



FOX 59
WXIN INDIANAPOLIS

The logo features the text 'FOX 59' in large, bold, yellow letters with a slight shadow effect, set against a blue background with a fine, grid-like pattern. Below this, the text 'WXIN INDIANAPOLIS' is written in a smaller, bold, yellow font. To the left of the main logo, there is a decorative graphic consisting of overlapping colored squares (blue, red, yellow) and a black crosshair.

WXIN-TV FOX 59
1440 North Meridian Street
Indianapolis, IN 46202
(317) 632-5900



Facts about FOX 59

- WXIN FOX 59 signed on February 1, 1984, as WPDS-TV. WPDS's call letters were changed to WXIN in August of 1985. WXIN is currently owned by Tribune Broadcasting and is an affiliate of the FOX Broadcasting Company. FOX features 7 nights of primetime programming.
- WXIN FOX 59 can be seen throughout central Indiana on 120 different cable systems with approximately 634,000 total subscribers. WXIN FOX 59 is carried on over 99% of the cable systems in the Indianapolis DMA and enjoys a lower VHF channel cable position in 90% of cable TV homes. In non-cable homes, WXIN FOX 59 delivers one of the strongest over-the-air signals in the country as a result of a recent antenna upgrade, making it a powerhouse television station in Indiana. The Indianapolis TV market is "metered" by the A.C. Nielsen Company and receives daily household ratings. Plus, WXIN extends to clients access to the "Scarborough Report." Scarborough research offers in-depth demographic and consumer buying information.
- WXIN FOX 59 is committed to quality programming. Some of WXIN's first-run programs include, NFL Football, Major League Baseball, Nascar, America's Most Wanted, Malcolm in the Middle, The Simpsons and a host of box office blockbuster movies. WXIN's syndicated programming features Wheel of Fortune, Extra, That 70's Show, Seinfeld and more.



Welcome to FOX 59

Thank you for your interest in advertising with WXIN-TV FOX 59. Each program shown on our station is quality programming that gains great ratings! Our programs will work for you no matter what business you are trying to promote. We worked hard to find programming to entertain Central Indiana. Inside this booklet, you'll find our programming schedule as well as a fact sheet on each show we programmed on FOX 59. We hope to gain your business soon!

The WXIN FOX 59 Team



Facts about FOX 59

- In addition to WXIN's already outstanding lineup, locally produced monthly specials have debuted. INDIANA'S MOST WANTED and other specials have graced the screen at FOX 59.
- John Walsh has been serving the nation since 1988 with *America's Most Wanted*. Now, WXIN is serving Indiana with INDIANA'S MOST WANTED. WXIN works with the Crime Stoppers and local law enforcement agencies. The news feature profiles local fugitive photographs, compelling first-person accounts and profiles of Indiana's most wanted criminals. To date the program has assisted in the capture of 6 fugitives. Viewers with any information can call the Crime Stoppers hot-line while maintaining total anonymity.
- WXIN's local newscast, *FOX 59 NEWS AT 11* debuted in September of 1991 as "NIGHTCAST." Since that time, *FOX 59 NEWS AT 11* has proven to be one of Indianapolis' leading late newscasts.
- In April 1999, FOX 59 launched Central Indiana's new morning show, *FOX 59 A.M.*



FOX 59's Mission

- Fox 59 is dedicated to the relentless pursuit of excellence in our product, people, and commitment to our customers.



Our Goals @ FOX 59

- To inform and enlighten our viewing customers in Central Indiana with highly differentiated news products that provide important, relevant, and highly local information.
- To provide compelling, engaging entertainment programming in partnership with FOX, our syndication partners and our own local development efforts.
- To provide advertising opportunities, marketing solutions, and a consistent, desirable audience to our business customers that effectively grow their businesses, thereby creating a lasting bond.
- To consistently exceed the expectations of our internal and external customers and to continually ask why, why not, and what if.
- To hire the best and empower their growth.
- To be effective and efficient in everything that we do.
- To make a significant impact and investment in our community focusing primarily on projects that enrich and inspire youth and young adults.



