

**EXHIBIT B**

# I-SUPER BOWL COMMERCIALS

1-25-06

Tape #  
Unknown

Time Code  
Unknown

Time  
00:14

Format  
INTRO

Date  
1-25-06

## News Central Archive

### Production Cues:

[0]

((2-SHOT))

[1]

TAKE PKG

### Text:

[0]((2-SHOT))

((PHYLLIS))

FANS EVERYWHERE...

ARE GETTING READY....

FOR THE SUPER BOWL.

BUT THE BIG GAME ATTRACTS...

MORE THAN ...

JUST FOOTBALL FANS..

((ANDREW))

IT ALSO ATTRACTS..

PEOPLE WHO LIKE TO WATCH..

THE ADS.

DREW MAXWELL TELLS US WHAT GOES INTO MAKING A  
SUPER BOWL COMMERCIAL.

[1]((TAKE PKG))

KOKIT OICE

# P-SUPER BOWL COMMERCIALS

1-25-06

Tape #  
Unknown

Time Code  
Unknown

Time  
01:20

Format  
PKG

Date  
1-25-06

## News Central Archive

*LOKIt - OKC*

### Production Cues:

Text:

[0]

TAKE PKG

RUNS=1:20

OC=I'm Drew Maxwell

[1]

CG wintv2 JIM TAYLOR

CADILLAC

:25-:28

[2]

CG wintv2 TOR MYHREN

LEO BURNETT DETROIT

:54-:57

[0]((TAKE PKG)) [1] [2]

FOR SOME, THE SUPER BOWL IS PROFESSIONAL FOOTBALL'S CHAMPIONSHIP GAME. FOR OTHERS, IT'S THE SUPER BOWL OF TELEVISION COMMERCIALS. WITH AN AUDIENCE EXCEEDING ONE HUNDRED MILLION, IT IS BY FAR THE SINGLE BIGGEST MEDIA EVENT OF THE YEAR AND ADVERTISERS WILL BE PULLING OUT ALL THE STOPS TO GRAB YOUR ATTENTION.

SOT: Jim Taylor, Cadillac (( "We've purchased the Super Bowl commercial slot for several years and we've found albeit expensive, it's worth every penny... the coverage that we get to help us launch our new products is absolutely spectacular." ))

CADILLAC CREDITS ITS SUPER BOWL ADVERTISING WITH HELPING REJUVENATE ITS BRAND. FOUR YEARS AGO IT LAUNCHED A FULL LINE OF NEW CADILLAC'S DURING THE SUPER BOWL, AND SAW ITS SALES TAKE OFF. THIS YEAR CADILLAC AND ITS AD AGENCY LEO BURNETT DETROIT ARE RE-LAUNCHING AN ALL-NEW ESCALADE IN A MAJOR 60-SECOND PRODUCTION.

SOT: Tor Myhren, Leo Burnett Detroit (( "The degree and difficulty of this project has been incredibly high because you're dealing with 250 extras. You're dealing with eight super models. You're dealing with a gigantic car. You're dealing with building an entire stage to make it look like a real fashion show. So you know the scope of the project is enormous." ))

DID HE JUST SAY EIGHT SUPER MODELS? THAT MIGHT GET SOMEONE'S ATTENTION. FROM LOS ANGELES, I'M DREW MAXWELL.

((2-SHOT))

((2-SHOT))

((PHYLLIS))

FANS EVERYWHERE...  
ARE GETTING READY....  
FOR THE SUPER BOWL.  
BUT THE BIG GAME ATTRACTS...  
MORE THAN ...  
JUST FOOTBALL FANS..

((ANDREW))

IT ALSO ATTRACTS..  
PEOPLE WHO LIKE TO WATCH..  
THE ADS.

DREW MAXWELL TELLS US WHAT GOES  
INTO MAKING A SUPER BOWL  
COMMERCIAL.

((TAKE PKG))

---

TAKE PKG

TAKE PKG

NS=1:20

OC=I'M DREW MAXWELL

EGG WINTV2 JIM TAYLOR

CADILLAC

:25-:28

EGG WINTV2 TOR MYHREN

LEO BURNETT DETROIT

:54-:57

((TAKE PKG))

FOR SOME, THE SUPER BOWL IS PROFESSIONAL FOOTBALL'S CHAMPIONSHIP GAME. FOR OTHERS, IT'S THE SUPER BOWL OF TELEVISION COMMERCIALS. WITH AN AUDIENCE EXCEEDING ONE HUNDRED MILLION, IT IS BY FAR THE SINGLE BIGGEST MEDIA EVENT OF THE YEAR AND ADVERTISERS WILL BE PULLING OUT ALL THE STOPS TO GRAB YOUR ATTENTION.

SOT: JIM TAYLOR, CADILLAC (( "WE'VE PURCHASED THE SUPER BOWL COMMERCIAL SLOT FOR SEVERAL YEARS AND WE'VE FOUND ALBEIT EXPENSIVE, IT'S WORTH EVERY PENNY... THE COVERAGE THAT WE GET TO HELP US LAUNCH OUR NEW PRODUCTS IS ABSOLUTELY SPECTACULAR." ))

CADILLAC CREDITS ITS SUPER BOWL ADVERTISING WITH HELPING REJUVENATE ITS BRAND. FOUR YEARS AGO IT LAUNCHED A FULL LINE OF NEW CADILLAC'S DURING THE SUPER BOWL, AND SAW ITS SALES TAKE OFF. THIS YEAR CADILLAC AND ITS AD AGENCY LEO BURNETT DETROIT ARE RE-LAUNCHING AN ALL-NEW ESCALADE IN A MAJOR 60-SECOND PRODUCTION.

