

Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Oklahoma City	316,700	50	504,600	55	451,100	57
Tulsa	277,500	55	521,800	53	460,000	53
Ada	67,100	163	179,200	141	151,300	142
Ardmore	47,900	180	139,600	162	116,200	166

Oklahoma Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	10	0	10
Educational Television Stations	2	1	3
			13

For Additional Data, See Next Page

Ohio—Zanesville

abc **NB WHIZ-TV**

Ch. 18



Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 14.8-kw visual, 8.13-kw aural. Antenna: 540-ft. above av. terrain, 506-ft. above ground, 1410-ft. above sea level.

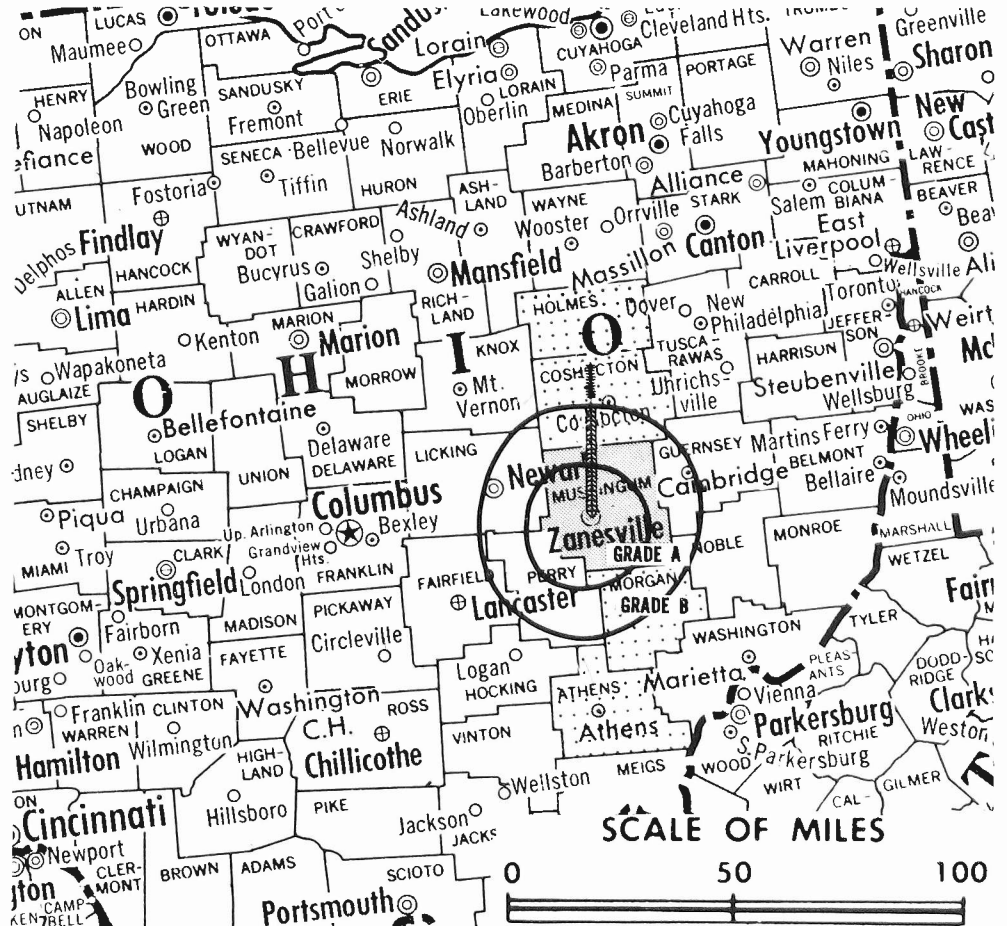
Latitude 39° 55' 42"
Longitude 81° 59' 06"

Transmitter: Downerd Rd.

AM Affiliate: WHIZ, .25-kw, 1240 kc (NBC).

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WHIZ-TV Ref: FCC File No. BMPCT-4406 Granted 2/6/57

©American Map Co., Inc., N.Y., No. 14244

WHIZ-TV

Network Service: ABC, NBC; also CBS, on per program basis.

Licensee: Southeastern Ohio Television System, Downerd Rd.

Studio: Downerd Rd.

Telephones: Gladstone 2-5431 (office); Gladstone 3-0361 (studio).
TWX No.: ZAN 67.

Ownership: General partnership: Zanesville Publishing Co., publisher of Zanesville Times-Recorder, 63%; Southeastern Ohio Bcstg. System Inc., licensee of WHIZ radio, 20%; Ernest B. Graham, 11%; Clarence A. Graham, 6%. Zanesville Publishing owners are Clay Littick, 47.5%; Arthur S. Littick, 47.5%; Wm. O. Littick, 5%. Southeastern Ohio Bcstg. owners are Zanesville Publishing Co., 60%; Ernest Graham, 20%; Clarence Graham, 20%. Zanesville Publishing Co. also operates WTAP-TV, Parkersburg, W. Va.; radio stations WTAP, Parkersburg and WHRV, Ann Arbor, Mich.; translators in Cambridge and Coshocton, O. to repeat WHIZ-TV; translator in Marietta, O. to repeat WTAP-TV.

Began Operation: May 15, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Robert F. Jones.

Represented (engineering) by Lohnes & Culver.

Personnel:

ALLAN LAND, general manager & film buyer.
NATE MILDER, director of sales.
WILLIAM HUNT, chief engineer.
MARTY HOWARD, director of programs.
RALPH YOUNG, film operation manager.

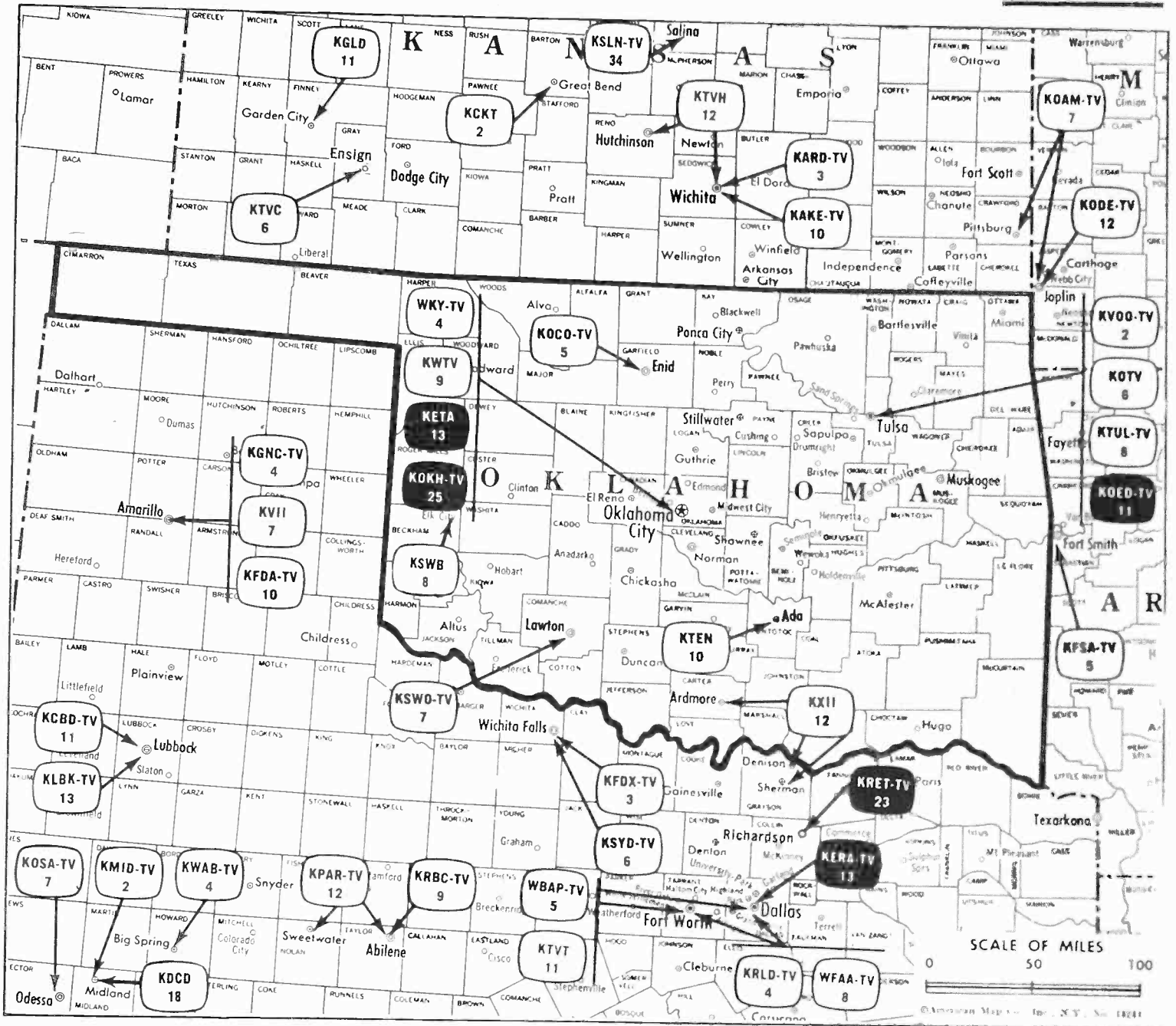
DIGEST OF RATE CARD NO. 1 (April 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.	
Class A—6:29-11 p.m., daily.	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00	\$15.00
NETWORK BASE HOURLY RATE: \$100 (ABC), \$120 (NBC).							

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO			
	Muskingum	23,900	21,800	92
Between 25-50%	None	Between 25-50%		
	OHIO			
Under 25%	Athens	12,500	10,700	86
	Coshocton	10,100	8,700	86
	Holmes	5,500	4,000	72
	Morgan	3,800	3,300	85
WHIZ-TV Station Total		55,800	48,500	87
ARB Total Net Weekly Circulation (March, 1962)			22,600	



PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE



Market	ARB Net Weekly		Total Homes	TV	
	Circulation	Rank		Households	Rank
Oklahoma City	316,700	50	504,600	451,100	57
Tulsa	277,500	55	521,800	460,000	53
Ada	67,100	163	179,200	151,300	142
Ardmore	47,900	180	139,600	116,200	166

Oklahoma Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	10	0	10
Educational Television Stations	2	1	3
			13

For Additional Data, See Next Page

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State Educational Technical Facilities (Complete Data in Educational Directory)

KETA

Oklahoma City

Ch. 13

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2005, Norman, Okla.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 74.2-kw visual, 44.5-kw aural. Antenna: 1450-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level.

Latitude	35°	32'	58"
Longitude	97°	29'	48"

KOKH-TV

Oklahoma City

Ch. 25

Non-Commercial Educational Station

Licensee: Independent School District No. 89, 900 N. Klein St.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 275-kw visual, 141-kw aural. Antenna: 460-ft. above av. terrain, 500-ft. above ground, 1690-ft. above sea level.

Latitude	35°	38'	08"
Longitude	97°	30'	58"

KOED-TV

Tulsa

Ch. 11

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2005, Norman, Okla.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 14.8-kw visual, 7.4-kw aural. Antenna: 1270-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level.

Latitude	36°	11'	26"
Longitude	96°	05'	50"

State Cross Reference List Communities That Receive Programs of Stations That Are Located Elsewhere

KOCO-TV

Enid

(See Oklahoma City)

KFDX-TV & KSYD-TV

Lawton

(See Wichita Falls, Tex.)

Oklahoma—Ada



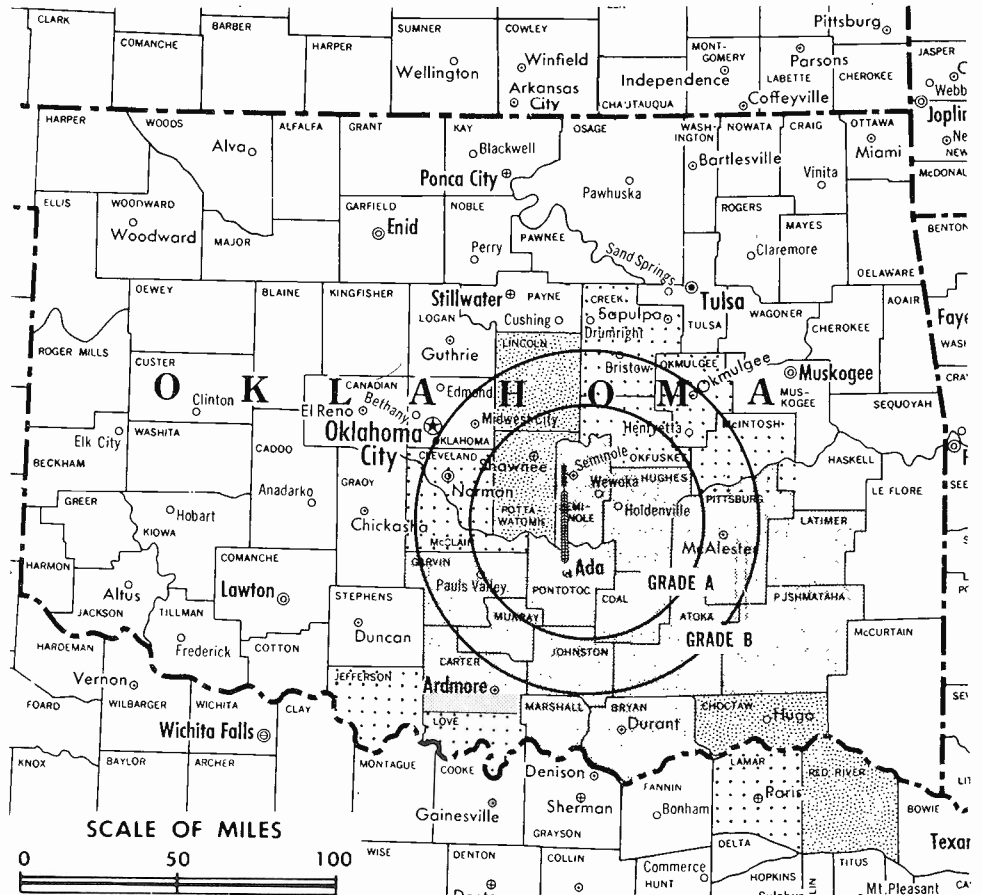
KTEN
Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 252-kw visual, 141-kw aural. Antenna: 760-ft. above av. terrain, 725-ft. above ground, 1719-ft. above sea level.

Latitude 34° 54' 08"
Longitude 96° 40' 37"

Transmitter: 8.5-mi. N of Ada on State Hwy. 99.

TV tape: Recording facilities.



KTEN Ref: FCC File No. BPCT-1776 Granted 12/16/53

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KTEN

Network Service: ABC; also CBS & NBC, on per program basis.
Licensee: Eastern Oklahoma Television Co. Inc., Box 10, Ada.
Studio: 8.5-mi. N of Ada on State Hwy. 99.
Telephone: Federal 2-3311. TWX No.: 405-332-1141.
Ownership: Bill Hoover, pres., 68.7%; over 40 other stockholders, only 2 with as much as 2.5%.
Began Operation: April 28, 1954.
Represented (sales) by Select Station Representatives Inc.
Represented (legal) by Spearman & Roberson.
Represented (engineering) by Jules Cohen & Assoc.
Personnel:
BILL HOOVER, president, general manager & film buyer.
JACK HOOVER, vice president.
PAT LAMB, program director.
GEORGE MILLER, news director.
FRED SMITH, chief engineer.

DIGEST OF RATE CARD NO. 3 (Oct. 1, 1961)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 40 Sec. 20 Sec. 10 Sec.
Class AA—6:59-9:30 p.m., daily.
\$300.00 \$180.00 \$150.00 \$120.00 \$105.00 \$80.00 \$50.00 \$25.00
NETWORK BASE HOURLY RATE: \$225 (ABC), \$225 (NBC).

For ARB County-by-County Data, see page 40-a.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OKLAHOMA			
	Atoka	3,100	2,600	84
	Bryan	7,900	6,300	79
	Carter	13,000	11,400	88
	Coal	1,800	1,600	86
	Garvin	8,800	8,000	91
	Hughes	5,100	4,200	82
	Johnston	2,700	2,200	81
	Latimer	2,400	1,700	69
	Marshall	2,500	2,100	82
	Murray	3,600	3,100	85
	Pittsburg	10,800	9,200	85
Pontotoc	9,200	8,200	88	
Pushmataha	3,000	2,000	67	
Seminole	9,100	7,800	86	
Between 25-50%	OKLAHOMA			
	Choctaw	5,200	3,500	66
	Lincoln	6,200	5,700	92
	Pottawatomie	13,600	12,200	90
Under 25%	TEXAS			
	Red River	5,100	3,600	71
Under 25%	OKLAHOMA			
	Cleveland	13,400	12,000	90
	Creek	13,100	11,400	87
	Jefferson	2,900	2,600	88
	Love	1,900	1,600	84
	McClain	4,000	3,700	94
	McIntosh	3,800	3,200	84
	Okfuskee	3,700	2,900	79
	Okmulgee	11,900	10,700	90
	TEXAS			
Lamar	11,400	7,800	69	
KTEN Station Total		179,200	151,300	84
ARB Total Net Weekly Circulation (March, 1962)		67,100		

Oklahoma—Ardmore & Sherman-Denison, Texas

NBC **KXII**
Ch. 12

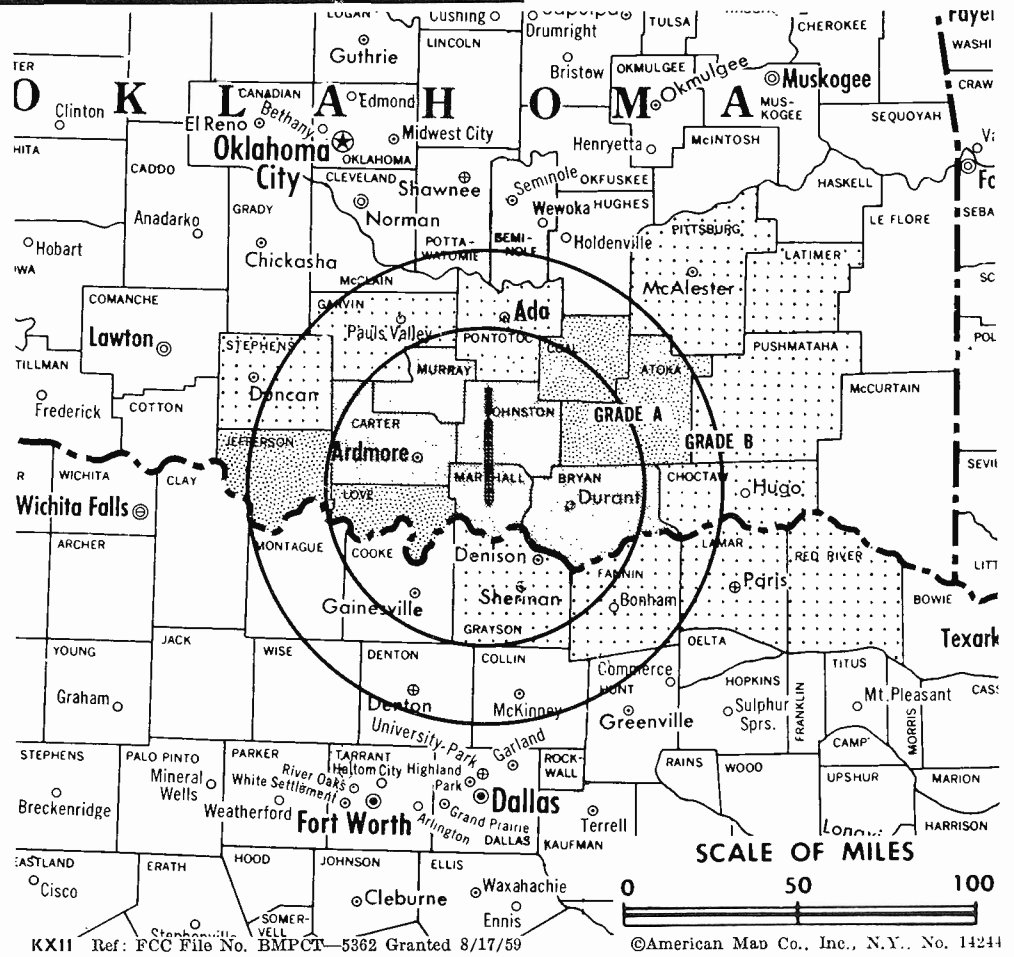
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 214-kw visual, 107-kw aural. Antenna: 1030-ft. above av. terrain, 975-ft. above ground, 1796-ft. above sea level.

Latitude 34° 01' 35"
Longitude 96° 48' 04"

Transmitter: Madill, Okla.

Studios: Madill, Okla.; Sherman, Tex.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KXII Ref: FCC File No. BMPCT-5362 Granted 8/17/59

© American Map Co., Inc., N.Y. No. 14244

KXII

Network Service: NBC; also CBS, on per program basis.

Grantee (STA): Texoma Broadcasters Inc., P.O. Box 1003, Sherman, Texas.

Telephone: TW 2-8123.

Ownership: KWTX Bcstg. Co., operator of KWTX-TV, Waco, Tex., 80%; M. N. Bostick (gen. mgr. of KWTX-TV), 20%.

Began Operation: Aug. 12, 1956. Sale to present owners by John E. Riesen, executor for estate of founder John F. Easley approved June 17, 1959 by FCC (Vol. 15:17, 23, 25).

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

C. H. BALDING, general manager.
PETE McNEE, national sales manager.
BILL BAILEY, production manager.
RUSSELL TREVILLIAN, chief engineer.
ELDON CHESTER, film buyer.

DIGEST OF RATE CARD NO. 2 (May 1, 1960)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6-10:30 p.m., Mon.-Sat.; noon to 10:30 p.m., Sun.	\$200.00	\$120.00	\$80.00	\$50.00	\$40.00	\$20.00

NETWORK BASE HOURLY RATE: \$100 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OKLAHOMA			
	Bryan	7,900	6,300	79
	Carter	13,000	11,400	88
	Johnston	2,700	2,200	81
	Marshall	2,500	2,100	82
Murray	3,600	3,100	85	
Between 25-50%	OKLAHOMA			
	Atoka	3,100	2,600	84
	Coal	1,800	1,600	86
	Jefferson	2,900	2,600	88
Love	1,900	1,600	84	
Under 25%	OKLAHOMA			
	Choctaw	5,200	3,500	66
	Garvin	8,800	8,000	91
	Latimer	2,400	1,700	69
	Pittsburg	10,800	9,200	85
	Pontotoc	9,200	8,200	88
	Pushmataha	3,000	2,000	67
	Stephens	12,500	11,400	91
	TEXAS			
	Fannin	8,100	6,500	80
Grayson	23,700	20,800	88	
Lamar	11,400	7,800	69	
Red River	5,100	3,600	71	
KXII Station Total		139,600	116,200	83
ARB Total Net Weekly Circulation (March, 1962)				47,900

Oklahoma—Elk City

KSWB

Ch. 8

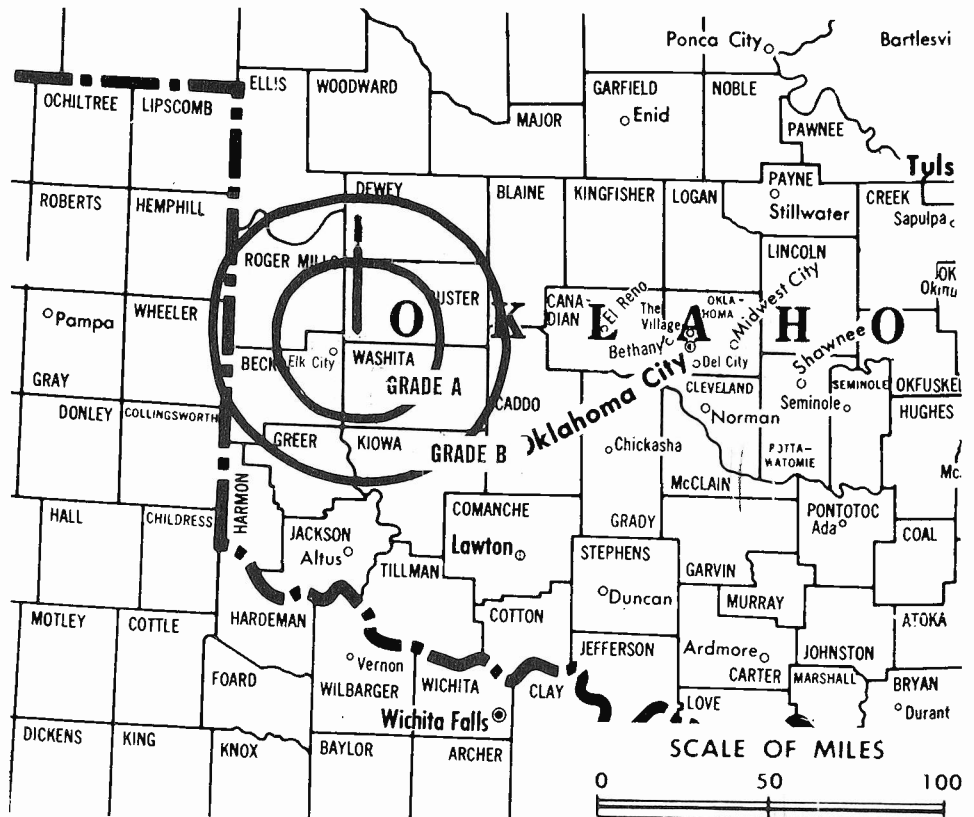
Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 26.3-kw visual, 13.2-kw aural. Antenna: 640-ft. above av. terrain, 642-ft. above ground, 2562-ft. above sea level.

Latitude 35° 31' 00"

Longitude 99° 21' 42"

Transmitter: 7.5-mi. NNE of center of town.

TV tape: Recording facilities.



KSWB Ref: FCC File No. BMPCT—5389 Granted 2/15/60

©American Map Co., Inc., N.Y., No. 14244

KSWB

Licensee: Southwest Bcstg. Co., P.O. Box 189, Elk City.

Business Office & Studio: P.O. Box 30, Elk City.

Telephone: CA 5-3232.

Ownership: Lonnie J. Preston, pres., 60%; Alice H. Preston, 40%. Each owns 32.8% of KWOE, Clinton, Okla.

Began Operation: Aug. 7, 1961.

Represented (sales) by The Devney Organization.

Represented (legal) by Berge, Fox & Arent.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

LONNIE J. PRESTON, owner & manager.

C. R. DEASON, chief engineer.

ALICE PRESTON, program manager.

WAYNE WALLACE, sales promotion manager.

DIGEST OF RATE CARD NO. 1

(Aug. 7, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-9:30 p.m., Mon.-Sat.; 5-9:30 p.m., Sun.					
\$150.00	\$90.00	\$60.00	\$45.00	\$30.00	\$15.00

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.



PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE

Oklahoma—Lawton



KSWO-TV



Ch. 7

(Also serves Wichita Falls, Tex.)

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1050-ft. above av. terrain, 1059-ft. above ground, 2199-ft. above sea level.

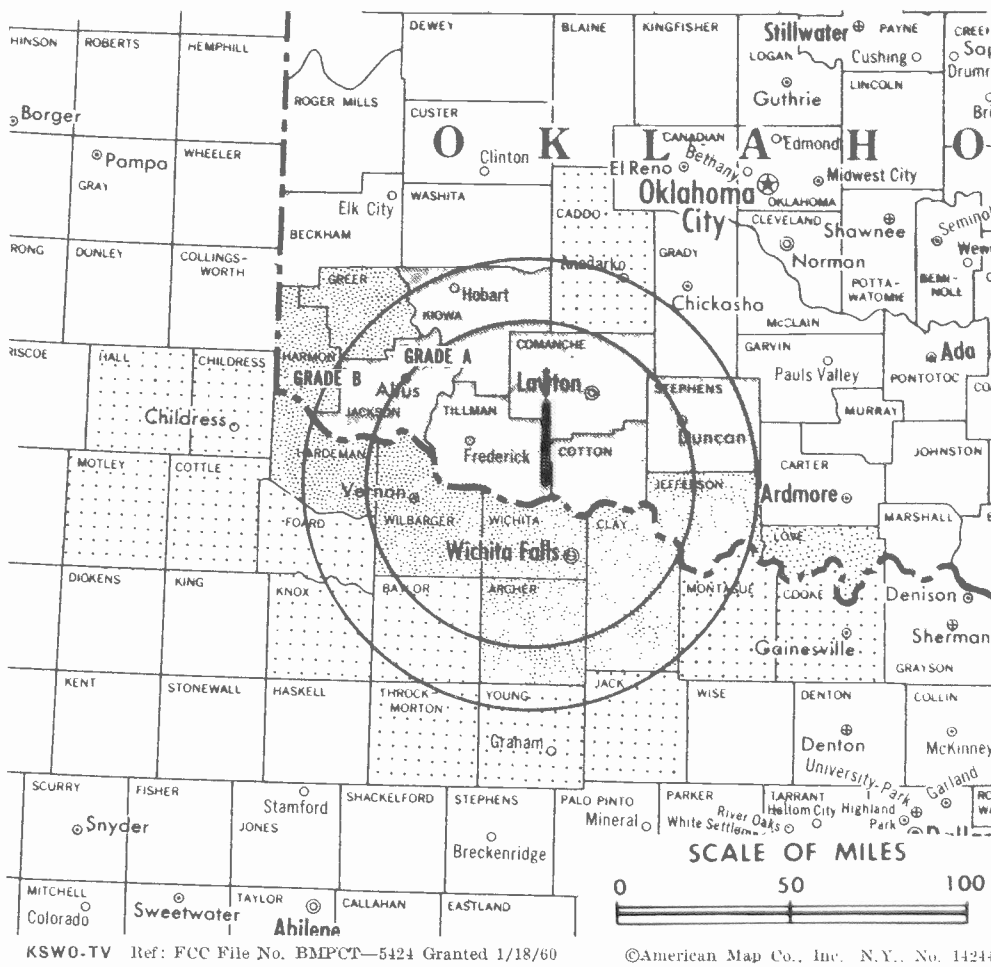
Latitude 34° 12' 55"
Longitude 98° 43' 13"

Transmitter: Grandfield, Okla., near Wichita Falls, Tex.

Studio: Administration Bldg., 4-mi. E of Lawton.

AM Affiliate: KSWO, 1-kw, 1380 kc (ABC).

Total Households: © 1960 Sales Management Inc.
TV Homes: TV% and Net Weekly Circulation © 1960 American Research Bureau Inc.



KSWO-TV Ref: FCC File No. BMPCT-5424 Granted 1/18/60

©American Map Co., Inc. N.Y. No. 14244

KSWO-TV

Licensee: Oklahoma Quality Broadcasting Co., Box 699.

Administration Bldg.: 4-mi. E. of Lawton, Okla.

Telephones: Elgin 5-7000, Lawton; W. Falls 723-2233. TWX No.: 405-355-8556.

Ownership: Co-partnership composed of R. H. Drewry, 53.5%; J. R. Montgomery, 15.5%; T. R. Wakentin, estate (Lawton Burton, executor), 15.5%; Edith Scott, 15.5%. Licensee owns 90% of KRHD, Duncan, Okla. Messrs. Drewry & Warkenin are principals in KMID-TV, Midland, Tex. and control radio KGWA, Enid, Okla.

Began Operation: March 8, 1953.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Wilner, Bergson, Scheiner & Lessenco.

Personnel:

R. H. DREWRY, president & general manager.
BOB SCOTT, commercial manager.
PAUL GOODE, comptroller & film buyer.
JIMMY LOCKERD, chief engineer.
HAROLD HUNTER, program director.

DIGEST OF RATE CARD NO. 4

(Nov. 1, 1960)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—7-10 p.m., daily.	\$350.00	\$210.00	\$140.00	\$125.00	\$105.00	\$90.00

NETWORK BASE HOURLY RATE: \$300.

For CATV Systems In Oklahoma,
see the CATV Directory

Net Weekly Circulation	State	County	Total Households	TV Homes	%	
Over 50%	OKLAHOMA	Comanche	24,400	22,400	92	
		Cotton	2,600	2,400	91	
		Jackson	9,200	8,400	91	
		Kiowa	5,100	4,500	88	
		Stephens	12,500	11,400	91	
		Tillman	4,800	4,200	89	
Between 25-50%	OKLAHOMA	Greer	2,900	2,400	79	
		Harmon	1,900	1,600	84	
		Jefferson	2,900	2,600	88	
		Love	1,900	1,600	84	
		TEXAS	Archer	1,900	1,900	94
Clay	2,800		2,600	93		
Hardeman	2,800		2,300	82		
Wichita	36,800		34,800	95		
Wilbarger	5,700		5,400	95		
Under 25%	OKLAHOMA		Caddo	9,000	7,900	88
			TEXAS	Baylor	2,000	1,900
	Childress	2,800		2,400	85	
	Cooke	7,100		6,300	89	
	Cottle	1,400		1,100	80	
	Foard	1,000		1,000	90	
	Hall	2,400		1,800	74	
	Jack	2,600		2,400	90	
	Knox	2,500		2,100	84	
	Montague	5,200		4,700	89	
	Motley	1,000	700	68		
Throckmorton	1,000	800	81			
Young	5,800	5,200	89			
KSWO-TV Station Total			162,000	146,800	91	
ARB Total Net Weekly Circulation (March, 1962)				117,500		

Oklahoma—Oklahoma City



KWTV

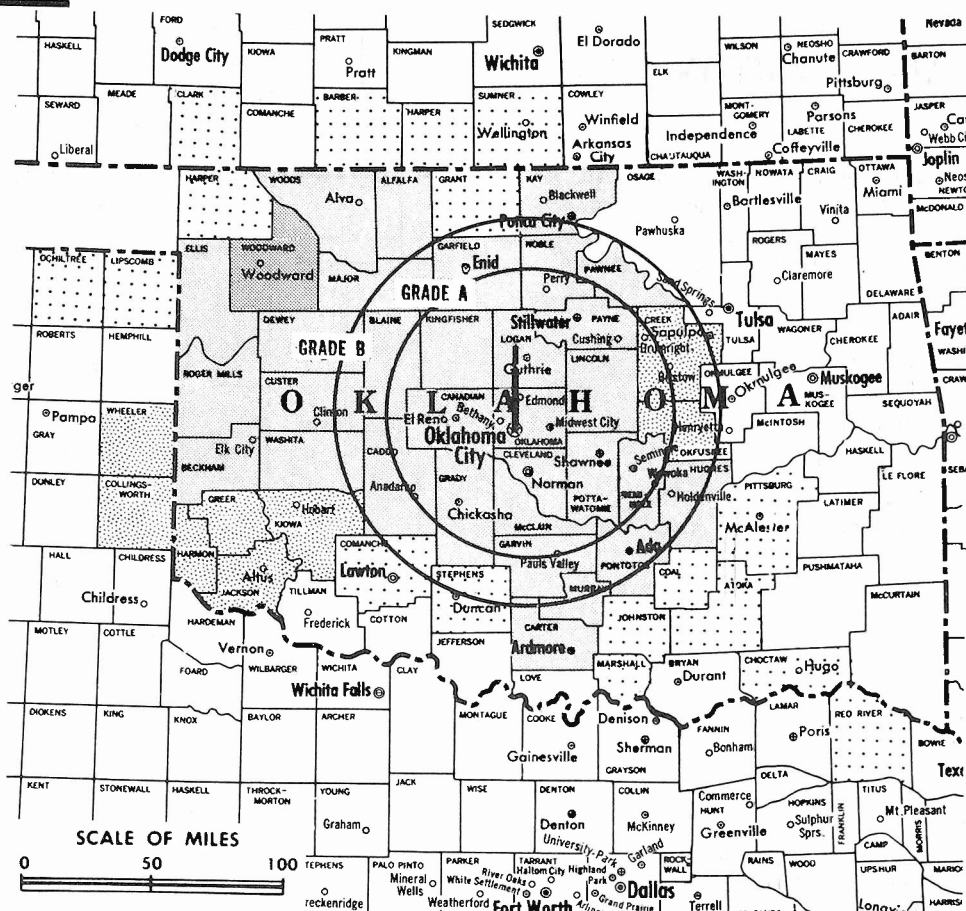
Ch. 9



Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1520-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level.

Latitude 35° 32' 48"
Longitude 97° 29' 48"

Transmitter: 7401 N. Kelley.
TV tape: Recording facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KWTV Ref: FCC File No. BMPCT-1471 Granted 11/3/53

©American Map Co., Inc., N.Y., No. 14244

KWTV

Licensee: Oklahoma Television Corp., Box 8788.

Studio: 7401 N. Kelley. Telephone: Victor 3-6641.

Ownership: Video Investment Co., 50%; Roy J. Turner, pres., 12.5%; F. E. Harper (estate), 12.5%; Video Independent Theatres Inc. (Henry S. Griffing), 12.5%; Luther T. Dulaney, v.p.-treas., 12.5%. John T. Griffin is pres. and majority stockholder of Video Investment Co. Ownership interlocks with KATV, Little Rock, Ark.; KTUL-TV, Tulsa, Okla. Same interests also control CP for WSTE (Ch. 13) Fajardo, P.R. Note: Sale of 12½% by RKO General to Roy Turner & L. T. Dulaney, who will each get 6¼%, pends.

Began Operation: Dec. 20, 1953.

Represented (sales) by Edward Pety & Co. Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by George C. Davis.

Personnel:

EDGAR T. BELL, exec. v.p. & general manager.
JACK DeLIER, asst. gen. mgr. & sales manager.
MONTEZ TJADEN, promotion-publicity director.
CHESLEY McREE, program director.
BRUCE PALMER, news director.
WAYNE C. LILES, farm director.
HAROLD PHILLIPS, chief engineer.

DIGEST OF RATE CARD NO. 11 (Oct. 1, 1961)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—7-10 p.m., daily.

\$950.00 \$570.00 \$380.00 \$285.00 \$250.00 \$240.00 \$120.00

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OKLAHOMA			
	Alfalfa	3,000	2,600	84
	Beckham	6,100	5,000	81
	Blaine	4,000	3,600	88
	Caddo	9,000	7,900	88
Canadian	7,600	7,100	93	

Net Weekly Circulation

State County	Total Households	TV Homes	%
OKLAHOMA—(Continued)			
Carter	13,000	11,400	88
Cleveland	13,400	12,000	90
Custer	6,800	6,000	87
Dewey	2,100	1,700	81
Ellis	1,900	1,400	70
Garfield	17,200	15,700	92
Garvin	8,800	8,000	91
Grady	9,700	8,600	88
Hughes	5,100	4,200	82
Kay	17,000	15,200	90
Kingfisher	3,500	3,300	93
Lincoln	6,200	5,700	92
Logan	6,100	5,400	88
McClain	4,000	3,700	94
Major	2,600	2,000	73
Murray	3,600	3,100	85
Noble	3,500	3,300	92
Oklahoma	146,600	135,500	93
Pawnee	3,700	3,300	90
Payne	13,600	11,900	88
Pontotoc	9,200	8,200	88
Pottawatomie	13,600	12,200	90
Roger Mills	1,600	1,300	77
Seminole	9,100	7,800	86
Washita	5,400	4,900	91
Woods	4,000	3,500	85
Woodward	4,200	3,300	78

Over 50%

Between 25-50%

OKLAHOMA	Total Households	TV Homes	%
Creek	13,100	11,400	87
Greer	2,900	2,400	79
Harmon	1,900	1,600	84
Jackson	9,200	8,400	91
Kiowa	5,100	4,500	88
Okfuskee	3,700	2,900	79
TEXAS			
Collingsworth	2,000	1,400	69
Wheeler	2,700	2,000	73

(Continued on page 489)

KWTV Station Total	498,500	444,000	89
ARB Total Net Weekly Circulation (March, 1962)	316,700		

Oklahoma—Oklahoma City



WKY-TV



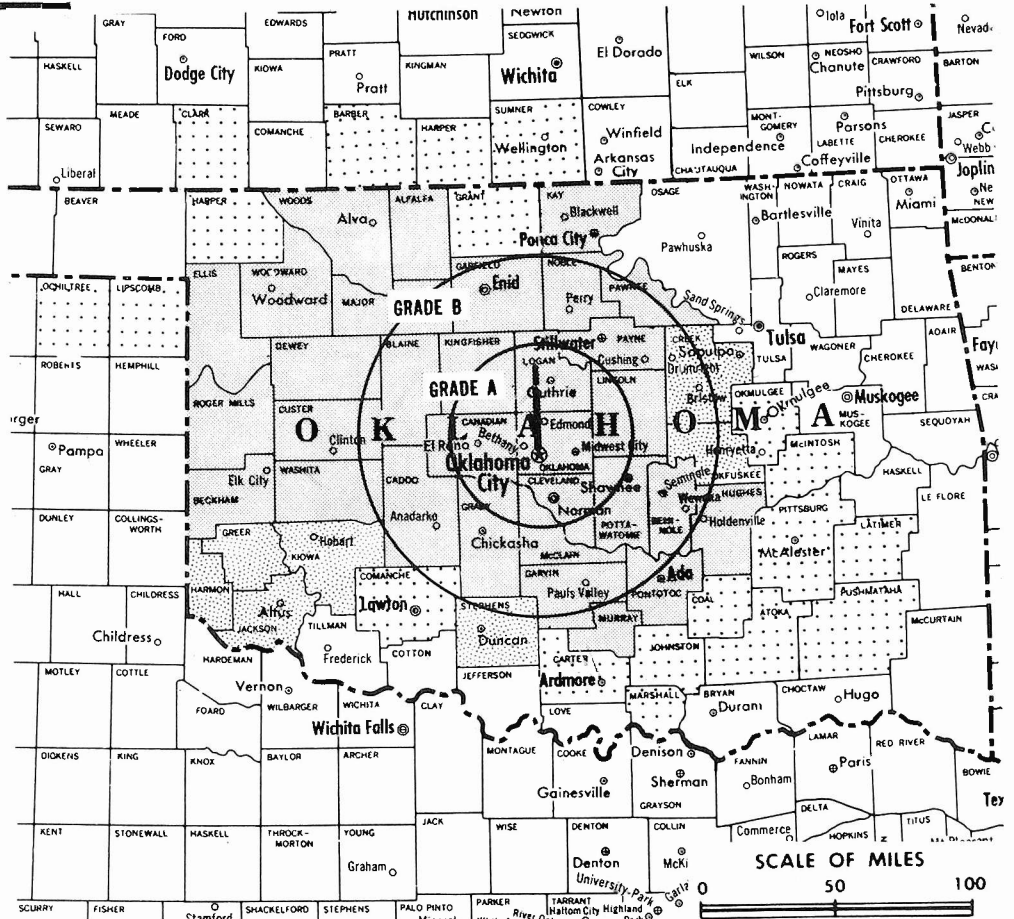
Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 927-ft. above av. terrain, 969-ft. above ground, 2128-ft. above sea level.

Latitude 35° 33' 24"
Longitude 97° 30' 25"

Transmitter: 500 E. Britton Rd.
Studio: 500 E. Britton Rd.
TV tape: Recording facilities.
AM Affiliate: WKY, 5-kw, 930 kc.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WKY-TV Ref: FCC File No. BMPCT-448 Granted 12/12/52

©American Map Co., Inc., N.Y., No. 14244

WKY-TV

Licensee: WKY Television System Inc., Oklahoma City 14.
Telephone: Skyline 2-2161. TWX No.: 405-752-3909.
Ownership: Oklahoma Publishing Co., publisher of the Daily Oklahoman, Oklahoma City Times and The Farmer-Stockman. WKY Television System Inc. officers: E. K. Gaylord, pres.; Eugene B. Dodson, v.p.; Norman P. Bagwell, v.p.; Edw. L. Gaylord, secy.-treas. Also operates WTVT, Tampa, Fla. and KTVT, Fort Worth, Tex.
Began Operation: June 6, 1949.
Represented (sales) by The Katz Agency Inc.
Represented (legal) by Pierson, Ball & Dowd.
Personnel:
NORMAN P. BAGWELL, v.p. & station manager.
TOM PARRINGTON, national sales manager & asst. manager.
JOE JERKINS, program manager.
W. J. WILLIS, sales promotion manager.
ERNIE SCHULTZ, news director.
H. J. LOVELL, technical operations director.
BOB HAYWARD, chief engineer.

DIGEST OF RATE CARD NO. 16-A (Nov. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7-10 p.m., daily.
\$950.00 \$570.00 \$380.00 \$295.00 \$250.00 \$240.00 \$120.00
NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OKLAHOMA			
	Alfalfa	3,000	2,600	84
	Beckham	6,100	5,000	81
	Blaine	4,000	3,600	88
	Caddo	9,000	7,900	88
	Canadian	7,600	7,100	93
	Cleveland	13,400	12,000	90
	Custer	6,800	6,000	87
	Dewey	2,100	1,700	81
	Ellis	1,900	1,400	70

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OKLAHOMA—(Continued)			
	Garfield	17,200	15,700	92
	Garvin	8,800	8,000	91
	Grady	9,700	8,600	88
	Hughes	5,100	4,200	82
	Kay	17,000	15,200	90
	Kingfisher	3,500	3,300	93
	Lincoln	6,200	5,700	92
	Logan	6,100	5,400	88
	McClain	4,000	3,700	94
	Major	2,600	2,000	73
	Murray	3,600	3,100	85
	Noble	3,500	3,300	92
	Oklahoma	146,600	135,500	93
	Pawnee	3,700	3,300	90
	Payne	13,600	11,900	88
	Pontotoc	9,200	8,200	88
	Pottawatomie	13,600	12,200	90
	Roger Mills	1,600	1,300	77
Seminole	9,100	7,800	86	
Washita	5,400	4,900	91	
Woods	4,000	3,500	85	
Woodward	4,200	3,300	78	
Between 25-50%	OKLAHOMA			
	Creek	13,100	11,400	87
	Greer	2,900	2,400	79
	Harmon	1,900	1,600	84
	Jackson	9,200	8,400	94
	Kiowa	5,100	4,500	88
Under 25%	Okfuskee	3,700	2,900	79
	Stephens	12,500	11,400	91
	KANSAS			
	Barber	2,900	2,500	85
	Clark	1,200	1,100	91
Harper	3,300	3,000	89	
Sumner	8,400	7,600	91	
(Continued on page 489)				

WKY-TV Station Total 504,600 451,100 89
ARB Total Net Weekly Circulation (March, 1962) 316,800

Oklahoma—Enid (Oklahoma City)



KOCO-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 83.3-kw visual, 41.65-kw aural. Antenna: 1386-ft. above av. terrain, 1356-ft. above ground, 2516-ft. above sea level.

Latitude 35° 58' 56"
Longitude 97° 41' 43"

Transmitter: 6-mi. WNW of Crescent.

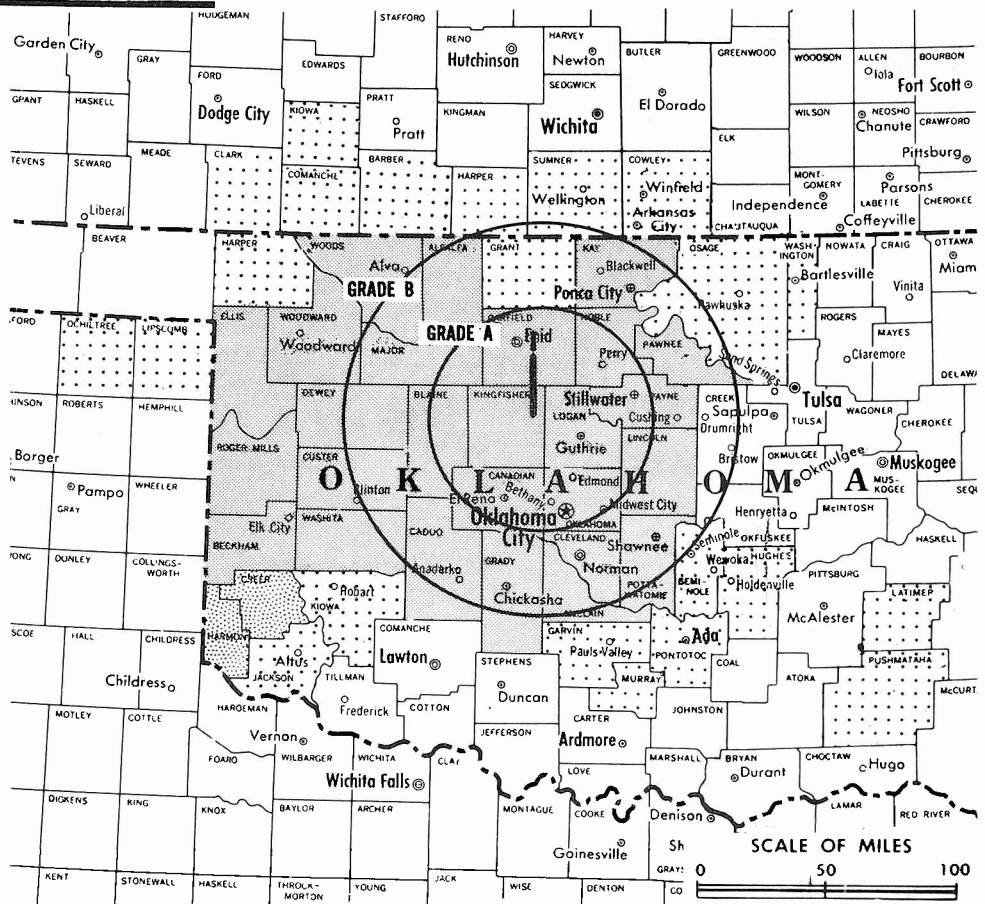
Studio: 63rd at Portland.

Telephone: Victor 2-6633, Oklahoma City.

TXW No.: OC 525.

TV tape: Recording facilities.

Represented (engineering) by A. Earl Cullum Jr.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KOCO-TV Ref: FCC File No. BPCT-2794 Granted 8/2/60

©American Map Co., Inc., N.Y., No. 14244

KOCO-TV

Licensee: Cimarron TV Corp., 63rd at Portland, Oklahoma City.

Ownership: Capital City Investment Co., 100%. Capital City stockholders are: John E. Kirkpatrick, pres., 8%; P. R. Banta, v.p., 12%; Jean I. Everest, secy.-treas., 7%; Dean A. McGee, 10%; B. D. Eddie, 5%; Leonard H. Savage, 7.5%; Howard J. Bozarth, 2%; Joe M. Baisch, 2% (gen. mgr. of WREX-TV, Rockford, Ill.); L. D. Banta, 10%; Loyd Benefield, 7.5%; Grace B. Kerr, 10%; 12 others, none with more than 4%.

Began Operation: July 6, 1954. Sale to Capital City Investment Co. approved by FCC Sept. 27, 1961. Sale to L. E. Caster (75%) and Ashley L. Robison (25%) by Streets Electronics Inc. approved Dec. 11, 1957 by FCC (Television Digest, Vol. 13:41, 45, 50). Transfer to Caster Estate, et al. Approved March 5, 1958 by FCC (Vol. 14:7, 8, 10). Transfer to present owners approved Oct. 31, 1961 (Vol. 17:23, 1, 4).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Cohn & Marks.

Personnel:

- BEN K. WEST, v.p. & general manager.
- EARL HICKERSON, operations director.
- J. B. CHASE, program director.
- GLENN DANELY, chief engineer.
- JAMES H. PITTS, comptroller.
- ALEX KOLENSKY, sales manager.

DIGEST OF RATE CARD NO. 7-A (Jan. 1, 1960)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec.

Class A—7-10 p.m., daily.

\$800.00 \$480.00 \$320.00 \$200.00 \$180.00 \$160.00 \$150.00

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OKLAHOMA			
	Alfalfa	3,000	2,600	84
	Beckham	6,100	5,000	81
	Blaine	4,000	3,600	88
	Caddo	9,000	7,900	88
	Canadian	7,600	7,100	93

Net Weekly Circulation

State County

Total Households

TV Homes %

Over 50%

OKLAHOMA—(Continued)

Cleveland	13,400	12,000	90
Custer	6,800	6,000	87
Dewey	2,100	1,700	81
Ellis	1,900	1,400	70
Garfield	17,200	15,700	92
Grady	9,700	8,600	88
Kay	17,000	15,200	90
Kingfisher	3,500	3,300	93
Lincoln	6,200	5,700	92
Logan	6,100	5,400	88
McClain	4,000	3,700	94
Major	2,600	2,000	73
Noble	3,500	3,300	92
Oklahoma	146,600	135,500	93
Pawnee	3,700	3,300	90
Payne	13,600	11,900	88
Pottawatomie	13,600	12,200	90
Roger Mills	1,600	1,300	77
Washita	5,400	4,900	91
Woods	4,000	3,500	85
Woodward	4,200	3,300	78

Between 25-50%

OKLAHOMA

Greer	2,900	2,400	79
Harmon	1,900	1,600	84

Under 25%

KANSAS

Barber	2,900	2,500	85
Clark	1,200	1,100	91
Comanche	1,100	900	78
Cowley	12,400	11,000	89
Harper	3,300	3,000	89
Kiowa	1,500	1,200	77
Sumner	8,400	7,600	91

OKLAHOMA

Garvin	8,800	8,000	91
Grant	2,900	2,600	90
Harper	1,900	1,700	87
Hughes	5,100	4,200	82

(Continued on page 489)

KOCO-TV Station Total	440,600	395,900	90
ARB Total Net Weekly Circulation (March, 1962)		261,800	

Oklahoma—Tulsa



KOTV

Ch. 6



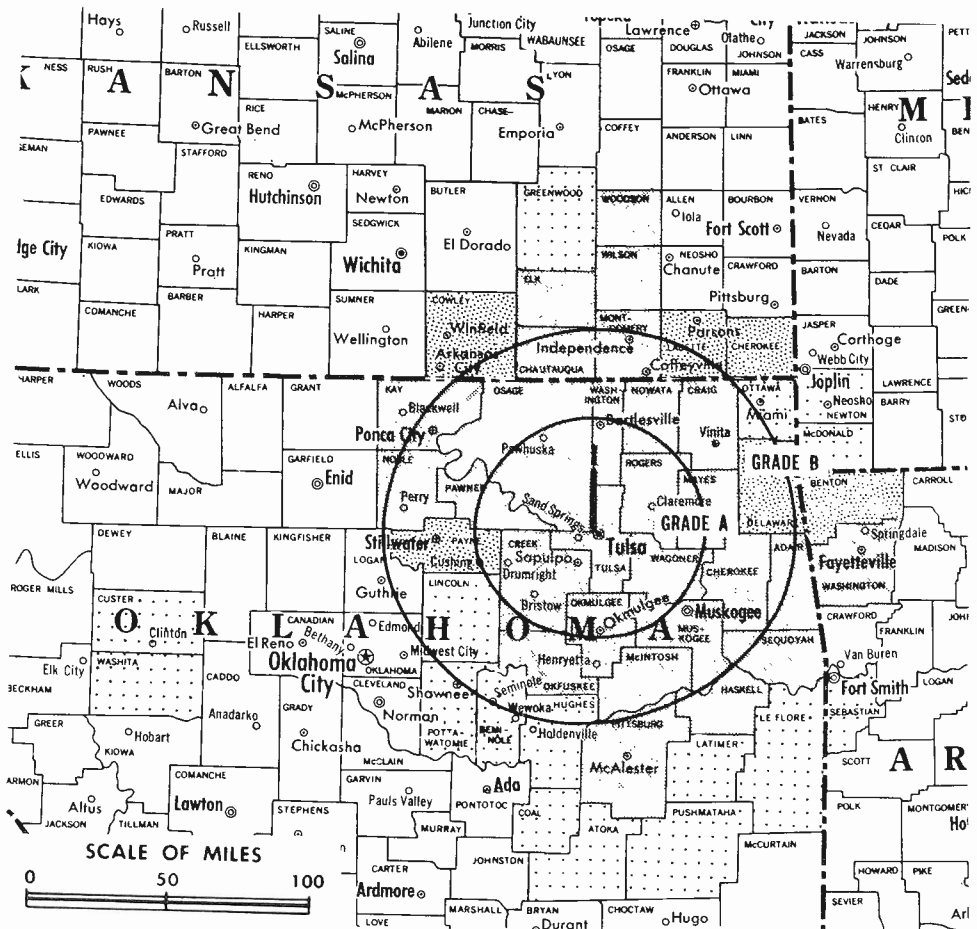
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1310-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level.

Latitude 36° 11' 26"
Longitude 96° 05' 50"

Transmitter: 6.4-mi. WNW of Tulsa near Sand Springs.

Studio: Third & Frankfort Sts.

TV tape: Recording facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KOTV Ref: FCC File No. BMPCT—2203 Granted 8/20/54

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KOTV

Licensee: KOTV Inc., Third & Frankfort Sts., Tulsa 20.

Telephone: Luther 2-9233. TWX No.: TU 844.

Ownership: Whitney Television Corp. Also owns KHOU-TV, Houston; WISH-TV & WISH, Indianapolis; WANE-TV & WANE, Ft. Wayne, KXTV, Sacramento, Cal. For other interests, see Corinthian under Group Ownership.

Began Operation: Oct. 22, 1949; sale to General Television Co. (Jack D. Wrather and mother, 50%; Maria Helen Alvarez, 50%) approved by FCC July 13, 1952 (Television Digest, Vol. 8:19, 31); sale to present owners approved by FCC May 13, 1954 (Vol. 10:20).

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

- C. WREDE PETERSMEYER, president.
- GEORGE STEVENS, v.p. & general manager.
- DALE HART, commercial manager.
- ARTHUR ELLIOTT, operations, prog. mgr. & film buyer.
- ROBERT FREELAND, promotion manager.
- DICK WHEELER, news director.
- LAVOY HOOKER, chief engineer.
- AUDREY DeBOER, traffic manager.

DIGEST OF RATE CARD NO. 4 (July 1, 1961)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7-10 p.m., daily.
\$900.00 \$540.00 \$350.00 \$270.00 \$220.00* \$120.00*

*7:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$875.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS Washington	17,700	14,000	79
	KANSAS Chautauqua	2,200	2,000	89
	Elk	1,900	1,500	82

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%				
KANSAS—(Continued)				
	Montgomery	15,400	13,300	86
	Wilson	4,500	3,700	81
	Woodson	1,900	1,600	80
OKLAHOMA				
	Adair	3,800	2,700	72
	Cherokee	5,100	4,200	83
	Craig	4,600	4,000	87
	Creek	13,100	11,400	87
	Haskell	2,800	2,400	83
	Kay	17,000	15,200	90
	McIntosh	3,800	3,200	84
	Mays	6,400	5,500	87
	Muskogee	19,400	16,800	87
	Noble	3,500	3,300	92
	Nowata	3,500	3,200	91
	Oklfuskee	3,700	2,900	79
	Oklmulgee	11,900	10,700	90
	Osage	10,400	9,600	93
	Pawnee	3,700	3,300	90
	Pittsburg	10,800	9,200	85
	Rogers	6,700	5,900	88
	Sequoyah	5,200	4,100	79
	Tulsa	116,000	107,800	93
	Wagoner	4,800	4,300	88
	Washington	13,900	13,200	95
ARKANSAS				
	Benton	12,100	9,700	80
KANSAS				
	Cherokee	7,600	7,000	92
	Cowley	12,400	11,000	89
	Labette	9,000	7,900	88
OKLAHOMA				
	Delaware	4,100	3,200	76
	Payne	13,600	11,900	88
(Continued on page 489)				
KOTV Station Total		521,800	460,000	88
ARB Total Net Weekly Circulation (March, 1962)		277,500		

Oklahoma—Tulsa



KTUL-TV

Ch. 8



Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1020-ft. above av. terrain, 719-ft. above ground, 1700-ft. above sea level.

Latitude 35° 51' 43"
Longitude 95° 46' 01"

Requests change to 170-kw aural, 1276-ft. above av. terrain, 1136-ft. above ground, lat. 36° 07' 00", long. 96° 01' 29".

Transmitter: Concharty Mt., 6-mi. NW of Haskell.

Studio: Lookout Mt., Tulsa.

Telephone: Hickory 6-6184.

TWX No.: TU 91.

TV tape: Recording facilities.

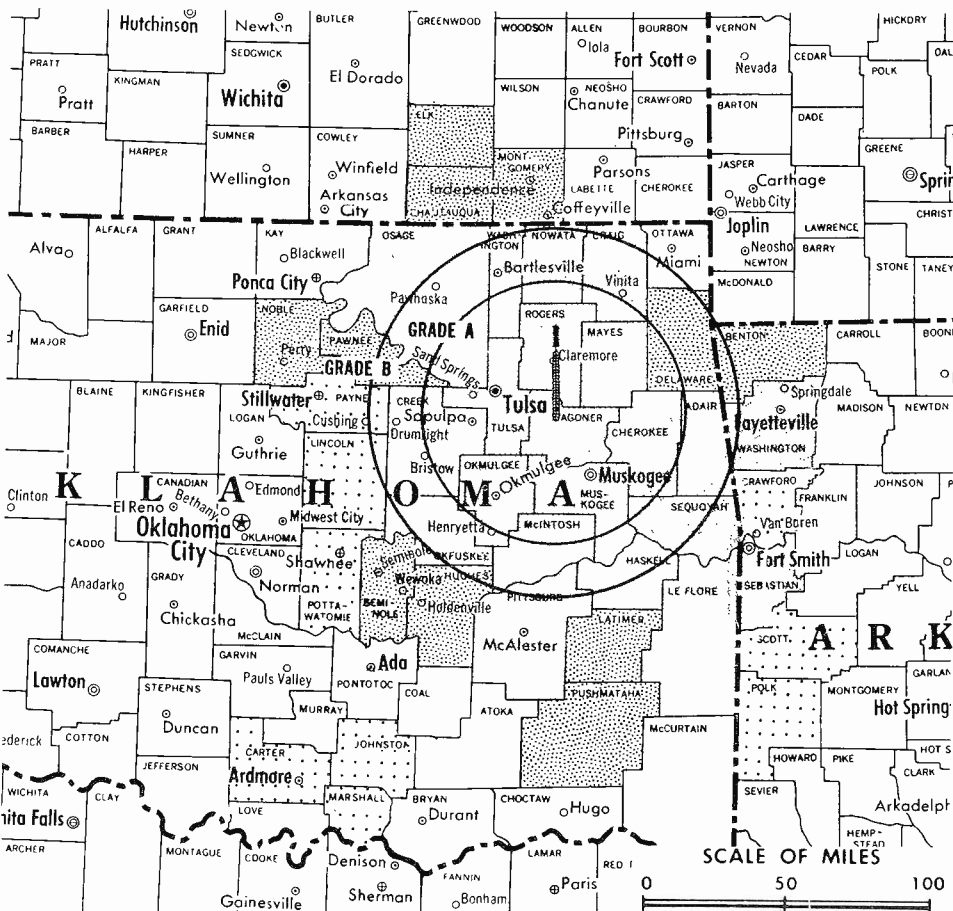
Represented (engineering) by Paul Godley Co.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau



KTUL-TV Ref: FCC File No. DOC.—11966 Granted 9/6/57

© American Map Co., Inc., N.Y., No. 14214

KTUL-TV

Licensee: Tulsa Bcstg. Co., Box 9697, Tulsa.

Ownership: John T. Griffin, chairman, 56.5%; James C. Leake, pres., 3.61%; Bryan Cole, v.p., .212%; Marjory Griffin Leake, 39.45%; Bryan Mathes, secy.-treas., .212%. Interlocking ownership with KWTU, Oklahoma City and KATV, Little Rock, Ark. Same interests also control CP for WSTE (Ch. 13) Fajardo, P.R.

Began Operation: Sept. 18, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Spearman & Roberson.

Personnel:

WILLIAM D. SWANSON, v.p., general manager & film buyer.
JOHN J. (JIM) BLACK JR., national sales manager.
PHIL WATERMAN, local-regional sales manager.
F. BEN HEVEL, operations manager.
MRS. BARBARA ROBERTS, promotion manager.
ROBERT E. SNIDER, engineering director.
LOUIS O. BROWN, chief engineer.
JACK MORRIS, news, public relations & special events director.
JOHN RAUSER, film manager.

DIGEST OF RATE CARD NO. 7-A—(June 20, 1962)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 8 Sec.

Class AA—7:01-9:59 p.m., daily.

\$750.00 \$450.00 \$290.00 \$250.00 \$200.00 \$200.00 \$100.00

NETWORK BASE HOURLY RATE: \$775.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Sebastian	21,500	19,300	90
	Washington	17,700	14,000	79
	OKLAHOMA			
	Adair	3,800	2,700	72
	Cherokee	5,100	4,200	83
	Craig	4,600	4,000	87
	Creek	13,100	11,400	87
	Haskell	2,800	2,400	83
	Le Flore	9,200	7,400	80

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OKLAHOMA—(Continued)			
	McIntosh	3,800	3,200	84
	Mayes	6,400	5,500	84
	Muskogee	19,400	16,800	87
	Nowata	3,500	3,200	91
	Okfuskee	3,700	2,900	79
	Okmulgee	11,900	10,700	90
	Osage	10,400	9,600	93
	Pittsburg	10,800	9,200	85
	Rogers	6,700	5,900	88
	Sequoyah	5,200	4,100	79
	Tulsa	116,000	107,800	93
	Wagoner	4,800	4,300	88
Washington	13,900	13,200	95	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	ARKANSAS			
	Benton	12,100	9,700	80
	KANSAS			
	Chautauqua	2,200	2,000	89
	Elk	1,900	1,500	82
	Montgomery	15,400	13,300	86
Under 25%	OKLAHOMA			
	Delaware	4,100	3,200	76
	Hughes	5,100	4,200	82
	Latimer	2,400	1,700	69
	Noble	3,500	3,300	92
	Pawnee	3,700	3,300	90
	Pushmataha	3,000	2,000	67
Seminole	9,100	7,800	86	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Under 25%	ARKANSAS			
	Crawford	6,500	5,100	79
	Polk	3,900	2,900	74
	Scott	2,300	1,800	75
	OKLAHOMA			
	Carter	13,000	11,400	88
	Johnston	2,700	2,200	81
	Lincoln	6,200	5,700	92
	Marshall	2,500	2,100	82
	Payne	13,600	11,900	88
Pottawatomie	13,600	12,200	90	

KTUL-TV Station Total 421,100 369,100 88
ARB Total Net Weekly Circulation (March, 1962) 250,900

Oklahoma—Tulsa



KVOO-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1330-ft. above av. terrain, 1175.5-ft. above ground, 2147-ft. above sea level.

Latitude 36° 11' 46"
Longitude 96° 05' 53"

Transmitter: Bigheart Mt.

Studio: 3701 S. Peoria.

TV tape: Recording facilities.

AM Affiliate: KVOO, 50-kw, 1170 kc (NBC).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KVOO-TV Ref: FCC File No. BMPCT-2625 Granted 12/15/54

© American Map Co., Inc., N.Y., No. 14244

KVOO-TV

Licensee: Central Plains Enterprises Inc., 3701 S. Peoria.

Telephone: Riverside 2-5561. TWX No.: TU 1314.

Ownership: William Skelly estate, 38.88% (held by Southwest Sales Corp.); Dean A. McGee, chairman, 7.41%; Robert S. Kerr estate, 27.89%; Travis M. Kerr, 6.86%; Harold C. Stuart, 12%; F. C. Love, 2.02%; C. B. Akers, 1.81%; Tulsa U., 1.52%; Oklahoma A&M, 1.52%. Kerr family also controls WEEK-TV, Peoria, Ill. and satellite WEEQ-TV, La Salle, Ill.

Began Operation: Dec. 5, 1954.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

- HAROLD C. STUART, president.
- JOHN DEVINE, general manager.
- TOM BELCHER, commercial manager.
- RAY A. KLINGE, program director.
- BRUCE WASHBURN, production supervisor.
- GORDON GERHARDT, promotion director.
- ANN R. FELLOWS, public relations director.
- JIM NEAL, news manager.
- ALLEN COX, film editor.
- JOHN M. BUSHNELL, director of engineering.
- JOHN BARTH, chief engineer.

DIGEST OF RATE CARD NO. 4—(Feb. 1, 1962)

Min., 40

Hour	30 Min.	15 Min.	10 Min.	or 30 Sec.	20 Sec.	10 Sec.	
Class AA—7-10 p.m., daily.	\$825.00	\$495.00	\$330.00	\$289.00	\$225.00	\$215.00	\$113.00

Color—network color programs; local film & transparent slides.

NETWORK BASE HOURLY RATE: \$875.

For Other Owners of Two or More TV Stations, see Group Ownership Section.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Benton	12,100	9,700	80
	Washington	17,700	14,000	79
	KANSAS			
	Chautauqua	2,200	2,000	89
	Elk	1,900	1,500	82
	Montgomery	15,400	13,300	86
	OKLAHOMA			
	Adair	3,800	2,700	72
	Cherokee	5,100	4,200	83
	Craig	4,600	4,000	87
	Creek	13,100	11,400	87
	Delaware	4,100	3,200	76
	Haskell	2,800	2,400	83
Kay	17,000	15,200	90	
McIntosh	3,800	3,200	84	
Mayer	6,400	5,500	87	
Muskogee	19,400	16,800	87	
Noble	3,500	3,300	92	
Nowata	3,500	3,200	91	
Okfuskee	3,700	2,900	79	
Okmulgee	11,900	10,700	90	
Osage	10,400	9,600	93	
Pawnee	3,700	3,300	90	
Payne	13,600	11,900	88	
Pittsburg	10,800	9,200	85	
Rogers	6,700	5,900	88	
Sequoyah	5,200	4,100	79	
Tulsa	116,000	107,800	93	
Wagoner	4,800	4,300	88	
Washington	13,900	13,200	95	

Between 25-50%	KANSAS			
	Wilson	4,500	3,700	81
	Woodson	1,900	1,600	80
OKLAHOMA				
Latimer	2,400	1,700	69	
Le Flore	9,200	7,400	80	
Pushmataha	3,000	2,000	67	

(Continued on next page)

KVOO-TV Station Total	492,000	432,200	88
ARB Total Net Weekly Circulation (March, 1962)		274,300	

KWTV, Oklahoma City

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	KANSAS			
	Barber	2,900	2,500	85
	Clark	1,200	1,100	91
	Harper	3,300	3,000	89
	Sumner	8,400	7,600	91
	OKLAHOMA			
	Atoka	3,100	2,600	84
	Choctaw	5,200	3,500	66
	Coal	1,800	1,600	86
Under 25% (Continued)	Comanche	24,400	22,400	92
	Grant	2,900	2,600	90
	Harper	1,900	1,700	87
	Johnston	2,700	2,200	81
	Marshall	2,500	2,100	82
	Pittsburg	10,800	9,200	85
	Stephens	12,500	11,400	91
	TEXAS			
	Lipscomb	1,100	800	74
	Ochiltree	2,900	2,700	90
	Red River	5,100	3,600	71

WKY-TV, Oklahoma City

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	OKLAHOMA			
	Atoka	3,100	2,600	84
	Carter	13,000	11,400	88
	Coal	1,800	1,600	82
	Comanche	24,400	22,400	92
	Grant	2,900	2,600	90
	Harper	1,900	1,700	87
Under 25% (Continued)	Johnston	2,700	2,200	81
	Latimer	2,400	1,700	69
	McIntosh	3,800	3,200	84
	Marshall	2,500	2,100	82
	Okmulgee	11,900	10,700	90
	Pittsburg	10,800	9,200	85
	Pushmataha	3,000	2,000	67
	TEXAS			
	Lipscomb	1,100	800	74
	Ochiltree	2,900	2,700	90

KOCO-TV, Enid (Oklahoma City)

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	OKLAHOMA—(Continued)			
	Jackson	9,200	8,400	91
	Kiowa	5,100	4,500	88
	Latimer	2,400	1,700	69
	Murray	3,600	3,100	85
	Osage	10,400	9,600	93
Under 25%	Pontotoc	9,200	8,200	88
	Pushmataha	3,000	2,000	67
	Seminole	9,100	7,800	86
	Washington	13,900	13,200	95
	TEXAS			
	Lipscomb	1,100	800	74
	Ochiltree	2,900	2,700	90

Okla.—Oklahoma City & Tulsa

KOTV, Tulsa

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	ARKANSAS			
	Sebastian	21,500	19,300	90
	KANSAS			
	Greenwood	39,000	34,000	86
	MISSOURI			
	McDonald	4,000	3,500	87
	Newton	9,700	8,800	91
	OKLAHOMA			
Under 25%	Atoka	3,100	2,600	84
	Coal	1,800	1,600	86
	Custer	6,800	6,000	87
	Hughes	5,100	4,200	82
	Latimer	2,400	1,700	69
	Le Flore	9,200	7,400	80
	Lincoln	6,200	5,700	92
	Ottawa	9,400	8,600	91
	Pottawatomie	13,600	12,200	90
	Pushmataha	3,000	2,000	67
	Seminole	9,100	7,800	86
	Washita	5,400	4,900	91

KVOO-TV, Tulsa

(ARB Data Continued)

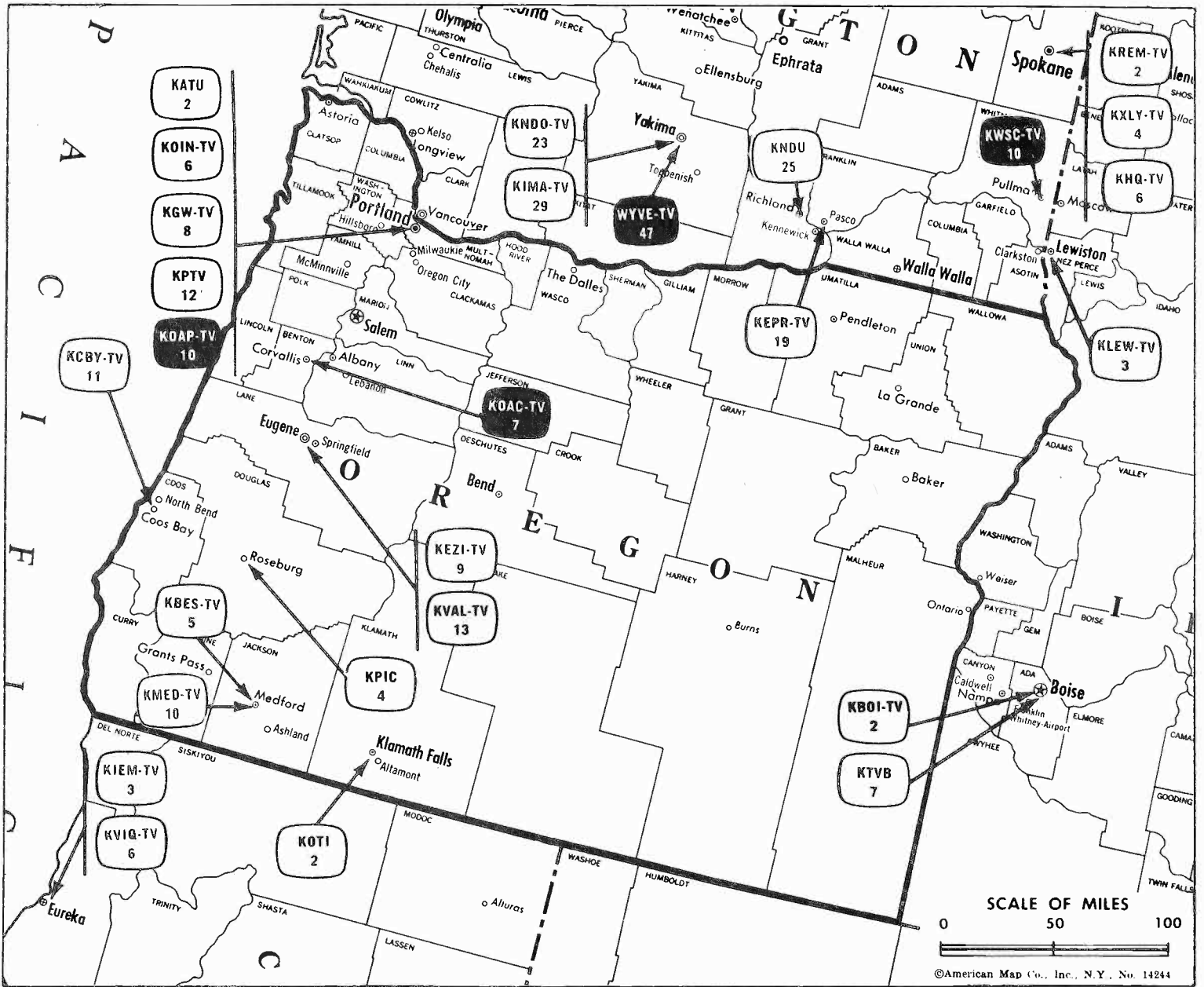
Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	ARKANSAS			
	Polk	3,900	2,900	74
	Scott	2,300	1,800	75
	Sebastian	21,500	19,300	90
	KANSAS			
	Cherokee	7,600	7,000	92
	Cowley	12,400	11,000	89
	Greenwood	3,900	3,400	86
	Labette	9,000	7,900	88
	MISSOURI			
	McDonald	4,000	3,500	87
Under 25%	Newton	9,700	8,800	91
	OKLAHOMA			
	Atoka	3,100	2,600	84
	Coal	1,800	1,600	86
	Ellis	1,900	1,400	70
	Hughes	5,100	4,200	82
	Johnston	2,700	2,200	81
	Lincoln	6,200	5,700	92
	Marshall	2,500	2,100	82
	Ottawa	9,400	8,600	91
	Pottawatomie	13,600	12,200	90
	Seminole	9,100	7,800	86
	Woodward	4,200	3,300	78

YOUR KIDS AUDIENCE
IS IN THE BAG WITH
"FELIX THE CAT"
—TV'S HAPPIEST
CARTOON CHARACTER



HAPPILY DISTRIBUTED BY
TRANS-LUX TELEVISION CORPORATION
NEW YORK . . . CHICAGO . . . HOLLYWOOD

Oregon



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Portland	431,000	31	566,600	48	503,200	49
Eugene	74,200	158	142,500	159	122,800	159
Medford	41,200	189	108,400	175	93,200	176
Roseburg	18,900	213	Information	Not Available	Information	Not Available
Klamath Falls	18,400	214	31,000	212	26,800	212
Coos Bay	13,200	220	Information	Not Available	Information	Not Available

Oregon Station Status as of Dec. 1, 1962

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
11	0	11
2	0	2
		13

For State Educational Facilities, see next page

Oregon—Coos Bay



KCBY-TV

Ch. 11

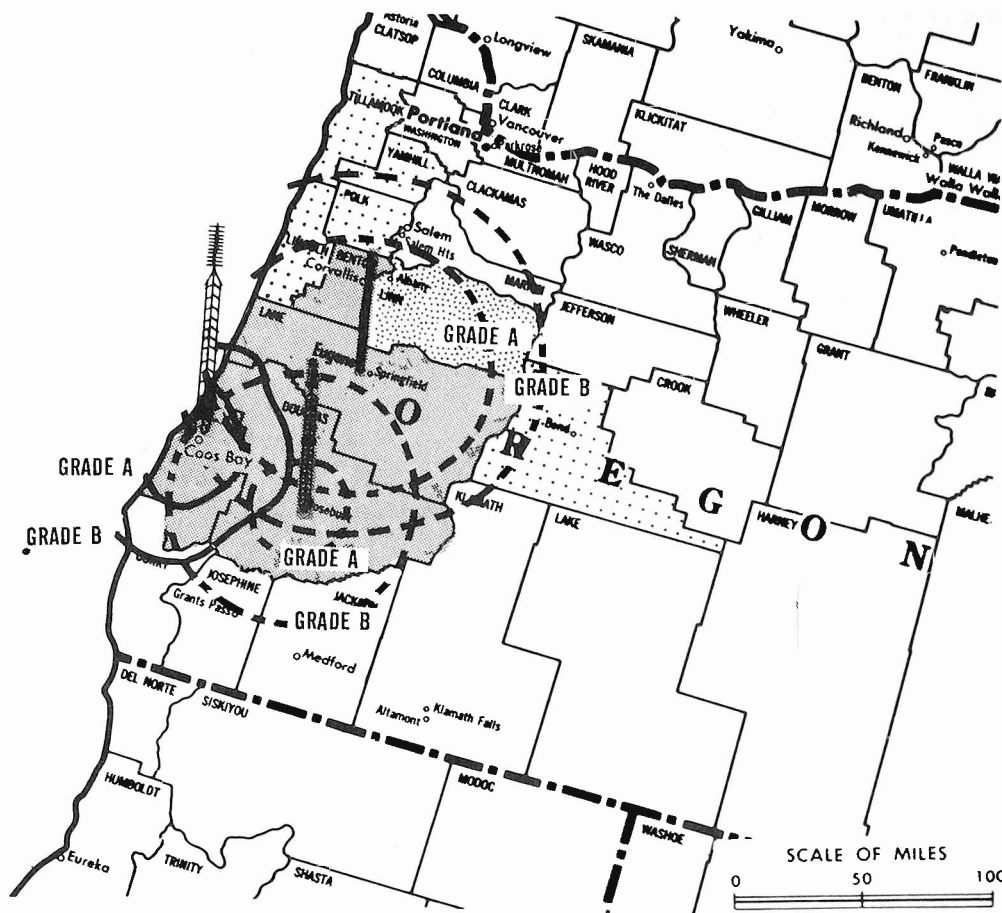
[Semi-satellite of KVAL-TV,
Eugene, Ore.]

Technical Facilities: Channel No. 11
(198-204 mc). Authorized power:
11.4-kw visual, 5.7-kw aural. Antenna:
680-ft. above av. terrain,
200-ft. above ground, 1144-ft.
above sea level.

Latitude 43° 23' 26"

Longitude 124° 07' 48"

Transmitter: 5-mi. ENE of city center.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KCBY-TV Ref: FCC File No. BPCT-2309 Granted 9/23/59

©American Map Co., Inc., N.Y., No. 14244

KCBY-TV

Network Service: NBC, same as KVAL-TV, Eugene, Ore.
Licensee: Pacific Television Inc., Box 548, Eugene, Ore.
Studio: Coal Bank, Slough Rd.
Telephone: Congress 7-4209.
Ownership: Pacific Television is owned by KVAL-TV, Eugene, Ore.
Began Operation: Oct. 1, 1960.
Represented (sales) by George P. Hollingbery Co.
Represented (legal) by Dow, Lohnes & Albertson.
Represented (engineering) by T. C. Marchner, Eugene, Ore.
Personnel:

S. W. McCREADY, general manager.
HARRY KIRK, station manager.
GLYNN McCREADY, resident engineer.

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10 p.m., daily.	\$150.00	\$90.00	\$60.00	\$38.00	\$30.00	\$23.00

NETWORK BASE HOURLY RATE: Bonus to KVAL-TV, Eugene, Ore.

ARB Total Net Weekly Circulation (March, 1962) 13,200

ARB data not available based on 1960 Coverage
Study because station began operation after the
survey was made.

State Educational Technical Facilities (Complete Data in Educational Directory)

KOAC-TV

Corvallis

Ch. 7

Non-Commercial Educational Station

Licensee: State Board of Higher Education, Box 5175, Eugene, Ore.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized
power: 29-kw visual, 14.5-kw aural. Antenna: 1210-ft. above
av. terrain, 237-ft. above ground, 1737-ft. above sea level.

Latitude 44° 38' 19"
Longitude 123° 16' 25"

KOAP-TV

Portland

Ch. 10

Non-Commercial Educational Station

Grantee: State Board of Higher Education, Box 5175, Eugene, Ore.
Technical Facilities: Channel No. 10 (192-198 mc). Authorized
power: 31.6-kw visual, 15.85-kw aural. Antenna: 950-ft. above
av. terrain, 200-ft. above ground, 1230-ft. above sea level.

Longitude 122° 41' 45"
Latitude 45° 29' 25"

Oregon—Eugene



KEZI-TV



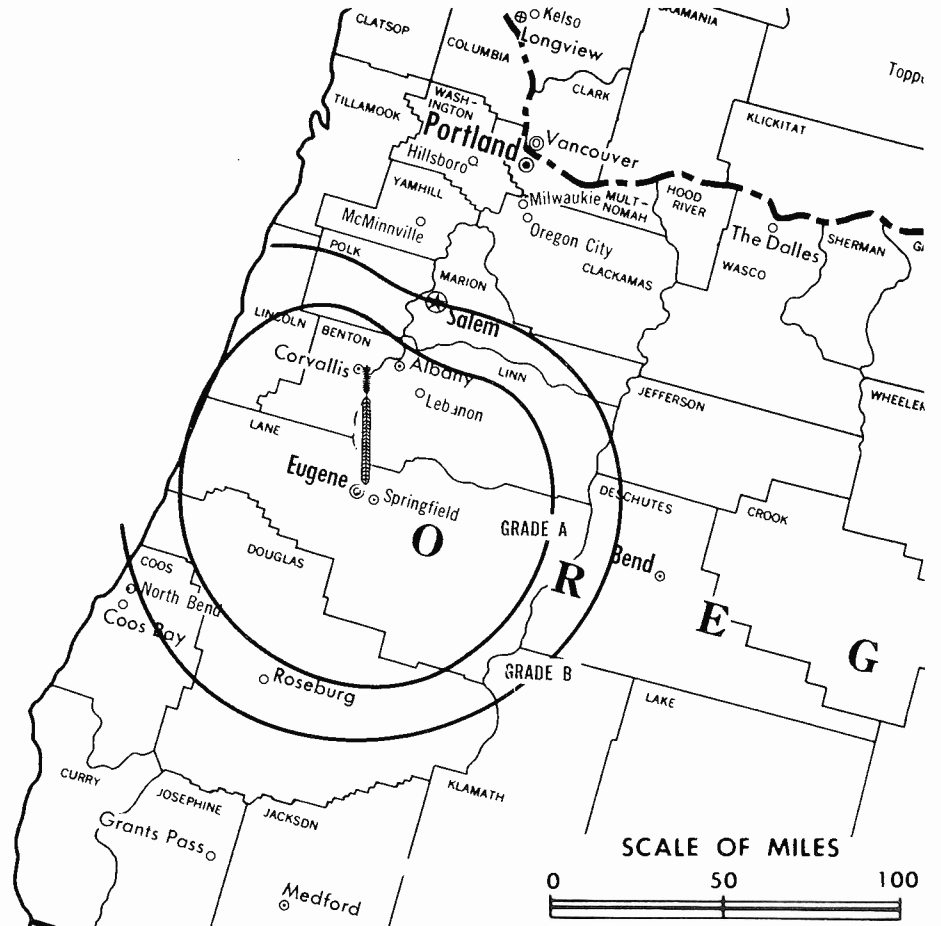
Ch. 9

Technical Facilities: Channel No. 9
(186-192 mc). Authorized power:
316-kw visual, 158-kw aural. Antenna:
680-ft. above av. terrain,
200-ft. above ground, 1144-ft.
above sea level.

Latitude 44° 06' 58"

Longitude 122° 59' 55"

Transmitter: Coburg Hills.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KEZI-TV Ref: FCC File No. BPCT-2436 Granted 7/27/60

©American Map Co., Inc., N.Y., No. 14244

KEZI-TV

Grantee: Liberty TV Inc., 2225 Coburg Rd.

Studio: 2225 Coburg Rd.

Telephone: Diamond 3-3301. TWX No.: EG 3276.

Ownership: Richard E. Miller, pres., .79%; Julio W. Silva, v.p. 16.7%; Durward L. Boyles, secy., 35.3%; Carolyn S. McDonald, treas., 13.6%; C. E. Carlson, 14.3%; Marvin A. Krenk, 8.8%; Paul D. Green, 4.3%; 4 other stockholders, none with more than 3.5%.

Began Operation: Dec. 19, 1960.

Represented (sales) by the Meeker Co. Inc.; Day-Wellington (Seattle); H. S. Jacobson (Portland).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

DON E. TYKESON, general & sales manager.
RON OGLE, program manager & news director.
DAVE WOODWARD, film director.
SID COHEN, film buyer.
SHIRLEY PAPE, public service & women's director.
LEO REETZ, chief engineer.

DIGEST OF RATE CARD NO. 4 (Jan. 15, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—7-10 p.m., daily.	\$360.00	\$216.00	\$144.00	\$108.00	\$79.00	\$65.00	\$36.00

NETWORK BASE HOURLY RATE: \$225.

ARB Total Net Weekly Circulation
(March, 1962) 74,200
ARB data not available based on 1960 Coverage
Study because station began operation after the
survey was made.

TO BUY OR SELL A TELEVISION OR RADIO STATION

HAMILTON-LANDIS & ASSOC., INC.

WASHINGTON, D.C.
1737 DeSales St., N.W.
EX 3-3456

CHICAGO
1714 Tribune Tower
DE 7-2754

SAN FRANCISCO
111 Sutter St.
EX 2-5671

DALLAS
1511 Bryan St.
RI 8-1175

NATIONWIDE ● NEGOTIATIONS
FINANCING ● APPRAISALS

Oregon—Eugene

KVAL-TV

Ch. 13

Also operates satellite KPIC, Roseburg, Ore. and semi-satellite KCBY-TV, Coos Bay, Ore.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 55-kw visual, 32.4-kw aural. Antenna: 1050-ft. above av. terrain, 397-ft. above ground, 1697-ft. above sea level.

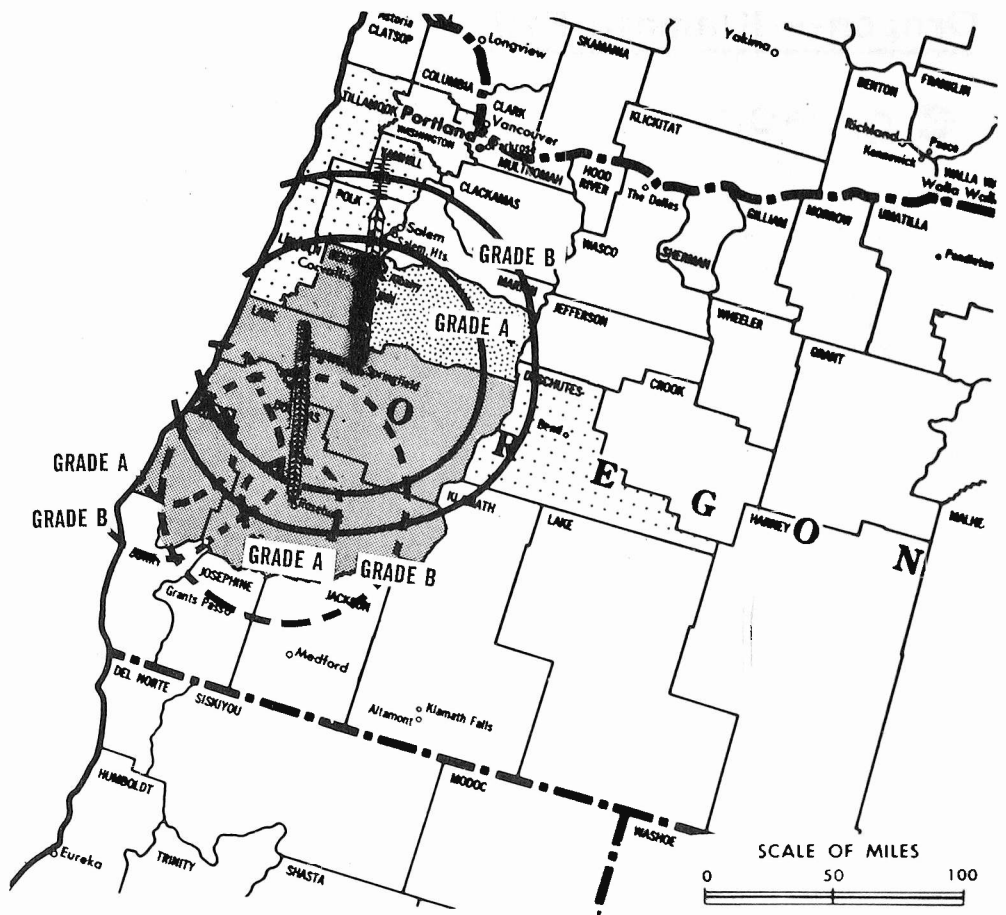
Latitude 44° 00' 07"
Longitude 123° 06' 53"

Holds CP for change to 215-kw visual, 115-kw aural, 2490-ft. above av. terrain, 264-ft. above ground, 3395-ft. above sea level, lat. 44° 11' 46", long. 122° 59' 11"; transmitter to 11.5-mi. NE of City Hall.

Holds CP for change to 316-kw visual, 158-kw aural, 1476-ft. above av. terrain, 837-ft. above ground, 2137-ft. above sea level, lat. 44° 00' 07", long. 123° 06' 53"; transmitter to Blanton Rd., Blanton Heights, 3.5-mi. S of city.

Transmitter: Blanton Heights.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KVAL-TV Ref: FCC File No. BPCT-1231 Granted 11/13/53
KPIC Ref: FCC File No. BMPCT-3395 Granted 10/26/55
KCBY-TV Ref: FCC File No. BPCT-2309 Granted 9/23/59

©American Map Co., Inc., N.Y., No. 14244

KVAL-TV

Licensee: Eugene Television Inc., Blanton Heights, Eugene.

Studio: Blanton Heights.

Telephone: Diamond 3-2551. TWX No.: EG 3019.

Ownership: Robert P. Booth, pres., 6.66%; C. H. Fisher, v.p., 25.66%; Lee P. Bishop, treas., 6.66%; Thomas Winn, secy., 6.66%; W. D. Abel, director, 6.66%; Harvey S. Benson, asst. secy., 6.66%; E. T. Gardner, 6.66%; William N. Russell, 6.66%; Willis B. Shepard, 6.66%; J. Don Smith, 6.66%; Harry Thoms, 6.66%; C. Philip Tillman, 6.66%; Edna Fisher, 1%. Messrs. Abel, Bishop Gardner, Smith & Thoms own KORE, Eugene, Ore. Eugene TV owns 50% of satellite KPIC, Roseburg, Ore. and 100% of KCBY-TV (Ch. 11), Coos Bay, Ore.

Began Operation: April 15, 1954.

Represented (sales) by George P. Hollingbery Co.; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

S. W. McCREADY, general manager.
MARTIN JACOBSEN, program director.
PAUL BECKER, promotion manager.
BILL FARMER, film director.
T. C. MARCHNER, director of engineering.
WILLIAM R. RILEY, chief engineer.

DIGEST OF RATE CARD NO. 7—(Sept. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.	
Class AA—7:30-10 p.m., daily.	\$396.00	\$238.00	\$158.00	\$119.00	\$99.00	\$40.00

Combination Rates: KVAL-TV & KPIC, Roseburg, Ore. or KCBY-TV, Coos Bay, Ore.

Class AA—7:30-10 p.m., daily.	\$519.00	\$312.00	\$207.00	\$149.00	\$123.00	\$52.00
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Three-station Combination Rates (Oregon Triangle TV)

	\$592.00	\$355.00	\$236.00	\$166.00	\$135.00	\$59.00
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NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State	County	Total Households	TV Homes	%
Over 50%	OREGON	Benton	11,300	9,300	82
	Coos	17,300	13,700	79	
	Douglas	20,600	18,000	88	
	Lane Inner	32,800	29,600	90	
	Lane Outer	17,700	15,900	90	
Between 25-50%	OREGON	Linn	17,800	16,000	90
	OREGON	Crook	2,900	2,500	86
Under 25%	Deschutes	7,400	6,300	85	
	Lincoln	8,300	6,500	79	
	Polk	8,200	7,400	91	
	Tillamook	5,800	4,700	80	
	Yamhill	10,100	8,800	88	
	KVAL-TV Station Total			142,500	122,800
ARB Total Net Weekly Circulation (March, 1962)				62,200	



PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE

Oregon—Klamath Falls



KOTI

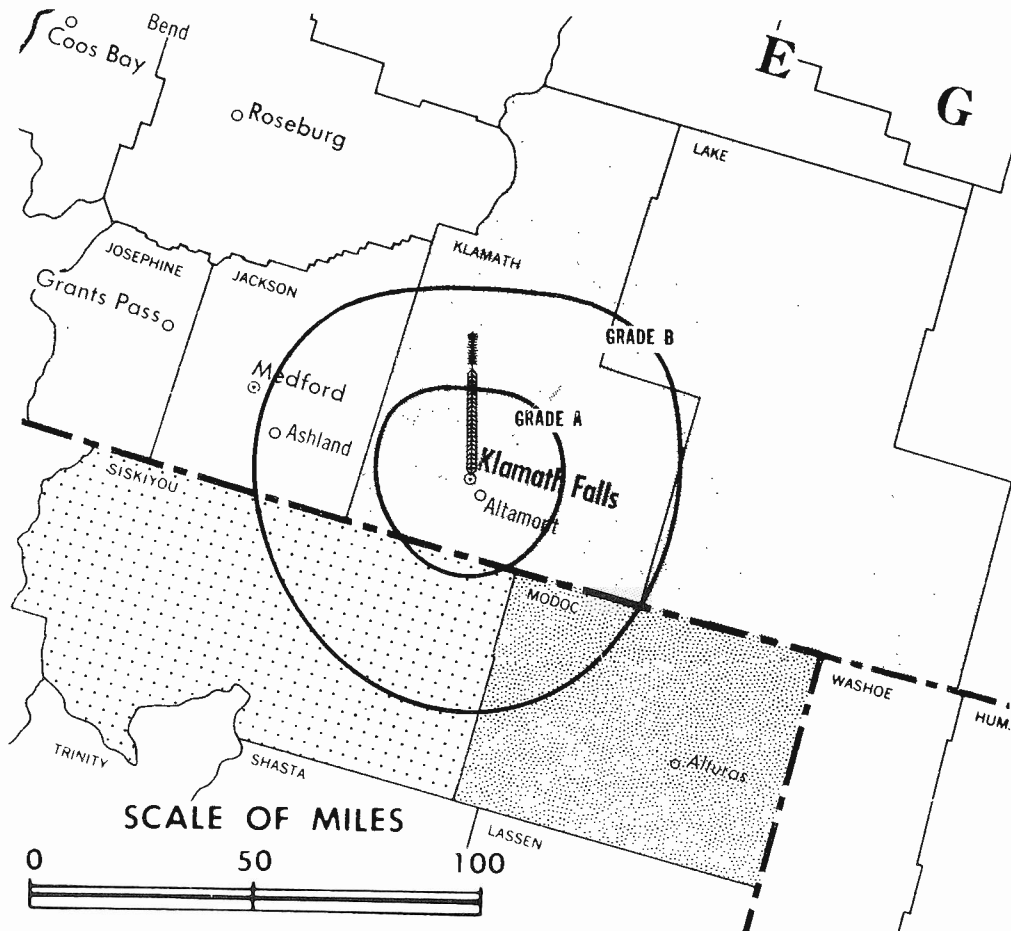
Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 13.5-kw visual, 6.76-kw aural. Antenna: 1050-ft. above av. terrain, 109-ft. above ground, 5549-ft. above sea level.

Latitude 42° 15' 44"

Longitude 121° 45' 38"

Transmitter: 3-mi. NNE of city.



Total Households: © SRDS
 Consumer Market Data as of 1/1/62.
 TV Homes: TV% and Net Weekly Circulation
 © 1962 American Research Bureau.

KOTI Ref: FCC File No. BMPCT-3891 Granted 8/3/56

©American Map Co., Inc., N.Y., No. 14244

KOTI

Network Service: ABC, CBS (EMP).

Licensee: Southern Oregon Broadcasting Co., (KBES-TV) Medford, Ore., Box 1189.

Studio: Third & Main Sts.

Telephone: Tuxedo 4-8131.

TWX No.: KF 6046.

Ownership: Same as KBES-TV, Medford, Ore.

Began Operation: Aug. 13, 1956.

Represented (sales) by Young Television Corp.; Art Moore & Assoc. (Pacific Northwest).

Personnel:

RICHARD GREEN, station manager.

BILL SMITH, chief engineer.

WILLIAM B. SMULLIN, film buyer.

DIGEST OF RATE CARD NO. 4-A

(Oct. 1, 1961)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$56.00	\$48.00	\$24.00

Note: For combination discounts, see KBES-TV, Medford, Ore.

NETWORK BASE HOURLY RATE: \$50 (CBS), \$150 (ABC). Also has combination rate with KIEM-TV, Eureka, Cal. \$250 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50 %	OREGON			
	Klamath	15,000	13,600	91
	Lake	2,300	1,900	81
Between 25-50 %	CALIFORNIA			
	Modoc	2,600	2,200	80
Under 25 %	CALIFORNIA			
	Siskiyou	11,100	9,100	82
KOTI Station Total		31,000	26,800	86
ARB Total Net Weekly Circulation (March, 1962)			18,400	



ZOORAMA

Nation's Most Popular Zoo Program
 TRANS-LUX TELEVISION CORPORATION
 NEW YORK CHICAGO HOLLYWOOD

Oregon—Medford

abc **KBES-TV**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 30.2-kw visual, 15.8-kw aural. Antenna: 570-ft. above av. terrain, 169-ft. above ground, 2190-ft. above sea level.

Latitude 42° 25' 40"

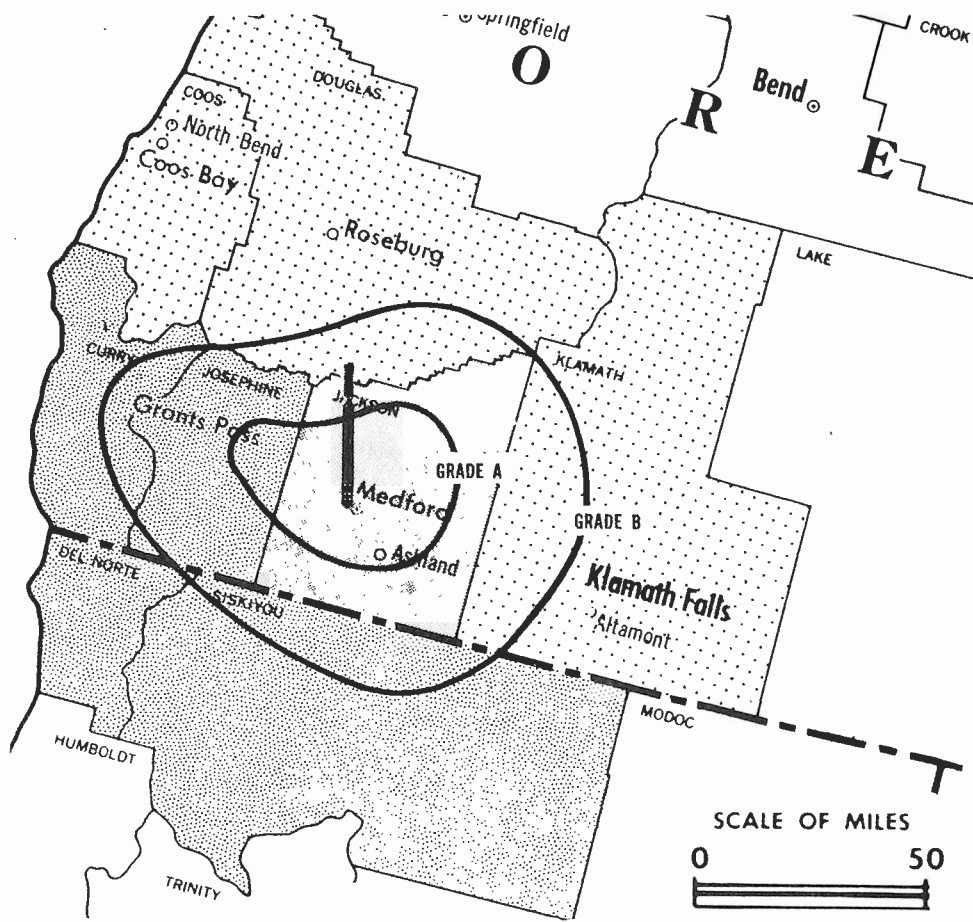
Longitude 123° 00' 04"

Holds CP for change to 2269-ft. above av. terrain.

Transmitter: TV Peak, Medford.

AM Affiliate: KAGI (Grants Pass), 5-kw day (1-kw night), 930 kc (MBS):

FM Affiliate: KGPO (Grants Pass), 1.3-kw, 96.9 mc (No. 245), 1650-ft.



KBES-TV Ref: FCC File No. BMPCT—1135 Granted 6/12/53

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

KBES-TV

Network Service: ABC, CBS.

Licensee: Southern Oregon Broadcasting Co., Box 1189.

Studio: 2000 Crater Lake Hwy.

Telephone: Spring 3-4581. TWX No.: MF 6047.

Ownership: Southern Oregon Bcstg. Co. Earle E. Voorhies, pres., 16 2/3%; Edward A. Malone, v.p.; William B. Smullin, secy.-treas.; Amos E. Voorhies estate, 16 2/3%; John E. Voorhies, 16 2/3%; Redwood Bcstg. Co. Inc., 50%. KBES-TV also owns KOTI, Klamath Falls, Ore. and operates translator K70AU, Cave Junction, Ore. Voorhies estate includes Grants Pass Courier (KAGI). Southern Oregon Bcstg. also holds 50% of KPIC, Roseburg, Ore.

Began Operation: July 14, 1953.

Represented (sales) by Young Television Corp.; Art Moore & Assoc. (Pacific Northwest).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Personnel:

JEROLD R. POULOS, station & sales manager.

DELBERT G. CANTRALL, chief engineer.

ROBERT LINDSTROM, sales director.

WILLIAM B. SMULLIN, operating director & film buyer.

For State's CATV Systems
see the CATV Directory

DIGEST OF RATE CARD NO. 4-A—(Oct. 1, 1961)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	ID	
Class AA—7-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$87.50	\$60.00	\$50.00	\$30.00

Note: There is a 29% discount from combined rates of 3 stations when KBES-TV is ordered with KOTI, Klamath Falls, & KIEM-TV, Eureka. Ordered with KOTI only there is 22% discount. KBES-TV & KIEM-TV only orders get 5% discount from combined rates.