What FOX 59 Values

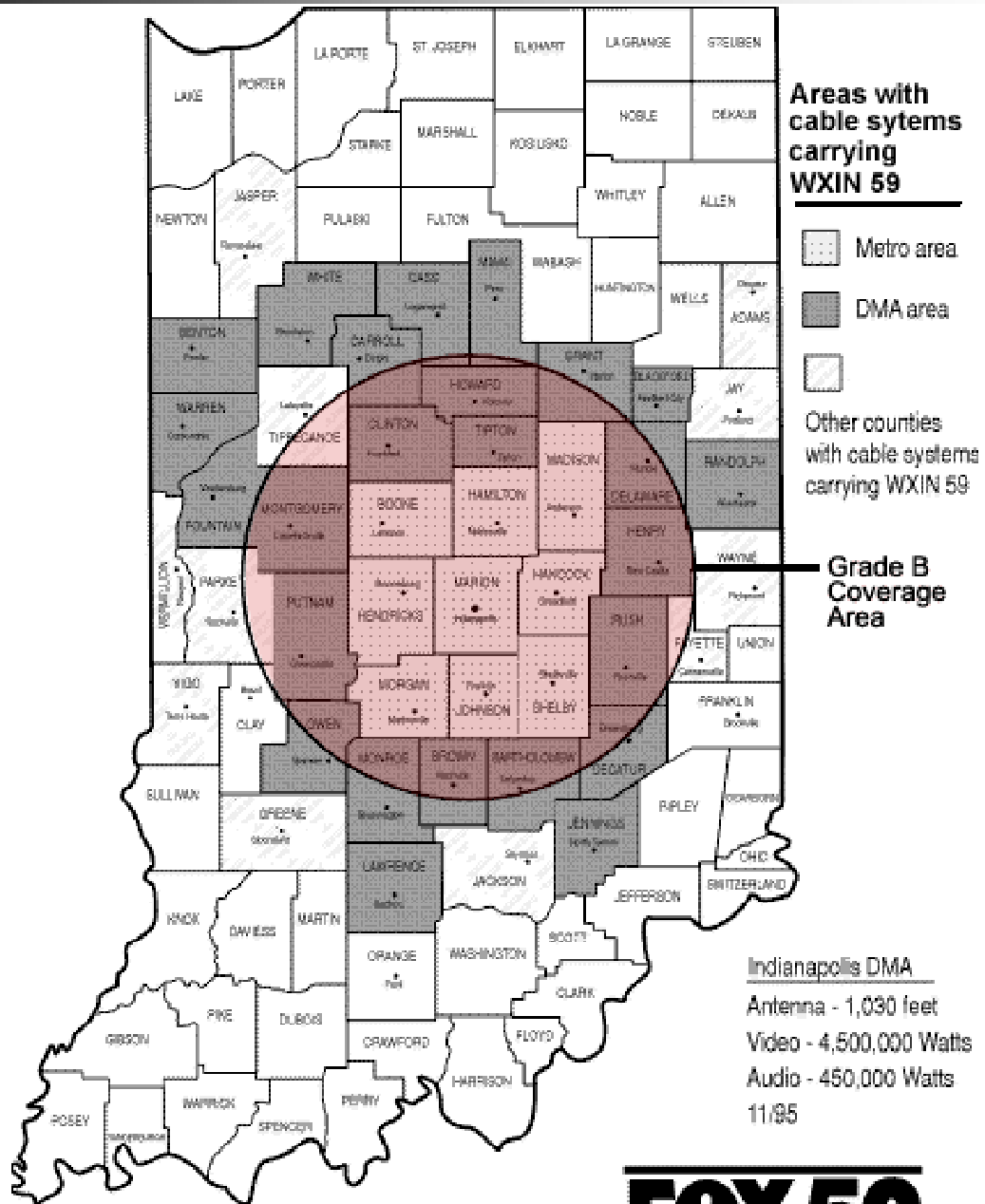
- WE BELIEVE our customers are our highest priority. We must consistently provide them with a level of service that exceeds their expectations. In doing so, we create customer loyalty and devotion.
- WE BELIEVE that each one of our jobs is related to producing/airing product and providing for the revenue base of the station. We all share in the process and accept the responsibility involved in creating exceptional product and developing revenue.
- WE BELIEVE diversity should be celebrated. We encourage new ideas and recognize the unique perspective of each individual.
- WE BELIEVE maximizing profitability requires hard work, focus and commitment. We can all have a positive impact on the bottom line by working efficiently, controlling expenses and striving to build value for our customers and our stakeholders.
- WE BELIEVE having fun is a key to our success. We need to interject fun into work and into our relationships with our customers. It is our responsibility to exhibit a positive attitude and greet each day with enthusiasm. We must remain optimistic even during the most challenging situations.
- WE BELIEVE that we must be innovative, creative and flexible. We take risks in order to succeed and grow. Only through flexibility and risk taking in developing differentiated news products, unique program acquisitions and schedules, innovative sales approaches and non-traditional strategies will we be successful in a highly competitive environment.
- WE BELIEVE that there must be a sense of urgency to everything that we do.
- WE BELIEVE honesty and integrity must be the guiding principles in the daily performance of our work.



