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## **TIME WARNER AND WLIO STILL NEGOTIATING OVER CW**

Negotiations between WLIO and Time Warner Cable continue over Time Warner's carriage of the "CW" Network in the West Central Ohio region.

A merger of the former "WB" and "UPN" networks, "CW" officially debuted on Monday, September 18th, to impressive national ratings. WLIO broadcasts CW on its digital television signal, channel 8.2. Local residents with a DTV set and an antenna can receive this programming over-the-air at no additional charge.

Many local cable operators in WLIO's viewing area carry CW network on the analog "basic service" channel that they carried "WB" – all cable operators, that is, but Time Warner.

WLIO has given Time Warner the legal right and permission to carry the new CW channel on Time Warner's analog "basic service" package, where Time Warner formerly carried the now-extinct WB. Time Warner instead chose to carry the CW channel as part of its digital cable package on channel 700. As a result, Time Warner customers must subscribe to Time Warner's digital cable package to receive the CW at additional cost.

WLIO President and General Manager Bruce Opperman observed, "We have been attempting since May to convince Time Warner to carry the CW on its analog 'basic service.'" Mr. Opperman explained, "WLIO believes that it is in everyone's interest for Time Warner to carry the CW on channel 3 so that local customers are not forced to pay more to receive this popular new broadcast network." Unlike other cable operators in Lima and around the country, Time Warner will not move the CW to the analog basic service channel unless WLIO agrees to several demands.

Mr. Opperman, WLIO's President, said, "Time Warner already has the legal right to move CW to channel 3 today. WLIO has done everything it can to convince Time Warner to move CW immediately so that viewers would not have to pay Time Warner additional fees for CW."

In recent Lima News articles, Time Warner alleged that WLIO is the only station that refused to accept its demands. This is not the case. Executive Vice President of The CW Television Network Russell Myerson confirmed in a written statement, "WLIO is not the last holdout as previously stated in an article in the Lima News."

Indeed, recent media reports from around the country confirm that Time Warner is the only cable operator demanding payments from local broadcasters to carry the CW without additional charges to local viewers. They also report that most local CW affiliates have been able to reach agreements with all their local cable providers other than Time Warner.

The Lima News also quoted Time Warner as saying that WLIO refused the same agreement that WKBD in Detroit and WTO5 in Toledo accepted. This too is not the case. Time Warner has never offered WLIO those agreements, despite WLIO's repeated requests. As a service to local viewers, WLIO even offered to sign those same agreements, sight unseen. Time Warner continues to refuse to offer WLIO the same agreements that it told the Lima News that we rejected.

Despite all this, WLIO management remains fully committed to this process. Mr. Opperman stated, "I remain hopeful that Time Warner will soon permit its paying customers to watch CW on the WB's old 'basic cable service' channel. While this process has been long and very frustrating, I am gratified by the tremendous support that WLIO has received in the community."

If you agree that Time Warner should permit you to watch the CW network on the WB's channel just like other Lima area cable operators, please call Time Warner's customer concerns number at (419) 331-1111.

Please check [www.wlio.com](http://www.wlio.com) for updates. Thank you for your continued support of WLIO.