SOT: TOR MYHREN, LEO BURNETT DETROIT (( "THE DEGREE AND DIFFICULTY OF THIS PROJECT HAS BEEN INCREDIBLY HIGH BECAUSE YOU'RE DEALING WITH 250 EXTRAS. YOU'RE DEALING WITH EIGHT SUPER MODELS. YOU'RE DEALING WITH A GIGANTIC CAR. YOU'RE DEALING WITH BUILDING AN ENTIRE STAGE TO MAKE IT LOOK LIKE A REAL FASHION SHOW. SO YOU KNOW THE SCOPE OF THE PROJECT IS ENORMOUS." ))

DID HE JUST SAY EIGHT SUPER MODELS? THAT MIGHT GET SOMEONE'S ATTENTION. FROM LOS ANGELES, I'M DREW MAXWELL.

6/6/2006 14:49:35, SLUG T-SUPER BOWL COMMERCIALS

IHQNJARCHIVE.OKLAHOMA.RUNDOWNS.JAN 403 - 1...

ANDREW ON CAM

((ANDREW ON CAM))

ADVERTISERS WILL PAY FOR HAVING THAT  
BIG OF AN AUDIENCE.

A 30 SECOND COMMERCIAL DURING THE  
SUPER BOWL COSTS 2.4 MILLION  
DOLLARS.

**EXHIBIT C**

**Subject:** VNR usage

**From:** Joe DeFeo <jdefeo@sbgnet.com>

**Date:** Fri, 26 May 2006 14:06:06 -0400

**To:** ML-All-SBG-News-Directors <ml-all-sbg-news-directors@sbgnet.com>

The corporate news policy on VNRs is NOT to use any VNR content in any newscast. If for some news reason VNR material is needed, the news director is the only station manager who can make the call. Full disclosure of the source of the material is required. If VNR material is to be used, I need to be included in that decision. As always, all stories we produce should be fair, balanced and complete.

Please explain this policy immediately at your editorial meetings. Make all staff aware of all forms of VNRs that could be offered to the station. These include satellite feeds, mailings and live satellite tours. Make your staff aware of the VNR tab on the CNN Pathfire feed and reiterate the restriction of that material.

Violation of this policy by managers or news staff may result in disciplinary actions. If you have any questions about this policy or the definition of a VNR, contact me personally.

---  
Joe DeFeo  
VP/News Director  
Sinclair Broadcast Group  
10706 Beaver Dam Road  
Cockeysville, MD 21030  
Phone (410) 568-1677

Joe DeFeo <jdefeo@sbgnet.com>  
VP/News Director

**KOKH(TV), Oklahoma City, Oklahoma**

- ***Inquiry:*** Chemistry.com.

1. For each VNR or SMT programming segment identified above, state whether the Sinclair station listed above aired the VNR or SMT program material as alleged in the SM Study. If so, provide the following information:

***Response:*** The program material was aired by the station.

- a. the date(s) on which Sinclair received the VNR or SMT program material;

***Response:*** Unknown.

- b. any materials Sinclair received that accompanied the VNR or SMT;

***Response:*** Unavailable.

- c. the person(s) from whom Sinclair received the VNR or SMT program material;

***Response:*** Unknown.

- d. the date(s) and time(s) that Sinclair aired any portion of the VNR or SMT program material;

***Response:*** February 11, 2006.

- e. two recordings in VHS videotape format of the program(s) containing the VNR or SMT program material;

***Response:*** See VHS videotapes enclosed as Exhibit A.

- f. a written transcript of the segment(s) containing the VNR or SMT program material;

***Response:*** See Transcript enclosed as Exhibit B.

- g. the steps, if any, Sinclair took to determine whether the VNR or SMT program material required sponsorship identification, and the information Sinclair learned through taking any such steps;

***Response:*** Sinclair's employees have historically been made aware of Sinclair's requirement that employees understand the obligations and prohibitions pursuant to the Communications Act and the Commission's Rules including the regulations regarding payola and sponsorship identification. As noted below, no consideration was offered to, or received by the station or its staff for airing the chosen material.

Moreover, all of Sinclair's on-air talent contracts include the following paragraph:

Employee shall comply with all provisions of the Communications Act of 1934, as amended (the "Communications Act"), and the rules and regulations of the Federal Communications Commission ("FCC") or any other government agency which may regulate the Station's business including the FCC rules governing "payola" and sponsorship identification. Employee acknowledges that he has read and understands the obligations and prohibitions pursuant to the Communications Act and the FCC regarding "payola" and sponsorship identification.

On May 26, 2006, out of an abundance of caution, Sinclair instituted a company-wide policy, applicable to all of the stations licensed to it and its subsidiaries, which significantly restricts the use of VNRs. Specifically, the corporate news policy of Sinclair is that VNRs are not to be used in any newscast unless it is deemed to be absolutely necessary in the sole discretion of the stations' News Director. In addition, the sources of all VNRs that are aired must be clearly and conspicuously identified.

