

KWHB TV-47

A *leasea* broadcasting TV station

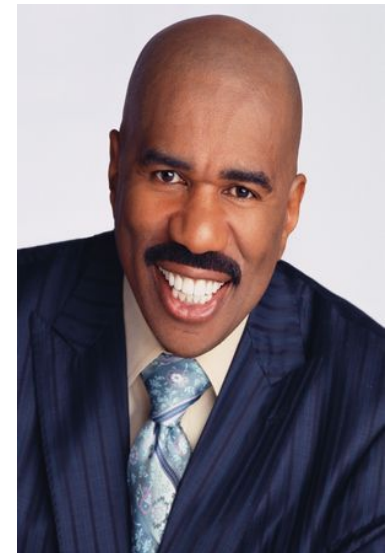
Tulsa's New Family Entertainment Station!



Connecting Tulsa Families and Businesses with the RIGHT MESSAGE at the RIGHT TIME!



Just Shoot Me!



Tulsa's New KWHB TV-47

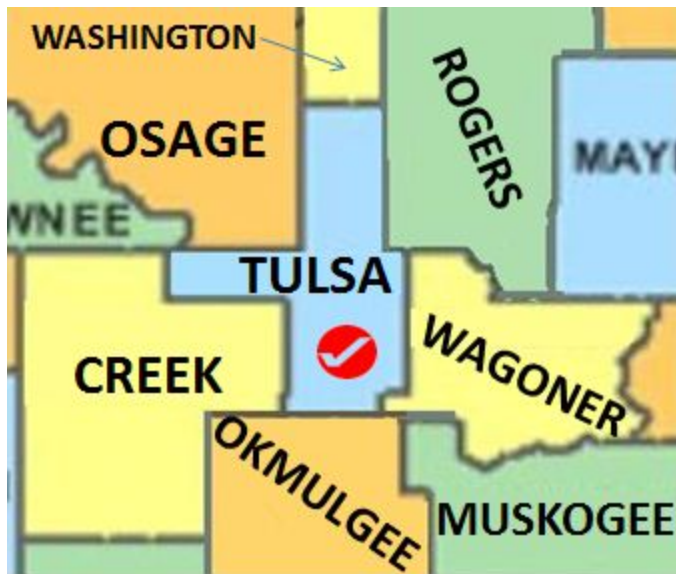
- Serving Oklahoma for over 30 years, KWHB will **triple both its family entertainment programming and audience** this Fall!
- ***Who's the Boss?, Mad About You, Steve Harvey, and Just Shoot Me!*** now join KWHB's ***MASH, Andy Griffith, and Heartland*** Monday-Friday.
- Owned by **LeSEA, a multi-media broadcaster** operating TV stations across the U.S.A. and **cable/satellite's fastest-growing network, FETV.**
- As a **full power television station, KWHB can reach 1.3M Viewers** both Over-the-Air and on Oklahoma's Cable/Satellite systems.
- By focusing on engaging Tulsa families (vs. everyone), KWHB's #1 goal is to **deliver results** -- not just ratings -- for our sponsors.
- KWHB's rich spiritual legacy **plus** "family friendly" programs create a **positive, worry-free environment for Viewers and Advertisers.**
- With its newly expanded TV schedule, KWHB offers Lifestyle and Entertainment programming **connecting local families and businesses.**

Tulsa's New KWHB: Engaging Today's Families



- Despite changes to its structure, today's Family offers **rich marketing opportunities**.
- Parents today are **older, better educated**.
- More mothers are now in the workforce.
- Today's wife has higher levels of education, often is the primary breadwinner.
- Engaging Families can be profitable, but ad message & platform **must match the target**.
- Focusing on the "**family theme**" -- not the "family profile" -- is key to connecting.
- The **message** should reflect today's family's mood (their anxieties, joys, fears, hopes).
- The media **platform** should enhance – not detract from -- the message.
- KWHB's **Family Friendly Programs** offer a **unique platform niche** for your ad message.

Tulsa TV Market Profile



- #58-ranked Television Market.
- 531,230 DMA TV Households.
- 1.3 million people.
- Television ranks as most reliable (65%).
- Cable coverage @ 36.2% (192K HH).
- Satellite coverage @ 41.2% (218K HH).
- Over-the-Air coverage @ 22.7% (121K HH).
- Ranks #69 / Hispanic population
- Ranks #72 / Asian population
- Ranks #77 / African American population

Tulsa's New KWHB TV-47

A Positive Return on Your Ad Investment!

- ✓ KWHB is a **full-power TV station reaching 531,000 HH's**.
- ✓ Expanding its programming to **engage more families**.
- ✓ Now offering **Lifestyle, Entertainment & Classic TV shows**.
- ✓ Advertisers can **reach thousands for pennies** per viewer.
- ✓ KWHB's **#1 goal is to deliver results**, not only impressions.
- ✓ Provides a **worry-free platform** showcasing your business.
- ✓ Offers **LeSEA Guarantees** for peace-of-mind advertising.
- ✓ KWHB is **focused, efficient, flexible, and effective**.
- ✓ A small investment in KWHB will pay **big dividends**.