

Statement of

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**“The Digital Television Transition: Government and Industry
Perspectives”**

October 17, 2007

Good afternoon Chairman Inouye, Vice-Chairman Stevens and fellow members of the Committee. My name is David Rehr, and I am testifying today on behalf of the National Association of Broadcasters where I serve as President and CEO. NAB is a trade association that advocates on behalf of more than 8,300 free, diverse local radio and television stations and broadcast networks before Congress, the Federal Communications Commission and other federal agencies, and the Courts.

Broadcasters will make certain that over-the-air television viewers understand what they need to do to continue to receive their local television signals after the switch to digital-only broadcasting on February 17, 2009. Local television stations that today keep their communities – and your constituents – informed and connected will remain a vibrant part of the media landscape in the 21st century. Broadcasters at the national, state and local levels have been coordinating extensively with government, private industry, membership organizations and others to educate all consumers so that they understand the DTV transition. These activities began in earnest in 2006 and will continue well after the transition on February 17, 2009.¹

We all desire a smooth transition to digital with minimum disruption to TV viewers. For this to happen, the American public must understand what all-digital broadcasting means for them, including the many benefits it will bring, the options available to be ready for the transition and the appropriate steps to take. To that end, the broadcast industry has embarked on an unparalleled and unprecedented consumer education campaign. This is a multi-faceted, multi-platform education campaign that uses all of the tools available to achieve success.

The DTV Education Campaign is designed much like a political election where the DTV transition is a candidate that starts with low name identification, and must be introduced and

¹ Deficit Reduction Act of 2005, Pub. L. No. 109-171, Title III, §§ 3002(a), 3003, 3004, 120 Stat. 21, 22.

promoted among our “electorate” or television viewers. No avenue to reach consumers will be left unexplored.² Broadcasters have embarked on an extensive education and marketing campaign to ensure we reach all demographics, all geographical areas, urban and rural communities, the young and the old.

Since late 2006, efforts to educate consumers have been underway, spearheaded by an NAB team dedicated solely to digital transition education. In the latest deployment of this critical effort, broadcasters and networks have unveiled a multi-platform, multifaceted marketing effort to complement the variety of other initiatives already underway to educate consumers about the nation’s switch to digital broadcasting.

NAB has made a significant investment in staff, having hired a five-person, full-time staff dedicated exclusively to DTV transition consumer education. The staff has already utilized outside experts to conduct significant consumer research, in the form of surveys and focus groups to find out as much as possible about the universe of American over-the-air, broadcast-only viewers. NAB has also visited and opened dialogues with officials running respective DTV campaigns in the United Kingdom, Sweden, Austria and Belgium to ascertain how European nations are running their transition campaigns. NAB’s plan is based upon solid consumer understanding, demographic and viewership knowledge, and the experience of other global nations.

NAB has developed and is supporting, www.DTVanswers.com, a comprehensive Web site that is a resource to educate consumers, journalists and opinion leaders about the DTV transition. Along with the Web site, NAB will direct our viewership that are not connected to the

² NAB applauds the Federal Communications Commission’s (FCC) recent action to ensure that cable subscribers will continue to receive the broadcast signals in digital and analog as needed. *See FCC Adopts Rules to Ensure all Cable Customers Receive Local TV Stations After the Digital Television Transition, Public Notice, FCC 07-170 (Sept. 11, 2007).*

Web to call 1-888-DTV-2009, a government sponsored toll-free number equipped with information.

In addition to NAB's internal efforts, many individual stations are already running DTV transition action spots. For example, Raycom Media is running a series of these spots under the theme of "The Big Switch." Other companies, like Capitol Broadcasting, Post Newsweek, Bonneville, Freedom and Dispatch Broadcast Group, are also already running DTV spots while many others have aired news stories on the subject. Moreover, NAB developed and sent to stations a comprehensive video package that includes, among other tools, interview sound bites for use in newscasts to tell the DTV story. It includes English and Spanish language DTV action spots as one part of our overall communications strategy. These spots are closed captioned and include the National Telecommunications and Information Administration's (NTIA) toll free number.

