

MY STORY

TV



After becoming an independent station in 2003, KEVU attempted various programming strategies, including science fiction and prime movie formats. Nothing seemed to gain any traction with viewers until we decided to think outside the box.

KEVU became home of Prime Time Talk, a block of syndicated talk shows in a more accessible time period for the working person...Prime Time. This format was given a huge boost when we arranged a unique partnership which added *Dr Phil* and *Dr. Oz* to the line-up.

When **My Network TV** came along, their out of the box programming and flexibility convinced KEVU to adopt this new network without disrupting the growing popularity of *Dr Phil* and *Dr. Oz* in the evening.

My Network TV arose as a result of the announcement of The CW, which merged The WB and UPN. FOX Television Station Group owned several UPN affiliates. The CW included FOX-owned stations; the New York, Los Angeles and Chicago affiliations all went to stations owned by The WB's co-owner, Tribune Broadcasting. In response, FOX scrubbed all UPN references from its UPN affiliate's logos and promotions, then stopped promoting the network's programs.

Media reports speculated that the FOX-owned UPN affiliates would become independent or join with the other UPN and the WB affiliates that The CW left out to form another network. FOX parent, News Corp chose the latter course and announced **My Network TV** on February 22, 2006, less than a month after CBS and Warner Brothers announced The CW. News Corp may have chosen the name for synergistic reasons, because it formerly owned the popular networking website MySpace.com.

My Network TV prime programming airs from 8-10PM every night of the week except weekends. There is a lot of optimism for this new network since the creators of FOX are behind it! The station is also home to Portland Timbers Soccer.

MY COVERAGE MAP

NON-CABLE COVERAGE

Satellite
 Dish Network Channel 7184
 32,241 Subs*

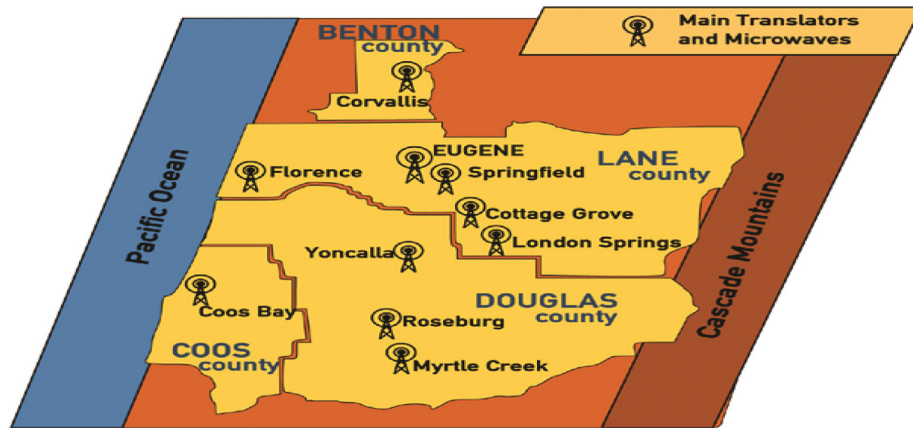
DIRECTV Channel 23
 11,861 Subs*

Eugene
 Cable Penetration 43%
 Satellite Penetration 22%

Channel 34-2 (K32FI-D)
 Channel 34-2 (K14GW-D)
 Channel 34-2
 Channel 34-2 (K19GH-D)
 Channel 34-2 (K28NZ-D)
 Channel 34-2 (K23OS-D)
 Channel 23-1 (KEVU)
 Channel 34-2 (K16LL-D)
 Channel 23-1 (K14MQ-D)
 Channel 34-2 (K38LQ-D)
 Channel 34-2 (K33NY-D)
 Channel 34-2 (K35MS-D)

Yoncalla
 Corvallis
 Eugene/Springfield-Lane County
 South Eugene/Lorane-Lane County (LPTV)
 Florence-Lane County
 London Springs
 Eugene/Springfield-Lane County (LPTV)
 Cottage Grove (Translator)
 North Bend-Coos County (LPTV)
 Roseburg
 Roseburg-Douglas County
 Canyonville

* Numbers are approximate-March, 2022



<u>CABLE SYSTEM</u>	<u>AREA</u>	<u>CHANNEL</u>	<u>SUBSCRIBERS</u>
Comcast	Eugene/Springfield/Corvallis	CH. 4	62,681
Comcast	Corvallis	CH. 20	
Charter Cable	Coos Bay/Reedsport/Lakeside	CH. 11	26,355
Charter Cable	Cottage Grove	CH. 12	
Charter Cable	Roseburg	CH. 11	
Charter Cable	Florence	CH. 4	

MY PROGRAMMING



2021-2022 Primetime Schedule

MyNetworkTV 2021 Schedule

MONDAY



TUESDAY



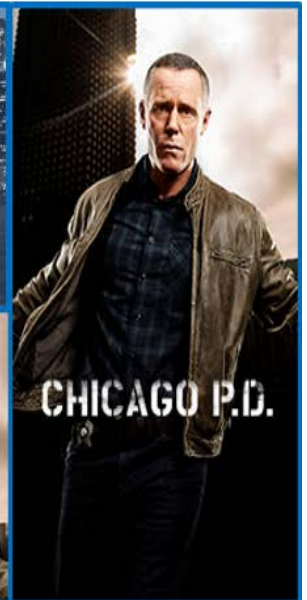
WEDNESDAY



THURSDAY



FRIDAY



Home of the Portland Timbers