NETWORK BASE HOURLY RATE: \$175 (ABC), \$225 (CBS). Combination rate with KIEM-TV, Eureka, Cal., \$225 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OREGON Jackson	24,100	22,000	91
	CALIFORNIA Del Norte	5,700	4,700	82
Between 25-50%	Siskiyou	11,100	9,100	82
	OREGON Curry	4,600	3,700	79
	Josephine	10,000	8,400	84
Under 25%	OREGON Coos	17,300	13,700	79
	Douglas	20,600	18,000	88
	Klamath	15,000	13,600	91
KBES-TV Station Total		108,400	93,200	86
ARB Total Net Weekly Circulation (March, 1962)			41,200	

Oregon—Medford

abc **KMED-TV**



Ch. 10

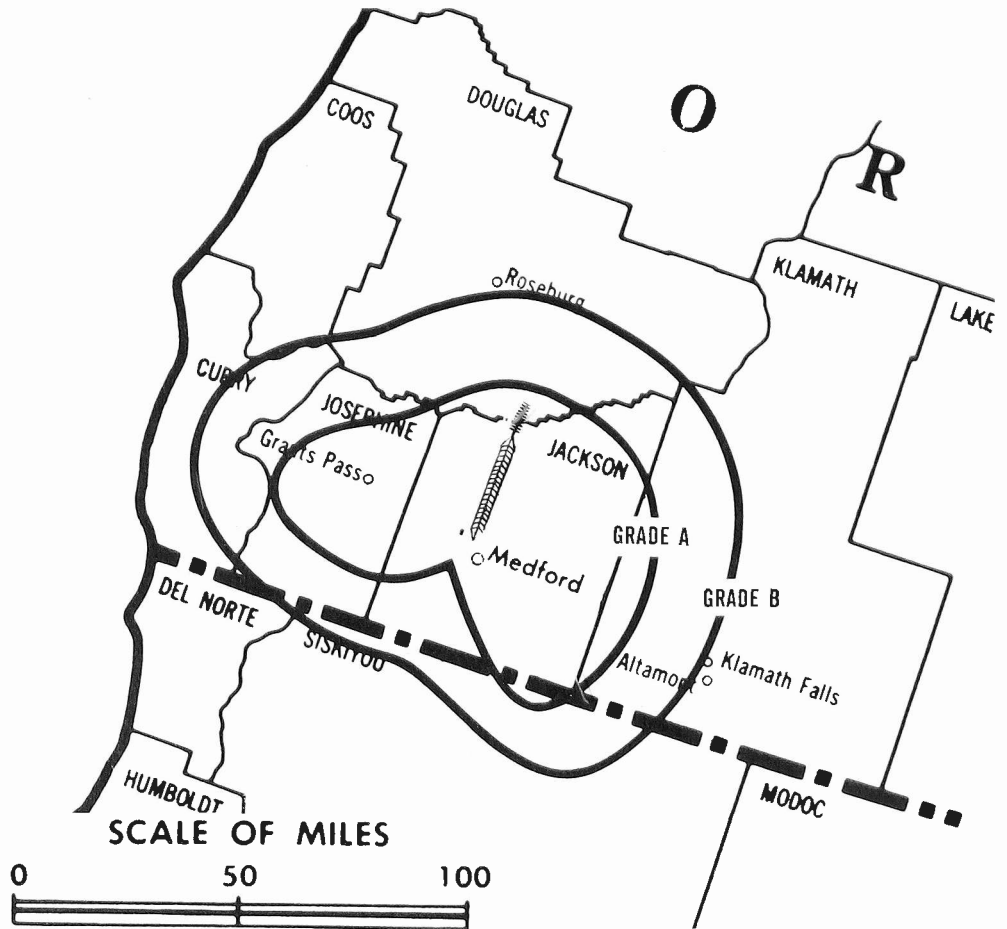
Technical Facilities: Channel No. 10
(198-204 mc). Authorized power:
149-kw visual, 79.5-kw aural. An-
tenna: 703-ft. above av. terrain,
287-ft. above ground, 2387-ft.
above sea level.

Latitude 42° 25' 41"

Longitude 123° 00' 04"

Transmitter: Blackwell Hill, 2.3-mi.
E of Gold Hill, Ore.

AM Affiliate: KMED.



KMED-TV Ref: FCC File No. BMPCT-5625 Granted 8/10/61

©American Map Co., Inc., N.Y., No. 14244

KMED-TV

Network Service: ABC, NBC.

Licensee: Radio Medford Inc., Box 1306, Medford.

Studio: Ross Lane, Medford.

Telephone: 773-7373.

Ownership: Radio Medford Inc.

Began Operation: Oct. 3, 1961.

Represented (sales) by George P. Hollingbery (national); Charles Burrow Co. (Portland); Day-Wellington (Seattle).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. E. Towne Assoc. Inc., San Francisco.

Personnel:

J. L. DeARMOND, president.

RAY JOHNSON, exec. v.p. & gen. mgr.

ED BARNETT, sales manager.

DIGEST OF RATE CARD NO. 1

(Oct. 3, 1961)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	8 Sec.	
Class AA—7-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$87.50	\$70.00	\$60.00	\$30.00

Class AA—7-10 p.m., daily.

\$250.00 \$150.00 \$100.00 \$87.50 \$70.00 \$60.00 \$30.00

NETWORK BASE HOURLY RATE: \$200 (ABC), \$200 (NBC).

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.

THE MIGHTY HERCULES THE MIGHTIEST NEW CARTOON SERIES



TRANS-LUX TELEVISION CORPORATION
NEW YORK CHICAGO HOLLYWOOD

Oregon—Portland

KATU

Ch. 2

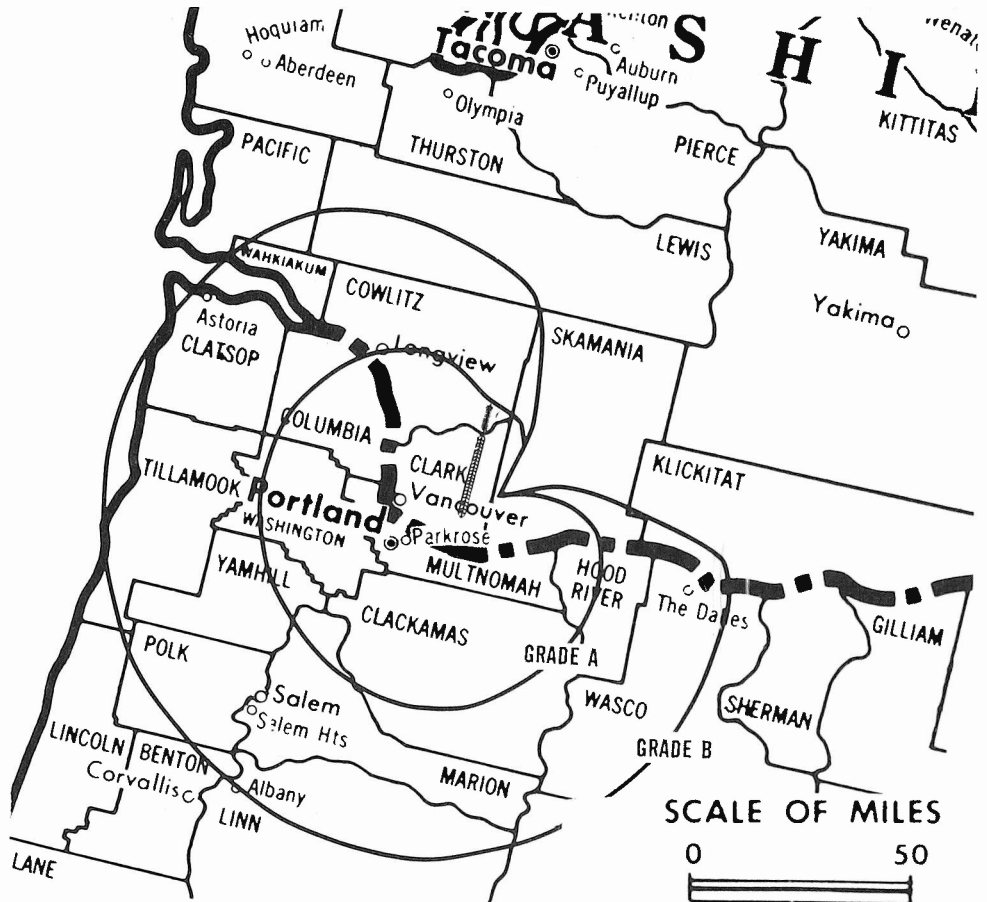


Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 1090-ft. above av. terrain, 274-ft. above ground, 1999-ft. above sea level.

Latitude 45° 40' 32"
Longitude 122° 22' 42"

Transmitter: 14-mi. NE of Portland on Livingston Mt.

TV tape: Recording facilities.



KATU Ref: FCC File No. BMPCT—5639 Granted 9/15/61

©American Map Co., Inc., N.Y., No. 14244

KATU

Network Service: None, independent.

Licensee: Fisher Bcstg. Co., Portland.

Studio: 2153 N.E. Sandy Blvd., Portland 12.

Telephone: 235-8751.

Ownership: John A. Zehntbauer, chmn., 10%; O. D. Fisher, pres.; W. W. Warren, exec. v.p.; L. H. Hoffman estate, 10%; Joseph E. Franz, v.p., 10%; Thaddeus B. Bruno, v.p.; Fisher's Blend Station Inc., 70.69% (KOMO-TV & KOMO, Seattle, Wash.).

Began Operation: March 15, 1962.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

W. J. HUBBACH, v.p. & general manager.
ALBERT STURGES, program manager.
WILLIAM VANDERMAY, chief engineer.
SIDNEY E. SMITH, local sales manager.
SAMUEL R. HERRICK, public service manager.

DIGEST OF RATE CARD NO. 2
(Sept. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	ID*
Class AA—7:30-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$185.00	\$170.00	\$100.00 \$50.00

*Class A—6-10:30 p.m., daily.

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.

TO BUY OR SELL A
TELEVISION OR
RADIO STATION

HAMILTON-LANDIS & ASSOC., Inc.

WASHINGTON, D.C.
1737 DeSales St., N.W.
EX 3-3456

SAN FRANCISCO
111 Sutter St.
EX 2-5671

CHICAGO
1714 Tribune Tower
DE 7-2754

DALLAS
1511 Bryan St.
RI 8-1175

NATIONWIDE • NEGOTIATIONS
FINANCING • APPRAISALS

Oregon—Portland



KGW-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 1550-ft. above av. terrain, 648.5-ft. above ground, 1811-ft. above sea level.

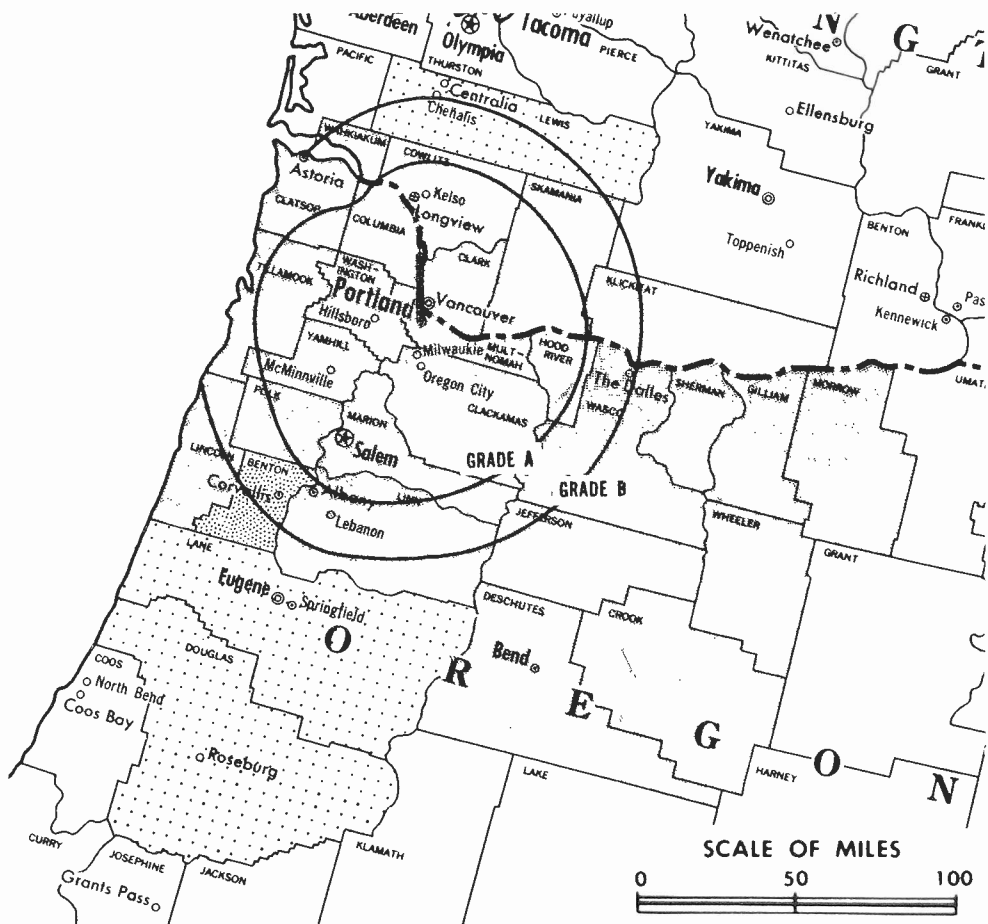
Latitude 45° 31' 22"
Longitude 122° 44' 43"

Transmitter: 299 N.W. Skyline Blvd.

Studio: 1139 S.W. 13th Ave.

TV tape: Recording facilities.

AM Affiliate: KGW, 5-kw, 620 kc. (NBC).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KGW-TV Ref: FCC File No. BMPCT-3584 Granted 1/23/56

©American Map Co., Inc., N.Y., No. 14244

KGW-TV

Licensee: King Bcstg. Co. (dba Pioneer Bcstg. Co.), Portland 5.

Telephone: Capital 3-6364. TWX No.: PD 217.

Ownership: Dorothy S. Bullitt, pres., majority owner; other officers: Henry B. Owen, exec. v.p. & treas.; Stimson Bullitt, v.p. & secy.; Otto P. Brandt, v.p. King Broadcasting Co. owns KING-TV, KING & KING-FM, Seattle, Wash. and is majority owner of KREM-TV, KREM & KREM-FM, Spokane, Wash.

Began Operation: Dec. 15, 1956.

Represented (sales) by Blair-TV.

Represented (legal) by Haley, Bader & Potts.

Personnel:

OTTO P. BRANDT, v.p., broadcast division.
HENRY B. OWEN, v.p., business division.
A. P. HUNTER, asst. to v.p., broadcast division.
ANCIL H. PAYNE, asst. to v.p., business div.
JAY M. WRIGHT, director of engineering, planning.
WALTER E. WAGSTAFF, station manager.
JOHN H. PINDELL, general sales manager.
FRAD EICHHORN, national sales manager.
DEAN WOODRING, sales service manager.
WALTER HAWTHORNE, merchandising manager.
ROBERT FRANKLIN, publicity & promotion manager.
THOMAS DARGAN, program director & film buyer.
BERNIE CAREY, production manager.
LEROY SMITH, program operations manager.
RICHARD ROSS, news director.
GLORIA CHANDLER, director of public service.
CLARE HANAWALT, chief engineer.

DIGEST OF RATE CARD NO. 7—(Oct. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	ID*
Class AA—7-10 p.m., daily.	\$900.00	\$540.00	\$420.00	\$340.00	\$315.00	\$250.00

*Above Section I. Also has Section II for Min., 20 Sec. & ID.

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OREGON			
	Clackamas	35,700	32,600	92
	Clatsop	9,400	8,000	85
	Columbia	7,000	6,300	90
	Crook	2,900	2,500	86
	Deschutes	7,400	6,300	85
	Gilliam	1,000	800	83
	Hood River	4,300	3,500	82
	Jefferson	2,100	1,900	87
	Lincoln	8,300	6,500	79
	Linn	17,800	16,000	90
	Marion	36,300	32,400	89
	Morrow	1,500	1,200	80
	Multnomah	181,900	163,600	90
	Polk	8,200	7,400	91
	Sherman	800	800	92
	Tillamook	5,800	4,700	80
	Wasco	6,500	5,500	84
	Washington	28,800	27,100	94
Wheeler	800	700	85	
Yamhill	10,100	8,800	88	
WASHINGTON				
Clark	29,000	27,100	94	
Cowlitz	18,000	16,500	92	
Klickitat	4,200	3,400	81	
Skamania	1,600	1,400	85	
Wahkiakum	1,100	1,000	86	
Between 25-50%	OREGON			
	Benton	11,300	9,300	82
Under 25%	OREGON			
	Douglas	20,600	18,000	88
	Lane Inner	32,800	29,600	90
	Lane Outer	17,700	15,900	90
WASHINGTON				
Lewis	13,600	11,800	87	
KGW-TV Station Total		526,500	470,600	89
ARB Total Net Weekly Circulation (March, 1962)		389,400		

Oregon—Portland



KOIN-TV



Ch. 6

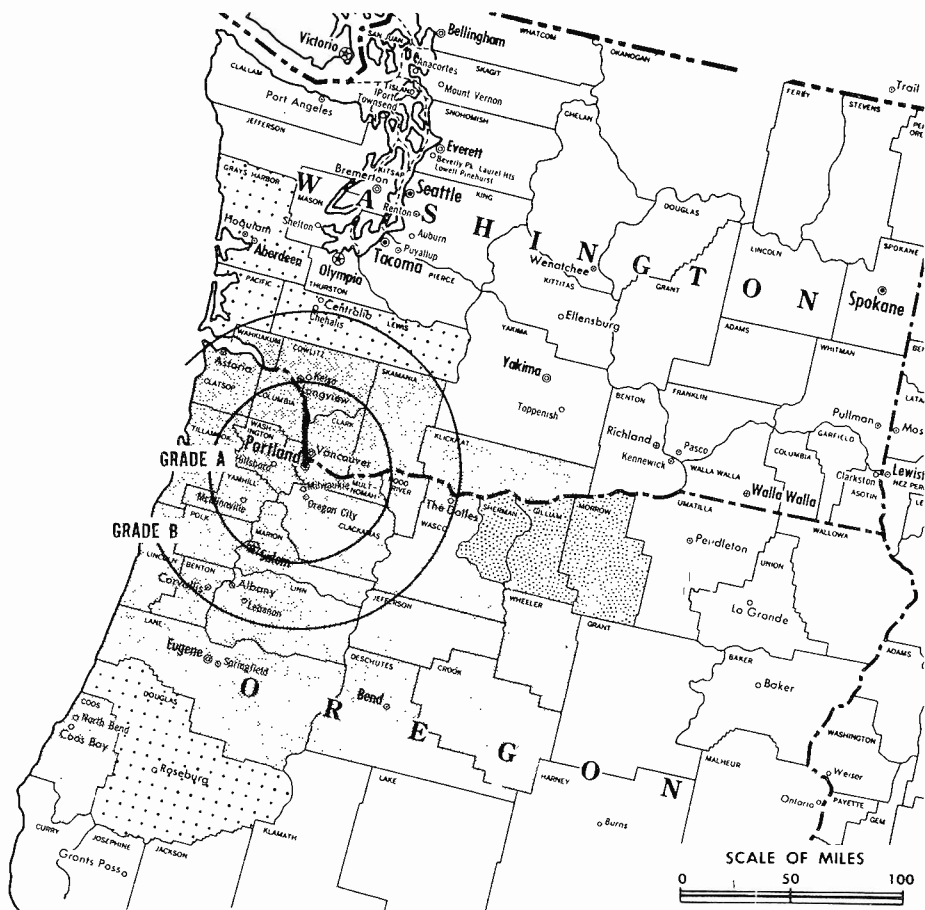
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1530-ft. above av. terrain, 708-ft. above ground, 1773-ft. above sea level.

Latitude 45° 30' 58"
Longitude 122° 43' 59"

Transmitter: 5516 S.W. Barnes Rd.
Studio: 140 S.W. Columbia St.

TV tape: Recording facilities.

AM Affiliate: KOIN, 5-kw, 970 kc (CBS). FM Affiliate: KOIN-FM, 48-kw, 101.1 mc (No. 266), 1390-ft.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KOIN-TV Ref: FCC File No. BPCT-1029 Granted 7/15/53

©American Map Co., Inc., N.Y., No. 14241

KOIN-TV

Licensee: Mt. Hood Radio & Television Bcstg. Corp., 140 S.W. Columbia St., Portland 1. Telephone: Capital 8-3333.

Ownership: M. M. Tonkon & Harvey Benson, 50% (as trustees under voting trust of original stockholders); Newhouse Bcstg. Corp. 50%. KOIN-TV officers: C. Howard Lane, pres.; Harry H. Buckendahl, v.p.; E. R. Vadeboncoeur, v.p.; Clyde E. Phillips, secy.-treas.; Harvey S. Benson, asst. secy.; Fred W. Albertson, director. Newhouse family also publishes Portland Oregonian and Oregon Journal, Syracuse Post Standard and Herald-Journal. For other broadcasting and newspaper interests see WSYR-TV, Syracuse.

Began Operation: Sept. 29, 1953.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Creutz & Snowberger.

Personnel:

C. HOWARD LANE, president & managing director.
ROBERT MCGILL, local sales manager.
JOHN PALMER, national sales manager.
TED W. COOKE, operations manager & film buyer.
LUKE ROBERTS, program director.
LOUIS BOOKWALTER, chief engineer.
DICK KRYDER, promotion director.
WILLIAM DRIPS, farm director.
RALPH GREER, traffic manager.

DIGEST OF RATE CARD NO. 8—(Sept. 1, 1962)

Hour	30 Min.	15 Min.	Min. or 30 Sec.	40 Sec.	20 Sec.	8 Sec.
Class AA—7:30-10 p.m., daily.	\$900.00	\$540.00	\$360.00	\$325.00	\$375.00	\$250.00 \$125.00

NETWORK BASE HOURLY RATE: \$1225.

For ARB County-by-County Data
see page 40-a.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OREGON				
		Benton	11,300	9,300	82
		Clackamas	35,700	32,600	92
		Clatsop	9,400	8,000	85
		Columbia	7,000	6,300	90
		Coos	17,300	13,700	79
		Crook	2,900	2,500	86
		Deschutes	7,400	6,300	85
		Hood River	4,300	3,500	82
		Jefferson	2,100	1,900	87
		Lane Inner	32,800	29,600	90
		Lane Outer	17,700	15,900	90
		Lincoln	8,300	6,500	79
		Linn	17,800	16,000	90
		Marion	36,300	32,400	89
		Multnomah	181,900	163,600	90
	Polk	8,200	7,400	91	
	Tillamook	5,800	4,700	80	
	Wasco	6,500	5,500	84	
	Washington	28,800	27,100	94	
	Wheeler	800	700	85	
	Yamhill	10,100	8,800	88	
Between 25-50%	WASHINGTON				
		Clark	29,000	27,100	94
		Cowlitz	18,000	16,500	92
		Klickitat	4,200	3,400	81
		Skamania	1,600	1,400	85
Under 25%		Wahkiakum	1,100	1,000	86
	OREGON				
		Gilliam	1,000	800	83
		Morrow	1,500	1,200	80
	Sherman	800	800	92	
Under 25%	ORE.: Douglas				
		20,600	18,000	88	
	WASHINGTON				
		Grays Harbor	17,700	14,700	83
	Lewis	13,600	11,800	87	
	Pacific	5,100	4,200	83	
KOIN-TV Station Total			566,600	503,200	89
ARB Total Net Weekly Circulation (March, 1962)			431,000		

Oregon—Portland



KPTV



Ch. 12

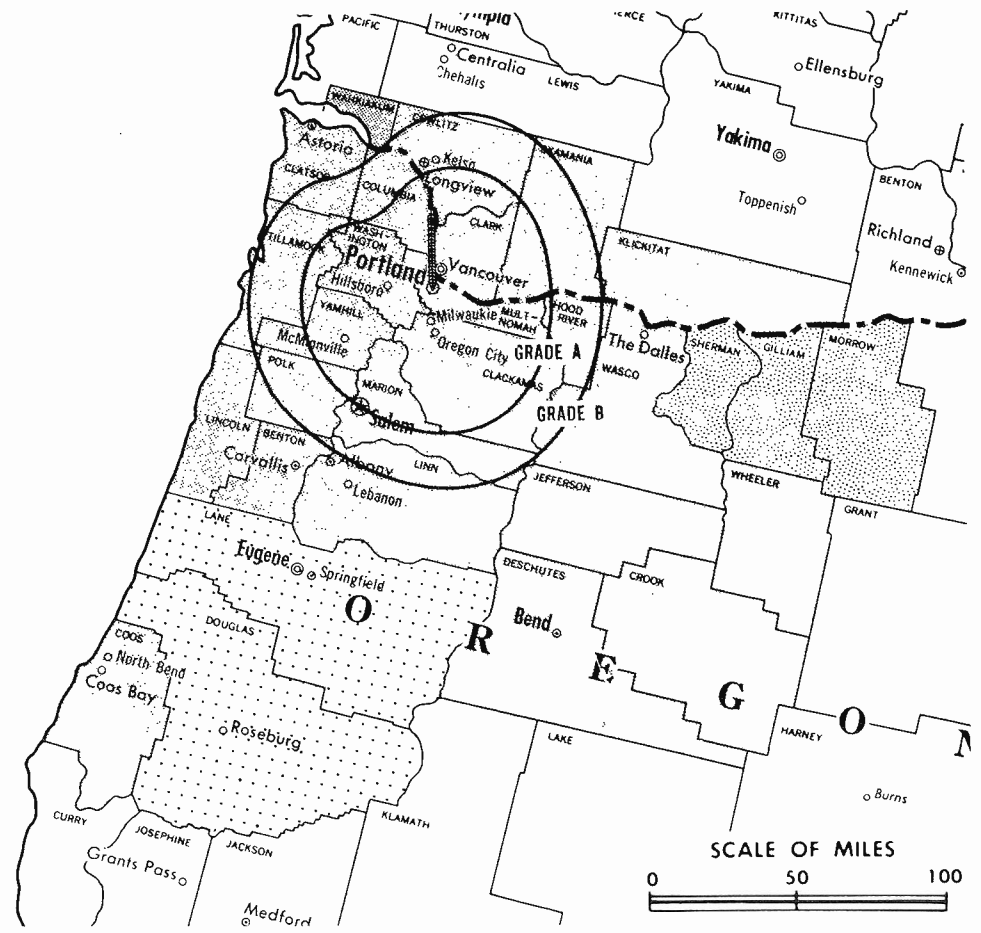
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 280-ft. above ground, 1300-ft. above sea level.

Latitude 45° 29' 20"
Longitude 122° 41' 40"

Requests change to 1747-ft. above av. terrain, 1099-ft. above ground, 2049-ft. above sea level, lat. 45° 31' 31", long. 122° 43' 02"; transmitter to 3229 NW Monte Vista Terrace.

Transmitter: Healy Heights.

TV tape: Recording facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KPTV

Licensee: Oregon Television Inc., P.O. Box 3401.

Studio: 735 SW 20th Place.

Telephone: Capital 2-9921. TWX No.: PD 40.

Ownership Chris-Craft Industries Inc., 100%. Paul V. Shields, chairman, 1.3%; John G. Bannister, pres., .22%; Morris K. Leahy, v.p., 0.4%; Robert B. Hunter, secy.-treas., 0.3%. Nafco Inc. holds 15.1% control of Chris-Craft Industries Inc. Chris-Craft Industries Inc. has over 3900 stockholders, none with as much as 5%. Oregon Television Inc. officers are: Bing Crosby, chairman; John S. Hansen, pres.; Robert Hunter, secy.-treas. Chris-Craft Industries Inc. also owns KCOP, Los Angeles, and KTVT, Fort Worth. For other interests of Crosby, see KCOP, Los Angeles.

Began Operation: March 7, 1955. George Haggarty's purchase of KLOR (Ch. 12) from Henry A. White-Stephen E. Thompson-Julius L. Meier Jr. group approved April 17, 1957 by FCC; at same time Haggarty purchased KPTV (Ch. 27) from Storer and took Ch. 27 off air (Television Digest, Vol. 13:10-11, 16, 18). Transfer from George Haggarty to NAFI Corp., approved July 22, 1959 by FCC. (Note: NAFI Corp. name changed to Chris-Craft Industries Inc.)

Represented (sales) by Edward Petry & Co. Inc.; Feltis, Dove, Cannon Inc. (Seattle).

Personnel:

JOHN S. HANSEN, president & general manager.
DON TYKESON, sales manager.
GORDON WHITE, program manager & film buyer.
ELIZABETH MORRIS, publicity director.
GENE PHELPS, chief engineer.

DIGEST OF RATE CARD NO. 8, Revised (May 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7:30-10:30 p.m., daily.	\$950.00	\$570.00	\$380.00	\$240.00	\$375.00	\$250.00	\$125.00

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	OREGON			
	Benton	11,300	9,300	82
	Clackamas	35,700	32,600	92
	Clatsop	9,400	8,000	85
	Columbia	7,000	6,300	90
	Coos	17,300	13,700	79
	Crook	2,900	2,500	86
	Deschutes	7,400	6,300	85
	Hood River	4,300	3,500	82
	Jefferson	2,100	1,900	87
	Lincoln	8,300	6,500	79
	Linn	17,800	16,000	90
	Marion	36,300	32,400	89
	Multnomah	181,900	163,600	90
	Polk	8,200	7,400	91
	Tillamook	5,800	4,700	80
	Wasco	6,500	5,500	84
	Washington	28,800	27,100	94
	Wheeler	800	700	85
	Yamhill	10,100	8,800	88
	WASHINGTON			
	Clark	29,000	27,100	94
	Cowlitz	18,000	16,500	92
	Klickitat	4,200	3,400	81
	Skamania	1,600	1,400	85
	Wahkiakum	1,100	1,000	86
	Between 25-50%			
	OREGON			
	Gilliam	1,000	800	83
	Morrow	1,500	1,200	80
	Sherman	800	800	92
	Under 25%			
	OREGON			
	Douglas	20,600	18,000	88
	Lane Inner	32,800	29,600	90
	Lane Outer	17,700	15,900	90
	KPTV Station Total	530,200	472,500	89
	ARB Total Net Weekly Circulation (March, 1962)	361,600		

Oregon—Roseburg



KPIC



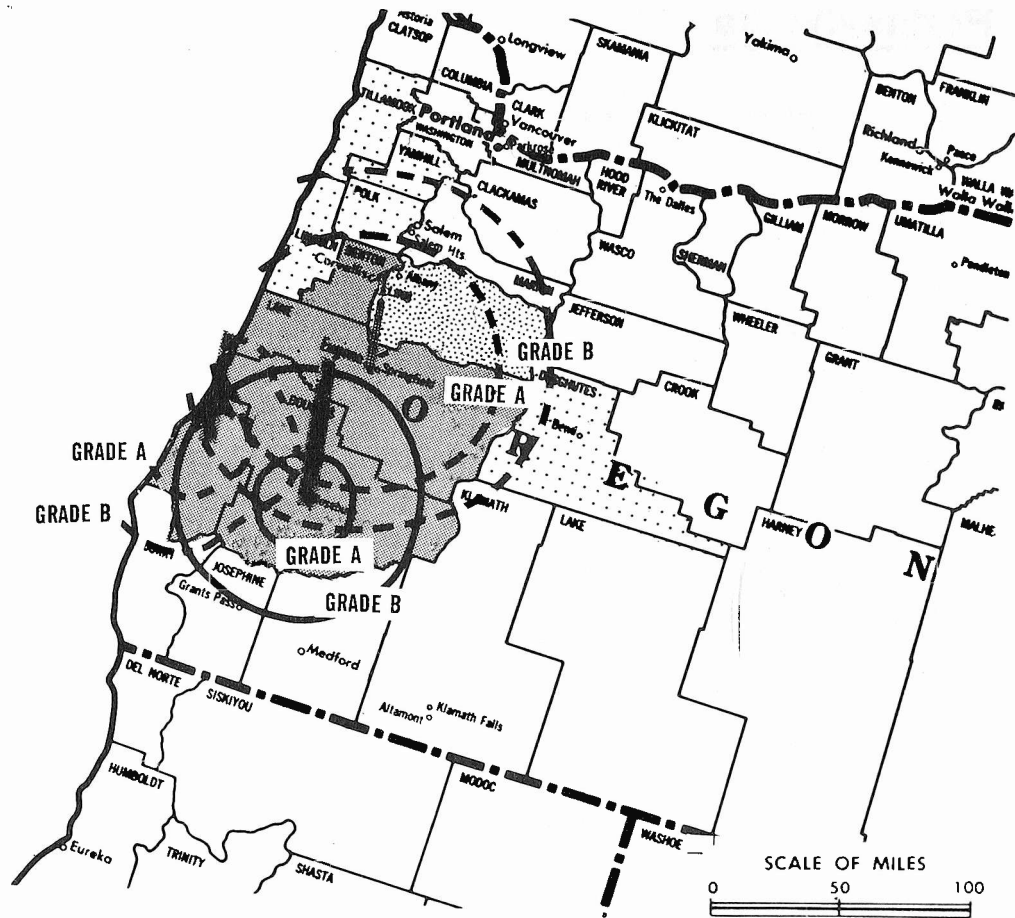
Ch. 4

[Satellite of KVAL-TV,
Eugene, Ore.]

Technical Facilities: Channel No. 4
(66-72 mc). Authorized power:
5.37-kw visual, 2.69-kw aural. An-
tenna: 1000-ft. above av. terrain,
173-ft. above ground, 1873-ft.
above sea level.

Latitude 43° 14' 39.6"
Longitude 123° 18' 42.0"

Transmitter: 3.1-mi. NE of center
of Roseburg.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KPIC Ref: FCC File No. BMPCT—3395 Granted 10/26/55

©American Map Co., Inc., N.Y., No. 14244

KPIC

Network Service: NBC, same as KVAL-TV.

Licensee: South West Oregon Television Broadcasting Corp., 1850
NE Stephens St.

Studio: 1850 NE Stephens St.

Telephone: Orchard 2-1721.

TWX No.: RS 8061.

Ownership: Eugene Television Inc. (KVAL-TV), 50%; Southern
Oregon Bcstg. Co. (KBES-TV, Medford, Ore.), 50%. Officers: C.
H. Fisher (KVAL-TV), pres.; Wm. B. Smullin (KIEM-TV & KBES-
TV), v.p.-treas.; Harvey Benson (KVAL-TV), secy.

Began Operation: April 1, 1956.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by T. C. Marchner, Eugene.

Personnel:

S. W. McCREADY, general manager.

AARON BOE, station manager.

DAN BRIDGES, chief engineer.

DIGEST OF RATE CARD NO. 2

(Sept. 1, 1962)

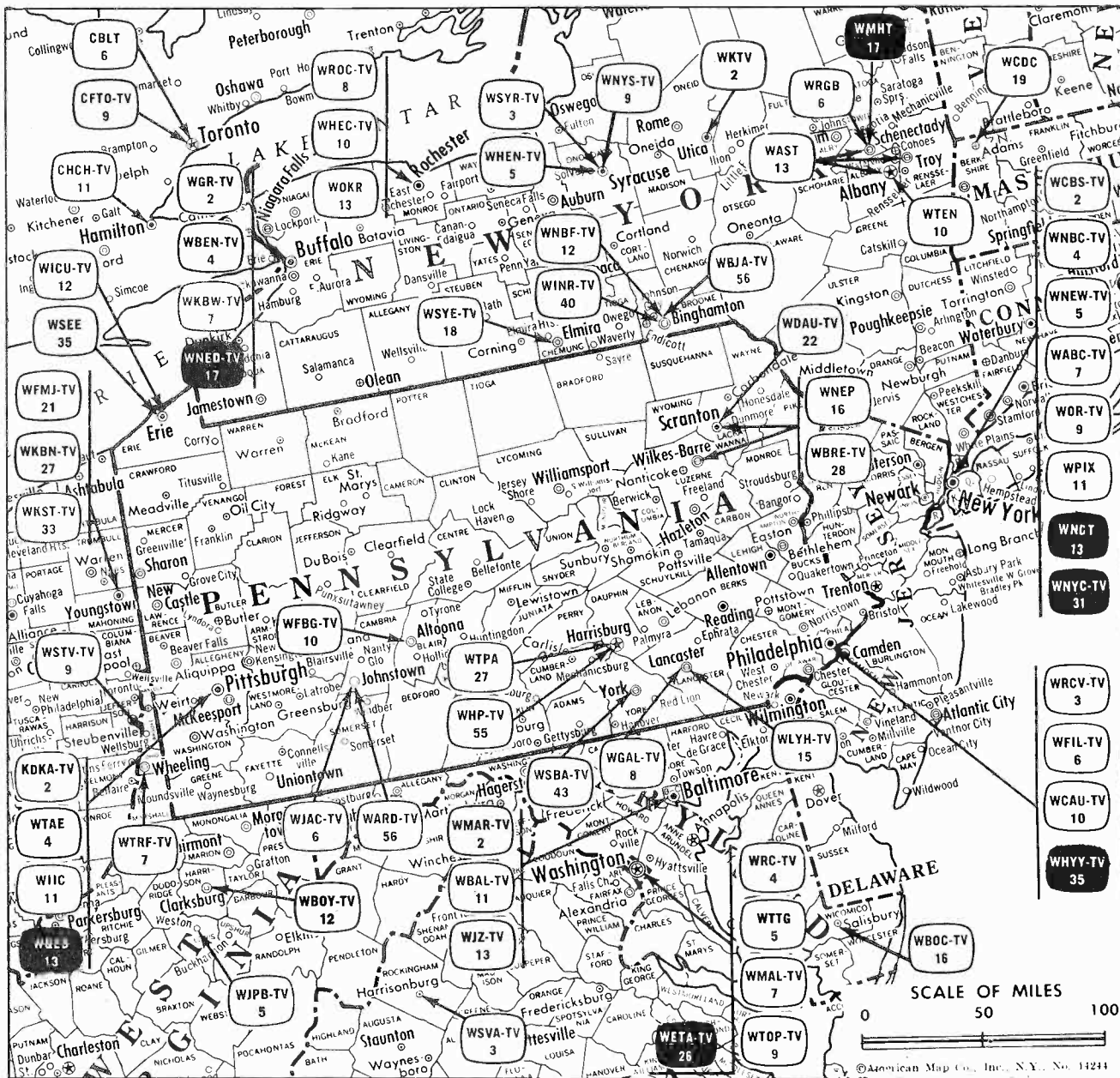
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10 p.m., daily.	\$150.00	\$90.00	\$60.00	\$38.00	\$30.00	\$23.00

Combination Rate: See KVAL-TV, Eugene.

NETWORK BASE HOURLY RATE: Bonus to KVAL-TV, Eugene.

ARB Data for this Station Included with Report
for Parent KVAL-TV, Eugene, Ore.

Pennsylvania



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Philadelphia	1,957,500	4	2,529,700	4	2,408,200	4
Pittsburgh	1,104,900	9	1,573,900	9	1,460,300	10
Johnstown-Altoona	475,800	27	1,376,900	13	1,276,700	13
Harrisburg-Lancaster-Lebanon, York	460,100	29	818,600	28	740,100	28
Wilkes-Barre-Scranton	274,300	59	500,500	56	457,300	55
Erie	161,600	96	232,100	120	213,700	113

Pennsylvania Station Status as of Dec. 1, 1962

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
10	9	19
1	1	2
		21

WEPA-TV

Erie

Ch. 66

(Due To Begin Operation In Spring Of 1963)

Licensee: WEPA-TV Inc., 126 Pearl St., Buffalo, N.Y.
 Studio: Peach St., Erie.
 Transmitter: 2.2-mi. S of Erie, E of U.S. 19.
 Telephone: TL 6-6080, Buffalo.

Technical Facilities: Channel No. 66. Authorized power: 196-kw visual, 98.1-kw aural. Antenna: 310-ft. above av. terrain, 185.9-ft. above ground, 1366.9-ft. above sea level.

Latitude	42°	03'	08"
Longitude	80°	05'	02"

Ownership: Alfred E. Anscombe, pres., 53.13%; Small Business Investment Co. of N.Y. Inc., 26.04%; James E. Greeley, v.p., 20.83%. Sames interest also own WBJA-TV, Binghamton, N.Y.

Represented (sales) by John E. Pearson Co.
 Represented (legal) by Spear, Hill & Greeley.
 Represented (engineering) by Silliman, Moffet & Kowalski.
 Personnel:

ALFRED E. ANSCOMBE, president & general manager.
 HAROLD BENNETT, group program dir. & film buyer.

Rates: Not available at press time.

State Educational Technical Facilities

(Complete Data in Educational Directory)

WHYY-TV

Philadelphia

Ch. 35

Non-Commercial Educational Station

Licensee: WHYY Inc., 1622 Chestnut St.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 155-kw visual, 83.2-kw aural. Antenna: 500-ft. above av. terrain, 585-ft. above ground, 625-ft. above sea level.

Latitude	39°	57'	04"
Longitude	75°	10'	08"

WQED

Pittsburgh

Ch. 13

Non-Commercial Educational Station

Licensee: Metropolitan Pittsburgh Educational Television Station, 4337 Fifth Ave., Pittsburgh 13.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 203-kw visual, 101-kw aural. Antenna: 660-ft. above av. terrain, 544-ft. above ground, 1709-ft. above sea level. Also operates WQEX, Pittsburgh.

Latitude	40°	26'	46"
Longitude	79°	57'	51"

See CATV Directory

for Pennsylvania

Community Antenna Systems

WIBF-TV

Ch. 29

Jenkintown

(Due To Begin Operation In Spring Of 1963)

Network Service: None, independent.
 Licensee: William L. Fox, Benson East Apt., Jenkintown.
 Studio: The Benson-East.
 Transmitter: Benson-East Apts.
 Telephones: TU 7-7767; TU 7-5400.

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 21.88-kw visual, 11.75-kw aural. Antenna: 272.5-ft. above av. terrain, 203-ft. above ground, 483-ft. above sea level.

Latitude	40°	05'	16"
Longitude	75°	07'	43"

FM Affiliate: WIBF-FM.

Ownership: William L. Fox, 100%. Mr. Fox also owns WIBF-FM.
 Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.
 Represented (engineering) by Joseph Pelletier.

Personnel:

WILLIAM L. FOX, president.
 WILLIAM H. KLINE JR., manager-director.
 MICHAEL CHIPKO, sales director.
 ALVA G. GOLDEN, womens affairs & traffic.

Rates: Not available at press time.

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WJAC-TV

Altoona

(See Johnstown, Pa.)

WGAL-TV

Harrisburg

(See Lancaster, Pa.)

WFBG-TV

Johnstown

(See Altoona, Pa.)

WBRE-TV

Scranton

(See Wilkes-Barre, Pa.)

WGAL-TV

York

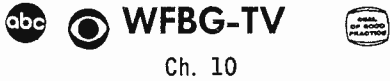
(See Lancaster, Pa.)

WDAU-TV

Wilkes-Barre

(See Scranton, Pa.)

Pennsylvania—Altoona



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 224-kw visual, 112-kw aural. Antenna: 1110-ft. above av. terrain, 277-ft. above ground, 2830-ft. above sea level.

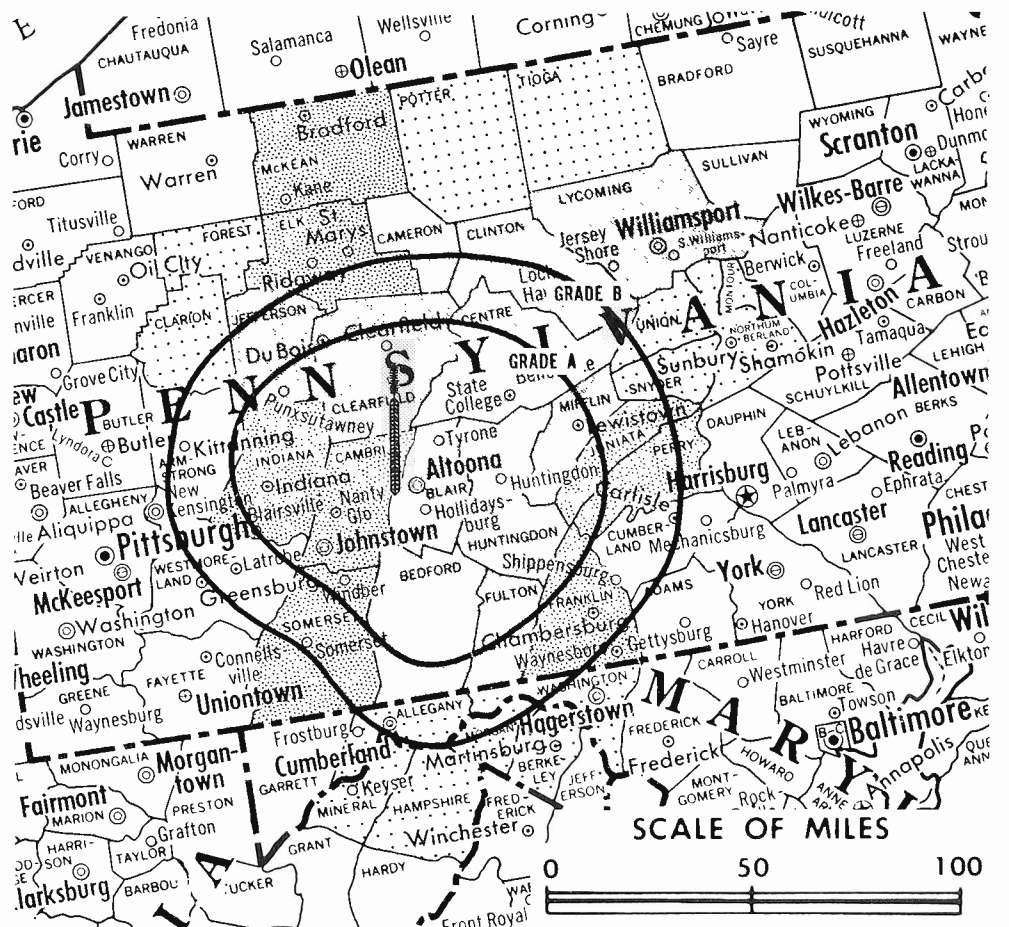
Latitude 40° 34' 01"
Longitude 78° 26' 31"

Transmitter: 3-mi. NW of Altoona.
TV tape: Recording facilities.

AM Affiliate: WFBG, 5-kw (1-kw night), 1290 kc.

FM Affiliate: WFBG-FM, 33-kw, 98.1 mc (No. 251), 1020 ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WFBG-TV

Network Service: ABC, CBS.
Licensee: Triangle Publications, Inc. (Radio & TV Div.), 46th & Market Sts., Philadelphia, Pa.
Studio: Commerce Park.
Telephone: Windsor 4-2031. TWX No.: 814-391-0171.
Ownership: Triangle Publications, Inc. See WFIL-TV, Philadelphia.
Began Operation: March 1, 1953. Sale to present owner by William F. Gable Co. dept. store approved Jan. 11, 1956 by FCC (Television Digest, Vol. 11:33, 39, 47 & 12:2).
Represented (sales) by Blair-TV.
Represented (legal) by Wilner, Bergson, Scheiner & Lessenco.
Represented (engineering) by Kear & Kennedy.
Personnel:

JOHN STILLI, general manager.
JOHN BRUBAKER, sales manager.
JAMES VANDE VELD, program director.
RICHARD KLINE, chief engineer.

DIGEST OF RATE CARD NO. 11 (Aug. 1, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$1000.00	\$600.00			\$220.00	\$200.00	\$110.00

NETWORK BASE HOURLY RATE: \$1000 (ABC), \$1000 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	PENNSYLVANIA			
	Bedford	12,400	10,900	89
	Blair	41,400	38,600	94
	Cameron	2,300	2,200	95
	Centre	20,700	18,400	89
	Clearfield	24,000	22,200	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	PENNSYLVANIA—(Continued)			
	Clinton	11,100	10,300	93
	Fulton	3,000	2,400	81
	Huntingdon	11,500	10,200	89
	Jefferson	14,200	13,100	93
	Lycoming	34,100	29,700	88
	Mifflin	13,500	11,700	87
Between 25-50%	PENNSYLVANIA			
	Cambria	57,500	54,300	95
	Elk	10,700	9,900	94
	Franklin	26,800	23,200	87
	Indiana	21,400	19,600	92
	Juniata	4,700	3,900	82
	McKean	16,900	15,200	90
	Perry	7,800	7,100	90
	Somerset	22,300	20,200	91
Under 25%	MARYLAND			
	Allegany	25,800	22,900	89
	Washington	27,800	24,900	90
	PENNSYLVANIA			
	Clarion	10,800	9,800	91
	Forest	1,400	1,300	96
	Montour	4,200	3,700	88
	Northumberland	32,600	28,800	89
	Potter	4,900	4,400	88
	Snyder	7,100	5,900	83
	Tioga	10,600	9,200	87
	Union	6,600	5,500	82
WEST VIRGINIA				
Berkeley	10,100	9,000	90	
Hampshire	3,300	2,400	72	
Mineral	6,500	5,300	82	
Morgan	2,600	2,200	83	
WFBG-TV Station Total		510,600	458,400	90
ARB Total Net Weekly Circulation (March, 1962)		217,700		

Pennsylvania—Erie



WICU-TV

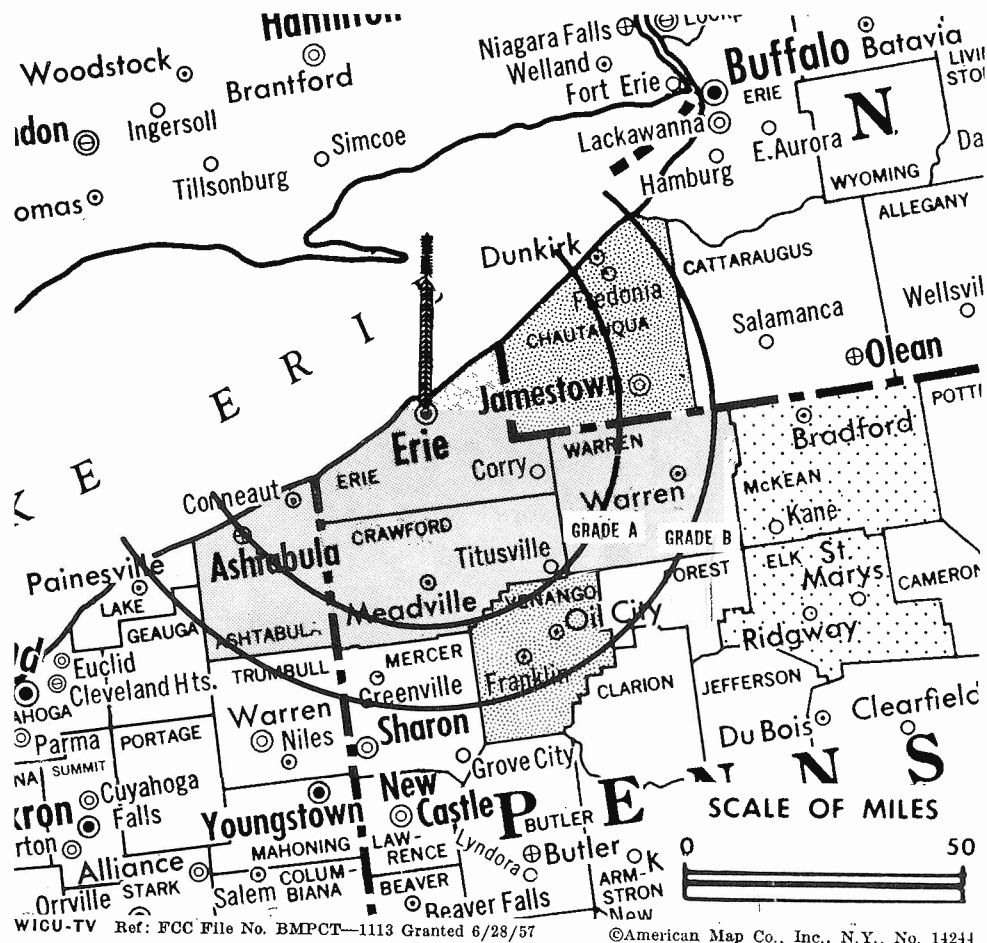
Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 780-ft. above av. terrain, 586-ft. above ground, 1943-ft. above sea level.

Latitude 42° 03' 53"
Longitude 80° 00' 21"

Transmitter: Donation Rd.

AM Affiliate: WICU, 5-kw, 1330 kc (ABC).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WICU-TV Ref: FCC File No. BMPCT-1113 Granted 6/28/57

© American Map Co., Inc., N.Y., No. 14244

WICU-TV

Licensee: Gibraltar Enterprises Inc., 3514 State St.

Studio: 3514 State St.

Telephone: Glendale 4-5201. TWX No.: ER 8381.

Ownership: Edward Lamb, pres.-treas., 39.6%; Frank C. Oswald, v.p.; Cecile Huebner, secy.; Edward H. Lamb, asst. secy., 18%; Prudence H. Lamb, director, 22.5% (as trustee for 3 Lamb family trusts, holds remaining 19.93%).

Began Operation: March 15, 1949.

Represented (sales) by Blair Television Associates Inc.; Andy McDermott (Canada).

Represented (legal) by Fly Shuebruk, Blume & Gaguine.

Represented (engineering) by Lohnes & Culver.

Personnel:

EDWARD LAMB, president.
ART INGRAM, general manager.
BOB LUNQUIST, commercial manager.
PAUL WHITTINGHAM, sales assistant.
MICHAEL CSOP, chief engineer.

DIGEST OF RATE CARD NO. 12
(Nov. 1, 1960)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—7:01-10:31 p.m., daily.	\$1000.00	\$550.00	\$450.00	\$300.00	\$180.00	\$160.00 \$80.00
NETWORK BASE HOURLY RATE: \$725.						

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
Over 50%	OHIO			
	Ashtabula	27,600	25,600	93
	PENNSYLVANIA			
	Crawford	23,100	20,700	90
Between 25-50%	Erie	75,400	71,400	95
	Warren	13,200	11,400	87
	NEW YORK			
Under 25%	Chautauqua	46,300	43,000	93
	PENNSYLVANIA			
	Venango	18,900	16,500	88
Under 25%	PENNSYLVANIA			
	Elk	10,700	9,900	93
	McKean	16,900	15,200	90
WICU-TV Station Total		232,100	213,700	92
ARB Total Net Weekly Circulation (March, 1962)			161,600	



THE MIGHTY HERCULES
THE MIGHTIEST
NEW CARTOON SERIES

TRANS-LUX TELEVISION CORPORATION
NEW YORK . . . CHICAGO . . . HOLLYWOOD

Pennsylvania—Erie



WSEE

Ch. 35

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 191-kw maximum and 137.5-kw horizontal visual, 95.5-kw maximum and 68.7-kw horizontal aural. Antenna: 930-ft. above av. terrain, 732-ft. above ground, 2072-ft. above sea level.

Latitude 42° 02' 20"
Longitude 80° 03' 45"

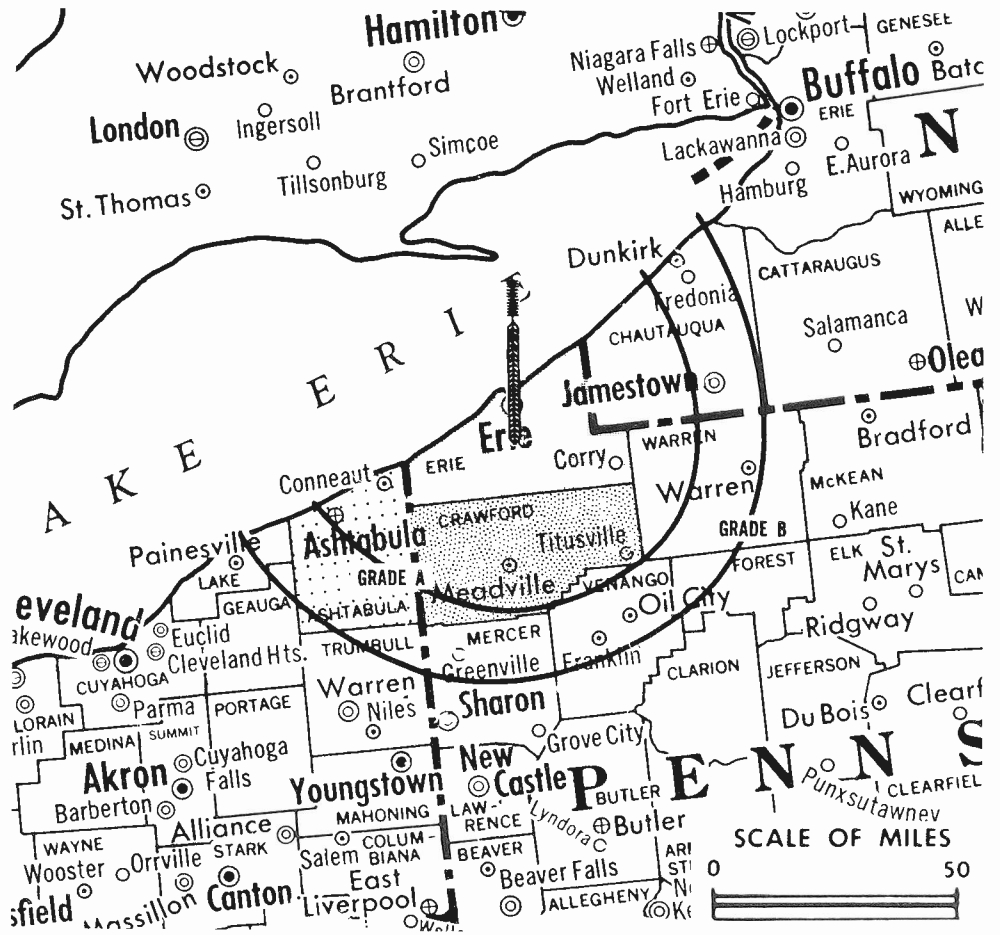
Transmitter: U.S. Hwy. 19, 7-mi. S of Erie.

Studio: 1220 Peach St.

Telephone: Glendale 5-7575.

TWX No.: ER 8380.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WSEE Ref: FCC File No. BMPCT-4850 Granted 10/23/57

©American Map Co., Inc., N.Y., No. 14244

WSEE

Licensee: Great Lakes Television Co., 1220 Peach St.

Ownership: Jacob A. Young, chairman, 11.6%; George J. Mead, pres., 16.6%; Charles E. Denny, 5.3%; James R. McBrier, v.p., 6%; A. R. Minadeo, v.p., 15.3%; J. T. Simmons, treas., 8.3%; John W. English, secy., 6.9%; J. B. Held, 3.6; John J. Mead Jr. estate, 13%. Following directors: Edward Mead, 1.3%; John J. Boland Jr., 6.9%; John Galbo, 2.6%; James Mead, 1.1%; Mary Mead, 1.1%. Ownership interlocks with off air WNAO-TV, Raleigh, N.C. and Southern Bstrs. Inc. Ch. 8 applicant for Winston-Salem. George J. Mead is publisher of Erie Times and Morning News.

Began Operation: April 25, 1954.

Represented (sales) by Gill-Perna Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Jansky & Bailey.

Personnel:

EDW. ZELLEFRON, general manager & film buyer.
JAMES J. PENNA, technical supervisor.
CLINTON C. MOREHOUSE, production director.
ROBERT RICE, sales manager.
FRANK HERRICK, film director.
MAC DONALD WHITLEY, office manager.

DIGEST OF RATE CARD NO. 7 (June 15, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$300.00	\$180.00	\$150.00	\$105.00	\$75.00	\$50.00	\$25.00
NETWORK BASE HOURLY RATE: \$275 (CBS).						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	PENNSYLVANIA Erie	75,400	71,400	95
Between 25-50%	PENNSYLVANIA Crawford	23,100	20,700	90
Under 25%	OHIO Ashtabula	27,600	25,600	93
WSEE Station Total		126,100	117,700	93
ARB Total Net Weekly Circulation (March, 1962)			73,900	

Pennsylvania—Harrisburg



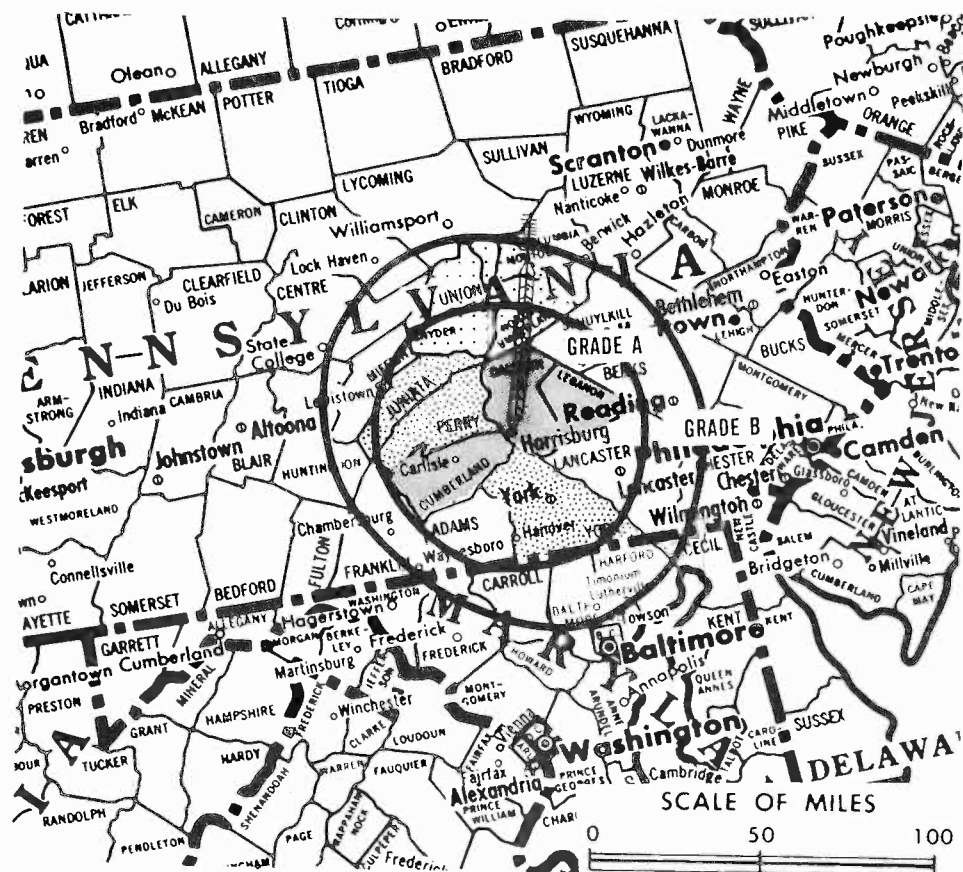
WHP-TV

Ch. 21

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 1000-kw maximum and 447-kw horizontal visual, 502-kw maximum and 224-kw horizontal aural. Antenna: 920-ft. above av. terrain, 224-ft. above ground, 1530-ft. above sea level.

Latitude 40° 20' 44"
Longitude 76° 52' 09"

Transmitter: Blue Mountain.
AM & FM Affiliates: See below.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WHP-TV Ref: FCC File No. BMPCT-4758 Granted 7/23/57

© American Map Co., Inc., N.Y., No. 14234

WHP-TV

Licensee: WHP Inc., 216 Locust St.

Studio: 216 Locust St.

Telephone: Cedar 4-3211. TWX No.: HB 194.

AM Affiliate: WHP, 5-kw, 580 kc (CBS). FM Affiliate: WHP-FM, 1.85-kw, 97.3 mc (No. 247), 910-ft. antenna height.

Ownership: Telegraph Press Inc., 69.102%; E. J. Stackpole, pres.-treas., 2.918%; Cecil M. Sansbury, exec. v.p., .752%; A. H. Stackpole, v.p., .042%; Bowman A. Brown, secy. & asst. treas., 7.933%; Meade D. Detweiler III, 1.253%.

Began Operation: April 1, 1953

Represented (sales) by Blair Television Associates.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis.

Personnel:

CECIL M. SANSBURY, general manager.

HARRY W. WELLS JR., sales manager.

BROD SEYMOUR, broadcast manager & film buyer.

E. DAN LIEBENSBERGER, chief engineer.

DIGEST OF RATE CARD NO. 5 (Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	ID
Class A—7:30-11 p.m., daily.					
\$360.00	\$216.00	\$145.00	\$90.00	\$75.00	\$35.00

For combination rates, see WLYH-TV, Lebanon, Pa.

NETWORK BASE HOURLY RATE: \$300.

ARB Total Net Weekly Circulation (March, 1962) 128,400

ARB breakdown of county coverage, by percentage of net weekly circulation, was compiled before station shifted from Ch. 55 to Ch. 21. Therefore, it is not included.

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NEW YORK . . . CHICAGO . . . HOLLYWOOD

Pennsylvania—Erie



WSEE

Ch. 35

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 191-kw maximum and 137.5-kw horizontal visual, 95.5-kw maximum and 68.7-kw horizontal aural. Antenna: 930-ft. above av. terrain, 732-ft. above ground, 2072-ft. above sea level.

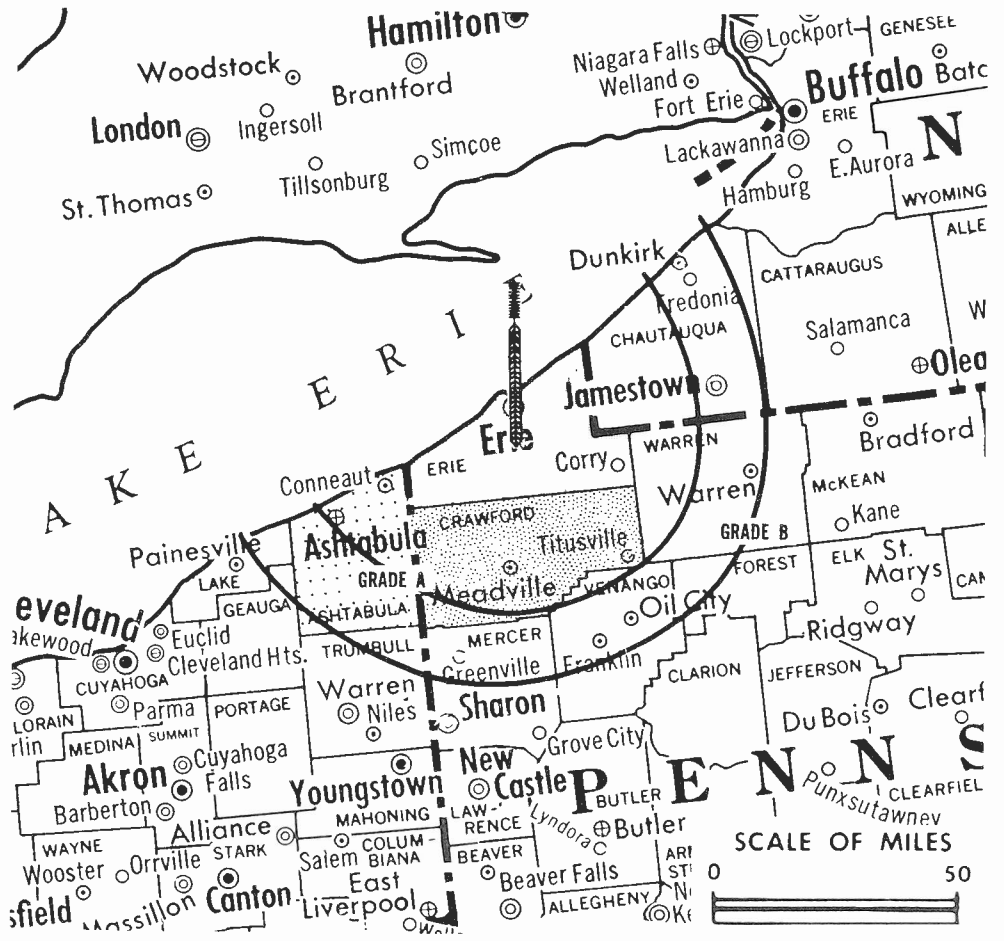
Latitude 42° 02' 20"
Longitude 80° 03' 45"

Transmitter: U.S. Hwy. 19, 7-mi. S of Erie.

Studio: 1220 Peach St.

Telephone: Glendale 5-7575.

TWX No.: ER 8380.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WSEE Ref: FCC File No. BMPCT-4850 Granted 10/23/57

© American Map Co., Inc., N.Y., No. 14244

WSEE

Licensee: Great Lakes Television Co., 1220 Peach St.

Ownership: Jacob A. Young, chairman, 11.6%; George J. Mead, pres., 16.6%; Charles E. Denny, 5.3%; James R. McBrier, v.p., 6%; A. R. Minadeo, v.p., 15.3%; J. T. Simmons, treas., 8.3%; John W. English, secy., 6.9%; J. B. Held, 3.6; John J. Mead Jr. estate, 13%. Following directors: Edward Mead, 1.3%; John J. Boland Jr., 6.9%; John Galbo, 2.6%; James Mead, 1.1%; Mary Mead, 1.1%. Ownership interlocks with off air WNAO-TV, Raleigh, N.C. and Southern Bstrs. Inc. Ch. 8 applicant for Winston-Salem. George J. Mead is publisher of Erie Times and Morning News.

Began Operation: April 25, 1954.

Represented (sales) by Gill-Perna Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Jansky & Bailey.

Personnel:

EDW. ZELLEFRON, general manager & film buyer.
JAMES J. PENNA, technical supervisor.
CLINTON C. MOREHOUSE, production director.
ROBERT RICE, sales manager.
FRANK HERRICK, film director.
MAC DONALD WHITLEY, office manager.

DIGEST OF RATE CARD NO. 7 (June 15, 1962)

	Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.	\$300.00	\$180.00	\$150.00	\$105.00	\$75.00	\$50.00	\$25.00
NETWORK BASE HOURLY RATE: \$275 (CBS).							

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50 %		PENNSYLVANIA Erie	75,400	71,400	95
Between 25-50 %		PENNSYLVANIA Crawford	23,100	20,700	90
Under 25 %		OHIO Ashtabula	27,600	25,600	93
WSEE Station Total			126,100	117,700	93
ARB Total Net Weekly Circulation (March, 1962)			73,900		

Pennsylvania—Harrisburg



WHP-TV

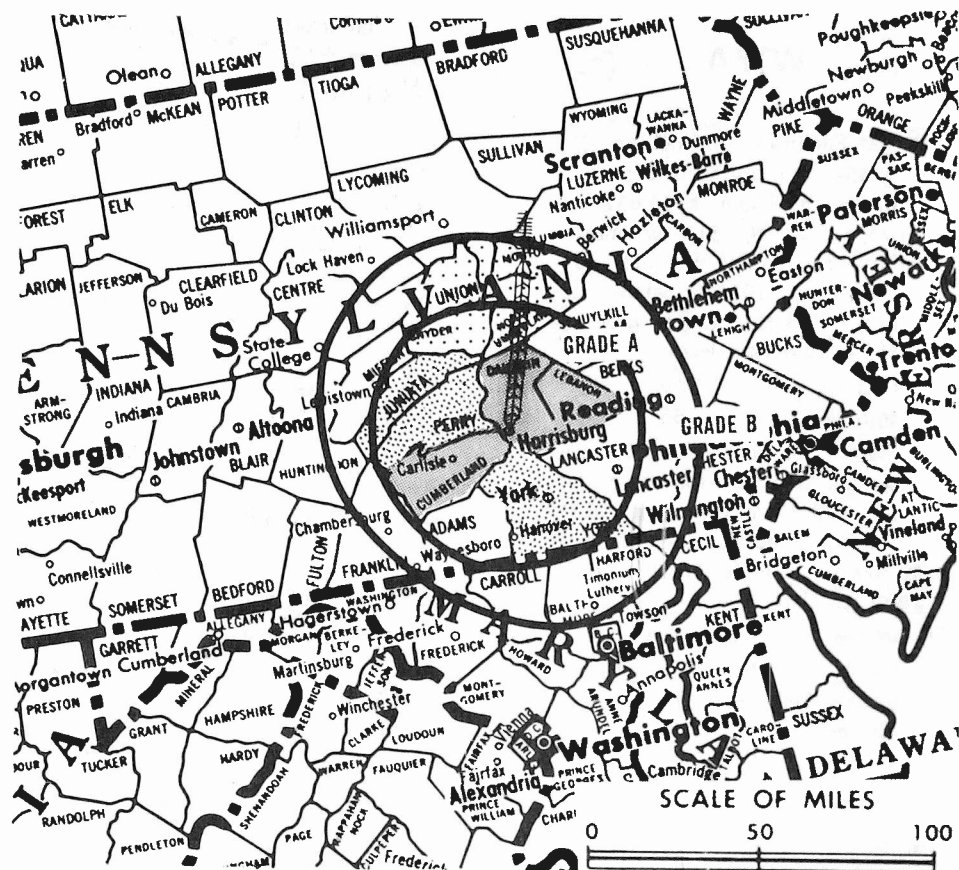
Ch. 21

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 1000-kw maximum and 447-kw horizontal visual, 502-kw maximum and 224-kw horizontal aural. Antenna: 920-ft. above av. terrain, 224-ft. above ground, 1530-ft. above sea level.

Latitude 40° 20' 44"
Longitude 76° 52' 09"

Transmitter: Blue Mountain.

AM & FM Affiliates: See below.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WHP-TV Ref: FCC File No. BMPCT-4758 Granted 7/23/57

©American Map Co., Inc., N.Y., No. 14244

WHP-TV

Licensee: WHP Inc., 216 Locust St.

Studio: 216 Locust St.

Telephone: Cedar 4-3211. TWX No.: HB 194.

AM Affiliate: WHP, 5-kw, 580 kc (CBS). FM Affiliate: WHP-FM, 1.85-kw, 97.3 mc (No. 247), 910-ft. antenna height.

Ownership: Telegraph Press Inc., 69.102%; E. J. Stackpole, pres-treas., 2.918%; Cecil M. Sansbury, exec. v.p., .752%; A. H. Stackpole, v.p., .042%; Bowman A. Brown, secy. & asst. treas., 7.933%; Meade D. Detweiler III, 1.253%.

Began Operation: April 1, 1953

Represented (sales) by Blair Television Associates.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis.

Personnel:

CECIL M. SANSBURY, general manager.
HARRY W. WELLS JR., sales manager.
BROD SEYMOUR, broadcast manager & film buyer.
E. DAN LIEBENSBERGER, chief engineer.

DIGEST OF RATE CARD NO. 5 (Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	ID
Class A—7:30-11 p.m., daily.					
\$360.00	\$216.00	\$145.00	\$90.00	\$75.00	\$35.00

For combination rates, see WLYH-TV, Lebanon, Pa.

NETWORK BASE HOURLY RATE: \$300.

ARB Total Net Weekly Circulation (March, 1962) 128,400

ARB breakdown of county coverage, by percentage of net weekly circulation, was compiled before station shifted from Ch. 55 to Ch. 21. Therefore, it is not included.

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Pennsylvania—Harrisburg-York-Lebanon



WTPA



Ch. 27

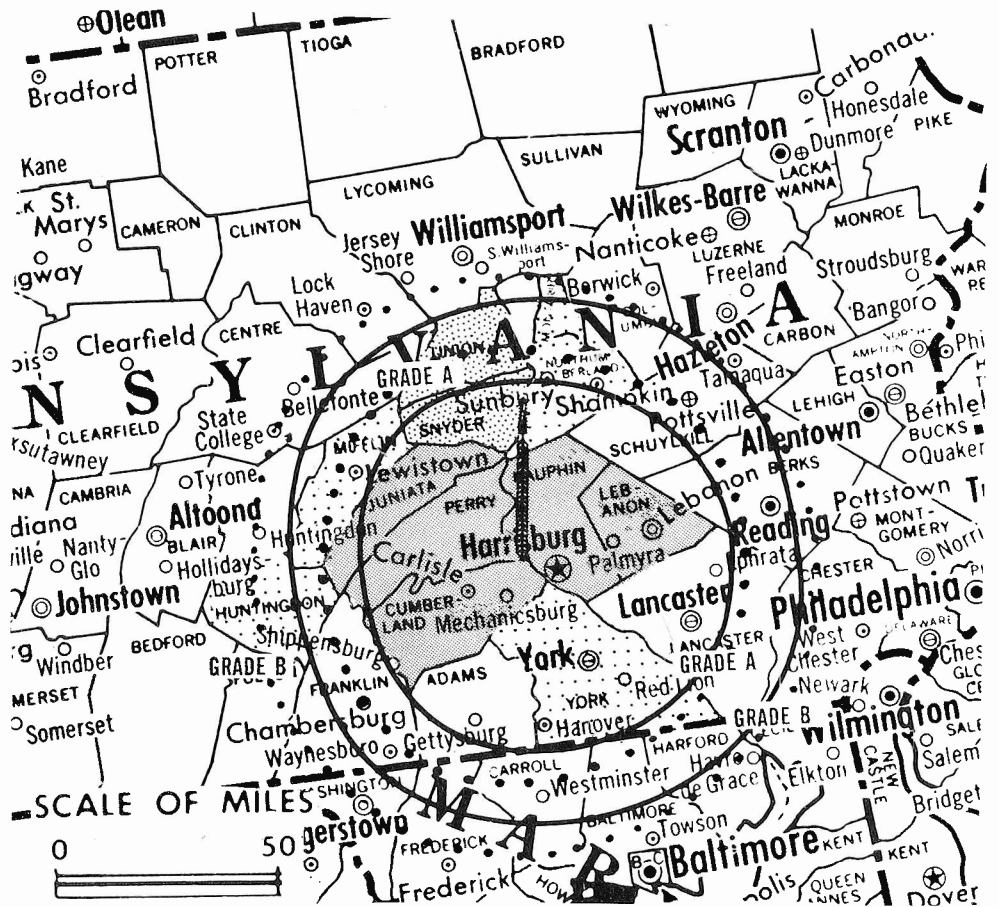
Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 1030-kw maximum and 631-kw horizontal visual, 515-kw maximum and 324-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 505-ft. above ground, 1585-ft. above sea level.

Latitude 40° 19' 03"
Longitude 76° 56' 50"

Holds CP for change to 1000-kw maximum and 426-kw horizontal visual, 500-kw maximum and 213-kw horizontal aural, 1120-ft. above av. terrain, 609-ft. above ground, 1690-ft. above sea level.

Transmitter: W of U.S. Hwys. 11 & 15 and N of State Hwy. 944.

Represented (engineering) by Lohnes & Culver.



Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

WTPA Ref: FCC File No. BNPCT-4725 Granted 7/12/57

©American Map Co., Inc., N.Y., No. 14244

WTPA

Licensee: Newhouse Bcstg. Corp., 1030 James St., Syracuse, N.Y.

Studio: 3235 Hoffman St.

Telephone: Cedar 8-7171. TWX No.: HB 91.

Ownership: Same interests also publish Harrisburg Patriot and News. For other Newhouse family interests, see WSyr-TV, Syracuse, N.Y.

Began Operation: June 19, 1953 on Ch. 71; May 15, 1957 FCC authorized WTPA to purchase transmitter & tower of off-air WCMB-TV and to switch to Ch. 27, Ch. 71 being assigned to WCMB-TV (Television Digest, Vol. 13:15, 20).

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

DON WEAR, vice president & general manager.

JACK THORNSLEY, sales manager.

ROY McCAULEY, program director & film buyer.

MIKE ROSS, news editor.

PAUL GROSS, chief engineer.

DIGEST OF RATE CARD NO. 10—(March 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.
Class AA—8-10:30 p.m., daily.					
\$500.00	\$300.00	\$200.00	\$125.00	\$140.00	\$120.00
NETWORK BASE HOURLY RATE: \$425.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	PENNSYLVANIA			
	Cumberland	38,100	35,400	93
	Dauphin	69,200	63,700	92
	Juniata	4,700	3,900	82
	Lebanon	27,100	24,700	91
Perry	7,800	7,100	90	
Between 25-50%	PENNSYLVANIA			
	Snyder	7,100	5,900	83
Union	6,600	5,500	82	
Under 25%	PENNSYLVANIA			
	Huntingdon	11,500	10,200	89
	Mifflin	13,500	11,700	87
	Montour	4,200	3,700	88
	Northumberland	32,600	28,800	89
York	75,300	69,700	93	
WTPA Station Total		297,700	270,300	91
ARB Total Net Weekly Circulation (March, 1962)			143,500	

For ARB County-by-County Data,

see page 40-a.

Pennsylvania—Johnstown

WARD-TV

Ch. 56

Technical Facilities: Channel No. 56 (722-728 mc). Operating under special temporary authorization with 178-kw maximum and 91.2-kw horizontal visual, 98-kw max. and 50-kw horizontal aural. Antenna: 610-ft. above av. terrain, 542-ft. above ground, 2462-ft. above sea level.

Latitude 40° 19' 47"
Longitude 78° 53' 45"

Holds CP for Ch. 19, 640-ft. above av. terrain, 561-ft. above ground, 2477-ft. above sea level.

Transmitter: Cover Hill.

AM Affiliate: WARD, 1-kw (.25-kw night), 1490 kc (CBS).

FM Affiliate: WARD-FM, .285-kw, 92.1 mc (No. 221), minus 87-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WARD-TV

Grantee (STA): Rivoli Realty Company, Porch Bldg.

Studio: Cover Hill.

Telephone: 7-0761. TWX No.: 502.

Ownership: Walter M. Thomas, pres., 16.1%; Dr. George D. Gartland, v.p., 21.1%; Margaret E. Gartland, secy., 41.5%; Clarence B. Hammerle, secy., 3.1%; H. C. Tilley, treas., 9%; Dr. George D. Hudson, 0.5%; Mrs. Rita Jo Gillespie, 2.5%; Mrs. Robert Jordon, 2.5%; Frank Sheesley, 3.7%.

Began Operation: Oct. 15, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Lohnes & Culver.

Personnel:

WILLIAM D. CONFER, manager & film buyer.

CONNIE DONATTI, chief engineer.

DIGEST OF RATE CARD NO. 1

(Sept. 1, 1953)

Hour 30 Min. 20 Min. 15 Min. 10 Min. 5 Min. Min. 10 Sec.

Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.

\$200.00 \$120.00 \$100.00 \$80.00 \$70.00 \$50.00 \$37.50 \$15.00

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	None Over 50%			
Between 25-50%	None Between 25-50%			
Under 25%	PENNSYLVANIA Cambria	57,500	54,300	95
WARD-TV Station Total		57,500	54,300	95
ARB Total Net Weekly Circulation (March, 1962)			6,500	

HAMILTON-LANDIS

& ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS
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RADIO & TELEVISION STATIONS
IN THE EAST—NEAREST OFFICE IS—
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EXECUTIVE 3-3456

Pennsylvania—Johnstown



WJAC-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 70.8-kw visual, 35.4-kw aural. Antenna: 1120-ft. above av. terrain, 175-ft. above ground, 2885-ft. above sea level.

Latitude 40° 22' 22"
Longitude 78° 58' 51"

Transmitter: Laurel Hill Mt.

Studio: Chestnut St. & 10th Ave.

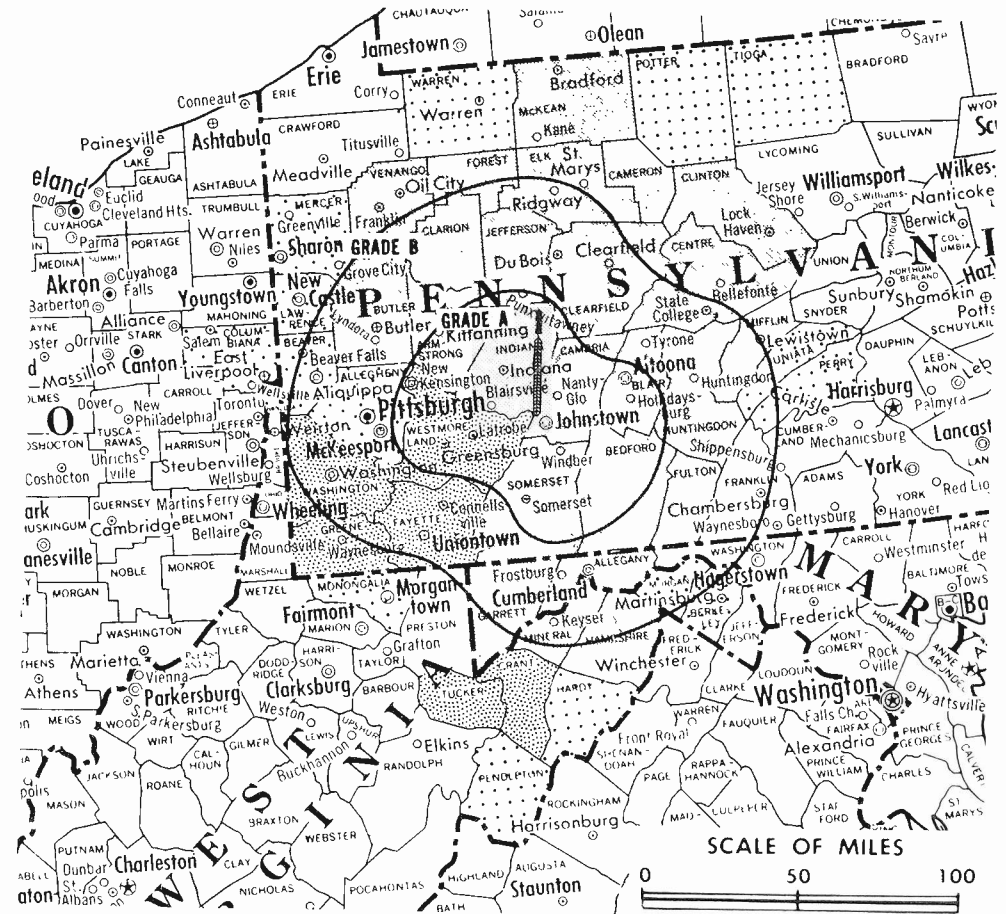
AM Affiliate: WJAC, .25-kw, 1400-kc (NBC).

FM Affiliate: WJAC-FM, 8.3-kw, 95.5 mc (No. 238), 1070-ft. antenna height.

Represented (engineering) by James C. McNary.

Represented (legal) by Dow, Lohnes & Albertson.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WJAC-TV Ref: FCC File No. BPCT-640 Granted 7/11/52

©American Map Co., Inc., N.Y., No. 14244

WJAC-TV

Licensee: WJAC Inc., 329 Main St.

Telephone: 7-8711. TWX No.: JNTN 79.

Ownership: Same as Johnstown Tribune. WJAC Inc. officers: W. W. Krebs, pres.; A. D. Schrott, secy.treas.

Began Operation: Sept. 15, 1949.

Represented (sales) by Harrington, Righter & Parsons.

Personnel:

WALTER W. KREBS, president.
ALVIN D. SCHROTT, exec. v.p. & general manager.
FRANK P. CUMMINS, program director & film buyer.
JOHN H. HEPBURN, sales manager.
THEODORE CAMPBELL, chief engineer.

DIGEST OF RATE CARD NO. 12—(Aug. 1, 1960)

Hour	30 Min.	15 Min.	40 Sec.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$1100.00	\$660.00	\$440.00	\$325.00	\$300.00	\$275.00

NETWORK BASE HOURLY RATE: \$1150.

Net Weekly Circulation	State County	Total Households	TV Homes	%
MARYLAND				
	Allegany	25,800	22,900	89
	Garrett	5,500	4,300	79
PENNSYLVANIA				
	Armstrong	23,700	22,000	93
	Bedford	12,400	10,900	89
	Blair	41,400	38,600	94
	Butler	33,000	31,400	95
Over 50%	Cambria	57,500	54,300	95
	Cameron	2,300	2,200	95
	Centre	20,700	18,400	89
	Clarion	10,800	9,800	91
	Clearfield	24,000	22,200	93
	Clinton	11,100	10,300	93
	Elk	10,700	9,900	93
	Forest	1,400	1,300	96
	Fulton	3,000	2,400	81

Net Weekly Circulation	State County	Total Households	TV Homes	%
PENNSYLVANIA—(Continued)				
	Huntingdon	11,500	10,200	89
	Indiana	21,400	19,600	92
	Jefferson	14,200	13,100	93
	McKean	16,900	15,200	90
Over 50%	Mifflin	13,500	11,700	87
	Somerset	22,300	20,200	91
	Venango	18,900	16,500	88
WEST VIRGINIA				
	Hampshire	3,300	2,400	72
	Mineral	6,500	5,300	82
PENNSYLVANIA				
	Fayette	49,700	44,900	91
	Greene	11,700	10,600	91
	Washington	64,900	60,900	94
	Westmoreland	104,300	99,200	96
WEST VIRGINIA				
	Grant	2,200	1,600	73
	Tucker	2,300	1,800	76
OHIO				
	Columbiana	32,200	30,100	94
PENNSYLVANIA				
	Allegheny	492,200	465,600	95
	Beaver	60,600	57,700	96
	Juniata	4,700	3,900	82
	Lawrence	33,200	30,900	94
	Mercer	37,200	34,500	93
	Perry	7,800	7,100	90
	Potter	4,900	4,400	88
	Tioga	10,600	9,200	87
	Warren	13,200	11,400	87
WEST VIRGINIA				
	Berkeley	10,100	9,000	90
	Hardy	2,600	1,800	68
	Monongalia	16,000	13,200	83
	Morgan	2,600	2,200	83
	Pendleton	2,100	1,600	74
Under 25%				
WJAC-TV Station Total		1,376,900	1,276,700	93
ARB Total Net Weekly Circulation (March, 1962)		475,800		

MEN AT WORK

IN THE JOHNSTOWN-ALTOONA MARKET

Here's an area where industry is making multi-million dollar investments in plants and equipment . . . where major utilities are expanding . . . where highway construction, and school building public works programs are at an all-time high. All these factors are pumping new vitality into payrolls and purchasing power.

IT'S TIME TO PUT WJAC-TV TO WORK FOR YOU!

In this Johnstown-Altoona Market, your best salesman is WJAC-TV--the station that reaches more of the people, more of the time. And, as you well know, the more calls you make, the more sales you garner.

*Get all the marketing facts from
Harrington, Righter and Parsons, Inc.*



Affiliated with WJAC-AM-FM
The Johnstown Tribune-Democrat Stations

Pennsylvania—Lancaster

WGAL-TV
Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 480-ft. above ground, 1503-ft. above sea level.

Latitude 40° 02' 06"
Longitude 76° 37' 14"

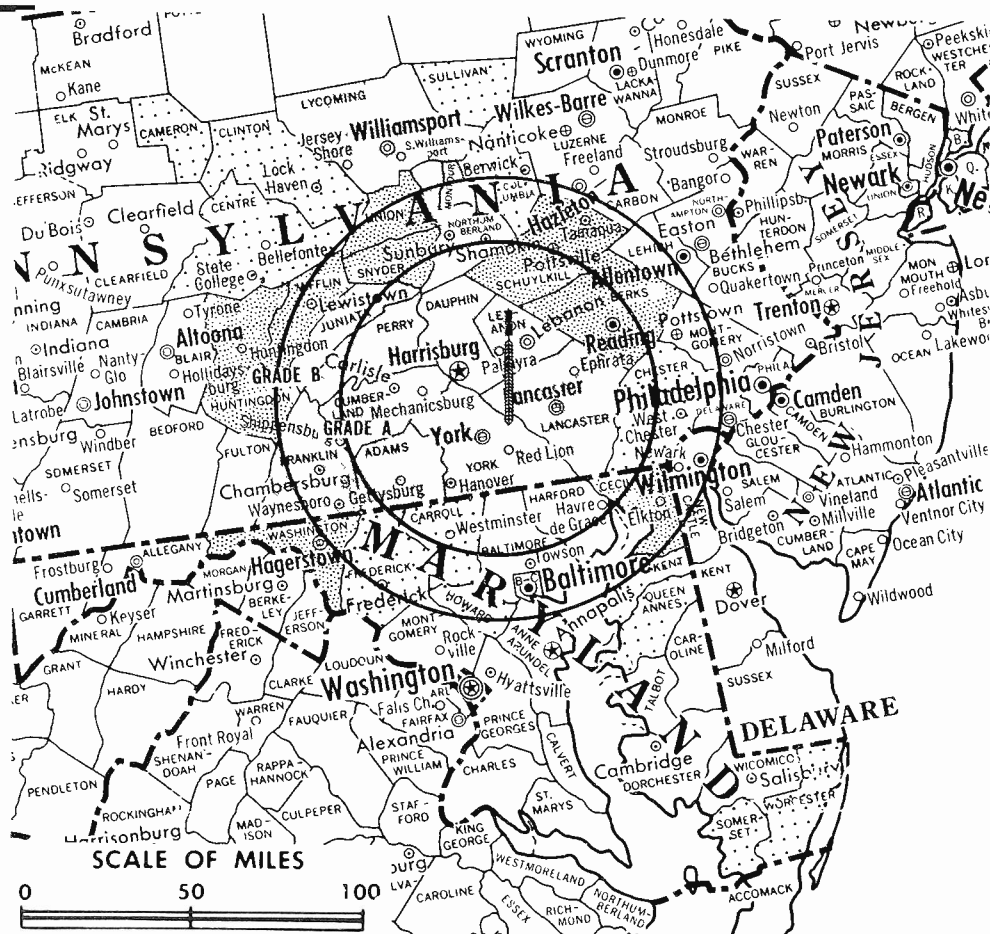
Transmitter: 2.25-mi. NE of Hallam, Pa.

TV tape: Recording facilities.

AM Affiliate: WGAL, 1-kw (.25-kw N), 1490-kc (NBC).

FM Affiliate: WGAL-FM, 20-kw, 101.3 mc (No. 267), 940-ft. antenna.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WGAL-TV Ref: FCC File No. BPCT-910 Granted 2/3/54 ©American Map Co., Inc., N.Y., No. 14244

WGAL-TV

Network Service: NBC; also available on CBS.

Licensee: WGAL Television Inc., 8 West King St.

Studio: Lincoln Hwy. West.

Telephone: Express 3-5851. TWX No.: LN 34.

Ownership: Same interests also affiliated with off-air WLEV-TV, Bethlehem, Pa. and operate AM stations WDEL, Wilmington, Del.; WGAL, Lancaster; WORK, York; WKBO, Harrisburg; WEST, Easton, all in Pennsylvania. WGAL Television Inc. also owns KVOA-TV, Tucson, Ariz. and KOAT-TV, Albuquerque, N.M.

Began Operation: March 18, 1949.

Represented (sales) by The Meeker Co. Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by James C. McNary.

Personnel:

- CLAIR R. MCCOLLOUGH, president & general manager.
- J. ROBERT GULICK, asst. general manager in charge of sales.
- HAROLD E. MILLER, station manager.
- ROBERT L. DREHER, national sales manager.
- PAUL C. RODENHAUSER, program manager & film buyer.
- HARRY J. SHAUB JR., business manager.
- PAUL I. WOODLAND, promotion manager.
- ROBERT H. ZIMA, sales service manager.
- ROBERT MALICK, farm director.
- J. E. MATHIOT, chief engineer.

DIGEST OF RATE CARD NO. 13 (July 1, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—8-10 p.m., daily.	\$1200.00	\$720.00	\$480.00	\$360.00	\$325.00	\$240.00
NETWORK BASE HOURLY RATE:	\$1450 (NBC), \$1450 (CBS).					

For Other Publishers with TV Station
Ownership, see Newspaper Ownership Section.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	PENNSYLVANIA				
		Adams	15,000	13,600	91
		Cumberland	38,100	35,400	93
		Dauphin	69,200	63,700	92
		Franklin	26,800	23,200	87
		Juniata	4,700	3,900	82
		Lancaster	83,600	71,800	86
		Lebanon	27,100	24,700	91
		Lycoming	34,100	29,700	88
		Montour	4,200	3,700	88
		Northumberland	32,600	28,800	89
		Perry	7,800	7,100	90
		York	75,300	69,700	93
Between 25-50%	MARYLAND				
		Cecil	12,600	11,800	94
		Washington	27,800	24,900	90
	PENNSYLVANIA				
		Berks	88,300	82,300	94
		Huntingdon	11,500	10,200	89
	Mifflin	13,500	11,700	87	
	Schuylkill	54,000	49,200	92	
	Snyder	7,100	5,900	83	
	Union	6,600	5,500	82	
Under 25%	MARYLAND				
		Carroll	14,500	13,600	94
		Frederick	20,500	18,800	92
		Howard	10,000	9,400	94
		Kent	4,700	4,200	89
		Queen Annes	5,000	4,300	86
		Somerset	5,800	4,500	78
		Worcester	7,300	5,700	78
	PENNSYLVANIA				
		Cameron	2,300	2,200	95
	Centre	20,700	18,400	89	
	Chester	58,500	55,100	95	
	Clinton	11,100	10,300	93	
	Columbia	16,500	15,200	92	
	Sullivan	1,800	1,600	90	
WGAL-TV Station Total		818,600	740,100	91	
ARB Total Net Weekly Circulation (March, 1962)		460,100			

one
is
outstanding



THERE IS ALWAYS A LEADER, and **WGAL-TV** in its coverage area is pre-eminent. This Channel 8 station reaches not one community, but hundreds—including four important metropolitan markets. Channel 8 delivers the greatest share of audience throughout its wide coverage area. For effective sales results, buy **WGAL-TV**—the one station that is outstanding.

WGAL-TV <i>Channel 8</i> Lancaster, Pa.	NB STEINMAN STATION Clair McCollough, Pres.
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Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

Pennsylvania—Lancaster-Lebanon



WLYH-TV

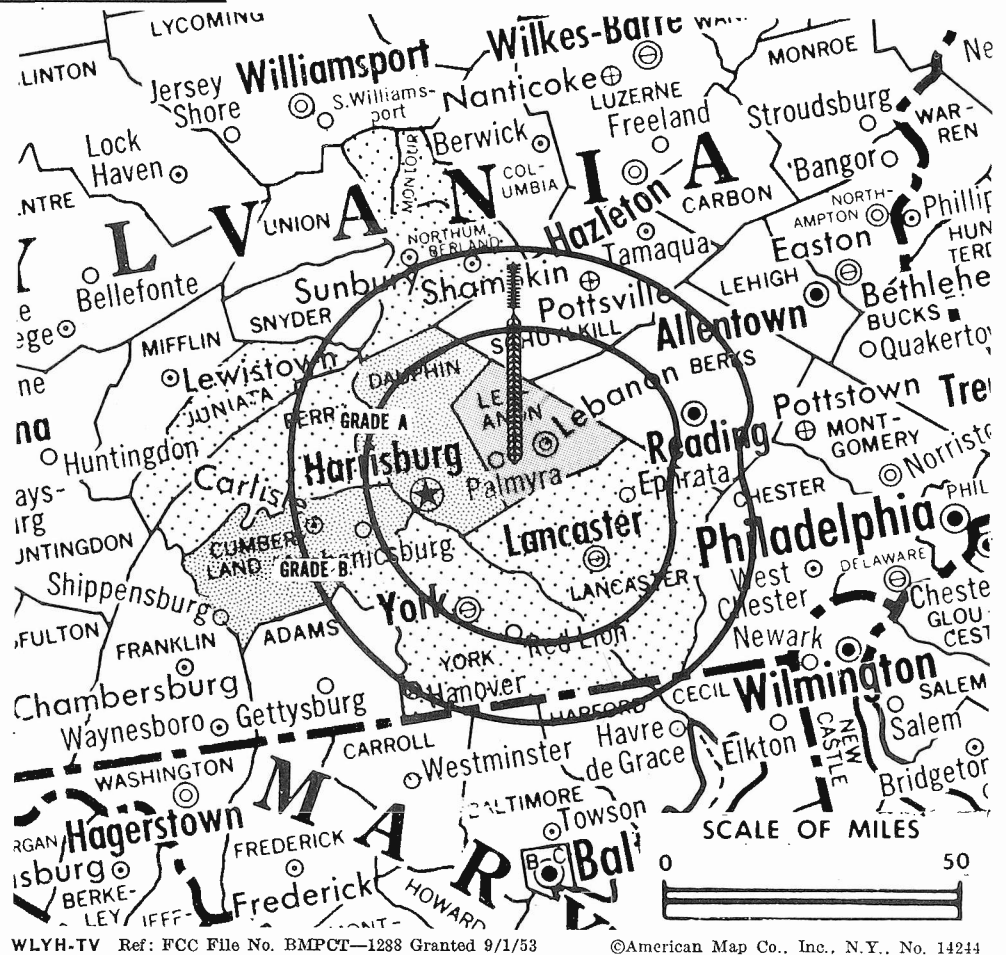


Ch. 15

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 130-kw visual, 69-kw aural. Antenna: 880-ft. above av. terrain, 572-ft. above ground, 1472-ft. above sea level.

Latitude 40° 15' 49"
Longitude 76° 27' 42"

Transmitter: Television Hill, R.D. #5.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WLYH-TV Ref: FCC File No. BMPCT-1288 Granted 9/1/53

© American Map Co., Inc., N.Y., No. 14244

WLYH-TV

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 46th & Market Sts., Philadelphia, Pa.

Sales Office: 320 Park Ave., New York 22; Plaza 9-7115.

Studio: Television Hill, R.D. #5.

Telephone: Crestview 3-4551. TWX No.: 717-730-4305.

Ownership: Triangle Publications, Inc. See WFIL-TV, Philadelphia.

Began Operation: Oct. 9, 1953, but left air Oct. 16, 1954. Sold to present owner by radio WLBR-Lebanon News interests and station resumed operation May 2, 1957 (Television Digest, Vol. 11:27; 13:18).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Wilner, Bergson, Scheiner & Lessenco.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOE ZIMMERMANN, general manager.

DIGEST OF RATE CARD NO. 5 (Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—7:30-11 p.m., daily.						
\$220.00	\$132.00			\$46.00	\$42.00	\$21.00

Combination Rates for WLYH-TV, WHP-TV, Harrisburg & WSBA-TV, York, Pa. (Keystone Market Stations):

DIGEST OF RATE CARD NO. 2 (July 16, 1962)

Class A—7:30-11 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$150.00	\$125.00	\$115.00	\$57.50

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	PENNSYLVANIA Lebanon	27,100	24,700	91
Between 25-50%	PENNSYLVANIA Cumberland Dauphin	38,100 69,200	35,400 63,700	93 92
Under 25%	PENNSYLVANIA Juniata Lancaster Montour Northumberland Perry York	4,700 83,600 4,200 32,600 7,800 75,300	3,900 71,800 3,700 28,800 7,100 69,700	82 86 88 89 90 93
WLYH-TV Station Total		342,600	308,800	90
ARB Total Net Weekly Circulation (March, 1962)			54,700	



PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE

KEYSTONE STATIONS



EXCLUSIVE CBS

Keystone Stations cover Central Pennsylvania . . . without costly, wasteful overlap. Exclusive CBS affiliation offers you best network availabilities in Lancaster, Lebanon, Harrisburg, and York through one rate card, one buy, one confirmation.

Whatever you're selling, you'll make more sales in the important population centers of Central Pennsylvania at less cost with Keystone, the three-station group that serves more of the area with ghost-free, snow-free pictures than any other television station. WHP-TV, Harrisburg; WLYH-TV, Lancaster-Lebanon; WSBA-TV, York.



Pennsylvania—Philadelphia



WCAU-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 979-ft. above ground, 1261-ft. above sea level.

Latitude 40° 02' 36"
Longitude 75° 14' 12"

Transmitter: Domino Lane & Fowler St.

Studio: City & Monument Aves.

AM Affiliate: WCAU, 50-kw, 1210-kc (CBS).

FM Affiliate: WCAU-FM, 10-kw, 98.1 mc (No. 251), 660-ft. antenna height.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WCAU-TV Ref: FCC File No. BMPF—1564 Granted 11/30/53

© American Map Co., Inc., N.Y., No. 14244

WCAU-TV

Licensee: Columbia Bcstg. System Inc., City & Monument Aves. (zone 31).

TV tape: Recording facilities.

Telephone: Tennyson 9-7000.

Ownership: See WCBS-TV, New York.

Began Operation: March 15, 1948. Sale to present owner by Philadelphia Bulletin interests approved July 23, 1958 by FCC (Television Digest, Vol. 13:51; 14:1, 18, 27, 30).

Represented (sales) by CBS Television Stations National Sales.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

- JOHN A. SCHNEIDER, v.p. & general manager.
- JOHN G. LEITCH, engineering director.
- ROBERT N. PRYOR, director, promotion & information services.
- FRANK Z. BEAZLEY, general sales manager.
- WILLIAM J. FAATH, business manager.
- MEL LEVINE, assistant to general manager.
- JAMES KRAYER, production manager.
- ALVIN L. HOLLANDER JR., program director.
- JOHN F. HORSTMANN JR., operations manager.
- ROBERT HOLLAND, news director.
- BILL CAMPBELL, sports director.
- WM. BENNETT, farm director.
- LOUIS DE MARCO, production facilities manager.
- HOWARD WEGBREIT, film operations manager & buyer.
- MARGARET M. KEARNEY, educational director.