With the immense amount of activity broadcasters and their network partners are undertaking to educate consumers on the transition, NAB engaged Starcom MediaVest Group as a strategic partner to help construct the plan and quantify the reach of these initiatives. Starcom MediaVest Group is the largest media services organization in the country, responsible for more than \$16 billion in media spending annually. Using their proprietary, state of the art software program – Tardiis – Starcom MediaVest Group was able to calculate approximate impressions and valuations of the consumer education campaign. Given the immense differences between communities across the country, it is imperative that broadcasters utilize a number of different tools to educate their viewers about the transition to digital. A one-size-fits-all approach to consumer education can not efficiently educate viewers whose composites differ from market to market. No one knows how to reach television viewers about their viewing experience better

than their local broadcasters. This education initiative is an important part of broadcasters' ongoing commitment to our viewers and our communities.

In preparation for this transition, NAB has developed a comprehensive communications and education campaign. The purpose of this campaign is to alert the U.S. television viewing public of the impending shift and to inform them of the measures they need to take in order to ensure that they will be prepared to receive television broadcasts once the transition takes place.

Currently, there are 19.6 million U.S. households that receive over-the-air, broadcast-only signals, equating to 17% of total U.S. households. There are, on average, 2.27 TVs in these households, or approximately 45 million television sets that will be affected when analog signals are shut off in 2009. In addition, an estimated 24 million broadcast-only televisions in households also have cable, satellite, or Internet connections. In total, nearly 69 million television sets may be affected.

Broadcasters' Are Proud To Announce the Launch of Their Comprehensive Education Campaign

Starcom MediaVest Group, along with NAB, created a dynamic, multi-channel communication plan that will reach virtually every American adult with sufficient frequency to alert and educate them of the impending transition to digital television. The plan fully leverages all of the assets of the member stations, including commercial inventory, online, community events, talent and outdoor advertising. Many facets of the campaign have already begun, with encouraging results. While NAB and many broadcasters have already begun valuable education efforts, we anticipate the next phase of this comprehensive plan will begin this week.

Specialists in media planning and buying, public relations and event marketing have developed programs that will surround the TV viewing public with informative communications, many of which will be hands-on in nature.

NAB has already crafted communications materials, including:

- DTV Action Spots, in English and Spanish;
- Video packages for the stations and their news departments, including B-roll footage and other graphic elements that can be used by the stations in the development and editing of their stories regarding the digital transition;
- Tool kits for federal and state policy makers complete with presentations and Web banners; and
- Brochures and collateral materials that have been distributed through coalition partners and at trade shows.

The above materials are being produced and delivered to all of NAB's 1,169 member stations. In addition, NAB has made these materials available to non-member commercial and non-commercial stations as well. NAB will also produce a 30-minute educational program ready for airing on local stations.

In order to seed the campaign message, member stations and networks will consider a comprehensive program of DTV action spots, air time and other on-air features. The program is based upon a combination of quarterly DTV action spot commitments, airing of the 30-minute educational program, airing of informational messages through crawls, snipes and newstickers, and other impactful features, such as a 100 day "count down" program to be included in all local news broadcasts.

Word-of-mouth and other techniques that can spread the word “virally” are critical for the success of educational campaigns. NAB has developed a program of grassroots initiatives that will provide community-level activities to drive the message home. NAB has already recruited a 700-person speaker’s bureau for an anticipated 8,000 speaking engagements to local high schools, senior centers, and other groups at the local level. Two customized tour trucks, designed to look like a television on wheels, will be criss-crossing the country, stopping at more than 600 local events in over 200 markets. Hands-on education and instruction regarding digital converters will be conducted at these events.

In addition, NAB helped form a coalition with the National Cable & Telecommunications Association (NCTA) and the Consumer Electronics Association (CEA) that now boasts over 170 organizations (Attachment A) to help get the word out regarding the digital transition. Please find attached a list of these members. Each of these organizations has agreed to utilize their existing communications materials to communicate the news of the transition to their membership. Moreover, NAB’s DTV staff has been teaming with coalition partners to exhibit and distribute information at their annual conferences and trade shows. These types of grassroots efforts will be extremely important to provide further context to the transition message and will enhance the understanding of the on-air campaign. Starcom endorsed these efforts, recognizing that they will provide incremental activities to some of the disproportionately affected groups: senior citizens, minority populations, lower-income constituents and rural populations. Media coverage of the transition story, in addition to coverage of many of the grassroots components, is anticipated to be significant. This transition affects many Americans and is duly newsworthy. To make sure that the DTV transition is being covered both accurately and ubiquitously by America’s reporters, NAB has briefed reporters from major news organizations and plans to

facilitate reporter briefings in all 50 states. NAB will push local news “hooks” into stories in major metro areas, suburban areas and into the heartland. We anticipate significant news coverage across local television, radio, newspaper and TV, as well as radio and newspaper Web sites. As the media marketplace continues to evolve to meet consumer needs, we will leverage stations outdoor and online assets.

