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KTVK & KASW HELP VIEWERS MAKE DTV TRANSITION
Stations Use Multi-Faceted Approach to Communicate Transition Message

PHOENIX – With the transition to digital television only two months away, KTVK and its Phoenix sister station KASW (CW6) have taken a multi-faceted approach to ensure viewers are aware of the DTV transition that will take place on February 17, 2009.

Both stations are using traditional over-the-air messaging including public service announcements with station talent, DTV snipes, educational vignettes featuring the station's Director of Technology, and several market-wide tests in conjunction with the Arizona Broadcasters Association (ABA) to educate viewers about the transition. KTVK and KASW also held a 90-second DTV soft test on November 21, 2008 with trained station employees fielding phone calls from viewers. Four additional station soft tests are being planned before the February 17, 2009 transition.

DTV information is also available on the stations' websites at azfamily.com and quick6.com. On-line, viewers can communicate directly with the stations' Engineering Department through the "Ask the Engineer" email feature. Using the On-line Speaker Bureau request form, viewers can request station personnel to attend community functions to answer questions about the DTV transition.

KTVK's News Department has taken a pro-active role in communicating the transition message by airing DTV-specific stories in newscasts and by producing a 30-minute DTV special that will air on KTVK in January 2009.

The stations have also recruited the National Association of Broadcaster's DTV Trekker to participate in the 38th Annual Fort McDowell Fiesta Bowl Parade on Saturday, January 3, 2009. The parade, which will be broadcast live on KTVK and streamed live on azfamily.com, is a time-honored Valley tradition and Arizona's largest single-day spectator event.

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“We are using every resource available to our stations to help our viewers understand what this transition means and what they need to do to be ready,” said Nick Nicholson, President and General Manager of KTVK and KASW.

Tapping in to their broad network of community partnerships and relationships, KTVK and KASW recently teamed up with a local electronics retailer to distribute DTV educational brochures to customers. The 12-page brochure addresses commonly asked questions about the DTV transition and is available for download on-line at azfamily.com. In December, KTVK and KASW partnered with the Area Agency on Aging and the City of Phoenix’s Senior Division to distribute more than 12,000 copies of a DTV brochure specially designed for senior citizens.

About KTVK

KTVK and its Phoenix sister station, KASW (CW6) are part of Belo Corp. KTVK produces 52 hours of local news per week, more local news than most broadcast television stations in the U.S. KTVK’s website, azfamily.com is the number one television station website in Arizona. One of the first 40 television stations to convert to high definition, KTVK leads the way in innovation, community involvement and local news and weather coverage delivered by the most popular on-air talent in the market. Its audience credits KTVK as being *the* community-minded station that most reflects the spirit of Arizona and its people.

For more information about KTVK or KASW, contact: Blanca Esparza-Pap, Community Relations Manager, 602.207.3331

About Belo Corp.

Belo Corp. (BLC) is one of the nation’s largest pure-play, publicly-traded television companies, with 2007 annual revenue of \$777 million. The Company owns and operates 20 television stations (nine in the top 25 markets) and their associated Web sites. Belo stations, which include affiliations with ABC, CBS, NBC, FOX, CW and MyNetwork TV, reach more than 14 percent of U.S. television households in 15 highly-attractive markets. Nearly all Belo stations rank first or second in their local market. Additional information is available at www.belo.com or by contacting Paul Fry, vice president/Investor Relations & Corporate Communications, at 214-977-6835.

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