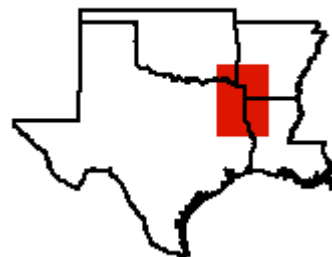
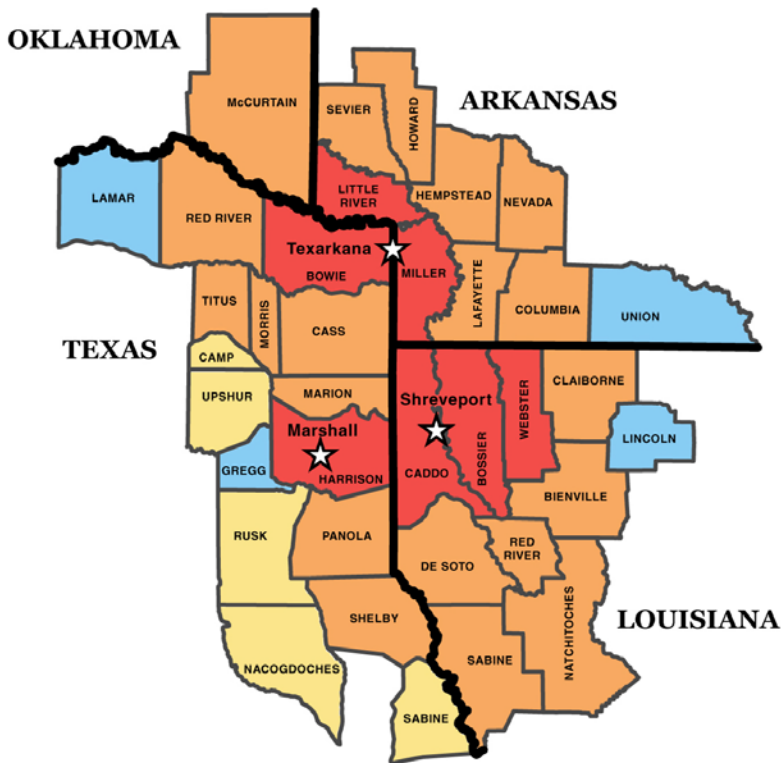


DMA COVERAGE MAP

Shreveport, LA

Designated Market Area #81

US TV Markets Ranked by Nielsen



■	NSI TV Households = 496,280
■	DMA TV Households = 379,880
■	Metro TV Households = 231,730
■	Additional Cable Systems carrying KTBS
★	3 KTBS Newsroom Locations

- The Shreveport DMA covers 4 States
- TV Homes = 98% of Total HH's
- NSI & DMA Cable Penetration = 56% of TV HH's
- Metro Cable Penetration = 66% of TV HH's
- Effective Buying Income per HH = \$37,503
- NSI Population-Persons 2+ = 1,224,000
- DMA Population-Persons 2+ = 937,000
- DMA Population-Persons 18+ = 714,000
- DMA Population-Women 18+ = 378,000
- DMA Population-Men 18+ = 336,000
- DMA Population-Persons 25-54 = 378,000
- DMA Population-Persons 18-49 = 416,000
- DMA Population-Working Women = 166,000

Sources: Nielsen-Shreveport, LA/Nov. 2003 & TVB: Nielsen Media Research DMA Market and Demographic Rank Report, Sept. 2002; Claritas/Market Statistics, Demographics USA (2002 Edition)