- h. whether Sinclair was aware of or had reason to believe that any person involved in the production of the VNR/SMT segment paid or received consideration for the inclusion of material in the segment; and

**Response:** This question does not appear to take into account the realities of the modern television newsroom or how VNRs are distributed. As The Radio-Television News Directors Association ("RTNDA") pointed out in a letter filed with the FCC on October 5, 2006 in MB Docket No. 05-171, "VNRs are, essentially, the video or audio equivalent of a press release. They come in a variety of forms ... and enter newsrooms through a variety of means, whether by overnight mail, notification regarding satellite feed, or direct delivery to newsroom computer systems through network fee subscription services." (See discussion at pp. 7-8). Sinclair had no actual knowledge that any person involved in the production of any VNR segment paid or received consideration for the inclusion of material in the segment and made its own independent, uncompensated decision to include the material in its newscast. However, obviously, VNRs are professional video and those involved in producing professional video are paid to do as part of their job. Whether those involved in the production aspects were paid was not a matter considered by Sinclair at the time it made its independent uncompensated decision to air the material. Significantly, no station personnel received any compensation whatsoever for inclusion of the material in the segment which is the relevant issue here.

- i. whether Sinclair identified the VNR or SMT program material as sponsored, and if so, the manner in which that identification took place.

**Response:** The material aired was not identified but Sinclair denies any violation of the sponsorship identification provisions of the Communications

Act or the Commission's rules because no payment was received or promised for the airing of the material.

2. For each VNR or SMT programming segment identified above, state whether Sinclair, or any of its employees or representatives, received or were promised any consideration, from any source, in exchange for airing the VNR or SMT program material. If so, provide the following information:

*Response:* No consideration was received or promised.

- a. the person(s) from whom such consideration was received or was promised;

*Response:* Not applicable.

- b. the consideration involved;

*Response:* Not applicable.

- c. the dates on which the payment was promised and/or received;

*Response:* Not applicable.

- d. the circumstances surrounding each such payment or promise to pay; and

*Response:* Not applicable.

- e. any pertinent documents relating thereto.

*Response:* Not applicable.

3. State the policies and procedures of Sinclair relating to:

- a. compliance with 47 U.S.C. § 317 of the Communications Act of 1934, as amended, and the Commission's sponsorship identification rules; and

*Response:* See Response to Question 1(g) above.

- b. the handling and use of VNR and SMT program material.

*Response:* See Response to Question 1(g) above.

4. To the extent not otherwise specifically requested, provide copies of all Documents that otherwise provide the basis for, support or otherwise relate to the responses to Inquiries 1 through 4 above.

*Response:* Although Sinclair denies any violation of the sponsorship identification provisions of the Communications Act or the Commission's rules because no payment was received or promised for the airing of the material, as noted earlier, it has changed its company-wide policy regarding the use of VNRs. See Exhibit C for an email from Joe DeFeo, Vice President and News Director of Sinclair, to all Sinclair News Directors, dated May 26, 2005. The email provides notice that it is a company-wide policy to not use

VNR material in any newscasts unless it is deemed to be absolutely necessary in the sole discretion of the stations' News Director. The email also notes that the sources of all VNRs aired must be clearly and conspicuously identified.

**EXHIBIT B**

# I-VALENTINE'S CHEMISTRY

2-10-06

Tape #  
Unknown

Time Code  
Unknown

Time  
00:19

Format  
INTRO

Date  
2-10-06

## News Central Archive

KOKA - OKC

### Production Cues:

### Text:

[0]

BROOKE OTS- "chemistry of love"

[0]((BROOKE OTS))

WITH VALENTINE'S DAY AROUND THE CORNER... 'LOVE' IS ON THE MINDS OF MANY.

[1]

TAKE PKG

ESPECIALLY WITH MORE THAN 'HALF' OF SINGLE AMERICA...

LOOKING FOR A 'LONG'-TERM RELATIONSHIP.

A 'NEW' DATING SITE,

"CHEMISTRY DOT COM"....

HELPS SINGLES SPEND 'LESS TIME ON-LINE...

AND 'MORE' TIME MEETING IN PERSON.

WHICH IS WHERE THE TRUE TEST OF 'CHEMISTRY' HAPPENS.

JIM LAWRENCE HAS THE STORY.

[1]((TAKE PKG))

# P-VALENTINE'S CHEMISTRY

2-11-06

Tape #  
Unknown

Time Code  
Unknown

Time  
01:41

Format  
PKG

Date  
2-11-06

## News Central Archive

### Production Cues:

Text:

*KOKA - OKC*

[0]

TAKE PKG

RUNS=1:41

OC: standard

(on pathfire)

[1]

CG wintv2 TIM DEMIK

ONLINE DATER

[2]

CG wintv2 DR. HELEN FISHER

CHEMISTRY.COM CHIEF  
SCIENTIFIC ADVISOR

[3]

CG wintv2 KRISTIN KELLY

CHEMISTRY.COM  
SPOKESPERSON

[4]

CG wintv2 DIANE MILLAWAY

ONLINE DATER

[0]((TAKE PKG)) [1]

EIGHT-FOUR PERCENT OF SINGLE ADULTS SAY CHEMISTRY IS CRITICAL TO DEVELOPING AN ENDURING, ROMANTIC RELATIONSHIP ACCORDING TO A RECENT HARRIS POLL.

TIM AND DIANE AGREE.