DIGEST OF RATE CARD NO. 18

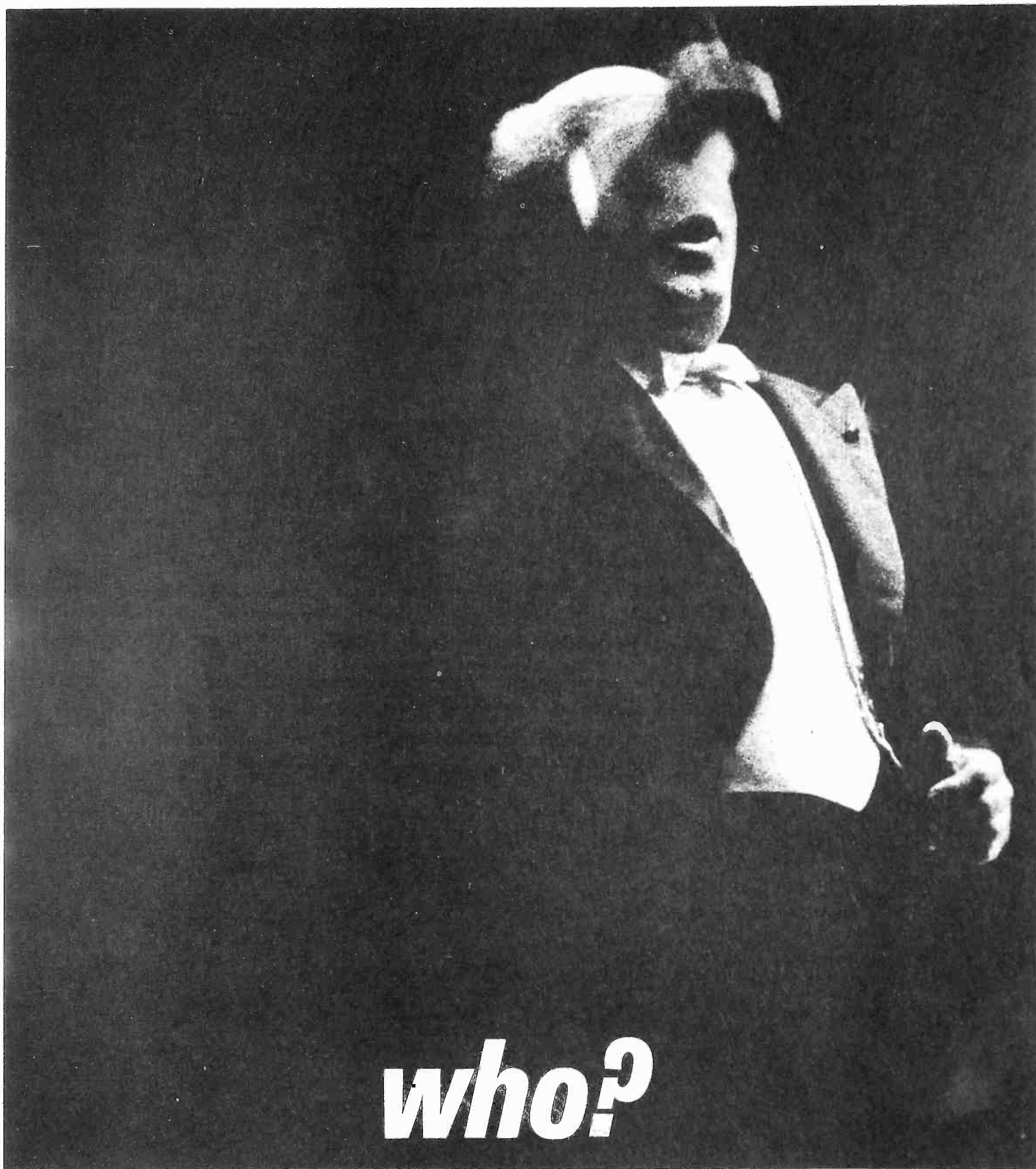
(Sept. 16, 1962)

Hour	30 Min.	15 Min.	10 Min.	20 Sec.*	10 Sec.*	
Class AAA—8-10:30 p.m., Mon.-Sat.; 7-11 p.m., Sun.	\$3800.00	\$2280.00	\$1520.00	\$1267.00	\$1000.00	\$500.00

*Class AAA (8:59-10:59 p.m., Mon.-Fri.; 7:59-11:09 p.m., Sat.; 7:59-10:59 p.m., Sun.). Class AA (7:59-8:59 p.m., Mon.-Fri.; 6:59-7:59 p.m., Sat. & Sun. Also 10:59-11:01 p.m. Sun.-Fri.; 11:09-11:14 p.m., Sat.). Also has Class AA-1 (11:01-11:14 p.m., daily). NETWORK BASE HOURLY RATE: \$3800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	DELAWARE			
	Kent	19,100	17,100	90
	New Castle	91,900	87,100	95
	NEW JERSEY			
	Atlantic	54,900	50,400	92
	Burlington	58,800	56,800	97
	Camden	118,400	114,200	97
	Cape May	16,600	15,500	93
	Cumberland	32,600	30,900	95
	Gloucester	40,500	39,200	97
	Mercer	79,100	74,300	94
	Salem	17,500	16,500	94
	Somerset	42,200	40,600	97
	Warren	19,700	18,500	94
Between 25-50%	PENNSYLVANIA			
	Berks	88,300	82,300	94
	Bucks	90,100	86,900	97
	Carbon	16,200	15,100	93
	Chester	58,500	55,100	95
	Delaware	167,800	162,600	97
	Lancaster	83,600	71,800	86
	Lehigh	70,900	66,800	95
	Monroe	12,400	11,600	93
	Montgomery	154,300	147,800	96
Northampton	61,600	57,500	94	
Philadelphia	614,200	569,100	93	
Schuylkill	54,000	49,200	92	
Under 25%	DELAWARE			
	Sussex	22,300	18,600	94
	MARYLAND			
	Cecil	12,600	11,800	94
	NEW JERSEY			
Hunterdon	16,700	15,700	94	
PENNSYLVANIA				
	Lebanon	27,100	24,700	91
	Montour	4,200	3,700	88
Northumberland	32,600	28,800	89	
NEW JERSEY: Ocean.		PENNSYLVANIA: Columbia, Luzerne, Sullivan, York.		

WCAU-TV Station Total 2,413,900 2,261,000 94
ARB Total Net Weekly Circulation (March, 1962) 1,819,000



One of the world's great conductors, Eugene Ormandy, leading the Philadelphia Orchestra in a full-hour television concert of American music. Produced by Philadelphia's TV10 at the city's world famous Academy of Music, "Eugene Ormandy's Sound of America" was seen in prime evening time on all five CBS Owned stations. And subsequently, as part of CBS Television Stations' second Interna-

tional Program Exchange, it was enjoyed by millions more viewers in eight other nations.

Imaginative, venturesome—the Eugene Ormandy broadcast is just one example of local programming of extraordinary stature and scope. But Philadelphians have long known who consistently broadcasts programs of the highest interest and the widest appeal. CBS Owned WCAU-TV... that's who!

CBS TELEVISION STATIONS, A Division of Columbia Broadcasting System, Inc.

Pennsylvania—Philadelphia



WFIL-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 74-kw visual, 37-kw aural. Antenna: 1094-ft. above av. terrain, 1111-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 38"
Longitude 75° 14' 26"

TV tape: Recording facilities.

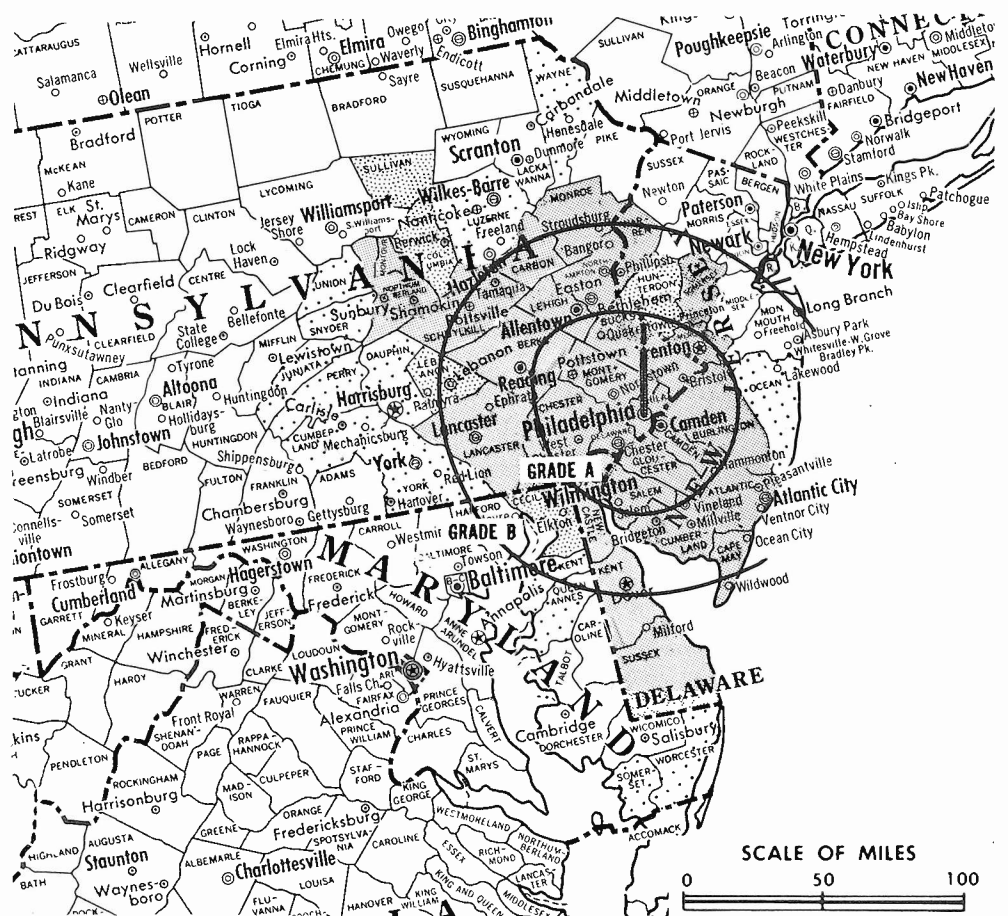
Transmitter: Roxborough 28, Pa.

AM Affiliate: WFIL, 5-kw, 560 kc (ABC).

FM Affiliate: WFIL-FM, 6.3-kw, 102.1 mc (No. 271), 775-ft. antenna height.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WFIL-TV Ref.: FCC File No. BPCT-2212 Granted 3/22/57 ©American Map Co., Inc., N.Y., No. 14244

WFIL-TV

Licensee: Triangle Publications, Inc. (Radio & TV Div.) 46th & Market Sts. Studios: Sheraton Hotel and 46th & Market Sts.

Telephone: Evergreen 2-4700. TWX No.: 215-569-9730.

Ownership: Triangle Publications, Inc., Radio & TV Div. operates WFIL-TV & WFIL-AM & FM, Philadelphia; WFBG-TV, WFBG & WFBG-FM Altoona; WLYH-TV, Lebanon, Pa.; WNB-FM & WNB-FM & FM, Binghamton, N.Y.; WNHC-TV & WNHC-AM & FM, New Haven, Conn.; KFRE-TV, KFRE & KRFM, Fresno, Cal. Triangle also owns majority of interests of ITA Electronics Corp. Triangle Publications, Inc. publishes Philadelphia Inquirer, Philadelphia Daily News, Seventeen Magazine, TV Guide. For other publishing interests, see page 893.

Began Operation: Sept. 13, 1947.

Represented (sales) by Blair-TV.

Represented (legal) by Wilner, Bergson, Scheiner & Lessenco.

Personnel:

- ROGER W. CLIPP, v.p. & general manager.
- JOHN D. SCHEUER JR., administrative executive.
- GEORGE A. KOEHLER, station manager.
- JOHN F. CUNDIFF, sales manager.
- H. TAYLOR VADEN, promotion director.
- LEWIS KLEIN, program manager.
- HENRY E. RHEA, chief engineer.
- JOHN C. HARLAN, business manager.
- THOMAS A. O'NEILL, asst. business manager.

DIGEST OF RATE CARD NO. 18—(June 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.
Class AA—7:30-11 p.m., daily.	\$4200.00	\$2520.00			\$1200.00
NETWORK BASE HOURLY RATE: \$4000.					

Net Weekly Circulation	State County	Total Households	TV Homes	%		
Over 50%	DELAWARE					
		Kent	19,100	17,100	90	
		New Castle	91,900	87,100	95	
		Sussex	22,300	18,600	84	
	Over 50%	NEW JERSEY				
			Atlantic	54,900	50,400	92
			Burlington	58,800	56,800	97
			Camden	118,400	114,200	97
			Cape May	16,600	15,500	93
			Cumberland	32,600	30,900	95
			Gloucester	40,500	39,200	97
			Mercer	79,100	74,300	94
		Salem	17,500	16,500	94	
	Somerset	42,200	40,600	97		
	Warren	19,700	18,500	94		
Over 50%	PENNSYLVANIA					
		Berks	88,300	82,300	94	
		Bucks	90,100	86,900	97	
		Carbon	16,200	15,100	93	
		Chester	58,500	55,100	95	
		Delaware	167,800	162,600	97	
		Lancaster	83,600	71,800	86	
		Lehigh	70,900	66,800	95	

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	PENNSYLVANIA—(Continued)				
		Monroe	12,400	11,600	93
		Montgomery	154,300	147,800	96
		Montour	4,200	3,700	88
		Northampton	61,600	57,500	94
		Northumberland	32,600	28,800	89
Between 25-50%		Philadelphia	614,200	569,100	93
		Schuylkill	54,000	49,200	92
		MD.: Cecil	12,600	11,800	94
		N.J.: Hunterdon	16,700	15,700	94
Under 25%	PENNSYLVANIA				
		Columbia	16,500	15,200	92
		Lebanon	27,100	24,700	91
		Sullivan	1,800	1,600	90
		MARYLAND: Kent, Queen Annes, Somerset, Worcester. NEW JERSEY: Ocean. PENNSYLVANIA: Cumberland, Dauphin, Juniata, Luzerne, Perry, Snyder, Union, Wayne, York.			
WFIL-TV Station Total		2,578,300	2,408,200	93	
ARB Total Net Weekly Circulation (March, 1962)		1,957,500			

Pennsylvania—Philadelphia



WRCV-TV



Ch. 3

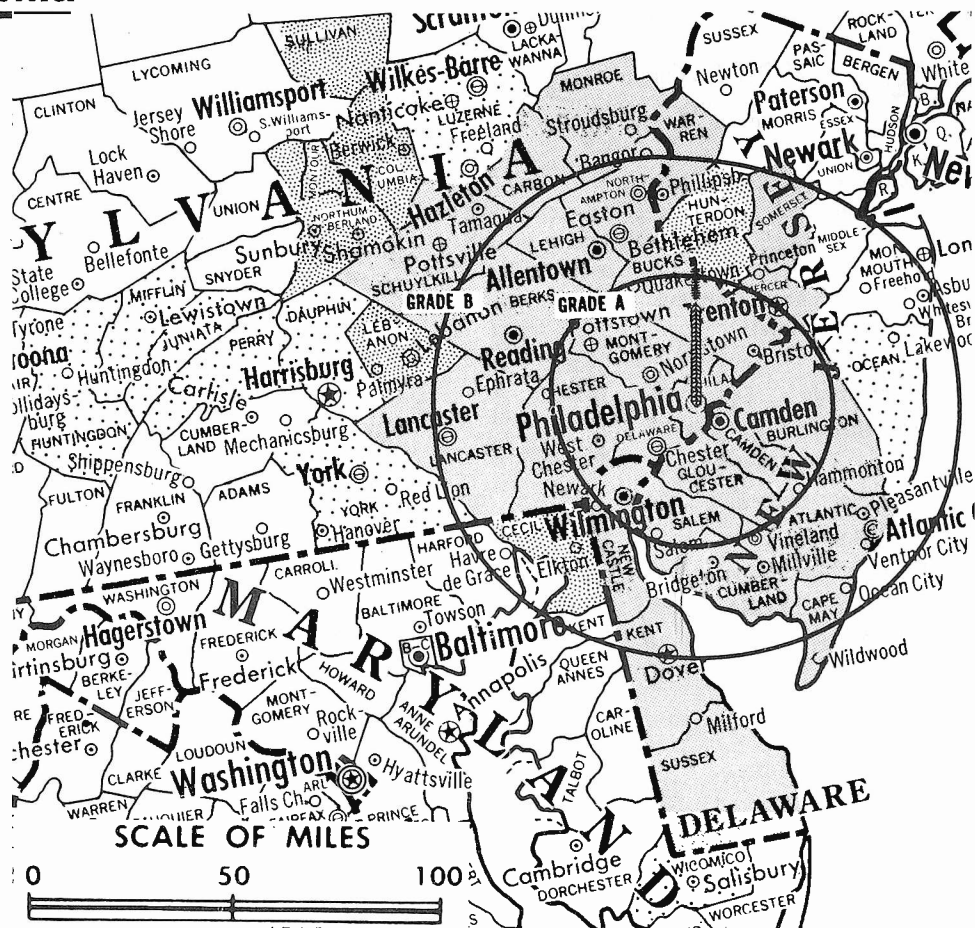
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 95.5-kw visual, 48-kw aural. Antenna: 1000-ft. above av. terrain, 1116-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 38"
Longitude 75° 14' 26"

Transmitter: Roxborough 28, Pa.

TV tape: Recording facilities.

AM Affiliate: WRCV, 50-kw, 1060 kc (NBC).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WRCV-TV Ref: FCC File No. BPCT-2214 Granted 3/20/57

©American Map Co., Inc., N.Y., No. 14244

WRCV-TV

Licensee: National Broadcasting Co., NBC Bldg., 1619 Walnut St., Philadelphia 3.

Studio: 1619 Walnut St.

Telephone: Locust 4-3700. TWX No.: PH 267.

Ownership: See WNBC-TV, New York. Note: Exchange for WNAC-TV & WNAC, Boston pends (Television Digest, Vol. 16:4).

Began Operation: September 1941; sold to Westinghouse Bcstg. by Philco Corp. in 1953 (Television Digest, Vol. 9:8, 22); then transferred to present owner in deal approved Dec. 21, 1955 (Vol. 11:2 & 12:3).

Represented (sales) by NBC Spot Sales.

Personnel:

RAYMOND W. WELPOTT, exec. v.p. & general manager.
ARTHUR A. WATSON, station manager.
GEORGE LENFEST, operations director.
JACK WILEY, sales director.
CHET MESSERVEY, local sales manager.
BILL KEENEY, business manager.
NEAL VAN ELLS, program manager & film buyer.
JACK LEARY, production manager.
JACK DORR, advertising & promotion manager.
BOB MILLER, traffic & continuity.

DIGEST OF RATE CARD NO. 10 (Oct. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AAA—7:30-10:30 p.m., daily.	\$4200.00	\$2520.00	\$1680.00	\$1050.00	\$500.00

*Class AAA (7:59-11:01 p.m., daily). Class AA (7:29-7:59 p.m.).

NETWORK BASE HOURLY RATE: \$3900.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	DELAWARE			
	Kent	19,100	17,100	90
	New Castle	91,900	87,100	95
	Sussex	22,300	18,600	94

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	NEW JERSEY			
	Atlantic	54,900	50,400	92
	Burlington	58,800	56,800	97
	Camden	118,400	114,200	97
	Cape May	16,600	15,500	93
	Cumberland	32,600	30,900	95
	Gloucester	40,500	39,200	97
	Mercer	79,100	74,300	94
	Salem	17,500	16,500	94
	Somerset	42,200	40,600	97
	Warren	19,700	18,500	94
	PENNSYLVANIA			
	Berks	88,300	82,300	94
	Bucks	90,100	86,900	97

Between 25-50%	Cedar	12,600	11,800	94
	NEW JERSEY			
	Hunterdon	16,700	15,700	94
	PENNSYLVANIA			
	Columbia	16,500	15,200	92
	Lebanon	27,100	24,700	91
	Montour	4,200	3,700	88
	Northumberland	32,600	28,800	89
	Sullivan	1,800	1,600	90

Under 25%	MARYLAND: Wicomico.	NEW JERSEY: Ocean.	PENNSYLVANIA: Dauphin, Huntingdon, Juniata, Luzerne, Mifflin, Perry, York.
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WRCV-TV Station Total	2,535,700	2,370,800	93
ARB Total Net Weekly Circulation (March, 1962)	1,939,200		

Pennsylvania—Pittsburgh



KDKA-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 990-ft. above av. terrain, 683-ft. above ground, 2056-ft. above sea level.

Latitude 40° 29' 38.22"
Longitude 80° 01' 9.40"

Transmitter: 4101 Grizella St.

Studio: 1 Gateway Center.

Telephone: Express 1-3000.

TWX No.: PG 188.

TV tape: Recording facilities.

AM Affiliate: KDKA, 50-kw, 1020 kc.

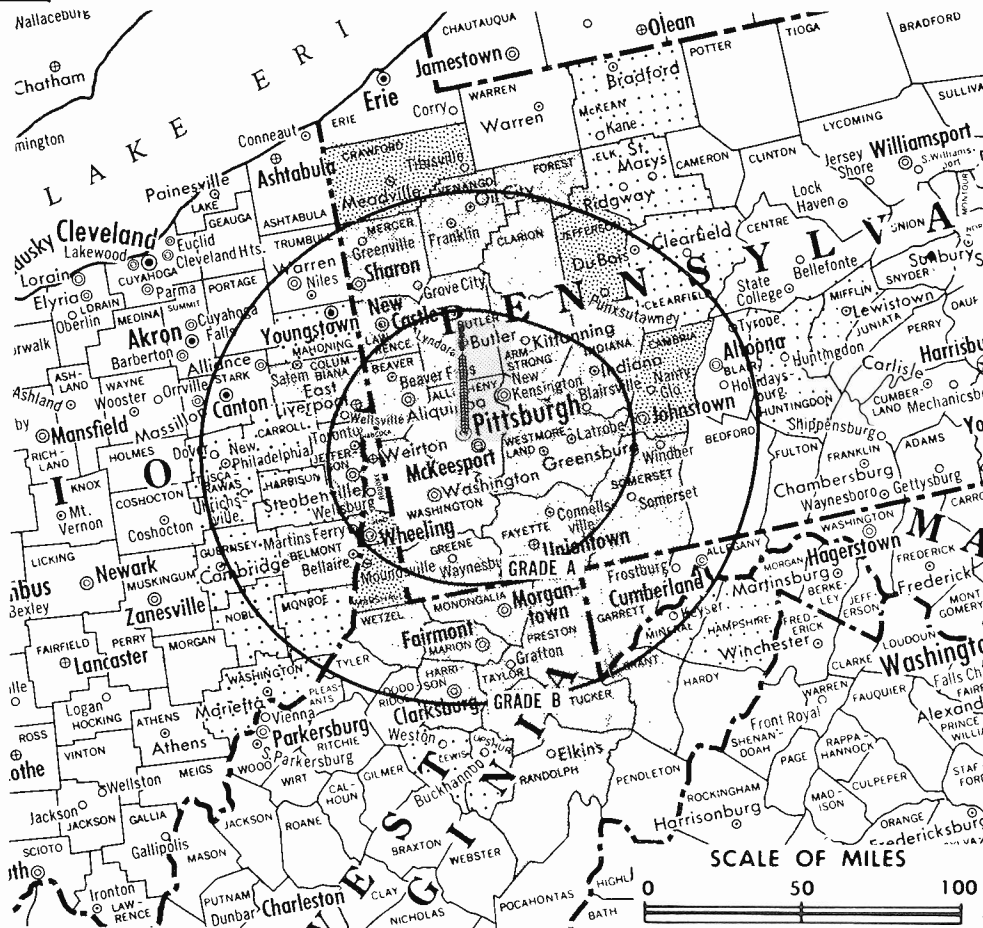
FM Affiliate: KDKA-FM, 47-kw, 92.9 mc (No. 225), 590-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KDKA-TV Ref: FCC File No. BPCT-1979 Granted 5/12/55

© American Map Co., Inc., N.Y., No. 14244

KDKA-TV

Licensee: Westinghouse Bcstg. Co. Inc., 1 Gateway Center, Pittsburgh 22.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: E. V. Huggins, chairman; Donald H. McGannon, pres.; Harold C. Lund, v.p. for Pittsburgh area; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Ralph N. Harmon, v.p. engineering; Richard M. Pack, v.p. programming; Alexander W. Dannenbaum Jr., v.p. sales; David E. Partridge, national adv. & sales promotion mgr. Also operates TV stations WBZ-TV, Boston (WBZ); KYW-TV, Cleveland (KYW); WJZ-TV, Baltimore; KPIX, San Francisco; WINS, New York City. For other interests, see Group Ownership.

Began Operation: Jan. 11, 1949 as WDTV. Sale to present owners by DuMont Laboratories approved by FCC Jan. 5, 1955 (Television Digest, Vol. 10:49 & 11:2).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

HAROLD C. LUND, v.p., Pittsburgh.
JEROME R. (TAD) REEVES, general manager.
HENRY V. GREENE JR., sales manager.
ROBERT NOVAK, program director & film buyer.
PETER R. THORNTON, publicity director.
DAVID N. LEWIS, advertising promotion director.
RAYMOND W. RODGERS, chief engineer.

DIGEST OF RATE CARD NO. 16—(June 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—8-11 p.m., Mon.-Sat.; 6:30-11:15 p.m., Sun.
\$2500.00 \$1500.00 \$1000.00 \$750.00 \$650.00 \$325.00

NETWORK BASE HOURLY RATE: \$2500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MD.: Garrett	5,500	4,300	79
	OHIO			
	Belmont	25,800	24,100	93
	Columbiana	32,200	30,100	94
	Jefferson	28,900	27,300	95
PENNSYLVANIA				
Allegheny	492,200	465,600	95	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%				
PENNSYLVANIA—(Continued)				
	Armstrong	23,700	22,000	93
	Beaver	60,600	57,700	96
	Butler	33,000	31,400	95
	Clarion	10,800	9,800	91
	Fayette	49,700	44,900	91
	Forest	1,400	1,300	96
	Greene	11,700	10,600	91
	Indiana	21,400	19,600	92
	Lawrence	33,200	30,900	94
	Mercer	37,200	34,500	93
	Somerset	22,300	20,200	91
	Venango	18,900	16,500	88
	Washington	64,900	60,900	94
	Westmoreland	104,300	99,200	96
WEST VIRGINIA				
	Barbour	4,300	3,400	79
	Brooke	8,300	7,900	95
	Grant	2,200	1,600	73
	Hancock	11,500	11,200	98
	Harrison	23,700	21,800	92
	Marion	19,800	17,400	88
	Monongalia	16,000	13,200	83
	Preston	7,300	5,800	79
	Randolph	7,100	5,500	78
	Taylor	4,500	3,700	80
	Tucker	2,300	1,800	76
	Wetzel	5,700	5,000	87
Between 25-50%				
PENNSYLVANIA				
	Cambria	57,500	54,300	95
	Crawford	23,100	20,700	90
	Jefferson	14,200	13,100	93
	W. VA.: Marshall	11,400	10,500	92
	Ohio	22,400	20,900	94
Under 25%				
OHIO: Carroll, Guernsey, Harrison, Mahoning, Monroe, Noble, Tuscarawas, Washington. PENNSYLVANIA: Clearfield, Elk, Huntingdon, McKean, Mifflin. WEST VIRGINIA: Hampshire, Lewis, Mineral, Upshur.				

KDKA-TV Station Total 1,573,900 1,460,300 92
ARB Total Net Weekly Circulation (March, 1962) 1,104,900

KDKA-TV
top-rated in
Pittsburgh
in the last
40 Consecutive
ARB Reports*

A Westinghouse Broadcasting Company Station **CBS Channel 2** Represented by TvAR

*January 1956 thru September 1962

Pennsylvania—Pittsburgh



WIIC

Ch. 11



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 847-ft. above ground, 2047-ft. above sea level.

Latitude 40° 27' 47"
Longitude 80° 00' 17"

Transmitter: 341 Rising Main Ave.
Studio: 341 Rising Main Ave.
TV tape: Recording facilities.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WIIC Ref: FCC File No. BMPCT-3486 Granted 3/20/57

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WIIC

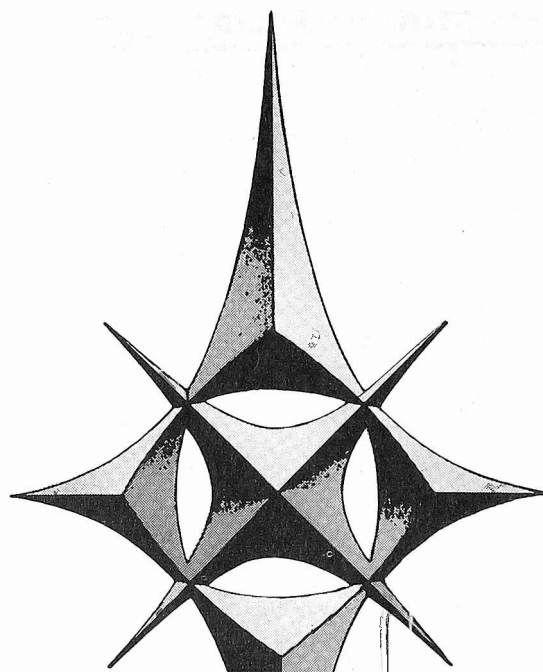
Licensee: WIIC Inc., 341 Rising Main Ave., Pittsburgh 14.
Telephone: Fairfax 1-8700. TWX No.: PG 16.
Ownership: P-G Publishing Co., publisher of Pittsburgh Post-Gazette and Sun-Telegraph, 50%; H. Kenneth Brennen and members of family, 50%. Post-Gazette owns Pittsburgh radio WWSW; same interests also publish Toledo Blade. Brennen family controls radio WHJB, Greensburg, Pa.
Began Operation: Sept. 1, 1957.
Represented (sales) by Blair TV.
Represented (legal) by Marmet & Schneider.
Personnel:
O. M. SCHLOSS, chairman of the board.
H. KENNETH BRENNEN, president.
ROBERT A. MORTENSEN, exec. v.p. & general manager.
ROGER D. RICE, v.p., sales.
PHILIP D. MARELLA, local sales manager.
SHELTON WEAVER, production-operations mgr. & film buyer.
HENRY R. KAISER, chief engineer.
CALEY E. AUGUSTINE, director, public relations and promotion.

DIGEST OF RATE CARD NO. 3—(Sept. 1, 1961)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$2000.00 \$1200.00 \$800.00 \$525.00 \$500.00 \$450.00 \$225.00
NETWORK BASE HOURLY RATE: \$2350.

For Pennsylvania CATV Systems
see the CATV Directory.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO			
	Columbiana	32,200	30,100	94
	Jefferson	28,900	27,300	95
	PENNSYLVANIA			
	Allegheny	492,200	465,600	95
	Armstrong	23,700	22,000	93
	Beaver	60,600	57,700	96
	Butler	33,000	31,400	95
	Fayette	49,700	44,900	91
	Greene	11,700	10,600	91
Lawrence	33,200	30,900	94	
Mercer	37,200	34,500	93	
Washington	64,900	60,900	94	
Westmoreland	104,300	99,200	96	
WEST VIRGINIA				
Brooke	8,300	7,900	95	
Hancock	11,500	11,200	98	
Between 25-50%	PENNSYLVANIA			
	Clarion	10,800	9,800	91
	Forest	1,400	1,300	96
	Indiana	21,400	19,600	92
WEST VIRGINIA				
Harrison	23,700	21,800	92	
Marion	19,800	17,400	88	
Under 25%	MARYLAND: Garrett.	OHIO: Belmont, Guernsey, Harrison.	PENNSYLVANIA: Jefferson, Somerset, Venango.	WEST VIRGINIA: Grant, Marshall, Monongalia, Ohio, Preston, Taylor, Tucker.
WIIC Station Total	1,238,200	1,155,000	94	
ARB Total Net Weekly Circulation (March, 1962)	853,200			



DATELINE '63

SIX O'CLOCK REPORT
with **DICK JOHN**

ELEVEN O'CLOCK REPORT
with **LARRY GAFFNEY**

For the first time in the Pittsburgh area, the news takes on a big, bold look. It's DATELINE '63—a twice-a-day, close-up portrait of local, area and world events.

The Six O'Clock Report of DATELINE '63 features Dick John, nationally acclaimed newscaster, along with Red Donley, Bob Cochran, and the award-winning Huntley-Brinkley Report in a solid hour of news, weather and sports.

DATELINE '63's Eleven O'Clock Report features Larry Gaffney in a round-up of local, area and world news—up-to-the-minute—followed by sports with Red Donley.

The news is bigger . . . the news is hotter on Channel 11, because around the clock, WIIC newsmen and cameramen are there when it happens.

WB **WIIC CHANNEL 11**

For availabilities and adjacencies, see your Blair TV representative

Pennsylvania—Pittsburgh



WTAE



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 965-ft. above av. terrain, 1062-ft. above ground, 2049-ft. above sea level.

Latitude 40° 16' 49"
Longitude 79° 48' 11"

Transmitter: Elizabeth Township, Pa.
Studio: 400 Ardmore Blvd.

TV tape: Recording facilities.

AM Affiliate: WRYT, 5-kw 1250 kc.

FM Affiliate: WRYT-FM, 31-kw, 96.1 mc (No. 241), 295-ft. antenna height (CP).

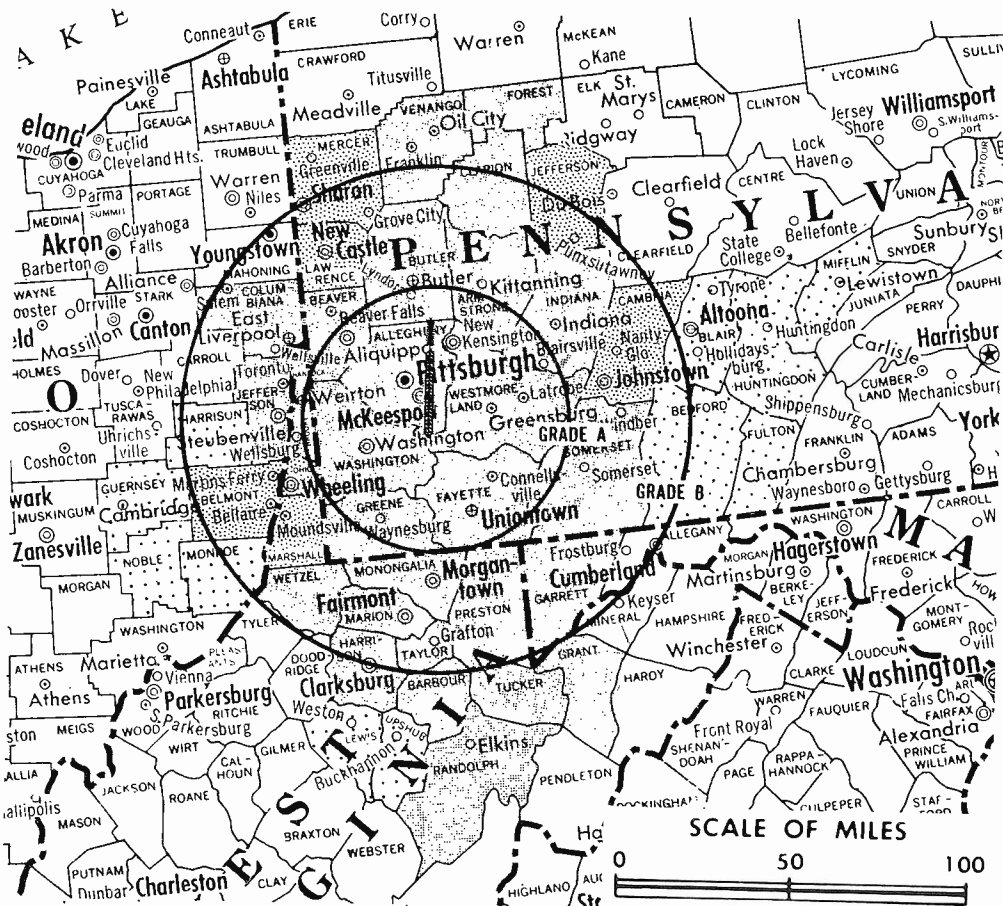
Represented (engineering) by A. Earl Cullum Jr.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WTAE

Licensee: Television City Inc., 400 Ardmore Blvd., Pittsburgh 30.
Telephone: Churchill 2-4300.

Ownership: WCAE Inc. (Hearst Publishing Company), 100%. Hearst also operates WBAL-TV, Baltimore (WBAL) and WISN-TV, Milwaukee (WISN); for other interests, see Baltimore-News Post under Newspaper Ownership.

Began Operation: Sept. 14, 1958. Hearst acquired 100% control after its purchase of 50% from Earl F. Reed and Irwin D. Wolf, as trustees for a stockholders group. Purchase approved by FCC Aug. 1, 1962 (Television Digest, Vol. 2:29, 32).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

- FRANKLIN C. SNYDER, v.p., general manager.
- ALAN TRENCH, sales manager.
- E. PRESTON STOVER, program operations mgr. & film buyer.
- JOHN HINKLE, business manager.
- DAVID CRANTZ, promotion manager.
- HOWARD RESER, film director.
- LOUIS P. WAGNER JR., director of engineering.
- DAVE MURRAY, news director.

DIGEST OF RATE CARD NO. 5—(June 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—7:30-11 p.m., daily.
\$2000.00 \$1200.00 \$720.00 \$620.00 \$600.00 \$575.00 \$300.00
NETWORK BASE HOURLY RATE: \$2500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MARYLAND			
	Garrett	5,500	4,300	79
	OHIO			
	Columbiana	32,200	30,100	94
	Jefferson	28,900	27,300	95
	PENNSYLVANIA			
Allegheny	492,200	465,600	95	
Armstrong	23,700	22,000	93	

Net Weekly Circulation	State County	Total Households	TV Homes	%
PENNSYLVANIA—(Continued)				
	Beaver	60,600	57,700	96
	Butler	33,000	31,400	95
	Clarion	10,800	9,800	91
	Fayette	49,700	44,900	91
	Forest	1,400	1,300	96
	Greene	11,700	10,600	91
	Indiana	21,400	19,600	92
	Somerset	22,300	20,200	91
	Venango	18,900	16,500	88
	Washington	64,900	60,900	94
	Westmoreland	104,300	99,200	96
Over 50%	WEST VIRGINIA			
	Barbour	4,300	3,400	79
	Brooke	8,300	7,900	95
	Grant	2,200	1,600	73
	Hancock	11,500	11,200	98
	Harrison	23,700	21,800	92
	Marion	19,800	17,400	88
	Monongalia	16,000	13,200	83
	Preston	7,300	5,800	79
	Randolph	7,100	5,500	78
	Taylor	4,500	3,700	80
	Tucker	2,300	1,800	76
	Wetzel	5,700	5,000	87
Between 25-50%	OHIO			
	Belmont	25,800	24,100	83
	PENNSYLVANIA			
	Cambria	57,500	54,300	95
Jefferson	14,200	13,100	93	
Lawrence	33,200	30,900	94	
Mercer	37,200	34,500	93	
WEST VIRGINIA				
Marshall	11,400	10,500	92	
Ohio	22,400	20,900	94	
Under 25%	OHIO: Guernsey, Harrison, Monroe, Noble.			
	PENNSYLVANIA: Bedford, Blair, Fulton, Huntingdon, Mifflin. WEST VIRGINIA: Lewis, Upshur.			
WTAE-TV Station Total		1,413,000	1,312,200	92
ARB Total Net Weekly Circulation (March, 1962)		1,045,000		

People who know the Pittsburgh market best **TAKE TAE**

"In the food business, advertising must pay off right away. Thorofare has sponsored full-length TV feature movies for the last nine years. In that time, our sales volume has tripled. We are continuing to place more television advertising than any food chain in this area. It helps give us the sales results we're looking for."



Mr. L. B. Smith, Jr., President
• Thorofare Markets, Inc.

A food chain owner is a hard-headed spender. Why is Pittsburgh's most dynamic, talked-about grocery chain putting its money on TAE-time? Take TAE and see!

TAKE TAE AND SEE

WTAE CHANNEL 4

Basic ABC in Pittsburgh

 **THE KATZ AGENCY, INC.**
National Representatives



Pennsylvania—Wilkes-Barre & Scranton



WBRE-TV

Ch. 28

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 1000-kw max. and 589-kw horizontal visual, 500-kw max. and 302-kw horizontal aural. Antenna: 1200-ft. above av. terrain, 429-ft. above ground, 2529-ft. above sea level.

Latitude 41° 11' 56.5"
Longitude 75° 49' 05.5"

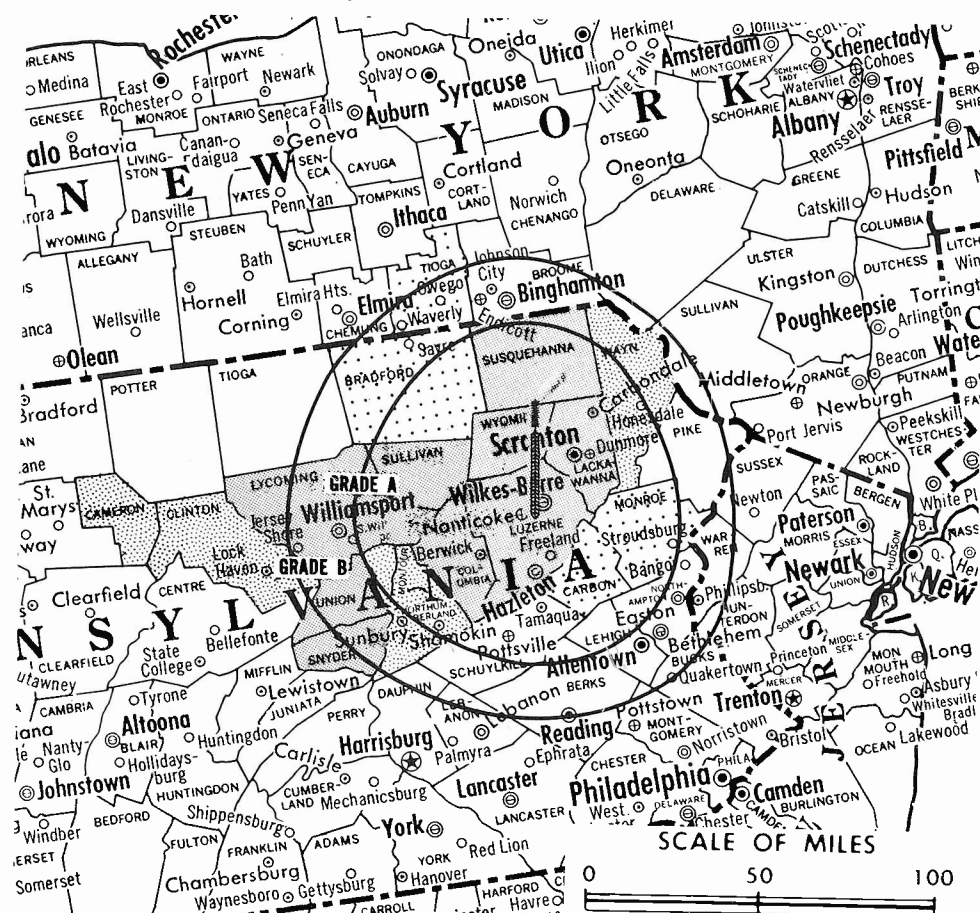
Transmitter: Bear Creek Twp., Wyoming Mountain.

Studio: 62 S. Franklin St.

TV tape: Recording facilities.

AM & FM Affiliates: See below.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WBRE-TV Ref: FCC File No. BPCT-134 Granted 10/1/52

©American Map Co., Inc., N.Y. No. 14244

WBRE-TV

Licensee: WBRE-TV Inc., 62 S. Franklin St.

Telephone: 823-3101. TWX No.: 717-480-0510.

AM Affiliate: WBRE, 1-kw, 1340 kc (NBC). FM Affiliate: WBRE-FM, 2.25-kw, 98.5 mc (No. 253), 1160-ft. antenna height.

Ownership: Louis G. Baltimore, pres.-treas., 64.4%; David M. Baltimore & family, 35.6%. Also owns WSCR, Scranton, Pa. and translator W79AC, Clarks Summit, Pa.

Began Operation: Jan. 1, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

DAVID M. BALTIMORE, v.p. & general manager.
FRANKLIN D. COSLETT, general sales manager.
FRED FOERSTER, promotion director.
CHARLES SAKOSKI SR., chief engineer.
ROBERT GIBSON, film director.
ADRIAN RISO, production director.
EILEEN O'BOYLE, operations desk.
JERRY BUTLER, CATV director.

DIGEST OF RATE CARD NO. 7—(June 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec.

Class AA—8-10:30 p.m., daily.

\$600.00 \$360.00 \$240.00 \$210.00 \$190.00 \$150.00 \$120.00

NETWORK BASE HOURLY RATE: \$625.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	PENNSYLVANIA			
	Columbia	16,500	15,200	92
	Lackawana	70,700	67,100	95
	Luzerne	105,800	99,800	95
	Lycoming	34,100	29,700	88
	Snyder	7,100	5,900	83
	Sullivan	1,800	1,600	90
	Susquehanna	9,500	8,800	92
Between 25-50%	Union	6,600	5,500	82
	Wyoming	4,900	4,500	91
	PENNSYLVANIA			
	Cameron	2,300	2,200	95
	Clinton	11,100	10,300	93
Under 25%	Montour	4,200	3,700	88
	Northumberland	32,600	28,800	89
	Wayne	8,100	7,000	86
	NEW YORK			
Tioga	11,000	10,300	93	
Under 25%	PENNSYLVANIA			
	Bradford	15,900	14,500	91
	Carbon	16,200	15,100	93
Monroe	12,400	11,600	93	
WBRE-TV Station Total		370,800	341,600	92
ARB Total Net Weekly Circulation (March, 1962)			260,000	

TEST YOUR
NEW CAMPAIGN

ON **WBRE-TV**

1st Station
in the Nation

**46TH
MARKET!**

For the full story of why your new test will work on WBRE-TV, ask your Katz Agency man for your copy of "A Profile Of A Test Market".

Represented Nationally by  The Katz Agency, Inc.

WBRE-TV

WILKES-BARRE • SCRANTON,
PENNSYLVANIA

BASIC



AFFILIATE

David M. Baltimore
Vice President & General Manager

Pennsylvania—Scranton & Wilkes-Barre



WDAU-TV



Ch. 22

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 1000-kw maximum and 447-kw horizontal visual, 544-kw maximum and 224-kw horizontal aural. Antenna: tilted 0.7° electrically, 1350-ft. above av. terrain, 421-ft. above ground, 2545-ft. above sea level.

Latitude 41° 25' 36"
Longitude 75° 44' 52"

Transmitter: Bald Mt., Ransom Township, Pa.

Studio: 1000 Wyoming Ave.

AM Affiliate: WGBI, 1-kw (.5-kw night), 910 kc (CBS).

FM Affiliate: WGBI-FM, 1.8-kw, 101.3 mc.

Represented (engineering) by George C. Davis.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WDAU-TV Ref: FCC File No. BMPCT-3493 Granted 5/3/56

© American Map Co., Inc., N.Y., No. 14244

WDAU-TV

Licensee: Scranton Broadcasters Inc., 1000 Wyoming Ave. (zone 9).

Telephone: Diamond 2-7634. TWX No.: SN 7210.

Ownership: Scranton Bcstrs. Inc., 100% owned by heirs of Frank Megargee, with 28% being held by Scranton WGBI Radio Inc. (66-2/3 voting stock). Mrs. M. E. Megargee & family 72%.

Began Operation: June 7, 1953. In 1959 present owners reacquired control by purchasing stock held by WCAU Inc. (Philadelphia Evening Bulletin), which had held 75% control of station since 1956 (Television Digest, Vol. 12:31, 42; 15:16, 22).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- MRS. M. E. MEGARGEE, president.
- MRS. D. M. HOLCOMB, general manager.
- WILLIAM G. HUNEFIELD JR., sales manager.
- R. E. McDOWELL, traffic manager.
- DOUG HOLCOMB, promotion director.
- MORT ROSENTHAL, program director & film buyer.
- K. R. COOKE, chief engineer.
- TOM POWELL, news director.
- TOM JONES, CATV liaison.

DIGEST OF RATE CARD NO. 6—(April 1, 1960)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—8-10:30 p.m., daily.

\$600.00 \$360.00 \$240.00 \$150.00 \$135.00 \$125.00 \$62.50

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	PENNSYLVANIA			
	Lackawanna	70,700	67,100	95
	Luzerne	105,800	99,800	95
	Lycoming	34,100	29,700	88
	Montour	4,200	3,700	88
	Northumberland	32,600	28,800	89
	Snyder	7,100	5,900	83
	Susquehanna	9,500	8,800	92
Between 25-50%	Union	6,600	5,500	82
	Wyoming	4,900	4,500	91
	PENNSYLVANIA			
	Cameron	2,300	2,200	95
	Clinton	11,100	10,300	93
Under 25%	Columbia	16,500	15,200	92
	Sullivan	1,800	1,600	90
	Wayne	8,100	7,000	86
	NEW YORK			
	Delaware	12,800	11,100	86
	Otsego	15,600	13,900	89
	Tioga	11,000	10,300	93
Under 25%	PENNSYLVANIA			
	Bradford	15,900	14,500	91
	Carbon	16,200	15,100	93
	Huntingdon	11,500	10,200	89
	Mifflin	13,500	11,700	87
Monroe	12,400	11,600	93	
WDAU-TV Station Total		424,200	388,500	92
ARB Total Net Weekly Circulation (March, 1962)		233,200		

Pennsylvania—Scranton & Wilkes-Barre



WNEP-TV



Ch. 16

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 1700-kw max. and 537-kw horizontal visual, 886-kw max. and 275-kw horizontal aural. Antenna: 1240-ft. above av. terrain, 426-ft. above ground, 2545-ft. above sea level.

Latitude 41° 10' 58"
Longitude 75° 52' 21"

Requests change to 700-kw horizontal visual, 350-kw horizontal aural.

Transmitter: Penobscot Nob, Electronic Heights, Wilkes-Barre.

Studios: 333 Madison Ave., Scranton; 11 W. Union St., Wilkes-Barre.

Telephones: Diamond 3-1245, Scranton; Valley 5-4561, Wilkes-Barre.

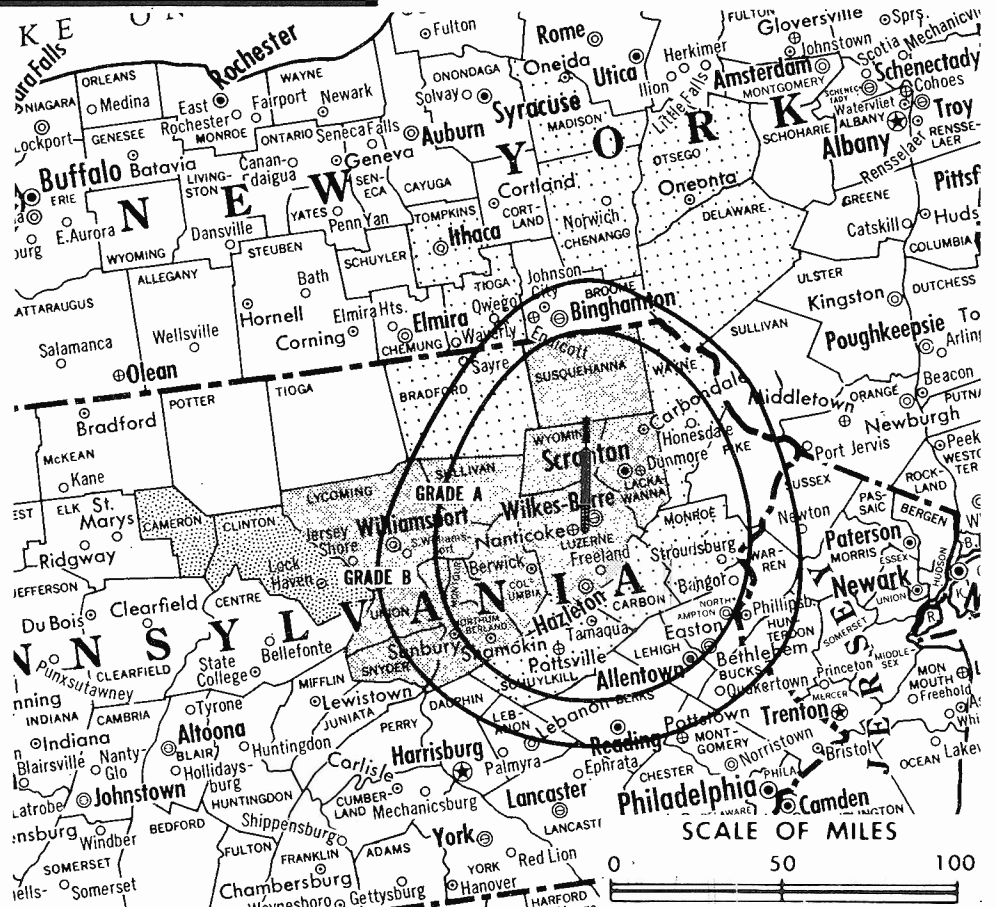
TWX No.: 7220 U.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WNEP-TV

Licensee: Northeastern Pennsylvania Broadcasting Inc., 333 Madison Ave., Scranton.

Ownership: Wholly-owned subsidiary of Transcontinent Television Corp. Officers: Thomas P. Shelburne, exec. v.p.-gen. mgr.; Mitchell Jenkins, pres., Northeastern Pennsylvania Bcstg. Inc.; David C. Moore, pres., Transcontinent Television Corp. For other Transcontinent interests, see WGR-TV, Buffalo, N.Y.

Began Operation: Feb. 9, 1954. Merger & transfer of WARM-TV, Scranton (Ch. 16) and WILK-TV, Wilkes-Barre (Ch. 34) into Northeastern Pennsylvania Bcstg. Co. approved Feb. 12, 1958 by FCC (Television Digest, Vols. 13:46; 14:7).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Creutz & Snowberger.

Personnel:

- THOMAS P. SHELBURNE, executive v.p. & general manager.
- MALCOLM W. DALE, general sales manager.
- BILL WILLIAMS, program manager & film buyer.
- DOROTHY MUGFORD, promotion manager, CATV liaison.
- JOHN C. WALTERS, business manager.
- CHESTER SAWICKI, chief engineer.
- TOM BIGLER, news & public affairs director.

DIGEST OF RATE CARD NO. 9—(Aug. 1, 1961)

Hour 30 Min. 15 Min. 5 Min. 40-30 Sec. 20 Sec. 10 Sec.

Class AA—7:30-10:30 p.m., daily.
\$700.00 \$420.00 \$255.00 \$225.00 \$160.00 \$100.00

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	PENNSYLVANIA				
		Columbia	16,500	15,200	92
		Lackawanna	70,700	67,100	95
		Luzerne	105,800	99,800	95
		Lycoming	34,100	29,700	88
		Montour	4,200	3,700	88
		Northumberland	32,600	28,800	89
		Snyder	7,100	5,900	83
		Sullivan	1,800	1,600	90
		Susquehanna	9,500	8,800	92
	Union	6,600	5,500	82	
	Wyoming	4,900	4,500	91	
Between 25-50%	PENNSYLVANIA				
		Cameron	2,300	2,200	95
		Clinton	11,100	10,300	93
Under 25%	NEW YORK				
		Chenango	12,600	11,600	92
		Delaware	12,800	11,100	86
		Madison	15,600	14,600	94
		Otsego	15,600	13,900	89
		Tioga	11,000	10,300	93
		Tompkins	19,100	15,300	80
		PENNSYLVANIA			
		Bradford	15,900	14,500	91
		Carbon	16,200	15,100	93
	Monroe	12,400	11,600	93	
	Schuylkill	54,000	49,200	92	
	Wayne	8,100	7,000	86	
WNEP-TV Station Total		500,500	457,300	91	
ARB Total Net Weekly Circulation (March, 1962)			274,300		

Pennsylvania—York



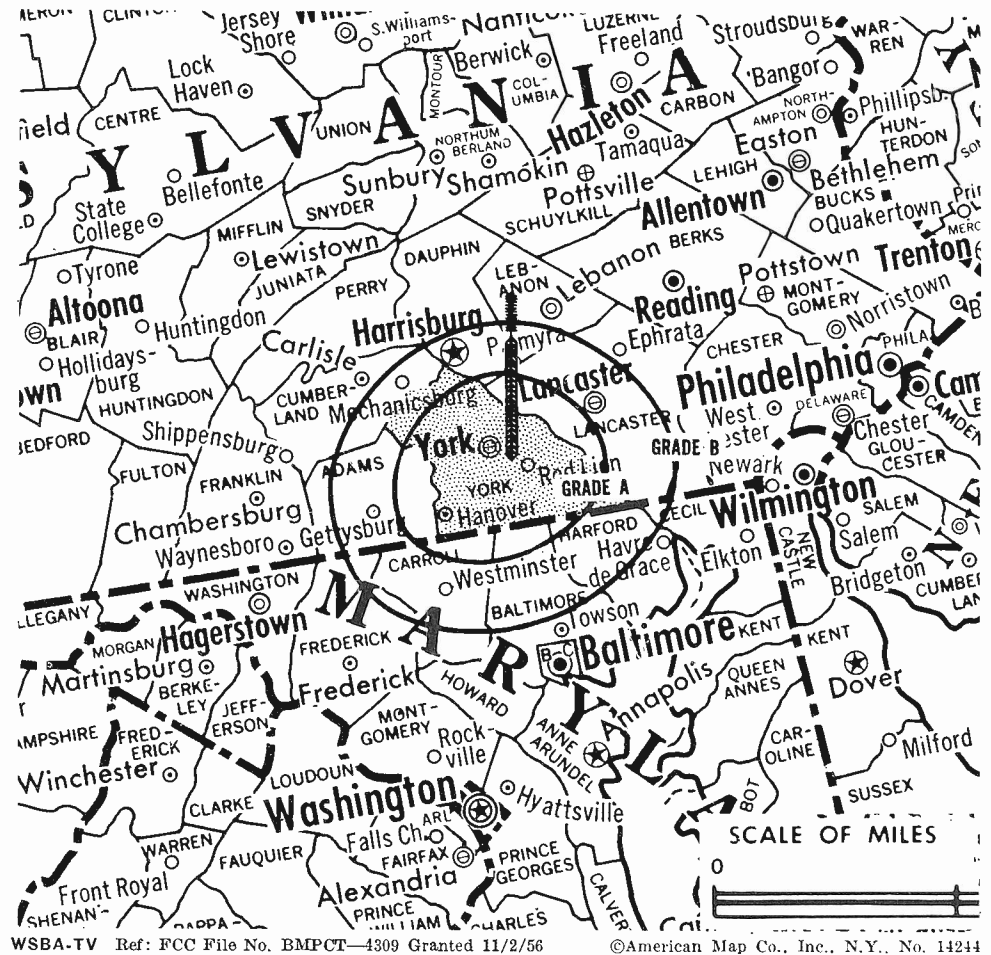
WSBA-TV

Ch. 43

Technical Facilities: Channel No. 43 (644-650 mc). Operating with 132-kw visual, 66.1-kw aural. Antenna: 530-ft. above av. terrain, 419-ft. above ground, 1127-ft. above sea level.

Latitude 39° 56' 25"
Longitude 76° 41' 59"

Transmitter: S. Queen St., extended.
AM Affiliate: WSBA, 5-kw, 910 kc.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WSBA-TV Ref: FCC File No. BMPCT-4309 Granted 11/2/56

© American Map Co., Inc., N.Y., No. 14244

WSBA-TV

Licensee: Susquehanna Broadcasting Co., 53 N. Duke St.

Studio: S. Queen St., extended.

Telephone: 2-5531. TWX No.: YK 69.

Ownership: Approximately 80% of stock is owned by Louis J. Appell Trust. Susquehanna Bcstg. Co. owns 90% of radio stations WARM, Scranton; WHLO, Akron, O. and WICE, Providence, R.I. Louis J. Appell Jr. owns 25% of WCTC, New Brunswick, N.J.

Began Operation: Dec. 22, 1952.

Represented (sales) by Blair Television Associates.

Represented (legal) by Loucks & Jansky.

Represented (engineering) by George C. Davis.

Personnel:

LOUIS J. APPELL JR., president.
JOHN D. EISENHAUER, program manager & film buyer.
ROBERT M. STOUGH, station manager.
GLENN W. WINTER, chief engineer.

DIGEST OF RATE CARD NO. 3—(Aug. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	Min.	ID
Class A—7:30-11 p.m., daily.					
\$220.00	\$132.00	\$88.00	\$73.00	\$46.00	\$21.00

For Keystone Group combination rates, see WLYH-TV, Lebanon, Pa.

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	None	Over 50%		
Between 25-50%	PENNSYLVANIA York	75,300	69,700	93
Under 25%	None	Under 25%		
WSBA-TV Station Total		75,300	69,700	93
ARB Total Net Weekly Circulation (March, 1962)			42,300	

Rhode Island



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Providence	713,500	13	1,502,400	12	1,419,500	11

Rhode Island Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	2	0	2
Educational Television Stations	0	0	0
			2

Note: WTEV Listed Under Providence
Is Actually Licensed to New Bedford, Mass.

Rhode Island—Providence

abc **WJAR-TV**

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 916-ft. above av. terrain, 853-ft. above ground, 1049-ft. above sea level.

Latitude 41° 51' 54"
Longitude 71° 17' 15"

Transmitter: Rehoboth, Mass.

Studio: 176 Weybosset St.

TV tape: Recording facilities.

AM Affiliate: WJAR, 5-kw, 920 kc (NBC).

Represented (engineering) by Lohnes & Culver.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WJAR-TV Ref: FCC File No. BMPCT-1425 Granted 11/18/53

© American Map Co., Inc., N.Y., No. 14244

WJAR-TV

Network Service: ABC, NBC.

Licensee: The Outlet Co., 176 Weybosset St., Providence 2.

Telephone: Gaspee 1-8255. TWX No.: PR 92.

Ownership: The Outlet Co. (dept. store).

Began Operation: July 10, 1949.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JOSEPH S. (DODY) SINCLAIR, president, & gen. mgr.

DAVID J. SHURTLEFF, station manager.

GEORGE CLARKE, film buyer.

EDWARD BOGHOSIAN, sales manager.

JAMES E. GLEASON, program manager.

BILLY L. PATTON, chief engineer.

DIGEST OF RATE CARD NO. 10-A

(May 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.	
Class AA—7:30-10:30 p.m., daily.	\$1550.00	\$930.00	\$620.00	\$420.00	\$400.00	\$350.00	\$175.00

NETWORK BASE HOURLY RATE: \$1550 (ABC), \$1550 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CONNECTICUT			
	New London	55,200	50,500	92
	Windham	21,400	19,800	93
	MASSACHUSETTS			
	Barnstable	23,200	21,600	93
	Bristol	125,700	120,300	96
Dukes	2,100	1,800	84	
Nantucket	1,200	1,100	88	
Plymouth	76,000	72,400	96	
RHODE ISLAND				
Bristol	11,000	10,700	98	
Kent	33,800	32,800	97	
Newport	21,100	20,100	96	
Providence	177,500	169,100	96	
Washington	16,400	15,400	94	
Between 25-50%	MASSACHUSETTS			
Worcester	175,300	165,900	95	
Under 25%	MASSACHUSETTS			
Middlesex	361,300	345,500	96	
Norfolk	149,600	144,400	97	
Suffolk	251,600	228,100	91	
WJAR-TV Station Total		1,507,400	1,419,500	94
ARB Total Net Weekly Circulation (March, 1962)			653,000	

Rhode Island—Providence



WPRO-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 913-ft. above av. terrain, 881-ft. above ground, 1046-ft. above sea level.

Latitude 41° 52' 37"

Longitude 71° 16' 56"

Transmitter: Homestead Ave., Rehoboth, Mass

Studio: 24 Mason St.

TV tape: Recording facilities.

AM Affiliate: WPRO, 5-kw, 630 kc (CBS).

FM Affiliate: WPRO-FM (Johnston, R.I.), 15-kw, 92.3 mc (No. 222), 560-ft. antenna height.

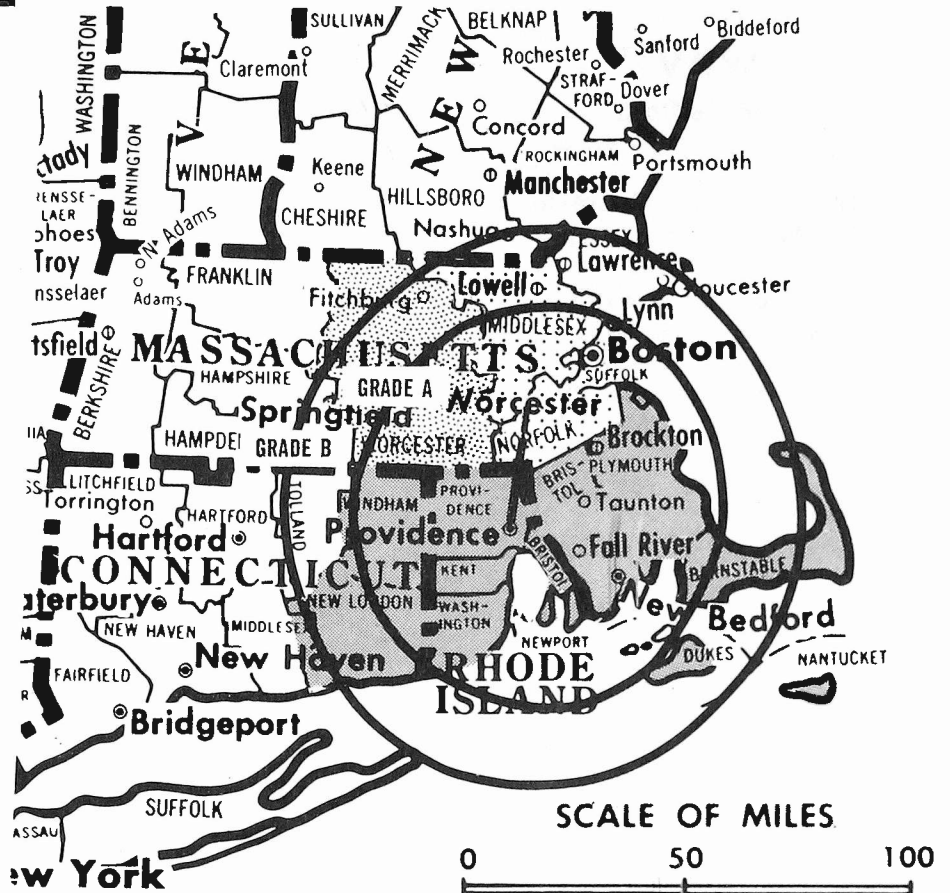
ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WPRO-TV Ref: FCC File No. BPCT-5642 Granted 5/19/55

©American Map Co., Inc., N.Y., No. 14244

WPRO-TV

Licensee: Capital Cities Broadcasting Corp., WPRO Bldg., 24 Mason St., Providence 2. Telephone: Jackson 1-4000. TWX No.: 401-521-5487.

Ownership: See WTEN, Albany, N.Y.

Began Operation: March 27, 1955. Sale by William S. Cherry and associates to Capital Cities Broadcasting Corp. approved March 11, 1959 by FCC (Television Digest, Vols. 14:51 & 15:11).

Represented (sales) by Blair-TV.

Personnel:

JOSEPH P. DOUGHERTY, v.p. & general manager.
 ALBERT J. GILLEN, sales manager.
 RICHARD DREYFUSS, program director & film buyer.
 EVERETT HUGHES, sales & program operations director.
 ROGER MOLLO, production manager.
 JACK KAVANAGH, promotion manager.
 BARBARA ZARRELLA, sales service manager.
 RALPH VOIGT, chief engineer.
 ROBERT BATTERSBY, business manager.

DIGEST OF RATE CARD NO. 5—(Jan. 1, 1961)

Hour 30 Min. 15 Min. 5 Min. Min.* 20 Sec.* ID*
 Class A—7:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.
 \$1500.00 \$1000.00 \$700.00 \$500.00 \$275.00 \$275.00 \$137.50

*Class AA (7:30-10:30 p.m., daily): Min. & 20 Sec. \$350, ID \$175.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CONNECTICUT			
	New London	55,200	50,500	92
	Windham	21,400	19,800	93
	MASSACHUSETTS			
	Barnstable	23,200	21,600	93
	Bristol	125,700	120,300	96
	Dukes	2,100	1,800	84
	Nantucket	1,200	1,100	88
	Plymouth	76,000	72,400	96
	RHODE ISLAND			
Bristol	11,000	10,700	98	
Kent	33,800	32,800	97	
Newport	21,100	20,100	96	
Providence	177,500	169,100	96	
Washington	16,400	15,400	94	
Between 25-50%	MASSACHUSETTS			
	Worcester	175,300	165,900	95
	MASSACHUSETTS			
Under 25%	Middlesex	361,300	345,500	96
	Norfolk	149,600	144,400	97
	Suffolk	251,600	228,100	91
WPRO-TV Station Total		1,502,400	1,419,500	94
ARB Total Net Weekly Circulation (March, 1962)			713,500	

Rhode Island—Providence (New Bedford, Mass.)



WTEV

New Bedford

Ch. 6

**(Due To Begin Operation
In Winter of 1963)**

Technical Facilities: Channel No. 6
(82-88 mc). Authorized power:
79.5-kw visual, 39.75-kw aural.
Antenna: 430-ft. above av. terrain,
409-ft. above ground, 549-ft.
above sea level.

Latitude 41° 35' 56"

Longitude 71° 08' 22"

Transmitter: Tiverton, Rhode Island.



WTEV Ref: FCC File No. BMPCT-5709 Granted 7/25/62

©American Map Co., Inc., N.Y., No. 14244

WTEV

(Due To Begin Operation In Winter of 1963)

Network Service: ABC.

Licensee: WTEV Television Inc., 8th & Spring Sts., New Bedford, Mass.

Studio: 8th & Spring Sts., New Bedford.

Telephones: WY 3-2651, office; WY 3-2651, studio.

Ownership: WTEV Television Inc., 100%. Basil Brewer, pres.

Represented (sales) by H-R Television Inc.

Personnel:

VANCE L. ECKERSLEY, general manager.

FRANCIS H. CONWAY, sales manager.

WALTER SCANLON, promotion manager.

MANN REED, operations manager.

MAURICE WYNNE, chief engineer.

DIGEST OF RATE CARD NO. 1

(Jan. 1, 1963)

Hour 30 Min. 15 Min. Min. 40 Sec. 30 Sec. 10 Sec.

Class AA—7:31-10:59 p.m., daily.

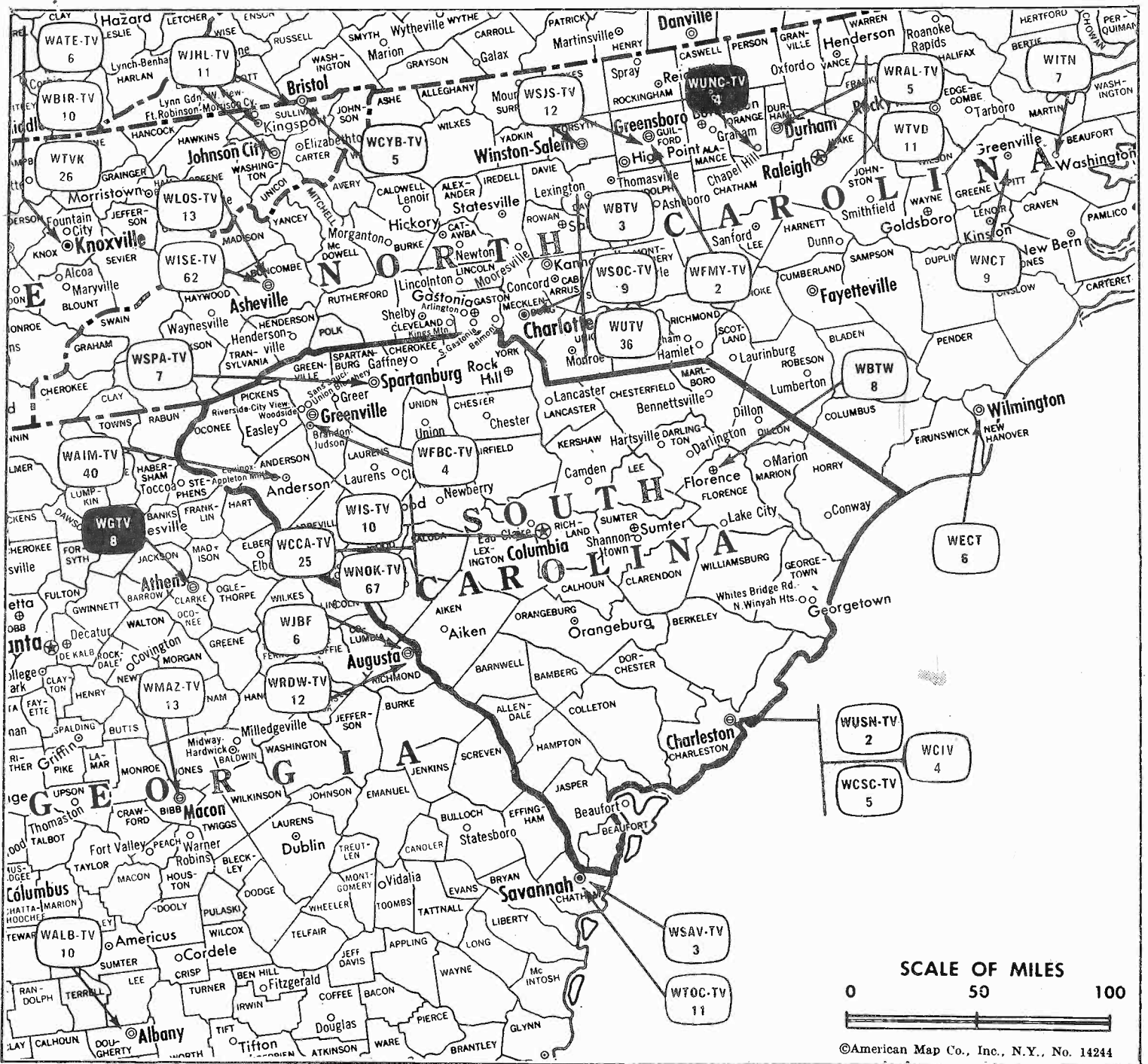
\$1200.00 \$720.00 \$480.00 \$400.00 \$400.00 \$375.00 \$125.00



ZOORAMA

Nation's Most Popular Zoo Program

TRANS-LUX TELEVISION CORPORATION
NEW YORK CHICAGO HOLLYWOOD



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Greenville-Asheville						
Spartanburg	343,500	48	795,800	30	660,500	33
Columbia	173,900	93	358,300	86	280,700	95
Florence	142,300	107	331,700	93	257,300	100
Charleston	120,400	121	295,500	102	226,900	109

South Carolina Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
○ Commercial Television Stations	7	3	10
● Educational Television Stations	0	0	0
			10

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

See CATV Directory
for State's CATV Systems

WLOS-TV
Greenville-Spartanburg
(See Asheville, N.C.)

South Carolina—Anderson



Ch. 40

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 170-kw visual, 93.3-kw aural. Antenna: 380-ft. above av. terrain, 418-ft. above ground, 1168-ft. above sea level.

Latitude 34° 30' 53"
Longitude 82° 38' 15"

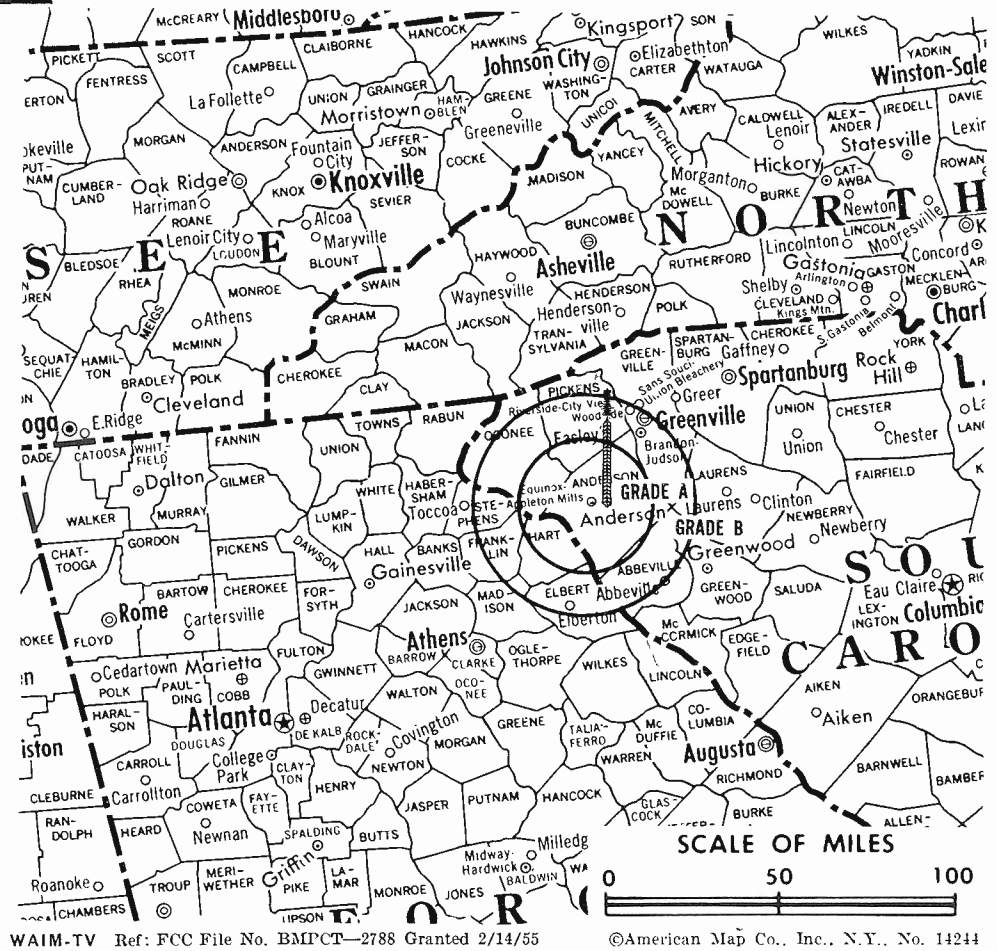
Holds CP for 201-kw visual, 100-kw aural, 420-ft. above av. terrain, 418-ft. above ground, 1205-ft. above sea level, lat. 34° 30' 05", long. 82° 38' 56"; transmitter to Market St., between Main & MacDuffie.

Transmitter: 321 Kingsley Rd.

AM Affiliate: WAIM, .25-kw, 1230 kc (CBS).

FM Affiliate: WCAC, 6.4-kw, 101.1 mc (No. 266), 330-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WAIM-TV

Network Service: ABC; also available on CBS.
Grantee (STA): Wilton E. Hall, Box 806.
Studio: 321 Kingsley Rd.
Telephone: Canal 6-1511. TWX No.: AND SC 6030.
Ownership: Wilton E. Hall, 100%; publisher of Anderson Independent and Mail.
Began Operation: Dec. 1, 1953.
Represented (sales) by Devney-O'Connell Inc.; Dora-Clayton Agency Inc. (Atlanta).
Represented (legal) by Cottone & Scheiner.
Represented (engineering) by George C. Davis.
Personnel:
WILTON E. HALL, owner.
GLENN P. WARNOCK, general manager.
JOHN McCALLUM, sales manager.
G. PAUL BROWNE, promotion manager.
M. GILLIARD, production director.
JERRY GARRETT, film buyer.
EARL COSENS, engineering director.

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.	
Class A—7-10:30 p.m., daily.	\$150.00	\$90.00	\$60.00	\$45.00	\$30.00	\$18.75
NETWORK BASE HOURLY RATE:	\$150 (ABC)	\$150 (CBS)				

Sample size for this station's coverage area is not sufficient to meet the ARB standards required to report a net weekly circulation.

WFBC-TV, Greenville, S.C. (ARB Data Continued from page 544)

Net Weekly Circulation	State	County	Total Households	TV Homes	%
Between 25-50%	NORTH CAROLINA—(Continued)				
		Caldwell	13,200	11,500	88
		Cleveland	17,400	15,200	88
		Madison	4,400	2,900	66
Under 25%	SOUTH CAROLINA				
		Chester	8,000	6,600	83
		Edgefield	3,800	3,000	78
		Fairfield	4,900	3,400	69
		Newberry	8,200	6,600	81
		Saluda	3,700	2,900	78
	GEORGIA: Barrow, Clarke, Jackson, Lumpkin, Morgan, Oconee, Towns, Union, White.				
	NORTH CAROLINA: Alexander, Avery, Catawba, Clay, Graham, Mitchell, Swain.				
	SOUTH CAROLINA: Chesterfield, Lancaster, York.				

South Carolina—Charleston



WCIV

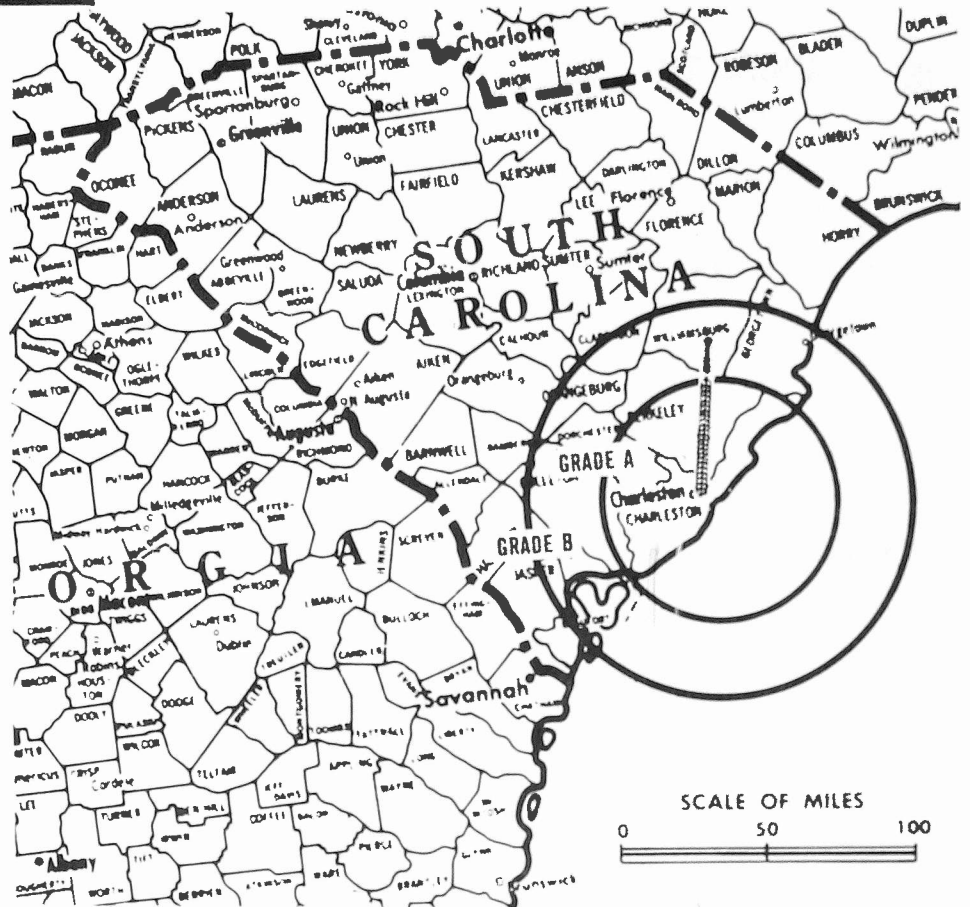
Ch. 4

Technical Facilities: Channel No. 4
(66-72 mc). Authorized power:
100-kw visual, 50-kw aural. An-
tenna: 380-ft. above av. terrain,
417-ft. above ground, 421-ft.
above sea level.

Latitude 32° 49' 20"
Longitude 79° 58' 45"

Transmitter: Mt. Pleasant, S.C.

TV tape: Recording facilities.



WCIV Ref: FCC File No. BMPCT-5442 Granted 2/14/62

American Map Co., Inc., N.Y., No. 14244

WCIV

Licensee: First Charleston Corp., Room 2-S, Sergeant Jasper Bldg., Charleston.

Studio: Mt. Pleasant, S.C.

Telephones: 722-0558 (Office); 884-8513 (Studio).

Ownership: First Charleston Corp., 100%. Harold E. Anderson, pres.

Began Operation: Oct. 1, 1962.

Represented (sales) by Advertising Time Sales Inc.

Represented (legal) by Wilner, Bergson, Scheiner & Lessenco.

Represented (engineering) by David W. Jefferies.

Personnel:

WILLIAM E. LUCAS, station manager.
EVERETT MARTIN, sales manager.
ROBERT CLEMENTS, chief engineer.
STEVE THOMAS, operations & program mgr. & film buyer.

DIGEST OF RATE CARD NO. 1 (Aug. 1, 1962)

Hour	30 Min.	15 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
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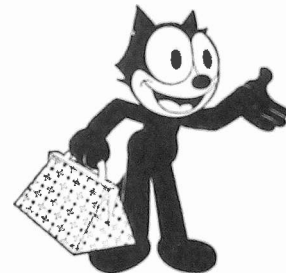
Class A—7:30-11 p.m., daily.	\$500.00	\$228.00	\$171.00*	\$100.00*	\$85.00*	\$45.00*
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*Class A—7:29-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$500.

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.

**YOUR KIDS AUDIENCE IS IN THE BAG
WITH "FELIX THE CAT"—
TV's HAPPIEST CARTOON CHARACTER**



HAPPILY DISTRIBUTED BY
TRANS-LUX TELEVISION CORPORATION
NEW YORK . . . CHICAGO . . . HOLLYWOOD

South Carolina—Charleston



WCSC-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1044-ft. above ground, 1049-ft. above sea level.

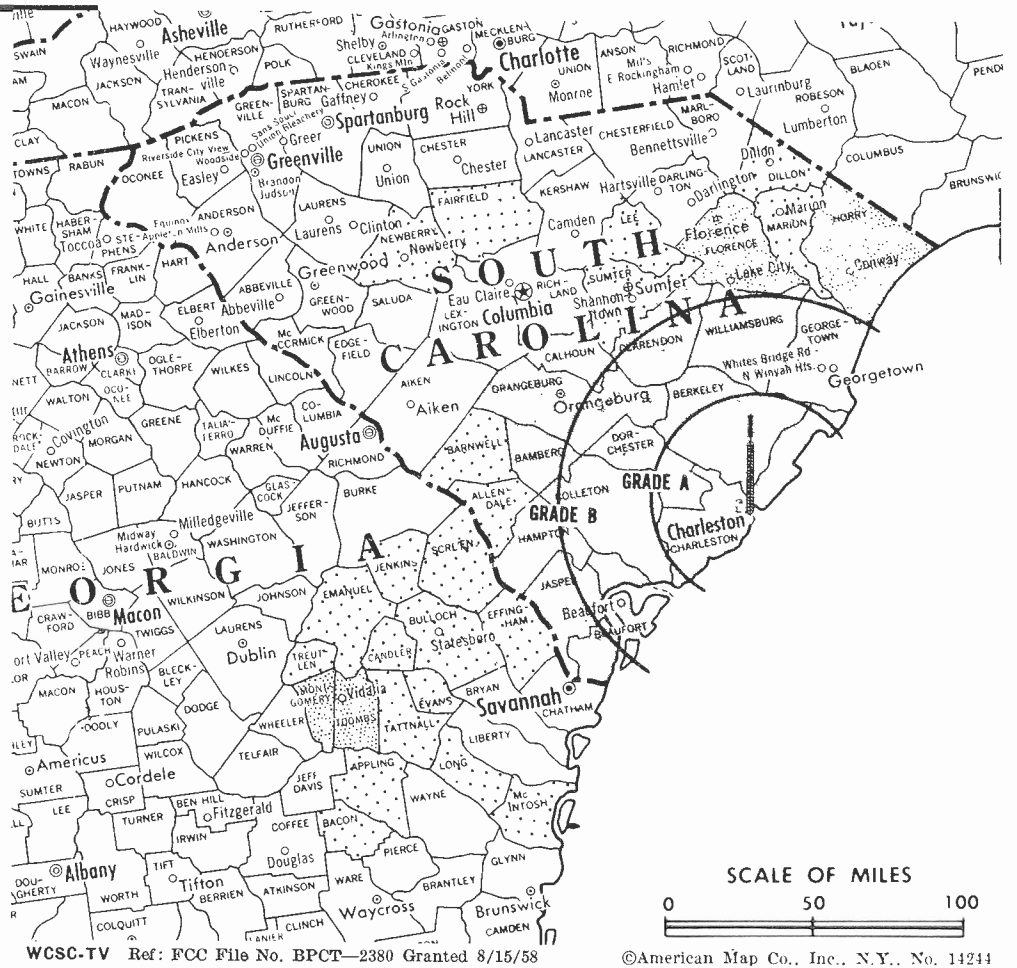
Latitude 32° 47' 44"
Longitude 79° 50' 27"

Transmitter: Rifle Range Rd., 5.5-mi. E of Charleston.

AM Affiliate: WCSC, 5-kw, 1390 kc (CBS).

FM Affiliate: WCSC-FM, 50-kw, 96.9 mc (No. 245), 700-ft. antenna.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WCSC-TV Ref: FCC File No. BPCT-2380 Granted 8/15/58

©American Map Co., Inc., N.Y., No. 14244

WCSC-TV

Licensee: WCSC Inc., 485 East Bay.

Studio: 485 East Bay.

Telephone: Raymond 3-8371. TWX No.: CS 336.

Ownership: John M. Rivers, pres.-treas., 63.74%; G. L. B. Rivers, v.p., .94%; Martha Rivers, secy., .593%; directors I. Mayo Read (.12%) and Dr. Robert Wilson Jr. (.625%); Arthur L. Rivers II, 3.12%; remainder is held by stockholders owning less than 1% each.

Began Operation: June 19, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- JOHN M. RIVERS, president and general manager.
- ROLAND WEEKS, v.p., station manager & film buyer.
- VIRGIL V. EVANS, national sales manager.
- RALPH THORNLEY, regional sales manager.
- CHARLES HALL, program director.
- LOIS MARSHAL, promotion director.
- KEN KLYCE, news director.
- EMMIE MARTIN, copy chief.
- ANNIE LAURIE QUARTERMAN, operations manager.
- ROBERT KOON, film director.
- RUDY HUGHES, chief engineer.

DIGEST OF RATE CARD NO. 6—(June 1, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.*	20 Sec.*	ID*	
Class AA—7-10 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.	\$500.00	\$250.00	\$180.00	\$120.00	\$110.00	\$90.00	\$50.00
NETWORK BASE HOURLY RATE: \$500.							

*Class AA—7:01-9:59 p.m., Mon.-Fri.; 7:01-10:59 p.m., Sat. & Sun.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	SOUTH CAROLINA				
		Bamberg	4,000	2,800	70
		Beaufort	9,400	7,700	81
		Berkeley	8,900	6,700	75
		Calhoun	2,900	2,000	66
		Charleston	59,000	50,400	86
		Clarendon	6,200	3,400	56
		Colleton	7,100	4,700	66
		Dorchester	6,000	4,900	81
		Georgetown	8,000	5,800	72
		Hampton	4,300	2,900	67
		Jasper	3,000	2,000	66
	Orangeburg	16,400	11,300	69	
	Williamsburg	8,600	5,500	64	
Between 25-50%	GEORGIA				
		Montgomery	1,600	900	57
		Toombs	4,500	3,000	66
Under 25%	SOUTH CAROLINA				
		Florence	20,700	17,300	84
		Horry	16,800	12,900	77
		GEORGIA: Appling, Bacon, Bulloch, Candler, Effingham, Emanuel, Evans, Long, McIntosh, Screven, Tattall, Treuten. SOUTH CAROLINA: Allendale, Barnwell, Dillon, Fairfield, Lee, Marion, Newberry, Sumter.			
WCSC-TV Station Total		279,600	213,100	76	
ARB Total Net Weekly Circulation (March, 1962)			120,400		

For County-by-County ARB Data, see page 40-a.

South Carolina—Charleston



WUSN-TV



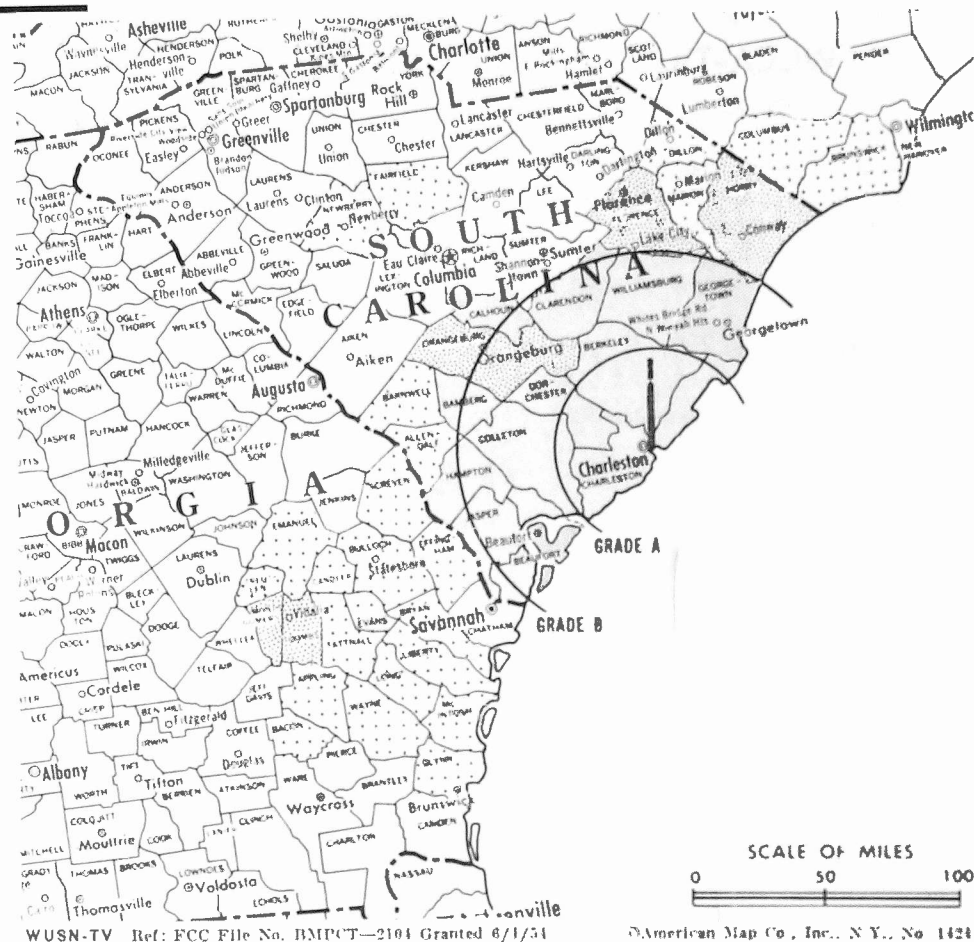
Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 53.7-kw aural. Antenna: 790-ft. above av. terrain; 845-ft. above ground, 849-ft. above sea level.

Latitude 32° 47' 53"
Longitude 79° 53' 51"

Transmitter: Hwy. 17, E of Cooper River Bridge.

TV tape: Recording facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WUSN-TV

Licensee: Reeves Broadcasting & Development Corp., Box 879.

Studio: Hwy. 17, E of Cooper River Bridge.

Telephone: Tulip 4-4141. TWX No.: 803-884-9612.

Ownership: Hazard E. Reeves, 43.4%; Hastie Family Group (J. Drayton Hastie, Sara C. Hastie, C. Norwood Hastie & Mrs. Sara Logan), 11.8%; Christiana Oil Corp. (Louis W. Douglas Jr., pres.), 13.3%; George L. Buist, 1.1%; T. D. Maybank, 1.6%; Southern Bcstg. Co. Inc. (former WUSN-TV licensee), 7.4% (held by individual stockholders, each with less than 1%); general public 21.3%. Reeves Bcstg. & Development owns KBAK-TV, Bakersfield, Cal. and WHTN-TV, Huntington, W.Va.

Began Operation: Sept. 25, 1954. Transfer of control from J. Drayton Hastie family to present owners approved by FCC July 14, 1960 (Television Digest, Vol. 16:29).

Represented (sales) by Select Station Representatives; The Clarke Brown Co. (Southeast).

Represented (legal) by Eliot Lovett.

Represented (engineering) by Gautney & Jones.

Personnel:

J. DRAYTON HASTIE, president.
DOUGLASS M. BRADHAM, v.p. & general manager.
GRANGE CUTHBERT, sales manager.
ANSLEY D. COHEN JR., national sales manager & film buyer.
ED WEBB, production manager.
WALTER NELSON, engineering director.

DIGEST OF RATE CARD NO. 8 (Aug. 1, 1961)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$400.00	\$210.00	\$140.00	\$100.00	\$90.00	\$80.00	\$40.00
NETWORK BASE HOURLY RATE: \$500.						

Coverage figures are not available to reflect current viewers since this station changed from NBC to ABC in Feb. 1961.

South Carolina—Columbia



WCCA-TV

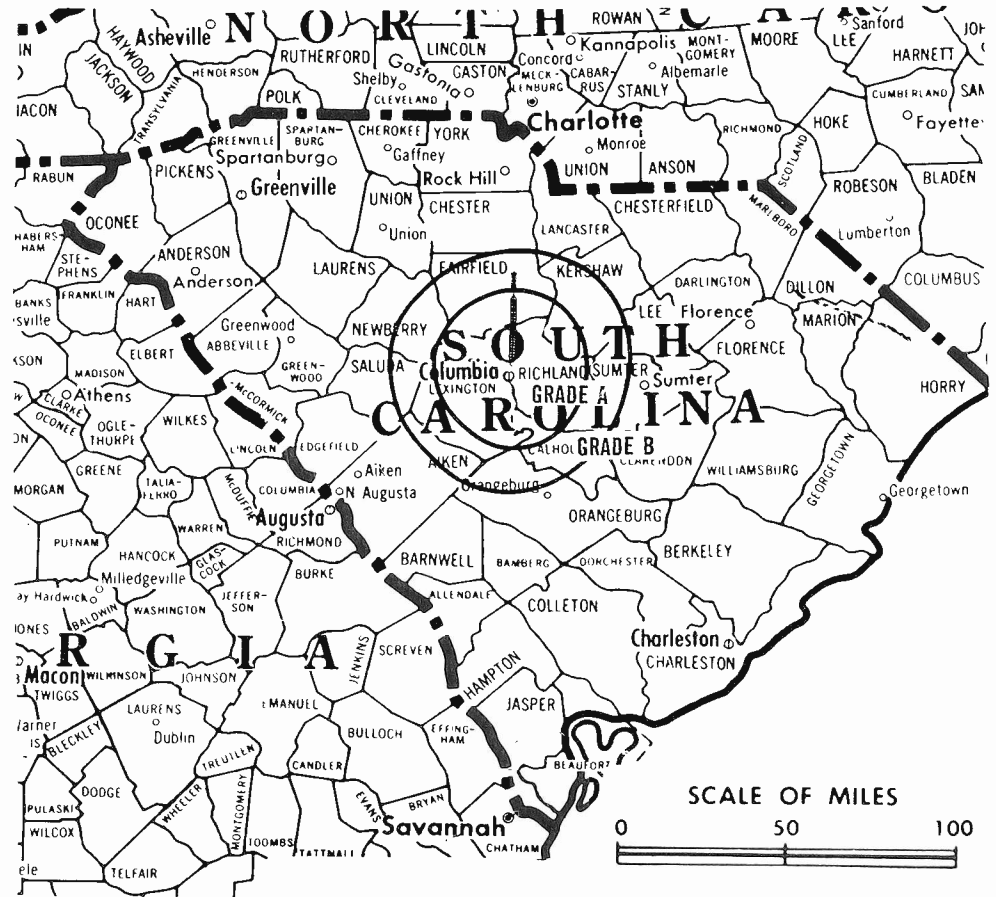
Ch. 25

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 174-kw visual, 87.1-kw aural. Antenna: 610-ft. above av. terrain, 348-ft. above ground, 750-ft. above sea level.

Latitude 34° 03' 22"

Longitude 80° 58' 52"

Transmitter: 5807 Shakespeare Rd.



WCCA-TV Ref: FCC File No. BMPCT-5636 Granted 9/8/61

©American Map Co., Inc., N.Y., No. 11244

WCCA-TV

Licensee: First Carolina Corp.

Studio: 5807 Shakespeare Rd.

Telephone: 782-2525. TWX No.: 803-733-1112.

Ownership: First Carolina Corp., 100%. Harold E. Anderson, pres.

Began Operation: Oct. 1, 1961.

Represented (sales) by Advertising Time Sales.

Represented (legal) by Wilner, Bergson, Scheiner & Lessenco.

Represented (engineering) by Roher & Associates.

Personnel:

HAROLD E. ANDERSON, president & general manager.

ARIE LANDRUM, station manager.

GERALD QUICK, regional & local sales manager.

JIM LUTTRELL, supervising chief engineer.

DEAN POUCHER, operations director.

DON CRAIN, chief engineer.

BRYAN BISNEY, production director & promotion mgr.

DIGEST OF RATE CARD NO. 3 (Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-10:31 p.m., daily.	\$200.00	\$140.00	\$90.00	\$55.00	\$45.00	\$34.00
	\$200.00	\$140.00	\$90.00	\$55.00	\$45.00	\$20.00

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.

THE MIGHTY HERCULES THE MIGHTIEST NEW CARTOON SERIES



TRANS-LUX TELEVISION CORPORATION
NEW YORK . . . CHICAGO . . . HOLLYWOOD

South Carolina—Columbia



WIS-TV

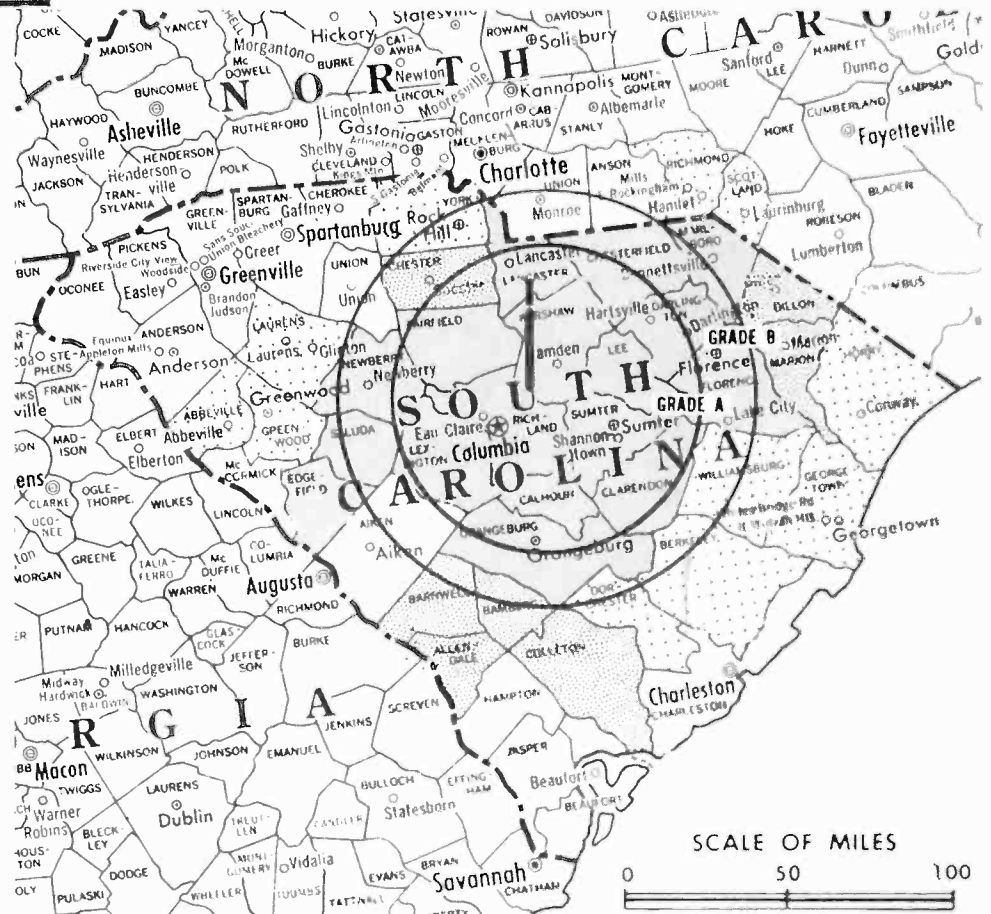


Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1546-ft. above av. terrain, 1526-ft. above ground, 1877-ft. above sea level.

Latitude 34° 07' 27"
Longitude 80° 45' 25"

Transmitter: State Hwy. 12, 20-mi. NE of city.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WIS-TV Ref: FCC File No. BMPCT-5228 Granted 12/12/58

© American Map Co., Inc., N.Y., No. 14244

WIS-TV

Licensee: The Broadcasting Co. of the South, 1111 Bull St.

Studio: 1111 Bull St.

Telephone: Alpine 3-6431 TWX No.: CO 7145.

Ownership: B. Calhoun Hipp, pres., 12.2%; G. Richard Shafto, exec. v.p., 6.3%; Francis M. Hipp, v.p.-treas., 12.4%; Herman N. Hipp, v.p., 12.4%; Charles A. Batson, v.p., .4%; Dorothy Hipp Gunter, 10.8%; Frances M. McCreery, 8.8%; no others with as much as 4%. The Broadcasting Co. of the South also owns WSFA-TV, Montgomery, Ala.; operates a CATV system in Ocala, Fla. and is constructing a CATV system in Florence, S.C.

Began Operation: Nov. 7, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- G. RICHARD SHAFTO, exec. v.p.
- CHARLES A. BATSON, v.p. & managing director.
- BRUCE COPELAND, administrative assistant.
- LAW EPPS, sales manager.
- H. HAROLD POWELL, asst. sales manager.
- LEONARD M. BUSH, national sales coordinator.
- DIXON LOVVORN, program director & film buyer.
- ROBERT C. WISNEWSKI, director of program operations.
- DONALD F. BARTON, director of public relations & promotion.
- BOB HICKMAN, news director.
- JOSEPH P. GILL JR., chief engineer.