Starcom proposed that a combination of streaming and display advertising share-of-voice be donated on the station’s Web sites to support the transition campaign. Significant exposures are anticipated from this component of the campaign, extending the overall reach of the message.

Finally, paid media will be utilized to supplement activities in key markets where public awareness of the transition lags. Newspaper activities, efforts at public transportation hubs and at key retailers have been recommended in these areas.

Plan Delivery- The Road to 98 Billion Impressions

NAB’s plan will drive the message of digital transition across numerous consumer media touch-points. By engaging consumers via television, in the news media, online, through outdoor efforts and in direct, grassroots events, the message will be seeded and communicated much more effectively than through television advertising alone. Starcom has quantified and estimated the overall delivery of this campaign utilizing the agency’s industry-leading tools. Starcom projects that the wide-ranging campaign that NAB announced on Monday, October 15 will be worth an estimated \$697 million and will begin immediately (Attachment B). The multi-platform, multifaceted campaign marks the latest phase of the industry's DTV consumer education initiatives, which began in 2006.

Broadcast networks and television stations across the United States have been working closely together to coordinate initiatives for the campaign, which includes 95 companies and 939

television stations nationwide. The combined elements of the DTV campaign will reach nearly all television viewers and generate 98 billion audience impressions³ during the course of the campaign, which will run through February 17, 2009, when all full-power television stations must turn off their analog signals and begin broadcasting exclusively in the digital format. This is an unprecedented event. Every major network and every major television company has lent its name in support of this campaign. We expect more to join as we move forward. Each and every broadcaster who is joining us in this effort is committed to ensuring no consumer is left without television reception after the transition.

NAB will also work to ensure that all Americans, including the estimated 25 to 30 million persons who are deaf or hard of hearing, will be able to view the DTV action spots and other related-programming material. And of course, all NAB-produced video footage that contains audio statements will include closed captioning.

Despite the comprehensive nature of this multiplatform campaign, the value of this effort is a very conservative estimate, given that many elements that will be utilized to reach consumers were not included in the impression and value quantification. The more than \$697 million value of this multi-faceted television campaign does not even take into account the broad reach of other platforms that television broadcasters will utilize to reach all consumers with information about the transition to digital television. Not included in the campaign valuations is the invaluable reach of local news programming. Numerous local television news teams throughout the country will be covering the transition to digital as part of their effort to ensure their viewers

³ Impressions: The number of times an advertising schedule is seen over time. The number of gross impressions may exceed the size of the population since audience members may be duplicated. Webster, James G., Phalen, Patricia F. & Lichty, Lawrence W. (2000). Ratings Analysis The Theory and Practice of Audience Research (2nd ed.) Mahwah, NJ: Lawrence Erlbaum Associates.

are aware of news that personally affects their day to day activities. In addition to this, broadcasters will be working with their network and syndication partners to include messages about the digital transition in story lines and content of the most popular television shows.

NAB will supply stations with :15, :30 and :60 second DTV action spots, as well as scripts for live talent reads. NAB is also providing stations with Web banners and information about the transition and the easy steps to upgrade to digital. Broadcasters will also be working with their counterparts at college television and radio stations to ensure messages about the mandatory upgrade to digital penetrate all audiences. Radio broadcasters will also join the effort to educate America's consumers about the transition to digital television.

NAB will harness the power of outdoor media by working closely with CBS, Clear Channel and other outdoor media providers to reach consumers with information about the transition and drive them to the Web site: www.dtvanswers.com for additional information in preparing to upgrade.