AFTER MEETING ONLINE, THEY'RE GETTING TOGETHER FOR THE FIRST TIME TO SEE IF THEY HAVE THAT SPARK.

*"I think you pretty much know within the first few minutes whether there's chemistry or not."*

FOR MORE THAN 25 YEARS, WORLD-RENOWNED ANTHROPOLOGIST AND AUTHOR, DR. HELEN FISHER, HAS STUDIED THE SCIENCE OF LOVE AND ATTRACTION.

[2]

*"If you can know something about the basics of human personality then you can match that with some elements of brain chemistry and create that combustion, create that magic of romantic love."*

DR. FISHER HELPED DEVELOP A PERSONALITY ASSESSMENT AND MATCHING SYSTEM FOR A NEW RELATIONSHIP SERVICE, CALLED CHEMISTRY.COM.

*"Unlike all of the other dating sites, we not only match by compatibility, but also by chemistry, and chemistry is really important to romantic love and forming deep, long-term relationships."*

FORTY PERCENT OF THOSE SURVEYED SAY THEY KNOW WITHIN 15 MINUTES OF MEETING SOMEONE WHETHER THEY HAVE CHEMISTRY OR NOT. THAT'S WHY CHEMISTRY.COM CREATED ITS PATENTED 1-2-3 MEET SYSTEM, WHICH SPEEDS UP THE INTRODUCTION PROCESS AND ENCOURAGES COMPATIBLE SINGLES TO MEET IN PERSONAS QUICKLY AS POSSIBLE.

[3]

KOCH-OKC

*"Chemistry.com is a fundamentally different relationship site because it allows people to spend less time online and more time face-to-face meeting people."*

THE SITE ALSO FEATURES A PROPRIETARY FEEDBACK SYSTEM THAT CAN HELP DETERMINE IF THAT FIRST MEETING LEADS TO A SECOND DATE.

[4]

*One of the things I like about the feedback feature is that it tells me what I'm doing right in the dating process.*

I'M JIM LAWRENCE.

# T-VALENTNE'S CHEMISTRY

2-10-06

KOKA OKC

Tape #  
Unknown

Time Code  
Unknown

Time  
00:02

Format  
TAG

Date  
2-10-06

## News Central Archive

Production Cues:

Text:

[0]

[0]((BROOKE ON CAM))

BROOKE ON CAM

FOR MORE INFORMATION... GO TO CHEMISTRY DOT COM.

KRIS OTS- "CHEMISTRY OF LOVE"

(((KRIS OTS)))

WITH VALENTINE'S DAY AROUND THE CORNER 'LOVE' IS ON THE MINDS OF MANY---ESPECIALLY WITH MORE THAN HALF OF SINGLE AMERICA LOOKING FOR A LONG-TERM RELATIONSHIP.

A NEW DATING SITE --"CHEMISTRY DOT COM",HELPS SINGLES SPEND LESS TIME ON-LINE, AND MORE TIME MEETING IN PERSON---WHICH IS WHERE THE TRUE TEST OF CHEMISTRY HAPPENS.

JIM LAWRENCE HAS THE STORY.

(((TAKE PKG)))

TAKE PKG

TAKE PKG  
INS=1:41  
STANDARD  
(ON PATHFIRE)

WINTV2 TIM DEMIK  
ONLINE DATER

((TAKE PKG))  
EIGHT-FOUR PERCENT OF SINGLE ADULTS SAY CHEMISTRY IS CRITICAL TO DEVELOPING AN ENDURING, ROMANTIC RELATIONSHIP ACCORDING TO A RECENT HARRIS POLL. TIM AND DIANE AGREE. AFTER MEETING ONLINE, THEY'RE GETTING TOGETHER FOR THE FIRST TIME TO SEE IF THEY HAVE THAT SPARK.

THINK YOU PRETTY MUCH KNOW WITHIN THE FIRST FEW MINUTES WHETHER THERE'S CHEMISTRY OR NOT.

FOR MORE THAN 25 YEARS, WORLD-RENOWNED ANTHROPOLOGIST AND AUTHOR, DR. HELEN FISHER, HAS STUDIED THE SCIENCE OF LOVE AND ATTRACTION.

WINTV2 DR. HELEN FISHER  
CHEMISTRY.COM CHIEF SCIENTIFIC  
ADVISOR

IF YOU CAN KNOW SOMETHING ABOUT THE BASICS OF HUMAN PERSONALITY THEN YOU CAN MATCH THAT WITH SOME ELEMENTS OF BRAIN CHEMISTRY AND CREATE THAT COMBUSTION. CREATE THAT MAGIC OF ROMANTIC LOVE.

DR. FISHER HELPED DEVELOP A PERSONALITY ASSESSMENT AND MATCHING SYSTEM FOR A NEW RELATIONSHIP SERVICE, CALLED CHEMISTRY.COM.

UNLIKE ALL OF THE OTHER DATING SITES, WE NOT ONLY MATCH BY COMPATIBILITY, BUT ALSO BY CHEMISTRY. AND CHEMISTRY IS REALLY IMPORTANT TO ROMANTIC LOVE AND FORMING DEEP, LONG-TERM RELATIONSHIPS.