DIGEST OF RATE CARD NO. 7 (Sept. 1, 1960)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.*	20 Sec.*	ID*
Class AA—7:30-10:30 p.m., daily.	\$650.00	\$390.00	\$260.00	\$200.00	\$150.00	\$75.00

*Class AA—7:29-10:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

1962-63 Edition

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	SOUTH CAROLINA				
		Calhoun	2,900	2,000	66
		Chesterfield	8,300	6,300	75
		Clarendon	6,200	3,400	56
		Darlington	12,800	10,300	81
		Edgefield	3,800	3,000	78
		Fairfield	4,900	3,400	69
		Florence	20,700	17,300	84
		Kershaw	8,300	6,500	78
		Lancaster	10,200	8,900	87
		Lee	4,700	3,100	66
		Lexington	16,800	13,700	82
		Marlboro	6,900	5,100	74
		Newberry	8,200	6,600	81
Between 25-50%		Orangeburg	16,400	11,300	69
		Richland	48,900	40,800	84
		Saluda	3,700	2,900	78
		Sumter	18,300	14,300	78
	SOUTH CAROLINA				
		Allendale	2,900	1,800	63
		Bamberg	4,000	2,800	70
Under 25%		Barnwell	4,500	3,400	75
		Chester	8,000	6,600	83
		Colleton	7,100	4,700	66
		Dillon	6,800	5,200	76
		Marion	7,600	5,400	71
	NORTH CAROLINA				
		Richmond	10,300	8,600	83
		Scotland	6,000	4,800	79
	SOUTH CAROLINA				
		Abbeville	5,700	4,500	77
	Berkeley	8,900	6,700	75	
	Dorchester	6,000	4,900	81	
	Georgetown	8,000	5,800	72	
	Greenwood	12,700	10,900	86	
	Horry	16,800	12,900	77	
	Laurens	12,300	10,300	84	
	Williamsburg	8,600	5,500	64	
	York	20,100	17,000	85	
WIS-TV Station Total			358,300	280,700	78
ARB Total Net Weekly Circulation (March, 1962)			173,900		

South Carolina—Columbia

WNOK-TV

Ch. 19

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 244-kw maximum and 214-kw horizontal visual, 122-kw maximum and 107-kw horizontal aural. Antenna: 640-ft. above av. terrain, 550-ft. above ground, 930-ft. above sea level.

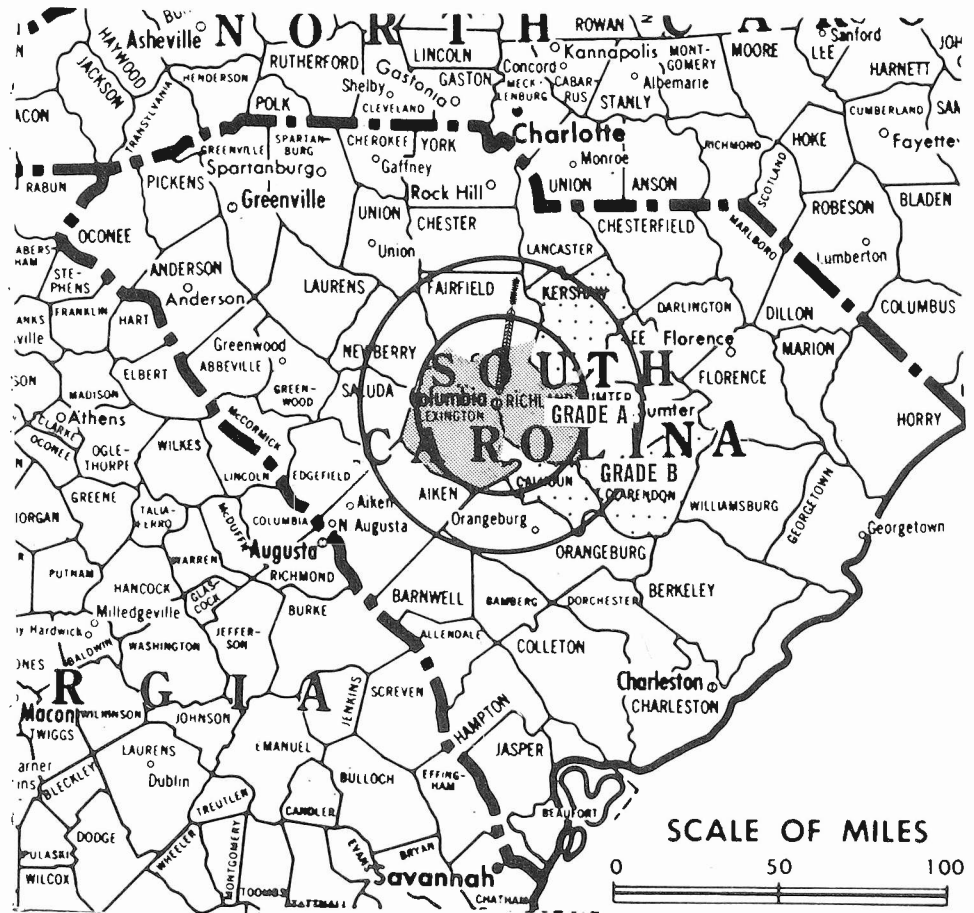
Latitude 34° 02' 41"
Longitude 80° 59' 51"

Transmitter: Cushman Rd., .25-mi. W of U.S. Hwy. 1.

AM & FM Affiliates: See below.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WNOK-TV Ref: FCC File No. BMPCT-4915 Granted 11/25/57

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WNOK-TV

Licensee: Palmetto Radio Corp., Box 5307.

Studio: 1811 Main St.

Telephone: Alpine 2-7737. TWX No.: 803-733-1131.

AM Affiliate: WNOK, 1-kw, 1230-kc.

FM Affiliate: WNOK-FM, 3.4-kw, 104.7 mc (No. 284), 450-ft.

Ownership: Irwin Kahn, pres., 30.9%; H. Moody McElveen Jr., v.p., 2.8%; W. Croft Jennings, v.p., 6.3%; J. W. Lindau III, v.p., 10.3%; Carlisle Roberts, secy., 5.1%; Samuel Litman, treas., 9.7%; Gen. Lewis G. Merritt, 4.68% (with wife); B. F. Kurtz, 3%; 51 other stockholders, none with more than 1.5%.

Began Operation: Sept. 1, 1953 on Ch. 67. Shifted to Ch. 19 on June 30, 1961.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

H. MOODY McELVEEN JR., v.p. & general manager.
RICHARD T. LAUGHRIDGE, sales manager.
TOMMY FRICK, program manager & film buyer.
CHARLTON W. BOWERS, chief engineer.

DIGEST OF RATE CARD NO. 2 (June 1, 1961)

Hour 30 Min. 20 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.
Class A—6-11 p.m., daily.
\$200.00 \$120.00 \$100.00 \$80.00 \$66.67 \$60.00* \$45.00* \$25.00*

*Class AA—7:59-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	SOUTH CAROLINA			
	Lexington	16,800	13,700	82
	Richland	48,900	40,800	84
Between 25-50%	None Between 25-50%			
Under 25%	SOUTH CAROLINA			
	Calhoun	2,900	2,000	66
	Clarendon	6,200	3,400	56
	Kershaw	8,300	6,500	78
WNOK-TV Station Total		83,100	66,400	80
ARB Total Net Weekly Circulation (March, 1962)			42,200	



PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE

South Carolina—Florence



WBTV

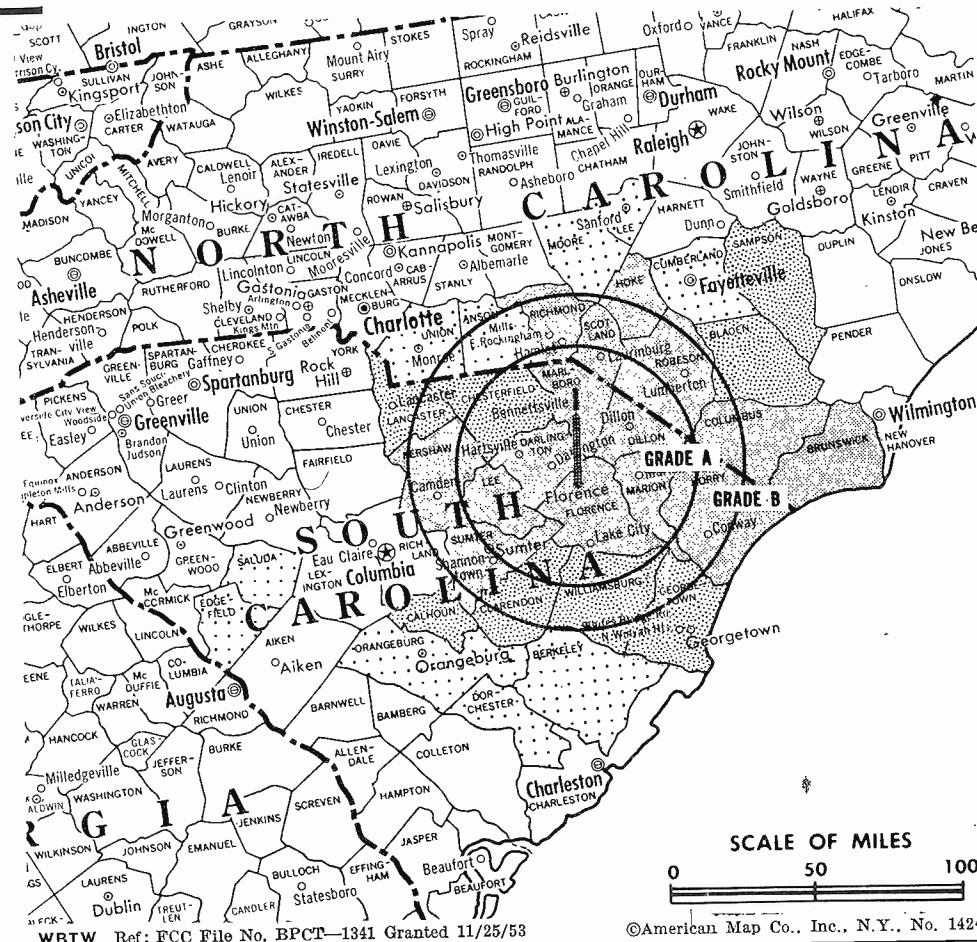


Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 790-ft. above av. terrain, 824-ft. above ground, 923-ft. above sea level.

Latitude 34° 16' 13"
Longitude 79° 43' 39"

Transmitter: N. Irby St., Extension.
Studio: N. Irby St., Extension.
TV tape: Recording facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WBTV Ref: FCC File No. BPC-1341 Granted 11/25/53

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WBTV

Network Service: ABC, CBS; also NBC (per program basis).
Licensee: Jefferson Standard Bcstg. Co., Box 630.
Telephone: 662-1565. TWX No.: 803-662-1312.
Ownership: Jefferson Standard Life Insurance Co., 100%. Joseph M. Bryan, pres., Jefferson Standard Bcstg. For other interests, see WBTV, Charlotte, N.C.
Began Operation: Oct. 18, 1954.
Represented (sales) by Young Television Corp.
Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.
Personnel:
CHARLES H. CRUTCHFIELD, exec. v.p.-general manager (WBTV, Charlotte).
J. ROBERT COVINGTON, v.p., promotion & public relations (WBTV).
J. WILLIAM QUINN, managing director.
GEORGE B. BURNETTE, program-production & film buyer.
JOHN BROCK, sales manager.
WHITEFOORD SMITH, promotion & publicity manager.
HARRY HUGHES, film editor.
EDWARD L. YOUNG, farm advisor.
EMIL A. SELLARS, engineering manager.

DIGEST OF RATE CARD NO. 7 (July 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 10 Sec.
Class AA—8-10 p.m., daily.
\$460.00 \$276.00 \$184.00 \$161.00 \$138.00 \$104.00 \$52.00
NETWORK BASE HOURLY RATE: \$575 (ABC, CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NORTH CAROLINA			
	Brunswick	5,000	4,000	78
	Columbus	12,000	9,000	75
	Hoke	3,500	2,600	73

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NORTH CAROLINA—(Continued)			
	Richmond	10,300	8,600	83
	Robeson	19,900	15,000	76
Between 25-50%	SOUTH CAROLINA			
	Darlington	12,800	10,300	81
	Dillon	6,800	5,200	76
	Florence	20,700	17,300	84
	Horry	16,800	12,900	77
	Kershaw	8,300	6,500	78
	Lee	4,700	3,100	66
	Marion	7,600	5,400	71
	Marlboro	6,900	5,100	74
	Sumter	18,300	14,300	78
Under 25%	NORTH CAROLINA			
	Bladen	6,700	4,600	68
	Sampson	11,800	9,300	79
	SOUTH CAROLINA			
	Calhoun	2,900	2,000	66
	Chesterfield	8,300	6,300	75
	Clarendon	6,200	3,400	56
	Georgetown	8,000	5,800	72
	Lancaster	10,200	8,900	87
	Williamsburg	8,600	5,500	64
Under 25%	NORTH CAROLINA			
	Anson	6,200	4,700	75
	Cumberland	35,500	30,200	86
	Lee	7,200	6,100	85
	Moore	10,000	7,800	78
	Union	11,700	9,800	84
Under 25%	SOUTH CAROLINA			
	Berkeley	8,900	6,700	75
	Dorchester	6,000	4,900	81
	Edgefield	3,800	3,000	78
	Orangeburg	16,400	11,300	69
	Saluda	3,700	2,900	78
WBTV Station Total		331,700	257,300	78
ARB Total Net Weekly Circulation (March, 1962)			142,300	

South Carolina—Greenville



WBTV-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 2000-ft. above av. terrain, 892-ft. above ground, 3978-ft. above sea level.

Latitude 35° 06' 40"
Longitude 82° 36' 17"

Transmitter: Caesar's Head.

TV tape: Recording facilities.

AM Affiliate: WBTV, 5-kw, 1330 kc (NBC).

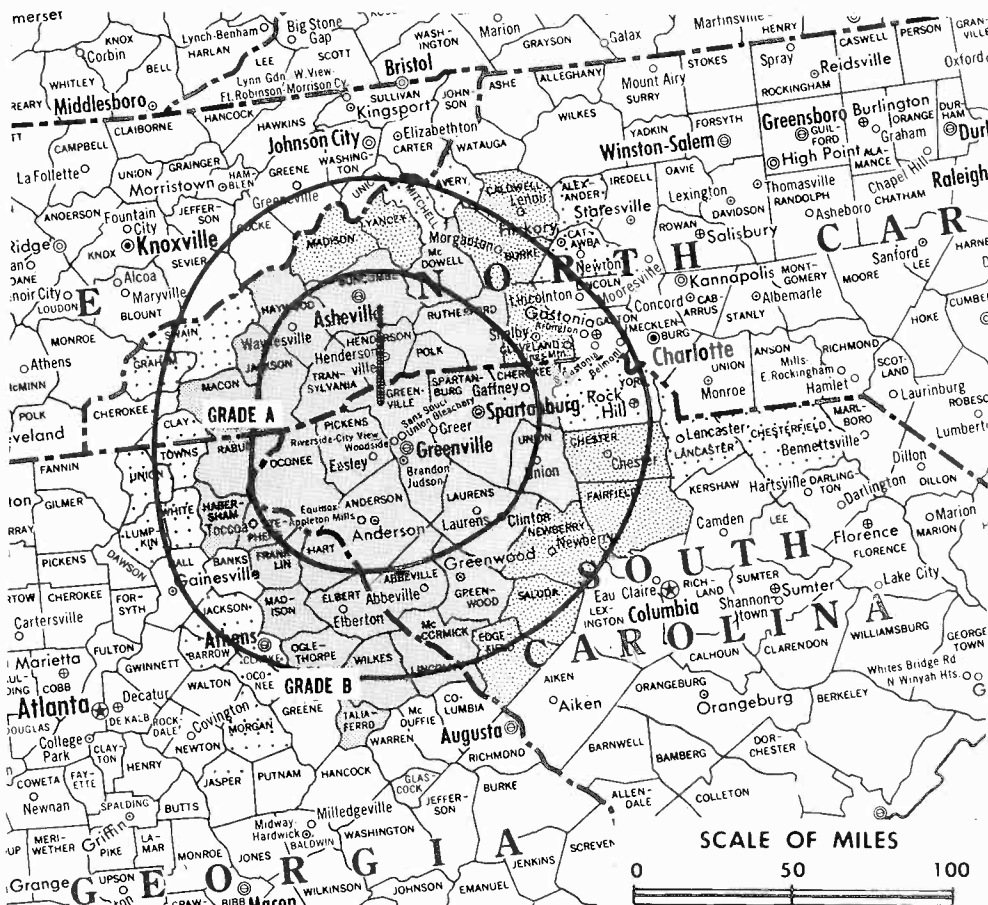
FM Affiliate: WBTV-FM, 9.9-kw, 93.7 mc (No. 229), 1114-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

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WBTV-TV Ref: FCC File No. BPC-2395 Granted 11/18/57

© American Map Co., Inc., N.Y., No. 14244

WBTV-TV

Licensee: WMRC Inc., 505 Rutherford St.

Studio: 505 Rutherford St.

Telephone: Cedar 9-1321. TWX No.: GV 6011.

Ownership: Greenville News-Piedmont, 49.9%; Roger C. Peace, chairman (votes Greenville News-Piedmont stock); Robert A. Jolley, pres., 14.63% (with family); John I. Smith, v.p., 1.3%; James E. Jolley, secy.-dir., 3.36%; Wilson C. Wearn, exec. v.p.-dir., 1.1%; James D. Poag, director, 6.24% (with family); Robert A. Jolley Jr., dir., 3.28%; Mamie Jolley Bruce, 3.36%; Noland Meyers, 2.44% (with wife); Alester G. Furman Jr., dir., 2.2%; Alester G. Furman III, 1.01%; Jolley Foundation, 1.7%; W. Oscar Cate, 1.5%; remainder held by over 100 others, none owns as much as 1%. Executive committee: Robert A. Jolley, Roger Peace (votes Greenville News-Piedmont Co. stock), J. Kelly Sisk, treas. & dir. (pres. of Greenville News-Piedmont Co. & Asheville Citizen-Times). WMRC Inc. also owns WBIR-TV, Knoxville, Tenn. (WBIR). Greenville News-Piedmont Co. also owns Asheville Citizen-Times and radio WWNC. Note: WMRC Inc. is buying WMAZ-TV, Macon, Ga.

Began Operation: Dec. 31, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- ROBERT A. JOLLEY, president.
- WILSON C. WEARN, executive vice president & manager.
- NORVIN C. DUNCAN JR., asst. manager and program director.
- RICHARD A. LUBEN, production director.
- ROBERT Q. GLASS JR., general sales manager.
- DOUGLAS A. SMITH, national & local sales manager.
- EDNA L. SEAMAN, promotion manager.
- ROBERT W. EDWARDS, sales service director.
- BEN LEONARD, farm director.
- W. E. GARRISON, chief engineer.

DIGEST OF RATE CARD NO. 8—(Sept. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-10 p.m., daily.

\$800.00 \$480.00 \$320.00 \$195.00 \$200.00 \$160.00 \$80.00

NETWORK BASE HOURLY RATE: \$875.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	GEORGIA			
	Elbert	5,000	4,200	85
	Franklin	3,800	3,300	86
	Habersham	4,900	3,900	80
	Hart	4,100	3,500	85
	Lincoln	1,400	1,100	77
	Madison	3,100	2,500	79
	Oglethorpe	2,000	1,500	73
	Rabun	2,000	1,500	75
	Stephens	5,200	4,200	80
	Taliaferro	900	600	65
	Wilkes	3,100	2,000	63
	NORTH CAROLINA			
	Buncombe	39,500	33,100	84
	Haywood	11,300	9,100	80
	Henderson	10,900	9,000	82
	Jackson	4,500	3,100	70
	McDowell	7,300	6,100	83
	Macon	4,200	2,600	63
	Polk	3,400	2,600	76
	Rutherford	12,600	11,100	88
	Transylvania	4,400	3,600	80
	SOUTH CAROLINA			
	Abbeville	5,700	4,500	77
	Anderson	28,000	24,300	87
	Cherokee	9,300	8,000	86
	Greenville	60,300	53,600	89
	Greenwood	12,700	10,900	86
	Laurens	12,300	10,300	84
	McCormick	2,000	1,500	73
	Oconee	10,400	9,100	87
	Pickens	13,100	10,800	82
	Spartanburg	43,400	37,900	88
	Union	7,900	6,800	86

Over 50%

Between 25-50%	NORTH CAROLINA	Total Households	TV Homes	%
	Yancey	3,600	2,300	63
	Burke	13,700	12,000	88

(Continued on page for WAIM-TV, Anderson, S.C.)

WBTV-TV Station Total	528,000	443,400	84
ARB Total Net Weekly Circulation (March, 1962)		323,900	

South Carolina—Spartanburg



WSPA-TV

Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 257-kw visual, 144-kw aural. Antenna: 1182-ft. above av. terrain, 445-ft. above ground, 2209-ft. above sea level.

Latitude 34° 55' 41"
Longitude 82° 24' 22"

Requests change to 316-kw visual, 158-kw aural.

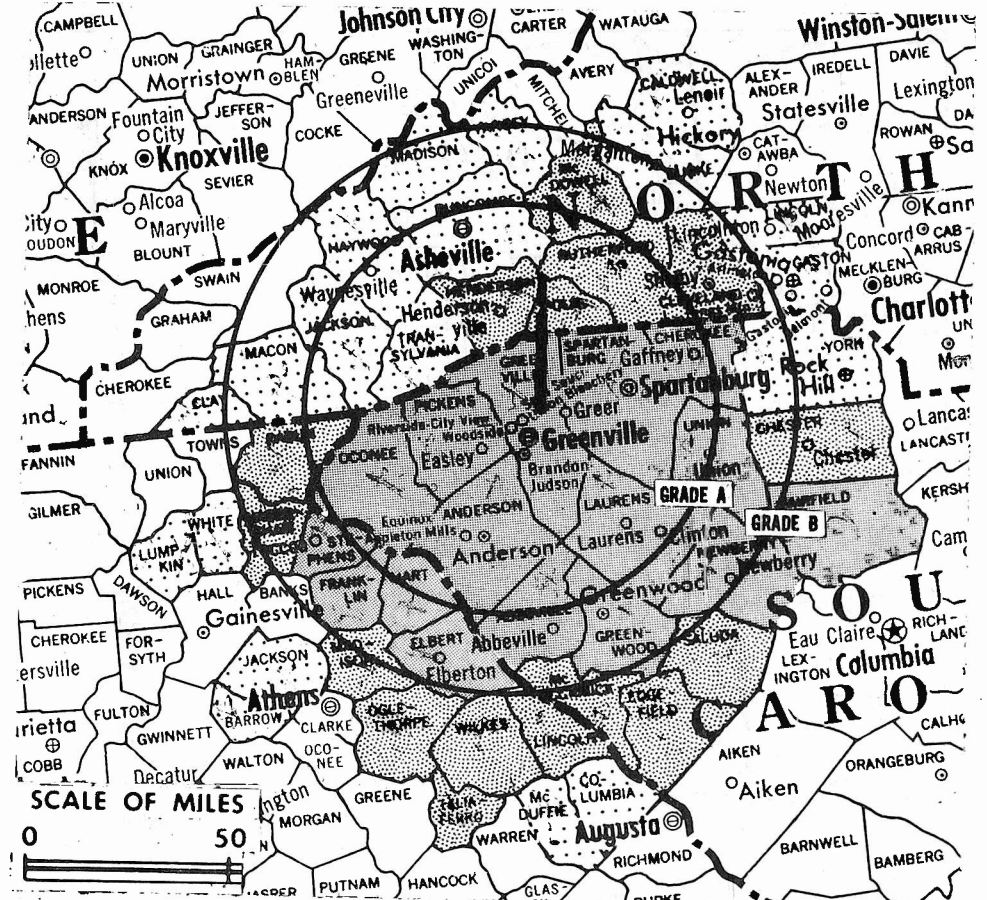
Transmitter: Paris Mt., 25-mi. W of Spartanburg.

Studio: 123 N. Converse St.

AM Affiliate: WSPA, 5-kw, 950 kc (CBS).

FM Affiliate: WSPA-FM, 4.9-kw, 98.9 mc (No. 255), 520-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WSPA-TV Ref: FCC File No. BMPCT-3949 Granted 7/11/56

© American Map Co., Inc., N.Y., No. 14244

WSPA-TV

Grantee (STA): Spartan Radiocasting Co., 123 N. Converse St.
Telephone: 583-3621. TWX No.: ZP 40.

Ownership: Walter J. Brown, pres., 54.08% (with wife & son); D. S. Burnside, secy.-treas., 4.3%; over 50 others, none owns as much as 3%.

Began Operation: April 29, 1956.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

WALTER J. BROWN, president & general manager.
CHARLES R. SANDERS, assistant general manager.
ROGER SHAFFER, national sales manager.
VIC LUDINGTON, local & regional sales director.
PAT ARNOUX, program director.
GENE GIBSON, chief studio engineer.
CLYDE BURDETTE, chief transmitter engineer.

DIGEST OF RATE CARD NO. 7 (Nov. 1, 1961)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	10 Sec.*
Class A—7-10:30 p.m., daily.	\$500.00	\$300.00	\$200.00	\$150.00	\$125.00	\$50.00

Class AA (7:29-10 p.m., daily): Min. or 20 Sec. 125. 10 Sec. \$62.50.

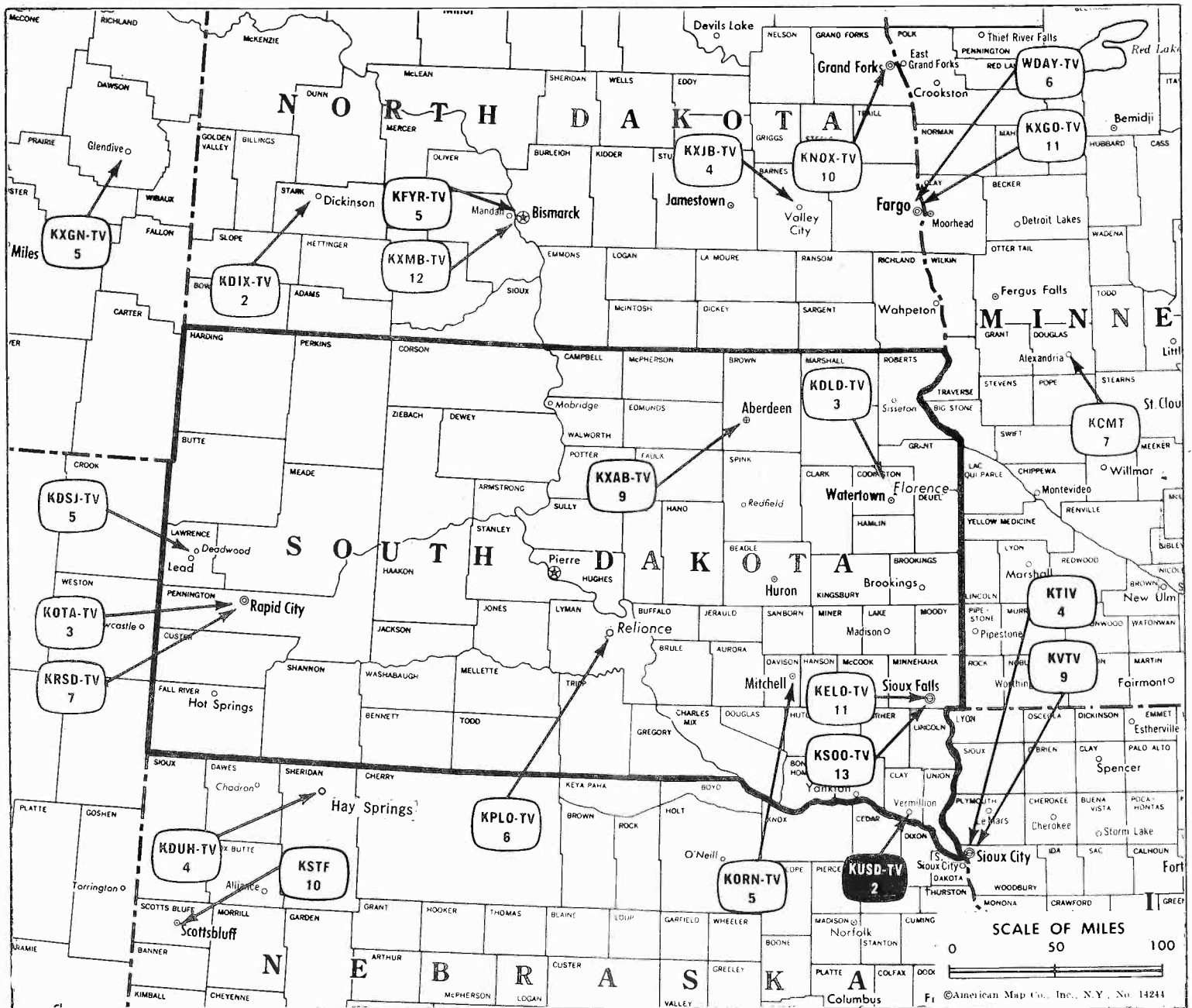
Announcements in all time segments qualify for 5 & 10 Plan.

NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	GEORGIA			
	Elbert	5,000	4,200	85
	Franklin	3,800	3,300	86
	Hart	4,100	3,500	85
	Stephens	5,200	4,200	80

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	SOUTH CAROLINA			
	Abbeville	5,700	4,500	77
	Anderson	28,000	24,300	87
	Cherokee	9,300	8,000	86
	Fairfield	4,900	3,400	69
	Greenville	60,300	53,600	89
	Greenwood	12,700	10,900	86
	Laurens	12,300	10,300	84
	Newberry	8,200	6,600	81
	Oconee	10,400	9,100	87
	Pickens	13,100	10,800	82
	Spartanburg	43,400	37,900	88
	Union	7,900	6,800	86
Between 25-50%	GEORGIA			
	Habersham	4,900	3,900	80
	Lincoln	1,400	1,100	77
	Madison	3,100	2,500	79
	Oglethorpe	2,000	1,500	73
	Rabun	2,000	1,500	75
	Taliaferro	900	600	65
	Wilkes	3,100	2,000	63
	NORTH CAROLINA			
	Cleveland	17,400	15,200	88
Henderson	10,900	9,000	82	
McDowell	7,300	6,100	83	
Polk	3,400	2,600	76	
Rutherford	12,600	11,100	88	
SOUTH CAROLINA				
Chester	8,000	6,600	83	
Edgefield	3,800	3,000	78	
McCormick	2,000	1,500	73	
Saluda	3,700	2,900	78	
Under 25%:	GEORGIA: Barrow, Columbia, Jackson, Lumpkin, McDuffie, White. NORTH CAROLINA: Buncombe, Burke, Caldwell, Clay, Gaston, Haywood, Jackson, Lincoln, Macon, Madison, Transylvania, Yancey. SOUTH CAROLINA: York.			
WSPA-TV Station Total		504,000	425,700	84
ARB Total Net Weekly Circulation (March, 1962)			236,800	

South Dakota



Market	ARB Net Weekly Circulation	Rank
Sioux Falls	206,600	83
Rapid City	45,600	183
Aberdeen	21,500	207
Mitchell	19,200	212

Total Homes	Rank	TV Households	Rank
342,400	89	302,900	86
67,100	193	57,800	191
31,400	211	28,200	210
Information Not Available			

South Dakota Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	9	0	9
Educational Television Stations	1	0	1
			10

State Educational Technical Facilities
(Complete Data in Educational Directory)

For Community Antenna Systems
in South Dakota
see CATV Directory

KUSD-TV Vermillion

Ch. 2

Non-Commercial Educational Station

Grantee: State University of South Dakota, Vermillion.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 339-kw visual, .195-kw aural. Antenna: 160-ft. above av. terrain, 147-ft. above ground, 1832-ft. above sea level.

Latitude 42° 47' 04"
Longitude 95° 55' 26"

South Dakota—Aberdeen

abc KXAB-TV

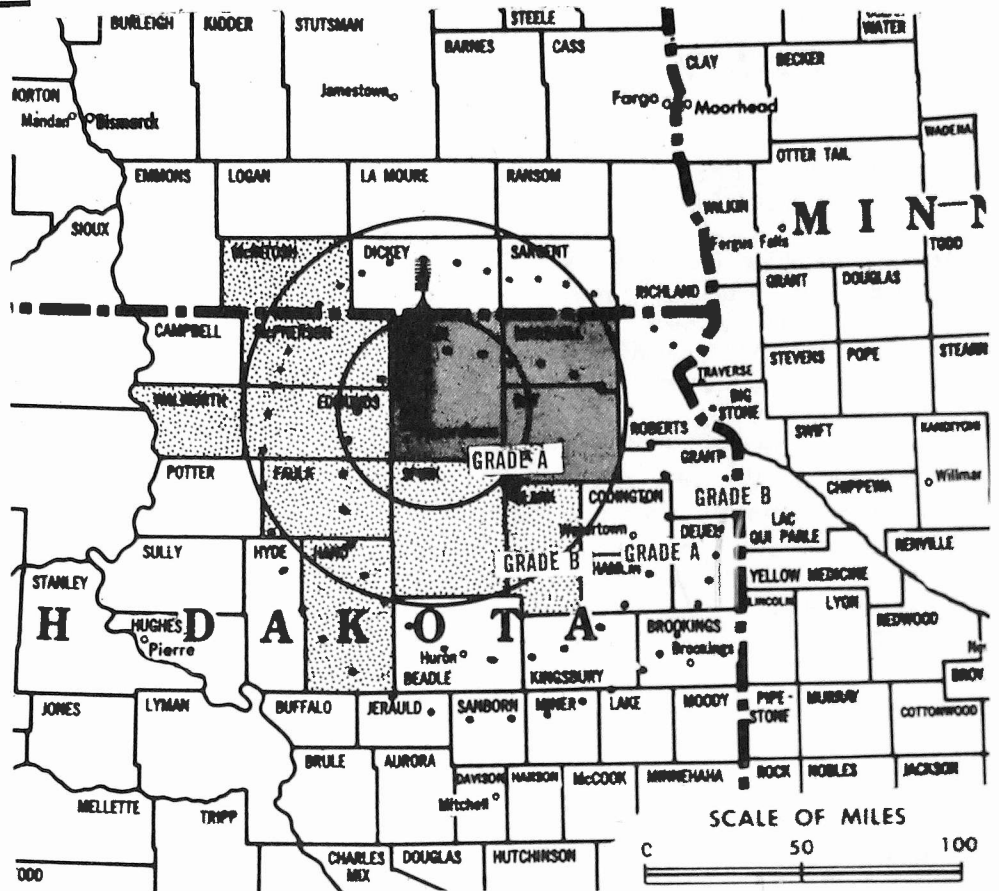
Ch. 9



Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 304-kw visual, 155-kw aural. Antenna: 1390-ft. above av. terrain, 1288-ft. above ground, 3048-ft. above sea level.

Latitude 45° 06' 32"
Longitude 97° 53' 30"

Transmitter: 3-mi. S and 3-mi. E of Crandall, S.D.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KXAB-TV Ref: FCC File No. BMPCT-5138 Granted 9/23/58
CP: BPCT-2888 Granted 1/16/62

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KXAB-TV

Network Service: ABC, NBC.
Licensee: South Dakota Television Inc., Country Club Rd.
Mailing Address: Box 118, Aberdeen.
Studio: Country Club Road, Aberdeen.
Telephone: 225-4350. TWX No.: AD 8389.
Ownership: See KXJB-TV, Valley City, N.D.
Began Operation: Nov. 27, 1958.
Represented (sales) by Young Television Corp.; Bill Hurley (Minneapolis); Soderlund Co. (Omaha).
Represented (legal) by Prince, Taylor, Crampton & Paul.
Represented (engineering) by Lloyd R. Amoo.
Personnel:

JOHN W. BOLER, president.
NEAL EDWARDS, v.p., gen. mgr. & film buyer.
MARY RYAN, traffic manager.
LAD ANDERTEN, film director.
COMET HAROLDSON, chief engineer.

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-10 p.m., Mon.-Sat.; 7-10 p.m., Sun.	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00

NETWORK BASE HOURLY RATE: \$100 (ABC), \$100 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	SOUTH DAKOTA			
	Brown	10,000	9,500	95
	Day	3,100	2,900	91
	Marshall	2,000	1,600	81
Between 25-50%	NORTH DAKOTA			
	McIntosh	1,900	1,600	79
	SOUTH DAKOTA			
	Clark	2,200	2,000	91
	Edmunds	1,700	1,500	83
	Faulk	1,300	1,100	86
	Hand	1,900	1,700	90
McPherson	1,700	1,400	81	
Spink	3,200	3,000	92	
Walworth	2,400	1,900	79	
Under 25%	None Under 25%			
KXAB-TV Station Total		31,400	28,200	90
ARB Total Net Weekly Circulation (March, 1962)			21,500	



THE MIGHTY HERCULES THE MIGHTIEST NEW CARTOON SERIES

TRANS-LUX TELEVISION CORPORATION
NEW YORK . . . CHICAGO . . . HOLLYWOOD

South Dakota—Deadwood-Lead



KDSJ-TV

Ch. 5

[Satellite of KRSD-TV,
Rapid City, S.D.]

Technical Facilities: Channel No. 5
(76-83 mc). Authorized power:
25.1-kw visual, 12.6-kw aural.
Antenna: 430-ft. above av. ter-
rain, 219-ft. above ground, 5789-
ft. above sea level.

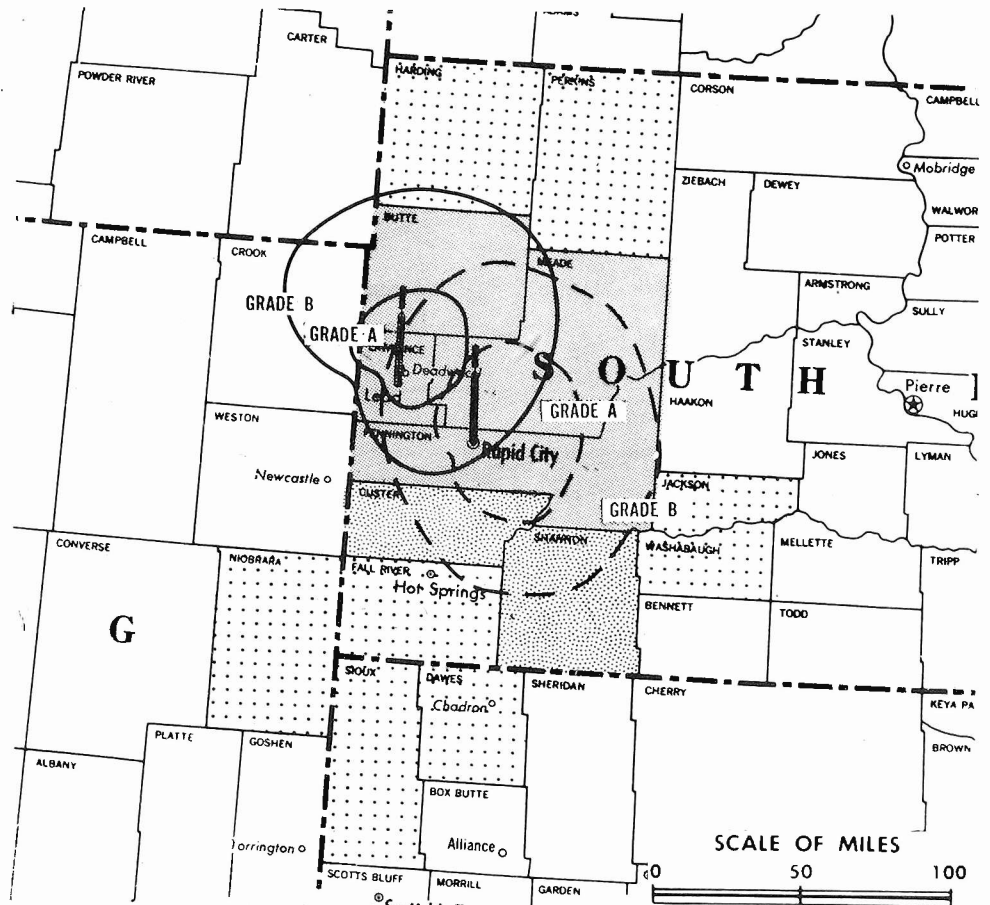
Latitude 44° 21' 15"
Longitude 103° 46' 10"

Transmitter: Crusher Hill, Lead, S.D.

Vhf Repeaters: See listing immedi-
ately following Educational Sta-
tion Directory.

AM Affiliate: KDSJ, 1-kw, 980 kc.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KDSJ-TV Ref: FCC File No. BMPCT-5212 Granted 5/27/59

©American Map Co., Inc., N.Y., No. 14244

KDSJ-TV

Network Service: NBC, same as KRSD-TV, Rapid City.
Grantee: The Heart of the Black Hills Stations, 1438 Mountain
View Rd., Rapid City.
Studio: Crusher Hill, Lead, S.D.
Telephone: Filmore 2-6050, Rapid City.
TWX No.: RC 8491.
Ownership: See KRSD-TV, Rapid City.
Began Operation: Jan. 6, 1960.
Represented (sales) by Jack Masia & Co. Inc., Soderlund Co.
(Omaha).
Personnel:
HARRY DANIELS, resident manager.
TRUMAN H. WALROD, sales manager.
Rates: Sold only in combination with KRSD-TV, Rapid City, S.D.
NETWORK BASE HOURLY RATE: Bonus to KRSD-TV, Rapid City.

ARB Data for this station included with report
for Parent KRSD-TV, Rapid City, S.D.



TRANS-LUX TELEVISION CORPORATION
NEW YORK . . . CHICAGO . . . HOLLYWOOD
Nation's Most Popular Zoo Program

South Dakota—Florence-Watertown



KDLO-TV



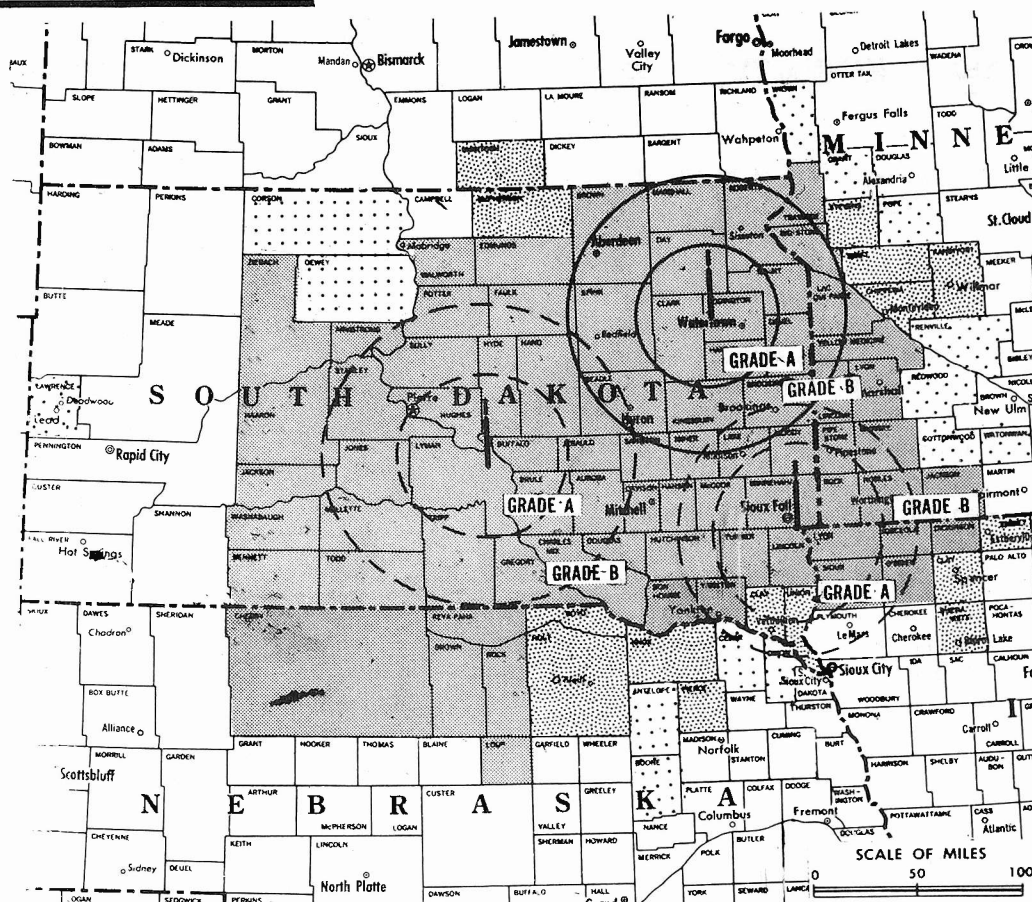
Ch. 3

[Satellite of KELO-TV,
Sioux Falls, S.D.]

Technical Facilities: Channel No. 3
(60-66 mc). Authorized power:
100-kw visual, 60-kw aural. Antenna:
840-ft. above av. terrain,
856-ft. above ground, 2703-ft.
above sea level.

Latitude 44° 58' 30"
Longitude 97° 34' 28"

Transmitter: 5-mi. N. of Garden City,
S.D.



KDLO-TV Ref: FCC File No. BMPCT-3939 Granted 6/8/56

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KDLO-TV

Network Service: ABC, CBS, same as KELO-TV, Sioux Falls, S.D.
Licensee: Midcontinent Broadcasting Co., Phillips Ave. & 13th St.,
Sioux Falls, S.D.

Studio: 5-mi. N of Garden City, S.D.

Telephone: 336-1100 (Sioux Falls). TWX No.: SX 8314.

Ownership: See KELO-TV, Sioux Falls, S.D.

Began Operation: Sept. 24, 1955.

Represented (sales) by H-R Television Inc.; Wayne Evans & Assoc.
(Minneapolis).

Personnel:

JOE FLOYD, president.
EVANS NORD, v.p. & general manager.
M. A. STONEKING, resident manager.
JOHN GORT, resident engineer.

Rates: Sold in combination with KELO-TV, Sioux Falls and KPLO-TV,
Reliance, with rates applying to simultaneous telecasts on
all stations.

NETWORK BASE HOURLY RATE: Bonus to KELO-TV, Sioux Falls.

ARB Data for this station included with report
of Parent KELO-TV, Sioux Falls, S.D.

HAMILTON-LANDIS & ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS
WASHINGTON, D.C., CHICAGO, DALLAS,
SAN FRANCISCO

SELL MORE

RADIO & TELEVISION STATIONS
IN THE MIDWEST—NEAREST OFFICE IS—
1714 TRIBUNE TOWER, CHICAGO 11
DELAWARE 7-2754

South Dakota—Mitchell



KORN-TV



Ch. 5

[Affiliated with KS00-TV,
Sioux Falls, S.D.]

Technical Facilities: Channel No. 5
(76-82 mc). Authorized power:
22.9-kw visual, 11.5-kw aural.
Antenna: 570-ft. above av. terrain,
569-ft. above ground, 1915-ft.
above sea level.

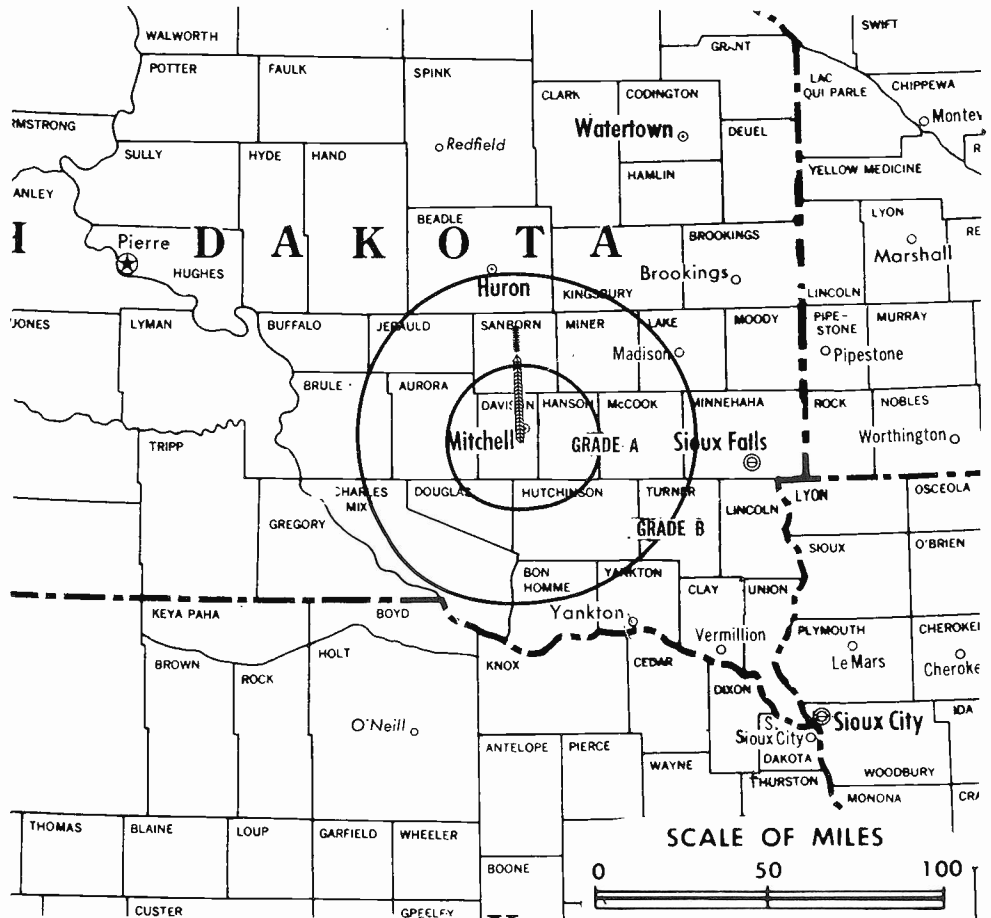
Latitude 43° 41' 25"
Longitude 98° 00' 27"

Transmitter: .5-mi. SE of Mitchell on
Hwy. 37.

Studio: .5-mi. SE of Mitchell on Hwy.
37.

AM Affiliate: KORN, .25-kw, 1490 kc
(MBS).

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KORN-TV Ref: FCC File No. BPCT-2378 Granted 11/13/57

©American Map Co., Inc., N.Y., No. 14244

KORN-TV

Licensee: Mitchell Broadcasting Association Inc., Box 908.
Telephone: Wyman 6-5621.
Ownership: R. V. Eppel, pres. & treas., 98%; Charles N. Rozum,
v.p., 1%; H. T. Fuller, secy., 1%.
Began Operation: June 12, 1960.
Represented (sales) by The Soderlund Co. (Omaha).
Represented (legal) by Fisher, Wayland, Duvall & Southmayd.
Represented (engineering) by Lloyd R. Amoo.
Personnel:
R. V. EPEL, president & general manager.
M. A. JOHNSON, commercial manager.
J. DOHERTY, chief engineer.

DIGEST OF RATE CARD NO. 1 (June 6, 1960)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10:30 p.m., daily.	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00	\$22.50 \$11.25

**ARB Total Net Weekly Circulation
(March, 1962) 19,200**

**ARB data not available based on 1960 Coverage
Study because station began operation after the
survey was made.**

South Dakota—Rapid City



KOTA-TV



Ch. 3

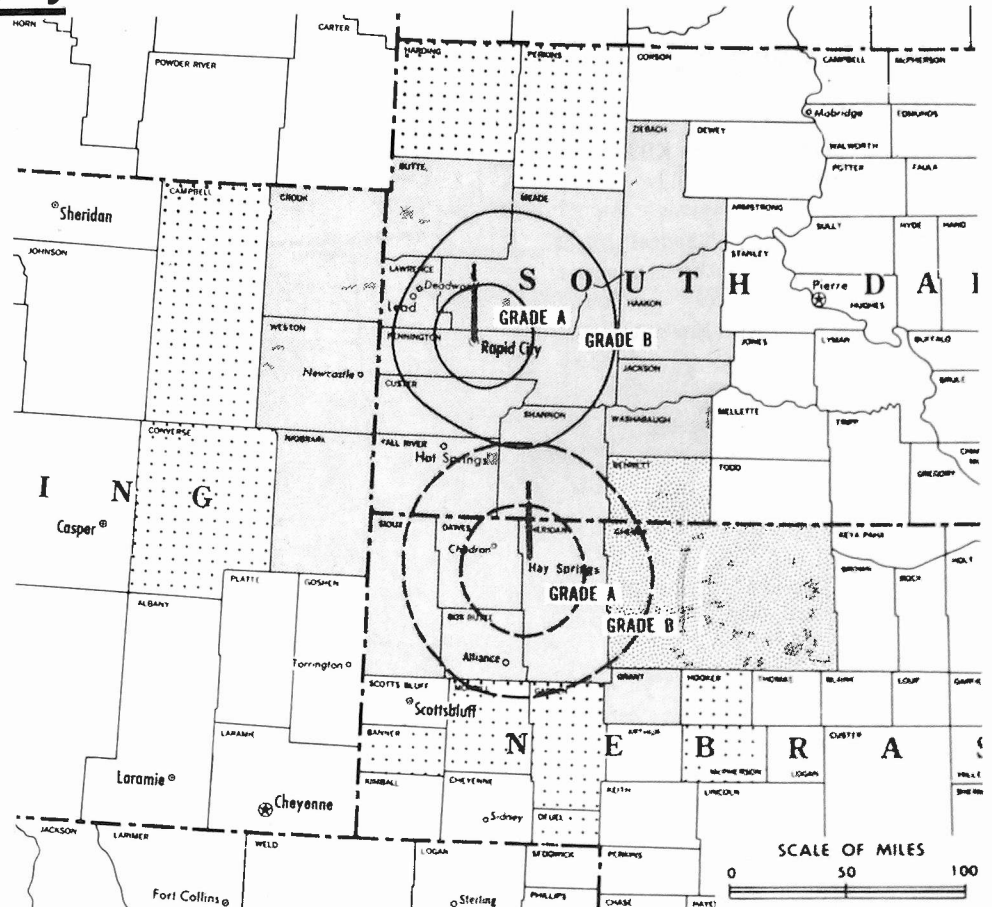
[Also operates affiliated KDUH-TV,
Hay Springs, Neb.]

Technical Facilities: Channel No. 3
(60-66 mc). Authorized power:
72.4-kw visual, 36.3-kw aural.
Antenna: 540-ft. above av. ter-
rain, 350-ft. above ground, 4050-
ft. above sea level.

Latitude 44° 04' 05"
Longitude 103° 15' 03"

Transmitter: Skyline Dr.

AM Affiliate: KOTA, 5-kw, 1380 kc.
(CBS).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KOTA-TV Ref: FCC File No. BMPCT-3962 Granted 7/11/56
KDUH-TV Ref: FCC File No. BPCT-2350 Granted 8/1/57

© American Map Co., Inc., N.Y., No. 14244

KOTA-TV

Network Service: CBS; also ABC, on per program basis.

Licensee: Duhamel Broadcasting Enterprises, Box 1752.

Business Office: Duhamel Bldg., 6th & St. Joe Streets.

Studio: Duhamel Bldg., 6th & St. Joe Streets.

Telephone: Filmore 2-2000. TWX No.: RC 8481.

Ownership: Helen S. Duhamel, pres., 73.3%; John N. Heffron, v.p. 3.3%; William F. Turner, secy., 3.3%; Clifton J. Woodhouse, treas., 3.3%; William F. Duhamel, Helen Kathleen Duhamel, Dr. Peter A. Duhamel, Marguerite D. Heffron, Jacqueline Duhamel, all 3.3%. Duhamel Broadcasting Enterprises also operates satellite KDUH-TV, Hay Springs, Nebraska.

Began Operation: May 29, 1955.

Represented (sales) by The Bolling Co. Inc.; Wayne Evans & Associates (Minneapolis); Soderlund Co. (Omaha-Lincoln). Bob Hix Co. Inc. (Mountain states).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

HELEN S. DUHAMEL, president & general manager.
J. NORMAN HEFFRON, v.p., news & public affairs.
WILLIAM F. TURNER, station manager.
DAN LESMEISTER, TV production director.
ARLYNE MORGAN, operations manager.
ELMER NELSON, chief engineer.
ELMA JOHNSON, chief accountant.
STEWART STEELE, news editor.
VERNE SHEPPARD, farm director.
POLLY WEEDMAN, women's director.
DICK SHILVOCK, sports director.

DIGEST OF RATE CARD NO. 5 (Sept. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.	ID	
Class A—6-10:30 p.m., daily.	\$250.00	\$150.00	\$100.00	\$87.50	\$70.00	\$60.00	\$50.00	\$25.00

Rates include affiliated KDUH-TV, Hay Springs, Neb.

NETWORK BASE HOURLY RATE: \$225 (CBS and ABC).

1962-63 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	NEBRASKA				
		Box Butte	3,600	3,200	89
		Dawes	3,000	2,400	81
		Grant	300	300	68
		Sheridan	2,700	2,400	87
		Sioux	800	700	84
		SOUTH DAKOTA			
		Butte	2,600	2,300	87
		Custer	1,500	1,300	82
		Fall River	3,200	2,700	84
		Haakon	1,000	900	86
		Jackson	600	500	76
		Lawrence	5,100	4,500	87
		Meade	3,300	2,900	86
		Pennington	17,300	15,800	92
		Shannon	1,200	700	50
		Washabaugh	300	200	72
		Ziebach	600	400	54
		WYOMING			
	Crook	1,400	1,000	69	
	Niobrara	1,300	1,100	81	
	Weston	2,400	1,900	76	
Between 25-50%	NEB.: Cherry	2,500	2,200	86	
	S.D.: Bennett	800	700	75	
Under 25%	NEBRASKA				
		Banner	400	400	92
		Deuel	1,000	1,000	90
		Garden	1,100	900	74
		Hooker	400	400	96
		McPherson	200	200	74
		Morrill	2,100	1,800	82
		SOUTH DAKOTA			
		Harding	700	600	80
		Perkins	1,700	1,300	75
		WYOMING			
		Campbell	1,900	1,400	74
	Converse	2,100	1,700	81	

KOTA-TV & KDUH-TV Station Total 67,100 57,800 86
ARB Total Net Weekly Circulation (March, 1962) 45,600

South Dakota—Rapid City



KRSD-TV

Ch. 7

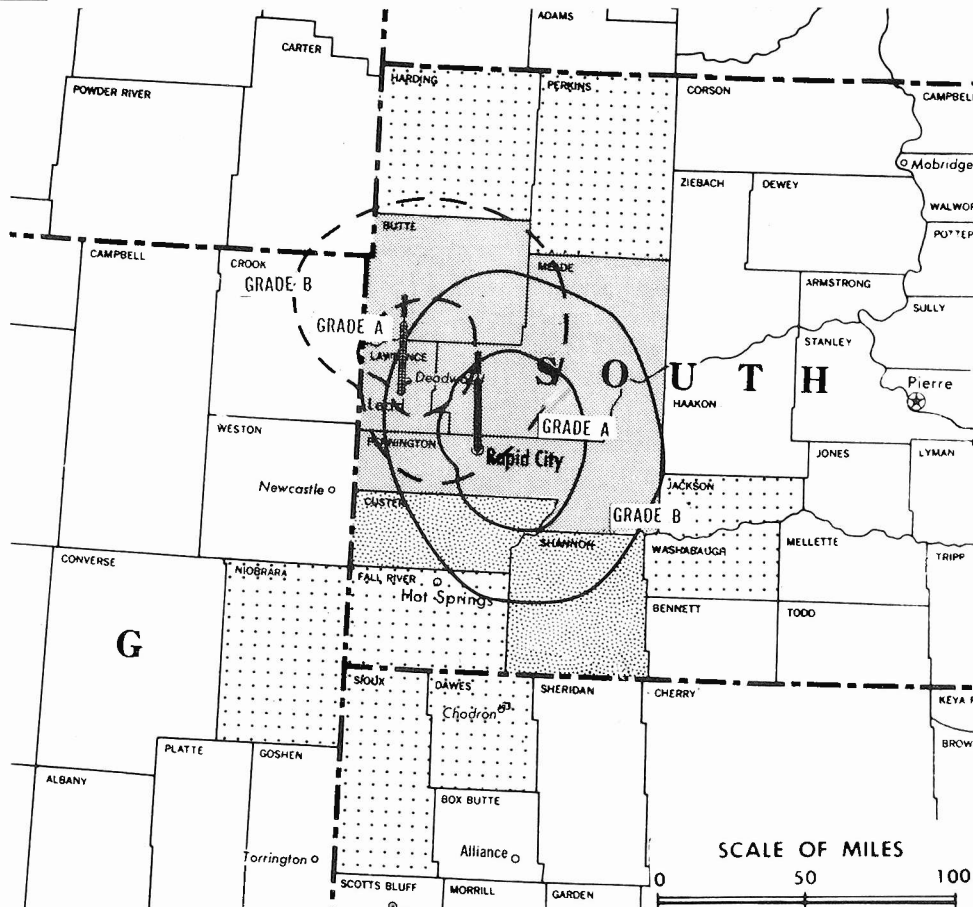
[Also operates satellite KDSJ-TV,
Deadwood, S.D.]

Technical Facilities: Channel No. 7
(174-180 mc). Authorized power:
25.7-kw visual, 12.9-kw aural.
Antenna: 540-ft. above av. ter-
rain, 422-ft. above ground, 4191-
ft. above sea level.

Latitude 44° 04' 17"
Longitude 103° 15' 07"

Transmitter: Skyline Dr.

AM Affiliate: KRSD, .25-kw, 1340 kc.



KRSD-TV Ref: FCC File No. BMPCT-4766 Granted 8/21/57
KDSJ-TV Ref: FCC File No. BMPCT-5212 Granted 5/27/59

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KRSD-TV

Licensee: The Heart of the Black Hills Stations.

Studio: 1438 Mountain View Rd. Telephone: Filmore 2-6050.

Ownership: John Daniels, 1/3; Eli Daniels, 1/3; Harry Daniels, 1/3.
They also own equal amounts of satellite KDSJ-TV, Deadwood,
S.D., and radio stations KRSD and KDSJ.

Began Operation: Jan. 16, 1958

Represented (sales) by Jack Masla & Co. Inc.; Soderlund Co.
(Omaha).

Represented (legal) by Samuel Miller.

Personnel:

TRUMAN H. WALROD, station manager & film buyer.
PAUL E. FREYGANG, general sales manager.

DIGEST OF RATE CARD NO. 1 (April 1, 1960)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6-10 p.m., daily.
\$180.00 \$110.00 \$70.00 \$60.00 \$50.00 \$38.00 \$28.00 \$14.00
NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	SOUTH DAKOTA			
	Butte	2,600	2,300	87
	Lawrence	5,100	4,500	87
	Meade	3,300	2,900	86
	Pennington	17,300	15,800	92
Between 25-50%	SOUTH DAKOTA			
	Custer	1,500	1,300	82
	Shannon	1,200	700	50
Under 25%	NEBRASKA			
	Dawes	3,000	2,400	81
	Sioux	800	700	84
	SOUTH DAKOTA			
	Fall River	3,200	2,700	84
	Harding	700	600	80
	Jackson	600	500	76
	Perkins	1,700	1,300	75
	Washabaugh	300	200	72
	WYOMING			
Niobrara	1,300	1,100	81	
KRSD-TV & KDSJ-TV Station Total		42,600	37,000	87
ARB Total Net Weekly Circulation (March, 1962)			22,800	

South Dakota—Reliance

abc  **KPLO-TV**

Ch. 6



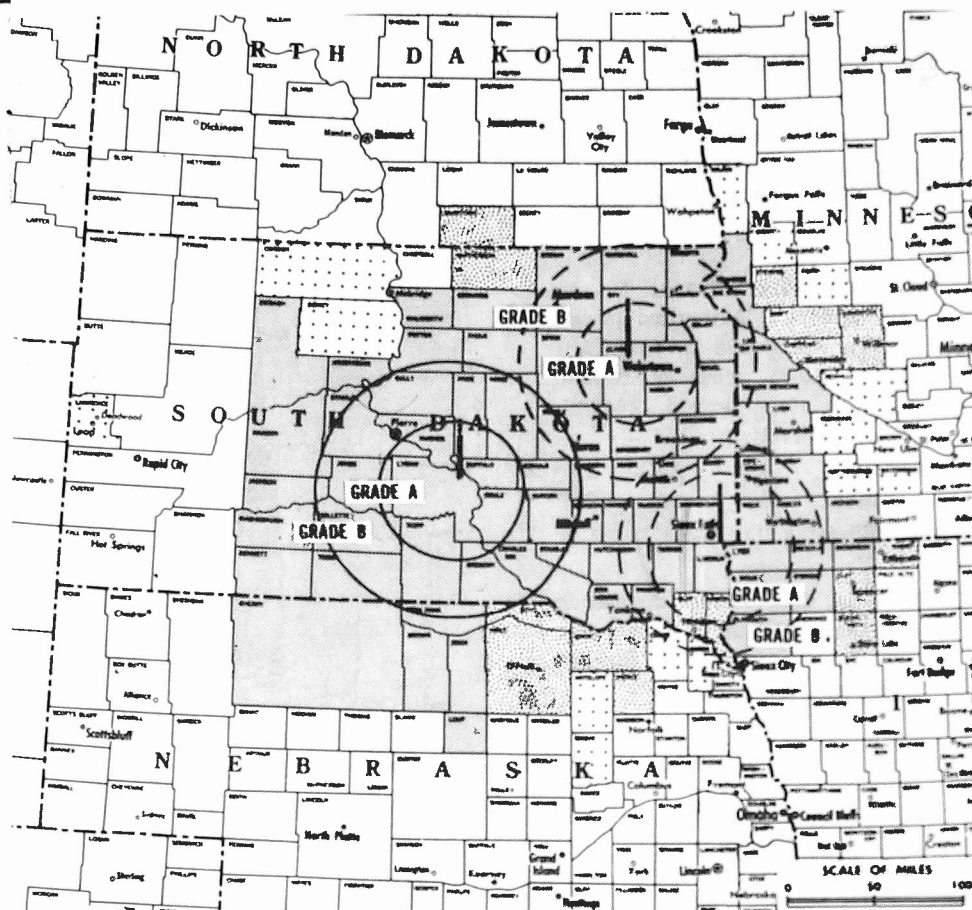
[Satellite of KELO-TV, Sioux Falls, S.D.]

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1112-ft. above av. terrain, 711-ft. above ground, 2877-ft. above sea level.

Latitude 43° 57' 55"
Longitude 99° 36' 11"

Transmitter: Medicine Butte, 6-mi. N of Reliance.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KPLO-TV Ref: FCC File No. BPCT-2480 Granted 5/15/58

©American Map Co., Inc., N.Y., No. 14244

KPLO-TV

Network Service: ABC, CBS, same as KELO-TV, Sioux Falls.

Licensee: Midcontinent Broadcasting Co., Phillips Ave. & 13th St., Sioux Falls, S.D.

Studio: Medicine Butte, 6-mi. N of Reliance.

Ownership: See KELO-TV, Sioux Falls.

Began Operation: July 15, 1957.

Represented (sales) by H-R Television Inc.; Wayne Evans & Assoc. (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

JOE FLOYD, president.
EVANS A. NORD, v.p. & general manager.
J. C. JOHNSON, resident manager.
JOHN GORT, chief engineer.

Rates: Sold only in combination with KELO-TV, Sioux Falls and other satellite KDLO-TV, Florence, S.D.

NETWORK BASE HOURLY RATE: Bonus to KELO-TV, Sioux Falls, S.D.

ARB Data for this station included with report of Parent KELO-TV, Sioux Falls, S.D.



PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE

South Dakota—Sioux Falls



Ch. 11

[Also operates satellites KDLO-TV, Florence and KPLO-TV, Reliance, S.D.]

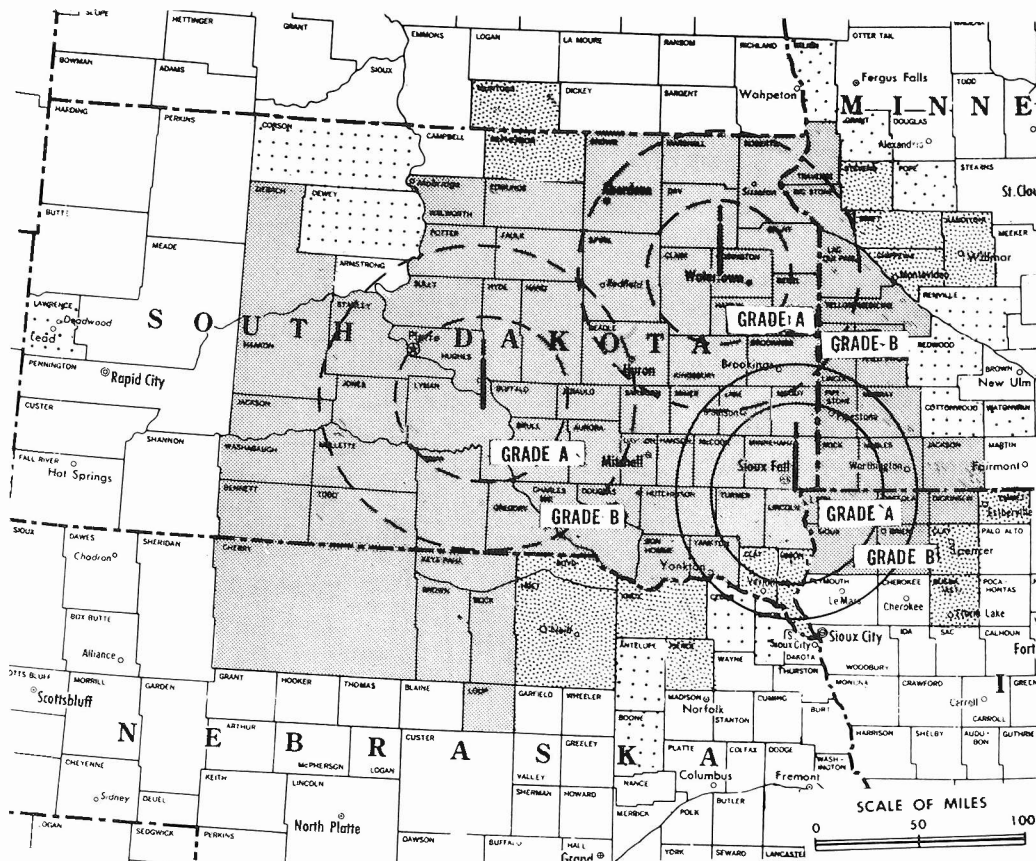
Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 980-ft. above av. terrain, 1032-ft. above ground, 2442-ft. above sea level.

Latitude 43° 29' 19"
Longitude 96° 38' 09"

AM Affiliate: KELO, 5-kw, 1320 kc (NBC).

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KELO-TV Ref: FCC File No. BMPCT—3711 Granted 2/24/56
KPLO-TV Ref: FCC File No. BPCT—2489 Granted 5/15/58
KDLO-TV Ref: FCC File No. BMPCT—3939 Granted 6/8/56

©American Map Co., Inc., N.Y., No. 14244

KELO-TV

Network Service: ABC, CBS.

Licensee: Midcontinent Broadcasting Co., 13th St. & Phillips Ave.

Studio: 13th St. & Phillips Ave.

Telephone: 336-1100. TWX No.: SX 8314.

Ownership: Joseph L. Floyd, pres., 33 1/3%; N. L. Bentson, v.p., 33 1/3%; Edmund R. Ruben, secy.-treas., 33 1/3%. Same interests own KDLO-TV (Ch. 3), Florence, and KPLO-TV (Ch. 6), Reliance, S.D. operated in conjunction with KELO-TV; they also own radio stations WLWL, St. Paul and KSO, Des Moines. Midcontinent also owns WKOW-TV, Madison, Wis. (Television Digest, Vol. 16:24).

Began Operation: May 12, 1953.

Represented (sales) by H-R Television Inc.; Wayne Evans & Assoc. (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

JOE FLOYD, president & film buyer.
EVANS A. NORD, v.p. & general manager.
TOM SHEELEY, operations manager.
RUSS ARTUS, technical director.
LES FROKE, chief engineer.
BOB JOHNSON, production manager.
JACK TOWNSEND, promotion manager.
LES HARDING, farm director.

DIGEST OF RATE CARD NO. 12 (Jan. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.	\$800.00	\$425.00	\$275.00	\$200.00	\$175.00	\$162.00
	\$81.00					

Sold only in combination with KDLO-TV, Florence, and KPLO-TV, Reliance, S.D., with rates applying to simultaneous telecasts on all stations.

NETWORK BASE HOURLY RATE: \$825 (ABC), \$825 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA			
	Dickinson	4,000	3,500	87
	Lyon	4,200	3,700	89
	O'Brien	5,800	5,500	94
	Osceola	3,000	2,700	90
	Plymouth	6,800	6,400	94
	Sioux	7,500	6,400	85
	MINNESOTA			
	Big Stone	2,600	2,300	89
	Jackson	4,600	4,000	86
	Lac Qui Parle	3,900	3,400	87
	Lincoln	2,900	2,500	87
	Lyon	6,400	5,400	84
	Murray	3,900	3,600	91
	Nobles	6,600	6,200	94
Pipestone	4,000	3,700	91	
Rock	3,300	3,200	95	
Traverse	2,200	2,000	89	
Yellow Medicine	4,600	3,400	73	
NEBRASKA				
Brown	1,500	1,200	77	
Cherry	2,500	2,200	86	
Keya Paha	500	500	86	
Loup	300	300	88	
Rock	800	700	84	
SOUTH DAKOTA				
Aurora	1,400	1,200	81	
Beadle	6,600	5,800	87	
Bennett	800	700	75	
Bon Homme	2,900	2,400	82	
Brookings	5,700	5,200	90	
Brown	10,000	9,500	95	
Brule	1,900	1,700	88	
Buffalo	400	200	57	
Charles Mix	3,200	2,500	77	
Clark	2,200	2,000	91	
Codington	5,900	5,600	94	
Davison	5,100	4,300	84	

KELO-TV, KDLO-TV & KPLO-TV Station Total	342,400	302,900	88
ARB Total Net Weekly Circulation (March, 1962)		206,600	

KELO-TV
(ARB Data Continued)

South Dakota—Sioux Falls

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
SOUTH DAKOTA—(Continued)				
Over 50%	Day	3,100	2,900	91
	Deuel	2,000	1,800	88
	Douglas	1,500	1,200	81
	Edmunds	1,700	1,500	83
	Faulk	1,300	1,100	86
	Grant	2,900	2,500	87
	Gregory	2,200	1,900	86
	Haakon	1,000	900	86
	Hamlin	1,900	1,700	89
	Hand	1,900	1,700	90
	Hanson	1,300	1,200	88
	Hughes	3,800	3,500	92
	Hutchinson	3,400	2,900	85
	Hyde	800	800	93
	Jackson	600	500	76
	Jerauld	1,200	1,100	87
	Jones	600	600	85
	Kingsbury	2,800	2,600	91
	Lake	3,500	3,300	93
	Lincoln	3,800	3,500	93
	Lyman	1,200	1,200	92
	McCook	2,400	2,300	95
	Marshall	2,000	1,600	81
	Mellette	700	500	73
	Miner	1,600	1,400	88
	Minnehaha	26,000	24,900	96
	Moody	2,400	2,200	91
	Potter	1,400	1,300	87
	Roberts	3,600	3,100	84
	Sanborn	1,400	1,200	84
	Spink	3,200	3,000	92
	Stanley	1,200	1,000	82
	Sully	700	700	92
	Todd	1,100	700	61
	Tripp	2,500	2,200	88
Turner	3,500	3,200	91	
Walworth	2,400	1,900	79	
Washabaugh	300	200	72	
Yankton	4,700	4,200	90	
Ziebach	600	400	54	

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	IOWA			
	Buena Vista	6,600	6,200	93
	Clay	5,700	5,100	88
	Emmet	4,500	3,700	82
	MINNESOTA			
	Chippewa	4,900	4,200	84
	Kandiyohi	8,500	7,200	85
	Stevens	3,100	2,800	89
	Swift	4,300	3,700	86
	NEBRASKA			
	Boyd	1,400	1,200	83
	Holt	4,100	3,000	73
	Knox	4,000	3,200	78
	Pierce	2,600	2,400	90
	NORTH DAKOTA			
McIntosh	1,900	1,600	79	
SOUTH DAKOTA				
Clay	3,000	2,800	92	
McPherson	1,700	1,400	81	
Union	3,000	3,000	97	
Under 25%	MINNESOTA			
	Cottonwood	4,900	3,500	72
	Grant	2,600	2,500	93
	Pope	3,500	2,900	81
	Redwood	6,300	5,000	80
	Renville	6,600	5,600	84
	Watonwan	4,300	3,700	86
	Wilkin	2,900	2,700	93
	NEBRASKA			
	Antelope	3,200	2,600	82
	Boone	2,700	2,500	89
	Cedar	3,600	3,300	92
	Dixon	2,400	2,300	94
	SOUTH DAKOTA			
	Corson	1,400	1,000	66
Dewey	1,400	1,000	67	
Lawrence	5,100	4,500	87	

Turn Page For Listing of KSOO-TV, Sioux Falls, South Dakota

South Dakota—Sioux Falls

NB **KSOO-TV**



Ch. 13

[Affiliated with separately-owned
KORN-TV, Mitchell, S.D.]

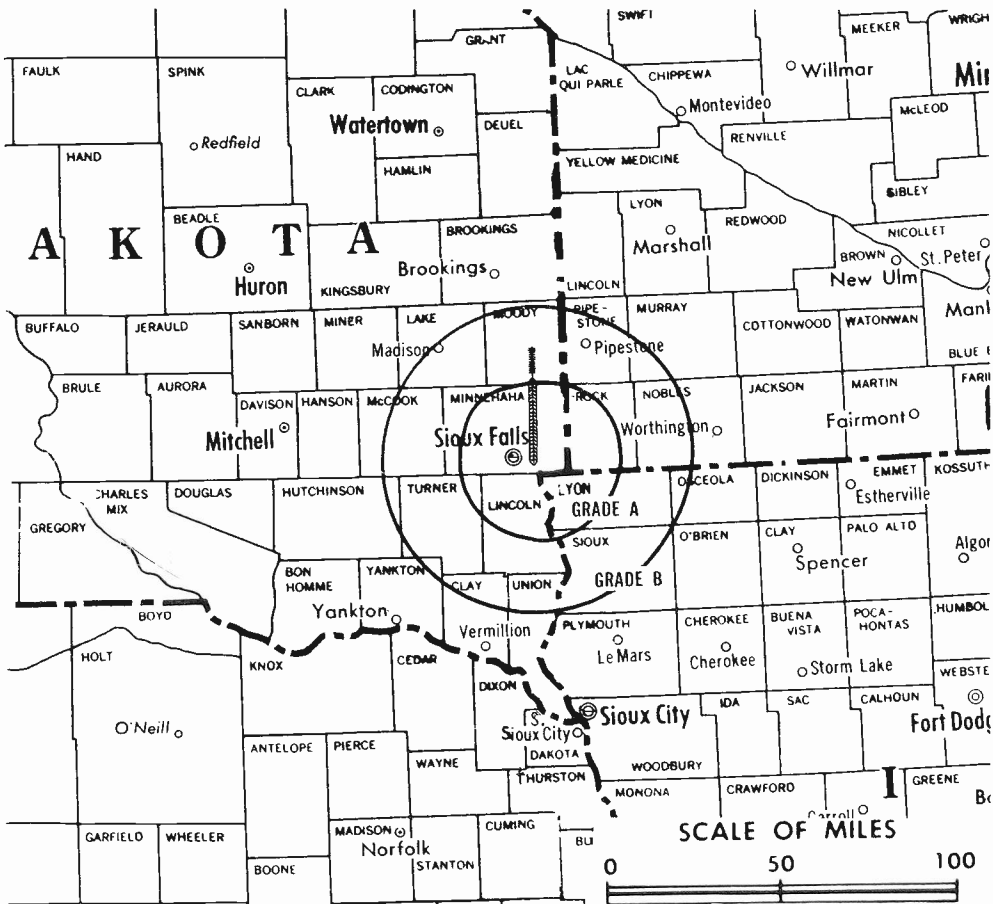
Technical Facilities: Channel No. 13
(210-216 mc). Authorized power:
316-kw visual, 158-kw aural. An-
tenna: 1060-ft. above av. terrain,
1117-ft. above ground, 2745-ft.
above sea level.

Latitude 43° 59' 05"
Longitude 96° 28' 45"

Transmitter: 7½ miles Southeast of
Flandreau, S.D.

AM Affiliate: KSOO, 10-kw (5-kw
night), 1140 kc (ABC).

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KSOO-TV Ref: FCC File No. BNPCT-5168 Granted 10/7/59

©American Map Co., Inc., N.Y., No. 14244

KSOO-TV

Grantee: KSOO-TV Inc., 205 N. Phillips.

Studio: 205 N. Phillips.

Telephone: Edison 4-5601.

TWX No.: SX FS 8323.

Ownership: Morton H. Henkin, pres., 50.7%; Thomas Barnstuble, exec. v.p., 19%; Harold W. Bangert, 10%; Earl C. Reineke, 10%; Julius Hetland, 10%; Sylvia R. Henkin, .15% (for M. H. Henkin); M. T. Woods, .15% (for M. H. Henkin). E. C. Reineke owns 10% of KCMT (Ch. 7), Alexandria, Minn. Julius Hetland is WDAY-TV technical director and owns 10% of KCMT. Thomas Barnstuble owns 21% of KCMT, Alexandria, Minn.

Began Operation: July 31, 1960.

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co. (Minneapolis); The Soderlund Co. (Omaha).

Represented (legal) Marmet & Schneider.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

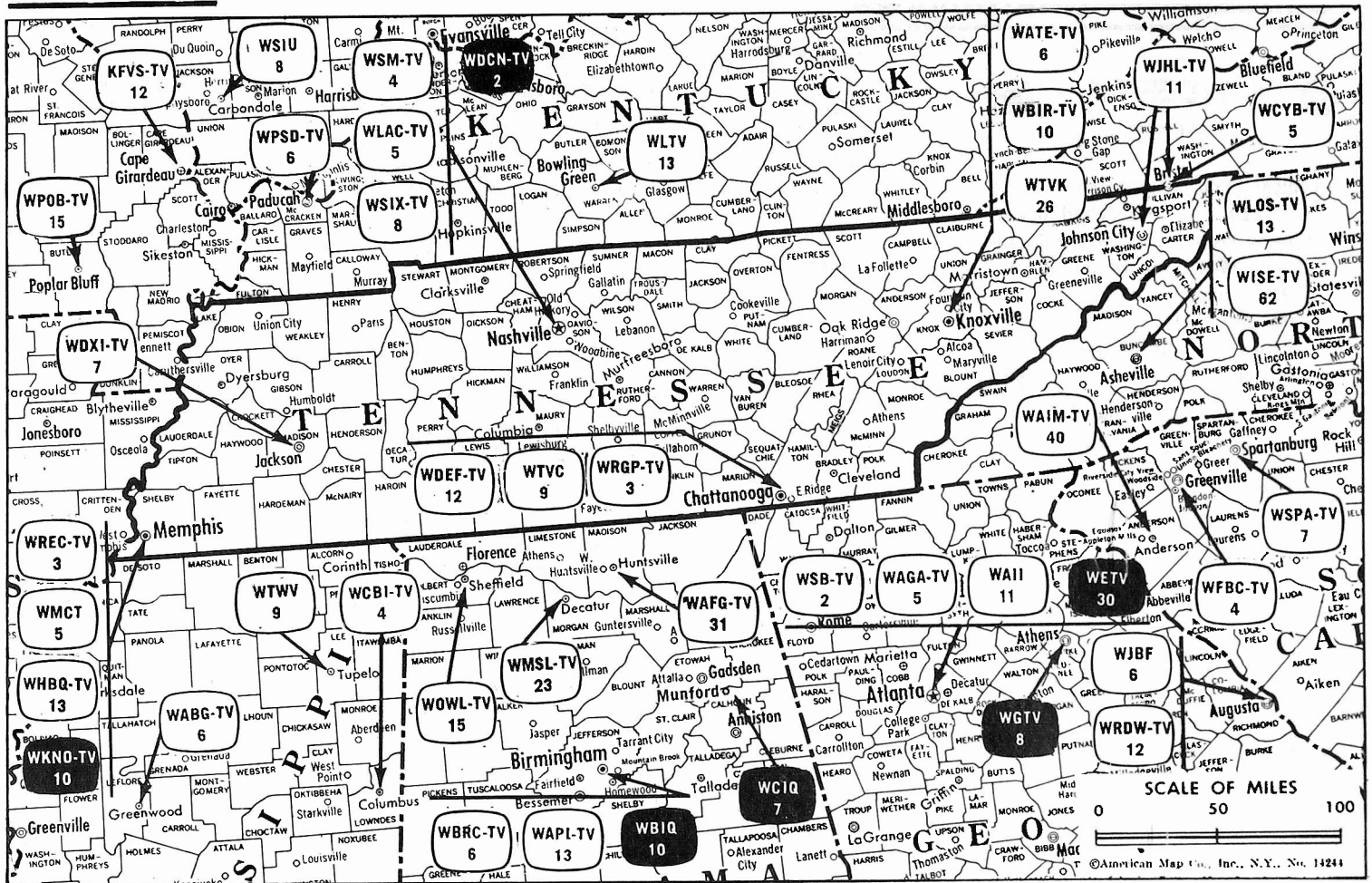
MORTON H. HENKIN, president & general manager.
TOM BARNES, exec. v.p. & film buyer.
WADE S. PATTERSON, general sales manager.
JULIUS HETLAND, v.p. engineering.
MAX PIERCE, technical director.
KEN MOORE, film director.

DIGEST OF RATE CARD NO. 1—(July 1, 1960)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10 p.m., daily.	\$450.00	\$300.00	\$200.00	\$130.00	\$115.00	\$105.00
NETWORK BASE HOURLY RATE:	\$450.					

ARB Total Net Weekly Circulation
(March, 1962) 98,400
ARB data not available based on 1960 Coverage Study because station began operation after the survey was made.

Tennessee



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Memphis	423,200	33	729,700	33	567,300	38
Nashville	384,100	43	643,200	39	529,800	45
Knoxville	216,200	80	467,600	61	363,600	72
Chattanooga	171,000	94	368,600	84	308,400	83
Bristol-Johnson City	149,500	102	334,300	92	260,000	99
Jackson	55,200	172	167,600	146	130,100	153

Tennessee Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
○ Commercial Television Stations	13	1	14
● Educational Television Stations	2	0	2
			16

State Educational Technical Facilities (Complete Data in Educational Directory)

WKNO-TV

Memphis

Ch. 10

Non-Commercial Educational Station

Licensee: Memphis Community Television Foundation, 268 Jefferson Ave.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 27.6-kw visual, 13.8-kw aural. Antenna: 648-ft. above av. terrain, 637-ft. above ground, 972-ft. above sea level.

Latitude 35° 09' 17"
Longitude 89° 49' 20"

WDCN-TV

Nashville

Ch. 2

Licensee: Davidson County Bd. of Education, Nashville City Bd. of Education, Box 6188, Acklen Station, Nashville, Tenn.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 16-kw visual, 8-kw aural. Antenna: 677-ft. above av. terrain, 566-ft. above ground, 1277-ft. above sea level.

Latitude 36° 07' 48"
Longitude 86° 47' 28"

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WCYB-TV
Johnson City
(See Bristol, Va.)

WJHL-TV
Bristol
(See Johnson City, Tenn.)

WJHL-TV
Kingsport
(See Johnson City, Tenn.)

Tennessee—Chattanooga



WDEF-TV



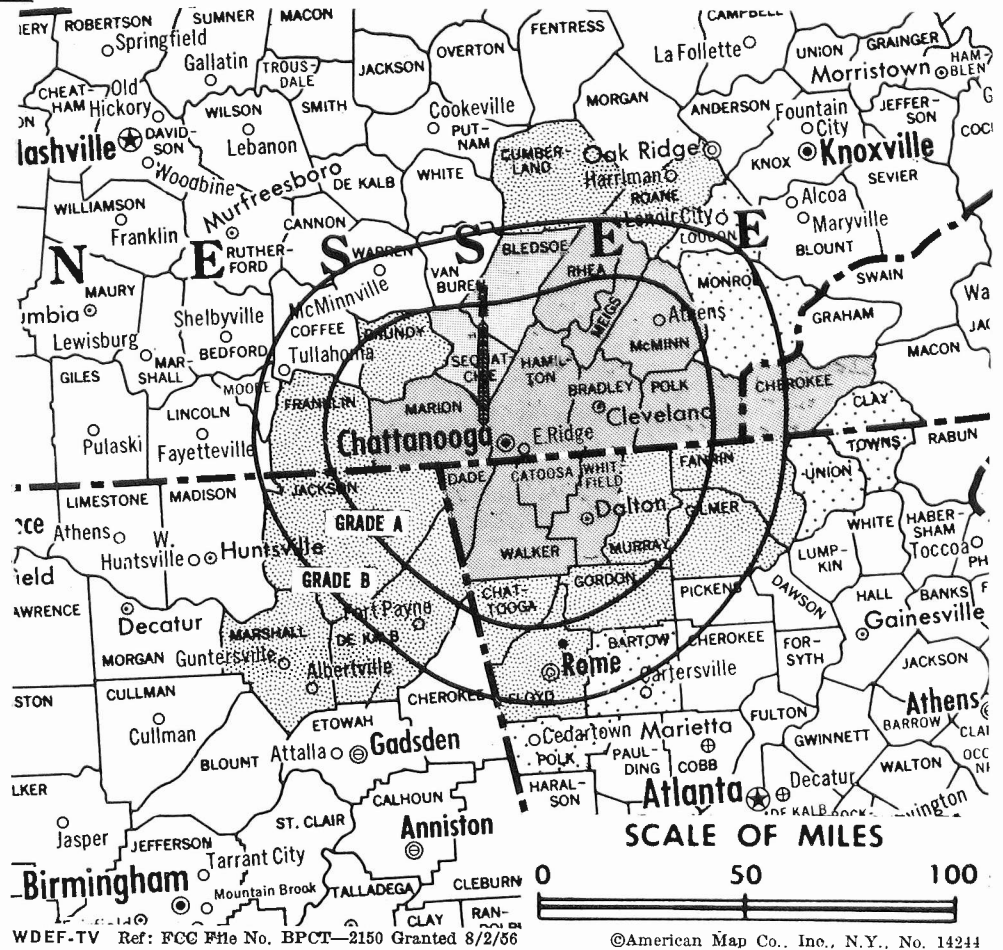
Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 994-ft. above av. terrain, 379-ft. above ground, 2287-ft. above sea level.

Latitude 35° 08' 05"
Longitude 85° 19' 25"

Transmitter: Atop Signal Mt.

AM Affiliate: WDEF, 5-kw, 1370 kc (NBC).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WDEF-TV Ref: FCC File No. BPCT-2150 Granted 8/2/66

© American Map Co., Inc., N.Y., No. 14244

WDEF-TV

Licensee: WDEF Broadcasting Co., 3300 Broad St.

Studio: Broadcast Center, Chattanooga.

Telephone: Amherst 7-3392.

TWX No.: CT 7056.

Ownership: 165 stockholders. Officers: Carter M. Parham, pres., 21.44%; Z. C. Patten, v.p., 5.75%; Edward Finlay Jr., secy., 13.30%; Alex Guerry Jr., treas., 1.73%.

Began Operation: April 15, 1954.

Represented (sales) by Advertising Time Sales Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Russell P. May.

Personnel:

OTIS H. SEGLER, general manager.
MRS. MARGE BONNEY, national sales secretary.
MORRIS QUAVE, operations manager & film buyer.
JAMES H. GARNER, production manager.
STEVE CONRAD, news director.
B. A. YOUNG, chief transmitter engineer.
ROBERT BRISCOE, chief studio engineer.

DIGEST OF RATE CARD NO. 7 (Feb. 1, 1961)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$100.00 \$50.00
NETWORK BASE HOURLY RATE: \$500.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	GEORGIA			
	Catoosa	5,900	5,500	93
	Dade	2,200	2,000	86

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	GEORGIA—(Continued)			
	Walker	12,900	11,500	90
	Whitfield	11,800	10,400	88
	NORTH CAROLINA			
	Cherokee	4,300	3,200	73
	TENNESSEE			
	Bledsoe	1,900	1,400	71
	Bradley	11,000	9,700	88
	Hamilton	71,800	64,600	90
	McMinn	9,600	8,200	85
	Marion	5,500	4,800	87
	Meigs	1,300	1,100	84
	Polk	3,200	2,600	80
	Rhea	4,300	3,400	78
Sequatchie	1,500	1,300	81	
Between 25-50%	ALABAMA			
	De Kalb	11,800	9,600	81
	Jackson	9,700	7,600	79
	Marshall	13,700	11,400	83
	GEORGIA			
	Chattooga	5,600	4,700	84
	Fannin	3,700	2,800	76
	Floyd	19,800	17,100	87
	Gilmer	2,400	1,800	74
	Gordon	5,500	4,800	87
Murray	2,800	2,200	78	
TENNESSEE				
Cumberland	4,900	3,500	71	
Franklin	6,900	5,800	83	
Grundy	3,000	2,100	71	
Roane	11,000	9,200	84	
Under 25%	GEORGIA: Bartow, Polk, Towns, Union.			
	NORTH CAROLINA: Clay. TENNESSEE: Loudon, Monroe.			
WDEF-TV Station Total		280,900	240,000	85
ARB Total Net Weekly Circulation (March, 1962)		146,400		

Tennessee—Chattanooga



WRCB-TV

Ch. 3

(formerly WRGP-TV)

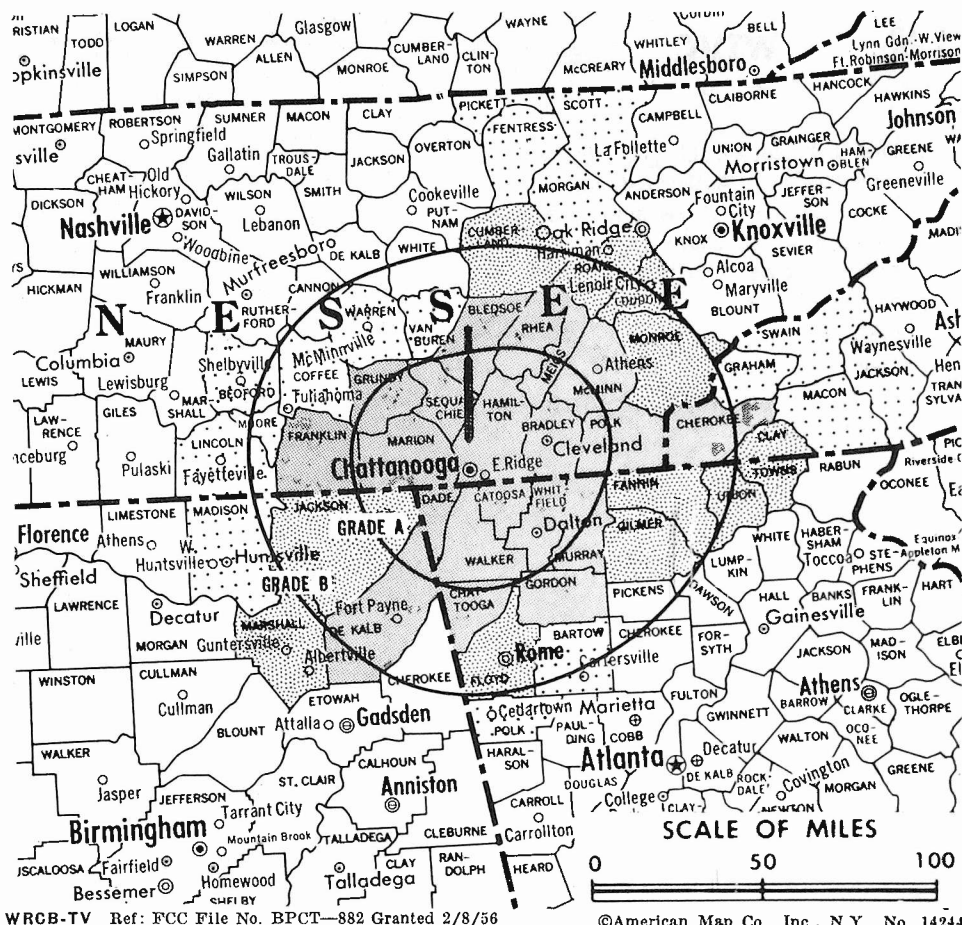
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1070-ft. above av. terrain, 300-ft. above ground, 2331-ft. above sea level.

Latitude 35° 09' 39"

Longitude 85° 18' 53"

Transmitter: Atop Signal Mountain.

Studio: 1214 McCallie Ave.



Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

WRCB-TV Ref: FCC File No. BPCT-882 Granted 2/8/56

© American Map Co., Inc., N.Y., No. 14244

WRCB-TV

Licensee: Rust-Craft Broadcasting Co., Steubenville, Ohio.

Telephone: 698-1505. TWX No.: 867-3831.

Ownership: Rust Craft Greeting Cards Inc., 100%. See WSTV-TV, Steubenville, Ohio.

Began Operation: May 6, 1956. Sale of 70% to WSTV Inc. by Ramon G. & Helen Patterson approved Nov. 25, 1959 by FCC (Television Digest, Vol. 15:43, 48). Follansbee Steel (interlocking ownership with WSTV Inc.) acquired 30% from H-R Television Inc. early in 1959 for undisclosed amount. For transfer of WSTV Inc. properties to United Printers & Publishers Inc. (name changed to Rust Craft Greeting Cards Inc.), see WSTV-TV, Steubenville, Ohio.

Represented (sales) by H-R Television Inc.

Personnel:

JACK N. BERKMAN, president.
HARRY D. BURKE, general manager.
GEORGE MOORE, sales manager.
B. B. BARNES, chief engineer.

DIGEST OF RATE CARD NO. 4 (Aug. 1, 1960)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.	\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$100.00 \$50.00

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	De Kalb	11,800	9,600	81
	GEORGIA			
	Catoosa	5,900	5,500	93
	Chattooga	5,600	4,700	84
	Dade	2,200	2,000	86
	Gordon	5,500	4,800	87
	Murray	2,800	2,200	78
	Walker	12,900	11,500	90
	Whitfield	11,800	10,400	88

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	NORTH CAROLINA			
	Cherokee	4,300	3,200	73
	TENNESSEE			
	Bledsoe	1,900	1,400	71
	Bradley	11,000	9,700	88
	Franklin	6,900	5,800	83
	Grundy	3,000	2,100	71
	Hamilton	71,800	64,600	90
	McMinn	9,600	8,200	85
	Marion	5,500	4,800	87
Meigs	1,300	1,100	84	
Polk	3,200	2,600	80	
Rhea	4,300	3,400	78	
Sequatchie	1,500	1,300	81	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	ALABAMA			
	Jackson	9,700	7,600	79
	Marshall	13,700	11,400	83
	GEORGIA			
	Fannin	3,700	2,800	76
Floyd	19,800	17,100	87	
Gilmer	2,400	1,800	74	
Towns	1,100	1,000	81	
Union	1,800	1,400	79	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Under 25%	NORTH CAROLINA			
	Clay	1,500	1,000	68
	TENNESSEE			
	Cumberland	4,900	3,500	71
Loudon	6,800	6,000	89	
Monroe	6,000	4,700	78	
Roane	11,000	9,200	84	

ALABAMA: Madison. GEORGIA: Bartow, Polk. NORTH CAROLINA: Graham, Jackson, Macon, Swain. TENNESSEE: Bedford, Coffee, Fentress, Lincoln, Moore, Morgan, Pickett, Scott, Van Buren, Warren.

WRCB-TV Station Total	368,600	308,400	84
ARB Total Net Weekly Circulation (March, 1962)	169,700		

Tennessee—Chattanooga



WTVC

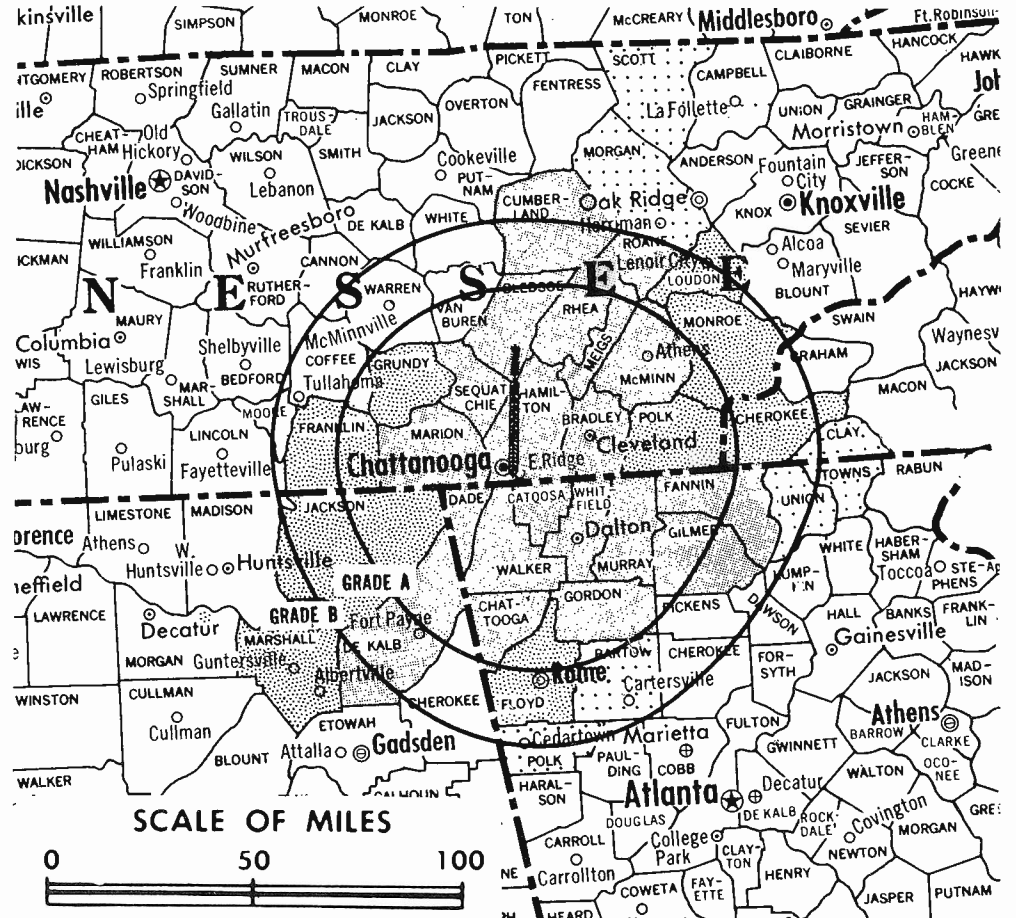
Ch. 9



Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1040-ft. above av. terrain, 275-ft. above ground, 2353-ft. above sea level.

Latitude 35° 09' 41"
Longitude 85° 19' 03"

Transmitter: Taft Hwy., near Bachman School.



WTVC Ref: FCC File No. BMPCT-4945 Granted 1/30/58

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WTVC

Licensee: Martin Theatres of Georgia Inc., Box 1150.
Business Office: Hotel Patten.
Studio: Taft Hwy., near Bachman School.
Telephone: Amherst 6-4151.
Ownership: Martin Theatres of Georgia Inc. For owners and other interests, see WTVM, Columbus, Ga.
Began Operation: June 15, 1953 as WROM-TV, Rome, Ga. but quit air Dec. 5, 1957. Moved to Chattanooga and resumed operation Feb. 11, 1958 after transfer to present owner by Dean Covington and associates was approved Oct. 30, 1957 by FCC (Television Digest, Vol. 13:40, 44).
Represented (sales) by Young Television Corp.
Represented (legal) by Cohn & Marks
Personnel:
REEVE OWEN, v.p. & general manager.
TOMMY REYNOLDS, program director.
JOE MCGINLEY, national & regional sales manager.
JACK SAUSMAN, local sales manager.
LEON WEBB, director of operations.
FRED EDNEY, chief engineer.

