

Frequently Asked Questions

1. Why has DIRECTV stopped retransmitting Fox 26 KNPN's signals?

The contract for carriage of Fox 26 KNPN by DIRECTV expired at 12 noon on October 9th, and so far, it has not been renewed by DIRECTV.

2. Why was the contract not renewed?

DIRECTV refused to pay Fox 26 KNPN a fair price or agree to other reasonable terms for the right to retransmit and resell our station's signals to its subscribers. In fact, we gave DIRECTV an extension of the existing carriage contract in the hope a new agreement could be reached. Regrettably, that extension has expired without agreement by DIRECTV, and DIRECTV is no longer carrying KNPN.

3. But isn't DIRECTV only trying to hold down the price it pays Fox 26 KNPN and, in turn, keep down the price it charges its subscribers?

Certainly it is appropriate for DIRECTV to minimize the price it pays for the privilege of reselling the signal of Stations such as ours to its subscribers. However, DIRECTV, reportedly, pays *five times* more for *significantly less popular* program services than the price we are asking for our top rated Station and all the channels we offer. DIRECTV, a multi-billion dollar company, is, in effect, asking KNPN to subsidize its operations which will enable it to pay more for other programming services with whom we compete for the best entertainment, sports and news programming. There are other unacceptable demands, aside from rates, that DIRECTV is making which no other cable or satellite company has made or is making. In short, it would be irresponsible for us to subsidize DIRECTV's cost of operation and grant it all the other financial benefits it is demanding.

4. But aren't you just asking DIRECTV for more money to enhance your profits?

No—absolutely not. We now have to pay our program suppliers significantly more for highly rated sports and entertainment programming because cable and satellite companies are paying higher rates to our competitors who, in turn, will try to outbid us for the best programs.

5. The upshot though is that DIRECTV will raise rates for its subscribers if it pays you more, will it not?

DIRECTV does not have to raise its subscriber rates in order to pay us competitive market rates for our signal. DIRECTV can elect simply to pay less for the less popular channels you, as a subscriber, are forced to buy in order to get the channels you really want to watch.

6. Will DIRECTV reduce our monthly bill since it is no longer offering Fox 26 KNPN?

It should, of course. But that is DIRECTV's decision; we have no control over it.

7. Is DIRECTV's offer to you consistent with offers you have accepted from cable TV and other satellite companies?

No—it is not. DIRECTV's demands are far greater than those asked of us by any other cable and satellite company—and, in fact, DIRECTV's multiple demands are considerably greater than any demand DIRECTV has ever made of our stations in the past. It is for that reason the negotiations with DIRECTV reached an impasse.

8. So, as a DIRECTV subscriber, how can I continue to receive the Fox 26 KNPN and not miss my favorite program?

You can receive KNPN in HD, *free*, over-the-air on channel 26.1. You can receive the KNPN in HD from local cable companies, Suddenlink and Rainbow Cable, and from the DISH satellite service. You might, in fact, wish to drop your DIRECTV service, check out the rates with other services, and switch to another service—or simply watch us, for *free*, over-the-air. A list and telephone numbers of other cable and satellite services that deliver Fox 26 KNPN are as follows:

- **Suddenlink: (877) 694-9474**
- **Rainbow Cable: (800) 892-0163**
- **DISH Network: call St. Joseph Electronics (816) 364-1184**

9. What can I do to get the Station back on DIRECTV?

We have told DIRECTV our company's executives are available "around the clock" to resolve the impasse and work to assure that DIRECTV subscribers continue to have access to their favorite sports, entertainment and local news and weather programming from our Station. You may wish to express your concern to your DIRECTV representative and ask DIRECTV to restore our Station and treat all of us in this community fairly and equitably. We deeply regret the inconvenience DIRECTV's actions have caused.