THE E.W. SCRIPPS COMPANY
P.O. BOX 5380
CINCINNATI, OHIO 45201

THE SCRIPPS CENTER
312 WALNUT STREET, SUITE 2800
CINCINNATI, OH 45202

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September 1, 2011

VIA CERTIFIED MAIL
RETURN RECEIPT REQUESTED

ROBERT REED, GM
OLMSTED CABLE-CUYAHOGA CO
8020 WEDGEWOOD DR
CHESTERLAND, OH 44026

Re: 2011 Three-Year Election for Retransmission Consent

Dear Sir or Madam:

In accordance with Section 76.64 of the Rules of the Federal Communications Commission ("FCC"), this is to notify you that Station WEWS-TV, Cleveland, Ohio (the "Station") elects to require OLMSTED CABLE-CUYAHOGA CO, which serves the community(ies) and/or county(ies) and unincorporated areas within those community(ies) and county(ies) listed on the enclosed 2011 Cable Retransmission Consent Election Statement, to obtain the consent of the Station for retransmission of its broadcast signal effective January 1, 2012, through December 31, 2014. Consent of the Station for retransmission of its signal will be required for, but not limited to, the system(s) serving the community(ies) and county(ies) listed on the enclosed Election Statement.

I would appreciate your contacting me to discuss the terms under which the cable system(s) may retransmit the Station's signal. If you already have a retransmission consent agreement with the Station or with an affiliated company of the licensee of the Station or a predecessor licensee of the Station that covers the Station for all or a portion of the January 1, 2012, through December 31, 2014, cycle, then the terms of that agreement will govern for the period specified in the agreement. If such an agreement expires prior to December 31, 2014, then it will be necessary for you to negotiate for retransmission consent following that expiration. In addition, if such an agreement contains an automatic renewal provision, then this letter shall also serve as notice of our election, as evidenced by this letter, to terminate that agreement at the end of its current term, and it will be necessary for the affected cable system(s) to negotiate for retransmission consent following expiration of the current term of that agreement.

Sincerely,

David M. Giles

DMG/jk
Enclosure

cc: Local Public File (w/encl)
William Appleton (w/encl)