DIGEST OF RATE CARD NO. 4—(May 1, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$450.00	\$270.00	\$180.00	\$112.50	\$52.50
NETWORK BASE HOURLY RATE: \$500.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA DeKalb	11,800	9,600	81
	GEORGIA Catoosa	5,900	5,500	83
	Chattooga	5,600	4,700	84
	Dade	2,200	2,000	86

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	GEORGIA—(Continued)			
	Fannin	3,700	2,800	76
	Gilmer	2,400	1,800	74
	Gordon	5,500	4,800	87
	Murray	2,800	2,200	78
	Walker	12,900	11,500	90
	Whitfield	11,800	10,400	88
	TENNESSEE			
	Bledsoe	1,900	1,400	71
	Bradley	11,000	9,700	88
	Cumberland	4,900	3,500	71
Hamilton	71,800	64,600	90	
McMinn	9,600	8,200	85	
Marion	5,500	4,800	87	
Meigs	1,300	1,100	84	
Rhea	4,300	3,400	78	
Roane	11,000	9,200	84	
Sequatchie	1,500	1,300	81	
Between 25-50%	ALABAMA			
	Jackson	9,700	7,600	79
	Marshall	13,700	11,400	83
	GEORGIA			
	Floyd	19,800	17,100	87
NORTH CAROLINA				
Cherokee	4,300	3,200	73	
TENNESSEE				
Franklin	6,900	5,800	83	
Grundy	3,000	2,100	71	
Loudon	6,800	6,000	89	
Monroe	6,000	4,700	78	
Polk	3,200	2,600	80	
Under 25%	GEORGIA: Bartow, Polk, Towns, Union.			
	NORTH CAROLINA: Clay. TENNESSEE: Morgan, Scott.			
WTVC Station Total		288,000	245,000	85
ARB Total Net Weekly Circulation (March, 1962)		171,000		

Tennessee—Jackson

abc **WDXI-TV**

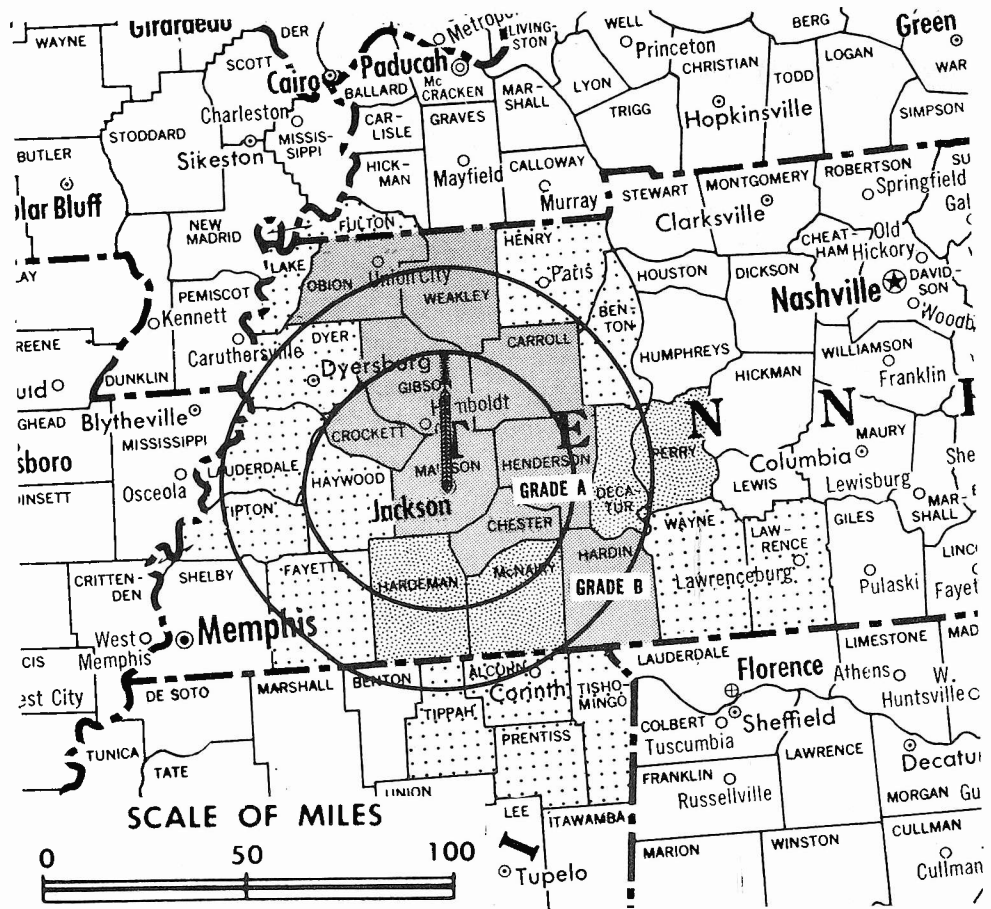
Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 83.2-kw visual, 41.7-kw aural. Antenna: 630-ft. above av. terrain, 560-ft. above ground, 1080-ft. above sea level.

Latitude 35° 38' 32"
Longitude 88° 48' 27"

Transmitter: Muse St. at city limits.

AM Affiliate: WDXI, 5-kw (1-kw night), 1310 kc.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WDXI-TV Ref: FCC File No. BMPCT-2518 Granted 10/21/54

© American Map Co., Inc., N.Y., No. 14244

WDXI-TV

Network Service: ABC, CBS.

Licensee: Dixie Bcstg. Co., Williams Bldg., Box 353.

Studio: Williams Bldg.

Telephone: 7-9611.

TWX No.: 901-441-1046.

Ownership: National Bank of Commerce of Jackson (trustee for estate of Aaron B. Robinson), 64%, (voted by Simpson Russell, chmn. of bd. of directors); Dr. Frank M. Davis, 6.67%; Dave M. Palmer Jr., 6.67%; D. F. Prince & Janet C. Prince, 6.67%; Harold Simpson, v.p., 13.33%.

Began Operation: March 6, 1955.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Prince, Taylor, Crampton & Paul.

Represented (engineering) by Kear & Kennedy.

Personnel:

J. KENNETH MARSTON, gen. mgr., Aaron B. Robinson stations.

JOHN E. NORTH, general manager, WDXI-TV.

JAMES W. HOPPERS, program dir. & film buyer.

JAMES S. THOMAS, director of engineering.

DIGEST OF RATE CARD NO. 5

(March 10, 1960)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$250.00	\$150.00	\$100.00	\$88.00	\$63.00	\$50.00
NETWORK BASE HOURLY RATE:	\$125 (ABC and CBS).					

See Group Ownership Section
for Operators of Two or More Stations

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TENNESSEE			
	Carroll	7,300	5,500	76
	Chester	2,700	2,200	80
	Crockett	4,300	3,500	81
	Gibson	13,900	11,200	81
	Hardin	5,000	3,400	68
	Henderson	4,700	3,600	76
	Madison	18,000	14,800	82
Between 25-50%	TENNESSEE			
	Decatur	2,500	1,900	72
	Hardeman	4,900	3,600	73
	McNairy	5,200	3,900	75
Under 25%	Perry	1,500	1,300	78
	KY.: Fulton			
	3,500	2,900	82	
	MISSISSIPPI			
	Alcorn	7,400	5,500	74
	Prentiss	5,100	3,900	77
	Tippah	4,100	3,300	79
	Tishomingo	4,100	2,800	68
	TENNESSEE			
	Benton	3,300	2,600	79
	Dyer	9,000	7,400	82
	Fayette	5,400	3,400	64
	Haywood	5,600	4,000	71
	Henry	7,100	5,400	77
	Lake	2,600	2,000	76
	Lauderdale	5,900	4,800	80
	Lawrence	7,800	6,200	79
Tipton	7,300	5,700	78	
Wayne	3,200	2,000	63	
WDXI-TV Station Total		167,600	130,100	78
ARB Total Net Weekly Circulation (March, 1962)		55,200		

Tennessee—Johnson City-Bristol-Kingsport

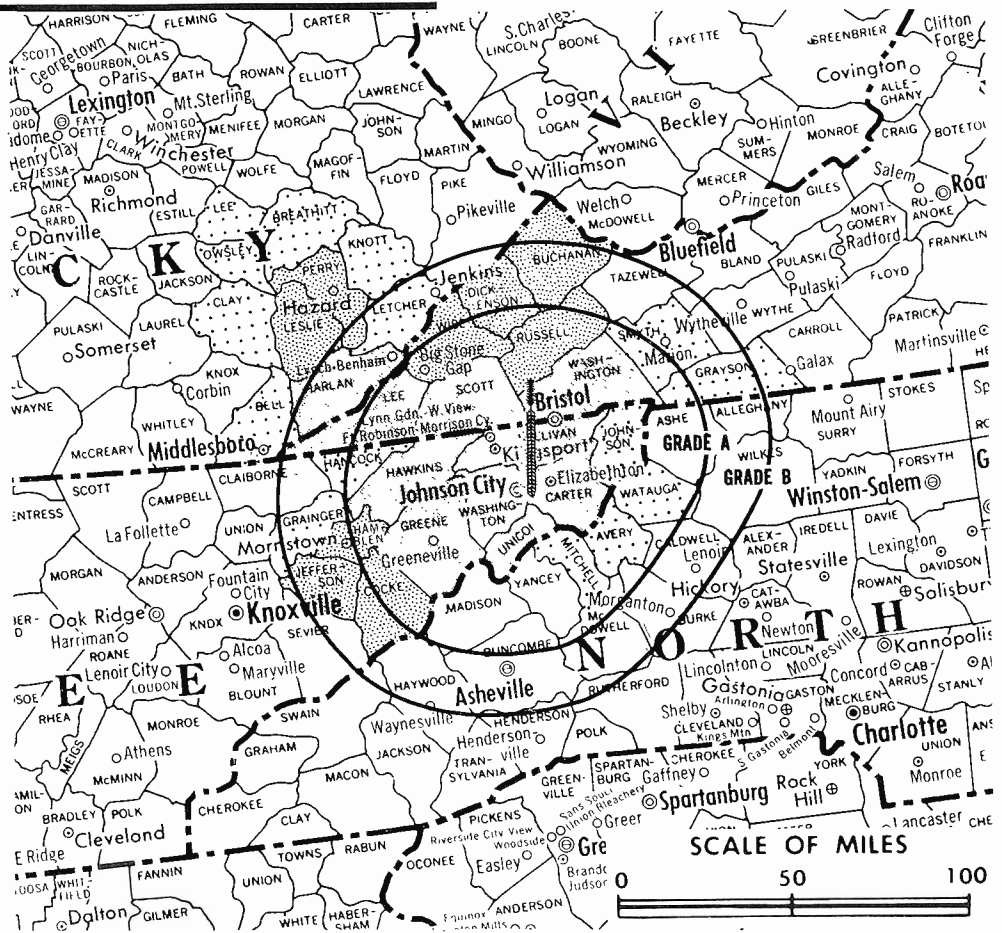
abc WJHL-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1495-ft. above av. terrain, 332-ft. above ground, 3537-ft. above sea level.

Latitude 36° 16' 07"
Longitude 82° 20' 21"

Transmitter: Buffalo Mountain.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WJHL-TV Ref: FCC File No. BPCT-2521 Granted 7/28/68

© American Map Co., Inc., N.Y., No. 14244

WJHL-TV

Network Service: ABC, CBS.

Licensee: WJHL Inc., 137-145 W. Main St., Johnson City.

Studios: 137-145 W. Main St., Johnson City; 218 E. Center St., Kingsport.

Telephone: 926-2151. TWX No.: 615-261-8565.

Ownership: W. H. Lancaster Sr., chairman, 41.53%; W. H. Lancaster Jr., pres., 58.4%; Virginia Wiley, secy.-treas.

Began Operation: Oct. 26, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

W. H. LANCASTER JR., president & general manager.
J. WILL HALL, sales manager.
ALFRED GREGORY, program director & film buyer.
LEONARD MATNEY, production director.
WILLIAM C. HUNTER, chief engineer.

DIGEST OF RATE CARD NO. 5 (March 10, 1960)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-10 p.m., Mon.-Fri.; 7-10 p.m., Sat. & Sun.	\$350.00	\$210.00	\$140.00	\$120.00	\$87.50	\$70.00

NETWORK BASE HOURLY RATE: \$425 (ABC), \$425 (CBS).

See CATV Directory for Tennessee Systems.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%		KENTUCKY			
		Harlan	12,700	9,300	73
		TENNESSEE			
		Carter	11,300	9,400	84
		Greene	12,000	9,900	82
		Hawkins	8,200	6,300	76
		Sullivan	32,800	29,400	90
Between 25-50%		Unicoi	4,200	3,400	81
		Washington	17,700	15,700	89
		VIRGINIA			
		Lee	6,600	4,600	69
Under 25%		Scott	6,600	4,600	70
		Washington	15,000	12,700	85
		KENTUCKY			
		Leslie	2,300	1,000	40
		Perry	8,100	4,800	60
		TENNESSEE			
		Cocke	6,300	4,700	74
		Hamblen	9,700	8,000	82
		Jefferson	6,000	5,100	84
		VIRGINIA			
Buchanan	8,200	5,600	69		
Dickenson	4,600	3,700	80		
Russell	6,400	4,900	75		
Wise	12,300	9,300	76		
KENTUCKY: Bell, Breathitt, Clay, Knott, Lee Letcher, Owsley. NORTH CAROLINA: Avery, Mitchell, Watauga. TENNESSEE: Grainger, Hancock, Johnson. VIRGINIA: Grayson, Smyth.					
WJHL-TV Station Total			256,100	197,600	77
ARB Total Net Weekly Circulation (March, 1962)				126,300	

Tennessee—Knoxville



WATE-TV



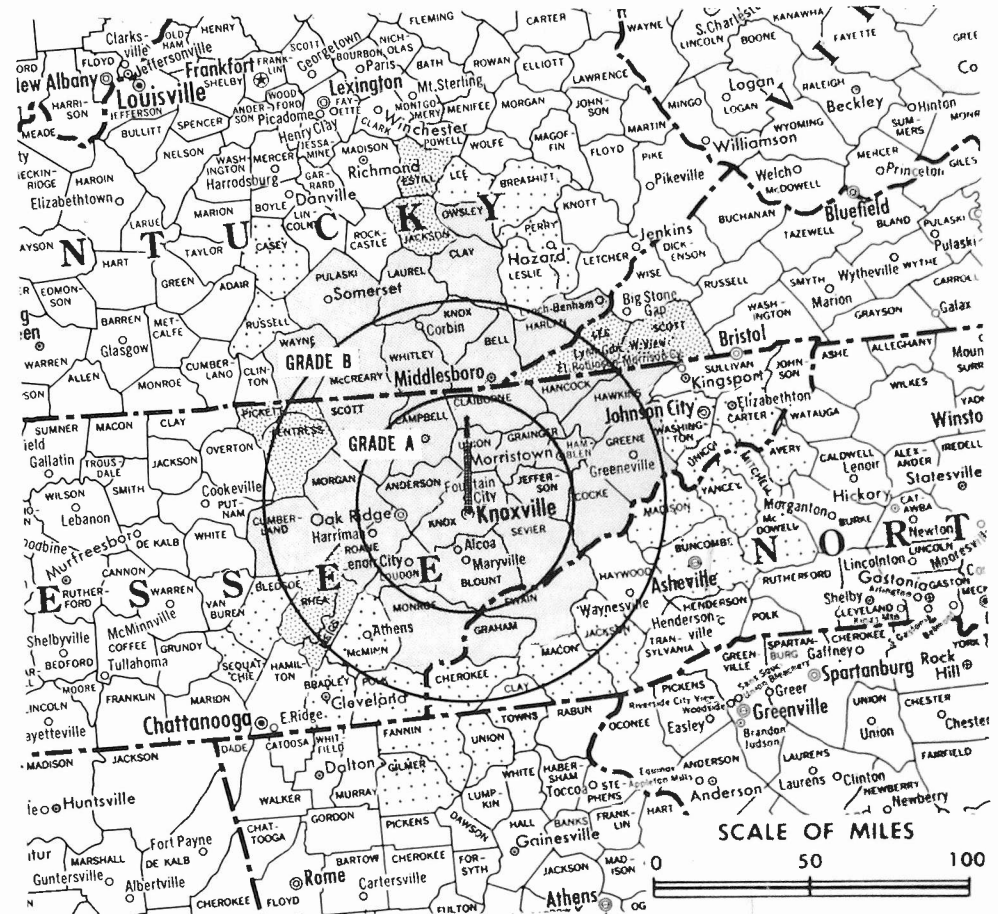
Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 994-ft. above av. terrain, 649-ft. above ground, 2049-ft. above sea level.

Latitude 36° 00' 13"
Longitude 83° 56' 35"

Transmitter: Sharps Ridge Memorial Rd.

AM Affiliate: WATE, 5-kw, 620 kc (NBC).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WATE-TV Ref: FCC File No. BMPCT-2083 Granted 7/8/54

©American Map Co., Inc., N.Y., No. 14214

WATE-TV

Licensee: WATE Inc., 1306 Broadway, N.E.

Telephone: 524-4651. TWX No.: 615-546-0023.

Ownership: Following officers and stockholders are voting trustees: Paul Mountcastle, chmn., 32.14%; Cowan Rodgers Jr., pres., 4.91%; Frank A. Tucker, treas., 4.29%; John A. Ayres, secy., 4.91%; W. H. Linebaugh, exec. v.p. & gen. mgr., 4.29%; Herbert J. Madden, v.p., 2.80%. Other stockholders: R. Douglas Cunningham, 4.29%; I. Wayne Longmire, 4.29%; Myron J. Marks, 4.29%; Julian G. Morton, 4.26%; Clarence Beaman Jr., 14.29%; 12 others, none owns over 2.5%. Mountcastle also is chairman of WLAC-TV, Nashville.

Began Operation: Oct. 1, 1953.

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

W. H. LINEBAUGH, exec. v.p. & general manager.
JOHN T. McCLOUD, v.p. & station manager.
JACK WEIDEMANN, production director.
FRED M. ANDREWS, v.p. & director of engineering.
JOHN REESE, v.p., dir. of programming.
CLAUDE H. FRAZIER, sales manager.

DIGEST OF RATE CARD NO. 8—(March, 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$700.00	\$420.00	\$280.00	\$175.00	\$160.00	\$140.00

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	KENTUCKY			
	Pulaski	9,900	6,000	61
	Bell	8,900	6,600	74
	Clay	4,500	2,600	57
	Harlan	12,700	9,300	73

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	KENTUCKY—(Continued)			
	Knox	6,300	4,000	63
	Laurel	6,400	4,400	68
	McCreary	2,900	1,800	60
	Owsley	1,400	500	34
	Wayne	3,800	1,800	48
	Whitley	7,000	5,200	74
	NORTH CAROLINA			
	Graham	1,600	1,200	73
	Swain	2,200	1,300	56
Between 25-50%	TENNESSEE			
	Anderson	16,500	14,500	88
	Blount	15,900	13,900	87
	Campbell	7,300	5,300	72
	Claiborne	5,000	3,300	66
	Cocke	6,300	4,700	74
	Cumberland	4,900	3,500	71
	Grainger	3,300	2,300	69
	Greene	12,000	9,900	82
	Hamblen	9,700	8,000	82
	Hancock	2,000	1,400	69
	Hawkins	8,200	6,300	76
	Jefferson	6,000	5,100	84
Knox	74,500	65,500	88	
Loudon	6,800	6,000	89	
Monroe	6,000	4,700	78	
Morgan	3,400	2,600	76	
Roane	11,000	9,200	84	
Scott	3,700	2,400	65	
Sevier	6,700	5,100	76	
Union	2,200	1,600	69	
Between 25-50%	KENTUCKY			
	Estill	3,500	1,900	52
	Jackson	2,700	1,200	44
	TENNESSEE			
Fentress	3,100	2,100	66	
Meigs	1,300	1,100	84	
Pickett	1,200	900	69	
Rhea	4,300	3,400	78	
(Continued on page 571)				
WATE-TV Station Total		467,600	363,600	78
ARB Total Net Weekly Circulation (March, 1962)			216,200	

Tennessee—Knoxville



WBIR-TV

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 990-ft. above av. terrain, 704-ft. above ground, 2049-ft. above sea level.

Latitude 36° 00' 20.8"
Longitude 83° 56' 20.2"

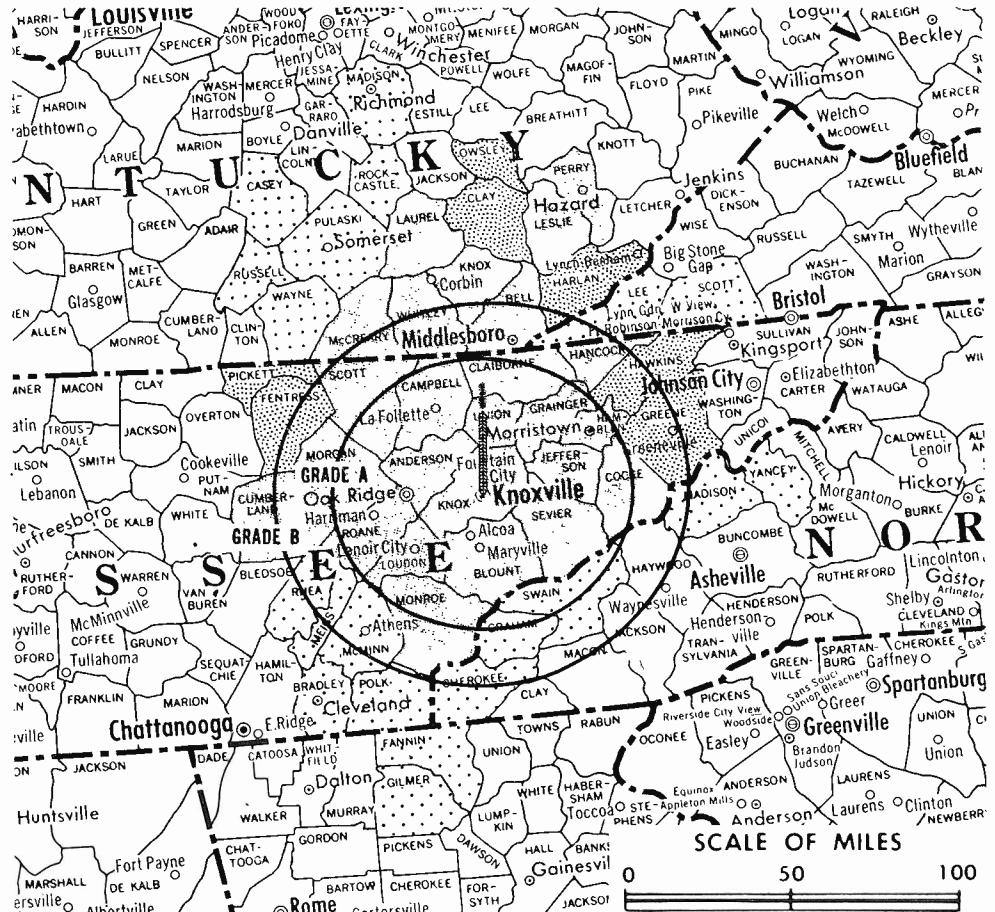
Holds CP for 1870-ft. above av. terrain, transmitter to 2-mi. SW of Blaine, Tenn., lat. 36° 18' 06", long. 83° 4' 29".

Transmitter: Sharps Ridge Memorial Park Road.

AM Affiliate: WBIR, 1-kw, 1240 kc (ABC).

FM Affiliate: WBIR-FM, 3.3-kw, 93.3 mc (No. 227), 624-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WBIR-TV Ref: FCC File No. BMPCT-3776 Granted 5/14/56

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WBIR-TV

Licensee: WMRC Inc., 1513 Hutchison Ave.
Studio: 1513 Hutchison Ave.
Telephone: 5-8101. TWX No.: KX 88.
Ownership: See WFBC-TV, Greenville, S.C.
Began Operation: Aug. 12, 1956. Sale to WMRC Inc. by Taft Bcstg. Co. approved Nov. 16, 1960 by FCC (Television Digest, Vol. 16:39, 47). Sale of 70% by Gilmore N. Nunn, Mr. & Mrs. Robert L. Ashe & John P. Hart to Taft Bcstg. Co., which previously had held other 30%, was approved Oct. 29, 1959 by FCC (Vol. 15:41, 44).
Represented (sales) by Avery-Knodel Inc.
Represented (legal) by Dow, Lohnes & Albertson.
Represented (engineering) by A. Earl Cullum Jr.
Personnel:
JOHN P. HART, general manager.
NEAL W. BRANCH, sales manager.
KEN MAXWELL, national sales manager.
PETER N. FENNELLY, program director.
J. REX HORTON, chief engineer.

DIGEST OF RATE CARD NO. 6 (May 15, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—8-10:30 p.m., daily.
\$600.00 \$360.00 \$240.00 \$160.00 \$140.00 \$120.00 \$60.00
NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	KENTUCKY			
	Bell	8,900	6,600	74
	Knox	6,300	4,000	63
	Laurel	6,400	4,400	68
	Leslie	2,300	1,000	40
McCreary	2,900	1,800	60	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%				
KENTUCKY—(Continued)				
	Perry	8,100	4,800	60
	Whitley	7,000	5,200	74
TENNESSEE				
	Anderson	16,500	14,500	88
	Blount	15,900	13,900	87
	Campbell	7,300	5,300	72
	Claiborne	5,000	3,300	66
	Cocke	6,300	4,700	74
	Cumberland	4,900	3,500	71
	Grainger	3,300	2,300	69
	Hamblen	9,700	8,000	82
	Hancock	2,000	1,400	69
	Jefferson	6,000	5,100	84
	Knox	74,500	65,500	88
	Loudon	6,800	6,000	89
	Monroe	6,000	4,700	78
	Morgan	3,400	2,600	76
	Roane	11,000	9,200	84
	Scott	3,700	2,400	65
	Sevier	6,700	5,100	76
	Union	2,200	1,600	69
Between 25-50%				
KENTUCKY				
	Clay	4,500	2,600	57
	Harlan	12,700	9,300	73
	Owsley	1,400	500	34
TENNESSEE				
	Fentress	3,100	2,100	66
	Greene	12,000	9,900	82
	Hawkins	8,200	6,300	76
	Pickett	1,200	900	69
Under 25%				
GEORGIA: Fannin, Gilmer. KENTUCKY: Pulaski, Casey, Madison, Rockcastle, Russell, Wayne. NORTH CAROLINA: Cherokee, Graham, Madison, Swain, Yancey. TENNESSEE: Bradley, McMinn, Meigs, Polk, Rhea. VIRGINIA: Lee, Scott.				
WBIR-TV Station Total		374,400	289,200	77
ARB Total Net Weekly Circulation (March, 1962)		185,300		

Tennessee—Knoxville



WTVK

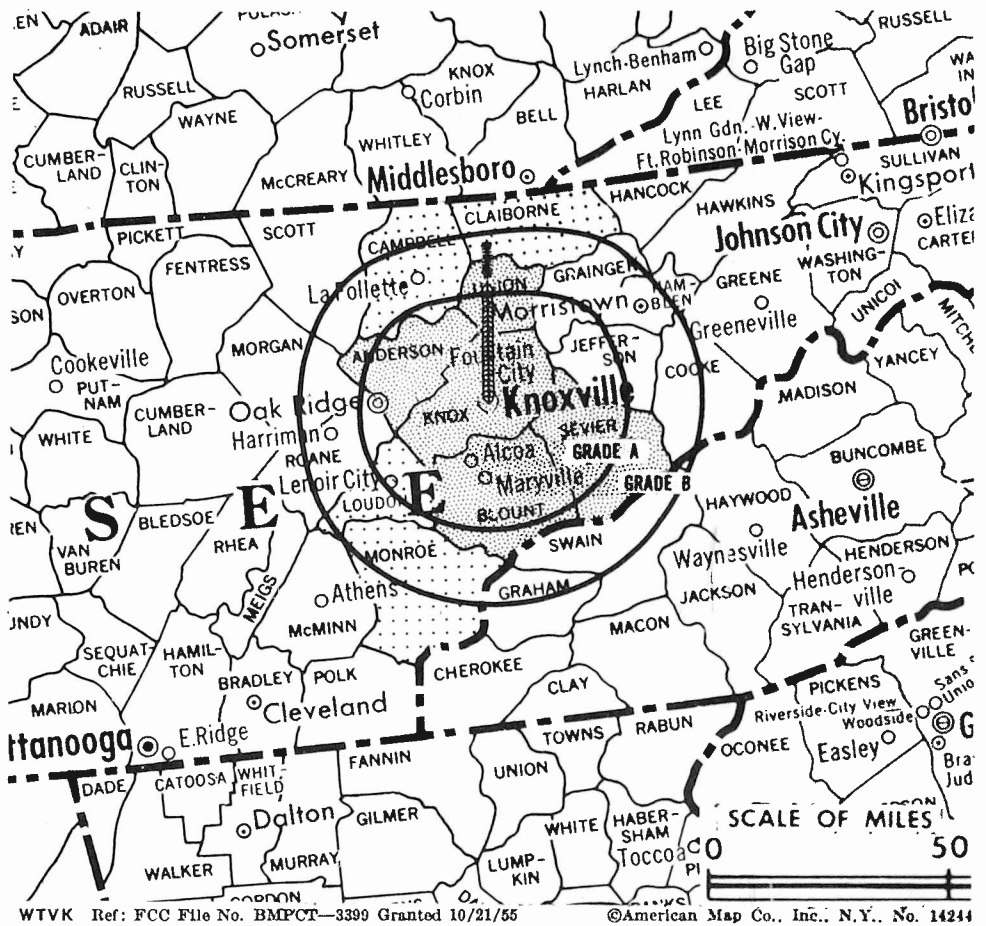
Ch. 26

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 479-ft. above av. terrain, 257-ft. above ground, 1522-ft. above sea level.

Latitude 36° 00' 37"
Longitude 83° 55' 56"

Requests change to Ch. 8, 122-kw visual, 61-kw aural, 1010-ft. above av. terrain, 780-ft. above ground, 2045-ft. above sea level.

Transmitter: Sharps Ridge Memorial Park Rd.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WTVK Ref: FCC File No. BMPCT-3390 Granted 10/21/55

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WTVK

Licensee: South Central Bcstg. Corp., Box 1388.

Studio: Sharps Ridge Memorial Park Rd.

Telephone: MU 7-2312.

TWX No.: KX 85.

Ownership: John A. Engelbrecht, pres., 39.6%; George F. Stoltz, v.p., 39.6%; Leighman D. Groves, secy.-treas., 19.8%; Eileen O. Stoltz, director, .5%; Bettie G. Engelbrecht, director, .5%. South Central Bcstg. also operates radio WIKY, Evansville, Ind.

Began Operation: Oct. 1, 1953. Sale to present owners approved by FCC July 28, 1954. (Television Digest, Vol. 10:23, 31).

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Loucks & Jansky.

Personnel:

JOHN A. ENGELBRECHT, president, gen. manager & film buyer.
GEORGE F. STOLTZ, vice president.
WILLIAM E. ECKSTEIN, program & sales manager.
HUGH BRANSOM, promotion manager.
CARL LAWSON, chief engineer.

DIGEST OF RATE CARD NO. 4 (April 11, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.	\$300.00	\$180.00	\$120.00	\$100.00	\$75.00	\$60.00
NETWORK BASE HOURLY RATE:	\$300.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	None	Over 50%		
Between 25-50%	TENNESSEE			
	Anderson	16,500	14,500	88
	Blount	15,900	13,900	87
	Knox	74,500	65,500	88
	Sevier	6,700	5,100	76
Union	2,200	1,600	69	
Under 25%	TENNESSEE			
	Campbell	7,300	5,300	72
	Claiborne	5,000	3,300	66
	Loudon	6,800	6,000	89
Monroe	6,000	4,700	78	
WTVK Station Total		140,900	119,900	85
ARB Total Net Weekly Circulation (March, 1962)			31,600	



YOUR KIDS AUDIENCE IS IN THE BAG WITH "FELIX THE CAT" —TV's HAPPIEST CARTOON CHARACTER

HAPPILY DISTRIBUTED BY
TRANS-LUX TELEVISION CORPORATION
NEW YORK . . . CHICAGO . . . HOLLYWOOD

Tennessee—Memphis



WMCT



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1013-ft. above av. terrain, 1088-ft. above ground, 1335-ft. above sea level.

Latitude 35° 10' 09"

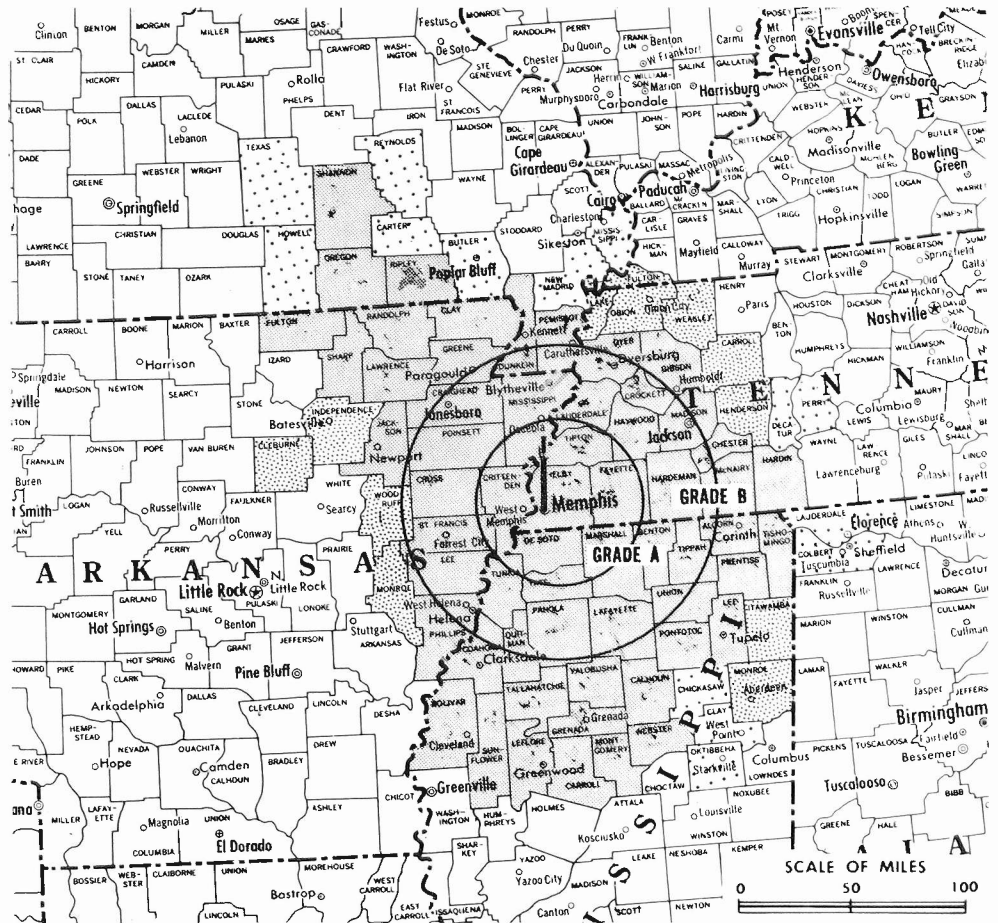
Longitude 89° 53' 12"

Transmitter: U.S. 70 & Macon Rd.

TV tape: Recording facilities.

AM Affiliate: WMC, 5-kw, 790 kc (NBC).

FM Affiliate: WMC-FM, 300-kw, 99.7 mc (No. 259), 910-ft. antenna height above average terrain.



Total Households: © SRDS
 Consumer Market Data as of 1/1/62.
 TV Homes: TV% and Net Weekly Circulation
 © 1962 American Research Bureau.

WMCT

Licensee: Scripps-Howard Broadcasting Co., P.O. Box—Crosstown 420.

Studio: 1960 Union Ave.

Telephone: Broadway 4-8515. TWX No.: ME 385.

Ownership: Scripps-Howard also operates WCPO-TV & WCPO, Cincinnati; TV stations WEWS, Cleveland and WPTV, Palm Beach, radio station WNOX, Knoxville (TV applicant). For Scripps-Howard newspapers, see WEWS, Cleveland.

Began Operation: Dec. 11, 1948.

Represented (sales) by Blair TV.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by George C. Davis.

Personnel:

- H. W. SLAVICK, v.p. & general manager.
- EARL MORELAND, station manager.
- EDW. F. GREANEY JR., program director & film buyer.
- ROBERT A. FRASE, technical director.
- PHILIP SLAVICK, production manager.
- DEREK ROOKE, farm director.
- NORM BREWER, news director.
- JACK BUGBEE, promotion manager.

DIGEST OF RATE CARD NO. 15 (April 1, 1962)

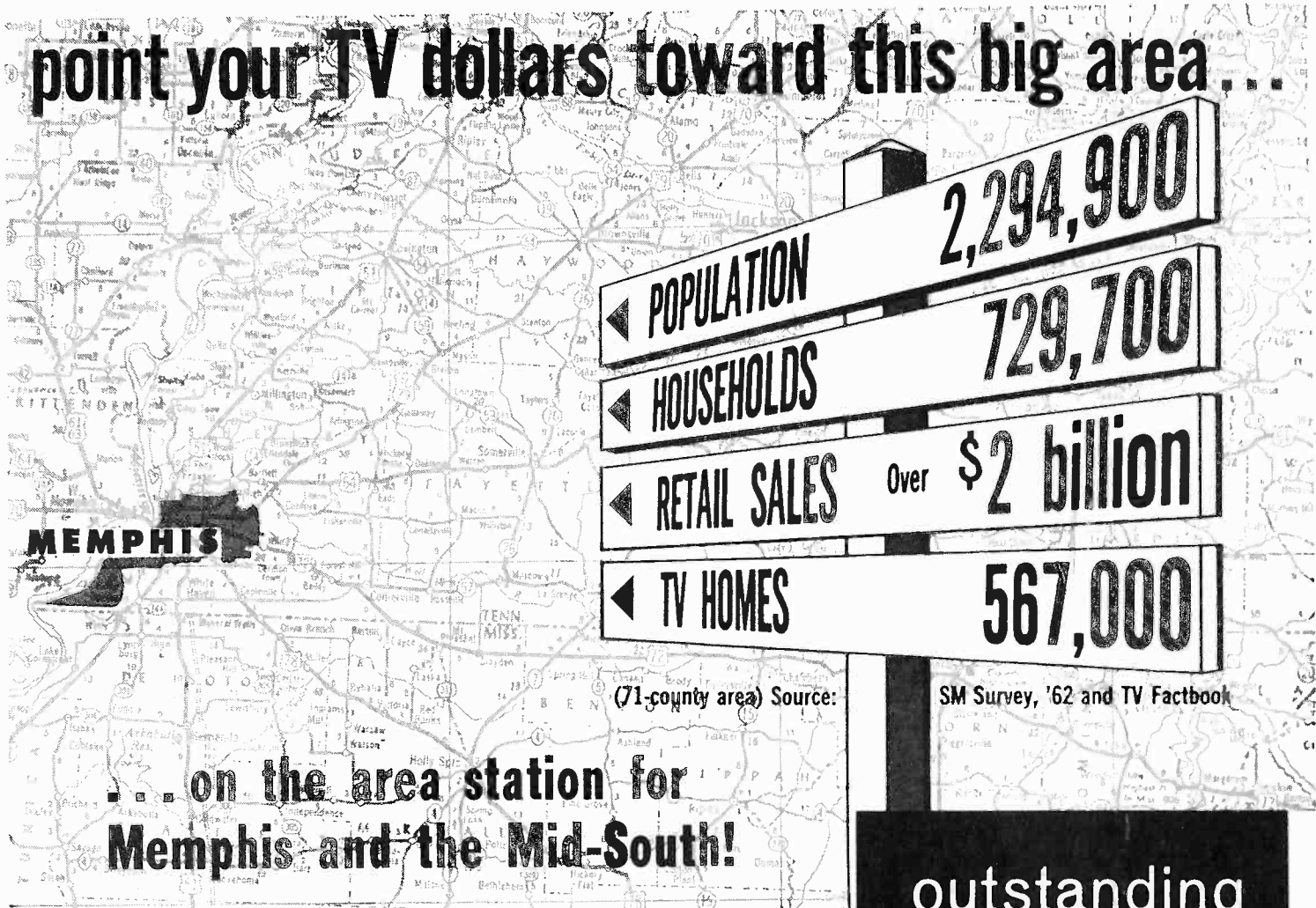
Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID	
Class AA—7-10 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$350.00	\$250.00	\$220.00	\$100.00
NETWORK BASE HOURLY RATE: \$1275.							

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Clay	6,500	5,200	81
	Craighead	13,700	12,200	89
	Crittenden	12,000	9,300	78
	Cross	5,200	4,200	81
	Fulton	2,100	1,300	57

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%				
ARKANSAS—(Continued)				
	Greene	7,600	6,500	85
	Jackson	6,400	5,200	81
	Lawrence	5,100	4,000	77
	Lee	5,200	3,600	69
	Mississippi	18,300	15,300	84
	Phillips	11,900	8,600	72
	Poinsett	8,000	6,800	85
	Randolph	3,800	2,900	75
	St. Francis	8,200	6,300	76
	Sharp	2,000	1,300	61
MISSISSIPPI				
	Alcorn	7,400	5,500	74
	Benton	1,800	1,300	69
	Bolivar	13,300	6,700	51
	Calhoun	4,300	3,100	70
	Carroll	2,700	1,300	48
	Coahoma	12,000	7,100	59
	De Soto	5,600	3,800	67
	Grenada	5,100	3,400	65
	Lafayette	5,100	3,800	74
	Lee	12,000	9,300	78
	Leflore	12,000	7,400	62
	Marshall	5,300	3,600	68
	Montgomery	3,600	2,200	60
	Panola	7,200	5,200	73
	Pontotoc	4,900	3,700	75
	Prentiss	5,100	3,900	77
	Quitman	4,900	3,100	63
	Sunflower	10,300	5,300	51
	Tallahatchie	5,800	3,100	53
	Tate	4,400	3,100	71
	Tippah	4,100	3,300	79
	Tishomingo	4,100	2,800	68
	Tunica	4,000	2,500	61
	Union	5,400	4,600	86
	Webster	2,900	2,000	65
	Yallobusha	3,400	2,100	62
(Continued on page 571)				

WMCT Station Total	729,700	567,300	78
ARB Total Net Weekly Circulation (March, 1962)	423,000		

point your TV dollars toward this big area...



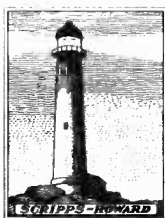
5 Reasons Why Channel 5 Is Outstanding In Memphis and the Mid-South

1. Outstanding public service programs of the highest character and caliber.
2. Outstanding 71-county area coverage reaching more people, over a larger area, than any other Memphis or Mid-South TV station.
3. Studio productions keyed to regional tastes present a consistent variety of live programs to—and for—this area audience.
4. First Mid-South television station with over 13 years of programming success, production knowledge, and merchandising know-how.
5. Outstanding NBC programs, plus area-keyed local programs are presented in the largest, finest and best equipped studios in Memphis!

SHOW PLACE OF THE SOUTH

WMCT

NBC Natl. Rep. Blair-TV



outstanding
in Memphis
and the
Mid-South

CHANNEL
5

WMCT
MEMPHIS

SCRIPPS-HOWARD BROADCASTING CO.

Tennessee—Memphis



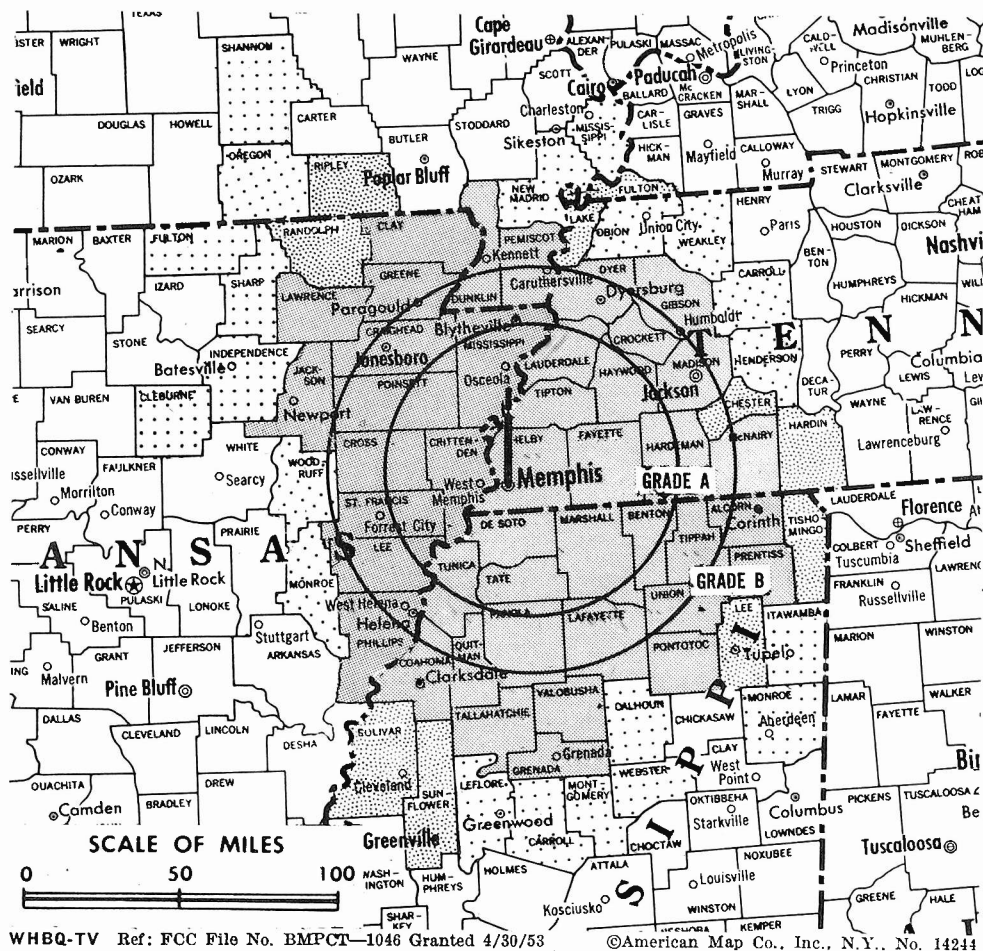
WHBQ-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 1013-ft. above av. terrain, 1073-ft. above ground, 1333-ft. above sea level.

Latitude 35° 10' 32"
Longitude 89° 50' 43"

Transmitter: Raleigh-La Grange Rd.
AM Affiliate: WHBQ, 5-kw (1-kw night), 560 kc.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WHBQ-TV Ref: FCC File No. BMPCT-1046 Granted 4/30/53

©American Map Co., Inc., N.Y., No. 14244

WHBQ-TV

Licensee: RKO General Inc., 1440 Broadway, New York City, New York. Studio: Box 176, 1381 Madison Ave., Memphis.

Telephone: Broadway 2-3441. TWX No.: ME 146.

Ownership: See WOR-TV, New York.

Began Operation: Sept. 27, 1953. Leased to present owners by Harding College Jan. 30, 1954 (Television Digest, Vol. 10:5, 11).

Represented (sales) by RKO National Sales Div.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

- D. A. NOEL, v.p. & general manager.
- ALEX BONNER, sales manager.
- JACK BOLTON, asst. sales manager.
- LANCE RUSSELL, program director.
- DON STEVENS, news director.
- WILLIAM J. KEY, controller.
- JACK STARR, sales service director.
- WELTON M. ROY, chief engineer.

DIGEST OF RATE CARD NO. 10 (July 1, 1962)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$1000.00 \$600.00 \$400.00 \$350.00 \$240.00 \$200.00 \$100.00
NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Clay	6,500	5,200	81
	Craighead	13,700	12,200	89
	Crittenden	12,000	9,300	78
	Cross	5,200	4,200	81
	Greene	7,600	6,500	85
	Jackson	6,400	5,200	81
	Lawrence	5,100	4,000	77
Lee	5,200	3,600	69	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS—(Continued)			
	Mississippi	18,300	15,300	84
	Phillips	11,900	8,600	72
	Poinsett	8,000	6,800	85
	St. Francis	8,200	6,300	76
	MISSISSIPPI			
	Alcorn	7,400	5,500	74
	Benton	1,800	1,300	69
	Coahoma	12,000	7,100	59
	De Soto	5,600	3,800	67
	Grenada	5,100	3,400	65
	Lafayette	5,100	3,800	74
	Marshall	5,300	3,600	68
	Panola	7,200	5,200	73
	Pontotoc	4,900	3,700	75
	Prentiss	5,100	3,900	77
	Quitman	4,900	3,100	63
	Talahatchie	5,800	3,100	53
	Tate	4,400	3,100	71
	Tippah	4,100	3,300	79
	Tunica	4,000	2,500	61
	Union	5,400	4,600	86
	Yallobusha	3,400	2,100	62
	MISSOURI			
	Dunklin	11,700	9,600	83
	Pemiscot	10,400	8,400	80
	TENNESSEE			
Crockett	4,300	3,500	81	
Dyer	9,000	7,400	82	
Fayette	5,400	3,400	64	
Gibson	13,900	11,200	81	
Hardeman	4,900	3,600	73	
Haywood	5,600	4,000	71	
Lauderdale	5,900	4,800	80	
McNairy	5,200	3,900	75	
Madison	18,000	14,800	82	
Shelby	183,200	160,800	88	
Tipton	7,300	5,700	78	

(Continued on page 571)

WHBQ-TV Station Total	653,000	510,600	78
ARB Total Net Weekly Circulation (March, 1962)		375,500	

Tennessee—Memphis

WREC-TV
Ch. 3

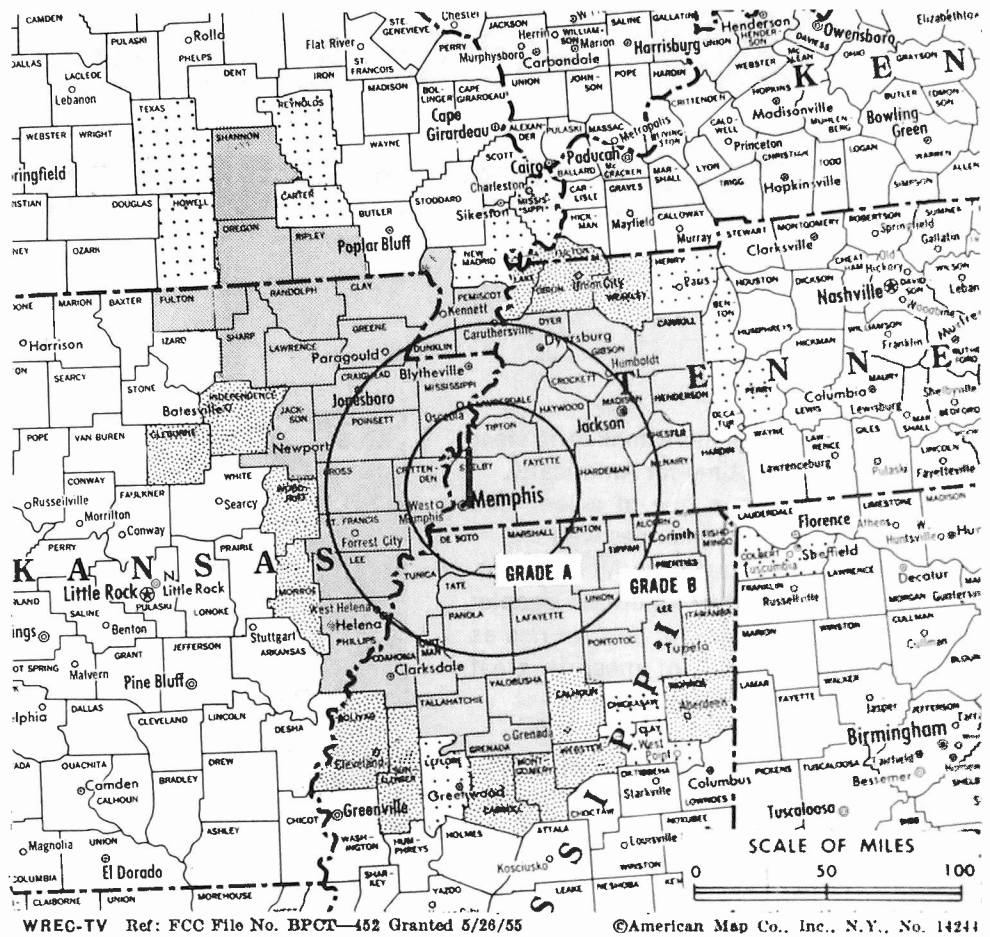
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1000-ft above av. terrain, 1077-ft. above ground, 1349-ft. above sea level.

Latitude 35° 10' 52.19"
Longitude 89° 49' 56.11"

Transmitter: 2.75-mi. SE of Bartlett.

AM Affiliate: WREC, 5-kw, 600 kc (CBS).

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WREC-TV Ref: FCC File No. BPCT-452 Granted 5/28/55

© American Map Co., Inc., N.Y., No. 14244

WREC-TV

Licensee: WREC Broadcasting Service Inc., Hotel Peabody Bldg., Memphis 3.

Studio: Hotel Peabody Bldg.

Telephone: Jackson 5-1313. TWX No.: ME 269.

Ownership: Hoyt B. Wooten, 100%. Note: Sale pends to Cowles interests (Television Digest, Vol. 3:1).

Began Operation: Jan. 1, 1956.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

HOYT B. WOOTEN, general manager.
CHARLES BRAKEFIELD, sales manager.
JACK MICHAEL, program director.
RUSS HODGE, news director.
KITTY KELLY, women's director.
WILSON RANEY, chief engineer.

DIGEST OF RATE CARD NO. 6A

(Nov. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—7-10 p.m., Mon.-Sat.; 6:30-10 p.m., Sun.
\$1000.00 \$600.00 \$400.00 \$250.00 \$240.00 \$225.00 \$113.00

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Clay	6,500	5,200	81
	Craighead	13,700	12,200	89
	Crittenden	12,000	9,300	78
	Cross	5,200	4,200	81
	Fulton	2,100	1,300	57
	Greene	7,600	6,500	85
	Jackson	6,400	5,200	81
Lawrence	5,100	4,000	77	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS—(Continued)			
	Lee	5,200	3,600	69
	Mississippi	18,300	15,300	84
	Phillips	11,900	8,600	72
	Poinsett	8,000	6,800	85
	Randolph	3,800	2,900	75
	St. Francis	8,200	6,300	76
	Sharp	2,000	1,300	61
	MISSISSIPPI			
	Alcorn	7,400	5,500	74
	Benton	1,800	1,300	69
	Coahoma	12,000	7,100	59
	Grenada	5,100	3,400	65
	De Soto	5,600	3,800	67
	Lafayette	5,100	3,800	74
	Lee	12,000	9,300	78
	Marshall	5,300	3,600	68
	Panola	7,200	5,200	73
	Pontotoc	4,900	3,700	75
	Prentiss	5,100	3,900	77
Quitman	4,900	3,100	63	
Tallahatchie	5,800	3,100	53	
Tate	4,400	3,100	71	
Tippah	4,100	3,300	79	
Tishomingo	4,100	2,800	68	
Tunica	4,000	2,500	61	
Union	5,400	4,600	86	
Yalobusha	3,400	2,100	62	
MISSOURI				
Dunklin	11,700	9,600	83	
Oregon	3,200	1,900	58	
Pemiscot	10,400	8,400	80	
Ripley	3,000	1,800	60	
Shannon	2,200	1,300	57	
TENNESSEE				
Carroll	7,300	5,500	76	
Chester	2,700	2,200	80	
Crockett	4,400	3,500	81	

(Continued on page 571)

WREC-TV Station Total	705,600	549,500	78
ARB Total Net Weekly Circulation (March, 1962)		423,200	

We are challenged You are summoned

Every newspaper headline makes it clear that this is a testing time for Americans.

The Cuban crisis is one of a long and continuing series of challenges we face.

At a time of challenge, the American future depends upon the American people: what we think, what we do, how we rise as individuals to the task of meeting great challenge with great achievement.

We each have a part to play.

Yours is described in the timely new citizen action guide "Challenge to Americans" offered here which puts the crisis of the moment in the true perspective of the struggle which is likely to continue for years.

The world situation is far more complex than the emergencies of daily headlines.

As President Kennedy says:

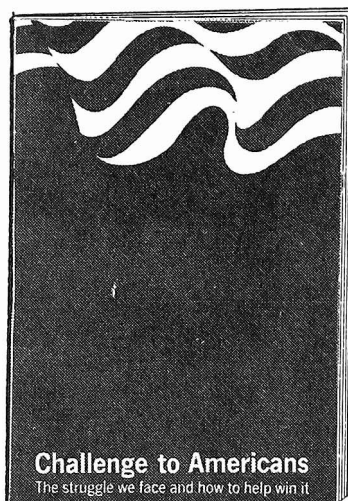
"We are challenged by the revolution of communism. The Communists seek power through conspiracy, terror, aggression and deceit. They exploit and corrupt legitimate revolutionary forces, scavenging on poverty, ignorance, despair.

"And also we are challenged by the revolution of hope in continents long captive to stagnation and despair.

"We are challenged by the revolution in science and technology bringing new boons and new dangers to humanity.

"We are challenged by the revolution in international relationships. Nation has begun to work with nation to solve mankind's common problems. New international bodies are exploring uncharted paths of world cooperation in the interests of worldwide peace, justice, and freedom."

In an age of revolution, we dare not forget that we are heirs to a continuing, liberating revolution. We dare not fail



to press that revolution forward, to perfect democracy at home, to make it an example to the world. *Only in earning our freedoms over again can we strengthen them.* Only by extending our freedoms to all mankind can we preserve them.

This we can and must do as individuals. *We must accept our responsibilities as we do our rights, the two are today inseparable.* We must look upon national challenge—whether it is an immediate challenge in Cuba, Berlin, or Asia, or the continuing longer range challenge—as a personal opportunity to do something important for our country.

We must seek to excel, to stand up, to stand

out: in our private lives, our homes, our work, communities, schools, in all places, in all things!

A good way to begin is with a mature understanding of what we are up against and what you personally can do about it. You will find exactly that in the timely new booklet, "Challenge to Americans." Endorsed by Presidents Kennedy and Eisenhower, approved by the Department of State, it is an indispensable information and action guide for the purposeful citizen.

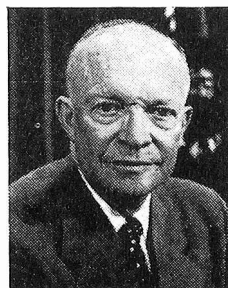
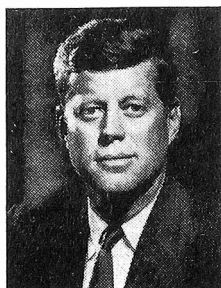
We need many such citizens. We need them now. We need you—your value as an individual, your power as the source of our national strength, your aid in deciding our common future.

Your copy of "Challenge to Americans" is free. You can be learning from it and you can be acting upon it in a matter of days. Write CHALLENGE, Box 1776, New York 17, N. Y.

FREEDOM IS NOT A GIFT BUT A TASK

"We must match great challenges with great achievements — with a constant striving for excellence in all things. With a mature understanding of the magnitude, complexity, and probable long duration of the struggle we face. Let each of us resolve to do something extra for our country in this period of trial."

President John F. Kennedy



"The important thing is to do something, and not to excuse oneself with the thought that 'I can do so little it will make no difference.' It does make a difference. America is people — not things. If each of us does his own particular job a little better, and raises his personal standards a little higher, our country will gain in strength and in character."

Dwight D. Eisenhower

Published as a public service in



cooperation with The Advertising Council

WHBQ-TV, Memphis

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
Between 25-50%	ARK.: Randolph	3,800	2,900	75	
	KY.: Fulton	3,500	2,900	82	
	MISSISSIPPI				
	Bolivar	13,300	6,700	51	
	Lee	12,000	9,300	78	
	Sunflower	10,300	5,300	51	
	Tishomingo	4,100	2,800	68	
	MISSOURI				
	Ripley	3,000	1,800	60	
	TENNESSEE				
Chester	2,700	2,200	80		
Hardin	5,000	3,400	68		
Lake	2,600	2,000	76		
Under 25%	ARKANSAS: Cleburne, Fulton, Independence, Monroe, Sharp, Woodruff. MISSISSIPPI: Calhoun, Carroll, Itawamba, Leflore, Monroe, Montgomery, Webster. MISSOURI: Mississippi, New Madrid, Oregon, Shannon. TENNESSEE: Carroll, Henderson, Obion, Weakley.				

WREC-TV, Memphis

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
Over 50%	TENNESSEE—(Continued)				
	Dyer	9,000	7,400	82	
	Fayette	5,400	3,400	64	
	Gibson	13,900	11,200	81	
	Hardeman	4,900	3,600	73	
	Hardin	5,000	3,400	68	
	Haywood	5,600	4,000	71	
	Henderson	4,700	3,600	76	
	Lauderdale	5,900	4,800	80	
	McNairy	5,200	3,900	75	
	Madison	18,000	14,800	82	
	Shelby	183,200	160,800	88	
	Tipton	7,300	5,700	78	
	Between 25-50%	ARKANSAS			
		Cleburne	2,900	2,300	81
Independence		6,300	5,100	81	
Monroe		4,600	3,200	69	
Woodruff		3,800	2,900	75	
KENTUCKY					
Fulton		3,500	2,900	82	
MISSISSIPPI					
Itawamba		4,200	3,200	75	
Monroe		9,400	7,200	77	
TENNESSEE					
Carroll	7,300	5,500	76		
Henderson	4,700	3,600	76		
Lake	2,600	2,000	76		
Obion	8,500	7,200	84		
Weakley	7,700	6,100	79		
Under 25%	ALABAMA: Colbert. MISSISSIPPI: Chickasaw, Clay, Leflore. MISSOURI: Carter, Howell, Mississippi, New Madrid, Reynolds, Texas. TENNESSEE: Benton, Decatur, Henry, Perry.				

Tenn.—Memphis & Knoxville

WMCT, Memphis

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50% (Continued)	MISSOURI			
	Dunklin	11,700	9,600	83
	Oregon	3,200	1,900	58
	Pemiscot	10,400	8,400	80
	Ripley	3,000	1,800	60
	Shannon	2,200	1,300	57
	TENNESSEE			
	Chester	2,700	2,200	80
	Crockett	4,300	3,500	81
	Dyer	9,000	7,400	82
	Fayette	5,400	3,400	64
	Gibson	13,900	11,200	81
	Hardeman	4,900	3,600	73
	Hardin	5,000	3,400	68
	Haywood	5,600	4,000	71
Lauderdale	5,900	4,800	80	
McNairy	5,200	3,900	75	
Madison	18,000	14,800	82	
Shelby	183,200	160,800	88	
Tipton	7,300	5,700	78	
Between 25-50%	ARKANSAS			
	Cleburne	2,900	2,300	81
	Independence	6,300	5,100	81
	Monroe	4,600	3,200	69
	Woodruff	3,800	2,900	75
	KENTUCKY			
	Fulton	3,500	2,900	82
	MISSISSIPPI			
	Itawamba	4,200	3,200	75
	Monroe	9,400	7,200	77
TENNESSEE				
Carroll	7,300	5,500	76	
Henderson	4,700	3,600	76	
Lake	2,600	2,000	76	
Obion	8,500	7,200	84	
Weakley	7,700	6,100	79	
Under 25%	ALABAMA: Colbert, Lauderdale. MISSISSIPPI: Chickasaw, Clay, Oktibbeha. MISSOURI: Butler, Carter, Howell, Mississippi, New Madrid, Reynolds, Texas. TENNESSEE: Decatur, Perry.			

WATE-TV, Knoxville

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50% (Continued)	VIRGINIA			
	Lee	6,600	4,600	69
	Scott	6,600	4,600	70
Under 25%	GEORGIA: Fannin, Gilmer, Towns, Union. KENTUCKY: Breathitt, Casey, Lee, Leslie, Perry, Russell. NORTH CAROLINA: Avery, Buncombe, Cherokee, Jackson, Macon, Madison, Mitchell, Yancey. TENNESSEE: Bledsoe, Bradley, Carter, McMinn, Polk, Sequatchie, Unicoi, Washington.			

Tennessee—Nashville



WLAC-TV



Ch. 5

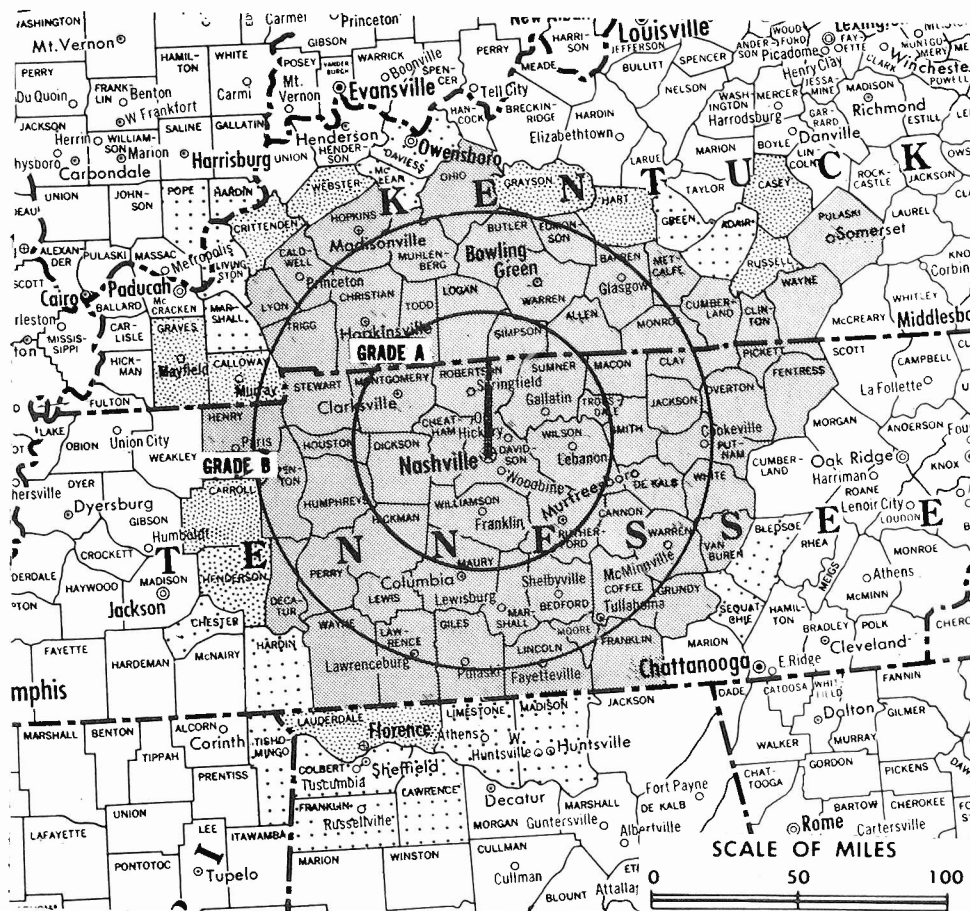
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1367-ft. above av. terrain, 1179-ft. above ground, 2049-ft. above sea level.

Latitude 36° 16' 05"
Longitude 86° 47' 18"

Transmitter: Brick Church Pike & Old Hickory Blvd.

TV tape: Recording facilities.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WLAC-TV Ref: FCC File No. BMPCT-1702 Granted 1/21/54

©American Map Co., Inc., N.Y., No. 14244

WLAC-TV

Licensee: WLAC-TV Inc., 159 Fourth Ave. N., Nashville 3.

Studio: 159 Fourth Ave. N.

Telephone: Chapel 2-4331.

TWX No.: NV 68.

Ownership: Life & Casualty Insurance Co., 50%; T. B. Baker Jr., 25%; A. G. Beaman, 25%. WLAC-TV officers: Paul Mountcastle, chairman; Guilford Dudley Jr., pres.; T. B. Baker Jr., exec. v.p.; A. G. Beaman, secy.-treas. Life & Casualty is controlled 24% by John D. and Clint W. Murchison Jr., each holding co-equal partnership. The Murchisons also control Lamar Life Insurance Co., licensee of WJDX & WJDX-FM, Jackson, Miss. Life & Casualty also owns and operates radio WLAC as a separate entity. Paul Mountcastle, chairman of board of Life & Casualty is president of WATE-TV, Knoxville.

Began Operation: Aug. 6, 1954. Working control of Life & Casualty Insurance Co. (24%) was acquired in 1958 by John D. & Clint W. Murchison Jr., but FCC didn't approve this transfer of control until July 29, 1959 (Television Digest, Vols. 14:35; 15:30).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Hennessey & McDonald.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

T. B. BAKER JR., exec. v.p. & general manager.
RUTH C. TALLEY, asst. to manager & public service director.
HAROLD C. CRUMP, general sales manager.
ROY A. SMITH, operations manager & film buyer.
TOM C. MAYHEW, news director.
RALPH L. HUCABY, chief engineer.

DIGEST OF RATE CARD NO. 8

(Revised June 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	ID*
Class AA—7-10 p.m., daily.	\$950.00	\$570.00	\$360.00	\$285.00	\$250.00	\$220.00
				\$220.00	\$130.00	

*Class AA—6:30-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	KENTUCKY				
		Allen	3,800	3,100	80
		Barren	8,600	7,100	83
		Butler	2,700	2,100	77
		Caldwell	4,200	3,100	73
		Christian	14,700	12,500	85
		Clinton	2,400	1,600	68
		Cumberland	2,200	1,500	64
		Edmonson	2,300	1,600	68
		Hopkins	11,800	9,500	81
		Logan	6,300	5,300	83
		Lyon	1,500	1,200	77
		Metcalfe	2,500	1,900	76
		Monroe	3,400	2,800	82
		Muhlenberg	8,100	6,700	83
		Ohio	5,400	4,300	80
		Pulaski	9,900	6,000	61
		Simpson	3,600	3,000	84
		Todd	3,300	2,800	82
		Trigg	2,600	2,200	83
	Warren	13,600	11,400	84	
	Wayne	3,800	1,800	48	
	TENNESSEE				
	Bedford	7,000	6,000	85	
	Benton	3,300	2,600	79	
	Cannon	2,500	2,000	80	
	Cheatham	2,700	2,400	87	
	Clay	2,000	1,400	70	
	Coffee	8,400	7,400	88	
	Davidson	119,300	109,500	92	
	Decatur	2,500	1,900	72	
	De Kalb	3,200	2,500	78	
	Dickson	5,500	4,900	88	
	Fentress	3,100	2,100	66	
	Franklin	6,900	5,800	83	
	Giles	6,600	4,900	75	
	Grundy	3,000	2,100	71	
	Henry	7,100	5,400	77	

(Continued on page 575)

WLAC-TV Station Total	643,200	529,800	82
ARB Total Net Weekly Circulation (March, 1962)		389,500	

Tennessee—Nashville



WSIX-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1353-ft. above av. terrain, 940-ft. above ground, 2049-ft. above sea level.

Latitude 36° 02' 50"
Longitude 86° 49' 49"

Transmitter: Old Hickory Blvd. and Granny White Pike, 8-mi. S of Nashville.

TV tape: Recording facilities.

AM Affiliate: WSIX, 5-kw, 980 kc (ABC).

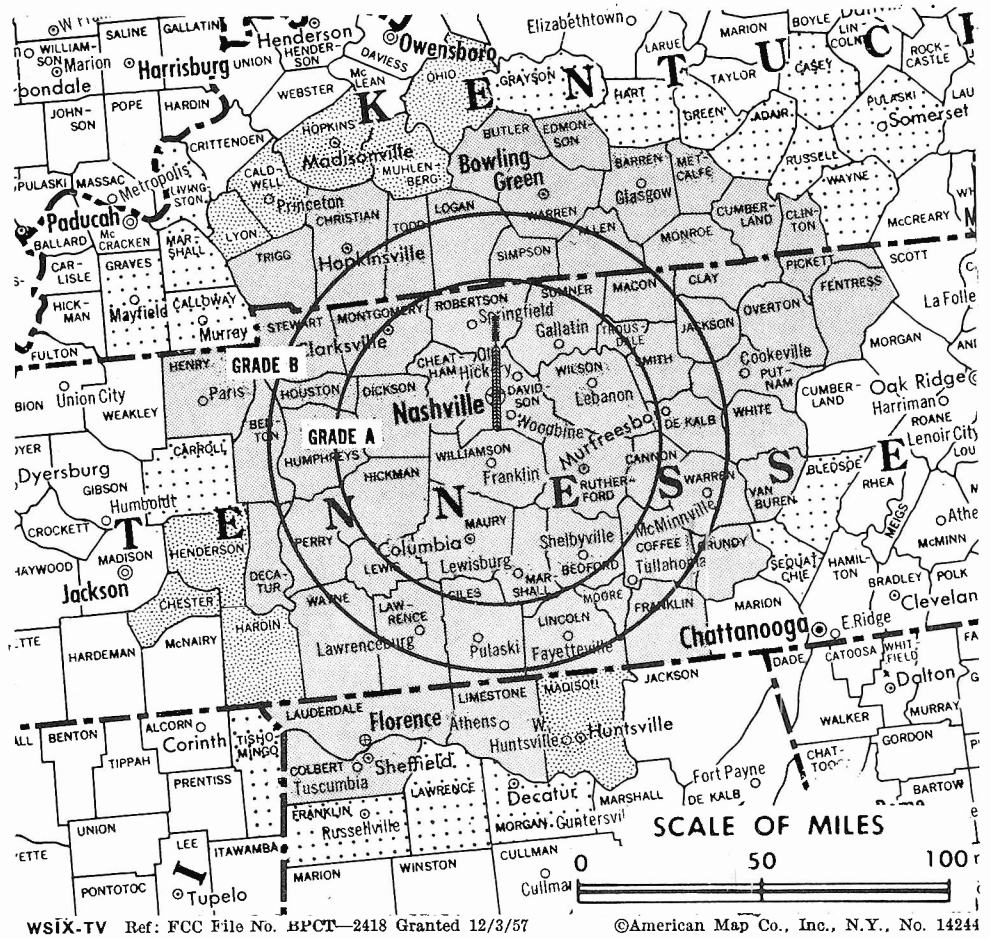
FM Affiliate: WSIX-FM, 30-kw, 97.9 mc (No. 250), 800-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WSIX-TV Ref: FCC File No. BPC1-2418 Granted 12/3/57

©American Map Co., Inc., N.Y., No. 14244

WSIX-TV

Licensee: WSIX Inc., 441 Murfreesboro Rd.

Studio: 441 Murfreesboro Rd.

Telephone: 255-5431. TWX No.: NV 178.

Ownership: Louis R. Draughon, pres., 59.3% (additional 14.8% as trustee for Jacquelyn Draughon Guthrie); John D. Sprouse, v.p., 7.4%; George J. Hearn Jr., chairman, 18.5%.

Began Operation: Nov. 28, 1953. For details on sales whereby Draughon family gave up control and Louis R. Draughon bought back 1/3; see Sales & Transfers section.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

LOUIS R. DRAUGHON, president.

E. S. TANNER, exec. v.p. & general manager.

JACK C. LONG, sales manager.

ROBERT L. CHAUDOIN, operations director & film buyer.

HUDLEY CROCKETT, news & sports director.

CHARLES R. DUKE, v.p., director of engineering & production.

DIGEST OF RATE CARD NO. 8

(Sept. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-9:30 p.m., daily.

\$1000.00 \$600.00 \$300.00 \$290.00 \$250.00 \$225.00 \$110.00

NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Colbert	13,100	10,200	78
	Lauderdale	17,500	13,200	75
	Limestone	9,600	7,300	75
	KENTUCKY			
	Allen	3,800	3,100	80
	Barren	8,600	7,100	83
	Butler	2,700	2,100	77
	Christian	14,700	12,500	85

Net Weekly Circulation

State County

Total Households

TV Homes %

KENTUCKY—(Continued)

Clinton	2,400	1,600	68
Cumberland	2,200	1,500	64
Edmonson	2,300	1,600	68
Logan	6,300	5,300	83
Metcalfe	2,500	1,900	76
Monroe	3,400	2,800	82
Simpson	3,600	3,000	84
Todd	3,300	2,800	82
Trigg	2,600	2,200	83
Warren	13,600	11,400	84

TENNESSEE

Bedford	7,000	6,000	85
Benton	3,300	2,600	79
Cannon	2,500	2,000	80
Cheatham	2,700	2,400	87
Clay	2,000	1,400	70
Coffee	8,400	7,400	88
Davidson	119,300	109,500	92
Decatur	2,500	1,900	72
De Kalb	3,200	2,500	78
Dickson	5,500	4,900	88
Fentress	3,100	2,100	66
Franklin	6,900	5,800	83
Giles	6,600	4,900	75
Grundy	3,000	2,100	71
Henry	7,100	5,400	77
Hickman	3,400	2,800	82
Houston	1,400	1,100	74
Humphreys	3,400	3,000	87
Jackson	2,600	1,900	72
Lawrence	7,800	6,200	79
Lewis	1,800	1,400	77
Lincoln	6,900	5,400	78
Macon	3,600	2,900	81
Marshall	5,100	4,400	86
Maury	12,300	10,500	85
Montgomery	14,600	13,100	90

(Continued on page 575)

WSIX-TV Station Total	626,500	515,100	82
ARB Total Net Weekly Circulation (March, 1962)		355,200	

Tennessee—Nashville



WSM-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 49-kw aural. Antenna: 1408-ft. above av. terrain, 1369-ft. above ground, 2049-ft. above sea level.

Latitude 36° 08' 27"
Longitude 86° 51' 56"

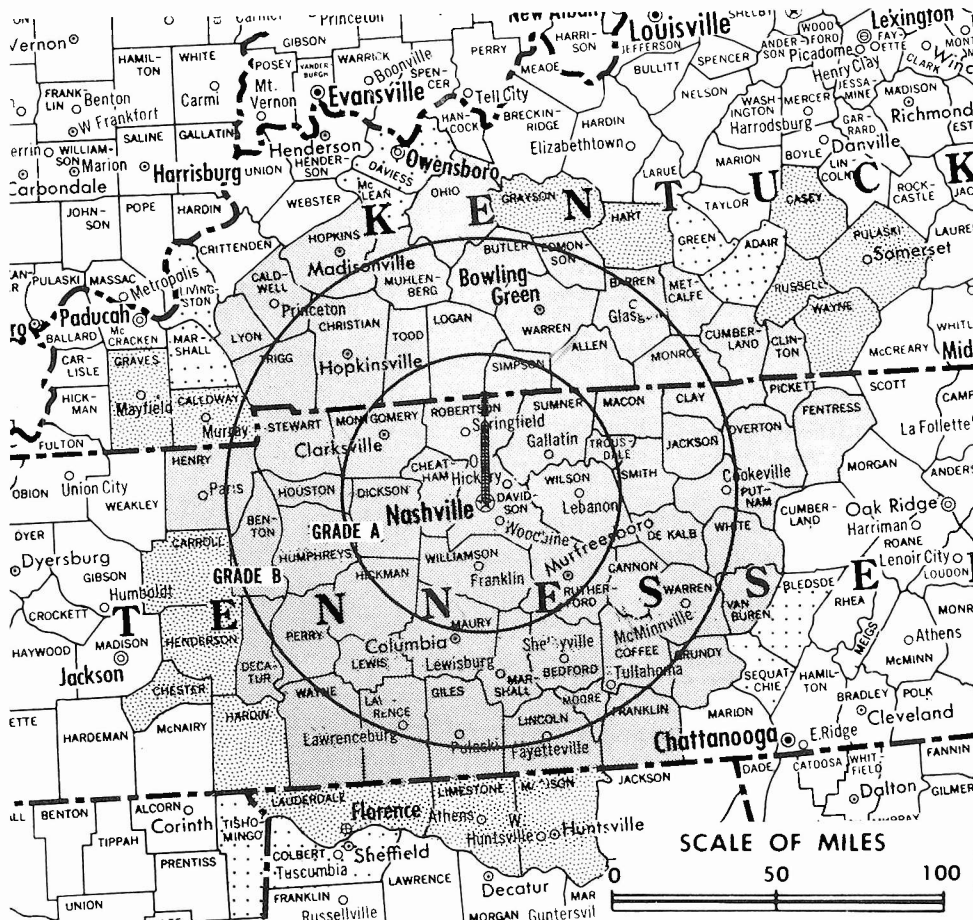
Transmitter: Watts Lane.

Studio: 14th & Compton Aves.

TV tape: Recording facilities.

AM Affiliate: WSM, 50-kw, 650 kc (NBC).

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WSM-TV Ref: FCC File No. BMPCT-4658 Granted 5/21/57

©American Map Co., Inc., N.Y., No. 14244

WSM-TV

Licensee: WSM Inc., National Life Bldg.
Telephone: Alpine 4-5656. TWX No.: NV 77-U.
Ownership: 100% subsidiary of National Life & Accident Insurance Co.
Began Operation: Sept. 30, 1950.
Represented (sales) by Edward Petry & Co. Inc.
Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.
Personnel:
E. W. CRAIG, chairman.
J. H. DeWITT JR., president.
GEORGE REYNOLDS, v.p. and technical director.
IRVING WAUGH, v.p. & general manager.
HI BRAMHAM, commercial manager.
BRAD CRANDALL, operations manager & film buyer.
ELMER ALLEY, executive producer.
DON GREGORY, news director.
LARRY MUNSON, director of sports.
AARON SHELTON, chief engineer.
JERRY CARDEN, promotion director.

DIGEST OF RATE CARD NO. 13—(May 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6-10 p.m., daily.	\$950.00	\$550.00	\$380.00	\$285.00	\$240.00	\$220.00 \$130.00

Color—Network color only.

NETWORK BASE HOURLY RATE: \$1025.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	KENTUCKY			
	Allen	3,800	3,100	80
	Barren	8,600	7,100	83
	Butler	2,700	2,100	77
	Caldwell	4,200	3,100	73
	Christian	14,700	12,500	85
	Clinton	2,400	1,600	68
	Cumberland	2,200	1,500	64

Net Weekly Circulation	State County	Total Households	TV Homes	%
KENTUCKY—(Continued)				
	Edmonson	2,300	1,600	68
	Hopkins	11,800	9,500	81
	Logan	6,300	5,300	83
	Lyon	1,500	1,200	77
	Metcalfe	2,500	1,900	76
	Monroe	3,400	2,800	82
	Muhlenberg	8,100	6,700	83
	Ohio	5,400	4,300	80
	Simpson	3,600	3,000	84
	Todd	3,300	2,800	82
	Trigg	2,600	2,200	83
	Warren	13,600	11,400	84
TENNESSEE				
	Bedford	7,000	6,000	85
	Benton	3,300	2,600	79
	Cannon	2,500	2,000	80
	Cheatham	2,700	2,400	87
	Clay	2,000	1,400	70
	Coffee	8,400	7,400	88
	Davidson	119,300	109,500	92
	Decatur	2,500	1,900	72
	De Kalb	3,200	2,500	78
	Dickson	5,500	4,900	88
	Fentress	3,100	2,100	66
	Franklin	6,900	5,800	83
	Giles	6,600	4,900	75
	Grundy	3,000	2,100	71
	Henry	7,100	5,400	77
	Hickman	3,400	2,800	82
	Houston	1,400	1,100	74
	Humphreys	3,400	3,000	87
	Jackson	2,600	1,900	72
	Lawrence	7,800	6,200	79
	Lewis	1,800	1,400	77
	Lincoln	6,900	5,400	78
	Macon	3,600	2,900	81
	Marshall	5,100	4,400	86
	Maury	12,300	10,500	85
(Continued on next page)				
WSM-TV Station Total		620,100	512,100	83
ARB Total Net Weekly Circulation (March, 1962)			384,100	

WLAC-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	TENNESSEE—(Continued)			
	Hickman	3,400	2,800	82
	Houston	1,400	1,100	74
	Humphreys	3,400	3,000	87
	Jackson	2,600	1,900	72
	Lawrence	7,800	6,200	79
	Lewis	1,800	1,400	77
	Lincoln	6,900	5,400	78
	Macon	3,600	2,900	81
	Marshall	5,100	4,400	86
	Maury	12,300	10,500	85
	Montgomery	14,600	13,100	90
	Moore	1,000	800	76
	Overton	4,000	2,900	71
	Perry	1,500	1,300	78
	Pickett	1,200	900	69
	Putnam	8,100	6,500	80
	Robertson	7,900	6,900	87
	Rutherford	14,300	12,700	89
	Smith	3,700	3,100	84
	Stewart	2,200	1,900	83
	Sumner	10,700	9,300	87
	Trousdale	1,400	1,200	82
	Van Buren	900	600	66
	Warren	6,900	5,300	78
	Wayne	3,200	2,000	63

(Continued in next column)

WSIX-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	TENNESSEE—(Continued)			
	Moore	1,000	800	76
	Overton	4,000	2,900	71
	Perry	1,500	1,300	78
	Pickett	1,200	900	69
	Putnam	8,100	6,500	80
	Robertson	7,900	6,900	87
	Rutherford	14,300	12,700	89
	Smith	3,700	3,100	84
	Stewart	2,200	1,900	83
	Sumner	10,700	9,300	87
	Trousdale	1,400	1,200	82
	Van Buren	900	600	66
	Warren	6,900	5,300	78
	Wayne	3,200	2,000	63
	White	4,500	3,500	78
	Williamson	6,900	5,800	84
	Wilson	8,400	7,200	86
Between 25-50%	ALABAMA			
	Madison	32,700	26,700	82
	KENTUCKY			
	Caldwell	4,200	3,100	73
	Hopkins	11,800	9,500	81
	Lyon	1,500	1,200	77
Under 25%	TENNESSEE			
	Chester	2,700	2,200	80
	Hardin	5,000	3,400	68
	Henderson	4,700	3,600	76

ALABAMA: Franklin, Lawrence, Morgan.
KENTUCKY: Adair, Calloway, Casey, Graves, Grayson, Green, Hart, Livingston, Marshall, Pulaski, Russel, Wayne. MISSISSIPPI: Tishomingo. TENNESSEE: Bedsoe, Carroll, Sequatchie.

Tennessee—Nashville

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	TENNESSEE—(Continued)			
	White	4,500	3,500	78
	Williamson	6,900	5,800	84
	Wilson	8,400	7,200	86
Between 25-50%	ALABAMA			
	Lauderdale	17,500	13,200	75
	KENTUCKY			
	Calloway	6,600	5,600	85
	Casey	3,800	2,400	62
	Crittenden	2,700	2,200	78
	Graves	9,800	8,600	87
	Grayson	4,500	3,400	74
	Hart	4,100	3,400	82
	Russell	3,100	2,200	69
	Webster	4,700	3,500	76
	Under 25%	TENNESSEE		
Carroll		7,300	5,500	76
Henderson	4,700	3,600	76	

ALABAMA: Colbert, Franklin, Lawrence, Limestone, Madison. ILLINOIS: Hardin, Pope. KENTUCKY: Adair, Daviess, Green, Livingston, McLean, Marshall. MISSISSIPPI: Tishomingo. TENNESSEE: Bledsoe, Chester, Hardin, Sequatchie.

WSM-TV

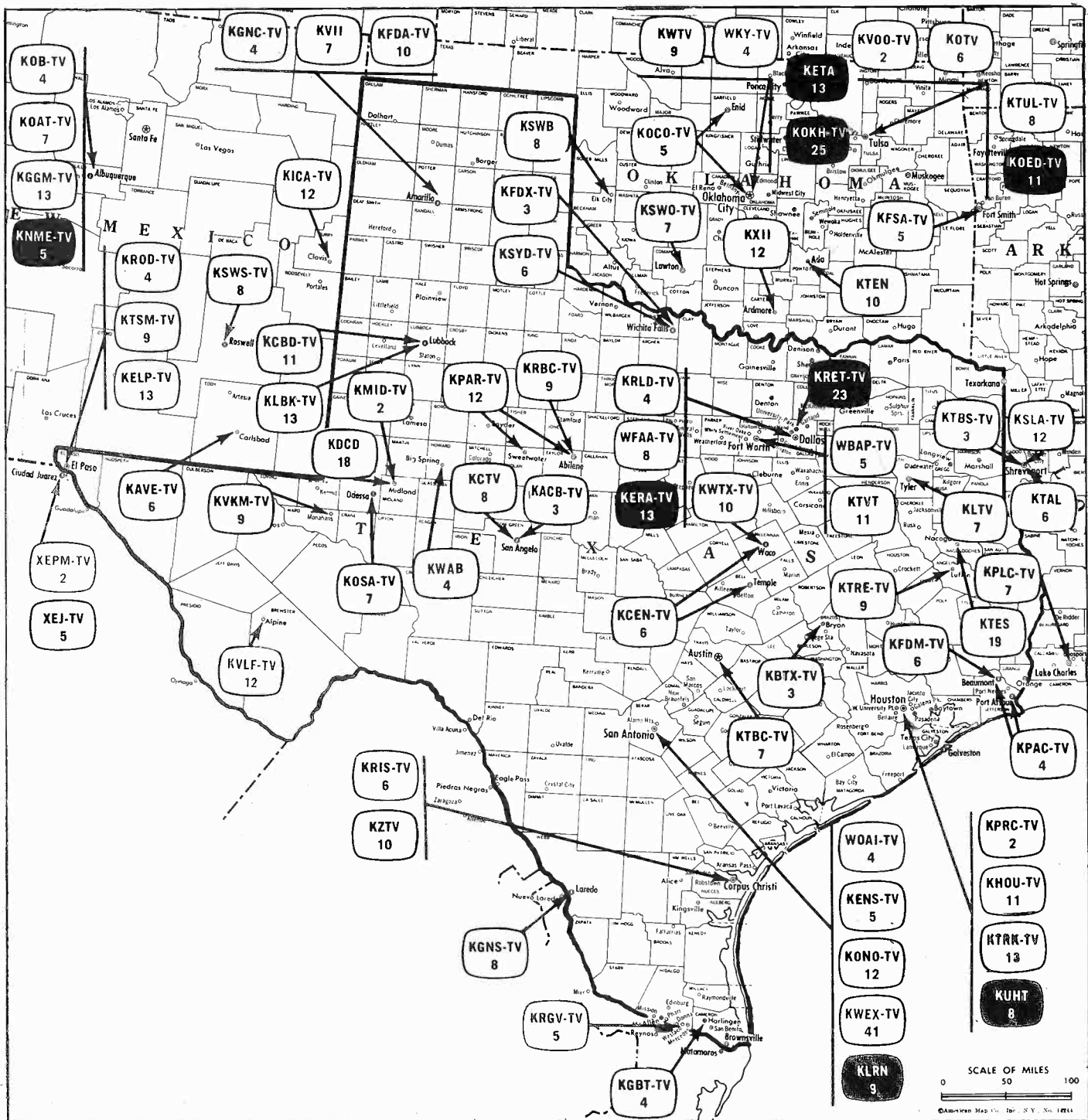
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	TENNESSEE—(Continued)			
	Montgomery	14,600	13,100	90
	Moore	1,000	800	76
	Overton	4,000	2,900	71
	Perry	1,500	1,300	78
	Pickett	1,200	900	69
	Putnam	8,100	6,500	80
	Robertson	7,900	6,900	87
	Rutherford	14,300	12,700	89
	Smith	3,700	3,100	84
	Stewart	2,200	1,900	83
	Sumner	10,700	9,300	87
	Trousdale	1,400	1,200	82
	Van Buren	900	600	66
	Warren	6,900	5,300	78
	Wayne	3,200	2,000	63
	White	4,500	3,500	78
	Williamson	6,900	5,800	84
Wilson	8,400	7,200	86	
Between 25-50%	ALABAMA			
	Lauderdale	17,500	13,200	75
	Limestone	9,600	7,300	75
	Madison	32,700	26,700	82
	KENTUCKY			
	Pulaski	9,900	6,000	61
Under 25%	TENNESSEE			
	Carroll	7,300	5,500	76
	Chester	2,700	2,200	80
	Hardin	5,000	3,400	68
	Henderson	4,700	3,200	76

ALABAMA: Colbert. KENTUCKY: Adair, Daviess, Green, Livingston, McLean, Marshall. MISSISSIPPI: Tishomingo. TENNESSEE: Bledsoe, Sequatchie.

For ARB County-by-County Data, see page 40-a.

Texas



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Dallas-Ft. Worth	668,700	14	925,300	23	821,500	24
Houston	467,700	28	700,100	36	618,100	34
San Antonio	273,800	60	356,800	87	356,800	75
Beaumont-Port Arthur	150,800	100	229,900	121	201,800	122
Austin	132,600	110	244,100	115	203,500	118
Wichita Falls	125,900	118	221,900	123	197,900	123
Waco-Temple	115,000	126	216,500	126	179,400	130
Amarillo	102,900	130	148,000	157	132,800	150
Lubbock	101,800	131	143,400	158	130,200	152
El Paso	98,600	133	125,600	169	110,800	167
Corpus Christi	98,000	134	139,800	161	117,200	163
Tyler	97,000	136	221,400	124	181,300	129
Abilene-Sweetwater	88,000	145	121,200	171	106,400	169
Odessa-Midland	85,700	151	134,100	166	121,600	160
Lower Rio Grande	69,000	162	91,300	180	69,000	184

(Continued on next page)

Market	ARB Net Weekly Circulation	Rank
Lufkin	38,200	190
San Angelo	28,200	197
Laredo	25,000	201
Monahans	20,900	208
Big Spring	17,200	215

Total Homes	Rank	TV Households	Rank
81,500	184	64,500	186
42,400	205	36,100	204
15,200	217	12,400	218
134,100	166	121,600	161
27,400	214	25,200	213

State Educational Technical Facilities
(Complete Data in Educational Directory)

KERA-TV

Dallas

Ch. 13

Non-Commercial Educational Station

Grantee: Area Educational TV Foundation Inc., 300 Harry Hines Blvd., Dallas 4.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 108-kw visual, 54-kw aural. Antenna: 380-ft. above ground, 851-ft. above sea level.

Latitude 32° 47' 44"
Longitude 96° 48' 37"

KUHT

Houston

Ch. 8

Non-Commercial Educational Station

Licensee: University of Houston, 3801 Cullen Blvd., Houston 4.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 640-ft. above av. terrain, 658-ft. above ground, 707-ft. above sea level.

Latitude 29° 42' 52"
Longitude 95° 20' 52"

KRET-TV

Richardson

Ch. 23

Grantee: Richardson Independent School District, 109 Mimosa Ave.

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 2.9-kw visual, 1.56-kw aural. Antenna: 220-ft. above av. terrain, 108-ft. above ground, 758-ft. above sea level.

Latitude 32° 56' 20"
Longitude 96° 43' 15"

KLRN-TV

San Antonio-Austin

Ch. 9

Non-Commercial Educational Station

Licensee: Southwest Texas Educational Television Council.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 298-kw visual, 149-kw aural. Antenna: 1110-ft. above av. terrain, 1019-ft. above ground, 2042-ft. above sea level.

Latitude 29° 49' 40"
Longitude 98° 07' 03"

Texas Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	43	2	45
<input checked="" type="checkbox"/> Educational Television Stations	3	1	4
			49

State Cross Reference List
Communities That Receive Programs of
Stations That Are Located Elsewhere

KPAR-TV

Abilene-Sweetwater

(See Sweetwater, Tex.)

KPAC-TV

Beaumont

(See Port Arthur, Tex.)

KGBT-TV & KRGV-TV

Brownsville

(See Harlingen & Weslaco, Tex.)

KXII

Denison

(See Ardmore, Okla.)

KRLD-TV & WFAA-TV

Fort Worth

(See Dallas, Tex.)

(Continued on page 584)

HAMILTON-LANDIS & ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS
WASHINGTON, D.C., CHICAGO, DALLAS,
SAN FRANCISCO

SELL MORE

RADIO & TELEVISION STATIONS
IN THE SOUTHWEST—NEAREST OFFICE IS—
1511 BRYAN ST., DALLAS 1
RIVERSIDE 8-1175

Texas—Abilene



KRBC-TV



Ch. 9

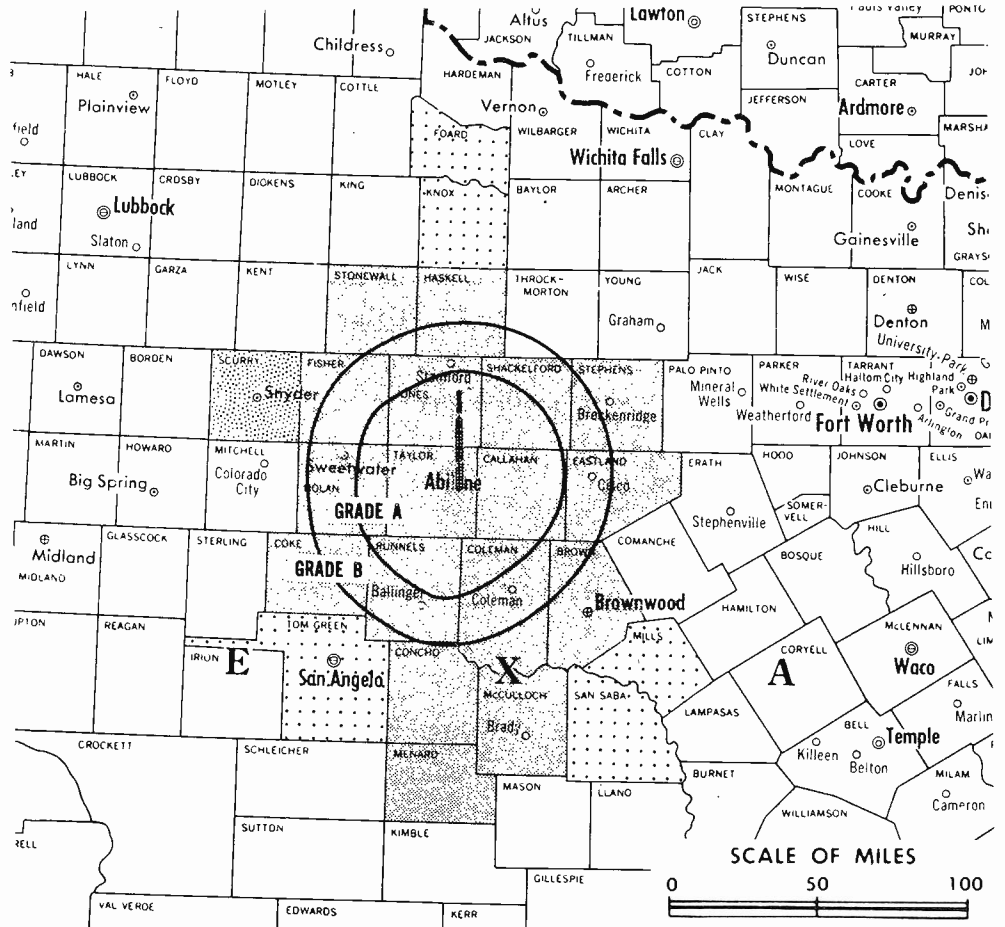
[Also operates satellite KACB-TV, San Angelo, Tex.]

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 145-kw visual, 72.5-kw aural. Antenna: 770-ft. above av. terrain, 437-ft. above ground, 2787-ft. above sea level.

Latitude 32° 17' 13"
Longitude 99° 44' 20"

Transmitter: Cedar Gap Mt.

AM Affiliate: KRBC, 5-kw (1-kw night), 1470 kc (ABC).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KRBC-TV Ref: FCC File No. BPCT-2690 Granted 10/12/59

©American Map Co., Inc., N.Y., No. 14244

KRBC-TV

Licensee: Abilene Radio & Television Co., 4510 S. 14th St.

Studio: 4510 S. 14th St.

Telephone: Owen 2-4242. TWX No.: AE 10.

Ownership: Dale Ackers, pres., 29.17%; Lewis J. Ackers, v.p., 12.5%; Jack Andrews, secy.-treas., 29.17%; Christine Ackers Cagle, 29.17%. Also see KTVT, Fort Worth. Abilene Radio & Television also owns satellite KACB-TV, San Angelo, Tex.

Began Operation: Aug. 24, 1953. Sale by Abilene Reporter News approved Sept. 16, 1953 (Television Digest, Vol. 9:35, 38).

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- DALE ACKERS, president & general manager.
- WILLIAM TERRY, station, national sales mgr. & film buyer.
- CHARLES OLSON, national sales & merchandising.
- NORMAND MANN, program director.
- BRYAN MUNDY, production director.
- LARRY FITZGERALD, news director.
- TROY MALLON, chief engineer.

DIGEST OF RATE CARD NO. 9*
(April 15, 1962)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$400.00	\$260.00	\$180.00	\$140.00	\$100.00	\$80.00

*Sold only in combination with KACB-TV, San Angelo.

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	TEXAS				
	Brown	8,500	6,700	79	
	Callahan	2,800	2,500	89	
	Coke	1,100	1,000	89	
	Coleman	4,400	3,900	88	
	Concho	1,200	1,100	87	
	Eastland	7,100	5,900	82	
	Fisher	2,500	2,200	85	
	Haskell	3,600	3,100	86	
	Jones	6,300	5,700	90	
	McCulloch	3,000	2,100	69	
	Menard	1,000	500	48	
	Nolan	6,000	5,500	91	
	Runnels	4,700	4,200	88	
	Shackelford	1,400	1,200	84	
	Stephens	3,100	2,600	83	
Stonewall	1,000	900	93		
Taylor	30,600	28,200	93		
Between 25-50%	TEXAS				
	Scurry	5,900	5,300	90	
	Under 25%	TEXAS			
		Foard	1,000	1,000	90
		Knox	2,500	2,100	84
Mills		1,600	1,300	76	
San Saba		2,200	1,800	80	
Tom Green	19,700	17,600	90		
KRBC-TV & KACB-TV Station Total		121,200	106,400	88	
ARB Total Net Weekly Circulation (March, 1962)			88,000		

Texas—Alpine



KVLF-TV

Ch. 12

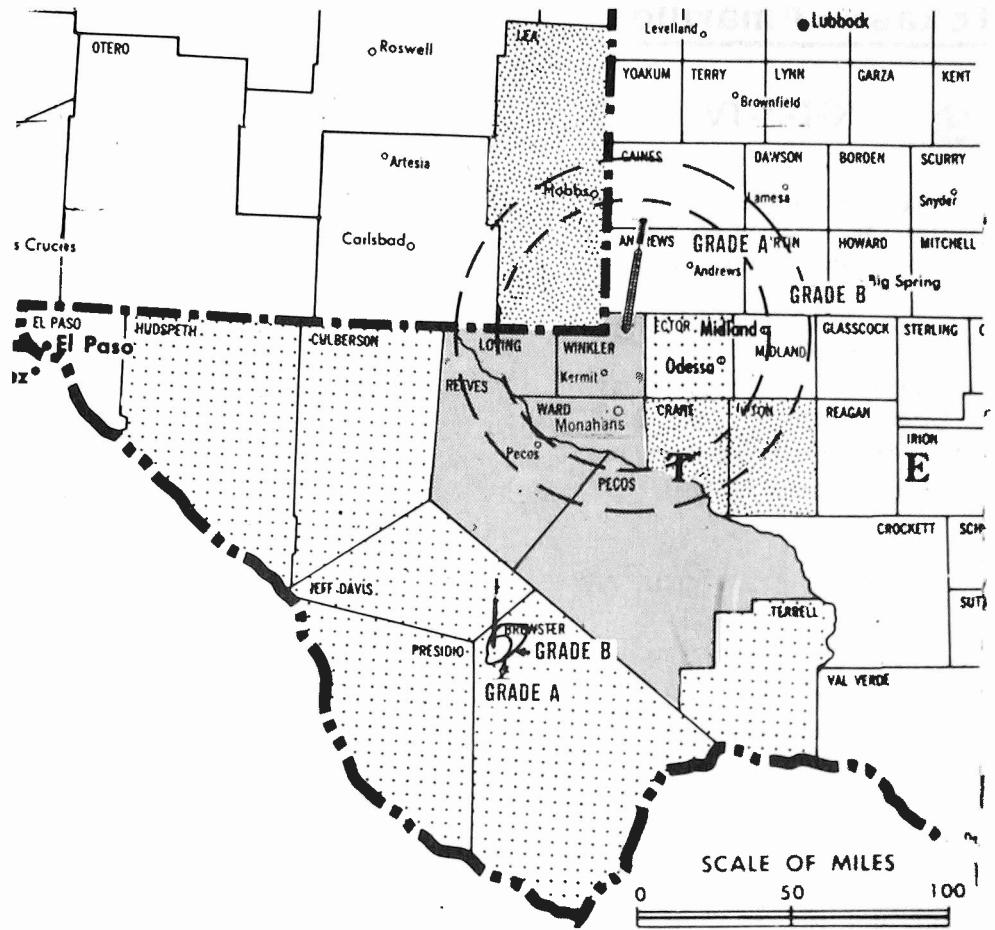
[Satellite of KVKM-TV, Monahans, Tex.]

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: .170-kw visual, .100-kw aural. Antenna: 164-ft. above av. terrain, 167-ft. above ground, 4666-ft. above sea level.

Latitude 30° 22' 30"
Longitude 103° 39' 36"

Transmitter: Alpine.

AM Affiliate: KVLF.



KVLF-TV Ref: FCC File No. BPCT-2618 Granted 1/18/61

©American Map Co., Inc., N.Y., No. 14244

KVLF-TV

Licensee: Big Bend Broadcasters, Box 779, Alpine, Tex.

Studio: Kokernot Field, Alpine.

Telephone: TE 7-2144.

Ownership: Gene Hendryx, pres., 55%; Jack Hawkins, v.p., 20%; Barney Hubbs, secy., 15%; Bill Hubbs, 10%.

Began Operation: Sept. 1961.

Represented (sales) by Clyde Melville (regional).

Personnel:

GENE HENDRYX, president.

PHIL WAYNE EBENSBERGER, manager.

FRITZ WEYERTS, engineer.

DIGEST OF RATE CARD NO. 1—(Nov. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
\$80.00	\$48.00	\$32.00	\$20.00	\$10.00	\$8.00	\$5.00

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.

Texas—Amarillo



KFDA-TV

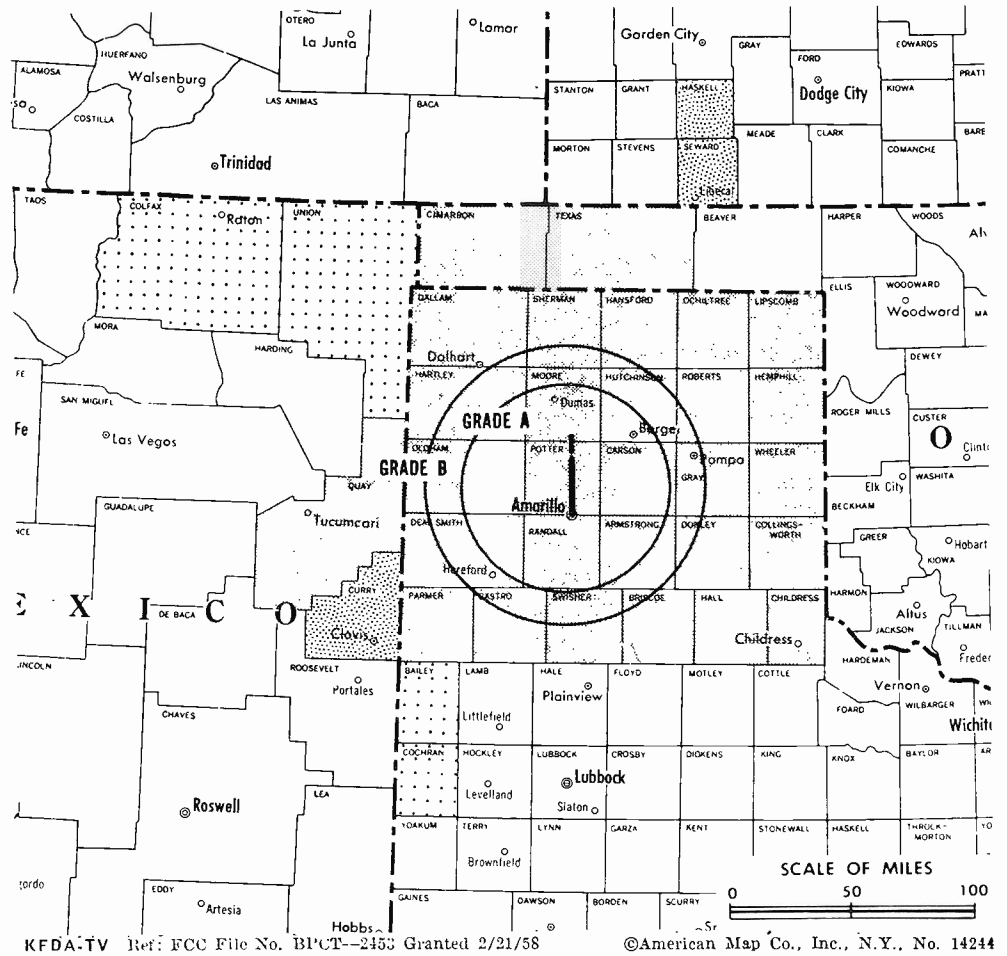
Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 804-ft. above av. terrain, 725-ft. above ground, 4298-ft. above sea level.