FORTY PERCENT OF THOSE SURVEYED SAY THEY KNOW WITHIN 15 MINUTES OF MEETING SOMEONE WHETHER THEY HAVE CHEMISTRY OR NOT. THAT'S WHY CHEMISTRY.COM CREATED ITS PATENTED 1-2-3 MEET SYSTEM, WHICH SPEEDS UP THE INTRODUCTION PROCESS AND ENCOURAGES COMPATIBLE SINGLES TO MEET IN PERSON AS QUICKLY AS POSSIBLE.

WINTV2 KRISTIN KELLY  
CHEMISTRY.COM SPOKESPERSON

CHEMISTRY.COM IS A FUNDAMENTALLY DIFFERENT RELATIONSHIP SITE BECAUSE IT ALLOWS PEOPLE TO SPEND LESS TIME

ONLINE AND MORE TIME FACE TO FACE  
MEETING PEOPLE!

THE SITE ALSO FEATURES A PROPRIETARY  
FEEDBACK SYSTEM THAT CAN HELP  
DETERMINE IF THAT FIRST MEETING  
LEADS TO A SECOND DATE.

KG WINTV2 DIANE MULLAWAY  
ONLINE DATER

ONE OF THE THINGS I LIKE ABOUT THE  
FEEDBACK FEATURE IS THAT IT TELLS ME  
WHAT I'M DOING RIGHT IN THE DATING  
PROCESS.

I'M JIM LAWRENCE.

6/6/2006 14:50:13, SLUG T-VALENTNE'S CHEMISTRY

IHQNJARCHIVE.OKLAHOMA.RUNDOWNS.FEB 403 - 1 SLUG...

KRIS DESK

((KRIS DESK))

FOR MORE INFORMATION... GO TO  
CHEMISTRY DOT COM.

**EXHIBIT C**

**Subject:** VNR usage

**From:** Joe DeFeo <jdefeo@sbgnet.com>

**Date:** Fri, 26 May 2006 14:06:06 -0400

**To:** ML-All-SBG-News-Directors <ml-all-sbg-news-directors@sbgnet.com>

The corporate news policy on VNRs is NOT to use any VNR content in any newscast. If for some news reason VNR material is needed, the news director is the only station manager who can make the call. Full disclosure of the source of the material is required. If VNR material is to be used, I need to be included in that decision. As always, all stories we produce should be fair, balanced and complete.

Please explain this policy immediately at your editorial meetings. Make all staff aware of all forms of VNRs that could be offered to the station. These include satellite feeds, mailings and live satellite tours. Make your staff aware of the VNR tab on the CNN Pathfire feed and reiterate the restriction of that material.

Violation of this policy by managers or news staff may result in disciplinary actions. If you have any questions about this policy or the definition of a VNR, contact me personally.

---  
Joe DeFeo  
VP/News Director  
Sinclair Broadcast Group  
10706 Beaver Dam Road  
Cockeysville, MD 21030  
Phone (410) 568-1677

Joe DeFeo <jdefeo@sbgnet.com>  
VP/News Director

**KOKH(TV), Oklahoma City, Oklahoma**

• ***Inquiry:*** Tower Perrins.

1. For each VNR or SMT programming segment identified above, state whether the Sinclair station listed above aired the VNR or SMT program material as alleged in the SM Study. If so, provide the following information:

***Response:*** The program material was aired by the station.

- a. the date(s) on which Sinclair received the VNR or SMT program material;

***Response:*** Unknown.

- b. any materials Sinclair received that accompanied the VNR or SMT;

***Response:*** Unavailable.

- c. the person(s) from whom Sinclair received the VNR or SMT program material;

***Response:*** Unknown.

- d. the date(s) and time(s) that Sinclair aired any portion of the VNR or SMT program material;

***Response:*** March 16, 2006.

- e. two recordings in VHS videotape format of the program(s) containing the VNR or SMT program material;

***Response:*** See VHS videotapes enclosed as Exhibit A.

- f. a written transcript of the segment(s) containing the VNR or SMT program material;

***Response:*** See Transcript enclosed as Exhibit B.

- g. the steps, if any, Sinclair took to determine whether the VNR or SMT program material required sponsorship identification, and the information Sinclair learned through taking any such steps;

***Response:*** Sinclair's employees have historically been made aware of Sinclair's requirement that employees understand the obligations and prohibitions pursuant to the Communications Act and the Commission's Rules including the regulations regarding payola and sponsorship identification. As noted below, no consideration was offered to, or received by the station or its staff for airing the chosen material.

Moreover, all of Sinclair's on-air talent contracts include the following paragraph:

Employee shall comply with all provisions of the Communications Act of 1934, as amended (the "Communications Act"), and the rules and regulations of the Federal Communications Commission ("FCC") or any other government agency which may regulate the Station's business including the FCC rules governing "payola" and sponsorship identification. Employee acknowledges that he has read and understands the obligations and prohibitions pursuant to the Communications Act and the FCC regarding "payola" and sponsorship identification.

On May 26, 2006, out of an abundance of caution, Sinclair instituted a company-wide policy, applicable to all of the stations licensed to it and its subsidiaries, which significantly restricts the use of VNRs. Specifically, the corporate news policy of Sinclair is that VNRs are not to be used in any newscast unless it is deemed to be absolutely necessary in the sole discretion of the stations' News Director. In addition, the sources of all VNRs that are aired must be clearly and conspicuously identified.

