizTV Network	<b>MGA</b>	Mega TV - Spanish
<b>BNC</b>	Bounce TV	<b>Mov</b>	Movies! TV Network
<b>CBC</b>	CBC Television	<b>MR1</b>	My, Retro, America One
<b>CBS</b>	CBS	<b>MRT</b>	My and Retro Television Network
<b>CCT</b>	CCTV News	<b>MTh</b>	My and This TV
<b>CGN</b>	Church Global Network TV	<b>MXC</b>	Mexicanal Network
<b>CHC</b>	The Church Channel	<b>My</b>	My Network TV
<b>CNA</b>	CBS, NBC, ABC, FOX. Any combination of the first letters of these networks; means dual affiliation; i.e. C&A = CBS and ABC.	<b>NBC</b>	NBC
<b>CNI</b>	Christian Network, Inc.	<b>NOA</b>	Not On Air — Station under construction
<b>Col</b>	The Cool TV Network	<b>NTD</b>	New Tang Dynasty
<b>Coz</b>	Cozi TV	<b>Nws</b>	All News
<b>CRT</b>	Create	<b>PBJ</b>	PBJ Network
<b>CTV</b>	Cornerstone Television Network	<b>PBS</b>	Public Broadcasting System
<b>CW</b>	CW Television Network	<b>PCH</b>	Punch TV
<b>CW+</b>	CW Plus	<b>PUB</b>	Public Television
<b>CMe</b>	CW and Me TV	<b>qbo</b>	ION Qubo Network
<b>CMy</b>	CW and My Network	<b>QVC</b>	QVC Shopping Network
<b>DRK</b>	Dark	<b>REL</b>	Religious
<b>Dst</b>	Daystar TV Network	<b>RT1</b>	RTV, TUFF, America One
<b>EDU</b>	Educational	<b>RTV</b>	Retro Television Network
<b>ENL</b>	Enlace Spanish	<b>Rvn</b>	Rev'n TV
<b>Esc</b>	Escape TV	<b>SCH</b>	SCHOLAR - Education Programming
<b>EST</b>	Estrella TV	<b>SHP</b>	Shopping Networks
<b>EXP</b>	PBS Explorer	<b>SML</b>	Smile of a Child
<b>F&amp;M</b>	FOX and My Network	<b>SSN</b>	Soul of the South Network
<b>FMC</b>	The Family Channel	<b>SWx</b>	Sports & Weather
<b>FNT</b>	FamilyNet	<b>TBN</b>	Trinity Broadcasting Network
<b>FNX</b>	First Nations Experience	<b>TBS</b>	Turner BroadcastingSystem
<b>FOR</b>	Foreign Language	<b>TCT</b>	Total Christian Television
<b>FOX</b>	FOX	<b>TEL</b>	Telemundo
<b>get</b>	getTV	<b>TEX</b>	Telemundo Exitos TV
<b>Grt</b>	Grit TV	<b>TEV</b>	Televia
<b>H&amp;I</b>	Heroes & Icons	<b>Ths</b>	This TV
<b>HSN</b>	Home Shopping Network	<b>tr3</b>	MTV tr3s
<b>HTN</b>	Heartland TV Network	<b>TUF</b>	TUFF TV Network
<b>ICN</b>	ICN TV Network	<b>UNI</b>	Univision
<b>ILF</b>	ION Life Network	<b>UnM</b>	UniMas
<b>INA</b>	Independent-Asian	<b>USP</b>	Untamed Sports
<b>IND</b>	Independent	<b>VME</b>	V-me/Viva
<b>INS</b>	Independent-Spanish	<b>VTM</b>	Vietnamese Programming
<b>ION</b>	ION Media Network	<b>WDV</b>	WorldView Network
<b>Jst</b>	Justice Network TV	<b>WLD</b>	World
<b>JUC</b>	JUCE TV	<b>Wnt</b>	WeatherNation TV
<b>KDS</b>	PBS Kids	<b>Wrk</b>	The Worksd
<b>KOR</b>	Korean Programming	<b>Wx</b>	Weather
<b>Laf</b>	Laff	<b>WxN</b>	Weather & News
		<b>Yto</b>	Youtoo America TV
		<b>ZUS</b>	ZUUS Country