Latitude 35° 17' 33"
Longitude 101° 50' 48"

Transmitter: Broadway & Cherry Ave.
TV tape: Recording facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KFDA-TV

Licensee: Texas State Network Inc., Broadway at Cherry Ave.
Studio: Broadway at Cherry Ave.
Telephone: Evergreen 3-2226. TWX No.: 806-376-5751.
Ownership: Gene L. Cagle, pres., 20%; Sid W. Richardson estate, 62%; Perry R. Bass, 15%; remainder in Dillard and Harrison family trusts. Texas State also operates radios, KRIO, McAllen, Tex. and KFJZ & FM, Ft. Worth, Tex. Mrs. Cagle owns 25% of KRBC-TV, Abilene, Tex.
Began Operation: April 4, 1953.
Represented (sales) by Blair Television Associates Inc.
Represented (legal) by Miller & Schroeder.
Personnel:
JOHN TYLER, v.p., general manager & film buyer.
JIM PRATT, director of news & public affairs.
BILL SMITH, chief engineer.
DICK HALL, program manager.
EDMUND G. BELTER, production manager.
BRYAN BRAY, film director.
BILL E. COOK, national sales manager.

DIGEST OF RATE CARD NO. 7 (July 20, 1961)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	Min. or 20 Sec.	ID
Class AA—7-10 p.m., daily.	\$400.00	\$240.00	\$160.00	\$120.00	\$108.00	\$150.00	\$45.00
NETWORK BASE HOURLY RATE: \$300.							

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW MEXICO			
	Quay	3,600	2,800	77
	OKLAHOMA			
	Cimarron	1,400	1,100	77
	Texas	4,400	3,800	86

Net Weekly Circulation

State County

Total Households

TV Homes %

**Over 50%
(Continued)**

Between 25-50%

Under 25%

TEXAS				
	Armstrong	700	600	90
	Briscoe	1,100	1,000	90
	Carson	2,300	2,200	96
	Castro	2,500	2,100	86
	Childress	2,800	2,400	85
	Collingsworth	2,000	1,400	69
	Dallam	2,100	1,800	85
	Deaf Smith	3,800	3,400	90
	Donley	1,600	1,300	79
	Gray	10,200	9,600	94
	Hall	2,400	1,800	74
	Hansford	1,900	1,800	93
	Hartley	700	700	95
	Hamphill	1,000	900	86
	Hutchison	10,300	9,800	95
	Lipscomb	1,100	800	74
	Moore	4,200	4,000	94
	Ochiltree	2,900	2,700	90
	Oldham	600	500	89
	Parmer	2,900	2,600	88
	Potter	35,800	33,300	93
	Randall	10,500	10,300	98
	Roberts	400	400	96
	Sherman	800	800	90
	Swisher	3,200	3,000	94
	Wheeler	2,700	2,000	73
KANSAS				
	Haskell	900	800	90
	Seward	5,000	4,500	89
NEW MEXICO				
	Curry	9,700	8,500	88
NEW MEXICO				
	Colfax	3,900	2,900	73
	Union	1,800	1,200	67
TEXAS				
	Bailey	2,700	2,400	89
	Cochran	1,800	1,600	90
KFDA-TV Station Total		145,700	130,800	90
ARB Total Net Weekly Circulation (March, 1962)		101,400		

Texas—Amarillo



KGNC-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 786-ft. above av. terrain, 837-ft. above ground, 4299-ft. above sea level.

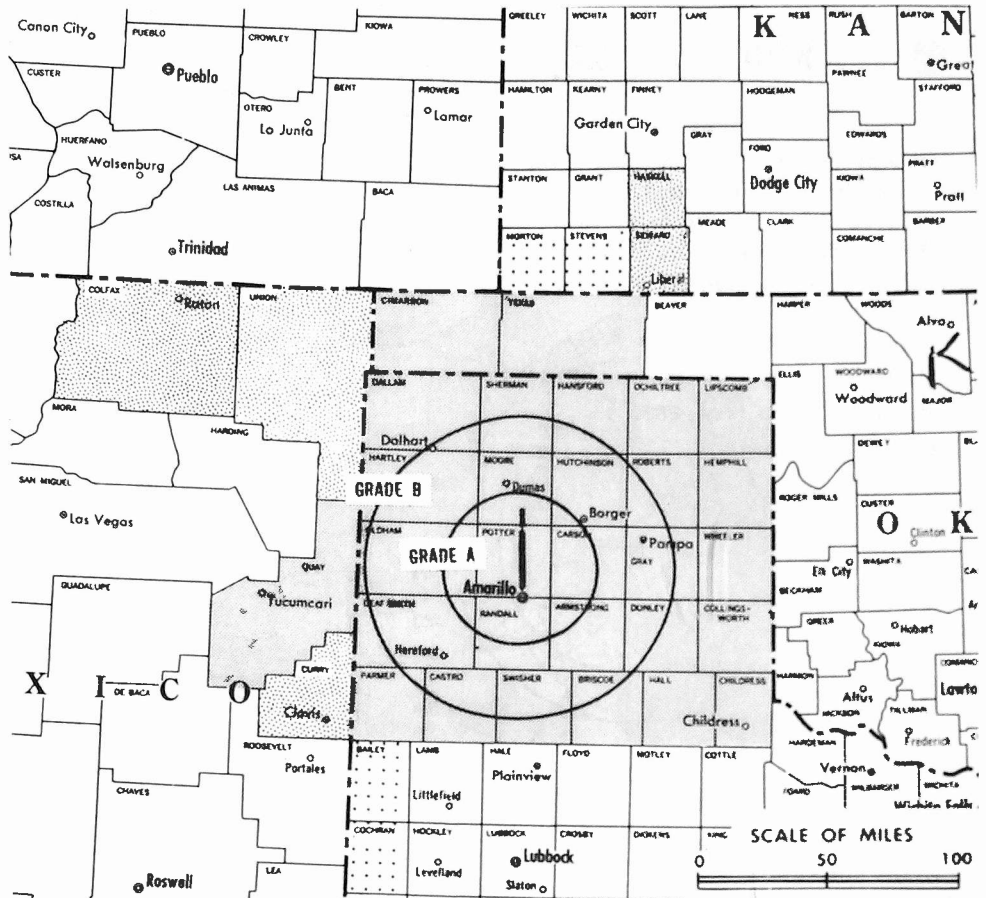
Latitude 35° 18' 52"
Longitude 101° 50' 47"

Transmitter: U.S. Hwy. 287.

TV tape: Recording facilities.

AM Affiliate: KGNC, 10-kw, 710 kc (NBC). FM Affiliate: KGNC-FM, 14.1-kw, 93.1 mc (No. 226), 477-ft. antenna height.

Total Households: © SBDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KGNC-TV Ref: FCC File No. BPCT-789 Granted 10/8/52

©American Map Co., Inc., N.Y., No. 14244

KGNC-TV

Licensee: Globe News Publishing Co., 2000 N. Polk St., Box 751.

Studio: 2000 N. Polk St.

Telephone: Evergreen 3-3321. TWX No.: AM 4.

Ownership: Globe News Publishing Co. Inc. publishes Amarillo Daily News & Amarillo Globe-Times, owns Lubbock Avalanche-Journal and operates radios KGNC-AM-FM & KFYO, Lubbock, Tex. Roy R. Whittenburg & family control over 90%, having purchased additional stock from Parker F. Prouty group (Television Digest, Vol. 11:19, 26).

Began Operation: March 11, 1953.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

BOB WATSON, general manager & film buyer.
BILL CLARKE, station manager.
BILL TORBET, production manager.
CALVIN HANDY, business manager.
BILL TORREY, chief engineer.
MARY EDWARDS, film editor.

DIGEST OF RATE CARD NO. 11—(Mar. 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7-10 p.m., daily.

\$370.00 \$220.00 \$140.00 \$110.00 \$100.00 \$95.00 \$85.00 \$45.00

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	N.M.: Quay	3,600	2,800	77
	OKLAHOMA			
	Cimarron	1,400	1,100	77
	Texas	4,400	3,800	86
	TEXAS			
	Armstrong	700	600	90
Briscoe	1,100	1,000	90	
Carson	2,300	2,200	96	

Net Weekly Circulation	State County	Total Households	TV Homes	%
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TEXAS—(Continued)

Castro	2,500	2,100	86
Childress	2,800	2,400	85
Collingsworth	2,000	1,400	69
Dallam	2,100	1,800	85
Deaf Smith	3,800	3,400	90
Donley	1,600	1,300	79
Gray	10,200	9,600	94
Hall	2,400	1,800	74
Hansford	1,900	1,800	93
Hartley	700	700	95
Hemphill	1,000	900	86
Hutchinson	10,300	9,800	95
Lipscomb	1,100	800	74
Moore	4,200	4,000	94
Ochiltree	2,900	2,700	90
Oldham	600	500	89
Parmer	2,900	2,600	88
Potter	35,800	33,300	93
Randall	10,500	10,300	98
Roberts	400	400	96
Sherman	800	800	90
Swisher	3,200	3,000	94
Wheeler	2,700	2,000	73

Over 50%

Between 25-50%

Under 25%

KANSAS			
Haskell	900	800	90
Seward	5,000	4,500	89
NEW MEXICO			
Colfax	3,900	2,900	73
Curry	9,700	8,500	88
Union	1,800	1,200	67

KANSAS			
Morton	1,000	900	85
Stevens	1,300	1,100	77
TEXAS			
Bailey	2,700	2,400	89
Cochran	1,800	1,600	90

KGNC-TV Station Total	148,000	132,800	90
ARB Total Net Weekly Circulation (March, 1962)	102,900		

Texas—Amarillo



KVII

Ch. 7

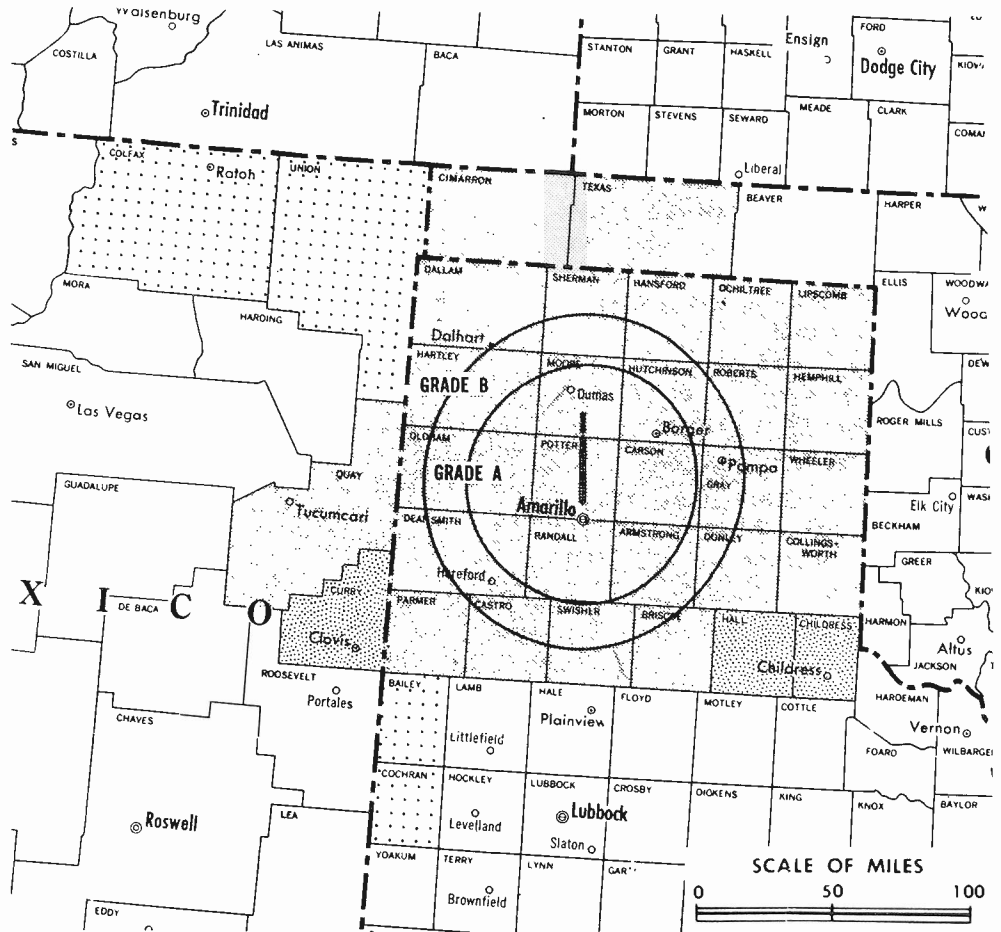


Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 840-ft. above av. terrain, 830-ft. above ground, 4295-ft. above sea level.

Latitude 35° 18' 55"
Longitude 101° 50' 03"

Transmitter: U.S. Hwy. 287.

Studio: Vaughn Bldg.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KVII Ref: FCC File No. BPCT-2545 Granted 9/15/58

©American Map Co., Inc., N.Y., No. 14244

KVII

Licensee: Southwest States Inc., Vaughn Bldg., P.O. Box 925.

Telephone: DR 3-1787. TWX No.: AM 114.

Ownership: Jack C. Vaughn, 24.4%; Grady H. Vaughn Jr., 24.39%; Cecil L. Trigg, 27.72%; Television Properties Inc., 15.83%; remainder of stock is held by W. B. Stowe, Brooks Harman, John M. Hamilton, Robert H. Young & Urbane Childers. Television Properties Inc. owners are Jack C. & Grady H. Vaughn Jr., 47.875% each and Cecil L. Trigg, 4.25%. Southwest States owns 23.75% of radio KRNO, San Bernardino, Cal. Trigg also owns 80% of radio KOSA, Odessa, Tex. Jack C. & Grady H. Vaughn Jr. and Cecil L. Trigg each owns 25% of Ch. 3 applicant for Corpus Christi, Tex.

Began Operation: Dec. 21, 1957. Sale of control to TV Properties approved July 16, 1958 by FCC (Television Digest, Vol. 14:24, 26, 29).

Represented (sales) by The Bolling Co. Inc.

Represented (engineering) by Creutz & Snowberger.

Personnel:

CHARLES KEYS, general manager.
BILL BAILEY, assistant manager.
C. L. SWEET, chief engineer.

DIGEST OF RATE CARD NO. 1 (Dec. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—6:30-10 p.m., daily.	\$300.00	\$180.00	\$120.00	\$90.00	\$80.00	\$60.00 \$30.00

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW MEXICO			
	Quay	3,600	2,800	77
	OKLAHOMA			
	Cimarron	1,400	1,100	77
	Texas	4,400	3,800	86

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	TEXAS			
	Armstrong	700	600	90
	Briscoe	1,100	1,000	90
	Carson	2,300	2,200	96
	Castro	2,500	2,100	86
	Collingsworth	2,000	1,400	69
	Dallam	2,100	1,800	85
	Deaf Smith	3,800	3,400	90
	Donley	1,600	1,300	79
	Gray	10,200	9,600	94
	Hansford	1,900	1,800	93
	Hartley	700	700	95
	Hamphill	1,000	900	86
	Hutchinson	10,300	9,800	95
	Lipscomb	1,100	800	74
	Moore	4,200	4,000	94
	Ochiltree	2,900	2,700	90
	Oldham	600	500	89
Parmer	2,900	2,600	88	
Potter	35,800	33,300	93	
Randall	10,500	10,300	98	
Roberts	400	400	96	
Sherman	800	800	90	
Swisher	3,200	3,000	94	
Wheeler	2,700	2,000	73	
Between 25-50%	NEW MEXICO			
	Curry	9,700	8,500	88
	TEXAS			
Childress	2,800	2,400	85	
Hall	2,400	1,800	74	
Under 25%	NEW MEXICO			
	Colfax	3,900	2,900	73
	Union	1,800	1,200	67
	TEXAS			
Bailey	2,700	2,400	89	
Cochran	1,800	1,600	90	
KVII Station Total		139,800	125,500	90
ARB Total Net Weekly Circulation (March, 1962)		101,200		

Texas—Austin



KTBC-TV

Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1280-ft. above av. terrain, 1137-ft. above ground, 2049-ft. above sea level.

Latitude 30° 18' 35"

Longitude 97° 47' 33"

Transmitter: 3.8-mi NW of State Capitol.

Studio: Tenth & Brazos Sts., Box 1155.

TV tape: Recording facilities.

AM Affiliate: KTBC, 5-kw, (1-kw night), 590 kc (CBS).

FM Affiliate: KTBC-FM, 94-kw, 93.7 mc (No. 229), 1060-ft. antenna.

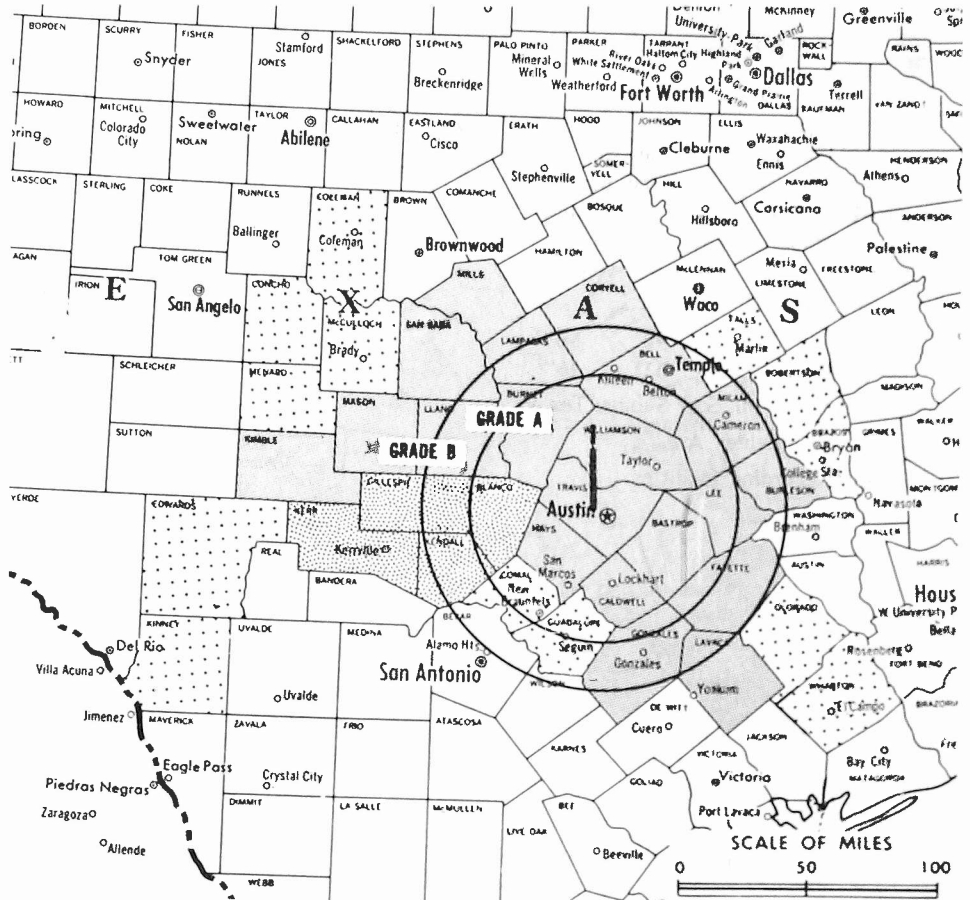
Represented (engineering) by A. Earl Cullum Jr.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KTBC-TV Ref: FCC File No. BMPCT-4016 Granted 7/27/56

©American Map Co., Inc., N.Y., No. 14244

KTBC-TV

Network Service: ABC, CBS, NBC.

Licensee: The LBJ Co., Tenth & Brazos Sts., Austin 63.

Telephone: Greenwood 2-2424. TWX No.: AZ 74.

Ownership: Claudia T. Johnson, chairman, 52%. The LBJ Co. also has 29% interest in KWTX-TV, Waco, Tex. (KWTX) which controls KXII, Ardmore, Okla.

Began Operation: Nov. 27, 1952.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Cohn & Marks.

Personnel:

- J. C. KELLAM, president & general manager.
- WARREN G. WOODWARD, v.p. personnel management & station relations.
- ELMO BROWN, administrative asst. & film buyer.
- RICHARD (CACTUS) PRYOR, program manager.
- LARRY CAROTHERS, sales promotion manager.
- DAN LOVE, TV program & sports director.
- O. P. (BOB) BOBBITT, sales v.p.
- CHARLES L. HOWELL, local sales manager.
- PAUL BOLTON, v.p. & news editor.
- BEN HEARN, chief engineer.
- JEAN BOONE, women's editor.

DIGEST OF RATE CARD NO. 7 (March 1, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.	
Class AA—7-9:30 p.m., daily.	\$575.00	\$345.00	\$230.00	\$138.00	\$130.00	\$115.00	\$65.00
NETWORK BASE HOURLY RATE:	\$575 (ABC), \$575 (CBS), \$575 (NBC).						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Bastrop	5,300	4,100	78
	Bell	26,200	23,800	91

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%				
TEXAS—(Continued)				
	Burleson	3,500	2,500	70
	Burnet	3,000	2,700	90
	Caldwell	5,100	4,200	82
	Coryell	6,100	5,500	90
	Fayette	6,700	3,800	56
	Gonzales	5,400	4,300	81
	Hays	5,300	4,500	85
	Kimble	1,300	900	62
	Lampasas	3,100	2,700	88
	Lavaca	6,300	4,000	62
	Lee	2,800	2,200	78
	Llano	1,900	1,600	82
	Mason	1,300	900	64
	Milam	7,100	5,600	79
	Mills	1,600	1,300	76
	San Saba	2,200	1,800	80
	Travis	62,000	55,200	89
	Williamson	10,700	9,100	85
Between 25-50%				
	TEXAS			
	Blanco	1,200	1,000	83
	Gillespie	3,300	2,300	69
	Kendall	1,900	1,500	77
	Kerr	5,200	4,100	78
Under 25%				
	TEXAS			
	Brazos	12,400	10,600	86
	Coleman	4,400	3,900	88
	Colorado	5,700	4,400	77
	Comal	5,900	5,200	87
	Concho	1,200	1,100	87
	Edwards	700	500	64
	Falls	6,600	5,400	82
	Guadalupe	8,300	6,900	83
	Kinney	700	400	53
	McCulloch	3,000	2,100	69
	Menard	1,000	500	48
	Robertson	4,900	4,000	81
	Wharton	10,800	8,900	83

KTBC-TV Station Total	244,100	203,500	83
ARB Total Net Weekly Circulation (March, 1962)		132,600	

Texas—Beaumont



KBMT

(Ch. 12)

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 960-ft. above av. terrain, 994-ft. above ground, 998-ft. above sea level.

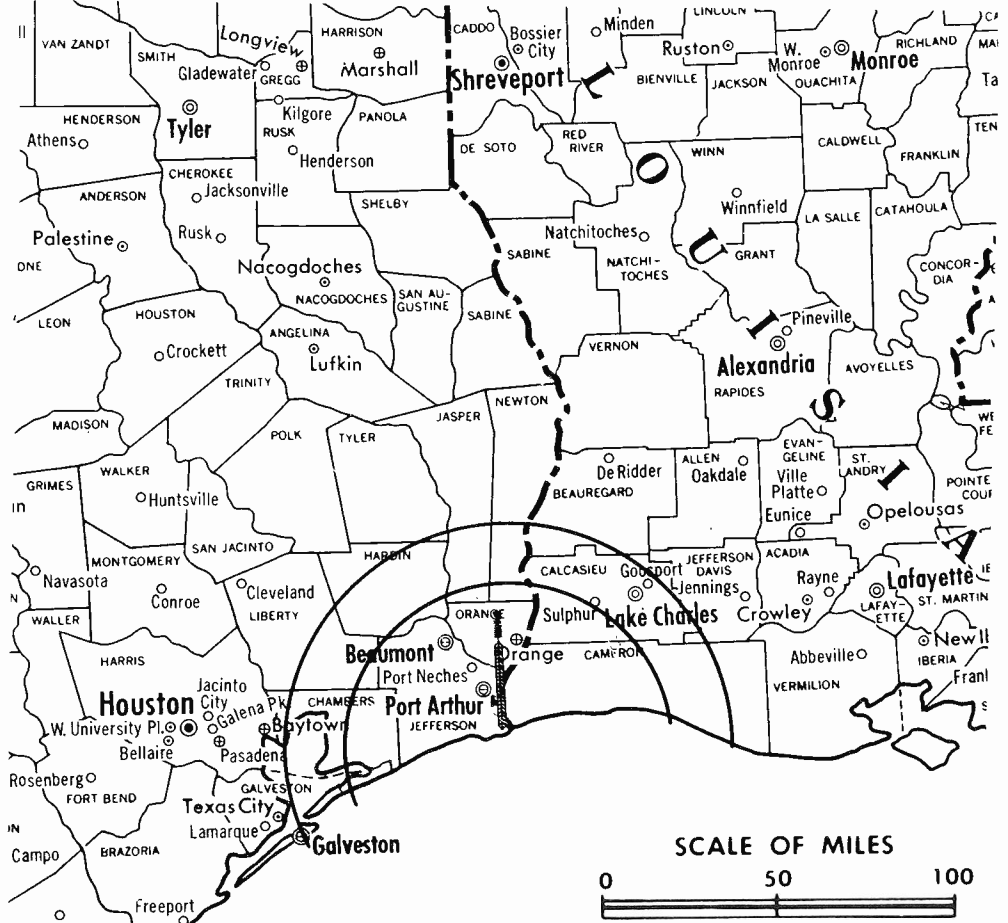
Latitude 29° 42' 50"

Longitude 93° 51' 46"

Transmitter: 1/2-mi. S of Sabine, Tex.

Studio: 1420 Calder Ave.

TV tape: Recording facilities.



KBMT Ref: FCC File No. BMPCT-4681 Granted 11/4/59

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KBMT

Grantee: Television Broadcasters Inc., 1420 Calder, Beaumont 11.

Ownership: Randolph C. Reed, pres., 45%; N. D. Williams, secy., 40%; Thomas S. Reed II, 5%; N. D. Williams, 5% (as trustee of N. D. Williams Investment Trusts); L. L. Williams, 5% (as trustee of the Noel Douglas Williams Jr. Trust).

Began Operation: June 18, 1961.

Represented (sales) by George Hollingbery Co.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Guy Hutcheson.

Personnel:

JOHN H. FUGATE, general manager.

LEW KOCH, program director.

VERNON L. DILLOPLAIN, chief engineer.

DIGEST OF RATE CARD NO. 2

(Aug. 1, 1961)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec.

Class A—6:30-10 p.m., daily.

\$450.00 \$270.00 \$180.00 \$135.00 \$112.50 \$100.00 \$90.00

NETWORK BASE HOURLY RATE: \$350.

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.

State Cross Reference List

(Continued from page 577)

KRGV-TV

Harlingen

(See Weslaco, Tex.)

KLTV

Longview

(See Tyler, Tex.)

KOSA-TV

Midland

(See Odessa, Tex.)

KMID-TV

Odessa

(See Midland, Tex.)

KFDM-TV

Port Arthur

(See Beaumont, Tex.)

KXII

Sherman

(See Ardmore, Okla.)

KGBT-TV

Weslaco

(See Harlingen, Tex.)

KSWO-TV

Wichita Falls

(See Lawton, Okla.)

Texas—Beaumont



KFDN-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 600-ft. above av. terrain, 600-ft. above ground, 618-ft. above sea level.

Latitude 30° 08' 29"

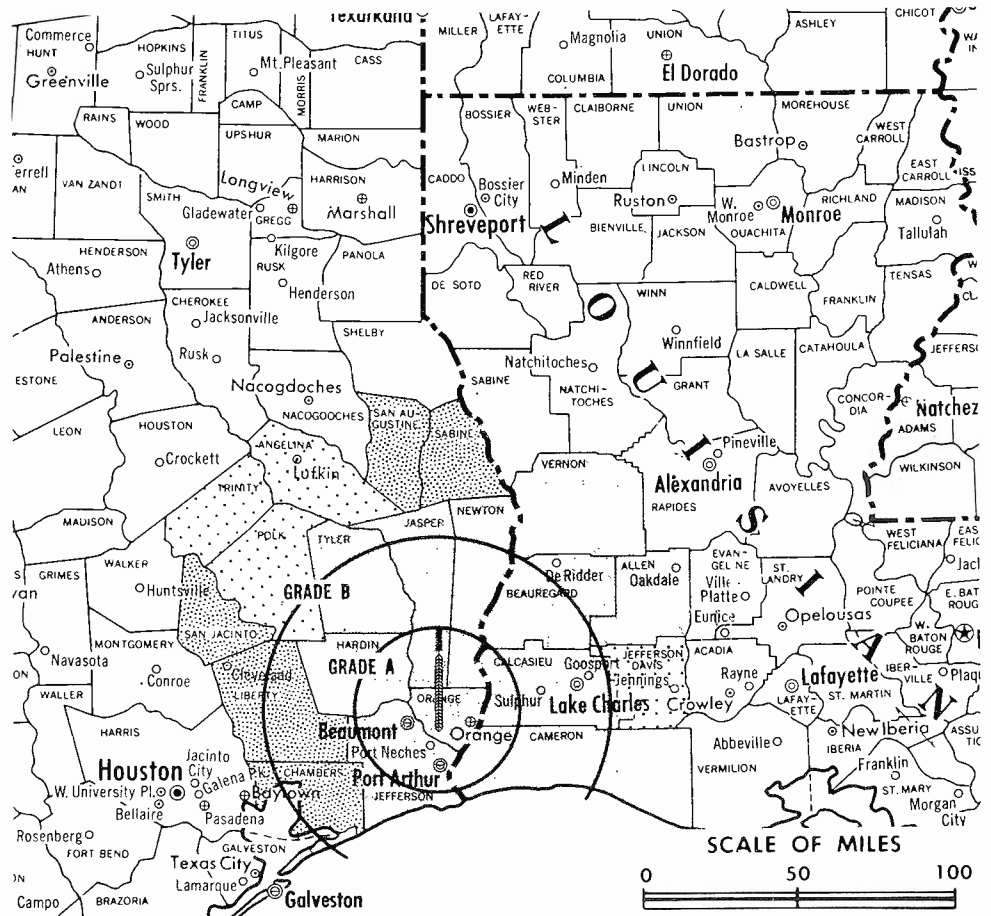
Longitude 93° 58' 38"

Requests change to 962-ft. above av. terrain, lat. 30° 08' 24", long. 93° 58' 44".

Transmitter: U.S. Hwy. 90, 2-mi. E of Vidor, Tex.

TV tape: Recording facilities.

AM Affiliate: KFDN, 5-kw, 560 kc (ABC).



Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

KFDN-TV Ref: FCC File No. BPCT-762 Granted 8/4/54

© American Map Co., Inc., N.Y., No. 14244

KFDN-TV

Grantee (STA): Beaumont Television Corp., P.O. Box 5566.

Studio: 2955 Freeway West.

Telephone: Twinbrook 2-6622. TWX No.: BO 8007.

Ownership: Beaumont Bcstg. Corp. (KFDN), 67.5%; W. P. Hobby, 27.5% (also owns Houston Post and KPRC-TV & KPRC there); Jack Harris, 5%. Officers: D. A. Cannan, pres.; C. B. Locke, exec. v.p.; D. A. Cannan Jr., v.p.; Howard H. Fry, secy.-treas. Beaumont Bcstg. principals are D. A. Cannan, 20.64%; C. B. Locke, 24.35%.

Began Operation: April 24, 1955.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Smith, Hennessey & McDonald.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

C. B. LOCKE, exec. v.p. & general manager.

MOTT M. JOHNSON, sales & operations manager.

BOB McMANUS, production manager.

HAROLD BARTLETT, chief engineer.

DIGEST OF RATE CARD NO. 6

(March 1, 1962)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.

Class A—6:30-10 p.m., daily.

\$400.00 \$240.00 \$160.00 \$105.00 \$90.00 \$54.00

NETWORK BASE HOURLY RATE: \$500.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	LOUISIANA				
		Allen	5,500	4,500	81
		Beauregard	5,500	4,200	77
		Calcasieu	41,100	37,300	91
		Cameron	1,900	1,700	85
		Vernon	5,300	4,100	76
Between 25-50%	TEXAS				
		Hardin	7,300	6,300	85
		Jasper	6,400	5,300	82
		Jefferson	74,600	69,400	94
		Newton	2,800	2,100	72
		Orange	17,000	15,600	92
Under 25%	TEXAS				
		Chambers	3,100	2,900	91
		Liberty	9,400	7,800	83
		Sabine	2,200	1,500	67
		San Augustine	2,200	1,600	69
Under 25%	LOUISIANA				
		Jefferson Davis	8,200	7,000	85
	TEXAS				
	Angelina	12,300	10,600	86	
	Polk	4,100	3,100	75	
	Trinity	2,500	1,700	66	
KFDN-TV Station Total			216,400	190,300	88
ARB Total Net Weekly Circulation (March, 1962)			145,700		

Texas—Big Spring



KWAB-TV



(formerly KEDY-TV)

Ch. 4

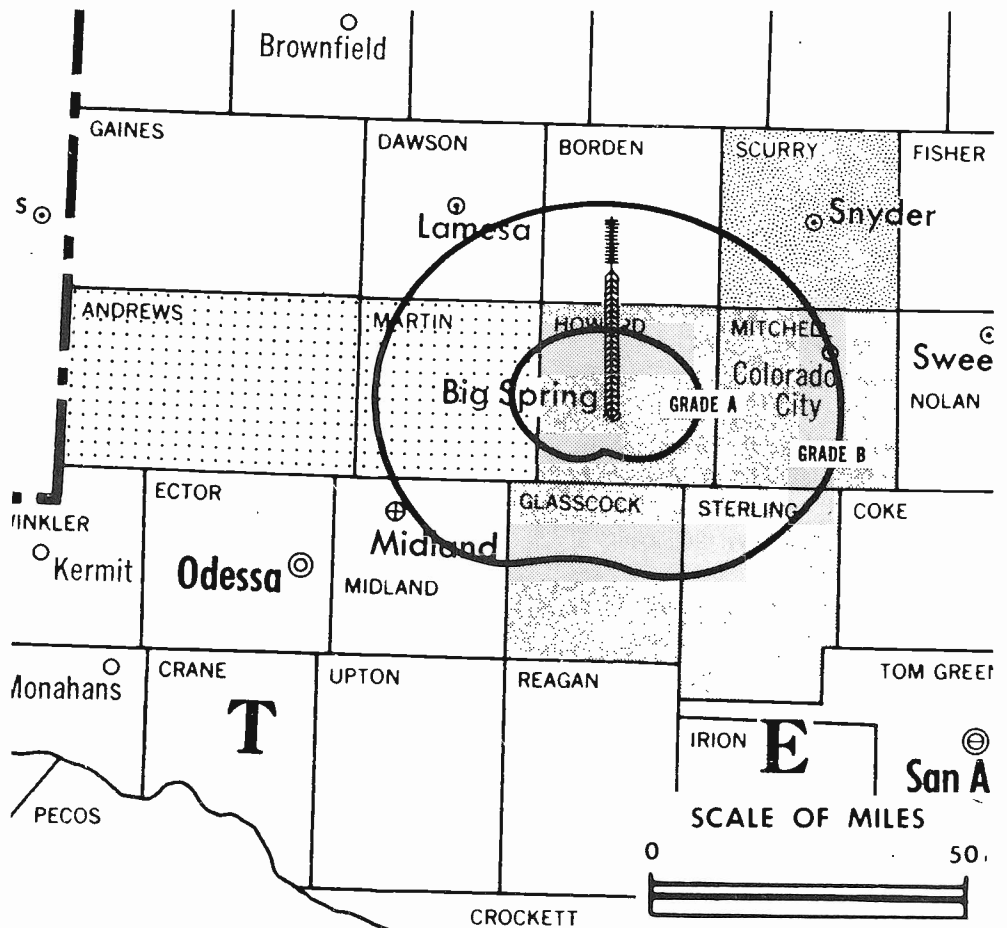
[Affiliated with KBLK-TV, Lubbock]

Technical Facilities: Channel No. 4
(66-72 mc). Authorized power:
12.75-kw visual, 6.88-kw aural.
Antenna: 380-ft. above av. ter-
rain, 497-ft. above ground, 2957-
ft. above sea level.

Latitude 32° 15' 14"
Longitude 101° 26' 44"

Requests change to 1124-ft. above
av. terrain, 1158-ft. above ground,
lat. 32° 03' 59", long. 101° 47'
16".

Transmitter: 2500 Kentucky Way,
Big Spring.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KWAB-TV Ref: FCC File No. BMPCT-3267 Granted 8/8/55

©American Map Co., Inc., N.Y., No. 14244

KWAB-TV

Licensee: Grayson Enterprises Inc., Box 1559, Lubbock, Tex.

Studio: 2500 Kentucky Way, Big Spring.

Telephone: Sherwood 4-2345 (Lubbock).

TWX No.: LU 8111. (Lubbock).

Ownership: Grayson Enterprises Inc. See KLBK-TV, Lubbock.

Began Operation: Jan. 10, 1956.

Represented (sales) by Advertising Time Sales.

Represented (legal) by Eliot C. Lovett.

Represented (engineering) by Kear & Kennedy.

Personnel:

SYD GRAYSON, president.

JOHN HENRY, national sales manager.

BILL EDGAR, station manager.

RAY TRENT, program dir. & film buyer (Lubbock).

(For additional personnel, see KLBK-TV, Lubbock.)

For Combination Rate, see KLBK-TV, Lubbock.

For Other Grayson Stations, see page 806

DIGEST OF RATE CARD NO. 6B

(Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min or 20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00	\$15.00

NETWORK BASE HOURLY RATE: Bonus to KLBK-TV, Lubbock.

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	TEXAS			
	Glasscock	400	400	96
	Howard	11,800	11,200	94
	Mitchell	3,400	2,900	86
	Sterling	400	300	81
Between 25-50%	TEXAS			
	Scurry	5,900	5,300	90
Under 25%	TEXAS			
	Andrews	4,100	3,700	89
	Martin	1,400	1,400	93
KWAB-TV Station Total		27,400	25,200	92
ARB Total Net Weekly Circulation (March, 1962)			17,200	

Texas—Bryan



Ch. 3

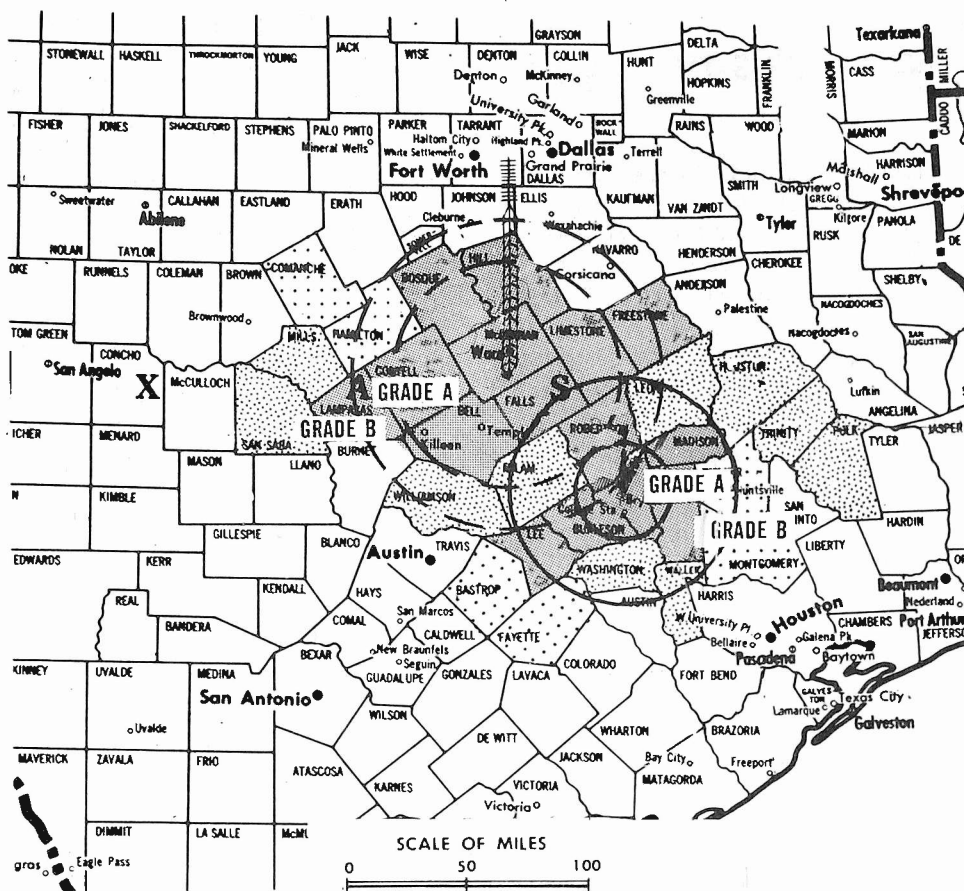
[Affiliated with KWTX-TV, Waco, with which it has microwave hookup.]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: —60.3-kw visual, 30.2-kw aural. Antenna: 410-ft. above av. terrain, 482-ft. above ground, 709-ft. above sea level.

Latitude 30° 38' 39"

Longitude 96° 19' 46"

Transmitter: 29th St. near Villa Maria Rd.



Total Households: © SRDS
 Consumer Market Data as of 1/1/62.
 TV Homes: TV% and Net Weekly Circulation
 © 1962 American Research Bureau.

KBTX-TV Ref: FCC File No. BPCT-2210 Granted 11/8/56

© American Map Co., Inc., N.Y., No. 14244

KBTX-TV

Network Service: ABC CBS (EMP).

Licensee: Brazos Broadcasting Co., Box 3237, Ridgecrest Station.

Studio: 29th St., near Villa Maria Rd.

Telephone: Victor 6-7777. TWX No.: WC 8480.

Ownership: KWTX Bcstg. Co., 50% (owns KWTX-TV-AM, Waco; 79% of radio KNAL, Victoria; KXII-TV, Ardmore, Okla.); Frank B. Seale, chmn., 10%; M. N. Bostick, pres. & gen. mgr., 10% (also 9% owner of KWTX-TV-AM; 15.10% of KXII-TV; 21.053% of KNAL); Harry L. Gilliam, v.p. & station mgr., 5%; John M. Lawrence III, secy.-treas., 5%; W. C. Mitchell, dir., 10%; Brazas A. Varisco, dir., 10%.

Began Operation: May 22, 1957.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

M. N. BOSTICK, president, general manager & film buyer.
 HARRY LEE GILLAM, v.p. & station manager.
 WOODY COX, chief engineer.

Rates: For national rate see KWTX-TV, Waco.

NETWORK BASE HOURLY RATE: Bonus to KWTX-TV, Waco (ABC). \$100 (CBS). \$400, combination rate with KWTX-TV (CBS).

ARB data for this station included with report for Parent KWTX-TV Waco, Texas

TO BUY OR SELL A TELEVISION OR RADIO STATION

HAMILTON-LANDIS & ASSOC., INC.

WASHINGTON, D.C.
 1737 DeSales St., N.W.
 EX 3-3456

CHICAGO
 1714 Tribune Tower
 DE 7-2754

SAN FRANCISCO
 111 Sutter St.
 EX 2-5671

DALLAS
 1511 Bryan St.
 RI 8-1175

NATIONWIDE ● NEGOTIATIONS
 FINANCING ● APPRAISALS

Texas—Corpus Christi



KRIS-TV

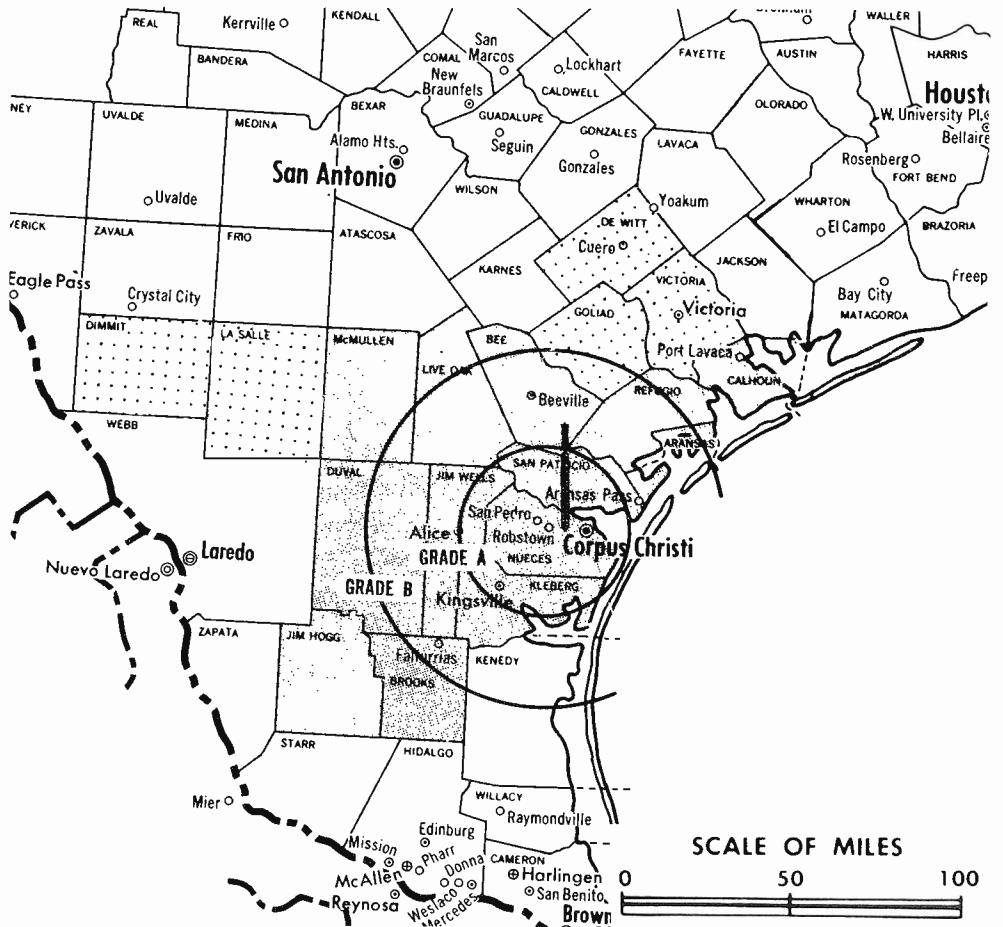


Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 748-ft. above sea level.

Latitude 27° 46' 46"
Longitude 97° 37' 31"

Transmitter: Near Robstown, Tex., 13.5-mi. W of Corpus Christi.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KRIS-TV Ref: FCC File No. BPCT-723 Granted 12/7/55

©American Map Co., Inc., N.Y., No. 14244

KRIS-TV

Licensee: Gulf Coast Broadcasting Co., Box 840.
Studio: 409 South Staples.
Telephone: Tulip 3-6511. TWX No.: 512-883-0965.
Ownership: T. Frank Smith, 100%.
Began Operation: May 25, 1956.
Represented (sales) by Peters, Griffin, Woodward Inc.
Represented (legal) by Scharfeld, Bechhoefer, Baron & Stambler.
Represented (engineering) by George C. Davis.

Personnel:

T. FRANK SMITH, president & general manager.
W. M. (IKE) EIKNER, v.p. in charge of sales.
VAN JOHNSON (Miss), v.p., natl. spot sales & station network clearance.
T. FRANK SMITH JR., v.p.-asst. to president.
CHARLES NETHERY, v.p. in charge of programs.
JERRY E. SMITH, v.p. in charge of engineering.

DIGEST OF RATE CARD NO. 4-A (Aug. 1, 1962)

	30 Sec.	15 Min.	10 Min.	5 Min.	or more	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$400.00	\$225.00	\$150.00	\$110.00	\$90.00	\$45.00	

NETWORK BASE HOURLY RATE: \$385.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Aransas	2,200	2,100	90
	Bee	6,300	5,000	80
	Brooks	2,200	1,800	80
	Calhoun	4,500	3,700	82
	Duval	3,400	2,400	69
	Jim Hogg	1,300	900	68
	Jim Wells	8,900	7,200	81
	Kleberg	7,700	6,700	86
	Live Oak	2,100	1,700	82
	McMullen	400	300	81
	Nueces	60,000	53,100	89
Refugio	3,100	2,800	89	
San Patricio	11,400	9,500	83	
Between 25-50%	None	Between 25-50%		
	TEXAS			
Under 25%	De Witt	6,400	4,900	75
	Dimmit	2,300	1,300	58
	Goliad	1,600	1,200	75
	La Salle	1,500	1,100	68
	Victoria	13,500	11,000	82
KRIS-TV Station Total		138,800	116,700	84
ARB Total Net Weekly Circulation (March, 1962)		98,000		

Texas—Corpus Christi



KZTV

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 700-ft. above av. terrain, 724-ft. above ground, 792-ft. above sea level.

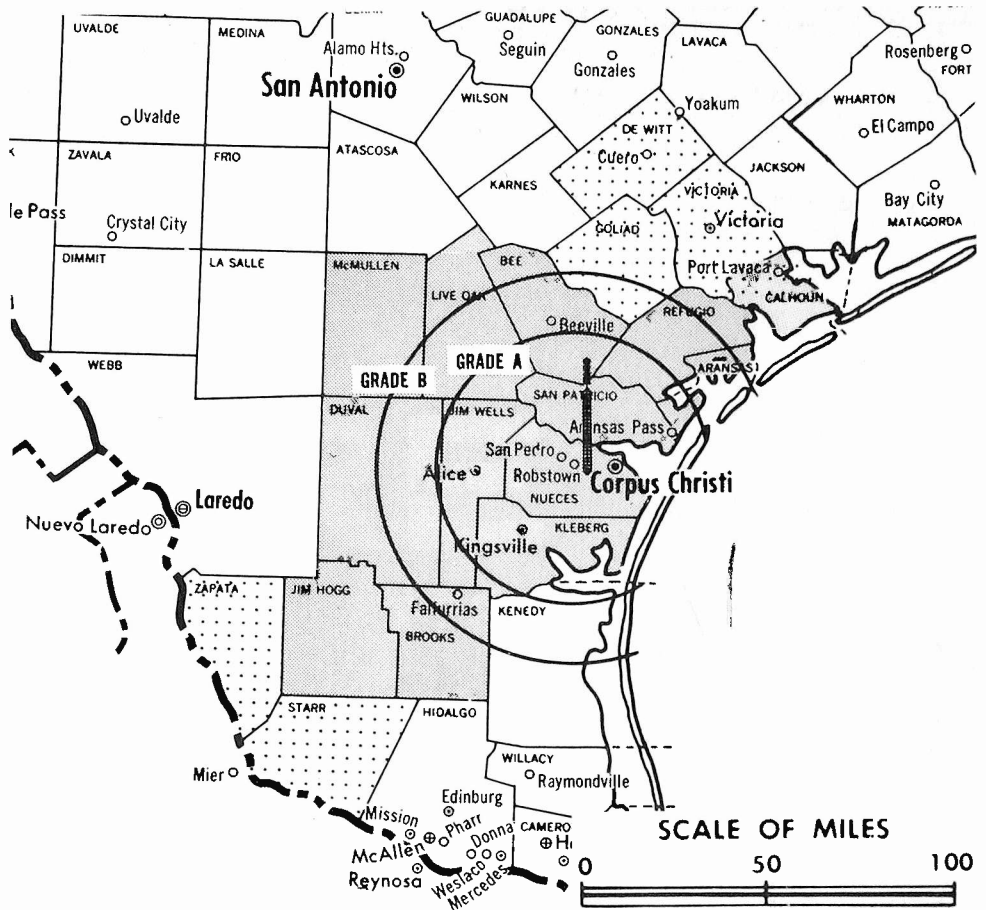
Latitude 27° 46' 50"
Longitude 97° 38' 03"

Transmitter: State Hwy. 44, 1.7-mi. E of Robstown, Tex.

Studio: Show Room Bldg.

AM Affiliate: KSIX, .25-kw, 1230 kc (CBS).

Represented (engineering) by Kear & Kennedy.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KZTV Ref: FCC File No. BMPCT-4815 Granted 9/6/57

©American Map Co., Inc., N.Y., No. 14244

KZTV

Network Service: ABC, CBS.

Licensee: K-SIX Television Inc., Show Room Bldg.

Telephone: Tulip 4-1616.

Ownership: Corpus Christi Bcstg. Co. Inc. (KSIX), 54.266%; Vann M. Kennedy, pres., 8.4%; Guy I. Warren, v.p., 13.33%; Charles R. Manning, v.p., .66%; Cecil E. Burney, secy., 4.033%; James H. Burney, treas., .666%; remainder of stock held by 38 others, none with more than 3%. Kennedy owns 50%, Manning 13.33%, and Cecil E. Burney, 25% of KSIX.

Began Operation: Sept. 30, 1956.

Represented (sales) by Advertising Time Sales Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

VANN M. KENNEDY, president, gen. mgr. & film buyer.
BOB PAYNE, commercial manager.
GENE LOOPER, program manager.
DALE TAYLOR, chief engineer.

DIGEST OF RATE CARD NO. 5—(March 1, 1960)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7-10 p.m., daily.

\$400.00 \$220.00 \$150.00 \$115.00 \$100.00 \$90.00 \$45.00

NETWORK BASE HOURLY RATE: \$350 (ABC), \$375 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Aransas	2,200	2,100	90
	Bee	6,300	5,000	80
	Brooks	2,200	1,800	80
	Calhoun	4,500	3,700	82
	Duval	3,400	2,400	69
	Jim Hogg	1,300	900	68
	Jim Wells	8,900	7,200	81
	Kleberg	7,700	6,700	86
	Live Oak	2,100	1,700	82
	McMullen	400	300	81
	Nueces	60,000	53,100	89
	Refugio	3,100	2,800	89
San Patricio	11,400	9,500	83	
Between 25-50%	None			
	Between 25-50%			
Under 25%	TEXAS			
	De Witt	6,400	4,900	75
	Goliad	1,600	1,200	76
	Starr	3,800	2,300	61
	Victoria	13,500	11,000	82
Zapata	1,000	600	52	
KZTV Station Total		139,800	117,200	84
ARB Total Net Weekly Circulation (March, 1962)			94,900	

Texas—Dallas-Ft. Worth



WFAA-TV

Ch. 8



Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw maximum and 300-kw horizontal visual, 158-kw maximum and 150-kw horizontal aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"
Longitude 96° 58' 34"

Transmitter: 1-mi. W of Cedar Hill, Tex.

Studio: Communications Center.

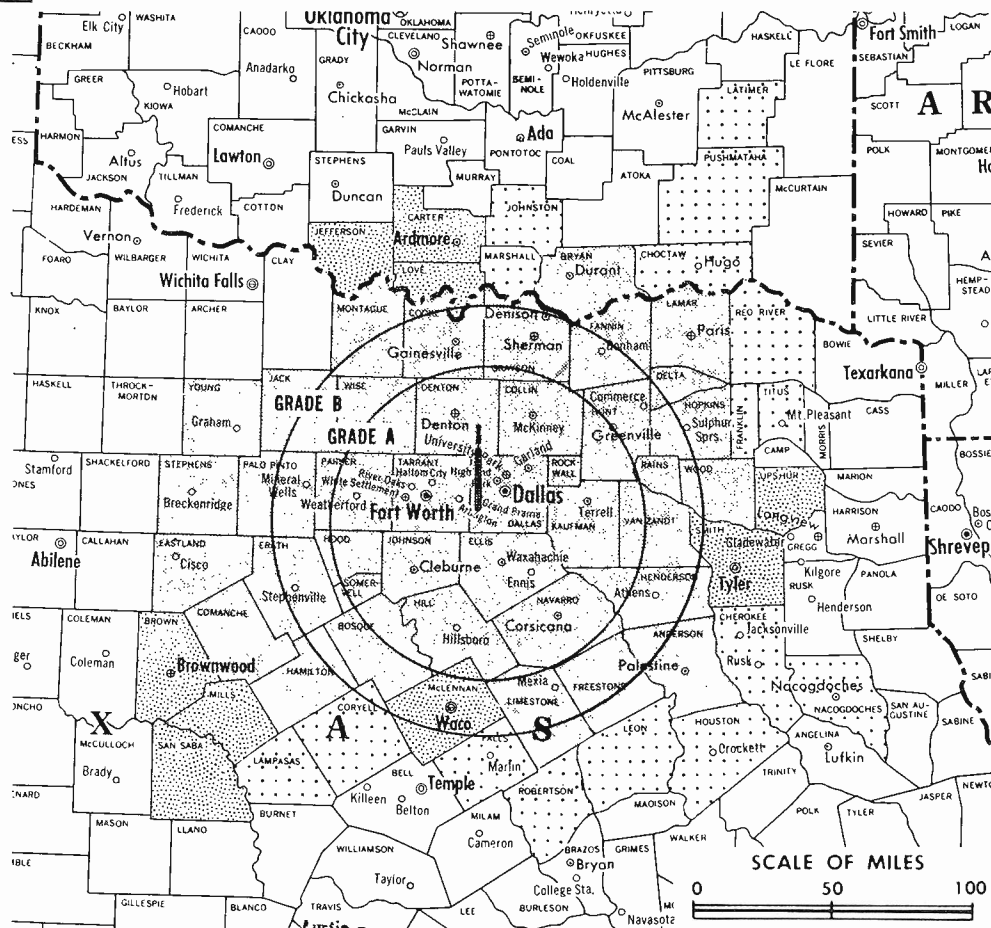
TV tape: Recording facilities.

AM Affiliate: WFAA, 50-kw, 820 kc (NBC) and 5-kw, 570 kc (ABC). Shares time on both frequencies with WBAP, Ft. Worth.

FM Affiliate: WFAA-FM, 57-kw, 97.9 mc (CP).

Represented (engineering) by A. Earl Cullum Jr.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WFAA-TV Ref: FCC File No. BMPCT-2019 Granted 11/18/54

©American Map Co., Inc., N.Y., No. 14244

WFAA-TV

Licensee: A. H. Belo Corp., Communications Center, Dallas 2.

Telephone: Riverside 8-9631. TWX No.: DL 295.

Ownership: Same as Dallas Morning News; E. M. Dealey, chairman; James M. Moroney, vice-chairman; Joseph M. Dealey, pres.

Began Operation: Sept. 17, 1949 as KBTW. Sold to present licensee February 1950 (Television Digest, Vol. 6:4, 11).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Loucks & Jansky.

Personnel:

- MIKE SHAPIRO, general manager, TV-radio.
- ED PFEIFFER, station manager.
- JACK HAUSER, commercial manager.
- BILL HOBBS, local sales manager.
- JAY WATSON, program manager.
- JIM PRATT, production & operations manager.
- BOB WALKER, news director.
- CASEY COHLMIA, promotion director.
- JIM W. COOPER, director of engineering.
- CHRIS IRBY, chief engineer.

DIGEST OF RATE CARD NO. 19—(Feb. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min. or 40 Sec.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.	\$1800.00	\$950.00	\$560.00	\$510.00	\$500.00	\$375.00
NETWORK BASE HOURLY RATE:	\$1500.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OKLAHOMA			
	Bryan	7,900	6,300	79
	TEXAS			
	Anderson	8,900	7,300	82
	Bosque	3,800	3,300	85
	Collin	13,000	11,500	89

Net Weekly Circulation

State County

Total Households

TV Homes %

TEXAS—(Continued)

Over 50%

Comanche	4,400	3,300	75
Cooke	7,100	6,300	89
Dallas	305,600	283,700	93
Delta	2,000	1,600	78
Denton	14,400	13,100	91
Eastland	7,100	5,900	82
Ellis	13,200	11,700	88
Fannin	8,100	6,500	80
Freestone	4,000	3,200	77
Grayson	23,700	20,800	88
Hamilton	3,100	2,500	81
Henderson	6,900	5,700	82
Hill	8,100	6,900	86
Hood	1,900	1,700	89
Hopkins	6,400	5,300	83
Hunt	12,800	11,000	86
Jack	2,600	2,400	90
Johnson	11,200	10,200	92
Kaufman	8,500	7,100	84
Lamar	11,400	7,800	69
Limestone	6,100	4,900	79
Montague	5,200	4,700	89
Navarro	11,300	9,300	82
Palo Pinto	7,000	6,000	85
Parker	7,300	6,600	91
Rains	1,200	1,000	83
Rockwall	1,800	1,600	85
Somervell	900	900	89
Stephens	3,100	2,600	83
Tarrant	171,700	159,200	93
Van Zandt	6,400	5,300	82
Wise	5,500	5,000	91
Wood	5,800	4,900	84
Young	5,800	5,200	89

(Continued on page 599)

WFAA-TV Station Total	925,300	821,500	89
ARB Total Net Weekly Circulation (March, 1962)	648,700		



THERE

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BENEFITS:

An Image of Leadership: Over the years, WFAA-TV has earned a significant position in the community through its keen awareness of broadcaster responsibility and its courage to be "first" with new programming concepts. (On two occasions in 1962, WFAA-TV received public commendation from FCC Chairman Newton N. Minow.)

Most Complete Production Facilities in the Southwest: Included are a \$250,000 mobile cruiser, nine Marconi cameras, a new giant studio, five Ampex VTR units. Used during 1961-62 by "Today," "Perry Como Show," "Accent," "Dinah Shore Show," and such advertisers as Celanese, Humble, and Coca-Cola.

Creative Product Promotion with Follow-through: Working with those in your distribution channels and finally at the point of sale, an experienced staff creates and follows-through with a sales-oriented plan to merchandise your schedule and products.

Aggressive Audience Promotion: Newspaper lineage in the tens of thousands each year plus outdoor "spectaculars" build excitement and enthusiasm for current shows.

CHANNEL 8 / ABC

WFAA-TV

**WFAA - AM - FM - TV
COMMUNICATIONS CENTER**

Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

Texas—Dallas-Ft. Worth



KRLD-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 28"
Longitude 96° 58' 34"

Transmitter: 1-mi. W of Cedar Hill, Tex.

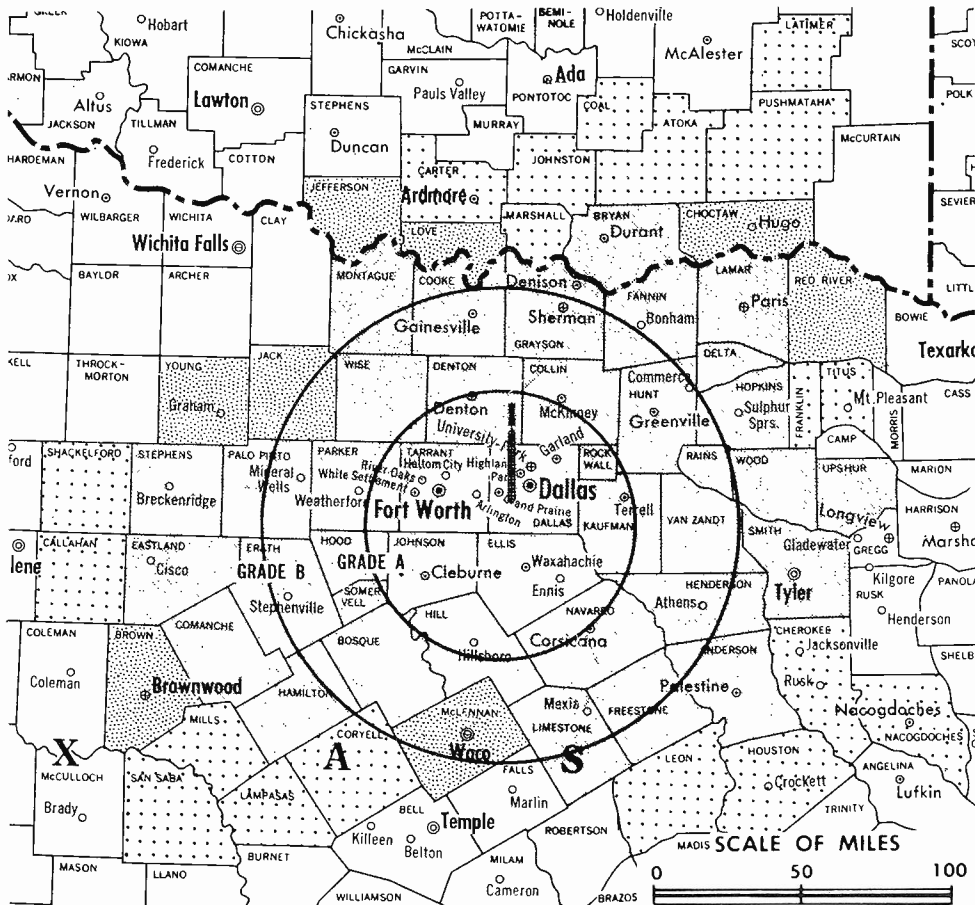
Studio: Herald Square.

TV tape: Recording facilities.

AM Affiliate: KRLD, 50-kw, 1080 kc (CBS).

FM Affiliate: KRLD-FM, 59-kw, 92.5 mc (No. 223), 1680-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KRLD-TV Ref: FCC File No. BPCT-1857 Granted 4/2/54

© American Map Co., Inc., N.Y., No. 14244

KRLD-TV

Licensee: Times Herald Printing Co., Herald Square.

Telephone: Riverside 2-6811. TWX No.: 214-899-8072.

Ownership: Same as Dallas Times-Herald; Clyde W. Rembert, pres.

Began Operation: Dec. 3, 1949.

Represented (sales) by Advertising Time Sales Inc.

Represented (legal) by Eliot C. Lovett.

Represented (engineering) by Lohnes & Culver.

Personnel:

- CLYDE W. REMBERT, president & managing director.
- ROY M. FLYNN, v.p. & general manager.
- VES BOX, assistant manager.
- GENE CUNY, general sales manager.
- BILL BAKER, local sales manager.
- FRITZ KULER, program director.
- EDDY BARKER, news director.
- A. B. JOLLY, farm director.
- NICK MUELLER, manager film dept. & film buyer.
- WILLIAM B. HONEYCUTT, chief engineer.

DIGEST OF RATE CARD NO. 20 (March 1, 1962)

	Min. or				
Hour	30 Min.	15 Min.	5 Min.	40 Sec.	20 Sec.
Class AAA—	7-10 p.m., Mon.-Fri.;	6:30-10 p.m., Sat. & Sun.			
	\$1700.00	\$1020.00	\$680.00	\$510.00	\$500.00
				\$365.00	\$270.00

NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OKLAHOMA			
	Bryan	7,900	6,300	79
	TEXAS			
	Anderson	8,900	7,300	82
	Bosque	3,800	3,300	85
Collin	13,000	11,500	89	
Comanche	4,400	3,300	75	

Net Weekly Circulation	State County	Total Households	TV Homes	%
TEXAS—(Continued)				
	Cooke	7,100	6,300	89
	Dallas	305,600	283,700	93
	Delta	2,000	1,600	78
	Denton	14,400	13,100	91
	Eastland	7,100	5,900	82
	Ellis	13,200	11,700	88
	Erath	5,700	5,100	90
	Fannin	8,100	6,500	80
	Freestone	4,000	3,200	77
	Grayson	23,700	20,800	88
	Hamilton	3,100	2,500	81
	Henderson	6,900	5,700	82
	Hill	8,100	6,900	86
	Hood	1,900	1,700	89
	Hopkins	6,400	5,300	83
	Hunt	12,800	11,000	86
	Johnson	11,200	10,200	92
	Kaufman	8,500	7,100	84
	Lamar	11,400	7,800	69
	Limestone	6,100	4,900	79
	Montague	5,200	4,700	89
	Navarro	11,300	9,300	82
	Palo Pinto	7,000	6,000	85
	Parker	7,300	6,600	91
	Rains	1,200	1,000	83
	Rockwall	1,800	1,600	85
	Smith	26,600	23,200	88
	Somervell	900	900	89
	Stephens	3,100	2,600	83
	Tarrant	171,700	159,200	93
	Upshur	5,900	5,000	84
	Van Zandt	6,400	5,300	82
	Wise	5,500	5,000	91
	Wood	5,800	4,900	84
OKLAHOMA				
	Choctaw	5,200	3,500	66
	Jefferson	2,900	2,600	88
	Love	1,900	1,600	84

Over 50%

Between 25-50%

(Continued on page 599)

KRLD-TV Station Total	922,900	820,000	89
ARB Total Net Weekly Circulation (March, 1962)		668,700	

Texas—El Paso



KELP-TV

Ch. 13

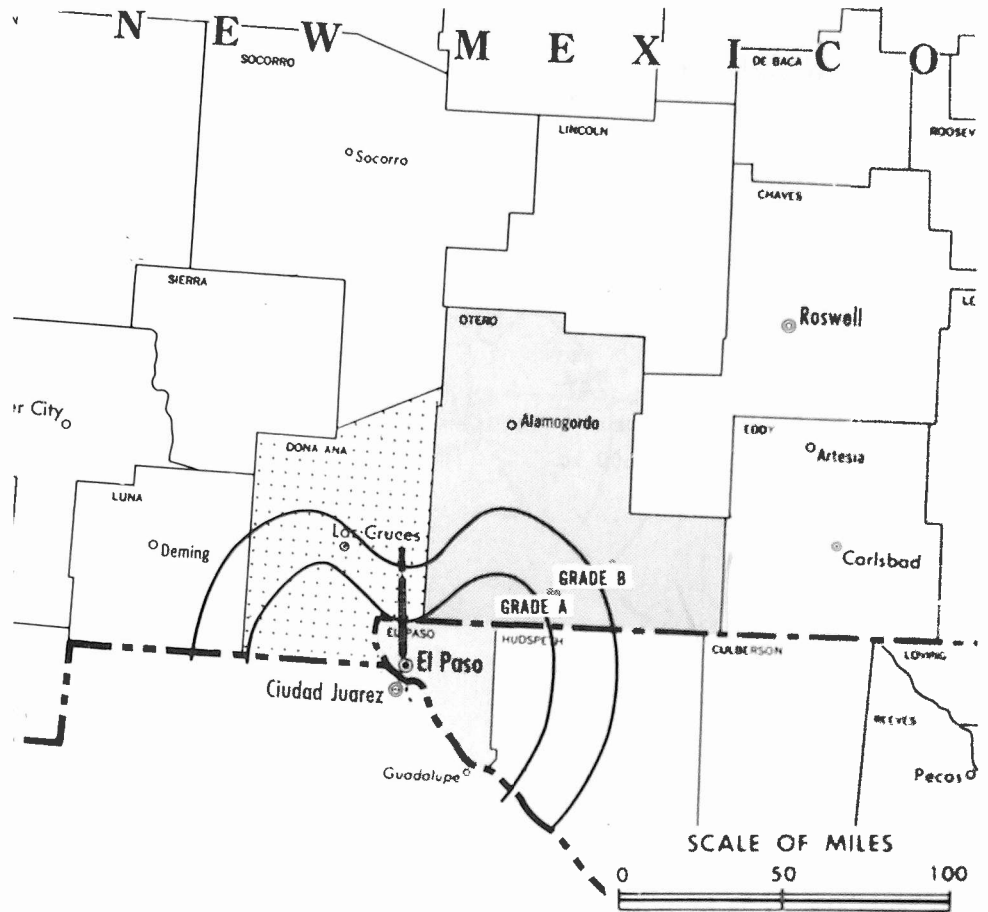
Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 209-kw visual, 115-kw aural. Antenna: 824-ft. above av. terrain, 293-ft. above ground, 4913-ft. above sea level.

Latitude 31° 47' 17"
Longitude 106° 28' 46"

Transmitter: S slope of Comanche Peak, .4-mi. N of Scenic Dr. near El Paso.

AM Affiliate: KELP, 1-kw (.5-kw night), 920 kc.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KELP-TV Ref: FCC File No. BPCT—2762 Granted 4/9/60

©American Map Co., Inc., N.Y., No 14214

KELP-TV

Licensee: KELP Television Corp., 4530 Delta St.

Studio: 4530 Delta St.

Telephone: Keystone 3-5911.

TWX No.: EP 43.

Ownership: Joseph Harris, chairman, 50%; Norman Alexander, pres., 50%.

Began Operation: Sept. 1, 1956. Sale to present owners by McLendon Investment Corp. approved March 20, 1957 (Television Digest, Vol. 13:12).

Represented (sales) by Young Television Corp.

Represented (legal) by Wheeler & Wheeler.

Represented (engineering) by James C. McNary.

Personnel:

GENE ROTH, general manager & film buyer.
JOHN SIQUEIROS, sales manager.
DICK BARRON, operations manager.
GENO MILLIGAN, production manager.
MICHAEL GAGLIO, chief engineer.
DUB HARTLINE, film director.

DIGEST OF RATE CARD NO. S-1—(Oct. 1, 1960)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec.° 10 Sec.°
Class AA—7-9:30 p.m., daily.
\$400.00 \$240.00 \$160.00 \$140.00 \$120.00 \$80.00 \$40.00

°Class AA—6:30-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW MEXICO			
	Otero	10,400	9,200	89
	TEXAS			
	El Paso	82,500	75,500	92
Between 25-50%	None	Between 25-50%		
Under 25%	NEW MEXICO			
	Dona Ana	15,600	13,000	84
KELP-TV Station Total		108,500	97,700	90
ARB Total Net Weekly Circulation (March, 1962)			89,500	

Texas—El Paso (Juarez, Mexico)

XEJ-TV

Ch. 5

[Spanish-language outlet]

Technical Facilities: Channel No. 5 (86-82 mc). Authorized power: 6.3-kw visual, 3-kw aural. Note: Additional data unavailable.
 Transmitter: Penon Mountain.
 Studio: Edificio XEJ, Apartoda 271, Juarez, Mexico.
 AM Affiliate: XEJ, 10-kw (5-kw night), 970 kc.

XEPM-TV

Ch. 2

[Spanish-language outlet]

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 6.3-kw visual, 3.15-kw aural. Antenna: 1150-ft. above av. terrain.
 Note: Additional data unavailable.

XEJ-TV

Network Service: None, independent Spanish-language outlet.
 Licensee: Television de la Frontera, S.A., Box 442, El Paso, Tex.
 Telephones: JUA. 2-2910, 2-2911, 2-0248, 2-5156.
 Ownership: Pedro Meneses Hoyos, owner; also owner of radio XEJ and of XEPM-TV, Juarez.
 Began operation: May 17, 1954.
 Represented (sales) by National Time Sales (N.Y. and Chicago); Harlan Oakes (Los Angeles and San Francisco).
 Personnel:
 PEDRO MENESES HOYOS, general manager.
 RALPH FITZMAURICE, sales manager.
 JOHN GAYTON, film buyer.
 STEVE GUERRERO, chief engineer.

DIGEST OF RATE CARD NO. 1 (June 1, 1954)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5-11 p.m., daily.					
\$200.00	\$120.00	\$80.00	\$60.00	\$22.00	\$11.00

XEPM-TV

Network Service: None, independent Spanish-language outlet.
 Licensee: XEPM-TV Television Inc., Apdo. No. 1222, Juarez.
 Business Office: Box 442, El Paso.
 Telephone: Juarez 2-2222.
 Ownership: Pedro Meneses Jr., also owner of XEJ-TV & XEJ, also Juarez-El Paso.
 Began Operation: Jan. 16, 1961.
 Represented (sales) by National Time Sales (N.Y. & Chicago); Harlan G. Oakes & Associates (Los Angeles & San Francisco).
 Personnel:
 M. D. HEREDIA, general manager.
 SERGIO D. MOLINAR JR., sales manager.
 JUAN GAYTAN MURUATO, film buyer.
 MIGUEL GARCIA, program director.

DIGEST OF RATE CARD NO. 1 (Nov. 15, 1960)

Hour	30 Min.	15 Min.	Min.	40 Sec.	20 Sec.	10 Sec.
Class A—2-8 p.m., daily.						
\$100.00	\$65.00	\$36.00	\$20.00	\$17.00	\$15.00	\$13.00

Texas—Fort Worth-Dallas

KTVT

Ch. 11



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 220-kw visual, 110-kw aural. Antenna: 1020-ft. above av. terrain, 1074-ft. above ground, 1672-ft. above sea level.

Latitude 32° 45' 42"
Longitude 97° 14' 40"

Transmitter: .75-mi. E of White Lake, .25-mi. N of Ederville Rd.

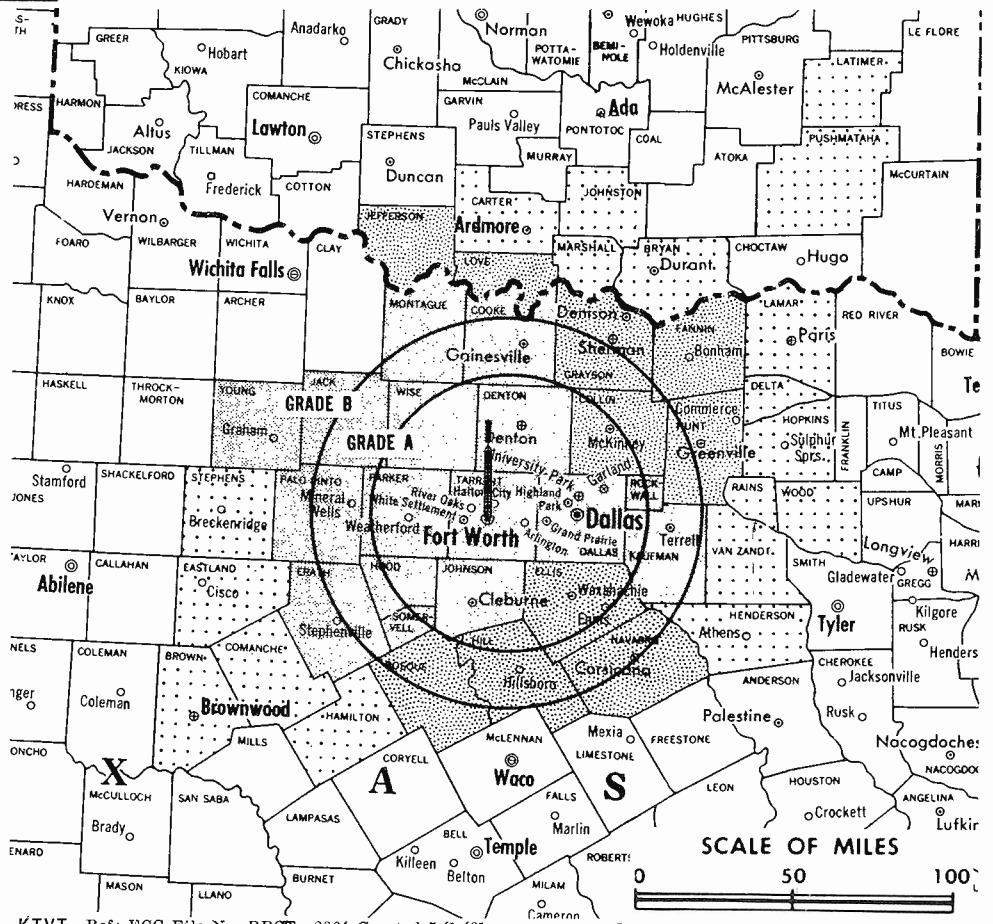
Studio: 4801 W. Freeway, P.O. Box 2495, Ft. Worth 7.

Telephone: Pershing 8-1951.

TWX No.: 817-891-8076.

TV tape: Recording facilities.

Represented (engineering) by A. D. Ring & Assoc.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KTVT Ref: FCC File No. BPCT-2864 Granted 5/1/61

©American Map Co., Inc., N.Y., No. 14244

KTVT

Network Service: None, independent.

Licensee: WKY Television System Inc., Oklahoma City, Okla.

Ownership: See WKY-TV, Oklahoma City.

Began Operation: Sept. 11, 1955. Sale to present owner by NAFI Telecasting approved Aug. 1, 1962 (Television Digest, Vol. 2:11, 32). Sale to NAFI Telecasting by Texas State Network approved July 27, 1960 by FCC (Vol. 16:21, 31).

Represented (sales) by The Katz Agency Inc.

Personnel:

- JIM TERRELL, general manager.
- CRAWFORD RICE, assistant manager.
- DARRELL JONES, program manager & film buyer.
- E. L. CARTWRIGHT, general sales manager.
- D. C. HORNBERG, business manager.
- BILL KESSEL, chief engineer.
- BILL CAMFIELD, promotion-merchandising dir.

DIGEST OF RATE CARD NO. 7—(Sept. 17, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.	\$700.00	\$400.00			\$200.00*	\$100.00*

* Class A—6:30 p.m.-sign-off, Mon.-Fri.; 5 p.m.-sign-off, Sat.; 4 p.m.-sign-off, Sun.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Cooke	7,100	6,300	89
	Dallas	305,600	283,700	93
	Denton	14,400	13,100	91
	Erath	5,700	5,100	90
	Hood	1,900	1,700	89
	Jack	2,600	2,400	90
	Johnson	11,200	10,200	92
	Kaufman	8,500	7,100	84
	Montague	5,200	4,700	89
	Palo Pinto	7,000	6,000	85
	Parker	7,300	6,600	91
	Rockwall	1,800	1,600	85

Net Weekly Circulation

State County

Total Households

TV Homes %

Over 50%

TEXAS—(Continued)

Somervell	900	900	89
Tarrant	171,700	159,200	93
Wise	5,500	5,000	91
Young	5,800	5,200	89

Between 25-50%

OKLAHOMA

Jefferson	2,900	2,600	88
Love	1,900	1,600	84

TEXAS

Bosque	3,800	3,300	85
Collin	13,000	11,500	89
Ellis	13,200	11,700	88
Fannin	8,100	6,500	80
Grayson	23,700	20,800	88
Hill	8,100	6,900	86
Hunt	12,800	11,000	86
Navarro	11,300	9,300	82

OKLAHOMA

Bryan	7,900	6,300	79
Carter	13,000	11,400	88
Johnston	2,700	2,200	81
Latimer	2,400	1,700	69
Marshall	2,500	2,100	82
Pushmataha	3,000	2,000	67

TEXAS

Brown	8,500	6,700	79
Comanche	4,400	3,300	75
Delta	2,000	1,600	78
Eastland	7,100	5,900	82
Hamilton	3,100	2,500	81
Henderson	6,900	5,700	82
Hopkins	6,400	5,300	83
Lamar	11,400	7,800	69
Rains	1,200	1,000	83
Stephens	3,100	2,600	83
Van Zandt	6,400	5,300	82
Wood	5,800	4,900	84

Under 25%

KTVT Station Total	758,800	682,300	90
ARB Total Net Weekly Circulation (March, 1962)		392,300	

Texas—Fort Worth-Dallas



WBAP-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60.3-kw aural, 1072-ft. above av. terrain, 1113-ft. above ground, 1739-ft. above sea level.

Latitude 32° 45' 01"
Longitude 97° 16' 07"

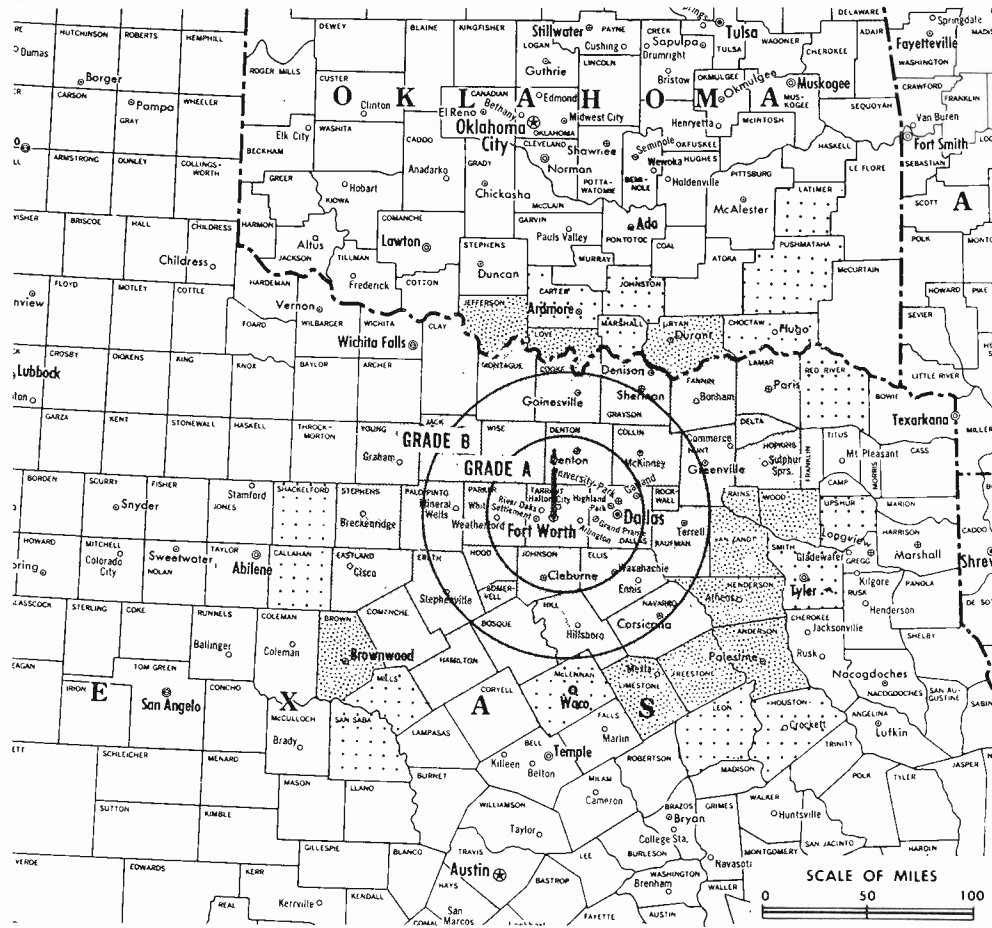
Transmitter: 3900 Barnett St., Fort Worth.

TV tape: Recording facilities.

AM Affiliate: WBAP, 50-kw, 820 kc (NBC) and 5-kw, 570 kc (ABC). Shares frequencies with WFAA, Dallas.

FM Affiliate: WBAP-FM, 52-kw, 96.3 mc (No. 242), 475-ft. antenna.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WBAP-TV Ref: FCC File No. BPCT-1795 Granted 11/19/53

© American Map Co., Inc., N.Y., No. 14244

WBAP-TV

Licensee: Carter Publications Inc., 3900 Barnett St., Fort Worth.

Studio: 3900 Barnett St., Fort Worth.

Telephones: Fort Worth, Jefferson 6-1981; Dallas, Andrew 4-2484.

TWX No.: 1-817-891-8049.

Ownership: Same as Fort Worth Star-Telegram; Amon G. Carter Jr., pres.; B. N. Honea, v.p.; Harold Hough, v.p.; J. Lee Johnson III, v.p.

Began Operation: Sept. 29, 1948.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Marmet & Schneider.

Personnel:

- AMON G. CARTER JR., president.
- HAROLD HOUGH, director.
- ROY BACUS, station manager.
- JACK ROGERS, commercial manager.
- L. F. BROYLES, regional sales manager.
- ROBERT GOULD, program director & film buyer.
- PHIL WYGANT, promotion director.
- JAMES A. BYRON, news editor.
- CALVIN PIGG, farm editor.
- DOROTHY QUALLS, continuity chief.
- JAN VINSON, traffic chief.
- MARSHALL ATWELL, art director.
- JETT JAMISON, commercial film producer.
- RUPERT BOGAN, engineering director.
- ART DAVIS, musical director.
- LUTHER ADKINS, director of public service.

DIGEST OF RATE CARD NO. 15-G

(March 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—7-10 p.m., daily.

\$1400.00 \$840.00 \$630.00 \$490.00 \$450.00 \$325.00 \$225.00

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation

State County

Total Households

TV Homes %

TEXAS

Bosque	3,800	3,300	85
Collin	13,000	11,500	89
Comanche	4,400	3,300	75
Cooke	7,100	6,300	89
Dallas	305,600	283,700	93
Delta	2,000	1,600	78
Denton	14,400	13,100	91
Eastland	7,100	5,900	82
Ellis	13,200	11,700	88
Erath	5,700	5,100	90
Fannin	8,100	6,500	80
Grayson	23,700	20,800	88
Hamilton	3,100	2,500	81
Hill	8,100	6,900	86
Hood	1,900	1,700	89
Hopkins	6,400	5,300	83
Hunt	12,800	11,000	86
Jack	2,600	2,400	90
Johnson	11,200	10,200	92
Kaufman	8,500	7,100	84
Lamar	11,400	7,800	69
Montague	5,200	4,700	89
Navarro	11,300	9,300	82
Palo Pinto	7,000	6,000	85
Parker	7,300	6,600	91
Rockwall	1,800	1,600	85
Somervell	900	900	89
Stephens	3,100	2,600	83
Tarrant	171,700	159,200	93
Wise	5,500	5,000	91
Young	5,800	5,200	89

Over 50%

Between 25-50%

OKLAHOMA

Bryan	7,900	6,300	79
Jefferson	2,900	2,600	88
Love	1,900	1,600	84

(Continued on next page)

WBAP-TV Station Total	883,500	787,600	89
ARB Total Net Weekly Circulation (March, 1962)		547,600	

WBAP-TV, Fort Worth-Dallas

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50% (Continued)	TEXAS			
	Anderson	8,900	7,300	82
	Brown	8,500	6,700	79
	Freestone	4,000	3,200	77
	Henderson	6,900	5,700	82
	Limestone	6,100	4,900	79
	Rains	1,200	1,000	83
	Van Zandt	6,400	5,300	82
Wood	5,800	4,900	84	
	OKLAHOMA			
	Carter	13,000	11,400	88
	Choctaw	5,200	3,500	66
	Johnston	2,700	2,200	81
	Latimer	2,400	1,700	69
	Marshall	2,500	2,100	82
	Pushmataha	3,000	2,000	67
Under 25%	TEXAS			
	Callahan	2,800	2,500	89
	Houston	5,400	3,900	71
	Leon	3,100	2,100	67
	McLennan	46,400	41,800	91
	Mills	1,600	1,300	76
	Red River	5,100	3,600	71
	San Saba	2,200	1,800	80
	Shackelford	1,400	1,200	84
	Smith	26,600	23,200	88
	Upshur	5,900	5,000	84

KRLD-TV, Dallas-Fort Worth

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50% (Continued)	TEXAS			
	Brown	8,500	6,700	79
	Jack	2,600	2,400	90
	McLennan	46,400	41,800	91
	Red River	5,100	3,600	71
Young	5,800	5,200	89	
	OKLAHOMA			
	Atoka	3,100	2,600	84
	Carter	13,000	11,400	88
	Coal	1,800	1,600	86
	Johnston	2,700	2,200	81
	Latimer	2,400	1,700	69
	Marshall	2,500	2,100	82
Pushmataha	3,000	2,000	67	
Under 25%	TEXAS			
	Callahan	2,800	2,500	89
	Cherokee	9,700	7,600	78
	Coryell	6,100	5,500	90
	Franklin	1,700	1,400	78
	Houston	5,400	3,900	71
	Lampasas	3,100	2,700	88
	Leon	3,100	2,100	67
	Mills	1,600	1,300	76
	Nacogdoches	8,500	6,500	76
	San Saba	2,200	1,800	80
	Shackelford	1,400	1,200	84
	Titus	5,400	4,500	82

Texas—Dallas & Fort Worth

WFAA-TV, Dallas-Fort Worth

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	OKLAHOMA			
	Carter	13,000	11,400	88
	Jefferson	2,900	2,600	88
	Love	1,900	1,600	84
	TEXAS			
	Brown	8,500	6,700	79
Under 25%	McLennan	46,400	41,800	91
	Mills	1,600	1,300	76
	San Saba	2,200	1,800	80
	Smith	26,600	23,200	88
	Upshur	5,900	5,000	84
	OKLAHOMA			
	Choctaw	5,200	3,500	66
	Johnston	2,700	2,200	81
	Latimer	2,400	1,700	69
	Marshall	2,500	2,100	82
	Pushmataha	3,000	2,000	67
	TEXAS			
	Cherokee	9,700	7,600	78
Coryell	6,100	5,500	90	
Falls	6,600	5,400	82	
Franklin	1,700	1,400	78	
Houston	5,400	3,900	71	
Lampasas	3,100	2,700	88	
Leon	3,100	2,100	67	
Nacogdoches	8,500	6,500	76	
Red River	5,100	3,600	71	
Robertson	4,900	4,000	81	
Titus	5,400	4,500	82	

HAMILTON-LANDIS & ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS
WASHINGTON, D.C., CHICAGO, DALLAS,
SAN FRANCISCO

SELL **MORE**
RADIO & TELEVISION STATIONS
IN THE SOUTHWEST—NEAREST OFFICE IS—
1511 BRYAN ST., DALLAS 1
RIVERSIDE 8-1175

Texas—Harlingen



KGBT-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 990-ft. above av. terrain, 991-ft. above ground, 1046-ft. above sea level.

Latitude 26° 08' 56"
Longitude 97° 49' 18"

Transmitter: 3/8-mi. S of La Feria, Tex.

TV tape: Recording facilities.

AM Affiliate: KGBT, 50-kw (10-kw night), 1530 kc (CBS).

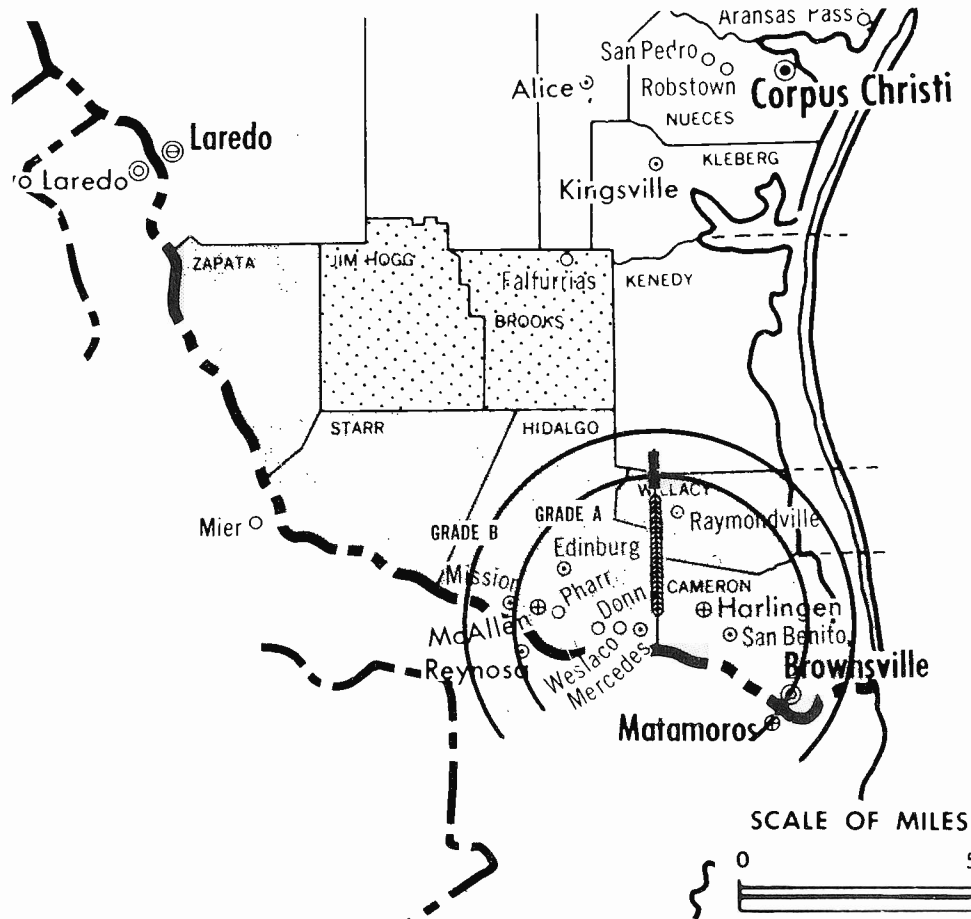
FM Affiliate: KELT, 3.1-kw, 94.5 mc (No. 233), 700-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KGBT-TV Ref: FCC File No. BPCT-2280 Granted 3/15/57

©American Map Co., Inc., N.Y., No. 14244

KGBT-TV

Network Service: ABC, CBS.

Licensee: Harbenito Bcstg. Co. Inc., Box 711.

Studio: 1519 W. Harrison St.

Telephone: Garfield 3-3910.

TWX No.: HA 047.

Ownership: McHenry Tichenor, chairman of the board, 52.68%; James Cullen Looney, v.p., 39.3%; Mrs. Julia Mallory, 8%. J. C. Looney owns 34%, McHenry Tichenor, 30% of KUNO, Corpus Christi.

Began Operation: Sept. 17, 1953.

Represented (sales) by Venard, Torbet & McConnell Inc.; KGBT Spot Sales (South).

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

McHENRY TICHENOR, chairman.
McHENRY T. TICHENOR, president.
MAL KASANOFF, v.p. & station manager.
GEORGE ELLIOTT, v.p. & general sales manager.
WILLIE HARRIS JR., national sales manager.
JOHNNY GOODMAN, promotion manager.

DIGEST OF RATE CARD NO. 10

(July 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AAA—7-9:30 p.m., daily.
\$400.00 \$240.00 \$160.00 \$140.00 \$120.00 \$75.00 \$65.00 \$40.00
NETWORK BASE HOURLY RATE: \$375 (ABC), \$375 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Cameron	36,500	28,500	78
	Hidalgo North	37,100	28,000	76
	Hidalgo South	4,500	3,400	76
	Starr	3,800	2,300	61
	Willacy	4,600	3,500	77
	Zapata	1,000	600	52
Between 25-50%	None	Between 25-50%		
Under 25%	TEXAS			
	Brooks	2,200	1,800	80
	Jim Hogg	1,300	900	68
KGBT-TV Station Total		91,300	69,000	76
ARB Total Net Weekly Circulation (March, 1962)			69,000	

Texas—Houston



KHOV-TV

Ch. 11



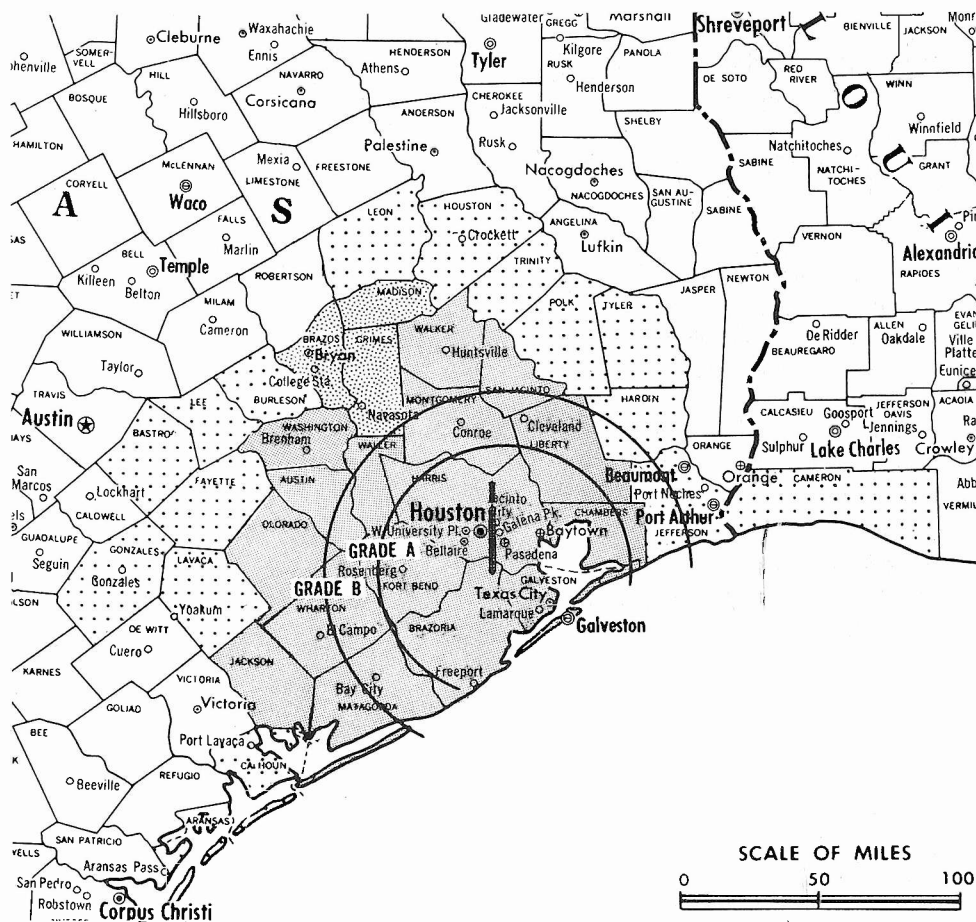
Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1170-ft. above av. terrain, 1196-ft. above ground, 1232-ft. above sea level.

Latitude 29° 27' 57"
Longitude 95° 13' 24"

Transmitter: Alvin-Friendswood Rd., 3-mi. NNE of Alvin.

Studios: 1945 Allen Parkway, Houston; auxiliary studios, Galveston.

TV tape: Recording facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KHOV-TV Ref: FCC File No. BPCT-2286 Granted 4/8/57

© American Map Co., Inc., N.Y., No. 14244

KHOV-TV

Licensee: Gulf Television Corp., P.O. Box 11, Houston 1.

Telephones: Jackson 9-4811, Houston; Southfield 3-1607, Galveston. TWX No.: 713-571-1222.

Ownership: Corinthian Broadcasting Corp., 86%; nine other stockholders, none of whom own more than 4%. For other interests see KOTV, Tulsa, Okla.

Began Operation: March 22, 1953. Transfer of control to present owners by Paul E. Taft, et al., approved July 11, 1956 by FCC (Television Digest, Vol. 12:19, 28).

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

- C. WREDE PETERSMEYER, president.
- JAMES C. RICHDALE JR., v.p. & general manager.
- ROBERT O. PAXSON, commercial manager.
- B. CALVIN JONES, program manager.
- ROLAND BRAZIER, promotion & merchandising director.
- ART BIGGS, chief engineer.
- GENE BRAUDRICK, Galveston sales manager.
- JACK HOLTON, office manager.

DIGEST OF RATE CARD NO. 7 (June 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID

Class AA—7-10 p.m., daily.
\$1300.00 \$780.00 \$520.00 \$390.00 \$350.00 \$300.00 \$190.00

NETWORK BASE HOURLY RATE: \$1200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Austin	4,500	3,400	74
	Brazoria	21,500	19,700	92
	Chambers	3,100	2,900	91
	Colorado	5,700	4,400	77

Net Weekly Circulation

State County

Total Households

TV Homes %

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS—(Continued)			
	Fort Bend	10,700	9,200	86
	Galveston	43,400	38,900	90
	Harris	385,800	352,200	92
	Jackson	4,000	3,200	79
	Liberty	9,400	7,800	83
	Matagorda	7,600	6,300	83
	Montgomery	8,100	6,700	82
	San Jacinto	1,800	1,200	62
	Walker	5,100	3,600	71
	Waller	3,100	2,500	79
	Washington	6,000	4,100	67
	Wharton	10,800	8,900	83
Between 25-50%	TEXAS			
	Brazos	12,400	10,600	86
	Grimes	3,900	2,900	73
Madison	2,100	1,600	72	
Under 25%	LOUISIANA			
	Cameron	1,900	1,700	85
	TEXAS			
	Aransas	2,200	2,100	90
	Bastrop	5,300	4,100	78
	Burleson	3,500	2,500	70
	Calhoun	4,500	3,700	82
	Fayette	6,700	3,800	56
	Gonzales	5,400	4,300	81
	Hardin	7,300	6,300	85
	Houston	5,400	3,900	71
	Jefferson	74,600	69,400	94
	Lavaca	6,300	4,000	62
Lee	2,800	2,200	78	
Leon	3,100	2,100	67	
Polk	4,100	3,100	75	
Trinity	2,500	1,700	66	
Tyler	3,200	2,400	75	
KHOV-TV Station Total		687,800	607,400	88
ARB Total Net Weekly Circulation (March, 1962)		451,600		

Texas—Houston



KPRC-TV



Ch. 2

[Affiliated with separately-owned
KTRE-TV, Lufkin, Texas]

Technical Facilities: Channel No. 2
(54-60 mc). Authorized power:
100-kw visual, 50.1-kw aural. An-
tenna: 640-ft. above av. terrain,
686-ft. above ground, 749-ft.
above sea level.