Don't Jeopardize the Transition to Digital Television with Unlicensed Devices in the Television Broadcast Spectrum

We caution that opening up the digital broadcast spectrum to portable unlicensed devices at this time would turn the DTV transition on its head and could lead to tremendous consumer confusion. We are very concerned that allowing these devices in the television band will jeopardize the success of the transition and could cause permanent damage to the over-the-air digital broadcast system. Some Silicon Valley companies want to allow millions of transmitting devices to operate on television frequencies, without a license. We hope you will agree that our country should enact policies that facilitate the deployment of rural broadband without

permanently endangering reception on millions of new digital television sets and government subsidized digital to analog converter boxes.

In closing, we firmly believe that the benefits of this transition – including a clearer television picture, better sound and more channels – will endear Americans to the switch to digital so that while the technological change may involve some hassle, it will be worth the effort in the long run.

I would like to thank Chairman Inouye and Vice-Chairman Stevens on their leadership on our monumental switch to digital television. We look forward to working with both of you and other members of this Committee as we approach 2009 to ensure that no Americans lose free, over-the-air television reception.

Attachment A

DTV Transition Coalition Members (As of October 15, 2007)

AARP
Advanced Television Systems Committee
Affinity Marketing
Alabama Broadcasters Association
Alaska Broadcasters Association
Alliance for Public Technology
Alliance for Rural Television (ART)
American Association of People with Disabilities (AAPD)
American Cable Association (ACA)
American Legislative Exchange Council (ALEC)
American Library Association (ALA)
Archway Marketing Services
Arizona Broadcasters Association
Arizona - New Mexico Cable Communications Association
Arkansas Broadcasters Association
Association of Cable Communicators
Association for Maximum Service Television, Inc. (MSTV)
Association of Public Television Stations (APTS)
Audio Quest
Best Buy
Black Leadership Forum Inc.
Broadcom
Call For Action
Cable Telecommunications Association of New York, Inc.
Cable and Telecommunications Association for Marketing
Cable Television Association of Georgia
California Broadcasters Association
Care2
CENTRIS
Circuit City
Cisco Systems, Inc.
CNET
Colorado Broadcasters Association
Community Broadcasters Association
Congressional Black Caucus
Congressional Hispanic Caucus
Connecticut Broadcasters Association
Consumer Action
Consumer Electronic Retailers Coalition (CERC)
Consumer Electronics Association (CEA)
Consumers for Competitive Choice
Corporation for Public Broadcasting
Councilmember Mary Cheh's Office

CTAM: Cable & Telecommunications Association for Marketing
Custom Electronic Design & Installation Association (CEDIA)
DIRECTV
Disney
Effros Communications
Electronic Industries Alliance (EIA)
Entertainment Industries Council, Inc. (EIC)
Federal Citizens Information Center
Federal Communications Commission
Florida Association of Broadcasters
Georgia Association of Broadcasters
Goodwill Industries International
Greater New Orleans Broadcasters Association (GNOBA)
Hawaii Association of Broadcasters
High Tech DTV Coalition
Home Theater Specialists of America (HTSA)
Idaho State Broadcasters Association
Illinois Broadcasters Association
Indiana Broadcasters Association
Information Technology Industry Council (ITIC)
Iowa Broadcasters Association
Iowa Cable & Telecommunications Association, Inc.
Kansas Association of Broadcasters
KA6UTC
KCET
Kentucky Broadcasters Association
Kinsella/Novak Communications, LLC
KTSP
Latinos in Information Sciences and Technology Association
Leadership Conference on Civil Rights (LCCR)
League of United Latin American Citizens
LG Electronics
Louisiana Association of Broadcasters
Louisiana Cable & Telecommunications Association
Maine Association of Broadcasters
Maryland/D.C./Delaware Broadcasters Association
Massachusetts Broadcasters Association
Media Freedom Project
MediaTides LLC
Mexican American Opportunity Foundation
Microtune
Michigan Association of Broadcasters
Minnesota Broadcasters Association
Minority Media Telecommunications Council
Mississippi Association of Broadcasters
Missouri Broadcasters Association

