



## Kalil & Co., Inc.

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### **Press Release for immediate release**

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## **Bayou City Broadcasting to purchase Sage Broadcasting in Texas.**

Long time TV group owner Sage Broadcasting of Houston, Texas has agreed to sell its remaining broadcast interest to new TV station group Bayou City Broadcasting also of Houston, Texas. A contract has been signed and the application for FCC approval of the sale will be filed shortly for the transfer of television stations KIDY-TV, KIDY-DT-FOX, San Angelo; KXVA-TV, KXVA-DT-FOX, KIDZ-LP-MNTV, Abilene; KIDU-LP, Brownwood; KIDB-CA, Sweetwater; KIDV-LP, Albany; and KIDT-LP, Stamford, all in the big country area of West Texas. Pending FCC approval of the sale, Bayou City has entered into a Local Marketing Agreement with Sage to provide programming to the stations.

Bill Carter, President of Sage Broadcasting, stated "spending 24 years at Sage Broadcasting in West Texas has been a fulfilling experience with employees and advertisers alike. I am proud to welcome Bayou City Broadcasting to a property we are indeed proud of and anxious for it to be taken to the next level." KIDY San Angelo was a charter member of the Fox Family in 1986 being the 14<sup>th</sup> station/market to sign with the network.

Bayou City Broadcasting, LLC, is a Houston, Texas-based company. Its Founder, President and CEO, DuJuan McCoy, is a 19-year TV sales veteran who has held various general and sales management positions with small, medium and large broadcasting companies throughout different regions of the country. His successful track record includes managing revenue budgets in excess of \$130 million, and most recently serving as Vice President of Sales for FOX Television in Houston, Texas, a News Corp. owned and operated station. Mr. McCoy is also an active member of the National Association of Broadcaster's Broadcast Leadership Training Program based in Washington, DC and headed by Shooting Star President/CEO, Diane Sutter.

Mr. McCoy stated ... "we are honored to have reached agreement with Sage Broadcasting and the Schindler Family, one of our nation's and Texas' TV pioneers. The opportunities in San Angelo and Abilene, Texas are exciting. The stations have a great group of employees that have done phenomenal work for Sage for the past 23 years. We look forward to making FOX San Angelo and Abilene even stronger for the communities and advertisers we serve."

He also adds... "this is just the beginning for Bayou City." He hopes the impending rule changes by the FCC to encourage diversity in media ownership will present positive growth opportunities for Bayou City. Recent FCC decisions to relax the equity-debt-plus attribution rule to ban discrimination in advertising and to seek congressional restoration of the tax certificate policy should motivate investors and lenders to look favorably on fast growing minority owned television and radio entrepreneurs.

With the closing of this transaction, Bayou City Broadcasting will become the only African-American owned broadcasting company to own and operate FOX affiliations, according to David Honig, Executive Director of the Minority Media and Telecommunications Council (MMTC) in Washington, DC.

KALIL & CO., INC. represented Sage Broadcasting, and MMTC Media Brokers represented Bayou City Broadcasting in this transaction.

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