

Valuation on time/disruption of business

Meetings

1.) Brandon & John Cauthen	1	\$75.00
2.) Jerry, Brandon & Cauthen	1	\$225.00
3.) Jerry and Cauthen	1	\$150.00
4.) Jerry with Brandon	5 (1/2 hour meetings)	\$562.50

Emails

1.) Brandon to John Cauthen	1/1 + research	\$225.00
2.) Sam Cohen w/ corporate	14 emails from 12/6/2010 thru 12/14/2010	\$700.00
3.) Brandon to Chuck Sennet	3 emails/FOX Mulder emails/FBI (5 emails)	\$975.00
4.) Brandon to Jerry	Draft for approval/FOX Mulder Court Docs/FOX Mulder Emails/Santa's Lap/iPad Contest	\$1,125.00
5.) Sam to News Managers (8)	FOX Mulder Court Documents	\$450.00
6.) Brandon to Jerry, News Mgrs, Charlier, Gable, Sennet and Saunders	FOX Mulder update	\$1,425.00
7.) Brandon to Gable, Cauthen, Sennet, Kersting	3 emails	\$6,015.00
8.) Brandon to Jerry, Gable, Jedlinski and Sennet	Cancer Man aka FOX Mulder/Cancer Man Update	\$1,475.00
9.) Jerry to Kersting and Schonbak	1/1/1	\$3,450.00
10.)Cancerman4099 to Brandon	20+/too many	\$1,550.00
Thread of 20 emails include Brandon & FOX Mulder, Joseph Huerta to FOXMulder4099		
11.)FOXMulder4099 to Brandon	Santa's Ear/iPad Contest/	\$150.00
12.)Brandon to Jerry and Ray Nelson		\$275.00
13.)Brandon to Ray	Try to block access to all others	\$125.00
14.)Viewer emails	Initiated a chain of 4 emails + conversations	\$1,500.00
	4 hours estimated in meetings	
15.)Jedlinski to Brandon		\$325.00
16.)Brandon to Jerry, Friedman, Saunders, Conhain, Bernard, Nelson, Silverman and Jedlinski	"This is what FOX Mulder is doing to us"	\$1,025
17.)Mohanani to Brandon	Viewer email – FOX40 sold my info!	\$75.00
18.)Brandon to News Department and Department Heads		\$850.00
19.)Brandon to News Department and Jerry		\$2,500.00
20.)Troy to Brandon	"30 minutes spent with upset viewers"/impact Kathy Paez & Bhavisha Patel/+1	\$200.00
21.)Troy to News Department		\$150.00
22.)Huerta to FOX Mulder		\$50.00
23.)FOX Mulder to Jerry		\$150.00
24.)Charles Bernard to Brandon		\$125.00

25.) FOX Mulder emails to Jordan DeNoon, Josh Baar, Mark Demsky, Bill Hudson, Charles Bernard,
Tim King and Brandon RE: Santa's Lap email \$375.00

Phone calls

1.) FOX40 Rewards Members	21 (1/2 hour each on average)	\$787.50
2.) Brandon with Cauthen	1 hour ?	\$75.00
3.) Brandon with Keys	4 hours ?	\$300.00
4.) Jerry with Kersting and Schonbak	2 (1/2 hour)	\$1,150.00
5.) Jerry with Schonbak	5 (1/2 hour)	\$1,625.00
6.) Jerry with Cauthen	4 (1/2 hour)	\$150.00

Greenlinks Database loss

1.) iPad Contest	Estimated loss: \$15,000.00
2.) Database impact	
lost database of 20,000 viewers; had to find a new vendor & rebuild a new database.	
	Estimated loss: \$200,000.00

Financial impact of Database loss

Current revenues	Estimated loss: \$25,000.00
Forward revenues	Estimated loss: \$250,000.00

Note: Took three (3) years to build new database back to 2011 level of 20,000 viewers

Rating impact

News ratings A2554	Morning news declined .1 (5 hours)
	Early news declined .4 (1/2 Hour)
	Late news increased .2 (1 hour)

Financial impact of rating decline

Financial Impact	Total market revenue = \$163,875,000
	1% = \$1,638,450
	.1% = 163,845
	Estimated loss: \$409,612.00
	(from am news rating losses)

(-.4 early news and +.2 late news effectively cancel each other out)

Total Loss estimate: \$929,977.00

Values of Manager time usage:

1.) Sr. Executives	\$500/hour
2.) Sr. Managers	\$250/hour
3.) General Manager	\$150/hour
4.) Staff Managers	\$75/hour
5.) Staff Employees	\$50/hour