



December 18, 2008 – For Immediate Release

## **KTVK & KASW PARTICIPATE IN SECOND MARKET-WIDE DTV TEST**

*Stations Working to Ready Viewers for the Next Generation of Television*

**PHOENIX** – KTVK (3TV) and its Phoenix sister station KASW (CW6) participated in the second Phoenix market-wide DTV test in an effort to ensure viewers are ready for the digital television transition coming February 17, 2009.

The market-wide test was organized by the Arizona Broadcasters Association (ABA).

The 5-minute test took place Tuesday, December 17th at approximately 6:20 p.m. when the stations terminated their traditional analog broadcasts by removing the video signal that feeds the stations' analog transmitters. This caused analog viewers to see a slate prompting them to call a toll-free number to learn how they can prepare themselves for the DTV transition. Trained station personnel fielded the calls from viewers.

This is the third DTV soft test that KTVK and KASW have participated in since November 2008. Additional station soft tests are being planned before the February transition.

### **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.

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## **PAGE 2, KTVK & KASW PARTICIPATE IN SECOND MARKET-WIDE DTV TEST**

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### **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](http://www.belo.com) or by contacting Paul Fry, vice president/Investor Relations & Corporate Communications, at 214-977-6835.

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