

# THE 10 MOST FREQUENT ABOUT KGTV'S MOVE



**Q.** When will KGTV, Channel 10, become an ABC affiliate?

**A.** The Big Switch is effective June 27, 1977.



**Q.** Why are you changing to ABC?

**A.** Because ABC programming is better suited to the San Diego audience. ABC shows appeal to the young and upwardly mobile. And that is what San Diego is—a young, growing market.



**Q.** But if that is so, why didn't the previous ABC affiliate dominate the market, instead of lagging behind, a poor third?

**A.** Historically they have underachieved the ABC Network while KGTV has always overachieved the NBC Network.



**Q.** Which ABC programming will you carry?

**A.** All prime time programming and most everything else.



**Q.** What is the biggest advantage of going with ABC?

**A.** Their prime time schedule, outstanding sports programming, the young audience they deliver in San Diego, and the overall growth in all day parts sign-on to sign-off.



**Q.** What do you expect your numbers will be?

**A.** The strength of our 3 pm-8 pm local programming will continue. And the ratings for prime time will be up, greatly enhancing the already number one rated 11 pm news. We have joined what will undoubtedly be the number one network in San Diego for a number of years.