

Louisiana — Minden

KPXJ
Ch. 21

Network Service: PAX.

Licensee: Paxson Communications License Co. LLC, 601 Clearwater Park Rd., West Palm Beach, FL 33401.

Studio: 312 E. Kings Hwy., Shreveport, LA 71104.

Mailing Address: 312 E. Kings Hwy., Shreveport, LA 71104.

Phone: 318-861-5800. **Fax:** 318-868-9672.

E-mail: gsirven@ktbs.com

Web Site: http://www.paxtv.com

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 3020-kw max, visual. Antenna: 469-ft above av. terrain, 466-ft. above ground, 679-ft. above sea level.

| | | | |
|-----------|-----|-----|-----|
| Latitude | 32° | 44' | 40" |
| Longitude | 93° | 22' | 54" |

Transmitter: 0.5-mi. from Intersection of State Hwy. 7 & Parish Rd. 18 at a bearing of 60 degrees T.

Note: Latitude and longitude coordinates shown are based on the North American Datum of 1927 (NAD 27) as currently required by the Mass Media Bureau of the FCC.

Ownership: Paxson Communications Corp. (Group Owner).

Began Operation: August 31, 1998, as WPXO. Sale to Minden Television Corp. (Lauren B. Wray) pends. Proposed sale to River Cities Broadcasting LLC dismissed by FCC October 21, 2003.

Represented (sales): Continental Television Sales.

Represented (engineering): D. C. Williams PE.

Personnel:

George Sirven, General Manager.

LeeAnn Lewis, Local Sales Manager.

Judy Meller, National Sales Manager.

James Bickmore, Chief Engineer.

Jan Elkins, News Director.

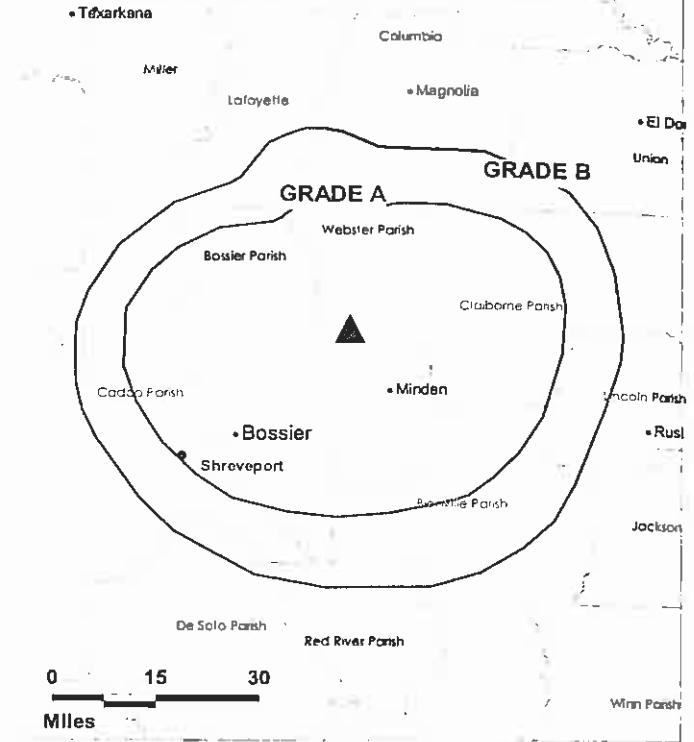
Valerie Cosby, Regional Sales Manager.

Blanchard Short, Business & Traffic Manager.

Rates: On request.

City of License: Minden. **Station DMA:** Shreveport, LA. **Rank:** 81.

KPXJ BPCT-960405KL GRANTED: 12/11/1998



Circulation © 2003 Nielsen. Coverage based on Nielsen study.

| GrandTotal | Cable TV Households | Non-cable TV Households | Total TV Households |
|-----------------------------------|------------------------|----------------------------|------------------------|
| Estimated Station Totals * | 183,590 | 56,250 | 239,840 |
| Average Weekly Circulation (2003) | 34,921 | 6,320 | 41,241 |
| Average Daily Circulation (2003) | | | 11,355 |
| Station DMA Total | Cable TV Households | Non-cable TV Households | Total TV Households |
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*Estimated station totals are sums of the Nielsen TV and Cable TV household estimates for each county in which the station registers viewing of more than 5% as per the Nielsen Survey Methods.