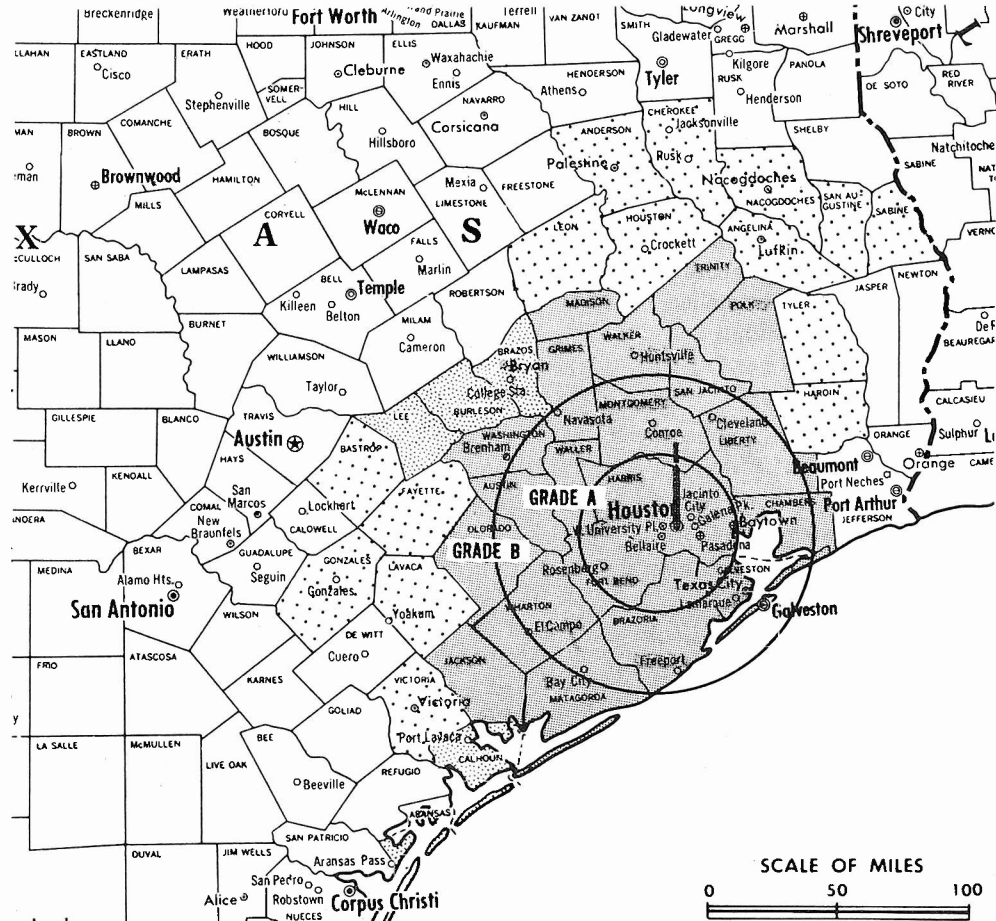
Latitude 29° 44' 02"
Longitude 95° 27' 43"

Transmitter: 3014 Post Oak Rd.,
Houston 1.

TV tape: Recording facilities.

AM Affiliate: KPRC, 5-kw, 950 kc
(NBC).

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KPRC-TV Ref: FCC File No. BPCT-1380 Granted 12/31/52

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KPRC-TV

Licensee: Houston Post Co., 2318 Polk Ave.

Studio: 3014 Post Oak Rd., Houston 1.

Telephone: Madison 3-9271. TWX No.: HO 98.

Ownership: Same as Houston Post; William P. Hobby, chairman.
Hobby also owns 32.5% of KFDM-TV, Beaumont.

Began Operation: Jan. 1, 1949 as KLEE-TV. Sold to present licen-
see May 1950 (Television Digest, Vol. 6:13, 21).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Kear & Kennedy.

Personnel:

JACK HARRIS, v.p. & general manager.
JACK MCGREW, station manager.
JACK HEALEY, local sales manager.
PAUL HUHDORFF, operations manager.
RIDGE RADNEY, production manager.
KIRT HARRISS, promotion & merchandising director.
EARL CORRIDON, film operation manager.
GEORGE ROESNER, farm director.
KATHRYN ESTES, traffic.

DIGEST OF RATE CARD NO. 16 (Feb. 15, 1963)

Hour 30 Min. 15 Min. 5 Min. or more 20 Sec. ID

Class AA—7-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.
\$1300.00 \$780.00 \$475.00 \$390.00 \$425.00 \$325.00 \$210.00

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Austin	4,500	3,400	74
	Brazoria	21,500	19,700	92
	Chambers	3,100	2,900	91
	Colorado	5,700	4,400	77

Net Weekly Circulation

State County

Total Households

TV Homes %

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%				
TEXAS—(Continued)				
	Fort Bend	10,700	9,200	86
	Galveston	43,400	38,900	90
	Grimes	3,900	2,900	73
	Harris	385,800	352,200	92
	Jackson	4,000	3,200	79
	Liberty	9,400	7,800	83
	Madison	2,100	1,600	72
	Matagorda	7,600	6,300	83
	Montgomery	8,100	6,700	82
	Polk	4,100	3,100	75
	San Jacinto	1,800	1,200	62
	Trinity	2,500	1,700	66
	Walker	5,100	3,600	71
	Waller	3,100	2,500	79
	Washington	6,000	4,100	67
	Wharton	10,800	8,900	83
Between 25-50%				
TEXAS				
	Aransas	2,200	2,100	90
	Brazos	12,400	10,600	86
	Burleson	3,500	2,500	70
	Calhoun	4,500	3,700	82
	Lee	2,800	2,200	78
Under 25%				
TEXAS				
	Anderson	8,900	7,300	82
	Angelina	12,300	10,600	86
	Bastrop	5,300	4,100	78
	Cherokee	9,700	7,600	78
	Fayette	6,700	3,800	56
	Gonzales	5,400	4,300	81
	Hardin	7,300	6,300	85
	Houston	5,400	3,900	71
	Lavaca	6,300	4,000	62
	Leon	3,100	2,100	67
	Nacogdoches	8,500	6,500	76
	Sabine	2,200	1,500	67
	San Augustine	2,200	1,600	69
	Tyler	3,200	2,400	75
	Victoria	13,500	11,000	82
KPRC-TV Station Total		668,600	582,400	87
ARB Total Net Weekly Circulation (March, 1962)			467,700	

Texas—Houston



KTRK-TV

Ch. 13

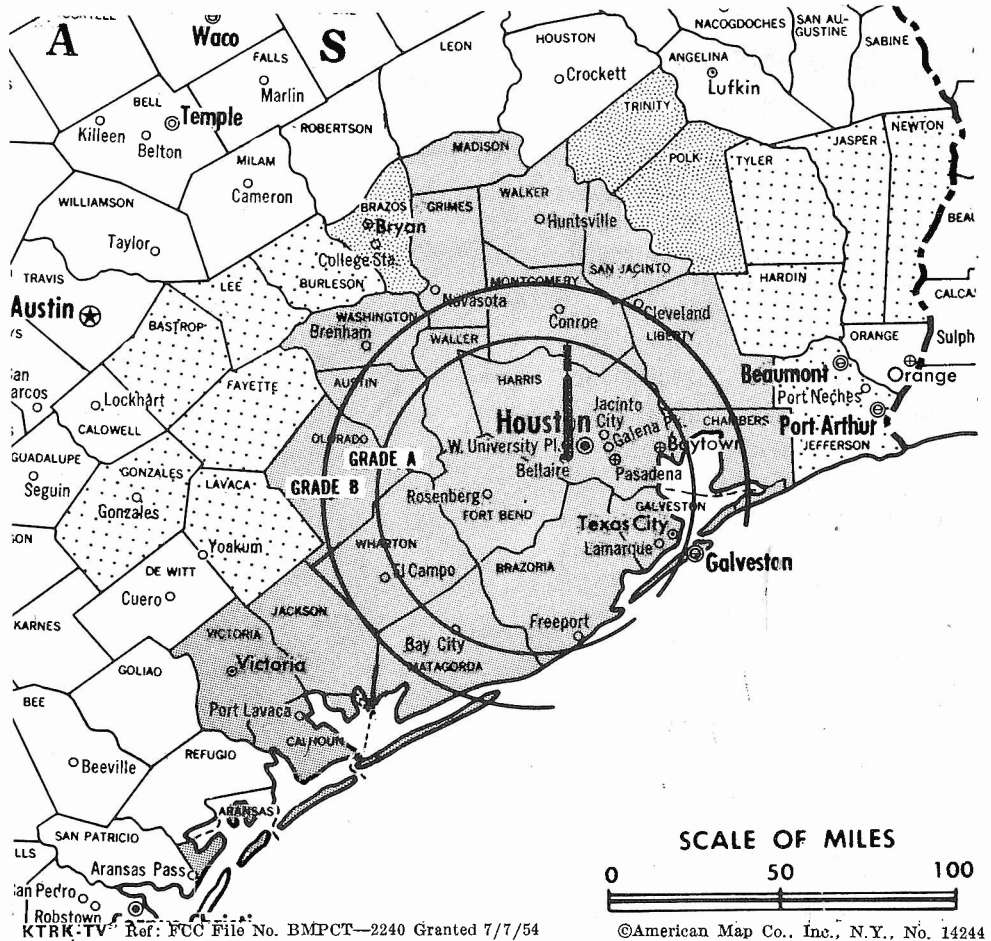


Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 170-kw aural. Antenna: 960-ft. above av. terrain, 978-ft. above ground, 1049-ft. above sea level.

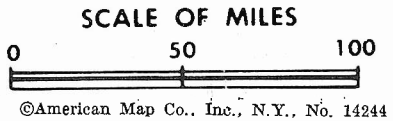
Latitude 29° 34' 25"
Longitude 95° 28' 31"

Transmitter: Alameda, Tex.
Studio: 3310 Bissonnet.
TV tape: Recording facilities.
AM Affiliate: See Ownership, below.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KTRK-TV Ref: FCC File No. BMPCT-2240 Granted 7/7/64



KTRK-TV

Licensee: Houston Consolidated TV Co., P.O. Box 12, Houston 1.

Telephone: MO 6-0713. TWX No.: HO 1072.

Ownership: KTRH, 32% (Houston Chronicle owns 70% of KTRH); Roy Hofheinz, 16% (ex-mayor of Houston); John Paul Goodwin, 2.8%; George S. Bruce Jr., 2%; remaining 39.63% is held by 26 individuals, none owning as much as 3%, who held stock in other two applicants for channel. KTRK-TV officers: Wright Morrow, chairman; John T. Jones Jr., pres. (also pres. of Houston Chronicle); Willard E. Walbridge, exec. v.p.; Roy Hofheinz, v.p.; B. F. Orr, secy. (owns 10% of KTRH); George S. Bruce Jr., treas. Mr. Hofheinz also owns 50% of radio KENS, San Antonio.

Began Operation: Nov. 20, 1954.

Represented (sales) by George P. Hollingbery Co.

Personnel:

JOHN T. JONES JR., president.
WILLARD E. WALBRIDGE, exec. v.p. & general manager.
WILLIAM F. BENNETT, commercial manager.
JOHN E. HILL, program development & public service mgr.
HOWARD FINCH, program manager.
JESS MITCHELL, chief studio engineer.
ROBERT SUTTON, chief transmitter engineer.
RAY CONAWAY, news director.
M. B. JOHNSON, film director & buyer.
WAYNE THOMAS, production director.
LILA GORDON, public relations director.
PAUL MONTAGUE, art & advertising director.

DIGEST OF RATE CARD NO. 11-A
(Nov. 15, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—6:59-9:59 p.m., daily.
\$1300.00 \$780.00 \$390.00 \$400.00 \$300.00 \$200.00
NETWORK BASE HOURLY RATE: \$1350.

For Other Publishers with TV Station Interests,
see the Newspaper Ownership Section.

Net Weekly
Circulation

State
County

Total
Households

TV Homes
Homes %

Over 50%

TEXAS

Aransas	2,200	2,100	90
Austin	4,500	3,400	74
Brazoria	21,500	19,700	92
Calhoun	4,500	3,700	82
Chambers	3,100	2,900	91
Colorado	5,700	4,400	77
Fort Bend	10,700	9,200	86
Galveston	43,400	38,900	90
Grimes	3,900	2,900	73
Harris	385,800	352,200	92
Jackson	4,000	3,200	79
Liberty	9,400	7,800	83
Madison	2,100	1,600	72
Matagorda	7,600	6,300	83
Montgomery	8,100	6,700	82
San Jacinto	1,800	1,200	62
Victoria	13,500	11,000	82
Walker	5,100	3,600	71
Waller	3,100	2,500	79
Washington	6,000	4,100	67
Wharton	10,800	8,900	83

Between
25-50%

TEXAS

Brazos	12,400	10,600	86
Polk	4,100	3,100	75
Trinity	2,500	1,700	66

Under 25%

TEXAS

Bastrop	5,300	4,100	78
Burleson	3,500	2,500	70
Fayette	6,700	3,800	56
Gonzales	5,400	4,300	81
Hardin	7,300	6,300	85
Jasper	6,400	5,300	82
Jefferson	74,600	69,400	94
Lavaca	6,300	4,000	62
Lee	2,800	2,200	78
Newton	2,800	2,100	72
Tyler	3,200	2,400	75

KTRK-TV Station Total 700,100 618,100 88
ARB Total Net Weekly Circulation (March, 1962) 453,000

Texas—Laredo

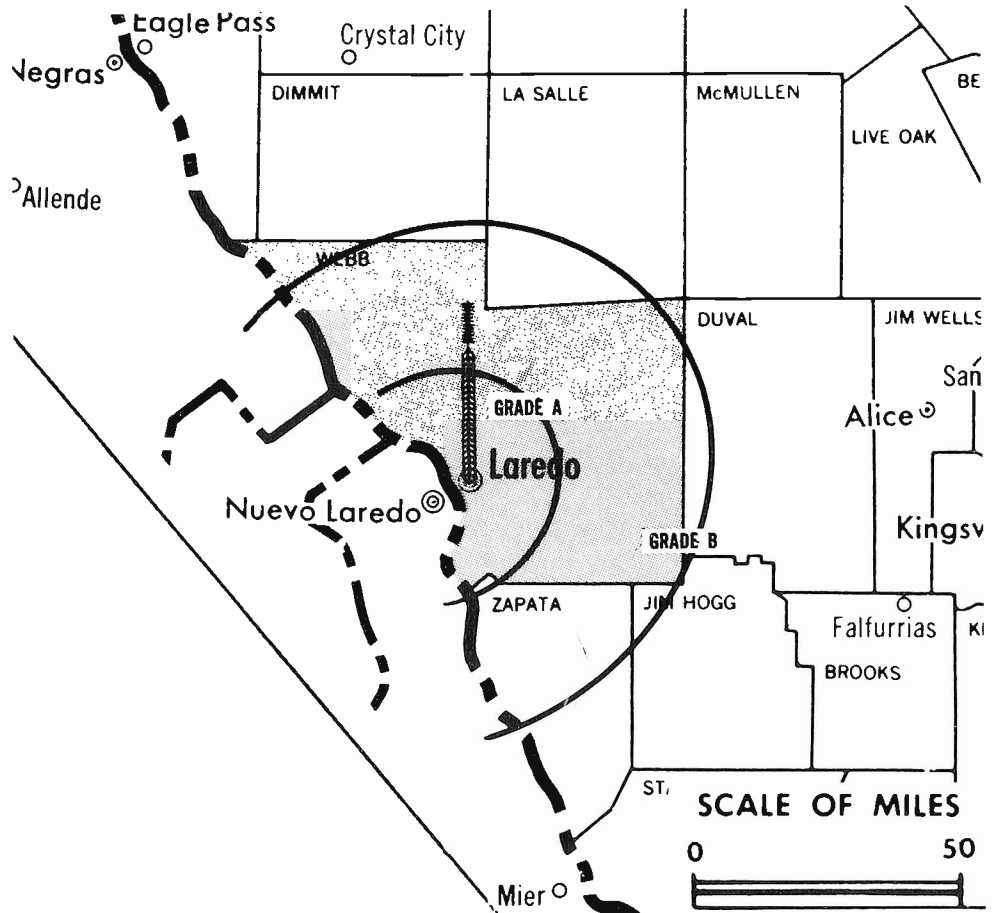


Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 6-kw visual, 3-kw aural. Antenna: 170-ft. above av. terrain, 241-ft. above ground, 656-ft. above sea level.

Latitude 37° 30' 23"
Longitude 99° 30' 30"

Transmitter: Convent & Houston Sts.
Studio: Convent & Houston Sts.
Telephone: Randolph 3-3674.

ARB Data: The table below does not show present coverage. After data was collected, the station raised its power.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KGNS-TV Ref: FCC File No. BMPCT-5338 Granted 8/27/59

©American Map Co., Inc., N.Y., No. 14244

KGNS-TV

Network Service: ABC, CBS (EMP), NBC.

Licensee: Southwestern Operating Co., Box 1378.

Ownership: Donald W. Reynolds owns Southwestern Operating Co.; for other interests, see KORK-TV, Henderson-Las Vegas.

Began Operation: Jan. 5, 1956. Transfer from partners H. C. Avery Jr. and David H. Cole to present owner under 5-year lease approved July 30, 1958 by FCC (Television Digest, Vol. 14:28, 32).

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Hammett & Edison.

Personnel:

DONALD W. REYNOLDS, president.
ROY BOWMAN, general manager.
PATRICK MILLER, sales manager.
VELIA CASTILLO, program director.
W. IRVEN SIMPSON, chief engineer.

DIGEST OF RATE CARD NO. 3

(Jan. 1, 1960)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class A—7-10 p.m., daily.

\$200.00 \$120.00 \$80.00 \$70.00 \$60.00 \$50.00 \$37.50 \$25.00

NETWORK BASE HOURLY RATE: \$100 (ABC), \$50 (CBS), \$100 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS Webb	15,200	12,400	82
Between 25-50%	None	Between 25-50%		
Under 25%	None	Under 25%		
KGNS-TV Station Total		15,200	12,400	82
ARB Total Net Weekly Circulation (March, 1962)			25,000	

Texas—Lubbock



KCBD-TV

Ch. 11



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 760-ft. above av. terrain, 791-ft. above ground, 3989-ft. above sea level.

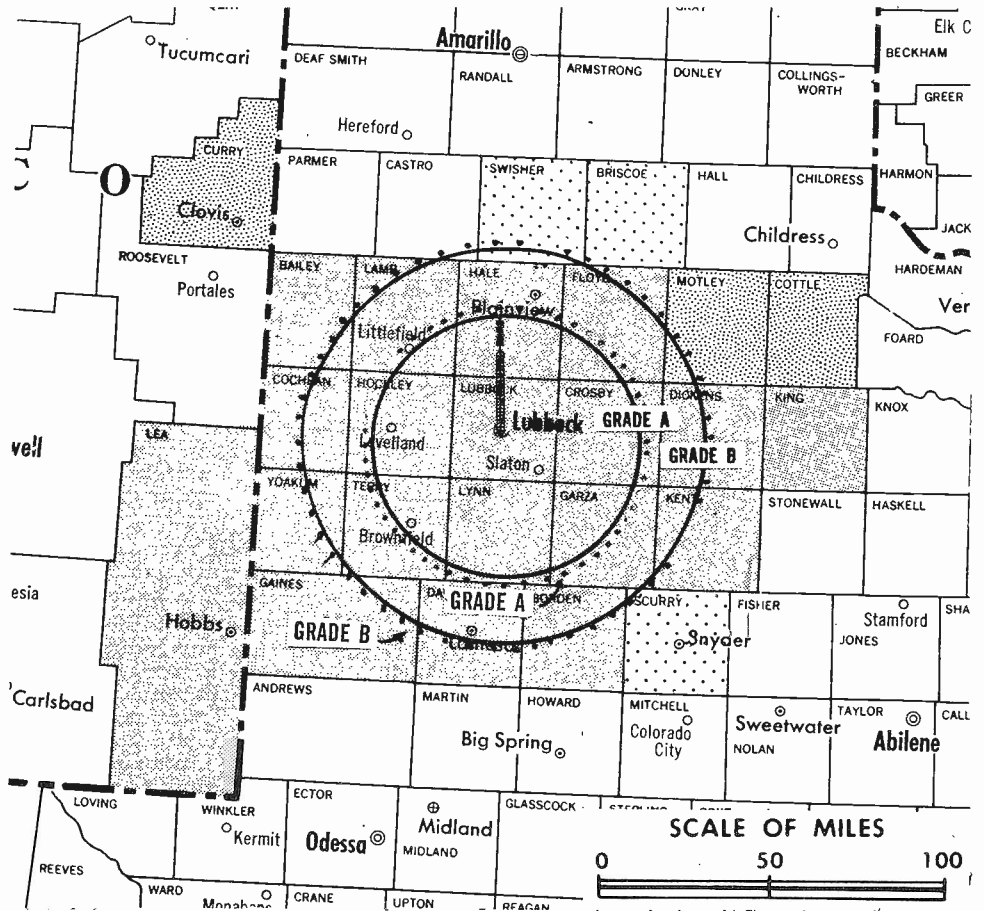
Latitude 33° 32' 32"
Longitude 101° 50' 14"

Holds CP for change to 316-kw visual, 158-kw aural.

Requests change to 316-kw visual, 158-kw aural.

Transmitter: 5600 Ave. A.

AM Affiliate: KCBD, 1-kw, 1590 kc (NBC).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KCBD-TV Ref: FCC File No. BMPCT-2341 Granted 8/17/54
Also CP: BPCT-2986 Granted 4/12/62

©American Map Co., Inc., N.Y., No. 14244

KCBD-TV

Licensee: Bryant Radio & Television Inc., Box 1507.

Studio: 5600 Ave. A.

Telephone: Sherwood 4-1414.

TWX No.: LU 8093.

AM Affiliate: See above.

Ownership: Caprock Bcstg. Co., 65%; J. D. Leftwich, 20%; several others, none with over 5%; Joe H. Bryant, pres. (also pres. & 57.4% owner of Caprock Bcstg. Co.).

Began Operation: May 10, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Welch, Mott & Morgan.

Personnel:

JOE H. BRYANT, president.
ROBERT L. SNYDER, secretary-treasurer.
GEORGE L. TARTER, v.p. for sales & film buyer.
RAY POINDEXTER, national sales.
FRANK LEE, chief engineer.
BILL TAYLOR, program director.
C. W. RATLIFF, news director.
EVERETT GEORGE, production manager.

DIGEST OF RATE CARD NO. 6 (Feb. 17, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$100.00 \$50.00
NETWORK BASE HOURLY RATE: \$425.						

Net Weekly Circulation

State County

Total Households

TV Homes %

Over 50%

State	County	Total Households	TV Homes	%
NEW MEXICO	Lea	16,000	14,300	90
TEXAS	Bailey	2,700	2,400	89
	Borden	300	300	83
	Cochran	1,800	1,600	90
	Crosby	3,000	2,800	92
	Dawson	5,500	4,800	86
	Dickens	1,600	1,500	87
	Floyd	3,700	3,400	92
	Gaines	3,600	3,300	92
	Garza	2,000	1,800	89
	Hale	10,800	9,700	90
	Hockley	6,200	5,900	95
	Kent	600	600	93
	King	200	200	71
	Lamb	6,500	6,000	92
	Lubbock	46,300	42,600	92
	Lynn	3,100	2,800	90
	Terry	4,800	4,300	90
	Yoakum	2,400	2,300	94

Between 25-50%

State	County	Total Households	TV Homes	%
NEW MEXICO	Curry	9,700	8,500	88
TEXAS	Cottle	1,400	1,100	80
	Motley	1,000	700	68

Under 25%

State	County	Total Households	TV Homes	%
TEXAS	Briscoe	1,100	1,000	90
	Scurry	5,900	5,300	90
	Swisher	3,200	3,000	94

KCBD-TV Station Total	143,400	130,200	91
ARB Total Net Weekly Circulation (March, 1962)		101,800	

Texas—Lubbock



KLBK-TV



[formerly KDUB-TV]
Ch. 13

[Also operates West Texas TV Network, with KYBK-TV as originating station for its affiliated KPAR-TV, Sweetwater-Abilene, KEDY-TV, Big Spring, and KICA-TV, Clovis, N.M.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 830-ft. above av. terrain, 859-ft. above ground, 4085-ft. above sea level.

Latitude 33° 31' 35"
Longitude 101° 52' 12"

Transmitter: 7400 College Ave.

TV tape: Recording facilities.

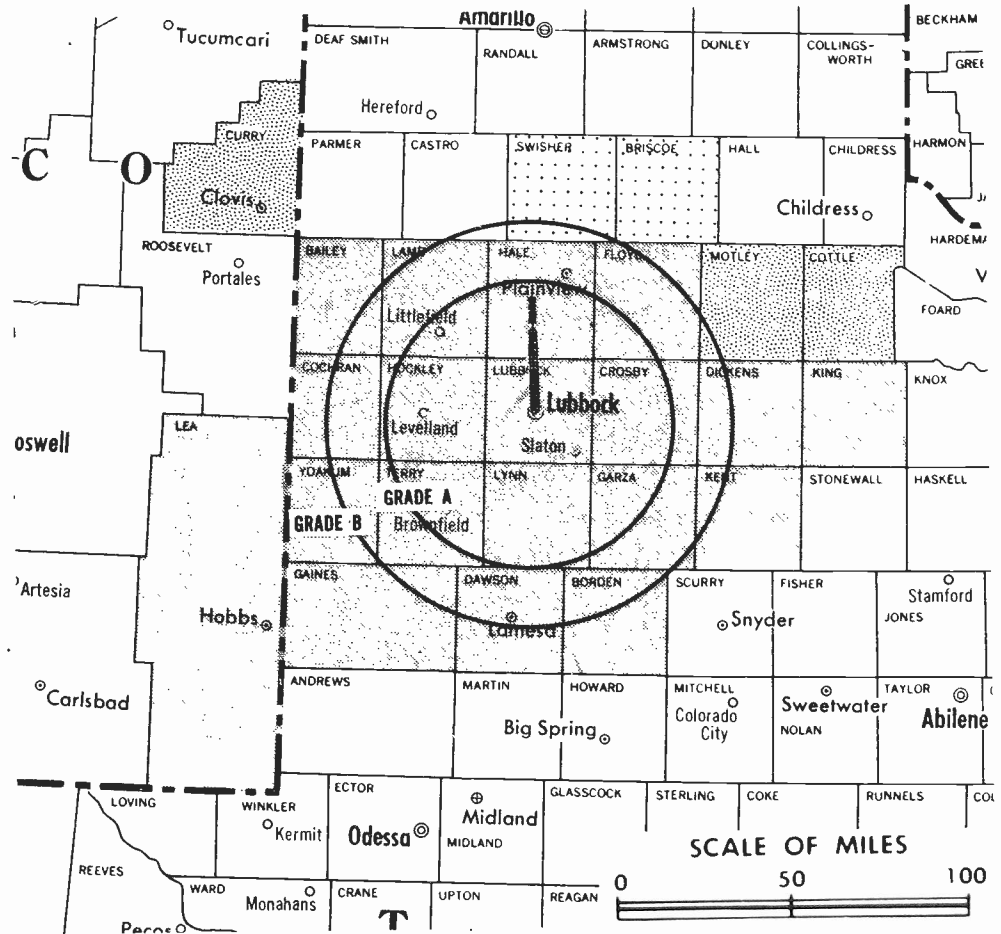
AM Affiliate: KLBK, .25-kw, 1340 kc.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KLBK-TV Ref: FCC File No. BMPCT-3002 Granted 4/29/55

©American Map Co., Inc., N.Y. No. 14244

KLBK-TV

Licensee: Grayson Enterprises Inc., Box 1559, Lubbock.

Studio: 7400 College Ave.

Telephone: Sherwood 4-2345. TWX No.: LU 8111.

Ownership: Sidney Grayson, pres., 7.25%; Irving Gold, v.p., 12.5%; Murray Gold, v.p., 12.5%; Nat Levine, secy.-treas., 15%; Theodore Shanbaum, chairman, 15%; Dr. Ellis Sharp, 15%; Lee Optical & Associated Company's Planned Trust, 15%; Sherry & Harold Craselnic, 5%; Lea & Bernard Behrman, 1%; Charlotte & Artie Harris, 0.625%; Nessie & Dan Goldfeder, 0.625%; Evelyn & Alix Levine, 0.5%. Grayson, Levine and the Golds are stockholders in KSYD-TV, Wichita Falls, Tex. Also own KPAR-TV, Sweetwater, Tex. (operated under lease by Texas Key Bcstrs. Inc.). Also operates KEDY-TV, Big Spring, under lease arrangement which includes option to buy 50% of stock and program and sales control. Also controls KICA-TV.

Began Operation: Nov. 13, 1952. Sale by W. D. (Dub) Rogers and associates to owners of KSYD-TV, Wichita Falls approved Oct. 11, 1961 (Television Digest, Vols. 17:27, 1:5).

Represented (sales) by The Branham Co.

Represented (legal) by Eliot C. Lovett.

Represented (engineering) by Kear & Kennedy.

Personnel:

R. S. (BUD) NIELSEN, general sales manager
JOHN HENRY, national sales manager.
RAY TRENT, program director and film buyer.
DOUG SEWELL, production manager.
JAMES PHILLIPS, general counsel.
RUDY STARNES, chief engineer.

DIGEST OF RATE CARD NO. 6-L (June 1, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	8 Sec.*
Class A—6:30-10:30 p.m., daily.	\$425.00	\$255.00	\$170.00	\$150.00	\$130.00	\$80.00 \$40.00

*Class AA (7-10 p.m., daily): Min. or 20 Sec. \$100, 8 Sec. \$50.

Combination Rates: See next column.

Combination Rate Card No. 6—LABC (April 1, 1959)—KDUB-TV, Lubbock; KPAR-TV, Abilene-Sweetwater; KEDY-TV, Big Spring; KVER-TV, Clovis, N.M. Note: Also has available rates for other station combinations.

Class A—6:30-10:30 p.m., daily.

\$810.00 \$486.00 \$324.00 \$283.50 \$234.00 \$130.00** \$65.00**

**Class AA (7-10 p.m., daily): Min. or 20 Sec. \$160, 8 Sec. \$80.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	N.M.: Lea	16,000	14,300	90
	TEXAS			
	Bailey	2,700	2,400	89
	Borden	300	300	83
	Cochran	1,800	1,600	90
	Crosby	3,000	2,800	92
	Dawson	5,500	4,800	86
	Dickens	1,600	1,500	87
	Floyd	3,700	3,400	92
	Gaines	3,600	3,300	92
	Garza	2,000	1,800	89
	Hale	10,800	9,700	90
	Hockley	6,200	5,900	95
	Kent	600	600	93
King	200	200	71	
Lamb	6,500	6,000	92	
Lubbock	46,300	42,600	92	
Lynn	3,100	2,800	90	
Terry	4,800	4,300	90	
Yoakum	2,400	2,300	94	
Between 25-50%	N.M.: Curry	9,700	8,500	88
	TEXAS			
	Cottle	1,400	1,100	80
Motley	1,000	700	68	
Under 25%	TEXAS			
	Briscoe	1,100	1,000	90
Swisher	3,200	3,000	94	

KLBK-TV Station Total 137,500 124,900 91
ARB Total Net Weekly Circulation (March, 1962) 102,800

Texas—Lufkin

NBC abc **KTRE-TV**



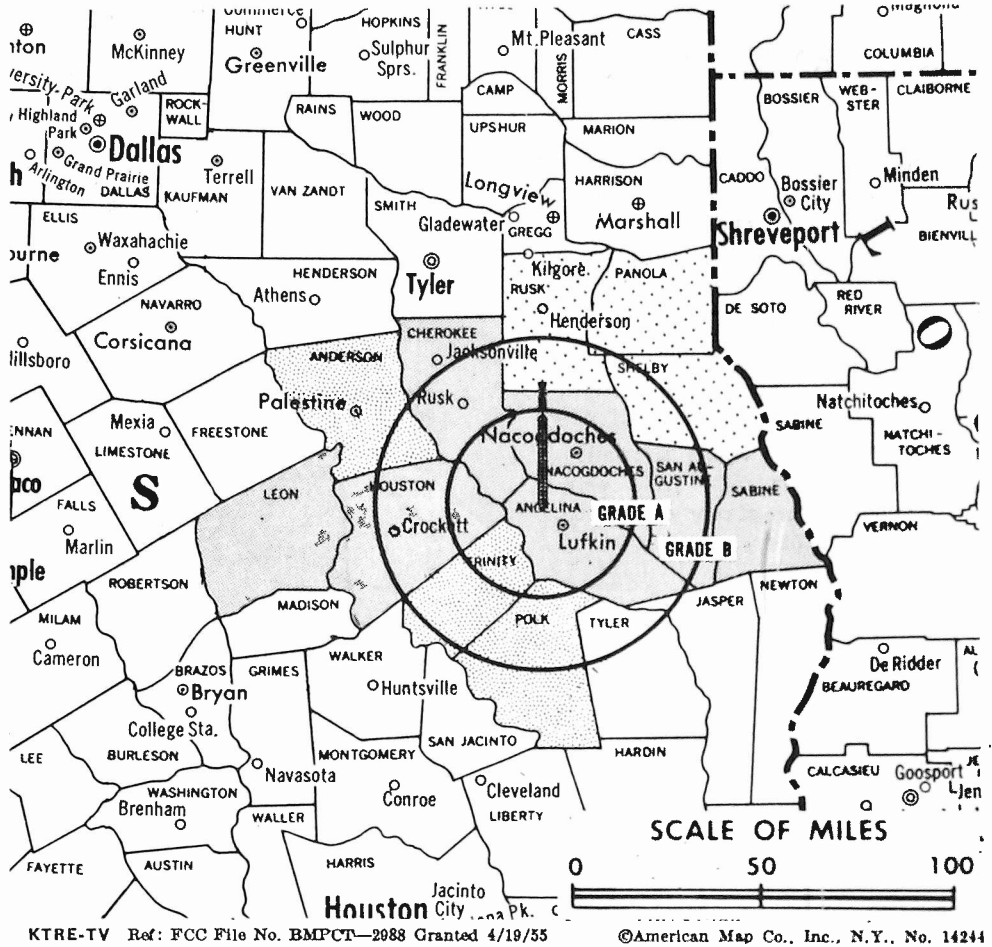
Ch. 9

[Operates in affiliation with
KPRC-TV, Houston]

Technical Facilities: Channel No. 9
(186-192 mc). Authorized power:
27.5-kw visual, 13.8-kw aural.
Antenna: 650-ft. above av. ter-
rain, 540-ft. above ground, 950-
ft. above sea level.

Latitude 31° 25' 09"
Longitude 94° 48' 02"

Transmitter: 1.4-mi. NW of Clawson.
AM Affiliate: KTRE, 1-kw, 1420 kc
(MBS).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KTRE-TV Ref: FCC File No. BMPCT-2988 Granted 4/19/55

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KTRE-TV

Network Service: NBC, ABC, CBS (EMP).

Licensee: Forest Capital Bcstg. Co., Box 701.

Studio: 1.4-mi. NW of Clawson.

Telephone: Neptune 4-7771.

Ownership: Lucille Buford, 36.75%; Marshall H. Pengra, 15%;
Richman G. Lewin, 12.5%; Fred C. Hill, 12.5%; Robert Buford,
7.5%; Gerald Buford, 7.5%; Geoffrey Buford, 7.5%. Same in-
terests also own KLTV, Tyler, Tex.

Began Operation: Aug. 17, 1955. Sale to present owners by R. W.
Wortham Jr. and associates approved by FCC July 18, 1962
(Television Digest, Vol. 2:31).

Represented (sales) by Venard, Torbet & McConnell Inc.; Clyde
Melville Co. (Southwest).

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

RICHMAN LEWIN, v.p., general manager & film buyer.
BILL CARTER, program director.
ROYCE CHRISTENSON, director of sales.
PAT MATTHEWS, promotion manager.
MARY ANN CHRISTOPHER, traffic manager.
FRED HILL, chief engineer.

DIGEST OF RATE CARD NO. 4
(July 1, 1959)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID
Class A—6:29-10:01 p.m., Mon.-Fri.; 4:59-10:31 p.m., Sat. & Sun.
\$250.00 \$150.00 \$100.00 \$87.50 \$75.00 \$60.00 \$50.00 \$25.00
NETWORK BASE HOURLY RATE: \$150 (ABC), \$125 (CBS), \$150
(NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Angelina	12,300	10,600	86
	Cherokee	9,700	7,600	78
	Houston	5,400	3,900	71
	Leon	3,100	2,100	67
	Nacogdoches	8,500	6,500	76
	Sabine	2,200	1,500	67
San Augustine	2,200	1,600	69	
Between 25-50%	TEXAS			
	Anderson	8,900	7,300	82
	Polk	4,100	3,100	75
Under 25%	Trinity	2,500	1,700	66
	TEXAS			
	Panola	5,000	4,200	82
Rusk	11,200	9,500	85	
Shelby	6,400	4,900	77	
KTRE-TV Station Total		81,500	64,500	79
ARB Total Net Weekly Circulation (March, 1962)			38,200	



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Texas—Midland



KMID-TV



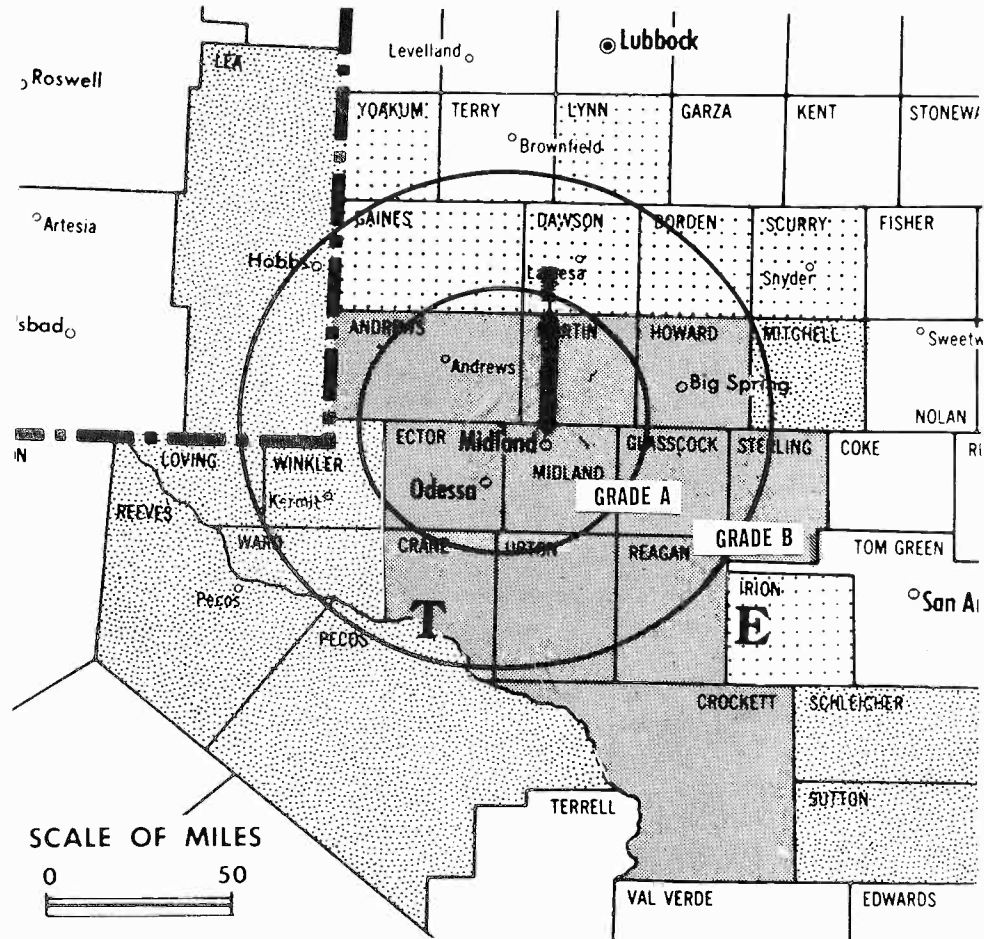
Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1060-ft. above av. terrain, 1137-ft. above ground, 4049-ft. above sea level.

Latitude 32° 05' 14"
Longitude 102° 17' 12"

Transmitter: 12-mi. NW of Midland.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KMID-TV Ref: FCC File No. BPCT-2922 Granted 10/30/61

©American Map Co., Inc., N.Y., No. 14244

KMID-TV

Licensee: Midessa Television Co. Inc., Midland.

Studio: Midland-Odessa Air Terminal.

Telephones: Mutual 2-7321, Midland; Federal 2-7321, Odessa.
TWX No.: 915-683-9511.

Ownership: J. Conrad Dunagan, pres., 10.5%; W. D. Noel, v.p., 12.3%; Donald M. Oliver, secy.-treas., 5.2%; R. H. Drewry, director, 29%; Executor for T. R. Warkentin estate, 18.4%; Paul Davis, 5.2%; E. G. Rodman, 12.3%; 4 other stockholders, none owns over 5.2%. Messrs. Drewry and Warkentin estate are principals in KSWO-TV and KSWO, Lawton, Okla., and radio KRHD, Duncan and KGWA, Enid, both Okla.

Began Operation: Dec. 18, 1953.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Wilner, Bergson, Scheiner & Lessenco.

Personnel:

RAY HERNDON, general manager & film buyer.
JERRY BLAIR, sales manager.
GEORGE DOLMAS, production director.

DIGEST OF RATE CARD NO. 5N (July 15, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	8 Sec.
Class A—6:30-10 p.m., daily.	\$400.00	\$240.00	\$160.00	\$140.00	\$110.00	\$90.00 \$48.00

*Also has a 20 Sec. rate: Class A \$80.

NETWORK BASE HOURLY RATE: \$375.

For Other Owners of Two or More TV Stations, see Group Ownership Section.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS				
		Andrews	4,100	3,700	89
		Crane	1,400	1,400	95
		Crockett	1,200	900	77
		Ector	27,900	25,700	93
		Glasscock	400	400	96
		Howard	11,800	11,200	94
		Martin	1,400	1,400	93
		Midland	21,300	19,800	93
		Reagan	1,100	1,100	96
		Sterling	400	300	81
		Upton	1,800	1,600	86
Between 25-50%	NEW MEXICO				
		Lea	16,000	14,300	90
	TEXAS				
		Loving	100	100	96
		Mitchell	3,400	2,900	86
		Pecos	3,300	2,900	86
		Reeves	4,800	4,100	85
		Schleicher	900	800	82
	Sutton	1,100	700	63	
	Ward	4,200	3,800	90	
	Winkler	4,100	3,700	90	
Under 25%	TEXAS				
		Borden	300	300	83
		Concho	1,200	1,100	87
		Dawson	5,500	4,800	86
		Gaines	3,600	3,300	92
		Irion	400	400	77
		Lynn	3,100	2,800	90
		Menard	1,000	500	48
	Scurry	5,900	5,300	90	
	Yoakum	2,400	2,300	94	
KMID-TV Station Total			134,100	121,600	91
ARB Total Net Weekly Circulation (March, 1962)				32,900	

Texas—Monahans & Midland



KVKM-TV



Ch. 9

[Operates satellite KVLF-TV, Alpine, Texas]

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 240-kw visual, 120-kw aural, 1270-ft. above av. terrain, 1080-ft. above ground, 4490-ft. above sea level.

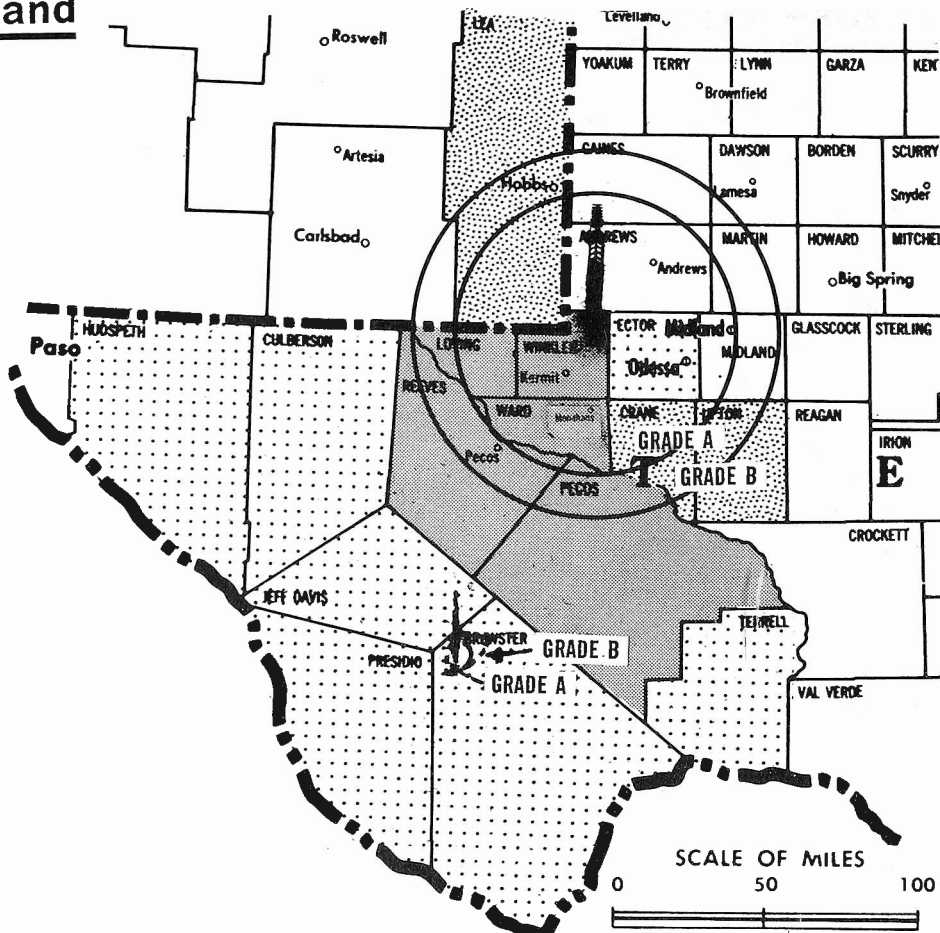
Latitude 31° 59' 17"
Longitude 102° 51' 59"

Transmitter: State Hwy. 302, 27-mi. NE of Monahans.

Studio: Kermit Hwy., Drawer K.

AM Affiliate: KVKM, 5-kw, 1330 kc (MBS).

Represented (engineering) Jules Cohen & Assoc.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KVKM-TV Ref. FCC File No. BMPCT-5023 Granted 7/17/58
KVLF-TV Ref. FCC File No. BPCT-2618 Granted 1/18/61

©American Map Co., Inc., N.Y., No. 14244

KVKM-TV

Licensee: Tri-Cities Bcstrs., Drawer K. Telephone: Wilson 3-3231.

TWX No.: 915-943-4802

Ownership: John B. Walton, 100%. He also controls radio KVKM.

Began Operation: Dec. 1, 1958. Moved to new site and higher power Feb. 1, 1963.

Represented (sales) by Jack Masla & Co. Inc.; Clyde Melville Co. (Southwest).

Represented (legal) by Cohn & Marks.

Personnel:

J. ROSS RUCKER, general manager & film buyer.
PAT KNIGHT, continuity & traffic.
JEAN WELCH, program director.
NOEL KNIGHT, production director.
A. C. MARTIN, chief engineer.

DIGEST OF RATE CARD NO. 1—(Dec. 1, 1958)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—6:30-10 p.m., daily.

\$200.00 \$120.00 \$95.00 \$70.00 \$55.00 \$40.00 \$32.50 \$25.00

NETWORK BASE HOURLY RATE: \$100.

ARB Total Net Weekly Circulation
(March, 1962) 20,900
ARB breakdown of county coverage, by percentage of net weekly circulation, was compiled before station raised its power. Therefore, it is not included.



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Texas—Nacogdoches

KTES

Ch. 19

[Special affiliation with KTRK-TV,
Houston]

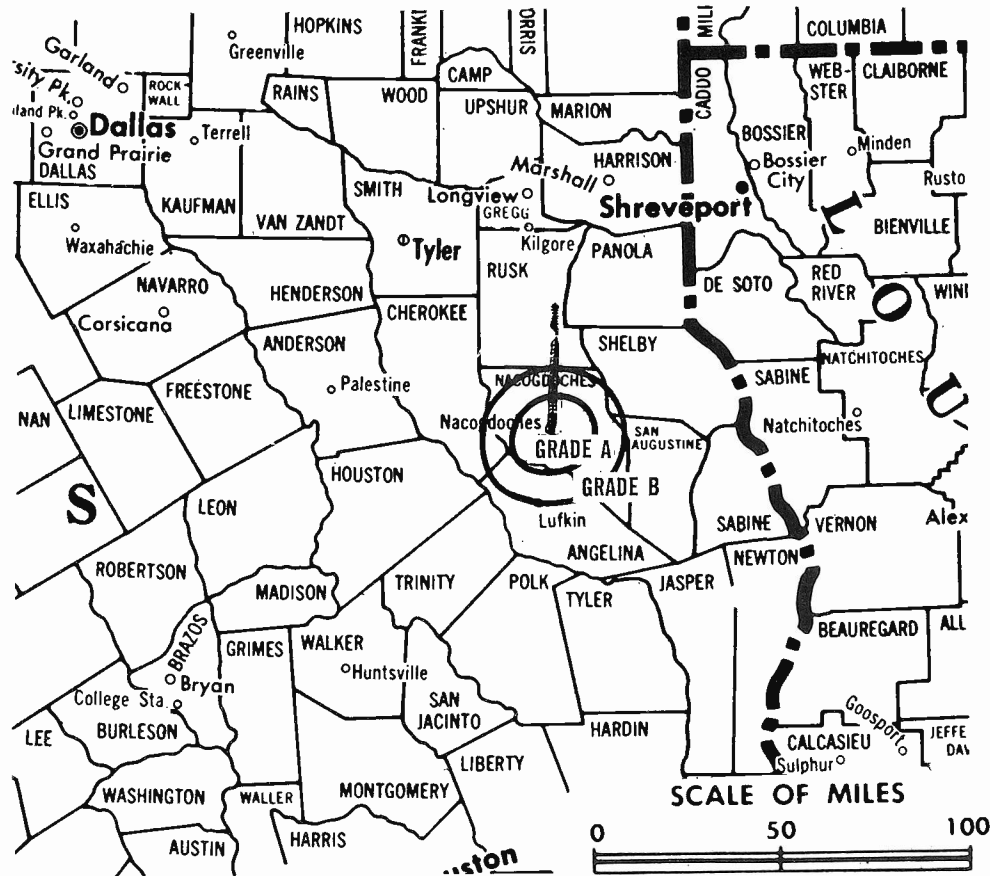
**(Due to Resume Operation
When Network Affiliation
Is Obtained)**

Technical Facilities: Channel No. 19
(500-506 mc). Authorized power:
16.6-kw visual, 9.12-kw aural.
Antenna: 292-ft. above av. ter-
rain, 300-ft. above ground, 660-
ft. above sea level.

Latitude 31° 35' 26"
Longitude 94° 37' 28"

Transmitter: State Hwy. 21, ½-mi.
E of city limits.

FM Affiliate: KELS, 33-kw, 100.1
mc (No. 261), 175-ft. antenna.



KTES Ref: FCC File No. BPCT-2292 Granted 6/20/57

©American Map Co., Inc., N.Y., No. 14244

KTES

Network Service: ABC by way of inter-city relay hookup with
KTRK-TV, Houston (contingent on approval by ABC).

Grantee: East Texas Bcstg. Co. Inc., Box 248.

Studio: State Hwy. 21, ½-mi. E of city limits.

Telephone: Logan 4-4181.

Ownership: G. P. (Pat) Scoggins, owner of business college, 100%.

Began Operation: Sept. 20, 1958, but left air early in July pending
decision on CATV franchise there (Television Digest, Vol. 15:27), then left air again Aug. 25 pending completion of microwave connection and planned to resume in 1960 (Vol. 15:42, 48). Sale to present owner by Lee Scarborough approved July 27, 1960 by FCC (Vol. 16:34).

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Guy C. Hutcheson.

Personnel:

PAUL McDUFFIE, general manager.
PAT SCOGGINS, sales manager.
BOB DUNN, program director.
BASIL BARBEE, chief engineer.

DIGEST OF RATE CARD NO. 1 (Aug. 5, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.	\$75.00	\$50.00	\$30.00	\$25.00	\$15.00	\$10.00	\$7.50 \$5.00

Texas—Odessa



KOSA-TV

Ch. 7

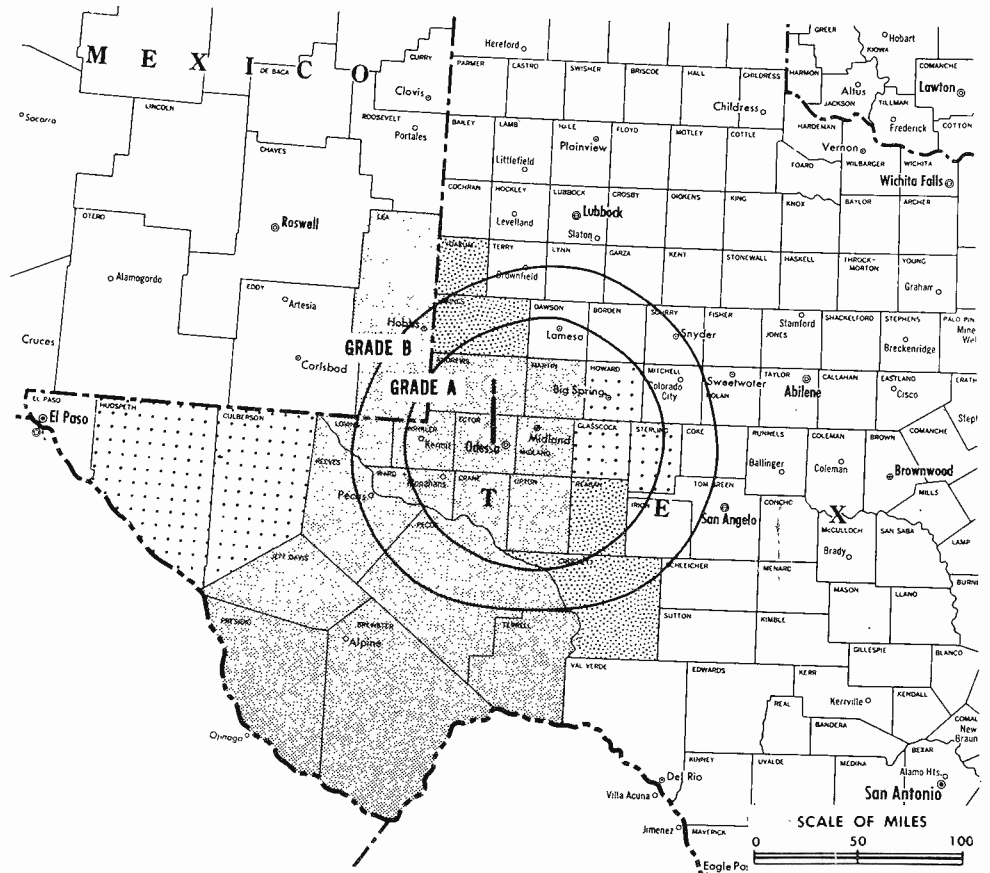


Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 740-ft. above av. terrain, 726-ft. above ground, 3856-ft. above sea level.

Latitude 31° 51' 50.5"
Longitude 102° 34' 41"

Transmitter: Farm Rd. No. 866, 11-mi. W of Odessa.

AM Affiliate: KOSA, .25-kw, 1230 kc.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KOSA-TV Ref: FCC File No. BMPCT-4369 Granted 11/26/56

© American Map Co., Inc., N.Y., No. 14244

KOSA-TV

Licensee: Southwest States Inc., 1211 N. Whitaker.

Studio: 1211 N. Whitaker.

Telephone: Federal 7-8301.

TWX No.: ODESSA 8756.

Ownership: See KVII, Amarillo, Tex.

Began Operation: Jan. 1, 1956.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Ed Talbott, El Paso, Tex.

Personnel:

- CECIL TRIGG, president.
- JOHN VACCA, v.p. & general manager.
- ED COSTELLO, v.p., station & sales manager.
- GEORGE C. COLLIE, v.p. & national sales manager.
- AL HELTON, program manager.
- WM. R. SCHOCK, chief engineer.

DIGEST OF RATE CARD NO. 6
(Sept. 1, 1959)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$90.00*
	\$48.00					

*Class A—20 Sec. \$80.

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW MEXICO			
	Lea	16,000	14,300	90
	TEXAS			
	Andrews	4,100	3,700	89
	Brewster	1,800	1,300	67
	Crane	1,400	1,400	95
	Ector	27,900	25,700	93
	Jeff Davis	500	300	60
	Loving	100	100	96
	Martin	1,400	1,400	93
	Midland	21,300	19,800	93
	Pecos	3,300	2,900	86
	Presidio	1,500	900	58
	Reeves	4,800	4,100	85
	Terrell	800	500	64
Upton	1,800	1,600	86	
Ward	4,200	3,800	90	
Winkler	4,100	3,700	90	
Between 25-50%	TEXAS			
	Crockett	1,200	900	77
	Gaines	3,600	3,300	92
	Reagan	1,100	1,100	96
	Yoakum	2,400	2,300	94
Under 25%	TEXAS			
	Culberson	800	600	76
	Glasscock	400	400	96
	Howard	11,800	11,200	94
	Hudspeth	900	600	66
Sterling	400	300	81	
KOSA-TV Station Total		117,600	106,200	90
ARB Total Net Weekly Circulation (March, 1962)			85,700	

Texas—Port Arthur-Beaumont



KPAC-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 990-ft. above av. terrain, 1022-ft. above ground, 1046-above sea level.

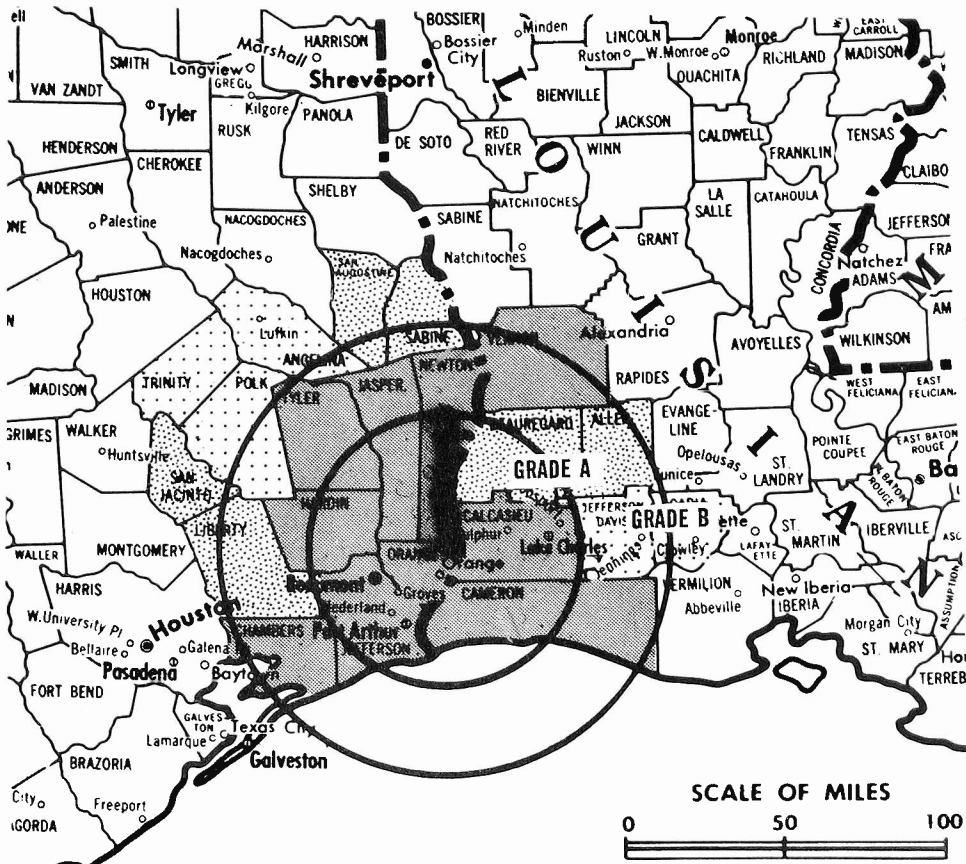
Latitude 30° 12' 58"
Longitude 93° 46' 05"

Transmitter: Hwy. 87, 8-mi. N of Orange, Tex.

AM Affiliate: KPAC, 5-kw (1-kw night), 1250 kc (MBS).

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KPAC-TV Ref: FCC File No. BLCT-1152 Granted 8/1/62

©American Map Co., Inc., N.Y., No. 14244

KPAC-TV

Licensee: Texas Goldcast TV Inc., P.O. Box 1059, Port Arthur.

Studio: 17th & Woodworth Blvd., Port Arthur.

Telephone: Yukon 5-5557.

TWX No.: 713-983-9821.

Ownership: Port Arthur College, 50%; Jefferson Amusement Co., 50%. Texas Goldcoast officers are: Julius M. Gordon, pres. (Jefferson Amusement Co.); Carl D. Levy, secy. (Jefferson Amusement); O. W. Collins, v.p. (Port Arthur College); Earl R. Moxon, treas. (Port Arthur College). Sale to Texas Goldcast approved June 27, 1957 (Television Digest, Vol. 13:22, 26).

Began Operation: Oct. 22, 1957.

Represented (sales) by Blair Television Associates.

Represented (legal) by Fisher, Wayland, Duval & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- JULIUS M. GORDON, president & general manager.
- O. W. COLLINS, vice president.
- MACK NEWBERRY, sales manager.
- JOHN STEGALL, operations manager & film buyer.
- DON DANIELS, chief engineer.

DIGEST OF RATE CARD NO. 6-A (June 11, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:30-10 p.m., daily.	\$450.00	\$270.00	\$180.00			\$110.00	\$90.00 \$54.00

NETWORK BASE HOURLY RATE: \$510.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	LOUISIANA				
		Calcasieu	41,100	37,300	91
		Cameron	1,900	1,700	85
		Vernon	5,300	4,100	76
	TEXAS				
		Hardin	7,300	6,300	85
		Chambers	3,100	2,900	91
		Jasper	6,400	5,300	82
		Jefferson	74,600	69,400	94
		Newton	2,800	2,100	72
	Orange	17,000	15,600	92	
	Tyler	3,200	2,400	75	
Between 25-50%	LOUISIANA				
		Allen	5,500	4,500	81
		Beauregard	5,500	4,200	77
	TEXAS				
		Liberty	9,400	7,800	83
		Sabine	2,200	1,500	67
	San Augustine	2,200	1,600	69	
	San Jacinto	1,800	1,200	62	
Under 25%	LOUISIANA				
		Acadia	13,500	11,500	85
		Jefferson Davis	8,200	7,000	85
	TEXAS				
	Angelina	12,300	10,600	86	
	Polk	4,100	3,100	75	
	Trinity	2,500	1,700	66	
KPAC-TV Station Total			229,900	201,800	88
ARB Total Net Weekly Circulation (March, 1962)				150,800	

Texas—San Angelo



KACB-TV

Ch. 3

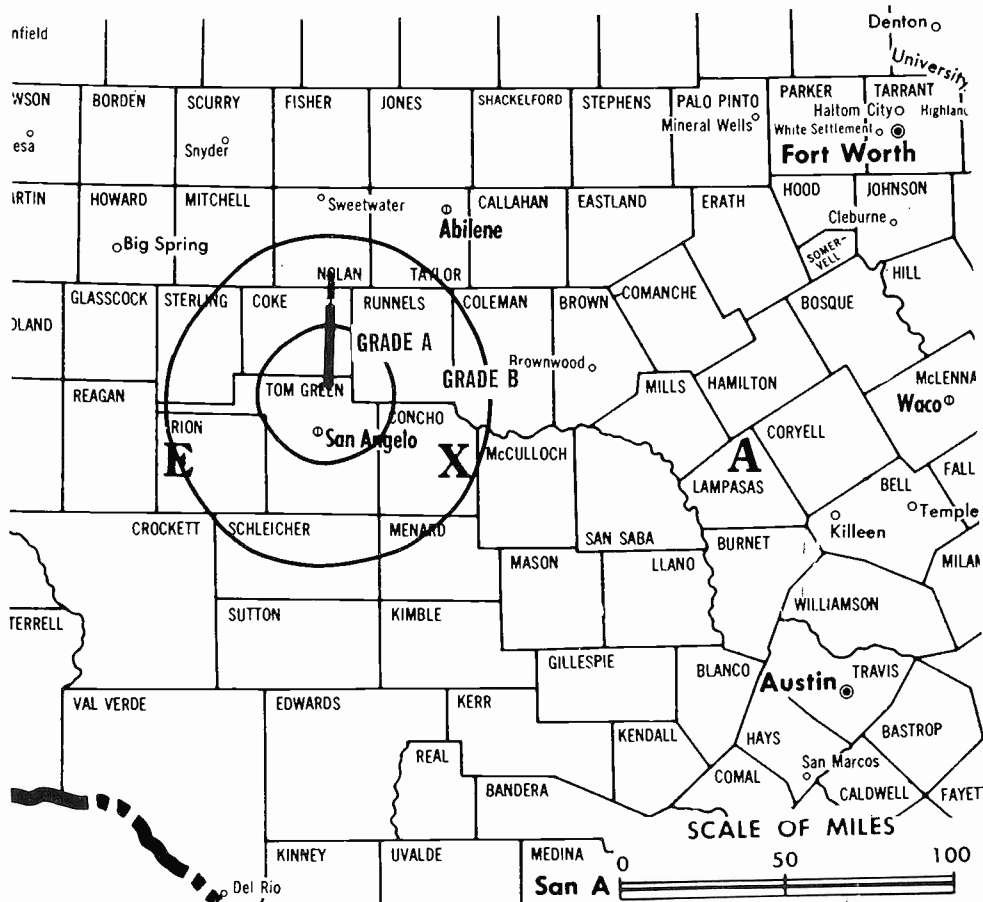
[Satellite of KRBC-TV, Abilene]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 17.87-kw visual, 9-kw aural. Antenna: 596-ft. above av. terrain, 469-ft. above ground, 2719-ft. above sea level.

Latitude 31° 37' 22"

Longitude 100° 26' 14"

Transmitter: 7.7-mi. N of San Angelo, .4-mi. W of State Hwy. 208.



KACB-TV Ref: FCC File No. BLCT-1171 Granted 8/22/62

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KACB-TV

Licensee: Abilene Radio & TV Co., 4510 S. 14th St., Abilene.

Studio: 4510 S. 14th St., Abilene.

Telephone: Owen 2-4242. TWX No.: 915-492-9210.

Ownership: See KRBC-TV, Abilene.

Began Operation: Feb. 8, 1962.

Represented (sales) by Bolling Co.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

WILLIAM TERRY, manager.
CHARLES OLSON, national sales mgr.
NORMAND MANN, program director.
TROY MALLON, chief engineer.

Rates: Sold only in combination with KRBC-TV, Abilene.

NETWORK BASE HOURLY RATE: Combination rate with KRBC-TV (\$325).

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.



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Texas—San Angelo



KCTV

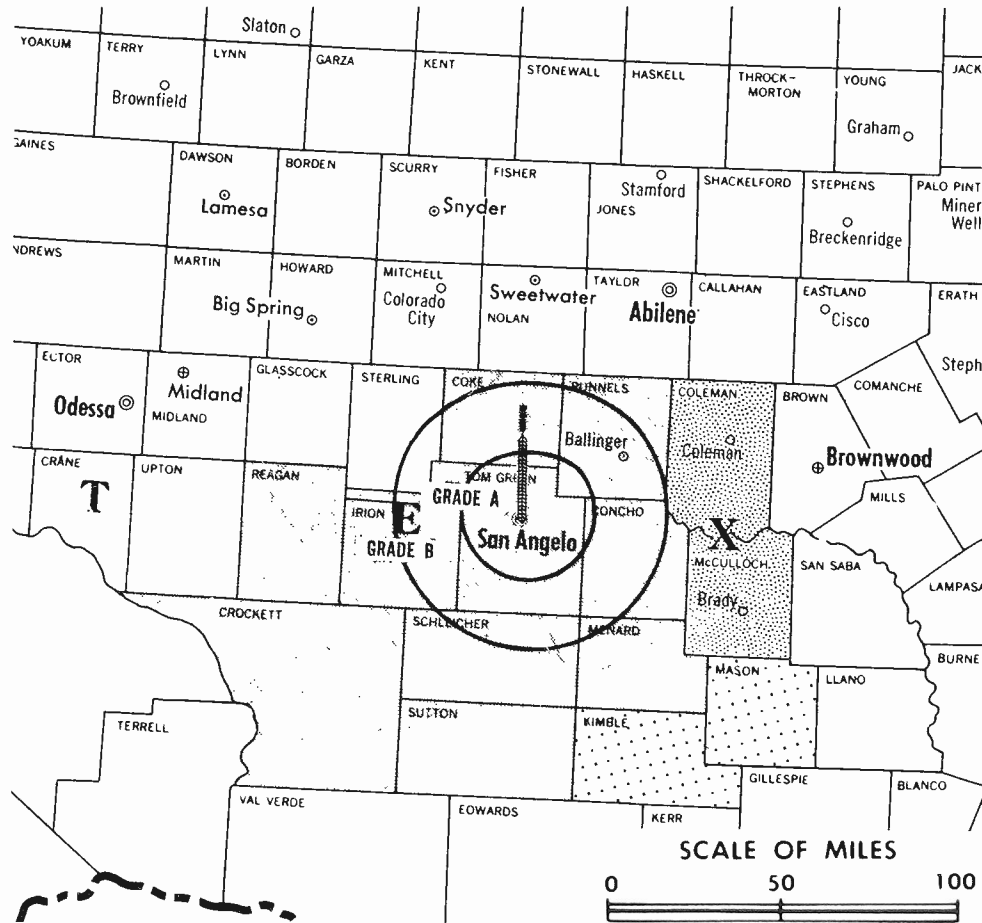
Ch. 8



Technical Facilities: Channel No. 8
(180-186 mc). Authorized power:
26.9-kw visual, 13.5-kw aural.
Antenna: 420-ft. above av. ter-
rain, 443-ft. above ground, 2331-
ft. above sea level.

Latitude 31° 29' 29"
Longitude 100° 26' 03"

Transmitter: 1011 E. 28th St.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KCTV Ref: FCC File No. BMPCT-1052 Granted 4/10/53

©American Map Co., Inc., N.Y., No. 14244

KCTV

Licensee: Westex Television Co., 1011 E. 28th St.

Studio: 1011 E. 28th St.

Telephone: 655-7383.

TWX No.: 915-655-6612.

Ownership: Houston H. Harte, pres., 48.32%; Edward H. Harte, v.p., 48.32%; A. L. Hall, secy., 3.36%. Edward H. & Houston H. Harte also have an interest in San Angelo Standard Inc. and Affiliated Newspapers Inc., which own control of Express Publishing Co., licensee of KENS-TV, San Antonio, Tex.

Began Operation: June 26, 1953. Transfer of 74% to KGKL and R. H. Simmons approved March 13, 1957 by FCC (Television Digest, Vol. 13:2, 11). Transfer of 49% from KGKL to Big Spring Bcstg. Co. effective March 25, 1959. Transfer to present owners approved by FCC Dec. 4, 1962 (BPTC-4160).

Represented (sales) by Venard, Rintoul & McConnell Inc., Clyde Melville Co. (Southwest).

Personnel:

J. HARLEY HUBBARD, exec. v.p., general manager & film buyer.

R. E. DeLOACH, business manager.

CHARLES CATHEY, production manager.

AL COBB, program director.

LARRY CHARLESWORTH, chief engineer.

DIGEST OF RATE CARD NO. 4 (March 1, 1960)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-10:30 p.m., daily.	\$225.00	\$135.00	\$90.00	\$57.00	\$42.00	\$35.00
					\$21.00	

NETWORK BASE HOURLY RATE: \$200 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Coke	1,100	1,000	89
	Concho	1,200	1,100	87
	Crockett	1,200	900	77
	Runnels	4,700	4,200	88
	Irion	400	400	77
	Menard	1,000	500	48
	Reagan	1,100	1,100	96
	Schleicher	900	800	82
	Sutton	1,100	700	63
Tom Green	19,700	17,600	90	
Between 25-50%	TEXAS			
	Coleman	4,400	3,900	88
	McCulloch	3,000	2,100	69
Under 25%	TEXAS			
	Kimble	1,300	900	62
	Mason	1,300	900	64
KCTV Station Total		42,400	36,100	85
ARB Total Net Weekly Circulation (March, 1962)			28,200	



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Texas—San Antonio



KENS-TV

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1392-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

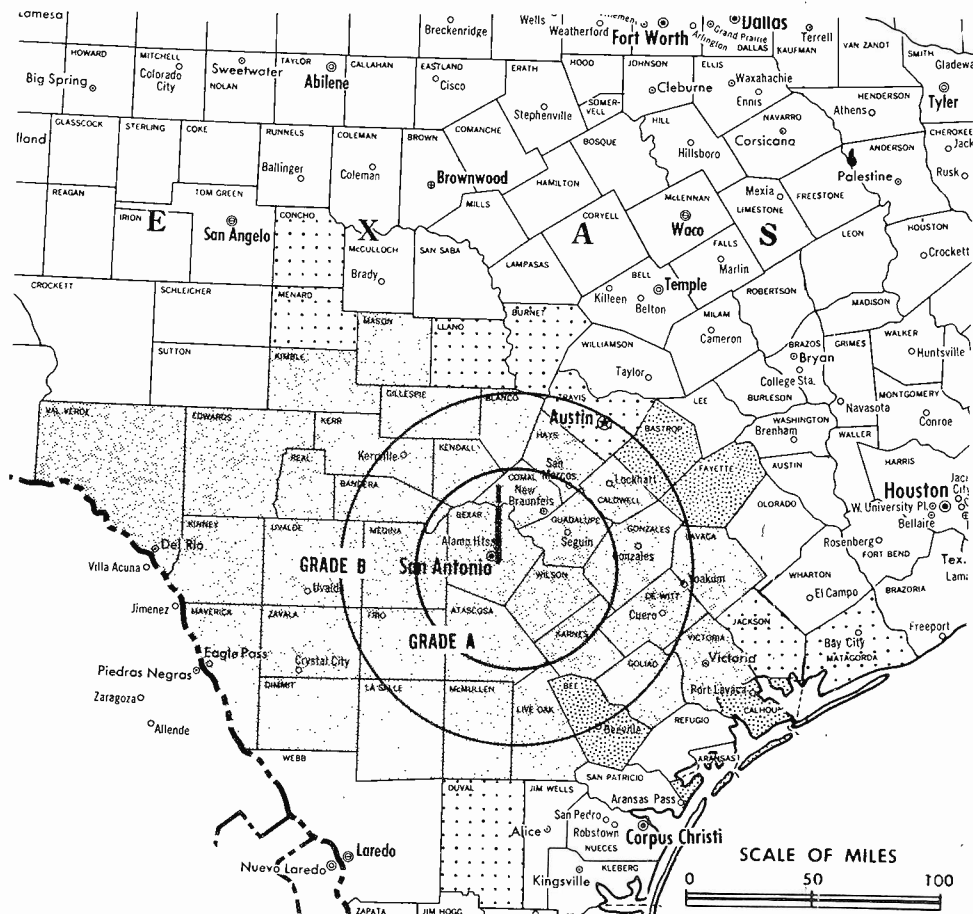
Latitude 29° 16' 07"

Longitude 98° 15' 55"

Transmitter: Stewart Rd., 4-mi. NE of Elmendorf, Tex.

Studio: Ave. E & Fourth St.

TV tape: Recording facilities.



Total Households: © SRDS
 Consumer Market Data as of 1/1/62.
 TV Homes: TV% and Net Weekly Circulation
 © 1962 American Research Bureau.

KENS-TV Ref: FCC File No. BPCT-2305 Granted 8/1/57

©American Map Co., Inc., N.Y., No. 14244

KENS-TV

Licensee: Express Publishing Co., Ave. E & Fourth St. (zone 6).

Telephone: Capitol 5-7411. TWX No.: SA 100.

Ownership: 99.2% of stock held by Corpus Christi Caller and Times, Abilene Reporter-News, San Angelo Standard-Times and Affiliated Newspapers Inc. (35.8% owner of San Antonio Express and News). These are all Harte-Hanks newspapers. Houston H. and Edward H. Harte own 50% of KCTV, San Angelo, Tex.) and are buying out other stockholders.

Began Operation: Feb. 15, 1950. Transfer to present owners from owners of San Antonio Express and News approved by FCC July 3, 1962. Sale to San Antonio Express and News by Storer Bcstg. Co., which acquired it in Oct. 1951, approved by FCC Oct. 27, 1954 (Television Digest, Vol. 7:30, 41; 10:15, 22, 26, 44).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Loucks & Jansky.

Represented (engineering) by Jansky & Bailey.

Personnel:

- FRANK G. HUNTRESS JR., president.
- ELMER O. WAYNE, exec. v.p. & general manager.
- WILLIAM LYDLE, national sales manager.
- DICK DICKERSON, local sales manager.
- ALBERT DULLNIG, production manager.
- WM. J. JACKSON, chief engineer.

DIGEST OF RATE CARD NO. 12

(April 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—7-10 p.m., daily.

\$800.00 \$480.00 \$320.00 \$240.00 \$220.00 \$200.00 \$120.00

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Atascosa	4,900	4,000	81
	Bandera	1,400	1,300	88
	Bexar	189,700	168,500	89
	Blanco	1,200	1,000	83

Net Weekly Circulation

State County

Total Households

TV Homes %

TEXAS—(Continued)

Caldwell	5,100	4,200	82
Comal	5,900	5,200	87
De Witt	6,400	4,900	75
Dimmit	2,300	1,300	58
Edwards	700	500	64
Frio	2,500	1,800	71
Gillespie	3,300	2,300	69
Goliad	1,600	1,200	75
Gonzales	5,400	4,300	81
Guadalupe	8,300	6,900	83
Hays	5,300	4,500	85
Karnes	3,900	3,100	79
Kendall	1,900	1,500	77
Kerr	5,200	4,100	78
Kimble	1,300	900	62
Kinney	700	400	53
La Salle	1,500	1,100	68
Lavaca	6,300	4,000	62
Live Oak	2,100	1,700	82
McMullen	400	300	81
Mason	1,300	900	64
Maverick	3,300	1,800	52
Medina	5,000	4,100	81
Real	700	400	53
Uvalde	4,700	3,600	76
Val Verde	6,500	4,600	70
Victoria	13,500	11,000	82
Wilson	3,600	2,700	76
Zavala	2,800	1,700	59

Over 50%

Between 25-50%

TEXAS

Aransas	2,200	2,100	90
Bastrop	5,300	4,100	78
Bee	6,300	5,000	80
Calhoun	4,500	3,700	82
Fayette	6,700	3,800	56

Under 25%

TEXAS: Burnet, Concho, Duval, Jackson, Llano, Matagorda, Menard, Travis.

KENS-TV Station Total	417,800	351,500	84
ARB Total Net Weekly Circulation (March, 1962)		265,800	

Texas—San Antonio



KONO-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1483-ft. above av. terrain, 1505-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 11"
Longitude 98° 15' 31"

Transmitter: 4.5-mi. ENE of Elmen-dorf, Tex.

TV tape: Recording facilities.

AM Affiliate: KONO, 5-kw (1-kw night), 860 kc.

FM Affiliate: KITY, 19-kw, 92.9 mc (No. 225), 450-ft. antenna height.

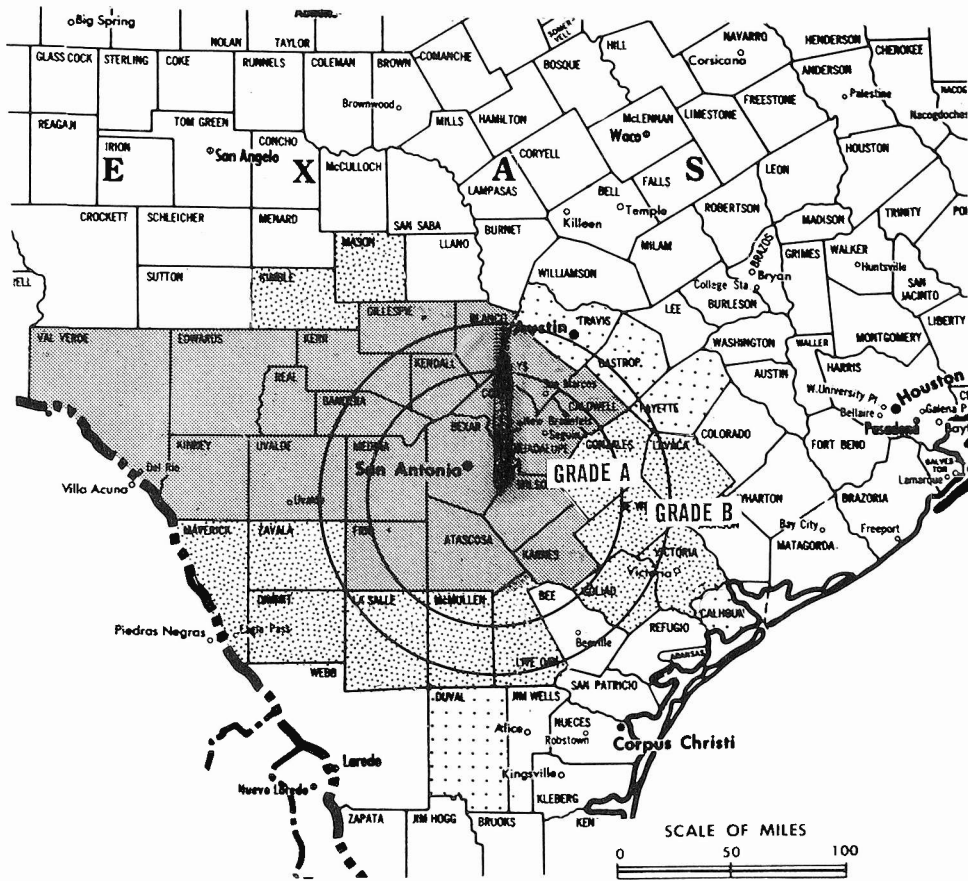
ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KONO-TV Ref: FCC File No. BPCT-2892 Granted 9/27/61

©American Map Co., Inc., N.Y., No. 14244

KONO-TV

Licensee: Mission Telecasting Corp., 1408 N. St. Mary's St., San Antonio 6.

Studio: 1408 N. St. Mary's St. Telex: 076-415.

Telephone: Capitol 6-7611.

TWX No.: SA 122.

Ownership: Mission Broadcasting Co., 50%; Eugene J. Roth, chairman; James M. Brown, v.p.; Bob A. Roth, secy.-treas.; Jack Roth, pres.; Joe R. Straus, 13%; James Calvert, 10%; Lafayette Ward, 7.5%; Leslie D. Flowers, 7.5%; Sylvan Lang, 5%; L. A. Douglas, 5%; Jesse H. Oppenheimer, 2%. Mission Bcstg. is licensee of KONO, its stockholders are Eugene J. Roth, Bob A. Roth, Jack Roth, Mrs. Florence Pink & James M. Brown.

Began Operation: Jan. 21, 1957.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Welch, Mott & Morgan.

Personnel:

BOB A. ROTH, president & commercial manager.
EUGENE J. ROTH, chairman, exec. committee.
JAMES M. BROWN, v.p. & general manager.
JACK ROTH, asst. general manager.
W. PERRY DICKEY, program manager & film buyer.
KATIE FERGUSON, program coordinator.
KEY HERBERT, news director.
LOUIS C. CATALANO, art director.
GEORGE W. ING, engineering director.
LARRY BECKMAN, chief engineer.

DIGEST OF RATE CARD NO. 5 (March 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.
\$825.00 \$495.00 \$330.00 \$245.00 \$210.00 \$190.00 \$105.00

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Atascosa	4,900	4,000	81
	Bandera	1,400	1,300	88
	Bexar	189,700	168,500	89
	Blanco	1,200	1,000	83
	Caldwell	5,100	4,200	82
	Comal	5,900	5,200	87
	Edwards	700	500	64
	Frio	2,500	1,800	71
	Gillespie	3,300	2,300	69
	Guadalupe	8,300	6,900	83
	Hays	5,300	4,500	85
	Karnes	3,900	3,100	79
	Kendall	1,900	1,500	77
	Kerr	5,200	4,100	78
	Kinney	700	400	53
Medina	5,000	4,100	81	
Real	700	400	53	
Uvalde	4,700	3,600	76	
Val Verde	6,500	4,600	70	
Wilson	3,600	2,700	76	
Between 25-50%	TEXAS			
	De Witt	6,400	4,900	75
	Dimmit	2,300	1,300	58
	Goliad	1,600	1,200	75
	Gonzales	5,400	4,300	81
	Kimble	1,300	900	62
	La Salle	1,500	1,100	68
	Lavaca	6,300	4,000	62
	Live Oak	2,100	1,700	82
	McMullen	400	300	81
Mason	1,300	900	64	
Maverick	3,300	1,800	52	
Victoria	13,500	11,000	82	
Zavala	2,800	1,700	59	
Under 25%	TEXAS: Aransas, Bastrop, Calhoun, Duval, Fayette, Travis.			
KONO-TV Station Total	392,800	331,100	84	
ARB Total Net Weekly Circulation (March, 1962)		234,100		

Texas—San Antonio

KWEX-TV

[formerly KUAL-TV]

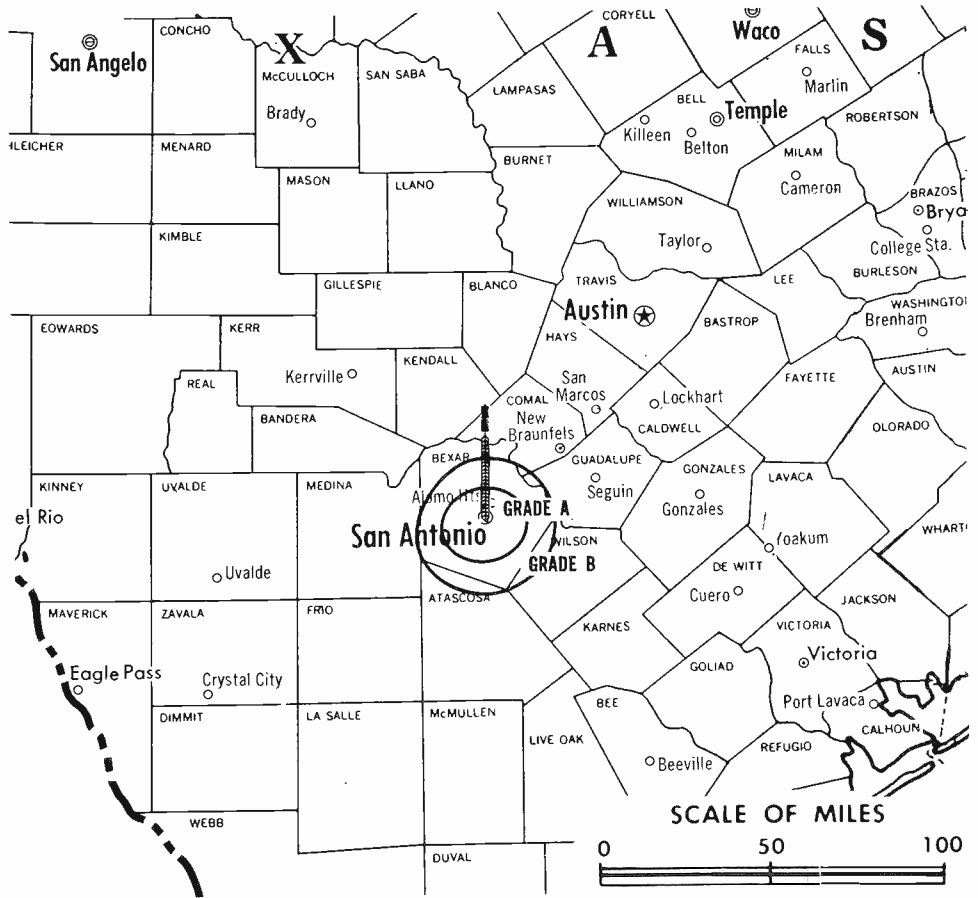
Ch. 41

[Spanish language outlet]

Technical Facilities: Channel No. 41
(632-638 mc). Authorized power:
11-kw visual, 6-kw aural. Antenna:
500-ft. above av. terrain,
598-ft. above ground, 1218-ft.
above sea level.

Latitude 29° 25' 03''
Longitude 98° 29' 26''

Transmitter: 111 Martinez St.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KUAL-TV Ref: FCC File No. BMPCT-2866 Granted 3/18/55

©American Map Co., Inc., N.Y., No. 14244

KWEX-TV

Network Service: None, independent. Spanish language outlet
(Spanish International Broadcasting Network).

Licensee: Spanish International Bcstg. Corp., 111 Martinez St.

Studio: 111 Martinez St.

Telephone: Capitol 7-4141.

Ownership: Frank Fouce, 20%; Rene Anselmo, v.p., 35%; Edward
J. Noble, 20%; Emilio Azcarraga, 20%; Julian M. Kaufman,
5%. Also owns KMEX-TV, Los Angeles, Cal.

Began Operation: June 2, 1955. Sale as KUAL-TV to present
owner by Raoul A. Cortez and associates approved by FCC Dec.
6, 1961 (Television Digest, Vol. 17:35, 2:1).

Represented (sales) by Spanish International Network Sales Inc.,
247 Park Ave., New York 17.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

FRANK FOUCE, president.
RENE ANSELMO, vice president.
EMILIO NICOLAS, general manager.
J. MICHAEL MULLINS, sales manager.
ELIJIO GUZMAN, chief engineer.
LEONARDO GARCIA, production manager.
AMALIA RODRIGUEZ, office manager.
MELCHOR SANCHEZ, news director.
HECTOR RODRIGUEZ, sports director.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 or 30 Sec.	10 Sec.
Class A—5-11 p.m., daily.	\$160.00	\$96.00	\$64.00	\$48.00	\$40.00	\$30.00
					\$30.00	\$20.00

Sample size for this station's coverage area is not
sufficient to meet the ARB standards required to
report a net weekly circulation.



PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE

Texas—San Antonio



WOAI-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1476-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 10"
Longitude 98° 15' 55"

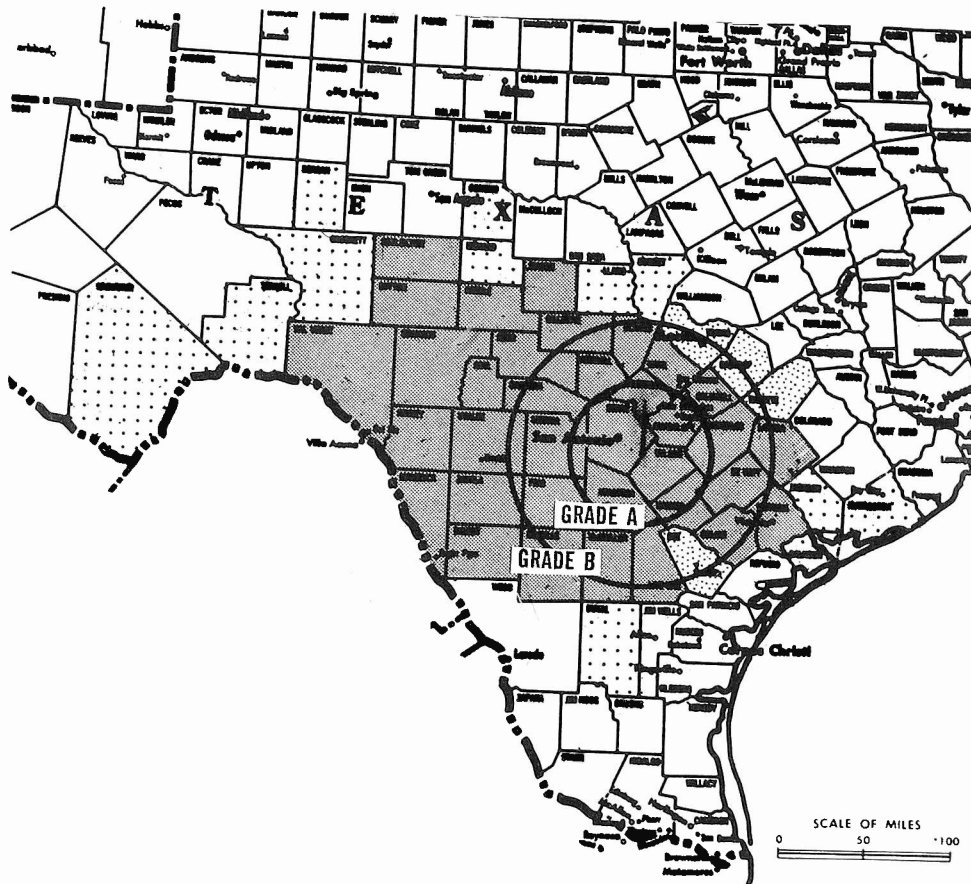
Transmitter: Stewart Rd., NE of Elmendorf, Texas.

Studio: 1031 Navarro St.

TV tape: Recording facilities.

AM Affiliate: WOAI, 50-kw, 1200 kc (NBC).

Represented (engineering) by A. D. Ring & Assoc.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WOAI-TV Ref: FCC File No. BPCT-2297 Granted 8/1/57

©American Map Co., Inc., N.Y., No. 14244

WOAI-TV

Licensee: Southland Industries Inc., 1031 Navarro St., San Antonio 6.

Telephone: Capitol 7-4221. TWX No.: SA 37.

Ownership: Hugh Halff Jr., chairman 52.6%; estate of Hugh A. L. Halff, 15.8%; G. A. C. Halff Foundation, 31.6%.

Began Operation: Dec. 11, 1949.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

JAMES M. GAINES, president & general manager.
GEORGE C. BEAURY, v.p. & treasurer.
CHARLES L. JEFFERS, v.p. & director of engineering.
EDWARD V. CHEVIOT, v.p. & station manager.
JOHN BAADE JR., local sales manager.
ROBERT REED, program manager.
FRENCH FERGUSON JR., production manager.
CHARLES LARKINS, promotion manager.
AL ANDERSON, news director.
BILL McREYNOLDS, farm director.
FAYE LEAVITT, film manager & buyer.

DIGEST OF RATE CARD NO. 20—(Feb. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.	\$850.00	\$500.00	\$325.00	\$225.00	\$235.00	\$210.00 \$125.00

Color—rates on request.

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	TEXAS			
	Atascosa	4,900	4,000	81
	Bandera	1,400	1,300	88
	Bexar	189,700	168,500	89
	Blanco	1,200	1,000	83
	Caldwell	5,100	4,200	82
	Comal	5,900	5,200	87

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
TEXAS—(Continued)				
Over 50%	De Witt	6,400	4,900	75
	Dimmit	2,300	1,300	58
	Edwards	700	500	64
	Frio	2,500	1,800	71
	Gillespie	3,300	2,300	69
	Goliad	1,600	1,200	75
	Gonzales	5,400	4,300	81
	Guadalupe	8,300	6,900	83
	Hays	5,300	4,500	85
	Karnes	3,900	3,100	79
	Kendall	1,900	1,500	77
	Kerr	5,200	4,100	78
	Kimble	1,300	900	62
	Kinney	700	400	53
	La Salle	1,500	1,100	68
	Lavaca	6,300	4,000	62
	Live Oak	2,100	1,700	82
	McMullen	400	300	81
	Mason	1,300	900	64
	Maverick	3,300	1,800	52
	Medina	5,000	4,100	81
	Real	700	400	53
	Schleicher	900	800	82
Sutton	1,100	700	63	
Uvalde	4,700	3,600	76	
Val Verde	6,500	4,600	70	
Victoria	13,500	11,000	82	
Wilson	3,600	2,700	76	
Zavala	2,800	1,700	59	

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	TEXAS			
	Bastrop	5,300	4,100	78
	Bee	6,300	5,000	80
	Fayette	6,700	3,800	56
Travis	62,000	55,200	89	

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Under 25%	TEXAS: Aransas, Brewster, Burnet, Calhoun, Concho, Crockett, Duval, Jackson, Llano, Matagorda, Menard, Reagan, Terrell.			
	WOAI-TV Station Total	424,700	356,800	84
	ARB Total Net Weekly Circulation (March, 1962)	273,800		

Texas—Sweetwater-Abilene



KPAR-TV



Ch. 12

[Affiliated with KLBK-TV, Lubbock]

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 155-kw visual, 77-kw aural. Antenna: 925-ft. above av. terrain, 565-ft. above ground, 3045-ft. above sea level.

Latitude 32° 24' 47.7"
Longitude 100° 06' 24.8"

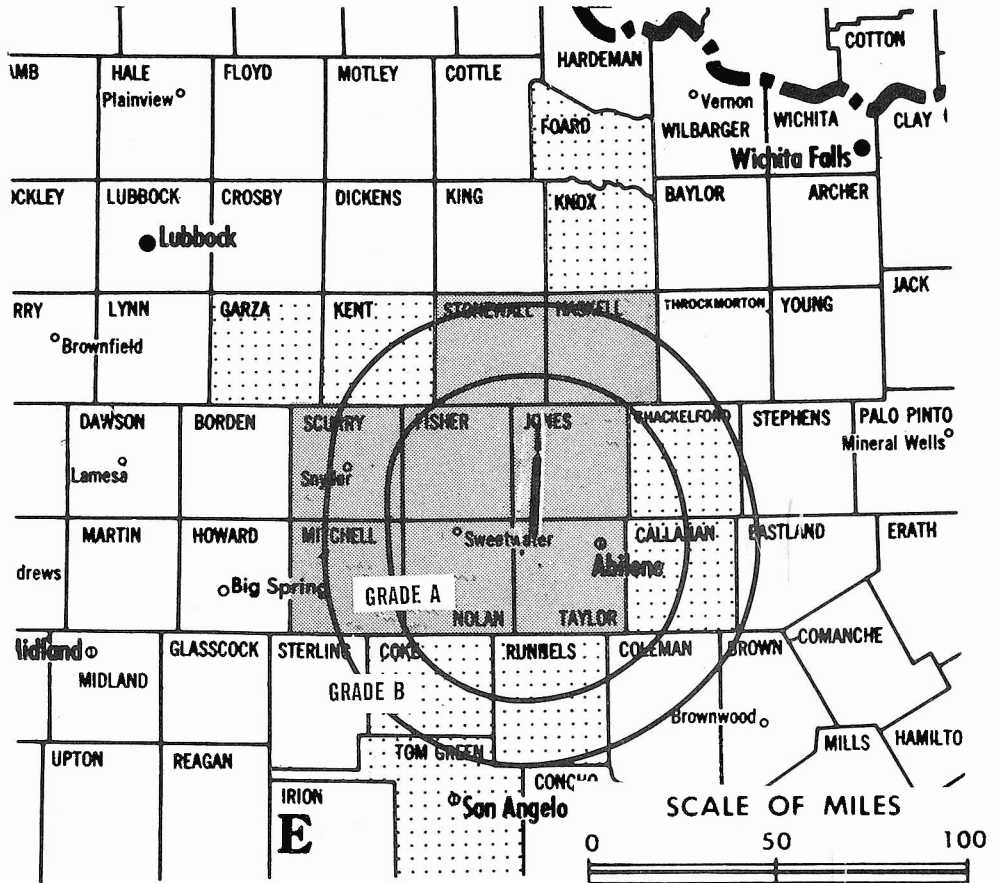
Transmitter: 6.8-mi. SW of Merkel off U.S. 80.

Studio: 6.8-mi. SW of Merkel off U.S. 80.

Abilene Studios: Westgate Shopping Capital.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KPAR-TV Ref: FCC File No. BMPCT-5021 Granted 4/25/58

©American Map Co., Inc., N.Y., No. 14244

KPAR-TV

Licensee: Texas Key Broadcasters Inc., P.O. Box 588, Abilene.
Telephone: Owen 2-2222 (Abilene). TWX No.: LU 8111 (Lubbock).

Ownership: See KLBK-TV, Lubbock. Note: Optioned under 10-year lease to Texas Key Broadcasters Inc., with Texas Key holding option to purchase 50% interest in 1970 (Television Digest, Vol. 16:42, 45) by owners of KLBK-TV, Lubbock, Tex.

Began Operation: Jan. 30, 1956.

Represented (sales) by Advertising Time Sales Inc.

Represented (legal) by Eliot C. Lovett.

Represented (engineering) by Kear & Kennedy.

Personnel:
JAMES M. ISAACS, pres. & station manager.
JOHN HENRY, national sales manager.
DICK ELAM, business manager & secy.-treas.

DIGEST OF RATE CARD NO. G-3

(Jan. 1, 1963)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:59-10 p.m., daily.	\$300.00	\$195.00	\$135.00	\$105.00	\$90.00	\$55.00 \$27.50

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Fisher	2,500	2,200	85
	Haskell	3,600	3,100	86
	Jones	6,300	5,700	90
	Mitchell	3,400	2,900	86
	Nolan	6,000	5,500	91
	Scurry	5,900	5,300	90
	Stonewall	1,000	900	93
Taylor	30,600	28,200	93	
Between 25-50%	None Between 25-50%			
	Under 25%			
Under 25%	TEXAS			
	Callahan	2,800	2,500	89
	Coke	1,100	1,000	89
	Foard	1,000	1,000	90
	Garza	2,000	1,800	89
	Runnels	4,700	4,200	88
	Kent	600	600	93
	Knox	2,500	2,100	84
Shackelford	1,400	1,200	84	
Tom Green	19,700	17,600	90	
KPAR-TV Station Total		95,100	85,800	90
ARB Total Net Weekly Circulation (March, 1962)			48,000	

Texas—Temple-Waco



KCEN-TV



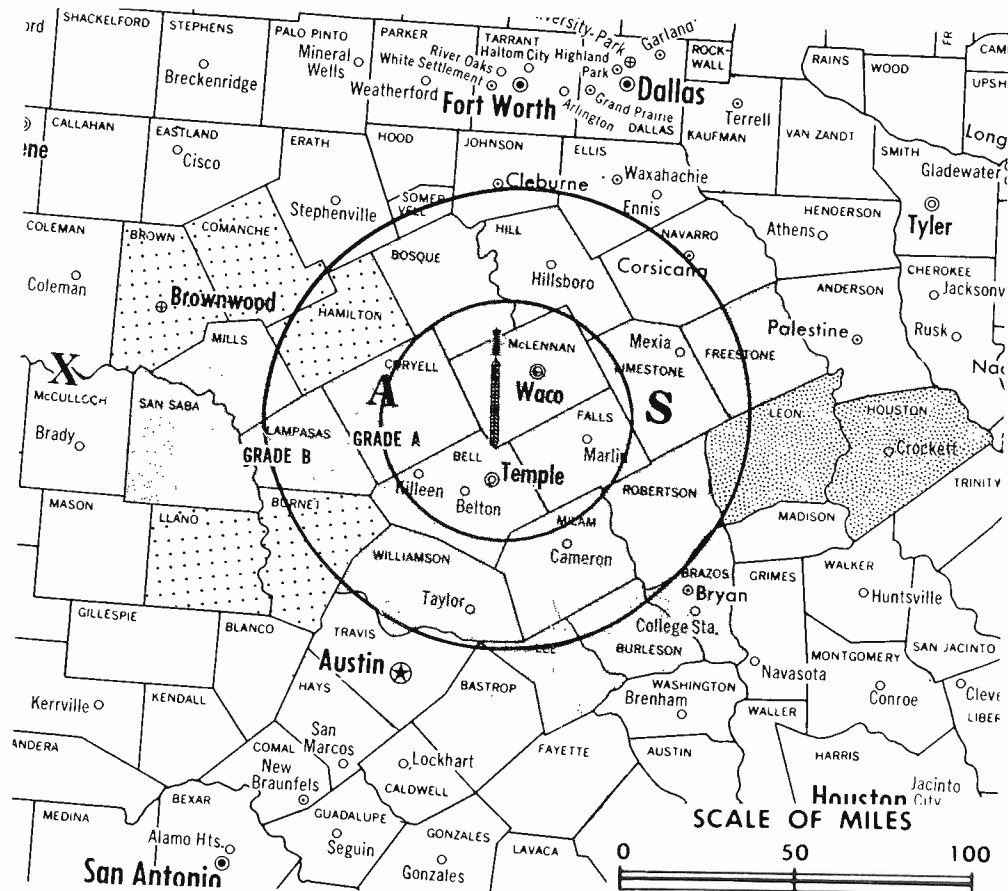
Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 830-ft. above av. terrain, 833-ft. above ground, 1549-ft. above sea level.

Latitude 31° 17' 06"

Longitude 97° 15' 34"

Transmitter: Hwy. 81, Eddy, Tex., 14-mi. N of Temple.



Total Households: © SRDS
 Consumer Market Data as of 1/1/62.
 TV Homes: TV% and Net Weekly Circulation
 © 1962 American Research Bureau.

KCEN-TV Ref: FCC File No. BMPCT-1085 Granted 5/19/53

©American Map Co., Inc., N.Y., No. 1424

KCEN-TV

Licensee: Channel 6 Inc., Box 188, 17 Third St., Temple.
 Waco Office: 506 Professional Bldg. Telephone: Plaza 6-0332.
 Studio: Hwy. 81, Eddy, Tex., 14-mi. N of Temple.
 Telephones: Prospect 3-6868, Temple; Plaza 3-1846, Waco.
 TWX No.: Eddy Tex 8486.

Ownership: Bell Publishing Co., owner of Channel 6 Inc. Frank W. Mayborn, pres. & 95% owner is pres. and 95% owner of Bell Publishing Co. (Temple Daily Telegram); pres. & 90% owner of Bell Broadcasting Co. (licensee of KTEM, Temple); Red River Valley Publishing (Sherman Democrat) & Realty Companies, Sherman; Killeen Publishing Co. (Killeen Herald); Taylor Newspapers Inc. (Taylor Press and Times). C. A. Schulz owns 5% of Bell Publishing.

Began Operation: Nov. 1, 1953.
 Represented (sales) by Blair Television Associates Inc.
 Represented (legal) by Fisher, Wayland, Duvall & Southmayd.
 Represented (engineering) by W. G. Egerton.

Personnel:
 BURTON BISHOP, general manager.
 J. T. BOLDING, comptroller.
 JIM GREGG, regional sales manager.
 CURTIS CASEY, chief engineer.