- h. whether Sinclair was aware of or had reason to believe that any person involved in the production of the VNR/SMT segment paid or received consideration for the inclusion of material in the segment; and

*Response:* This question does not appear to take into account the realities of the modern television newsroom or how VNRs are distributed. As The Radio-Television News Directors Association ("RTNDA") pointed out in a letter filed with the FCC on October 5, 2006 in MB Docket No. 05-171, "VNRs are, essentially, the video or audio equivalent of a press release. They come in a variety of forms ... and enter newsrooms through a variety of means, whether by overnight mail, notification regarding satellite feed, or direct delivery to newsroom computer systems through network fee subscription services." (See discussion at pp. 7-8). Sinclair had no actual knowledge that any person involved in the production of any VNR segment paid or received consideration for the inclusion of material in the segment and made its own independent, uncompensated decision to include the material in its newscast. However, obviously, VNRs are professional video and those involved in producing professional video are paid to do as part of their job. Whether those involved in the production aspects were paid was not a matter considered by Sinclair at the time it made its independent uncompensated decision to air the material. Significantly, no station personnel received any compensation whatsoever for inclusion of the material in the segment which is the relevant issue here.

- i. whether Sinclair identified the VNR or SMT program material as sponsored, and if so, the manner in which that identification took place.

*Response:* The material aired was not identified but Sinclair denies any violation of the sponsorship identification provisions of the Communications Act or the Commission's rules because no payment was received or promised for the airing of the material.

2. For each VNR or SMT programming segment identified above, state whether Sinclair, or any of its employees or representatives, received or were promised any consideration, from any source, in exchange for airing the VNR or SMT program material. If so, provide the following information:

*Response:* No consideration was received or promised.

- a. the person(s) from whom such consideration was received or was promised;

*Response:* Not applicable.

- b. the consideration involved;

*Response:* Not applicable.

- c. the dates on which the payment was promised and/or received;

*Response:* Not applicable.

- d. the circumstances surrounding each such payment or promise to pay; and

*Response:* Not applicable.

- e. any pertinent documents relating thereto.

*Response:* Not applicable.

3. State the policies and procedures of Sinclair relating to:

- a. compliance with 47 U.S.C. § 317 of the Communications Act of 1934, as amended, and the Commission's sponsorship identification rules; and

*Response:* See Response to Question 1(g) above.

- b. the handling and use of VNR and SMT program material.

*Response:* See Response to Question 1(g) above.

4. To the extent not otherwise specifically requested, provide copies of all Documents that otherwise provide the basis for, support or otherwise relate to the responses to Inquiries 1 through 4 above.

*Response:* Although Sinclair denies any violation of the sponsorship identification provisions of the Communications Act or the Commission's rules because no payment was received or promised for the airing of the material, as noted earlier, it has changed its company-wide policy regarding the use of VNRs. See Exhibit C for an email from Joe DeFeo, Vice President

and News Director of Sinclair, to all Sinclair News Directors, dated May 26, 2005. The email provides notice that it is a company-wide policy to not use VNR material in any newscasts unless it is deemed to be absolutely necessary in the sole discretion of the stations' News Director. The email also notes that the sources of all VNRs aired must be clearly and conspicuously identified.

**EXHIBIT B**

# OTS-LEAVING A JOB

## 3-16-06

Tape #  
Unknown

Time Code  
Unknown

Time  
00:10

Format  
ANDREW

Date  
3-16-06

### News Central Archive

Production Cues:

[0]

ANDREW OTS "job hunting"

[1]

TAKE PKG

Text:

*KOKH-OKC*

[0]((ANDREW OTS))

A NEW SURVEY SHOWS..

55-PERCENT OF AMERICAN WORKERS..

ARE EITHER LOOKING..

FOR ANOTHER JOB.

OR ARE OPEN TO OTHER OFFERS.

AND SONIA MARTIN FOUND OUT..

IT IS NOT..

JUST ABOUT THE MONEY.

[1]((TAKE PKG))

# I-LEAVING A JOB

3-19-06

Tape #  
Unknown

Time Code  
Unknown

Time  
00:14

Format  
INTRO

Date  
3-19-06

## News Central Archive

Production Cues:

[0]

KRIS OTS " job hunting"

ALREADY MADE!

[1]

TAKE PKG

Text:

*KOKH -OKC*

[0]((KRIS OTS))

ARE YOU LOOKING FOR A NEW JOB?

IF YOU ARE, YOU'RE NOT ALONE.

A NEW SURVEY SHOWS 55-PERCENT OF AMERICAN WORKERS ARE EITHER LOOKING FOR ANOTHER JOB OR ARE OPEN TO OTHER OFFERS.

AND SONIA MARTIN FOUND OUT IT'S NOT JUST ABOUT THE MONEY.