Montana Broadcasters Association
National Alliance of State Broadcast Associations (NASBA)
National Association of Black Journalists (NABJ)
National Association of Black Owned Journalists
National Association of Broadcasters (NAB)
National Association of Consumer Agency Administrators (NACAA)
National Association of Counties (NACo)
National Association of Latino Elected Officials
National Association of Latino Independent Producers
National Association of Manufacturers (NAM)
National Association of Neighborhoods
National Association of Regulatory Utility Commissioners
National Association of Residential Property Managers (NARPM)
National Association of Telecommunications and Advisors (NATOA)
National Black Church Initiative
National Cable & Telecommunications Association (NCTA)
National Coalition of Black Civic Participation
National Council of LaRaza
National Grange
National Fair Housing Alliance
National Grocers Association (NGA)
National Hispanic Media Coalition
National Newspaper Publishers Association News Service
National Organization of Black County Officials
National Religious Broadcasters (NRB)
National Urban League (NUL)
Navigant Consulting, Inc.
Nebraska Broadcasters Association
Nevada Broadcasters Association
New Hampshire Association of Broadcasters
New Jersey Broadcasters Association
New Mexico Broadcasters Association
New York State Broadcasters Association
Nielsen Company
North American Retail Dealers Association (NARDA)
North Carolina Association of Broadcasters
North Dakota Broadcasters Association
Ohio Association of Broadcasters
Ohio Cable Telecommunciations Assn (Stoddard)
Oklahoma Association of Broadcasters
Oregon Association of Broadcasters
Panasonic Corporation of North America
Pennsylvania Association of Broadcasters
Philips Consumer Electronics
Plasma Display Coalition
Public Broadcasting Service (PBS)

Qualcomm
RCA/Audio Video
Rainbow PUSH Coalition
RadioShack
Retail Industry Leaders Association
Retirement Living TV
Rhode Island Broadcasters Association
Samsung Electronics
Satellite Broadcasting and Communications Association (SBCA)
South Carolina Broadcasters Association
South Dakota Broadcasters Association
Target
Telecommunications Industry Association (TIA)
Tennessee Association of Broadcasters
Terrestrial Digital
Texas Association of Broadcasters
Texas Cable & Telecommunications Association
Texas Instruments
THAT Corp.
Thomson
TitanTV Media
U.S. Chamber of Commerce
Universal Remote Control
Utah Broadcasters Association
Verizon
Vermont Association of Broadcasters
Virginia Association of Broadcasters
Voices of September 11th
Wal-Mart
Washington State Association of Broadcasters
Washington Urban League
Wineguard Company
Wisconsin Cable Communications Association
Wisconsin Broadcasters Association
WLMB TV40
Wyoming Association of Broadcasters

Attachment B



An initiative of the National Association of Broadcasters

For Immediate Release
October 15, 2007

Contact: Shermaze Ingram, NAB
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Starcom MediaVest Group
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**Broadcasters Announce Comprehensive \$697 Million Campaign to Educate Consumers
about the February 17, 2009 Transition to Digital Television (DTV)**

Campaign Complements Variety of Other Initiatives

High-Res Photos from Today's News Conference Will be Available at
http://www.dtvanswers.com/dtv_news

Washington, D.C.– Demonstrating their commitment to helping viewers prepare for the transition from analog to digital television (DTV), broadcasters today announced a comprehensive \$697 million consumer education campaign. The multiplatform, multifaceted campaign marks the second phase of the industry's DTV consumer education initiatives, which began in late 2006.

Broadcast networks and television stations nationwide have been working closely together to coordinate initiatives for the campaign, which will include:

- “DTV Action” television spots
- Crawls, snipes and/or news tickers during programming
- 30-minute educational programs about DTV
- 100-day countdown to the February 17, 2009 DTV deadline
- Public relations elements, including earned media coverage in newspapers and online
- DTV Road Show that will visit 600 locations nationwide
- DTV Speakers Bureau that will reach one million consumers
- Online banner ads on TV station Web sites

The combined elements of the DTV campaign will reach nearly all television viewers and generate 98 billion audience impressions during the course of the campaign, which will run through February 17, 2009, when all television stations must turn off their analog signals and begin broadcasting exclusively in the digital format.

“I am proud that NAB is leading what may be the largest volunteer effort in the history of television, with literally every market and network involved,” said Jack Sander, chairman of NAB’s Joint Board of Directors. “This effort illustrates the continuing commitment by broadcasters to educating all television viewers about the DTV transition.

Every broadcast network is participating in the campaign, along with 95 broadcasting companies representing 939 television stations nationwide. Many other stations are expected to participate the campaign. (Complete list is attached.)