What FOX 59 Values

- WE BELIEVE that it is essential to have courage and take risks. We will take well-reasoned risks. We will make mistakes. We will learn from those mistakes. We will succeed.
- WE BELIEVE that passion is an integral part of our organization. Without passion, we can not achieve our goals.
- WE BELIEVE that in a business that uses a variety of skills and knowledge, we strive to hire the very best people. We will not hire just to fill a position, but instead take the time to seek out individuals who will contribute to the station's success.
- WE BELIEVE in cultivating an environment that values, develops and retains high quality employees and encourages a balance between professional and personal lives.
- WE BELIEVE our relationships will be built on respect -- for our viewers, our advertisers and our fellow employees. We practice positive, proactive, respectful communication. We believe in positive confrontation. We believe in resolution.
- WE BELIEVE in taking pride in our work environment. We demonstrate respect for our equipment and our facility by keeping it clean, safe and in good operating condition.
- WE BELIEVE each member of our team contributes to the success of our customers and the success of the television station. We believe that as a team, we will always have a "whatever it takes" attitude to provide our customers with exceptional service.
- WE BELIEVE THAT good corporate citizenship starts with the individual. We will be involved in the communities we serve. We will initiate positive change. We will take a leadership role in creating projects that proactively enrich the youth and young adults of Central Indiana.
- WE BELIEVE in great, compelling story telling. We will be the best, most differentiated communicators in Central Indiana.

Our Coverage Area



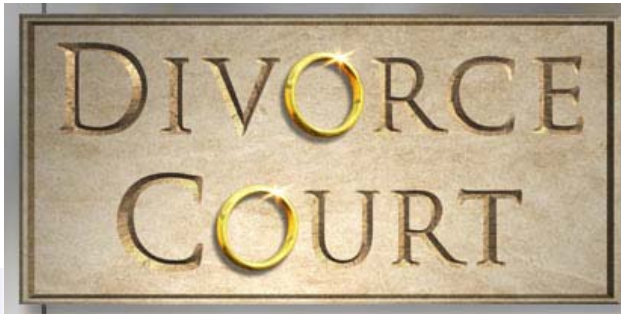
WXIN-TV, 1440 N. MERIDIAN ST., INDIANAPOLIS, IN 46202
 (317) 832-5900

FOX 59
 WXIN • INDIANAPOLIS



**Mondays - Fridays
9:00 am – 9:30 am.**

- *FOX 59 A.M.* is the hipper “new” news program, compared to the traditional morning news programs like *WTHR’s Sunrise*, *WISH’s Daybreak*, and *WRTV’s Morning News!*
- Some of the newer segments draws in the younger viewers like:
 - **Catt Is Where It’s Att**
 - Hosted by Catt Sadler who visits places in and around the city.
 - **Indiana Joni**
 - Grab your adventure hat as we go behind the scenes at the Indianapolis Zoo to discover the wonder and excitement of life.
 - **Unsung Heros**
 - People in our community who are doing the extraordinary, accomplishing the impossible, and impacting the lives of others without the glory and attention.



