



PRESS RELEASE

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KGW NEWSCHANNEL 8's TELEVISED GUBERNATORIAL DEBATE SHOWS HIGH INTEREST IN THE RACE

Debate sponsored by Belo station and The Oregonian reached across the state

PORTLAND, OR—KGW NewsChannel 8's broadcast on Thursday, September 30 of the only currently scheduled televised gubernatorial debate engaged Oregonians across the state. Due to the high level of viewer interest, the debate will be rebroadcast on Sunday, October 3, at 11:35 PM on KGW NewsChannel 8.

Viewership of the debate on KGW NewsChannel 8 showed the intense interest in this year's gubernatorial race with former Governor John Kitzhaber and former Portland Trail Blazer Chris Dudley. The program earned a 5.1 rating/11 share in household live + same day viewing. In the key demographic of adults 25-54, it won the time period by a wide margin. It was the highest viewership of any recent debate on the station. KGW NewsChannel 8 is the only Portland television station that consistently provides live televised debates of the state's major races.

The one-hour live debate from the KGW NewsChannel 8 studio was fed via satellite throughout Oregon to other television stations and radio stations. The Oregon Association of Broadcasters contributed the underwriting to make the statewide telecast possible. In a blended format, the candidates answered questions from journalists from both KGW NewsChannel 8 and The Oregonian. Audience members then had the opportunity to ask the candidates questions.

KGW NewsChannel 8 took advantage of its multiple delivery platforms to provide citizens as many opportunities as possible to view and participate. Citizens sent in questions via email that were posed to the candidates. The station provided live updates on kgw.com mobile, and the live streaming of the debate on kgw.com received 3,000 views. Hundreds of comments were posted on the station's Facebook page. KGW NewsChannel 8 used its newest digital channel, KGW 24/7, to air a half-hour of debate analysis with political columnists and analysts which was also streamed on kgw.com.

“This debate showed how important it is to take leadership in offering important programming across as many different media platforms as possible,” said DJ Wilson, president and general manager of the KGW Media Group. “People of different ages and lifestyles use media in many ways. We're committed to providing our award-winning news and information on every available platform.”

About Belo Corp.

KGW is part of Belo Corp. (BLC), one of the nation's largest pure-play, publicly-traded television companies, that 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. Belo stations rank first or second in nearly all of their local markets. Additional information is available at www.belo.com or by contacting Brenda Buratti, Director of Programming and Creative Services, KGW, at 503-226-5130

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1501 S.W. Jefferson Street, Portland, Oregon 97201

And the KGW Studio on the Square