With the immense amount of activity broadcasters and their network partners are undertaking to educate consumers on the digital transition, NAB engaged Starcom MediaVest Group as a strategic partner to help construct the plan and quantify the reach of these initiatives. Starcom MediaVest Group is the largest media services organization in the country, responsible for more than \$16 billion in media spending annually. Using their proprietary, state-of-the-art software program, Tardiis, Starcom MediaVest Group was able to calculate approximate impressions and valuations of the consumer education campaign.

“The broadcasting community is wholly dedicated to making sure no television viewer loses access to free, over-the-air broadcast television due to a lack of information about the switch to digital television, said David K. Rehr, president and CEO of NAB. “This next phase of our DTV consumer education campaign will take our current initiatives to the next level, and further increase the frequency of messages viewers receive about the transition to digital.”

Endorsements

While all broadcasters will be engaged in digital television transition consumer education efforts, the following companies have specifically endorsed this multifaceted campaign and are committed to working with our private and public sector partners to lead the way to ensure that no consumer is left without access to television due to a lack of information about the transition to digital.

Company	Stations represented
ABC Owned Television Stations	10
ABC Television Network	
ACME Communications	7
Bahakel Communications Television	6
Banks Broadcasting	1
Barrington Broadcasting Group	17
Belo Corporation	19
Block Communications Inc.	5
Bonneville International/KSL TV	1
Bonten Media Group	8
California Oregon Broadcasting	3
Capitol Broadcasting Co., Inc.	4
CBS Television Network	
CBS Television Stations	29
Channel 2 Broadcasting Co./ KTUU-TV	1
Citadel Communications Co., Ltd.	4
Cordillera Communications	11
Cox Television	14
CW Network	
Davis Television	1
Dispatch Broadcast Group	2
Diversified Communications	2
Drewry Group	5
Duhamel Broadcasting Entprses.	4
Emmis Communications Television	1
Entravision Communications Corp.	17
Equity Broadcasting Group	18
EW Scripps Company	10
Fisher Broadcasting	12
Fox Television Network	
Fox Television Stations Inc.	37
Freedom Communications	9
Gannett Broadcasting	23
Granite Broadcasting Corporation	10
Gray Television	33
Hearst-Argyle Television, Inc.	36
Heritage Broadcasting Co.	2
Hoak Media, LLC	15
Hubbard Broadcasting	13
ION Media Network	
ION Media Network Television Stations	56
Iowa Public Television	8
Journal Broadcast Group	9
Landmark Communications	2
LIN TV Corporation	32
Lincoln Financial Media	3

Lockwood Broadcasting	3
Malara Broadcast Group	2
Maryland Public Broadcasting	5
Max Media LLC	9
McGraw-Hill Broadcasting Group	4
McKinnon Broadcasting, Inc	3
Media General Broadcast Group	21
Mel Wheeler, Inc.	2
Meredith Corporation Broadcasting Group	12
Morgan Murphy Media	5
My Network TV	
NBC Universal Television Network	
NBC Universal Television Stations	12
Nebraska Educational Telecommunications Comm	8
News-Press & Gazette	6
NexStar Broadcasting Group, Inc.	31
Northern California Public Broadcasting Inc	3
Northwest Broadcasting, Inc.	5
Pappas Telecasting Companies	17
Post-Newsweek Stations, Inc.	6
Prime Cities Broadcasting	2
Quincy Newspapers, Inc.	11
Ramar Communications	4
Raycom Media, Inc.	35
Red River Broadcast Company LLC	7
Rogers State University Public TV	1
Saga Communications, LLC	3
Sagamore Hill Broadcasting	8
Sarkes Tarzian Television	2
Schurz Communications, Inc.	9
ShootingStar Broadcasting	1
Sinclair Broadcast Group	51
Southeastern Media Holdings LLC	3
Southern Broadcast Corporation	3
Sunbeam Television Corporation	3
Sunbelt Communications Company	15
Telemundo Group, Inc.	15
Telemundo Network	
The Victory Television Network	3
Tribune Broadcasting Company	24
Trinity Broadcasting Network	24
United Communications Corp.	2
Univision Communications, Inc.	40
Univision Network	
Wilson Broadcasting	1
Woods Communications	2
West Virginia Media Holding	4
Withers Broadcasting	3
Young Broadcasting, Inc.	9
<hr/>	
Total	939

Endorsements received as of 11:30 a.m. ET October 15, 2007.