Mondays - Fridays
9:30 am – 10:00 am

- One of television's most successful courtroom drama series has returned to television. *Divorce Court*, which premiered in syndication on Monday, August 30, 1999 features Mablean Ephriam, who presides as judge and turns up the heat on court shows in this half-hour, relationship-oriented series. Viewers experience the drama firsthand as husbands and wives square off in real-life courtroom battles.
- *Divorce Court* delivers powerful human drama, suspense and resolution, making for a compelling 30 minutes of television. Each half-hour show features real people and real stories. Couples who have already filed for divorce agree to have Ms. Ephriam mediate a dispute, which includes household expenses and division of property. Ms. Ephriam's decisions are legally-binding.
- *Divorce Court* is produced in Los Angeles by Monet Lane Productions, Inc. in association with Twentieth Television, Inc.



Mondays - Fridays
4:00 pm – 4:30 pm

- *Pokémon* debuted in September of 1998, and because it was in syndication at first, started out slowly for some of its timeslots were odd.
- The show's fortunes changed for the better in 1999, when WB put in its bid for the rights to run the series for the rest of its run. Soon it started running Saturday mornings all at the same time nationally. In turn, this blew ratings through the roof and made *Pokémon* the #1 most watched show by the 6-12 age demographic in the nation in spring of '99.



Disney's

RECESS

Mondays - Fridays
4:30 pm – 5:00 pm

- The core half-hours of *Disney's Recess* is a collection of stories about six fourth-grade children who attend public school. These children are an ethnically diverse and gender-diverse group. Their experiences at Third Street School deliver messages about problems common to middle childhood: conflicts with authority figures, school and family rules, issues of fairness, peer pressure and coping with disappointment. A number of episodes revolve around class bullies or conflicts with teachers' favored students. Series episodes provide opportunities for parent/child discussions about values.

The Simpsons logo is written in a stylized, yellow, bubbly font with a black outline and a drop shadow. To the left of the logo is a decorative graphic consisting of a vertical black line and several overlapping colored squares in yellow, red, and blue.

Mondays - Fridays
5:00 pm – 5:30 pm

- *The Simpsons* has been on TV screens for nearly 15 years, and still remains one of the most popular programs on television
- *The Simpsons* originally started as segments for *The Tracy Ullman Show*.
- The Simpsons gains great ratings in the Indianapolis market! For FOX 59, **WE'RE NUMBER ONE** in non-news competing programs during the 5:00 hour!

Affiliate	Network	Program	Rating	Share
WXIN-TV	FOX	The Simpsons	2.5	6
WNDY-TV	UPN	Divorce Court	2.1	5
WTTV-TV	WB	Just Shoot Me	1.7	4
WIPX-TV	PAX	Supermarket Sweep	0.6	1

Numbers based from <http://www.mediaweek.com/mediaweek/top50/indianapolis.jsp>



That '70s Show

Mondays - Fridays
5:30 pm – 6:00 pm

- A half-hour, hip situation comedy series focusing on an eclectic group of friends who are typical teens on the verge of young adulthood – only it's the '70s.
- *That '70s Show* is seen all over the world in places like France, The United Kingdom, Nepal, and Kuwait.
- *That '70s Show* has become a hit series for FOX continuing to post high ratings in key demographics. Original episodes ranked #1 on FOX among women 18-34, men 18-34, men 18-49 and teens. *That '70s Show* is the 9th highest-rated sitcom for the 1999-2000 season among men 18-34 and teens; the 5th highest-rated show on FOX for the season among adults 18-34; and the season's 6th highest-rated show on FOX among adults 18-49, key men and teens.