[1]((TAKE PKG))

# P-LEAVING A JOB

16014-016

## 3-19-06

Tape #  
Unknown

Time Code  
Unknown

Time  
01:50

Format  
PKG

Date  
3-19-06

### News Central Archive

Production Cues:

Text:

[0]

TAKE PKG

RUNS=1:50

OC=i'm sonia martin

[1]

CG wintv2 JASON WHITE

JOB SEEKER

:13-:26

[2]

CG wintv2 DON LOWMAN

TOWERS PERRIN

:37-:50

[3]

CG wintv2 JULIE GEBAUER

WORKFORCE  
EFFECTIVENESS PRACTICE

1:04-1:16

[0]((TAKE PKG)) [1] [2] [3]

FIFTY-FIVE PERCENT OF AMERICAN WORKERS ARE EITHER LOOKING FOR A JOB--OR OPEN TO OTHER OFFERS. AND THEY'RE LOOKING FOR MORE THAN JUST MONEY. THEY ALSO WANT OPPORTUNITIES FOR CHALLENGE AND GROWTH. THE SEARCH CONTINUES FOR JASON WHITE. (Jason White) If you feel that you're undervalued, and if you feel that what you're putting in today isn't going to be a reward beyond your paycheck, you will be in a position of only doing what's required rather than going above and beyond A LARGE PART OF WHAT KEEPS EMPLOYEES AT THEIR JOBS, IS HOW WELL THEIR EMPLOYERS ENGAGE THEM, AND UNDERSTAND THEIR DEVELOPMENT AT THE COMPANY, ACCORDING TO A STUDY BY MANAGEMENT CONSULTING FIRM, TOWERS PERRIN. (Don Lowman, Managing Director, Towers Perrin) The number one concern is retention of top performers. The highest potential employees in organizations. Those employees have more ability to move, they have more inclination to move as the employment markets have opened up. They find themselves more marketable than they might have been for the last couple of years. THE STUDY FOUND THAT ONLY TWENTY ONE PERCENT OF AMERICAN WORKERS FEEL HIGHLY ENGAGED AT WORK NOW. AND WITH THE ECONOMY IMPROVING, THERE COULD BE MORE OPPORTUNITIES FOR EMPLOYEES - AND MORE PROBLEMS FOR COMPANIES TO RETAIN THEM. (Julie Gebauer, Managing Director, Workforce Effectiveness Practice, Towers Perrin) Employees who believe they're not being fairly rewarded are very likely to become disengaged at their organization, even more likely if the organization is doing well financially. And a disengaged employee is very likely to leave an organization. THE STUDY ALSO UNCOVERED THE FACTORS THAT HELP KEEP PEOPLE IN THEIR CURRENT JOBS. THE TOP FIVE ARE: HAVING OPPORTUNITIES TO LEARN; WORKING FOR A COMPANY WITH A REPUTATION AS A GOOD EMPLOYER; HAVING PAY SET FAIRLY; HAVING A MANAGER WHO UNDERSTANDS THEM, AND WORKING IN A COMPANY THAT RETAINS HIGH CALIBER PEOPLE IN GENERAL. (Jason White) I think a perfect work experience would be in a position where you have respect, you're treated as an adult, you've got people that are interested in what you have to offer, and also people that are interested in seeing things in you that you might not know that you can accomplish yourself. I'M SONIA

MARTIN.

10014 OKC

((2-SHOT))

((2-SHOT))

((BROOKE))

ARE YOU LOOKING FOR A NEW JOB?

((ANDREW))

IF YOU ARE, YOU ARE NOT ALONE.

---

TURN TO OTS

((TURN TO OTS))

6/6/2006 14:51:09, SLUG OTS-LEAVING A JOB

[HQ]ARCHIVE.OKLAHOMA.RUNDOWNS.MAR 402 - 1 SLUG...

ANDREW OTS " JOB HUNTING"

((ANDREW OTS))

A NEW SURVEY SHOWS..  
55-PERCENT OF AMERICAN WORKERS..  
ARE EITHER LOOKING..  
FOR ANOTHER JOB..  
OR ARE OPEN TO OTHER OFFERS..  
AND SONIA MARTIN FOUND OUT..  
IT IS NOT..  
JUST ABOUT THE MONEY.

((TAKE PKG))

TAKE PKG

TAKE PKG

JNS=1:50

OC=I'M SONIA MARTIN

CG WINTV2 JASON WHITE

JOB SEEKER

:13-:26

CG WINTV2 DON LOWMAN

TOWERS PERRIN

:37-:50

CG WINTV2 JULIE GEBAUER

WORKFORCE EFFECTIVENESS PRACTICE

1:04-1:16

((TAKE PKG))

