

FYI

KANSAS CITY

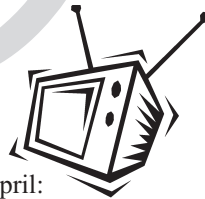
C A B L E

6601 Winchester, Suite 130
Kansas City, MO 64133



Movies, Sports & Events

Take a sneak peek at some of the fresh, quality programming coming to cable in April:



FX: Original Series Season Premiere: *Rescue Me* – April 7 at 9pm

World Broadcast Premiere Movies: *The Departed* (4/7 at 5:30pm) and *Snakes on a Plane* (4/14 at 7pm)

Discovery: Specials: *Who Was Jesus?* (4/5 at 7pm); *Alaska Week* (4/12-4/17 at 8pm); *Inside the FBI* (4/26 at 8pm)

Original Series Season Premieres: *Myth Busters* (4/8 at 8pm); *Deadliest Catch* (4/14 at 8pm); *Out of the Wild: Alaska Experiment* (4/14 at 9pm); *Pitchman* (4/15 at 9pm)

Comedy Central: Original Series Season Premiere: *Reno 911!* – April 1 at 9:30pm

Bravo: Special: *The Real Housewives of New Jersey* – April 7 at 10pm

TLC: Original Series Season Premiere: *American Chopper* – April 9 at 8pm

Lifetime: Original Movie Premieres *High Noon* (4/4 at 8pm) and *Tribute* (4/11 at 8pm)

ABC Family: Original Movie Premiere: *My Fake Fiance* – April 19 at 7pm

Hallmark: Original Movie Premieres: *Love Takes Wing* (4/4 at 8pm); *Love Finds a Home* (4/11 at 8pm); *Chasing a Dream* (4/25 at 8pm)

Animal Planet: Original Series Premieres: *Escape to Chimp Eden* (4/3 at 8pm); *NIGHT* (4/8 at 9pm); *Groomer Has It* (4/11 at 8pm); *Stranger Among Bears* (4/17 at 9pm)

Spike: Original Series Premieres: *Ultimate Fighter* (4/1 at 9pm); *Fast Machines with Funkmaster Flex* (4/5 at 9:30pm); *Deadliest Warrior* (4/7 at 9pm); *Pro's vs. Joe's* (4/27 at 10pm)

TV Land: Original Series Premiere: *The Cougar* – April 15 at 9pm

Fox Sports: Royals regular season coverage begins 4/6 at 1pm! Find complete schedule at www.royals.com.

ESPN & ESPN2: Special: *NFL Draft* – Live coverage on April 24 and April 25

Media Sales Team 816-358-0600

General Manager
Debbie Lynch (816) 222-5430

Local Sales Manager
Phil Brouillette (816) 222-5890
Joanne Raines (816) 222-5570

Account Executives
Dorothy Beckham (816) 222-5388
Doug Conrad (816) 222-5879
Carol Farrell (816) 222-5875
Kristi Goodloe (816) 222-5428
Kevin Harris (816) 222-5833
Michael Hiatt (816) 222-5429
Becky Lisner (816) 222-5887
Ray Martin (816) 222-5878
Franci Massey (816) 222-5388
Cindy Smith (816) 222-5874
Steve South (816) 222-5385
Brennah Tate (816) 222-5876
Jeanne Youngwirth (816) 222-5417

Marketing Manager
Kathy Nelson (816) 222-5512

Pass this newsletter on. Click www.kcnow.com/listings/789427.

Journey TV On Demand, your passport to travel marketing



Now, you've got the opportunity to showcase your business or travel destination exclusively to over 200,000 digital cable subscribers throughout the Kansas City area just in time for summer planning

This new, interactive vacation and weekend getaway guide launched locally in 2008 on Time Warner Cable Channel 989. Journey TV is the first and only on demand channel dedicated to the travel and leisure industry.

With the simple click of the remote, viewers can use Journey TV's easy-to-use navigational tools to research and share destinations, entertainment and activities with the entire family from the comfort of their living room couch 24/7.

Advertisers can place their long format videos exclusively in the Kansas City area or any/all other Time Warner Cable markets. Choose from the many pre-determined categories to fit your specific needs:

- State by State
- Entertainment
- Beach Vacations
- International

Or insert in our newly-created, local "Staycations" category.

Now more than ever, Kansas City consumers will be looking for reasonable ways to enjoy everything our local area has to offer through this ever-important "Staycations" category. You can place your video under any of our subcategories:

- Attractions & Parks
- Events
- Hotels & Resorts
- On the Water
- Destinations

Partner Journey TV with your cable commercial schedule and let viewers know they can find more information about your products and services on Channel 989. Journey TV advertisers will be sent Monthly Viewership Reports detailing information on how viewers interacted with your message. In 2008, Journey TV On Demand received over 36,000 hits in KC.