The logo for the TV show Seinfeld, featuring the word "Seinfeld" in a red, cursive font with a yellow shadow, set against a yellow oval background. A small blue triangle is positioned above the letter 'e'. To the left of the logo is a decorative graphic consisting of overlapping yellow, red, and blue squares and a black crosshair.

Mondays - Fridays
6:00 pm – 6:30 pm
6:30 pm – 7:00 pm

- *TV Guide* ranked the comedy #1 on its 2002 list of the "50 Greatest Shows of All Time."
- *Seinfeld* earned a well-deserved reputation for generating water-cooler conversation with brilliantly-spun storylines about Jerry, George, Elaine and Kramer, oft-repeated conversation snippets... and unapologetic glee for a revolving line-up of quirky friends, relatives, dates and urbanites.
- The final episode of *Seinfeld* received 41.3 rating and a 58 share. It's the third highest rating, with *Cheers* coming in second and *Mash* in first.

Show (year of final show)	Rating	Share
M*A*S*H (1983)	60.2	77
Cheers (1993)	45.9	72
Seinfeld (1998)	41.3	58



**Mondays - Fridays
7:00 pm – 7:30 pm**

- Pat Sajak and Vanna White co-host the #1 ranked, hugely popular game series, which continues to reign as the most successful program in the history of television syndication.
- Merv Griffin is the creator of *Wheel of Fortune*. The series is produced by Sony Pictures Television, a Sony Pictures Entertainment Company, and is distributed domestically by King World Productions, Inc. The U.S. episodes are distributed internationally by CBS Broadcast International (CBI). King World International Productions, a subsidiary of CBI, sells and produces format versions worldwide.
- Vanna White was recognized in 1992 as the world's most frequent clapper. She claps her hands more than 140,000 times a season. That averages 720 claps per episode.



Mondays - Fridays
7:30 pm – 8:00 pm

- Currently one of the highest rated nationally syndicated entertainment newsmagazines on television, *Extra* has been at the forefront of pop culture since its debut in 1994. As it enters season ten, *Extra* will continue to be at the forefront of show business, offering an insider's look at everything that happens in the land of Hollywood. From films to fashion, television to trends, *Extra* provides viewers with a front row seat to the entertainment industry.
- *Extra's* on-air team is led by Emmy Award-winning television personality Dayna Devon. Devon was named anchor in September 2003 after spending four years with the show. Jon Kelley is a primary correspondent for the daily show, hosts the series' *Hollywood and Highland* segment and serves as co-anchor for the weekend edition. Devon and Kelley are backed by a strong team of correspondents including Jerry Penacoli, Doug Bruckner, Charlie Maher (formerly of "The Bachelorette") and, Tava Smiley (E!) who spearheads the series' New York coverage. Regular *Extra* contributors include Joumana Kidd, Michael Corbett, Simon Cowell, Ryan Seacrest, Terri Seymour, Rachel Perry, Brian Unger and Dani Behr. Additionally, a myriad of personalities serve as special correspondents and celebrity reporters for the series.



**Mondays - Fridays
11:00 pm – 11:30 pm**

- *FOX 59 News @ 11* received an Emmy for "Outstanding Daily Newscast" in 2003.
- *FOX 59 NEWS @ 11* debuted in September of 1991 as "NIGHTCAST." Since that time, *FOX 59 NEWS @ 11* has proven to be one of Indianapolis' leading late newscasts.

The logo for FOX 59, featuring the word "FOX" in a large, bold, blue sans-serif font, with the number "59" in a smaller, blue sans-serif font inside a white circle to the right of "FOX". The entire logo is set against a white background within a blue-bordered box.

**At The
Movies**

**Saturdays
6:00 pm – 8:00 pm**

- Twentieth Century Fox has been synonymous with great movies, and now those movies can be seen every week on FOX 59!
- *FOX 59 At The Movies* has been a tradition for Saturday afternoon / evenings for over a decade!
- Each movie shown in *FOX 59 At The Movies* has been a blockbuster hit after hit!
- While the other networks show other programming, *FOX 59 At The Movies* can be considered good wholesome family viewing time.