FIFTY-FIVE PERCENT OF AMERICAN WORKERS ARE EITHER LOOKING FOR A JOB--OR OPEN TO OTHER OFFERS. AND THEY'RE LOOKING FOR MORE THAN JUST MONEY. THEY ALSO WANT OPPORTUNITIES FOR CHALLENGE AND GROWTH. THE SEARCH CONTINUES FOR JASON WHITE. (JASON WHITE) IF YOU FEEL THAT YOU'RE UNDERVALUED, AND IF YOU FEEL THAT WHAT YOU'RE PUTTING IN TODAY ISN'T GOING TO BE A REWARD BEYOND YOUR PAYCHECK, YOU WILL BE IN A POSITION OF ONLY DOING WHAT'S REQUIRED RATHER THAN GOING ABOVE AND BEYOND A LARGE PART OF WHAT KEEPS EMPLOYEES AT THEIR JOBS, IS HOW WELL THEIR EMPLOYERS ENGAGE THEM, AND UNDERSTAND THEIR DEVELOPMENT AT THE COMPANY, ACCORDING TO A STUDY BY MANAGEMENT CONSULTING FIRM, TOWERS PERRIN. (DON LOWMAN, MANAGING DIRECTOR, TOWERS PERRIN) THE NUMBER ONE CONCERN IS RETENTION OF TOP PERFORMERS. THE HIGHEST POTENTIAL EMPLOYEES IN ORGANIZATIONS. THOSE EMPLOYEES HAVE MORE ABILITY TO MOVE, THEY HAVE MORE INCLINATION TO MOVE AS THE EMPLOYMENT MARKETS HAVE OPENED UP. THEY FIND THEMSELVES MORE MARKETABLE THAN THEY MIGHT HAVE BEEN FOR THE LAST COUPLE OF YEARS. THE STUDY FOUND THAT ONLY TWENTY ONE PERCENT OF AMERICAN WORKERS FEEL HIGHLY ENGAGED AT WORK NOW. AND WITH THE ECONOMY IMPROVING, THERE COULD BE MORE OPPORTUNITIES FOR EMPLOYEES - AND MORE PROBLEMS FOR COMPANIES TO RETAIN THEM. (JULIE GEBAUER, MANAGING DIRECTOR, WORKFORCE EFFECTIVENESS PRACTICE, TOWERS PERRIN) EMPLOYEES WHO BELIEVE THEY'RE NOT BEING FAIRLY REWARDED ARE VERY LIKELY TO BECOME DISENGAGED AT THEIR ORGANIZATION, EVEN MORE LIKELY IF THE ORGANIZATION IS DOING WELL FINANCIALLY. AND A DISENGAGED EMPLOYEE IS VERY LIKELY TO LEAVE AN ORGANIZATION. THE STUDY ALSO UNCOVERED THE FACTORS THAT HELP KEEP PEOPLE IN THEIR CURRENT JOBS. THE TOP FIVE ARE: HAVING OPPORTUNITIES TO LEARN; WORKING FOR A COMPANY WITH A REPUTATION AS A GOOD EMPLOYER; HAVING PAY SET

FAIRLY; HAVING A MANAGER WHO UNDERSTANDS THEM, AND WORKING IN A COMPANY THAT RETAINS HIGH CALIBER PEOPLE IN GENERAL. (JASON WHITE) I THINK A PERFECT WORK EXPERIENCE WOULD BE IN A POSITION WHERE YOU HAVE RESPECT, YOU'RE TREATED AS AN ADULT, YOU'VE GOT PEOPLE THAT ARE INTERESTED IN WHAT YOU HAVE TO OFFER, AND ALSO PEOPLE THAT ARE INTERESTED IN SEEING THINGS IN YOU THAT YOU MIGHT NOT KNOW THAT YOU CAN ACCOMPLISH YOURSELF. I'M SONIA MARTIN.

ANDREW ON CAM

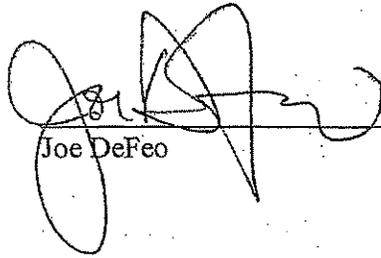
WINTV2  
WWW.TOWERSPERRIN.COM  
WORKERS STUDY

ANDREW ON CAM  
THIS COMPLETE STUDY..  
OF WHAT WORKERS..  
AROUND THE GLOBE..  
ARE LOOKING FOR THESE DAYS..  
IS ON THE WEBSITE:  
"TOWERS PERRIN.COM."

**EXHIBIT C**

DECLARATION

I Joe DeFeo, Vice President and News Director of Sinclair Broadcasting Group, Inc., have read the foregoing responses of WBFF(TV), Baltimore, Maryland; KOKH(TV), Oklahoma City, Oklahoma; WLFL-TV, Raleigh, North Carolina; WPGH-TV, Pittsburgh, Pennsylvania; WSYX-TV, Columbus, Ohio; WVTV(TV), Milwaukee, Wisconsin; and KGAN(TV), Cedar Rapids, Iowa, and the facts stated therein are true and accurate to the best of my knowledge and belief under penalty of perjury.

  
\_\_\_\_\_  
Joe DeFeo

Date: 10/6/06

**Subject:** VNR usage

**From:** Joe DeFeo <jdefeo@sbgnet.com>

**Date:** Fri, 26 May 2006 14:06:06 -0400

**To:** ML-All-SBG-News-Directors <ml-all-sbg-news-directors@sbgnet.com>

The corporate news policy on VNRs is NOT to use any VNR content in any newscast. If for some news reason VNR material is needed, the news director is the only station manager who can make the call. Full disclosure of the source of the material is required. If VNR material is to be used, I need to be included in that decision. As always, all stories we produce should be fair, balanced and complete.

Please explain this policy immediately at your editorial meetings. Make all staff aware of all forms of VNRs that could be offered to the station. These include satellite feeds, mailings and live satellite tours. Make your staff aware of the VNR tab on the CNN Pathfire feed and reiterate the restriction of that material.

Violation of this policy by managers or news staff may result in disciplinary actions. If you have any questions about this policy or the definition of a VNR, contact me personally.

---  
Joe DeFeo  
VP/News Director  
Sinclair Broadcast Group  
10706 Beaver Dam Road  
Cockeysville, MD 21030  
Phone (410) 568-1677

Joe DeFeo <jdefeo@sbgnet.com>  
VP/News Director

TAKE PKG

((TAKE PKG))

CG WINTV2 JULIE EDELMAN  
PARENTING EXPERT