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The Power of YOU

T I M E W A R N E R



A View From The Top

ESPN
Big 12 Basketball:
Kansas vs. Oklahoma
17.1 on 2/23/09 from 8pm-10:15pm
Baylor vs. Missouri
13.5 on 3/14/09 from 5:15pm-7:15pm
Texas vs. Oklahoma
8.0 on 2/21/09 from 8pm-10pm

College GameDay
8.4 on 3/14/09 from 7:15pm-8pm

ESPN2
Big 12 Basketball:
Kansas vs. Texas Tech
10.6 on 3/4/09 from 8:30pm-10:45pm
Texas Tech vs. Missouri
9.2 on 3/12/09 from 8:45pm-10:45pm

TNT
Original Series: The Closer
6.8 on 2/16/09 from 8pm-9pm

USA
Original Series: Monk
6.5 on 2/20/09 from 8pm-9pm
Original Series: Burn Notice
6.0 on 3/5/09 from 9pm-10pm

Source: Nielsen Overnight Cable HHs in KC DMA

Inside This Special April 2009 Issue:

- Get your media pitch home run ratings, pg. 2
- Your broadcast favorites can be found on cable too, pg. 2
- USA hits a perfect 10, pg. 2
- Metro Sports dedicated to youth in sports and in life, pg. 3



Plan to add these star-studded specials to your upcoming media pitch for a ratings home run!

TV Land, MTV and ESPN have the answer to get your advertising applauds and eyes in the months ahead



First up on the list of cable specials comes in April with one of TV Land's biggest nights of the year. On Saturday, April 26, the network will bring together some of the most beloved TV personalities from yesterday and today to honor your favorite TV stars and shows.

The *2009 TV Land Awards* will be hosted by Neil Patrick-Harris and is sure to be another unforgettable evening of laughter, tribute, remembrance and celebration.

Here's your chance to reach the lucrative 25-54 market with a special that

USA hits a perfect 10

During the first week in March, USA notched its 10th consecutive primetime ratings win, averaging 3.06 million total viewers and sweeping the three top demos nationally. Look for USA to continue its streak as it premieres new programs in April and beyond...

Sunday, April 19 will be a big night as USA brings back powerhouses *Law & Order: Criminal Intent* (8pm-9pm) and *In Plain Sight* (9pm-10pm). After a very successful first season following the witness protection program, *In Plain Sight* returns for Season 2. For its new season, *Law & Order: CI* adds Academy Award and Emmy nominee Jeff Goldblum to its cast of characters.

Psych, *Burn Notice* and *Monk* are scheduled to return with new episodes this summer. This will be the eighth and final season for *Monk* on USA Network. Original show cast member Bitty Schram (beloved nurse and side-kick) will guest-star in an episode.

only TV Land can bring. As TV Land's popularity continues to grow, so does the *TV Land Awards* viewership!

MTV The 2009 Movie Awards... MTV's answer to the Oscars

The 18th annual *MTV Movie Awards* will be showing live on May 31, beginning with a pre-show at 6:30pm and an encore showing following the live show that runs from 7-9pm. *Saturday Night Live* star Andy Samberg will host.

This year's show will award the best and brightest Hollywood actors and actresses for their performances and acknowledge the movies that made '08 memorable as only MTV can do. With categories like "Best Kiss", "Best Fight" and "Best Villain", this isn't your run of the mill awards show. Anything can happen on MTV!

The *MTV Movie Awards* HH rating has increased 300% since 2006. In 2008, Kansas City beat the national average rating with a C-DMA HH rating of 2.8.

In major demographics, the *MTV Movie Awards* was the #1 telecast of the night among all broadcast and cable viewing.

An American Classic returns to ESPN on July 13th

For 24 years, the Home Run Derby has been an integral part of the All-Star Break. Baseball fans love the long ball and the players who throw them. The Home Run Derby is loaded with both!

ESPN will bring the *2009 Home Run Derby* to America's living rooms live from Busch Stadium in St. Louis on Monday, July 13 from 7-10pm.

Look for a ratings home run, as last year's Home Run Derby brought home a Kansas City C-DMA HH rating of 4.5. Ask your A.E. about these and other upcoming cable specials!



Did you know? You can find many broadcast favorites on cable too.

It's been awhile since we reminded you about the many current broadcast hit programs that can also be found on cable networks in both acquired syndication or immediate repurposing. Just look at these proven hits available on top ad-supported cable networks in KC:

- *American Dad* – Cartoon Network's Adult Swim
- *America's Funniest Home Videos* – TBS
- *The Apprentice* – CNBC
- *C.S.I.* – Spike
- *Cold Case* – TNT
- *Cops* – truTV
- *CSI: Miami* – A&E
- *Desperate Housewives* – Lifetime
- *Family Guy* – Cartoon Network's Adult Swim
- *How I Met Your Mother* – Lifetime
- *Law & Order* – TNT

- *Law & Order: SVU* – USA
- *Medium* – Lifetime
- *NCIS* – USA
- *The Office* – TBS
- *Scrubs* – Comedy Central
- *Wife Swap* – Lifetime
- and many more

In a recent Cabletelevision Advertising Bureau (CAB) presentation, CAB was able to show that these programs on cable can be substituted for their broadcast counterparts with equal reach success. Ultimately, these cable reach replacements proved to maximize reach and deliver the equivalent programming environment for less cost.

