



Distributor Data Management
501 Brooker Creek Blvd.
Oldsmar, FL 34677

T: 813.366.3000

April, 2007

STATION WTWC
Bob Franklin, Gen Mgr
8440 Deer Lake Dr South
Tallahassee, FL 32312

Dear Bob Franklin, Gen Mgr,

As part of our continuing service to broadcast stations, we would like to remind you of the upcoming **May, 2007** measurement which begins **April 26th, 2007**, and also notify you of your station's non-duplication protection status.

Our records currently show that no cable system is actively providing network or syndicated protection for STATION WTWC. However, protection records may not be applicable for several reasons, such as: cable systems do not carry distant stations that air duplicate programs; distant stations may be significantly viewed in certain counties; cable systems may have fewer than 1,000 subscribers, etc.

As always, with Nielsen non-duplication processing, it is the station's responsibility to understand the rules governing protection and contact the cable system(s) in order to secure agreement for protection.

If you have protection agreements with cable system(s) and they are actively providing protection against a distant station that is carried on a system, either for network or syndicated properties, provide our Distributor Data Management department with the following information by **April 11th, 2007** in order to be processed for the measurement. Any **new** protection obtained after that date must be received by Nielsen no later than **May 7th, 2007**.

1. Cable system(s) name, with specific headend location, and communities served.
2. The type of protection being given (network, syndicated, specific one-time-only programming, sporting events, or movie packages) and the effective date of the protection.
3. For syndicated exclusivity protection, provide the name(s) of the program(s); for sporting events provide team names; and for movie packages, the names of the films included in each one. Also include the start and end date of your contracts.
4. The call letters of the duplicating distant station(s), if known.

Upon receipt of the above information, we will contact the cable system(s) for verification and provide documentation of the results.

Should there be any questions regarding your non-duplication protection, or changes to your station's cable carriage, call **(800) 299-9124** for Debbie Tibbetts at x67265, Rhoda Whitaker at x67237 or Kathy Speight at x67213. **If your station has translators that rebroadcast your signal, please send or fax a list of the locations and FCC call letters to ensure that our records are current.** There is no need to reply to this letter if all information, including station address and contact, is correct.

Sincerely,

Debbie Tibbetts

Nielsen Media Research
Distributor Data Management Dept
Fax: (800)299-9123