Ask your A.E. how you can see the CAB presentation in its entirety, and find out more about these and the many other popular acquired programs available on Time Warner Cable!

Continued from cover

Lucrative, engaged digital cable subscribers enjoy the many benefits of Journey TV

Cable's VOD users are the elite of cable customers. These subscribers enjoy the choice and control they have over their viewing options with digital cable. With VOD, they have the ability to watch your video message anytime, pause it, rewind it and watch again and again like a DVD.

The median household income for VOD users is \$82,195, providing more disposable income that they are willing to spend on themselves, especially when it comes to travel.

- 221% more likely to have gone on 3 or more cruises in the last 3 years
- 144% more likely to have spent \$5,000+ on domestic travel in the past year
- 124% more likely to have spent over \$6,000+ on foreign vacations in the past 12 months

- 110% more likely to have taken 5+ foreign trips in the last 3 years
- 74% more likely to have spent \$3,000 - \$4,000 on domestic travel in the past year
- 42% more likely to take 4+ domestic trips per year

Source: MRI Doublebase 2007

At least 50% of Time Warner Cable digital subscribers use VOD on any given month. Those using free VOD programming average just under 4 such programs a week.

For more information on Journey TV or any of our other VOD advertising options — Find It On Demand, MyLife On Demand and Automotive On Demand — please contact your A.E. today!

Service dedicated to encouraging youth in their sport and in life



It's all about YOUth!

Just as players, coaches and parents are dedicating their time, talents and resources to participate in their children's sports endeavors and sports clubs, Metro Sports is dedicated to encouraging them by showcasing their accomplishments in their sport and in life. After all, this is where it all begins!

In 2006, Natalie Moultrie came to Metro Sports to help start and implement the new Metro Sports Youth program after spending 20 years in television news. Natalie is extremely passionate about youth sports and led the way in getting the positive stories of youth sports televised. While at KMBC, she created and hosted a youth sports TV show based on those stories.

Metro Sports hosts several youth sports tournaments, clinics, leagues, camps and events throughout the metro, as well as providing television coverage on Metro Sports. These events are for 3rd through 12th grade participants. Weekend events can draw well over 2,000 people from all over the metro. They offer a great

opportunity to showcase your product to thousands of parents and students!

Opportunities include:

- **On-site:** Presence at all Metro Sports Youth games, tournaments and camps.
- **On-air:** Promotional spots, billboards, spotlight segments, graphics, etc. during *Metro Sports Youth Weekly*, *Metro Sports Youth Tournament Shows*, *Metro Sports Youth Tournament Games* and more.
- **On-line:** MetroSportsYouth.com and KCNow.com
- **On-demand:** Find It On Demand channel 988 and Metro Sports On Demand channel 130

In 2009, Metro Sports Youth has plans for a minimum of two events per month. Just to give you an idea, in April Metro Sports Youth is sponsoring:

- Cardinal Classic Fundraiser – April 3-5 at William Jewell College & Liberty Schools
- MSY Ballin' in Belton – April 24-26 at Belton Schools

For more information on Metro Sports Youth, talk to your A.E. or visit www.metrosportsyouth.com.

Inside Scoop



From Phil Brouillette
Local Sales Manager

At last, Spring is in the air! And what surer sign of Spring than the start of a new baseball season. On Sunday, April 5, the 2009 Major League Baseball season will open with the 2008 World Series champion Philadelphia Phillies hosting the Atlanta Braves. Can you guess which television outlet will bring this premiere game into millions of U.S. homes? You may need to guess again. ESPN2, not broadcast. Cable television will dominate professional baseball coverage throughout the season, with ESPN televising over 80 MLB games. Coverage of our Kansas City Royals regular season begins April 6th on Fox Sports Kansas City. Once again we'll air 140 regular season games – do the improving Royals really have a shot at the Playoffs this year? Tune-in and see.

Beyond baseball, April is indeed a "sports-tacular" month. NBA on TNT will be the home to more than 40 NBA Playoff contests, sure to be appointment viewing for basketball fans everywhere. TNT and its award-winning roster of NBA announcers will capture the excitement of conference semi-final games as well as the Eastern Conference Finals. ESPN will provide live coverage of the Masters Golf tournament as well as the drama of the 2009 NFL Draft in New York City.

With this kind of high-profile sports programming, is there any doubt where you should be spending your media dollars? And here's another reason you'd be wise to advertise on cable television: according to Nielsen, Americans continue to consume video at a record pace. The average viewer watches more than 151 hours of TV per month, equating to an all-time high. And the majority of that viewing is on ad-supported cable television.

As you consider various media options, we understand just how important value is to you. Let us show you how to tap into the targeting power of cable so you can reach your best customers. We truly appreciate your business and look forward to including your message in stellar programming events.