DIGEST OF RATE CARD NO. 6
 (July 1, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.	\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00 \$40.00
NETWORK BASE HOURLY RATE:	\$400.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Bell	26,200	23,800	91
	Bosque	3,800	3,300	85
	Brazos	12,400	10,600	86
	Burleson	3,500	2,500	70
	Coryell	6,100	5,500	90
	Falls	6,600	5,400	82
	Freestone	4,000	3,200	77
	Hill	8,100	6,900	86
	Lampasas	3,100	2,700	88
	Lee	2,800	2,200	78
	Limestone	6,100	4,900	79
	McLennan	46,400	41,800	91
	Milam	7,100	5,600	79
Mills	1,600	1,300	76	
Robertson	4,900	4,000	81	
San Saba	2,200	1,800	80	
Williamson	10,700	9,100	85	
Between 25-50%	TEXAS			
	Houston	5,400	3,900	71
	Leon	3,100	2,100	67
Under 25%	TEXAS			
	Brown	8,500	6,700	79
	Burnet	3,000	2,700	90
	Comanche	4,400	3,300	75
	Hamilton	3,100	2,500	81
Llano	1,900	1,600	82	
KCEN-TV Station Total		185,000	157,400	85
ARB Total Net Weekly Circulation (March, 1962)			115,000	

Texas—Tyler-Longview

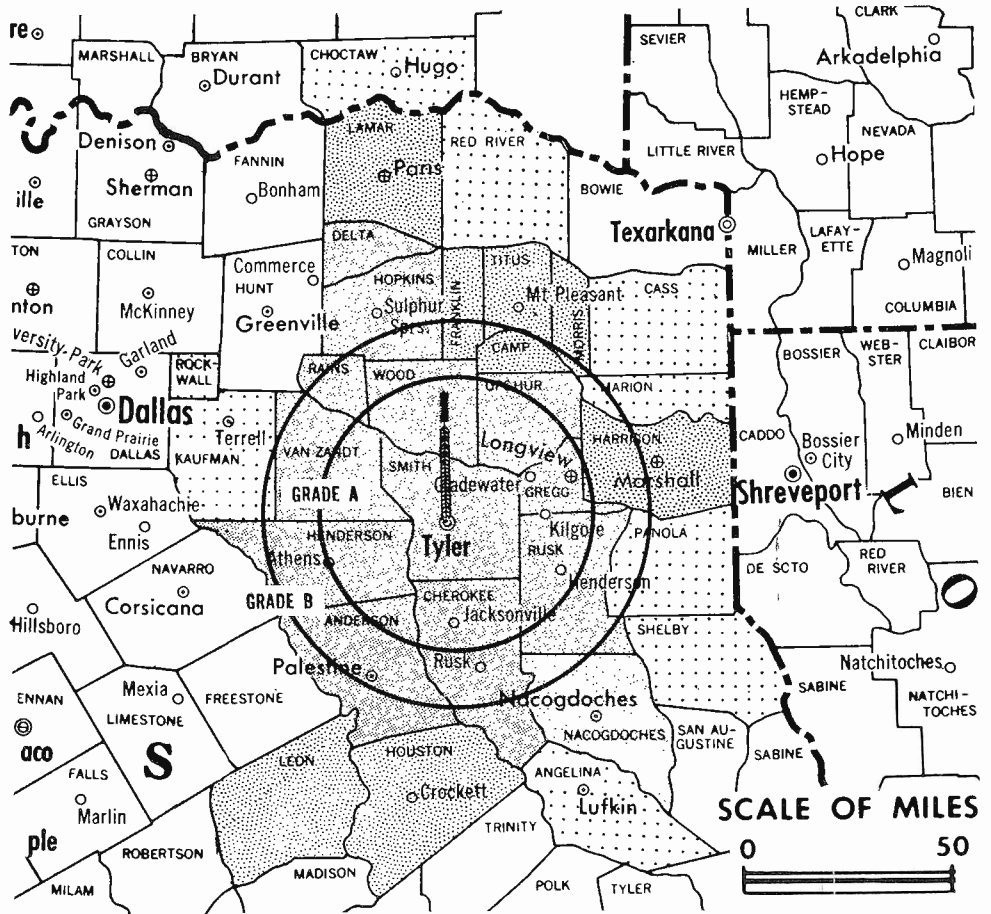
abc NB KLTV
Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 214-kw aural. Antenna: 520-ft above av. terrain, 495-ft. above ground, 1050-ft. above sea level.

Latitude 32° 21' 06"
Longitude 95° 16' 00"

Transmitter: Kilgore Hwy. East.
Studio: Kilgore Hwy. East.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KLTV Ref: FCC File No. BPT-2172 Granted 8/30/56

©American Map Co., Inc., N.Y., No. 14244

KLTV

Network Service: ABC, NBC.

Licensee: Channel 7 Inc., P.O. Box 957, Tyler.

Telephone: Lyric 2-3873. TWX No.: TY 8672.

Ownership: Lucille Buford, 49%; Marshall Pengra, 20%; 10% each: Robert Paschal Buford, Gerald Barber Buford, Geoffrey Ross Buford; John Lenox, .5%; Hudson Collins, .5%. Same interests also own KTRE-TV, Lufkin, Tex. (KTRE).

Began Operation: Oct. 14, 1954.

Represented (sales) by The Bolling Co. Inc.

Personnel:

MARSHALL H. PENGRA, general manager.
BONNIE LENOX, program director & film buyer.
ROBERT J. CUTTING, news director.
HUDSON COLLINS, chief engineer.
JOHN LENOX, sales manager.
KIP KIPPENBROCK, production director.

DIGEST OF RATE CARD NO. 4
(July 1, 1961)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—6:29-9:31 p.m., daily.
\$300.00 \$180.00 \$120.00 \$90.00 \$66.00 \$60.00 \$39.50

NETWORK BASE HOURLY RATE: \$275 (ABC), \$325 effective June 1, 1963; \$325 (NBC).



**THE MIGHTY HERCULES
THE MIGHTIEST
NEW CARTOON SERIES**

TRANS-LUX TELEVISION CORPORATION
NEW YORK . . . CHICAGO . . . HOLLYWOOD

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Anderson	8,900	7,300	82
	Cherokee	9,700	7,600	78
	Delta	2,000	1,600	78
	Grego	21,900	19,300	88
	Henderson	6,900	5,700	82
	Hopkins	6,400	5,300	83
	Nacogdoches	8,500	6,500	76
	Rains	1,200	1,000	83
	Rusk	11,200	9,500	85
	Smith	26,600	23,200	88
Between 25-50%	Upshur	5,900	5,000	84
	Van Zandt	6,400	5,300	82
	Wood	5,800	4,900	84
	TEXAS			
	Camp	2,500	1,900	76
	Franklin	1,700	1,400	78
	Harrison	13,100	10,900	83
	Houston	5,400	3,900	71
Under 25%	Lamar	11,400	7,800	69
	Leon	3,100	2,100	67
	Morris	3,700	3,300	87
	Titus	5,400	4,500	82
	OKLAHOMA			
	Choctaw	5,200	3,500	66
	TEXAS			
	Angelina	12,300	10,600	86
	Cass	7,000	5,900	85
	Kaufman	8,500	7,100	84
Marion	2,400	1,900	77	
Panola	5,000	4,200	82	
Red River	5,100	3,600	71	
Rockwall	1,800	1,600	85	
Shelby	6,400	4,900	77	
KLTV Station Total		221,400	181,300	82
ARB Total Net Weekly Circulation (March, 1962)			97,000	

Texas—Waco



Ch. 10

[Affiliated with KBTX-TV,
Bryan, Texas]

Technical Facilities: Channel No. 10
(192-198 mc). Authorized power:
257-kw visual, 128-kw aural. An-
tenna: 1140-ft. above av. terrain,
1080-ft. above ground, 1749-ft.
above sea level.

Latitude 31° 24' 15"
Longitude 97° 12' 26"

Transmitter: 8-mi. S. of Waco on
Hwy. 81.

AM Affiliate: KWTX, .25-kw, 1230 kc
(MBS).

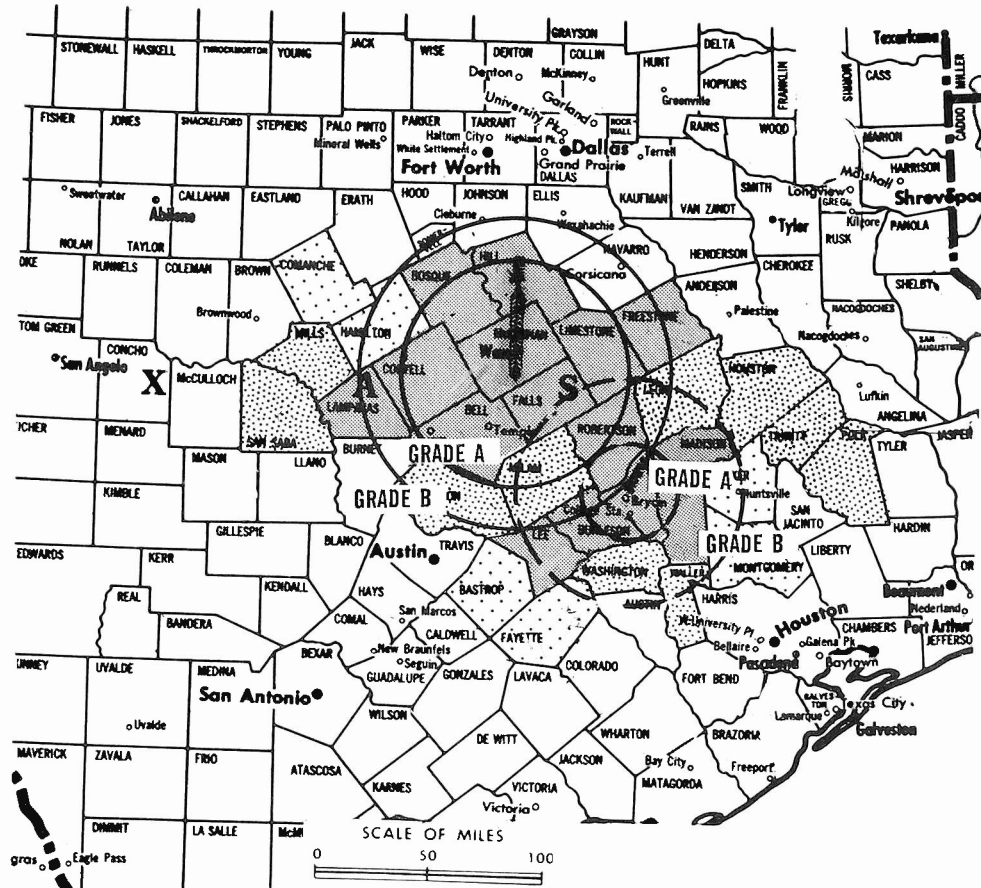
ARB Data: Net weekly circulation
percentages in table below were
compiled before station changed to
present facilities.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KWTX-TV Ref: FCC File No. BPCT—2866 Granted

KBTX-TV Ref: FCC File No. BPCT—2210 Granted 11/8/56

©American Map Co., Inc., N.Y., No. 14244

KWTX-TV

Network Service: ABC, CBS.

Licensee: KWTX Broadcasting Co., Box 7128, Triangle Station,
Waco.

Studio: 4520 Bosque Blvd.

Telephone: Plaza 6-4451.

TWX No.: WC 8480.

Ownership: W. W. Naman, chairman, 13.76%; M. N. Bostick,
pres., 9.10%; R. E. Levy, secy.-treas., 8.62%; T. D. Stribling,
v.p., 6.26%; R. M. Sams, 9.78%; H. E. Howell, 10.12%; W. W.
Callan, 9.78%; E. S. Chase, 3.73%; LBJ Co., 29.05%. Note:
KWTX Broadcasting Co. owns 50% KBTX-TV, Bryan; 79%
radio KNAL, Victoria; 75% KXII, Ardmore, Okla. M. N. Bostick
is also 10% owner of KBTX-TV, Bryan; 15.10% owner KXII &
21.053% owner radio KNAL. For other interests of LBJ Co., see
KRGV-TV, Weslaco, Tex.

Began Operation: April 3, 1955.

Represented (sales) by Venard, Torbet & McConnell Inc.

Personnel:

M. N. (BUDDY) BOSTICK, pres., gen. mgr. & film buyer.
PETE McNEE, national & regional sales manager.
RALPH WEBB, program director.
BILL DOVER, production manager.
JOHN WATKINS, farm & garden editor.
MARVEL RUSSELL, woman's editor.

DIGEST OF RATE CARD NO. 3 (March 1, 1958)


Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10:30 p.m., daily.	\$375.00	\$225.00	\$150.00	\$131.25	\$93.75	\$75.00
	\$37.50					

This rate includes bonus station KBTX-TV, Bryan, Tex.

NETWORK BASE HOURLY RATE: \$400 (ABC), \$325 (CBS). Com-
bination rate with KBTX-TV, Bryan, \$400 (CBS).

	Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%		TEXAS			
		Bell	26,200	23,800	91
		Bosque	3,800	3,300	85
		Brazos	12,400	10,600	86
		Burleson	3,500	2,500	70
		Coryell	6,100	5,500	90
		Falls	6,600	5,400	82
		Freestone	4,000	3,200	77
		Grimes	3,900	2,900	73
		Hill	8,100	6,900	86
		Lampasas	3,100	2,700	88
		Lee	2,800	2,200	78
		Limestone	6,100	4,900	79
		Madison	2,100	1,600	72
	McLennan	46,400	41,800	91	
	Robertson	4,900	4,000	81	
Between 25-50%		TEXAS			
		Houston	5,400	3,900	71
		Leon	3,100	2,100	67
		Milam	7,100	5,600	79
		Mills	1,600	1,300	76
		Polk	4,100	3,100	75
		San Saba	2,200	1,800	80
		Trinity	2,500	1,700	66
		Waller	3,100	2,500	79
		Washington	6,000	4,100	67
	Williamson	10,700	9,100	85	
Under 25%		TEXAS			
		Bastrop	5,300	4,100	78
		Comanche	4,400	3,300	75
		Fayette	6,700	3,800	56
		Hamilton	3,100	2,500	81
		Montgomery	8,100	6,700	82
		Walker	3,100	2,500	79
KWTX-TV & KBTX-TV Station Totals			216,500	179,400	83
ARB Total Net Weekly Circulation (March, 1962)				81,000	

Texas—Weslaco

abc **NB KRGV-TV** 
Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 750-ft. above av. terrain, 791-ft. above ground, 845-ft. above sea level.

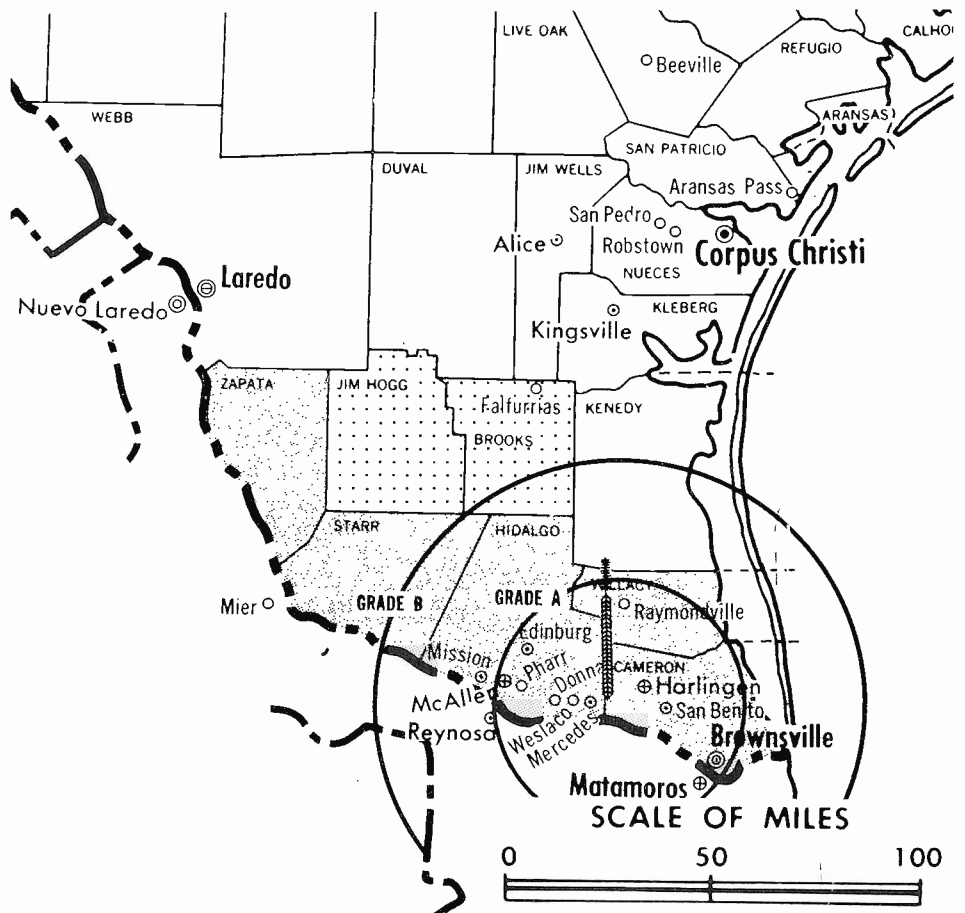
Latitude 26° 09' 54"
Longitude 97° 48' 45"

Transmitter: La Feria, Tex., 7-mi. SW of Harlingen.

Studio: 309 S. Missouri St.

TV tape: Recording facilities.

AM Affiliate: KRGV, 5-kw, 1290 kc (NBC).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KRGV-TV Ref: FCC File No. BPC7-2236 Granted 2/5/57

©American Map Co., Inc., N.Y., No. 14244

KRGV-TV

Network Service: ABC, NBC.

Licensee: Kenco Enterprises, Box 626, Weslaco.

Telephone: WO 8-3131. TWX No.: 072.

Ownership: Same as Sioux Falls (S.D.) Argus-Leader.

Began Operation: April 10, 1954. Sale to Kenco Enterprises by LBJ Co. approved by FCC Oct. 18, 1961. (Television Digest, Vol. 17:35, BALCF-167). LBJ Co. acquired full control of TV and radio when FCC approved sale of remaining 50% by O. L. Taylor (Vol. 14:12, 14). Original 50% of TV acquired by LBJ from Taylor after FCC approved transfer April 4, 1956 (Vol. 12:11, 14), with LBJ exercising option April 1, 1957 on 50% of radio.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Cohn & Marks.

Personnel:

STODDARD P. JOHNSTON, president & general manager.
CHARLES L. BROOKS, v.p. & station manager.
T. MARSHALL WEAVER, sales manager.
LEIGH CARDWELL, news director.
FRED NOBLE, operations director.
CHARLIE RANKIN, farm director.
HANK PAGE, director, continuity & promotion.
SALLYE JONES, traffic.
LEWIS HARTWIG, chief engineer.

DIGEST OF RATE CARD NO. 6 (Sept. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.	
Class AA—6:30-9:30 p.m., daily.	\$400.00	\$235.00	\$155.00	\$115.00	\$72.00	\$60.00	\$36.00
NETWORK BASE HOURLY RATE: \$350 (ABC), \$350 (NBC).							

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Cameron	36,500	28,500	78
	Hidalgo North	37,100	28,000	76
	Hidalgo South	4,500	3,400	76
	Starr	3,800	2,300	61
	Willacy	4,600	3,500	77
	Zapata	1,000	600	52
Between 25-50%	None	Between 25-50%		
Under 25%	TEXAS			
	Brooks	2,200	1,800	80
	Jim Hogg	1,300	900	68
KRGV-TV Station Total		86,500	65,600	76
ARB Total Net Weekly Circulation (March, 1962)			69,000	

Texas—Wichita Falls



KFDX-TV



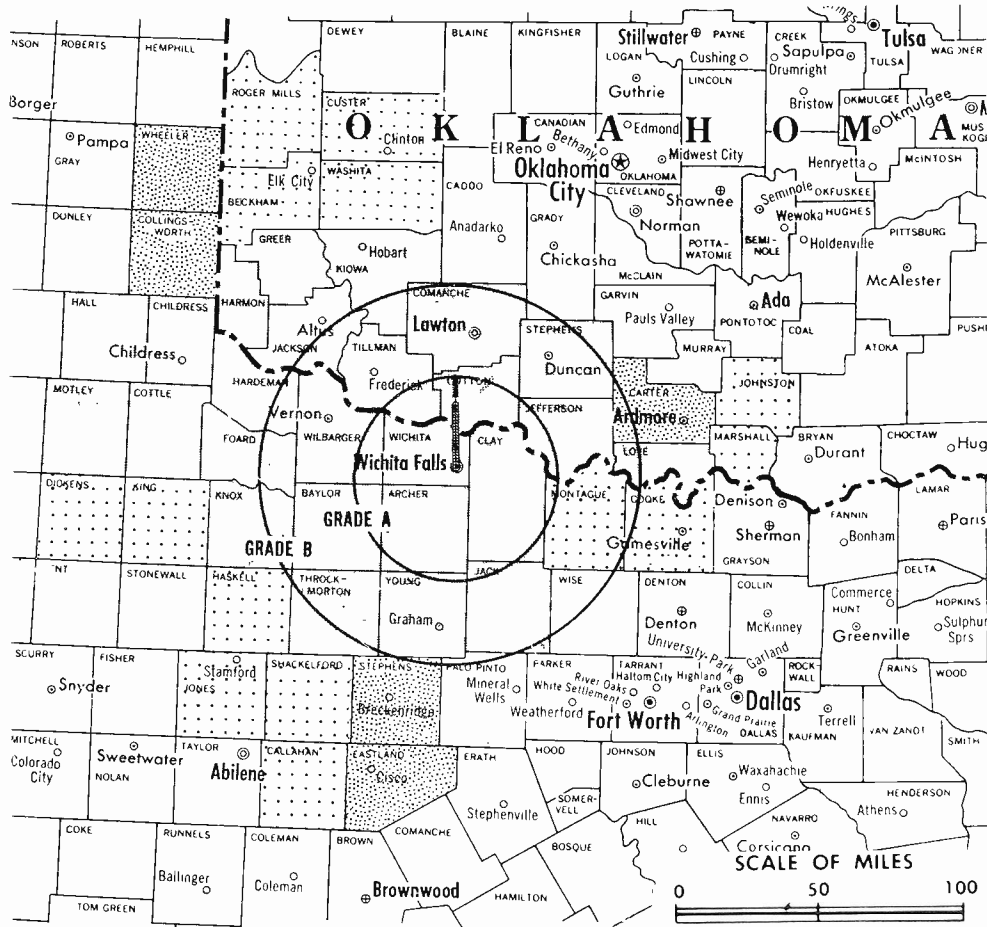
Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 1000-ft. above av. terrain, 1044-ft. above ground, 2049-ft. above sea level.

Latitude 33° 53' 24"
Longitude 98° 33' 30"

Transmitter: Old Seymour Rd.
TV tape: Recording facilities.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KFDX-TV Ref: FCC File No. BPCT-2546 Granted 1/8/59

©American Map Co., Inc., N.Y., No. 14244

KFDX-TV

Licensee: Wichtex Radio & Television Co., Box 2040.

Studio: Old Seymour Rd.

Telephone: 692-4530. TWX No.: WF 8363.

Ownership: Darrold A. Cannan, pres., 52.5%; Howard H. Fry, v.p., 20%; Darrold A. Cannan Jr., v.p., 20%; Mayme Kuhfuss, secy.-treas., .83%; 8 others, none holding as much as 3.33%. D. A. Cannan owns stock in KFDM-TV, Beaumont, Tex.

Began Operation: March 29, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (engineering) by George C. Davis.

Personnel:

DARROLD A. CANNAN, president.
HOWARD H. FRY, v.p., sales mgr. & film buyer.
D. A. CANNAN JR., v.p.
JOHN ADAMS, technical director.
TOM CRANE, program director.

DIGEST OF RATE CARD NO. 11
(Sept. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$400.00	\$240.00	\$160.00	\$100.00	\$90.00 \$45.00

NETWORK BASE HOURLY RATE: \$425.



"FELIX THE CAT"
YOUR KIDS AUDIENCE
IS IN THE BAG WITH
—TV's HAPPIEST
CARTOON CHARACTER

HAPPILY DISTRIBUTED BY
TRANS-LUX TELEVISION CORPORATION
NEW YORK . . . CHICAGO . . . HOLLYWOOD

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OKLAHOMA			
	Comanche	24,400	22,400	92
	Cotton	2,600	2,400	91
	Greer	2,900	2,400	79
	Harmon	1,900	1,600	84
	Jackson	9,200	8,400	91
	Jefferson	2,900	2,600	88
	Kiowa	5,100	4,500	88
	Love	1,900	1,600	84
	Stephens	12,500	11,400	91
	Tillman	4,800	4,200	89
	TEXAS			
	Archer	1,900	1,900	94
	Baylor	2,000	1,900	94
	Childress	2,800	2,400	85
	Clay	2,800	2,600	93
	Cottle	1,400	1,100	80
	Foard	1,000	1,000	90
	Hall	2,400	1,800	74
Hardeman	2,800	2,300	82	
Jack	2,600	2,400	90	
Knox	2,500	2,100	84	
Motley	1,000	700	68	
Throckmorton	1,000	800	81	
Wichita	36,800	34,800	95	
Wilbarger	5,700	5,400	95	
Young	5,800	5,200	89	
Between 25-50%	OKLAHOMA			
	Carter	13,000	11,400	88
	TEXAS			
	Collingsworth	2,000	1,400	69
	Eastland	7,100	5,900	82
Stephens	3,100	2,600	83	
Wheeler	2,700	2,000	73	
Under 25%	OKLAHOMA: Beckham, Custer, Johnston, Marshall, Roger Mills, Washita. TEXAS: Callahan, Cooke, Dickens, Haskell, Jones, King, Montague, Shackelford.			

KFDX-TV Station Total 221,900 197,900 89
ARB Total Net Weekly Circulation (March, 1962) 125,900

Texas—Wichita Falls



KSYD-TV



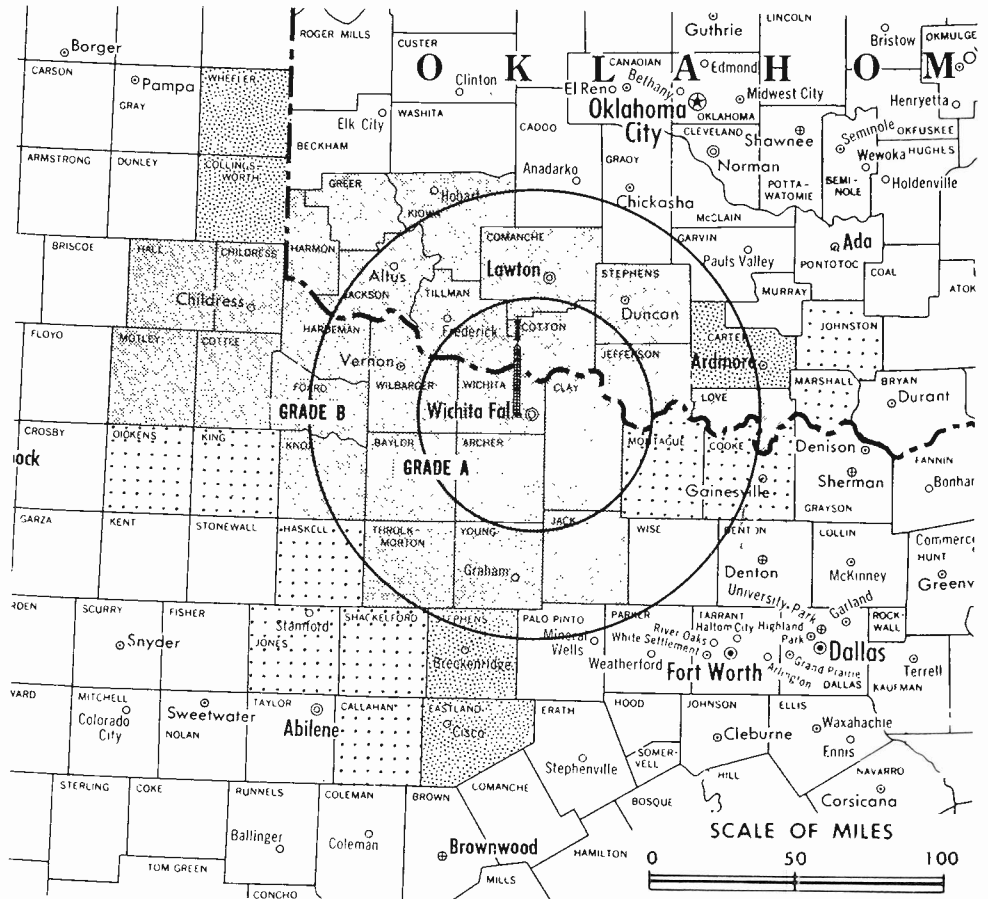
Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1021-ft. above av. terrain, 1028-ft. above ground, 2046-ft. above sea level.

Latitude 33° 54' 04"
Longitude 98° 32' 21"

Transmitter: Seymour St., 2.5-mi. W of center of Wichita Falls.

TV tape: Recording facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KSYD-TV Ref: FCC File No. BPCT-2553 Granted 1/14/59

© American Map Co., Inc., N.Y., No. 14244

KSYD-TV

Licensee: KSYD Television Co. Inc., Box 130.

Studio: Seymour St., 2.5-mi. W of center of Wichita Falls.

Telephone: 322-6957. TWX No.: WF 8388.

Ownership: Sidney A. Grayson, pres., 15%; Nat Levine, secy.-treas., 22.37%; Irving L. Gold, v.p., 11.18½%; Murray Gold, 11.18½%; Lee Pension Fund, 22.37%; KSYD-TV Treasury stock, 17.89%. Ownership interlocks with KLBK-TV, Lubbock. See listing for KLBK-TV for other stations that it operates. Note: Sale of KSYD-TV to Paul Harron pends.

Began Operation: March 1, 1953 as KWFT-TV. Sale to present owners by E. H. Rowley theater chain family and 1/3 owner Kenyon Brown approved Jan. 11, 1956 by FCC (Television Digest, Vol. 11:46, 48 & 12:2).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Wilner, Bergson, Scheiner & Lessenco.

Personnel:

THEODORE SHANBAUM, chairman of the board.
SIDNEY A. GRAYSON, president, gen. mgr. & film buyer.
STUART KLEIN, station & national sales mgr.
NAT LEVINE, secy.-treas.
MRS. BILLIE FOREMAN, traffic manager.
HERBERT WILEY, chief engineer.

DIGEST OF RATE CARD NO. 8 (Mar. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	ID*
Class A—6:30-10 p.m., Sun.-Fri.; 7:01-10:30 p.m., Sat.	\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$100.00 \$60.00

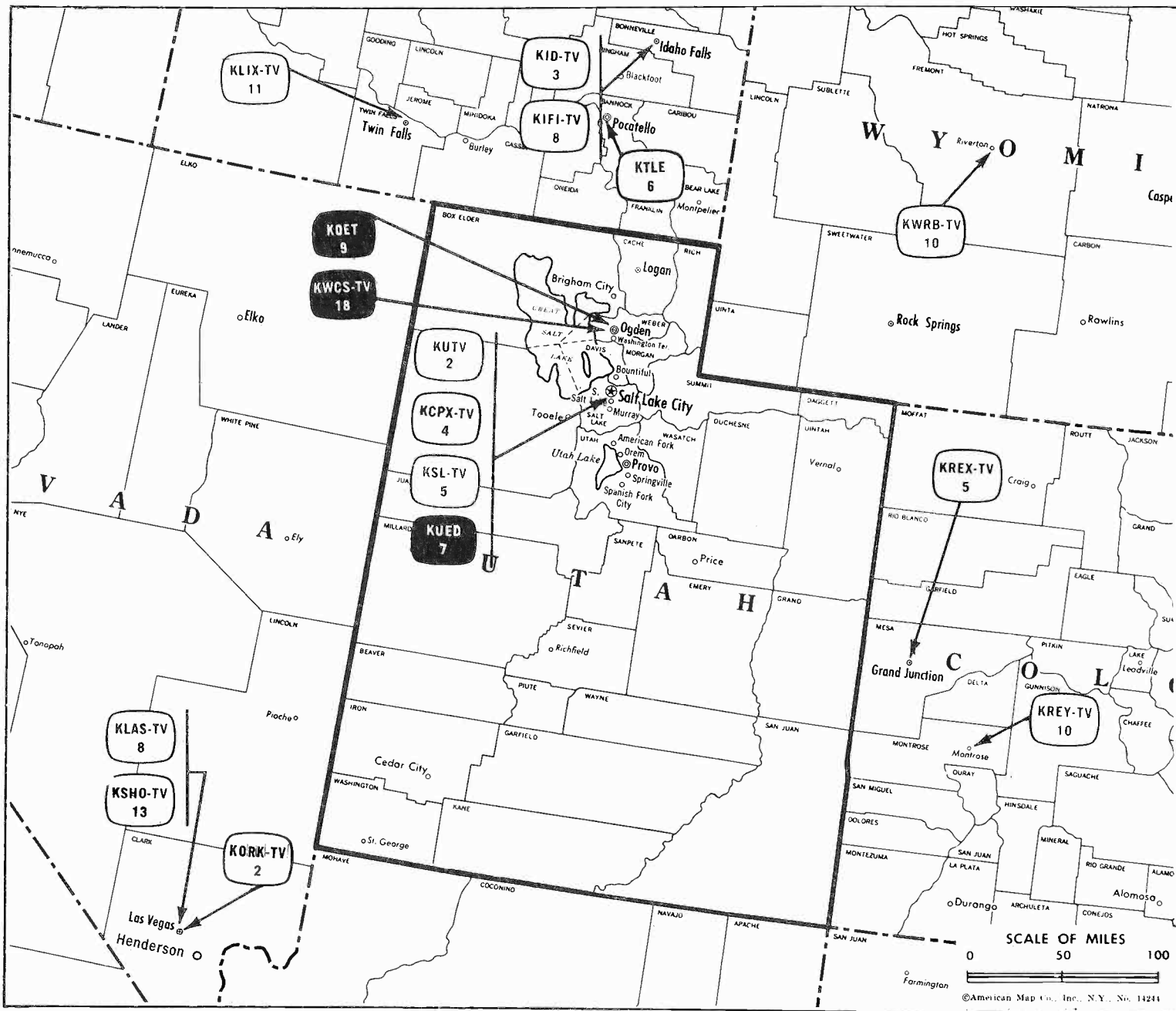
*Also has a Class AA announcement rate: (6:59-10:01 p.m., Mon.-Sat.; 6:29-10:01 p.m., Sun.): Min. or 20 Sec. \$100, ID \$60.
Class A (6:30-10:30 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat.).

NETWORK BASE HOURLY RATE: \$425.

For Other TV Station Sales,
see Sales and Transfers Section.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OKLAHOMA			
	Comanche	24,400	22,400	92
	Cotton	2,600	2,400	91
	Greer	2,900	2,400	79
	Harmon	1,900	1,600	84
	Jackson	9,200	8,400	91
	Jefferson	2,900	2,600	88
	Kiowa	5,100	4,500	88
	Love	1,900	1,600	84
	Stephens	12,500	11,400	91
	Tillman	4,800	4,200	89
	TEXAS			
	Archer	1,900	1,900	94
	Baylor	2,000	1,900	94
Between 25-50%	Childress	2,800	2,400	85
	Clay	2,800	2,600	93
	Cottle	1,400	1,100	80
	Foard	1,000	1,000	90
	Hall	2,400	1,800	74
	Hardeman	2,800	2,300	82
	Jack	2,600	2,400	90
	Knox	2,500	2,100	84
	Motley	1,000	700	68
	Throckmorton	1,000	800	81
Under 25%	Wichita	36,800	34,800	95
	Wilbarger	5,700	5,400	95
	Young	5,800	5,200	89
	OKLAHOMA			
	Carter	13,000	11,400	88
TEXAS				
Collingsworth	2,000	1,400	69	
Eastland	7,100	5,900	82	
Stephens	3,100	2,600	83	
Wheeler	2,700	2,000	73	
OKLAHOMA: Johnston, Marshall. TEXAS: Callahan, Cooke, Dickens, Haskell, Jones, King, Montague, Shackelford.				

KSYD-TV Station Total 202,000 180,700 89
ARB Total Net Weekly Circulation (March, 1962) 120,700



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Salt Lake City	189,500	88	324,300	96	292,000	90

Utah Station Status as of Dec. 1, 1962

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
3	0	3
2	1	3
		6

For State Educational Facilities, see page 631.

Utah—Salt Lake City



KCPX-TV



Ch. 4

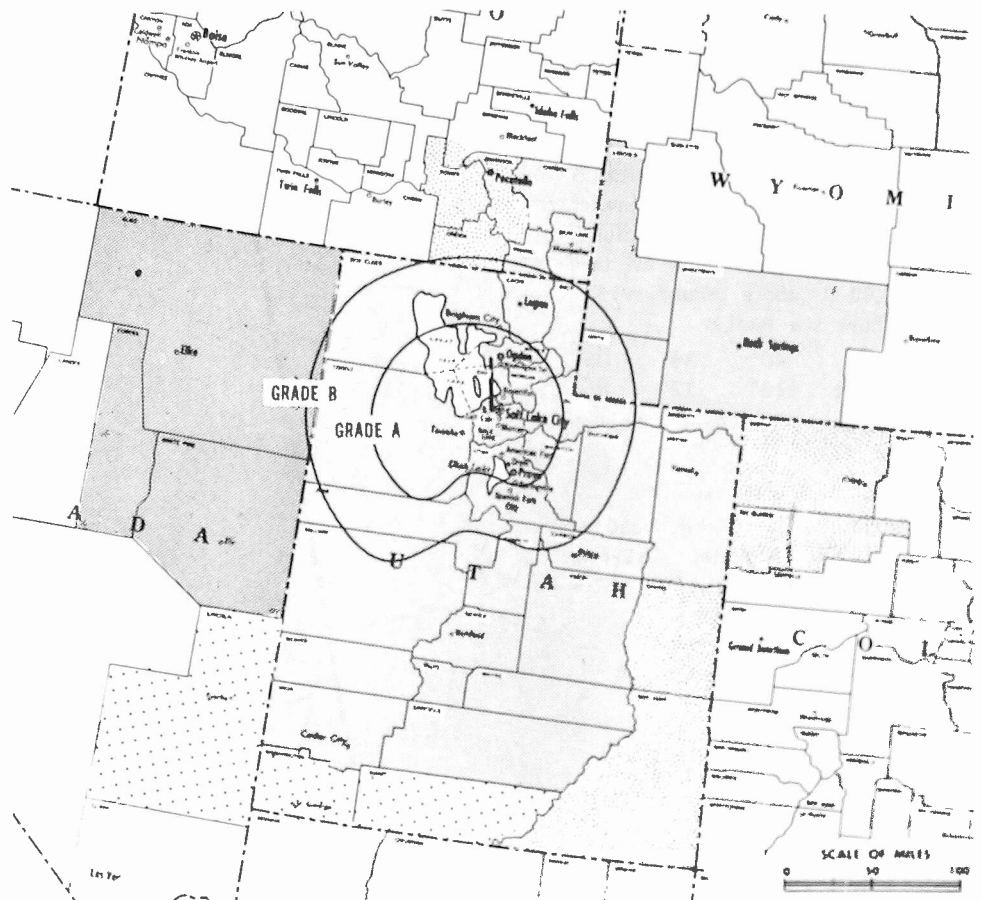
Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 27.15-kw visual, 14.5-kw aural. Antenna: 3030-ft. above av. terrain, 186-ft. above ground, 8684-ft. above sea level.

Latitude 40° 36' 30.5"
Longitude 112° 09' 34"

Transmitter: Mt. Vision.

TV tape: Recording facilities.

AM Affiliate: KCPX, 5-kw, 1320 kc (NBC). FM Affiliate: KCPX-FM, 1.2-kw, 98.7 mc (No. 254), 2970-ft. antenna height.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KCPX-TV Ref: FCC File No. BMPCT-1172 Granted 7/22/53

©American Map Co., Inc. N.Y. No 14244

KCPX-TV

Licensee: Columbia Pictures Electronics Co. Inc., 130 Social Hall Ave., Salt Lake City 11.

Studio: 130 Social Hall Ave.

Telephone: Davis 2-5681. TWX No.: SU 71.

Ownership: Columbia Pictures Electronics Co. Inc., 100%. Note: Subsidiary Screen Gems owns WAPA-TV, San Juan, P.R., which in turn owns 1/3 of WOLE-TV, Aguadilla, P.R. Note: Sale of KCPX-TV to Screen Gems pends FCC approval.

Began Operation: July 1, 1948. Sale to present owners by TLF Bcstrs. Inc. (Time Inc.) approved Nov. 5, 1959 by FCC (Television Digest, Vol. 15:30, 45). Sale to Time Inc. by Intermountain Bcstg. & Television Corp. (S. S. Fox, et al.) approved by FCC June 24, 1953 (Vol. 9:14, 26).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Spearman & Roberson.

Personnel:

- DOUGLAS ELLESON, manager.
- HACK WOOLLEY, sales manager.
- KENNETH J. HANNI, business manager.
- BETSY VAUGHT, promotion director.
- JOHN LAUBER, art director.
- DAN RAINGER, program director, film supervisor & buyer.
- JIM McGRAW, director of engineering.
- ROY GIBSON, news & special events director.

DIGEST OF RATE CARD NO. 18-A

(Oct. 1, 1962)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.

Class AA—7-10 p.m., daily.

\$650.00 \$360.00 \$265.00 \$230.00 \$280.00 \$200.00 \$90.00

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO			
	Bear Lake	2,000	1,800	86
	Caribou	1,600	1,400	86
	Franklin	2,200	2,000	88

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	NEVADA			
	Elko	3,800	2,500	66
	Eureka	300	200	52
	White Pine	3,000	2,500	83
	UTAH			
	Beaver	1,200	1,100	88
	Box Elder	6,800	6,500	95
	Cache	10,000	8,800	88
	Carbon	5,900	5,200	88
	Daggett	400	300	62
	Davis	16,600	15,900	96
	Duchesne	1,800	1,500	80
	Emery	1,500	1,400	89
	Garfield	1,000	600	61
	Iron	3,000	2,200	73
	Juab	1,400	1,300	89
	Millard	2,100	1,900	88
	Morgan	800	700	86
	Piute	400	400	83
	Rich	500	400	81
	Salt Lake	114,700	106,800	94
	Sanpete	3,300	3,000	89
	Sevier	3,000	2,800	92
Summit	1,600	1,500	92	
Tooele	4,800	4,600	95	
Uintah	3,000	2,500	82	
Utah	27,200	24,800	92	
Wasatch	1,400	1,300	85	
Wayne	500	500	91	
Weber	31,800	29,800	94	
WYOMING				
Lincoln	2,500	2,000	76	
Sweetwater	5,500	4,500	81	
Uinta	2,000	1,700	83	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	COLORADO			
	Moffat	2,200	1,600	69
	Rio Blanco	1,500	1,300	83
(Continued on page 631)				

KCPX-TV Station Total	296,300	267,800	90
ARB Total Net Weekly Circulation (March, 1962)		189,500	

Utah—Salt Lake City



KSL-TV

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 33.1-kw visual, 18.2-kw aural. Antenna: 3660-ft. above av. terrain, 90-ft. above ground, 9137-ft. above sea level.

Latitude 40° 39' 35"
Longitude 112° 12' 05"

Transmitter: Coon Peak, Oquirrh Range.

TV tape: Recording facilities.

AM Affiliate: KSL, 50-kw, 1160 kc (CBS). FM Affiliate: KSL-FM, 4-kw, 100.3 mc (No. 262), 3620-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KSL-TV Ref: FCC File No. BMPCT—2506 Granted 10/11/54

©American Map Co., Inc., N.Y., No. 14244

KSL-TV

Licensee: Radio Service Corp. of Utah, 145 Social Hall Ave.

Studio: 145 Social Hall Ave.

Telephone: Elgin 5-4641.

TWX No.: SU 373.

Ownership: Church of Jesus Christ of Latter Day Saints (Mormon), 64%. Also owns 23.3% interest in KID-TV, Idaho Falls, Ida. (KID) and 12.5% of KBOI-TV, Boise, Ida. (KBOI).

Began Operation: June 1, 1949.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Wilkinson, Cragun & Barker.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

ARCH L. MADSEN, president.
LLOYD E. COONEY, station & general sales manager.
KENNETH L. HATCH, national sales manager.
WILLIAM R. MURDOCH, director of sales services.
DUANE C. HILL, program director & film buyer.
CLIFTON B. THOMAS, promotion director.
SCOTT R. CLAWSON, production manager.
VINCENT E. CLAYTON, director of engineering.

DIGEST OF RATE CARD NO. 11-R4—(Jan. 15, 1963)

\$750.00	\$420.00	\$280.00	\$200.00	\$210.00	\$190.00	\$95.00
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$750.00	\$420.00	\$280.00	\$200.00	\$210.00	\$190.00	\$95.00

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO			
	Bear Lake	2,000	1,800	86
	Caribou	1,600	1,400	86
	Franklin	2,200	2,000	88

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	NEVADA			
	Elko	3,800	2,500	66
	Eureka	300	200	52
	White Pine	3,000	2,500	83
	UTAH			
	Beaver	1,200	1,100	88
	Box Elder	6,800	6,500	95
	Cache	10,000	8,800	88
	Carbon	5,900	5,200	88
	Daggett	400	300	62
	Davis	16,600	15,900	96
	Duchesne	1,800	1,500	80
	Emery	1,500	1,400	89
	Garfield	1,000	600	61
	Iron	3,000	2,200	73
	Juab	1,400	1,300	89
	Millard	2,100	1,900	88
	Morgan	800	700	86
	Piute	400	400	83
	Rich	500	400	81
Salt Lake	114,700	106,800	94	
Sanpete	3,300	3,000	89	
Sevier	3,000	2,800	92	
Summit	1,600	1,500	92	
Tooele	4,800	4,600	95	
Uintah	3,000	2,500	82	
Utah	27,200	24,800	92	
Wasatch	1,400	1,300	85	
Wayne	500	500	91	
Weber	31,800	29,800	94	
WYOMING				
Lincoln	2,500	2,000	76	
Sweetwater	5,500	4,500	81	
Uinta	2,000	1,700	83	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	COLORADO			
	Moffat	2,200	1,600	69
	Rio Blanco	1,500	1,300	83
(Continued on page 631)				

KSL-TV Station Total	324,300	292,000	90
ARB Total Net Weekly Circulation (March, 1962)	189,000		

Utah—Salt Lake City



KUTV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 47.1-kw visual, 24.5-kw aural. Antenna: 3060-ft. above av. terrain, 229-ft. above ground, 8709-ft. above sea level.

Latitude 40° 36' 23"
Longitude 112° 09' 47"

Transmitter: Pix Peak.

TV tape: Recording facilities.

AM Affiliate: KALL, 5-kw (1-kw night), 910 kc (ABC).

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KUTV Ref: FCC File No. BMPCT-2149 Granted 6/18/54

©American Map Co., Inc., N.Y., No. 14244

KUTV

Licensee: KUTV Inc., 179 Social Hall Ave.

Studio: 179 Social Hall Ave.

Telephone: 322-2505.

Ownership: Ogden Standard Examiner, 51%; Kearns-Tribune Corp., Salt Lake Tribune, 35%; Salt Lake City Bcstg. Co. Inc. (KALL), 14%; A. L. Glasmann, pres.; George C. Hatch, v.p.; Jack Gallivan, secy.; Ogden Standard Examiner is owned by A. L. Glasmann family, which also operates KLIX-TV, Twin Falls, Ida., with KLIX, and controls radio stations KLO, Ogden, Utah; KIMN, Denver; KGEM, Boise, Ida. Salt Lake City Bcstg. Co. Inc. (owned by George C. & Wilda Gene Hatch) operates KALL, Salt Lake City; controls KOPR, Butte, Mont. and CP for KOPR-TV as well as KMON, Great Falls, Mont.

Began Operation: Sept. 10, 1954. Sale to present owners by Frank C. Carman, Grant R. Wrathall & Kearns-Tribune Corp., approved March 7, 1956 (Television Digest, Vol. 11:31, 38 & 12:10).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

- A. L. GLASMANN, president.
- GEORGE C. HATCH, vice president.
- BRENT KIRK, station manager & general sales manager.
- ROBERT B. SMITH, national sales manager.
- HAL ZOGG, local sales manager.
- REID CARPENTER, engineering manager.
- KEITH NICHOLSON, sales development, promotion & research mgr.
- JACK IVERS, film manager.
- LA MAR SMITH, program manager.
- JOHN BROPHY, operations manager.

DIGEST OF RATE CARD NO. 11 (July 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AAA—6:30-10 p.m., daily.	\$825.00	\$413.00	\$248.00	\$138.00	\$200.00*
					\$100.00*

*Class A—6-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$750.

1962-63 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
IDAHO				
	Bear Lake	2,000	1,800	86
	Caribou	1,600	1,400	86
	Franklin	2,200	2,000	88
NEVADA				
	Elko	3,800	2,500	66
	Eureka	300	200	52
	White Pine	3,000	2,500	83
UTAH				
	Beaver	1,200	1,100	88
	Box Elder	6,800	6,500	95
	Cache	10,000	8,800	88
	Carbon	5,900	5,200	88
	Daggett	400	300	62
	Davis	16,600	15,900	96
	Duchesne	1,800	1,500	80
	Emery	1,500	1,400	89
	Garfield	1,000	600	61
	Grand	2,000	1,300	62
	Iron	3,000	2,200	73
	Juab	1,400	1,300	89
	Millard	2,100	1,900	88
	Morgan	800	700	86
	Piute	400	400	83
	Rich	500	400	81
	Salt Lake	114,700	106,800	94
	San Juan	2,200	1,400	62
	Sanpete	3,300	3,000	89
	Sevier	3,000	2,800	92
	Summit	1,600	1,500	92
	Tooele	4,800	4,600	95
	Uintah	3,000	2,500	82
	Utah	27,200	24,800	92
	Wasatch	1,400	1,300	85
	Wayne	500	500	91
	Weber	31,800	29,800	94
(Continued on page 631)				
Over 50%				
KUTV Station Total		309,700	278,400	90
ARB Total Net Weekly Circulation (March, 1962)			187,600	

Danny Kaye shows how we can help visitors from abroad enjoy their stay here

Help visitors save time.

Time is so important to travelers. Give them tips to avoid delays—how and where to get tickets to theaters and special events ahead of time; which stores have the things they want; which bus or train will take them to certain landmarks most quickly; the fastest routes.



Show where to get advice.

If you can't answer a question, chances are you can direct the visitors to the proper source of information—tell them about Travelers Aid, for example; or state and local vacation bureaus, the Chamber of Commerce and all the many free touring services available.



Add to the fun.

I'm supposed to be something of an expert in making people laugh and have fun. But there's no secret formula. I think we can all help visitors enjoy themselves if we show them we're interested in helping them find out about our way of life, humor and pastimes.

You know what I've discovered on my trips abroad? That people are planning visits to America! They are coming here on business, as students—and on vacation. I think this is great news, not only because it gives them a chance to learn what America is really like—but also because it gives us the opportunity to return the hospitality shown to Americans overseas. There are many ways you can help visitors. Some are shown here. Please be sure you extend the courtesy traditional with Americans!



Published as a public service in cooperation with the U. S. Travel Service, Department of Commerce, Washington 25, D. C.

State Educational Technical Facilities

(Complete Data in Educational Directory)

KUSU-TV

Logan

Ch. 12

Non-Commercial Educational Station

(To Begin Operation in April, 1963)

Licensee: Utah State U. of Agriculture & Applied Science, Logan.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 2.95-kw visual, 1.48-kw aural. Antenna: minus 470-ft. above av. terrain, 264-ft. above ground, 4778-ft. above sea level.

Latitude 41° 45' 00"
Longitude 111° 50' 03"

KOET

(formerly KVOG-TV)

Ogden

Ch. 9

Non-Commercial Educational Station

Licensee: Board of Education of Ogden City.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 24.5-kw visual, 12.3-kw aural. Antenna: 750-ft. above av. terrain, 37-ft. above ground, 5007-ft. above sea level.

Latitude 41° 15' 17"
Longitude 112° 14' 14"

KWCS-TV

Ogden

Ch. 18

Non-Commercial Educational Station

Grantee: Weber County School Dist., 1122 Washington Blvd.

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 5.25-kw visual, 2.63-kw aural. Antenna: minus 850-ft. above av. terrain, 112.7-ft. above ground, 4410-ft. above sea level.

Latitude 41° 14' 44"
Longitude 111° 58' 07"

KBYU-TV

(formerly KLOR-TV)

Provo

Ch. 11

Non-Commercial Educational Station

Licensee: Brigham Young University, Provo.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 176-kw visual, 88-kw aural. Antenna: 2840-ft. above av. terrain, 136-ft. above ground, 7771-ft. above sea level.

Latitude 40° 16' 57"
Longitude 111° 56' 10"

KUED

Salt Lake City

Ch. 7

Non-Commercial Educational Station

Licensee: University of Utah, Salt Lake City 12.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 27.7-kw visual, 16.6-kw aural. Antenna: 3050-ft. above av. terrain, 202-ft. above ground, 8633-ft. above sea level.

Latitude 40° 36' 29.5"
Longitude 112° 09' 36.0"

Utah—Salt Lake City

KUTV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50 % (Continued)	WYOMING			
	Lincoln	2,500	2,000	76
	Sweetwater	5,500	4,500	81
	Uinta	2,000	1,700	83
Between 25-50 %	COLORADO			
	Moffat	2,200	1,600	69
	Rio Blanco	1,500	1,300	83
	IDAHO			
	Bannock	14,200	12,700	90
	Oneida	1,000	1,000	90
	Power	1,200	1,000	81
Under 25 %	MONTANA			
	Park	4,400	3,600	83
	Sweet Grass	1,100	800	67
	MONTANA			
	Gallatin	7,900	6,500	83
	NEVADA			
	Lincoln	800	600	77
	UTAH			
	Kane	800	400	52
	Washington	2,800	2,100	73

KSL-TV

(ARB Data Continued)

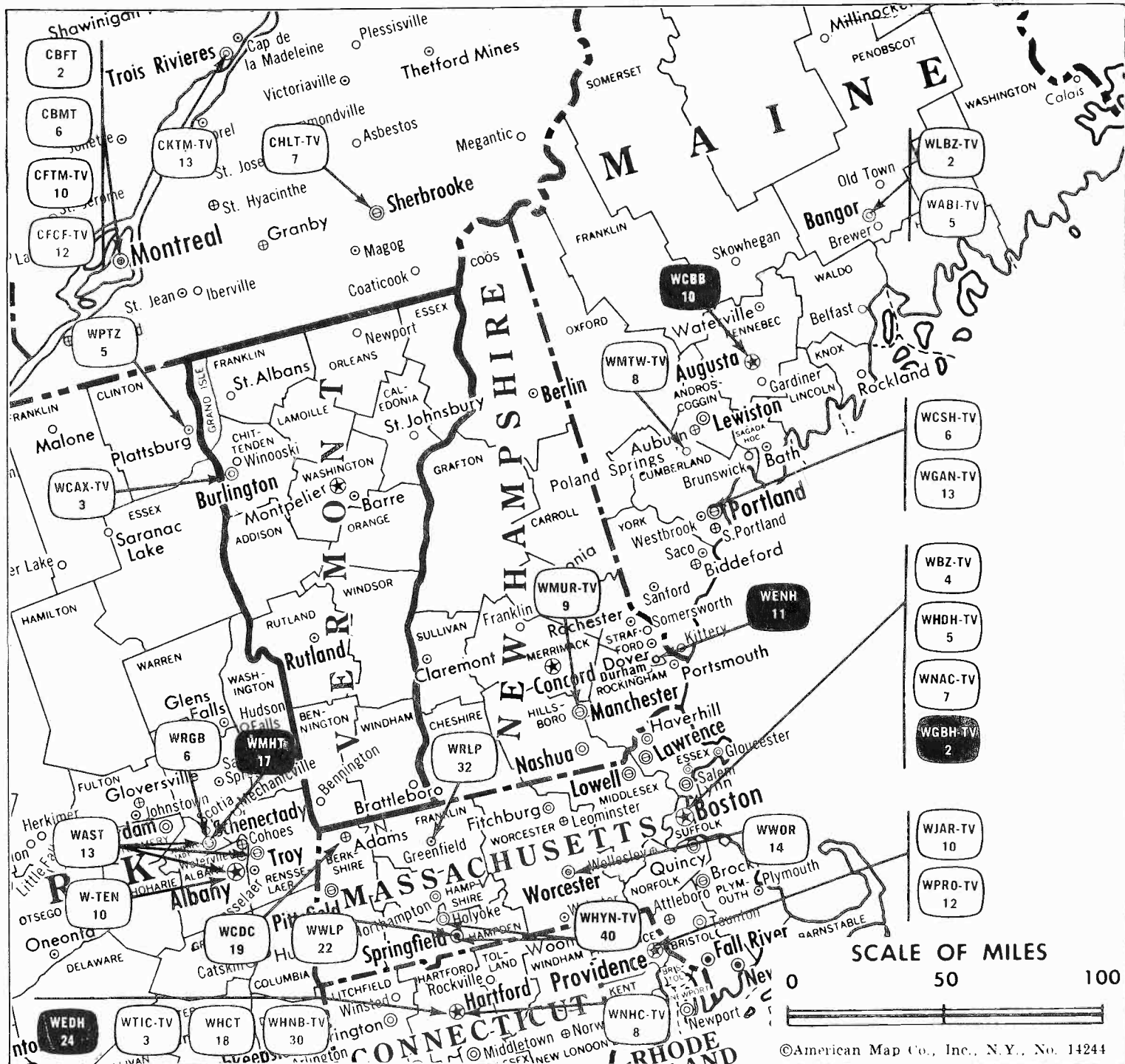
Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50 % (Continued)	IDAHO			
	Bannock	14,200	12,700	90
	Oneida	1,000	1,000	90
	Power	1,200	1,000	81
Under 25 %	MONTANA			
	Park	4,400	3,600	83
	Sweet Grass	1,100	800	67
	IDAHO			
	Blaine	1,400	1,200	82
	Camas	300	300	96
	Cassia	4,500	4,100	92
	Jerome	3,300	3,100	93
	Lincoln	1,100	1,000	89
	Minidoka	4,000	3,600	88
	MONTANA			
	Gallatin	7,900	6,500	83
NEVADA				
	Lincoln	800	600	77
UTAH				
	Grand	2,000	1,300	62
	Kane	800	400	52
	San Juan	2,200	1,400	62
	Washington	2,800	2,100	73

KCPX-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50 % (Continued)	IDAHO			
	Bannock	14,200	12,700	90
	Oneida	1,000	1,000	90
	Power	1,200	1,000	81
Under 25 %	UTAH			
	Grand	2,000	1,300	62
	San Juan	2,200	1,400	62
	NEVADA			
	Lincoln	800	600	77
	UTAH			
	Kane	800	400	52
	Washington	2,800	2,100	73

Vermont



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Burlington-Plattsburgh, N.Y.	150,500	101	249,600	113	229,800	107

Vermont Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
○ Commercial Television Stations	1	0	1
● Educational Television Stations	0	0	0
			1

For Community Antenna Systems in Vermont see the CATV Directory

State Cross Reference List
Communities That Receive Programs of Stations That Are Located Elsewhere

WRLP, Brattleboro
(See Greenfield, Mass.)

WPTZ-TV, Burlington
(See Plattsburgh, N.Y.)

Vermont—Burlington



WCAX-TV

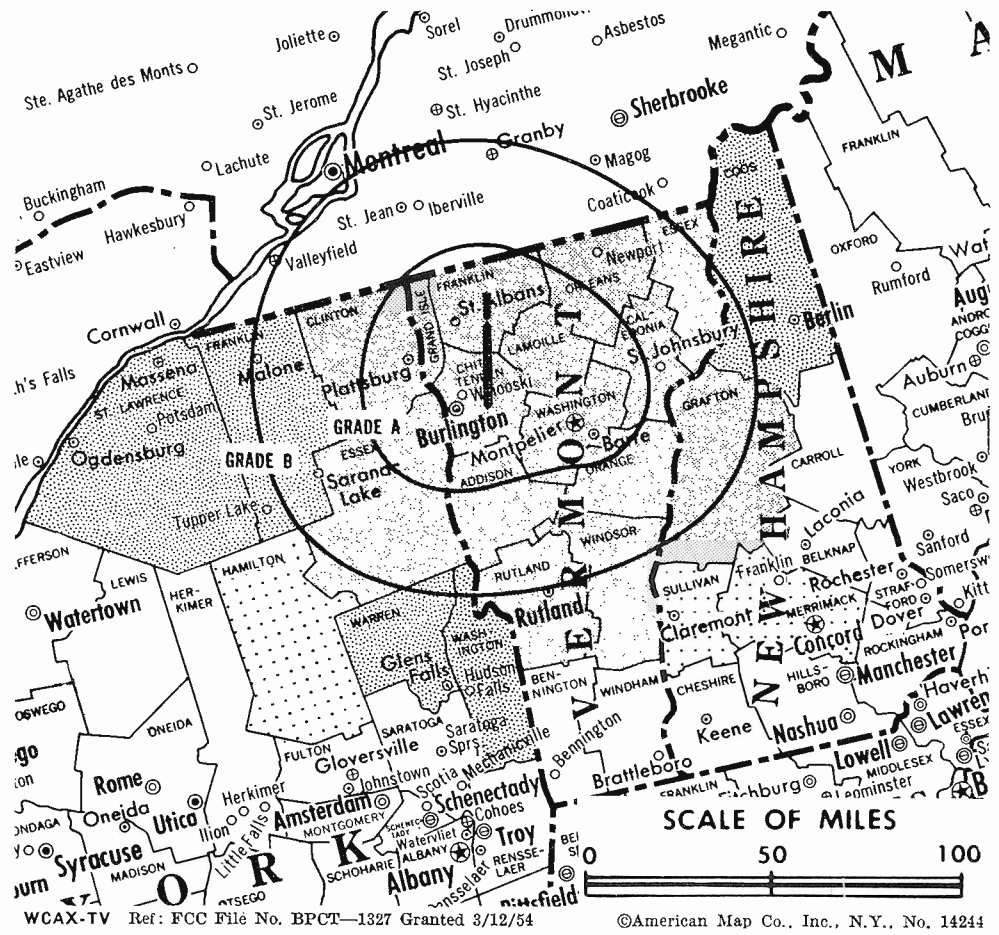


Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 18.2-kw visual, 9.55-kw aural. Antenna: 2730-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level.

Latitude 44° 31' 36"
Longitude 72° 48' 57"

Transmitter: Atop Mt. Mansfield.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WCAX-TV Ref: FCC File No. BPCT-1327 Granted 3/12/54

©American Map Co., Inc., N.Y., No. 14244

WCAX-TV

Licensee: Mt. Mansfield Television Inc., 100 Market Square.

Studio: 100 Market Sq.

Telephone: Burlington 2-5761.

TWX No.: BURL 21.

Ownership: C. P. Hasbrook, chmn. of board-dir., 66.625%; S. T. Martin, pres., dir. & gen. mgr., 20.625%; John A. Dobson, v.p., dir. & sales mgr., 12.5%; A. Pearley Feen, dir., .125%; Marcia B. Hasbrook, .125%.

Began Operation: Sept. 3, 1954.

Represented (sales) by Avery-Knodel Inc.; Ralph J. Judge Inc. (Canada).

Represented (legal) by Eliot C. Lovett.

Represented (engineering) by Gautney & Jones.

Personnel:

STUART T. MARTIN, president & general manager.

JOHN A. DOBSON, vice president & sales manager.

STUART HALL, production manager.

PHILIP McMARTIN, news editor.

A. S. RUTTER, film manager & buyer.

JAMES W. TIERNEY, chief engineer.

DIGEST OF RATE CARD NO. 8

(Oct. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID

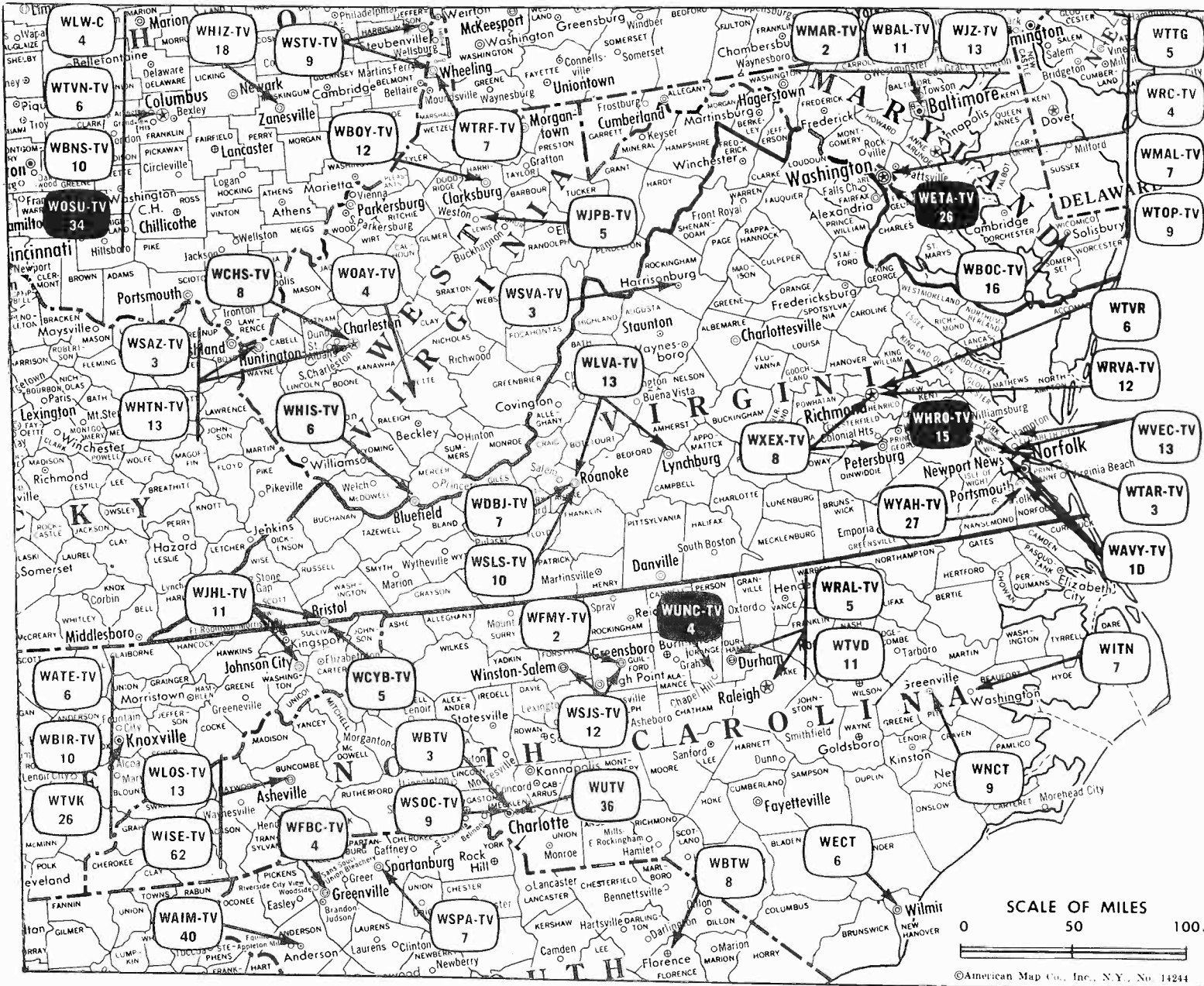
Class AA—7:30-10:30 p.m., daily.

\$550.00 \$330.00 \$220.00 \$149.00 \$120.00 \$105.00 \$52.50

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	NEW HAMPSHIRE				
		Grafton	14,400	12,600	88
	NEW YORK				
		Clinton	18,500	17,600	95
		Essex	10,100	9,300	93
	VERMONT				
		Addison	5,300	4,800	90
		Caledonia	6,800	6,300	92
		Chittenden	20,600	19,300	94
		Essex	1,700	1,600	94
		Franklin	8,200	7,900	96
		Grand Isle	900	900	98
		Lamoille	3,100	2,900	94
		Orange	4,500	4,100	90
		Orleans	5,600	5,300	94
	Rutland	13,700	12,400	91	
	Washington	12,400	11,600	93	
	Windsor	12,800	11,400	89	
Between 25-50%	NEW HAMPSHIRE				
		Coos	11,000	10,400	94
	NEW YORK				
		Franklin	12,600	11,300	90
		St. Lawrence	29,500	27,300	93
	Warren	13,700	12,500	91	
	Washington	13,900	12,900	93	
Under 25%	NEW HAMPSHIRE				
		Merrimack	20,100	18,500	92
		Sullivan	8,800	7,700	88
	NEW YORK				
	Hamilton	1,400	1,200	89	
WCAX-TV Station Total		247,100	227,400	92	
ARB Total Net Weekly Circulation (March, 1962)		150,500			

Virginia



Market	ARB Net Weekly		Total Homes	Rank	TV	
	Circulation	Rank			Households	Rank
Roanoke	277,300	56	615,300	46	523,700	47
Norfolk	275,500	58	450,200	66	379,600	68
Richmond	225,700	76	628,000	42	532,500	43
Bristol-Johnson City	149,500	102	334,300	92	260,000	99
Harrisonburg	52,400	175	153,600	154	124,800	157

Virginia Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
○ Commercial Television Stations	11	1	12
● Educational Television Stations	0	1	1
			13

-State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WJHL-TV

Bristol

(See Johnson City, Tenn.)

WVEC-TV

Hampton

(See Norfolk, Va.)

WSLS-TV

Lynchburg

(See Roanoke, Va.)

WXEX-TV

Petersburg

(See Richmond, Va.)

WLVA-TV

Roanoke

(See Lynchburg, Va.)

State Educational Technical Facilities

(Completed Data in Educational Directory)

WHRO-TV

Hampton-Norfolk

Ch. 15

Non-Commercial Educational Station

Licensee: Hampton Roads Educational TV Assn., c/o W. E. Campbell, Fiscal Agent, 402 E. Charlotte St., Norfolk.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 214-kw visual, 107-kw aural. Antenna: 480-ft. above av. terrain, 503-ft. above ground, 513-ft. above sea level.

Latitude	37°	02'	20"
Longitude	76°	18'	30"

WYAH-TV
Portsmouth, Va.
Ch. 27

Network Service: None, operated as non-commercial religious outlet.

Grantee: Christian Broadcasting Network Inc., 1318 Spratley St., Box 111.

Studio: 1318 Spratley St.

Transmitter: 1318 Spratley St.

Telephone: Export 7-5700.

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 17.4-kw visual, 9.3-kw aural. Antenna: 380-ft. above av. terrain, 410-ft. above ground, 415-ft. above sea level.

Latitude	36°	50'	40"
Longitude	76°	18'	57"

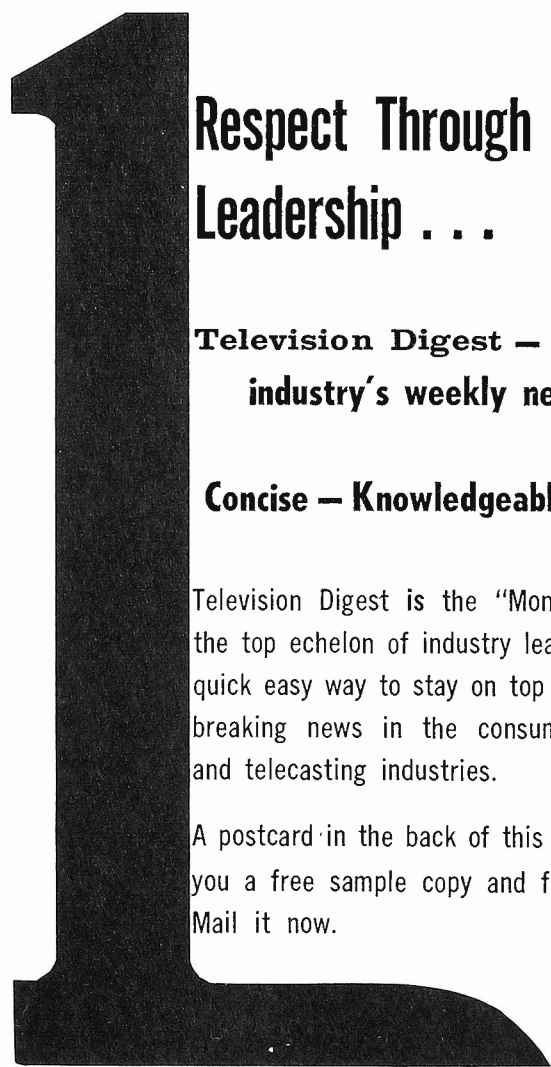
Ownership: Non-stock corporation. M. G. Robertson, pres. & treas.

Began Operation: Oct. 1, 1961.

Personnel:

M. G. ROBERTSON, general manager.

Rates: None, operated as a non-commercial outlet.



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Virginia—Bristol-Kingsport & Johnson City, Tennessee



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 85.1-kw visual, 42.7-kw aural. Antenna: 2220-ft. above av. terrain, 125.5-ft. above ground, 4360-ft. above sea level.

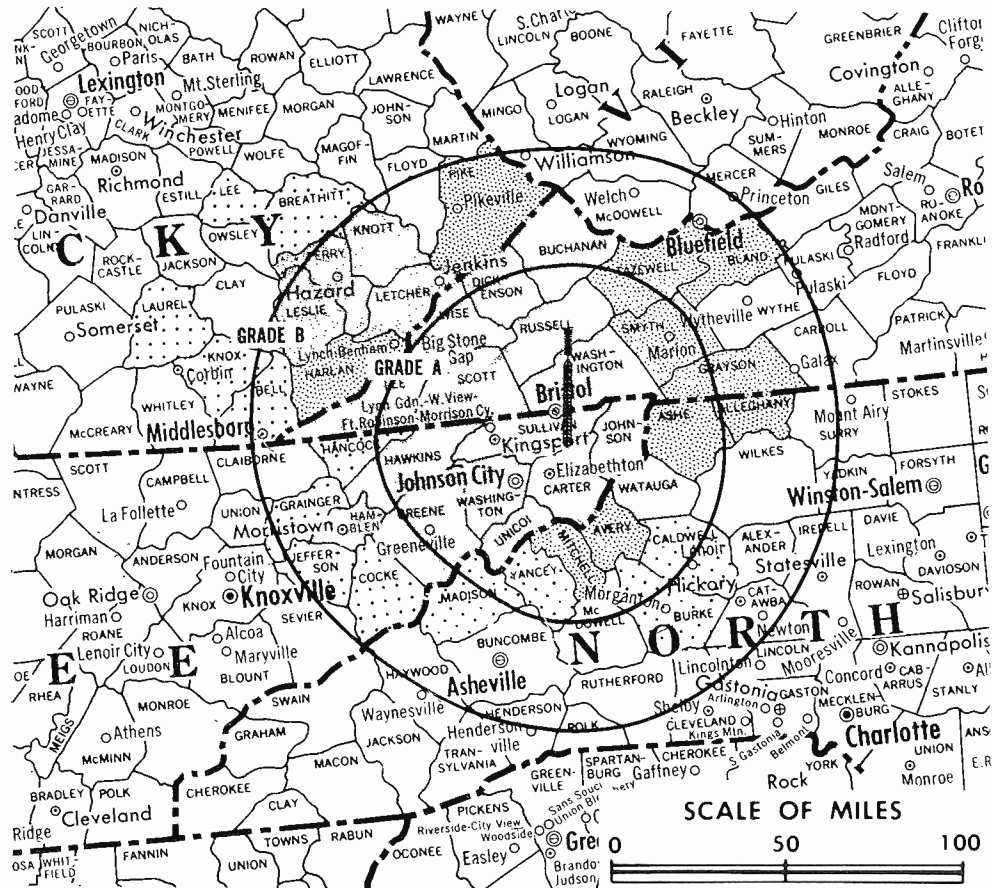
Latitude 36° 26' 57"
Longitude 82° 06' 31"

Transmitter: Rye Patch Knob, Cherokee National Forest.

Studio: 516 Cumberland St.

AM Affiliate: WCYB, 10-kw, 690 kc (ABC).

Represented (engineering) by George C. Davis.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WCYB-TV Ref: FCC File No. BMPCT-4520 Granted 3/12/57

©American Map Co., Inc., N.Y., No. 14244

WCYB-TV

Network Service: ABC, NBC.

Licensee: Appalachian Bcstg. Corp., Cumberland & Front Sts.

Telephone: 669-4161.

Ownership: Robert H. Smith, pres., 25%; J. Fey Rogers, v.p., 25%; Charles M. Gore, secy., 25%; Harry M. Daniel, v.p., 25%.

Began Operation: Aug. 13, 1956.

Represented (sales) by The Meeker Co. Inc.; James S. Ayers Co. Inc. (South).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

ROBERT H. SMITH, president, gen. mgr. & film buyer.
J. FEY ROGERS, v.p. & sales manager.
ART COUNTESS, program & promotion director.
WALTER CROCKETT, news editor.
JIM EVANS, production manager.
RUSSEL ROBINSON, chief engineer.
ALICE FRIBERG, director of women's programs.

DIGEST OF RATE CARD NO. 4 (Dec. 1, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	8 Sec.*
Class AA—6:30-11 p.m., daily.	\$500.00	\$240.00	\$160.00	\$120.00	\$100.00	\$80.00
						\$50.00

*Class AA—7-10 p.m., daily.

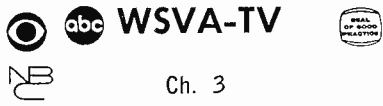
NETWORK BASE HOURLY RATE: \$500 (ABC), \$500 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	KENTUCKY			
	Knott	3,800	2,100	53
	Leslie	2,300	1,000	40
	Letcher	7,300	4,600	63
	Perry	8,100	4,800	60
	NORTH CAROLINA			
	Watauga	4,500	3,500	77

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	TENNESSEE			
	Carter	11,300	9,400	84
	Greene	12,000	9,900	82
	Hamblen	9,700	8,000	82
	Hawkins	8,200	6,300	76
	Johnson	2,900	2,200	76
	Sullivan	32,800	29,400	90
	Unicoi	4,200	3,400	81
	Washington	17,700	15,700	89
	VIRGINIA			
Buchanan	8,200	5,600	69	
Dickenson	4,600	3,700	80	
Lee	6,600	4,600	69	
Russell	6,400	4,900	75	
Scott	6,600	4,600	70	
Washington	15,000	12,700	85	
Wise	12,300	9,300	76	
Between 25-50%	KENTUCKY			
	Harlan	12,700	9,300	73
	Pike	16,200	12,200	76
	NORTH CAROLINA			
	Alleghany	2,200	1,700	74
Ashe	5,200	3,700	71	
Avery	3,000	2,200	72	
Mitchell	3,700	2,900	77	
VIRGINIA				
Bland	1,500	1,200	78	
Grayson	6,500	5,200	79	
Smyth	7,900	6,700	84	
Tazewell	11,400	9,600	85	
Under 25%	KENTUCKY:			
	Bell, Breathitt, Knox, Laurel Lee.			
NORTH CAROLINA:				
Burke, Caldwell, Madison, Yancey.				
TENNESSEE:				
Cocke, Grainger, Hancock, Jefferson.				

WCYB-TV Station Total	334,300	260,000	78
ARB Total Net Weekly Circulation (March, 1962)	149,500		

Virginia—Harrisonburg



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 8.32-kw visual, 4.17-kw aural (maximum power permitted by FCC, -100-kw equivalent for antenna height). Antenna: 2130-ft. above av. terrain, 349-ft. above ground, 3304-ft. above sea level.

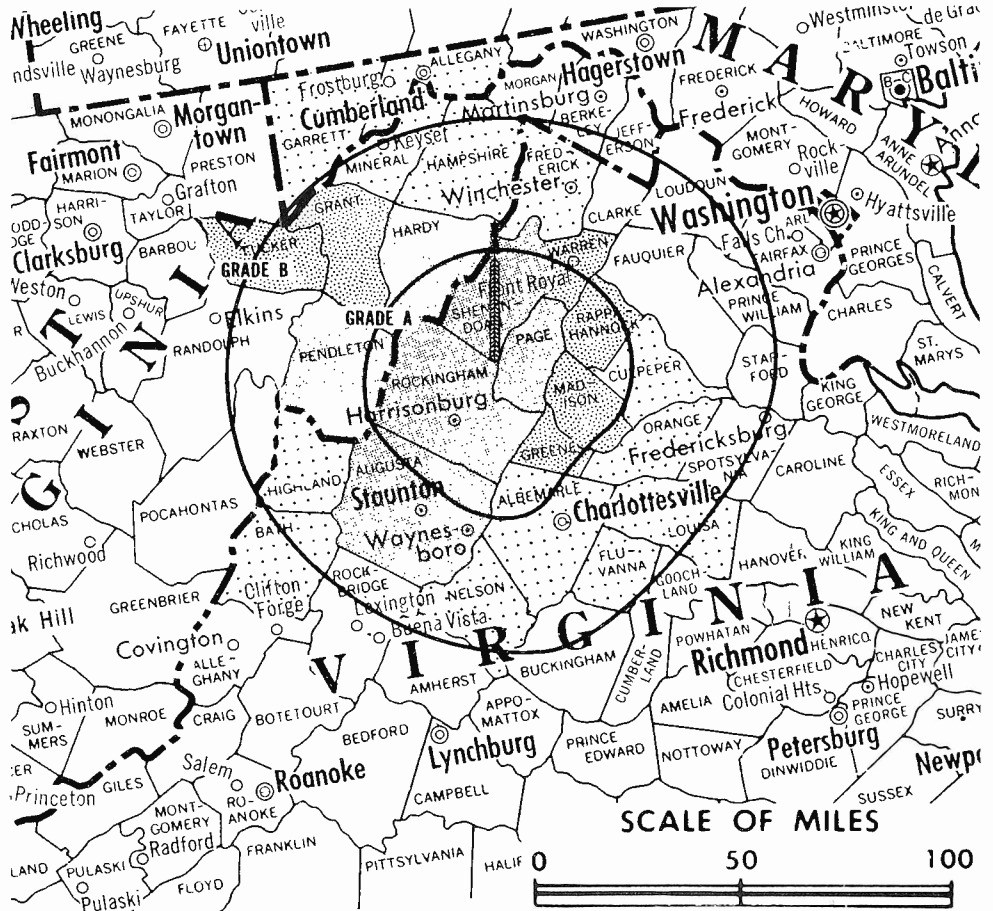
Latitude 38° 36' 05"
Longitude 78° 37' 57"

Transmitter: Big Mt., Endless Caverns, New Market, Va.

AM Affiliate: WWSA, 5-kw (1-kw night), 550 kc (NBC).

FM Affiliate: WWSA-FM, 7.2-kw, 100.7 mc (No. 264), 345-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WSVA-TV Ref: FCC File No. BMPCT-1171 Granted 7/28/53 ©American Map Co., Inc., N.Y., No. 14244

WSVA-TV

Network Service: CBS, ABC, NBC.

Licensee: Shenandoah Valley Bcstg. Inc., Rawley Pike.

Studio: Rawley Pike.

Telephone: 434-4431. TWX No.: 703-434-6345.

Ownership: The Evening Star Broadcasting Co. (WMAL-TV & WMAL, Washington, D.C.), 51%; Hamilton Shea, 49%.

Began Operation: Oct. 9, 1953. Sale of 50% by Transcontinent Corp. and 1% by Hamilton Shea to the Evening Star Broadcasting Co. approved Sept. 23, 1959 by FCC (Television Digest, Vol. 15:30, 32, 39). Sale to Transcontinent Corp. & Hamilton Shea as co-equal owners by Frederick L. Allman approved May 29, 1956 by FCC (Vol. 12:15, 22).

Represented (sales) by Venard, Torbet & McConnell Inc.; Clarke Brown Co. Inc. (South).

Represented (legal) by Hogan & Hartson.

Personnel:

- HAMILTON SHEA, president & general manager.
- WARREN L. BRAUN, assistant general manager & engineering dir.
- RICHARD H. (DICK) JOHNSON, general sales manager.
- ROBERT E. LEE, program director & film buyer.
- A. L. McCASKEY, director of copy.
- JIM MacNEIL, manager, news dept.
- HOMER QUANN, farm director.
- TOM JONES, chief engineer.
- IRA T. LOWE JR., assistant chief engineer.

DIGEST OF RATE CARD NO. 6A—(Revised) (April 16, 1961)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.	\$300.00	\$180.00	\$120.00	\$90.00	\$80.00	\$70.00	\$35.00
NETWORK BASE HOURLY RATE: \$300 (CBS), \$300 (ABC), \$300 (NBC).							

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	VIRGINIA			
	Augusta	20,700	17,600	85
	Page	4,500	3,700	82
	Rockingham	14,600	11,800	81
	Shenandoah	6,600	5,700	87
Between 25-50%	WEST VIRGINIA			
	Hardy	2,600	1,800	68
	Pendleton	2,100	1,600	74
Under 25%	VIRGINIA			
	Greene	1,100	700	54
	Madison	2,200	1,600	71
	Rappahannock	1,400	1,100	78
	Warren	4,300	3,400	79
	WEST VIRGINIA			
	Grant	2,200	1,600	73
	Tucker	2,300	1,800	76
	MARYLAND			
	Allegany	25,800	22,900	89
	Garrett	5,500	4,300	78
	VIRGINIA			
	Albemarle	17,800	13,400	76
	Bath	1,500	1,200	80
	Culpeper	4,200	3,600	84
Fluvana	1,900	1,400	75	
Frederick	11,200	9,700	87	
Highland	900	800	81	
Louisa	3,400	2,400	70	
Nelson	3,400	2,400	71	
Orange	3,600	2,600	72	
WEST VIRGINIA				
Hampshire	3,300	2,400	72	
Mineral	6,500	5,300	82	
WSVA-TV Station Total		153,600	124,800	81
ARB Total Net Weekly Circulation (March, 1962)			52,400	

Virginia—Norfolk



WTAR-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 980-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 56"
Longitude 76° 28' 00"

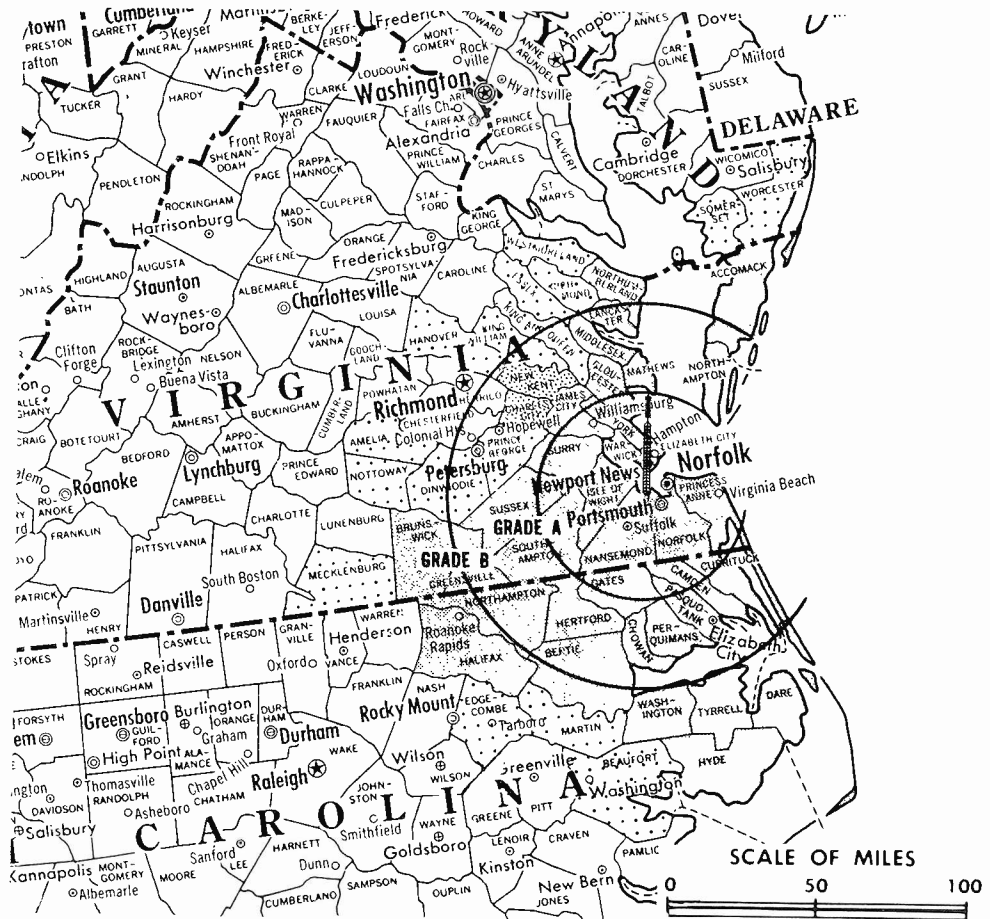
Transmitter: Old Suffolk Rd. near Drivers, Va.

TV tape: Recording facilities.

AM Affiliate: WTAR, 5-kw, 790 kc (CBS).

FM Affiliate: WTAR-FM, 15-kw, 95.7 mc (No. 239), 881-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WTAR-TV Ref: FCC File No. BMPCT-1051 Granted 4/7/53

© American Map Co., Inc., N.Y., No. 1424-1

WTAR-TV

Licensee: WTAR Radio-TV Corp., 720 Boush St.
Studio: 720 Boush St.
Telephone: 625-6711. TWX No.: NF 91.
Ownership: WTAR Radio-TV Corp. Subsidiary of Norfolk-Portsmouth Newspapers Inc.
Began Operation: April 2, 1950.
Represented (sales) by Edward Petry & Co. Inc.
Represented (legal) by Eliot C. Lovett.
Personnel:
ROBERT LAMBE, president & general manager.
WILLIAM A. GIETZ, v.p., sales.
HAROLD SOLDINGER, v.p., programs & operations.
KARL R. NELSON, national sales manager.
JAMES W. EVANS, promotion manager.
JOEL F. CARLSON, dir. of news & public affairs
RICHARD L. LINDELL, chief engineer.
HARRY NICHOLAS, film director.

DIGEST OF RATE CARD NO. 19-A (Feb. 1, 1963)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—8-10 p.m., daily.
\$1000.00 \$600.00 \$420.00 \$260.00 \$330.00 \$200.00 \$110.00

NETWORK BASE HOURLY RATE: \$975.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NORTH CAROLINA			
	Bertie	5,700	4,000	70
	Camden	1,500	1,300	87
	Chowan	3,000	2,500	82
	Currituck	1,900	1,400	72
	Dare	1,900	1,300	69

Net Weekly Circulation	State County	Total Households	TV Homes	%
NORTH CAROLINA—(Continued)				
	Gates	2,300	1,600	71
	Halifax	14,000	10,100	72
	Hertford	5,400	4,400	81
	Hyde	1,500	1,000	61
	Northampton	6,100	4,400	72
	Pasquotank	6,900	5,700	83
	Perquimans	2,400	2,000	83
	Tyrrell	1,200	900	71
	Washington	3,300	2,600	80
VIRGINIA				
	Accomack	9,500	6,900	72
	Brunswick	4,300	3,100	73
	Gloucester	3,600	3,100	86
	Greensville	4,000	3,100	77
	Isle of Wight	4,400	3,700	84
	James City	4,300	3,700	84
	Lancaster	2,700	2,200	80
	Mathews	2,300	1,800	80
	Middlesex	1,900	1,500	79
	Nansemond	12,000	9,500	79
	Newport News	56,500	51,500	92
	Norfolk	138,000	123,100	90
	Northampton	5,000	3,800	77
	Northumberland	2,900	2,400	82
	Princess Anne	23,700	21,800	92
	Southampton	6,700	5,200	78
	Surry	1,500	1,200	76
	Sussex	2,900	2,000	68
	York	6,200	5,500	89
Over 50%				
Between 25-50%				
	VIRGINIA			
	Charles City	1,200	800	68
	New Kent	1,100	1,000	82
Under 25%				
MARYLAND: Somerset, Worcester. NORTH CAROLINA: Beaufort, Edgecombe, Martin. VIRGINIA: Amelia, Dinwiddie, Essex, Hanover, King and Queen, King William, Mecklenburg, Nottoway, Prince George, Richmond, Westmoreland.				

WTAR-TV Station Total	450,200	379,600	85
ARB Total Net Weekly Circulation (March, 1962)		275,500	

Virginia—Hampton-Norfolk



WVEC-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 439-ft. above av. terrain, 410-ft. above ground, 449-ft. above sea level.

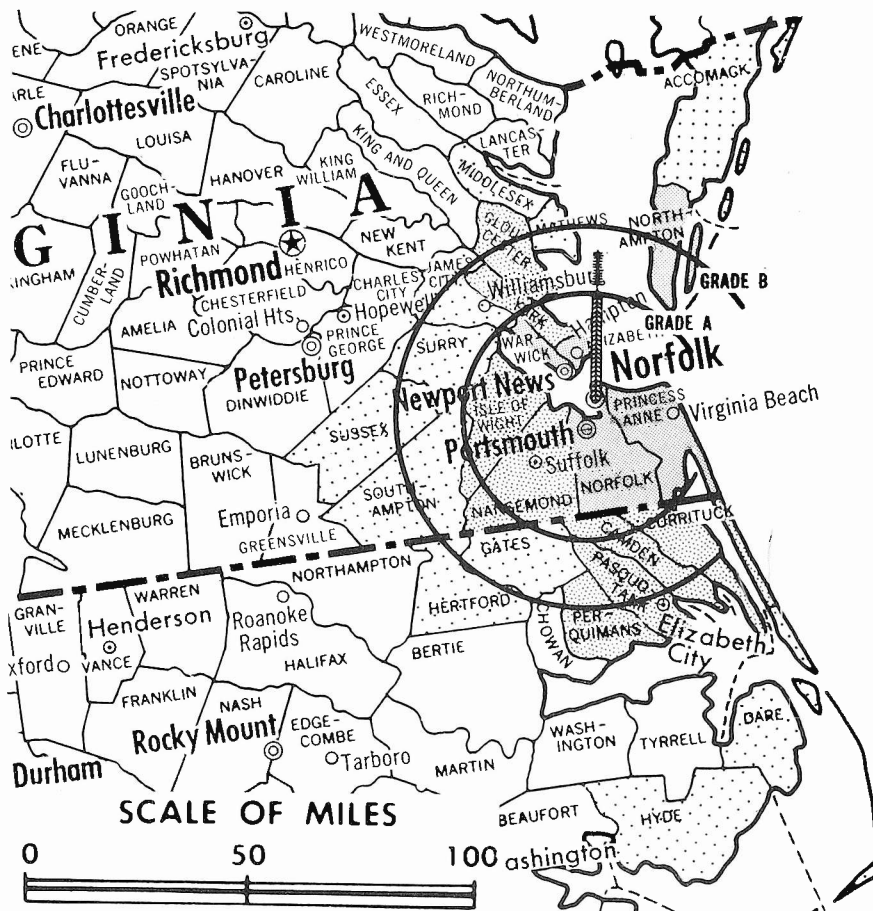
Latitude 36° 51' 19"
Longitude 76° 18' 10"

Transmitter: 110 Third St., Norfolk.

TV tape: Recording facilities.

AM Affiliate: WVEC, .25 kw, 1490 kc (NBC).

FM Affiliate: 5000 watts, 28-kw ERP, 101.3 mc (NBC).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WVEC-TV Ref: FCC File No. BMPCT-4721 Granted 7/15/59

© American Map Co., Inc., N.Y., No. 14244

WVEC-TV

Grantee (STA): Peninsula Bcstg. Corp., Box 481, Hampton.

Offices: 110 Third St., Norfolk; 1930 E. Pembroke Ave., Hampton.

Studios: 110 Third St., Norfolk; 1930 E. Pembroke Ave., Hampton.

Telephones: Madison 7-7773, Norfolk; Park 2-6331, Hampton.

Ownership: Thomas P. Chisman, pres., 12.8%; Harrol A. Brauer Jr., v.p., 7%; Charles F. Tucker, trustee for James E. Swafford, 11.2%; J. W. Chisman, secy.-treas., 11.7%; Virginian Television Corp., 10%; Lewis H. Peterson, 9.9%; H. H. Holt, 7.2%; 21 other stockholders, none with more than 4.1%.

Began Operation: Aug. 15, 1953 on Ch. 15. Nov. 13, 1959 it switched to Ch. 13.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

THOMAS P. CHISMAN, president, gen. mgr. & film buyer.
HARROL A. BRAUER JR., v.p. sales.
L. W. KLIEWER, v.p. operations.
CHARLES L. COKER, 2nd v.p., sales.
LINDSAY TUCKER, operations manager.
WILLIAM HARDEN, chief engineer.
GIL MacLEOD, news director.
FRANK HANNAH, graphics director.
HANK FOILES, promotion director.

DIGEST OF RATE CARD NO. 8
(Dec. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID

Class AA—7:30-10:30 p.m., daily.

\$750.00 \$450.00 \$300.00 \$220.00 \$180.00 \$175.00 \$88.00

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	VIRGINIA			
	Newport News	56,500	51,500	92
	Norfolk	138,000	123,100	90
	Northampton	5,000	3,800	77
	Princess Anne	23,700	21,800	92
Between 25-50%	NORTH CAROLINA			
	Camden	1,500	1,300	87
	Currituck	1,900	1,400	72
	Pasquotank	6,900	5,700	83
	Perquimans	2,400	2,000	83
Under 25%	VIRGINIA			
	Gloucester	3,600	3,100	86
	Isle of Wight	4,400	3,700	84
	Nansemond	12,000	9,500	79
	York	6,200	5,500	89
	NORTH CAROLINA: Dare, Gates, Hertford, Hyde. VIRGINIA: Accomack, James City, Mathews, Middlesex, Southampton, Surry, Sussex.			
WVEC-TV Station Total		302,300	263,000	87
ARB Total Net Weekly Circulation (March, 1962)			194,400	



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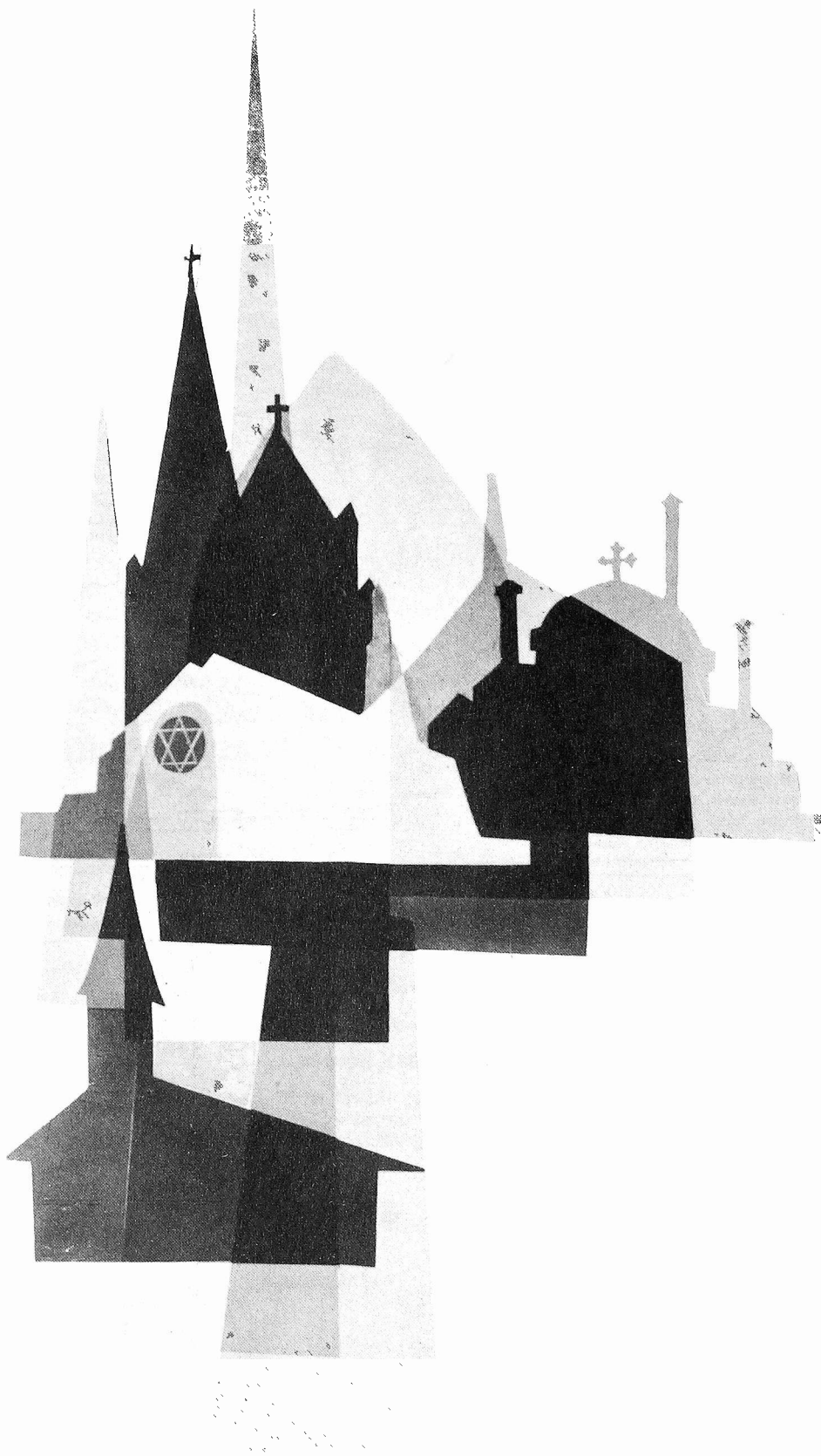
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Worship this week



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Virginia—Portsmouth-Norfolk-Newport News



WAVY-TV

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 990-ft. above av. terrain, 1026-ft. above ground, 1050-ft. above sea level.

Latitude 36° 49' 14"
Longitude 76° 30' 41"

Transmitter: Kings Hwy., Drivers, Va.

TV tape: Recording facilities.

AM Affiliate: WAVY, 5-kw, 1350 kc.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WAVY-TV Ref: FCC File No. BPCT-1750 Granted 5/20/56

© American Map Co., Inc., N.Y., No. 14244

WAVY-TV

Licensee: Tidewater Teleradio Inc., 801 Middle St., Portsmouth; 214 W. York St., Norfolk, Va.

Radio: 801 Middle St.

Telephones: Madison 7-2345, Norfolk; Export 3-7331, Portsmouth; Chestnut 5-3888, Newport News.

Ownership: More than 50 stockholders; Hunter C. Phelan, 10.4%; no others with as much as 10%. Officers: J. Glen Taylor, pres. & gen. mgr., 9%; George T. McLean, v.p., 8%; Richard B. Spindle III, secy., less than 1%; Clifford A. Frohnhoefer, treas.

Begin Operation: Sept. 1, 1957.

Represented (sales) by H-R Television Inc.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

- J. GLEN TAYLOR, president & general manager.
- CLIFFORD FROHNHOEFER, treasurer, controller & asst. secy.
- E. J. HENNESSY, v.p., TV sales.
- ED BONHAM, local sales manager.
- J. T. GOSWICK, national sales coordinator.
- VAN CANTFORT, program manager & film buyer.
- DICK PAUL, promotion-publicity, merchandising director.
- VERN JONES, news director.
- ANDREW JACKSON JR., chief engineer.

DIGEST OF RATE CARD NO. 3-A (Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—8-11 p.m., daily.						
\$50.00	\$510.00	\$340.00	\$210.00	\$200.00	\$180.00	\$85.00

Color—film & slide equipment.

NETWORK BASE HOURLY RATE: \$850.

See CATV Directory for Systems in Virginia

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	NORTH CAROLINA				
		Bertie	5,700	4,000	70
		Camden	1,500	1,300	87
		Chowan	3,000	2,500	82
		Currituck	1,900	1,400	72
		Gates	2,300	1,600	71
		Halifax	14,000	10,100	72
		Hertford	5,400	4,400	81
		Northampton	6,100	4,400	72
		Pasquotank	6,900	5,700	83
		Perquimans	2,400	2,000	83
		VIRGINIA			
		Accomack	9,500	6,900	72
		Gloucester	3,600	3,100	86
		Isle of Wight	4,400	3,700	84
	James City	4,300	3,700	84	
	Mathews	2,300	1,800	80	
	Middlesex	1,900	1,500	79	
	Nansemond	12,000	9,500	79	
	Newport News	56,500	51,500	92	
	Norfolk	138,000	123,100	90	
	Northampton	5,000	3,800	77	
	Princess Anne	23,700	21,800	92	
	Southampton	6,700	5,200	78	
	Surry	1,500	1,200	76	
	Sussex	2,900	2,000	68	
	York	6,200	5,500	89	
Between 25-50%	NORTH CAROLINA				
		Dare	1,900	1,300	69
		Hyde	1,500	1,000	61
		Tyrrell	1,200	900	71
	Washington	3,300	2,600	80	
	VIRGINIA				
	Lancaster	2,700	2,200	80	
	Northumberland	2,900	2,400	82	
Under 25%	MARYLAND: Somerset, Worcester. VIRGINIA: Brunswick, Charles City, Dinwiddie, Greensville, New Kent, Prince George.				

WAVY-TV Station Total	389,600	330,900	85
ARB Total Net Weekly Circulation (March, 1962)	238,100		

Virginia—Richmond



WRVA-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 790-ft. above av. terrain, 790-ft. above ground, 1000-ft. above sea level.

Latitude 37° 30' 22.5"
Longitude 77° 30' 11.95"

Transmitter: 5710 Midlothian Pike, Box 2370.

TV tape: Recording facilities.

AM Affiliate: WRVA, 50-kw, 1140 kc (NBC).

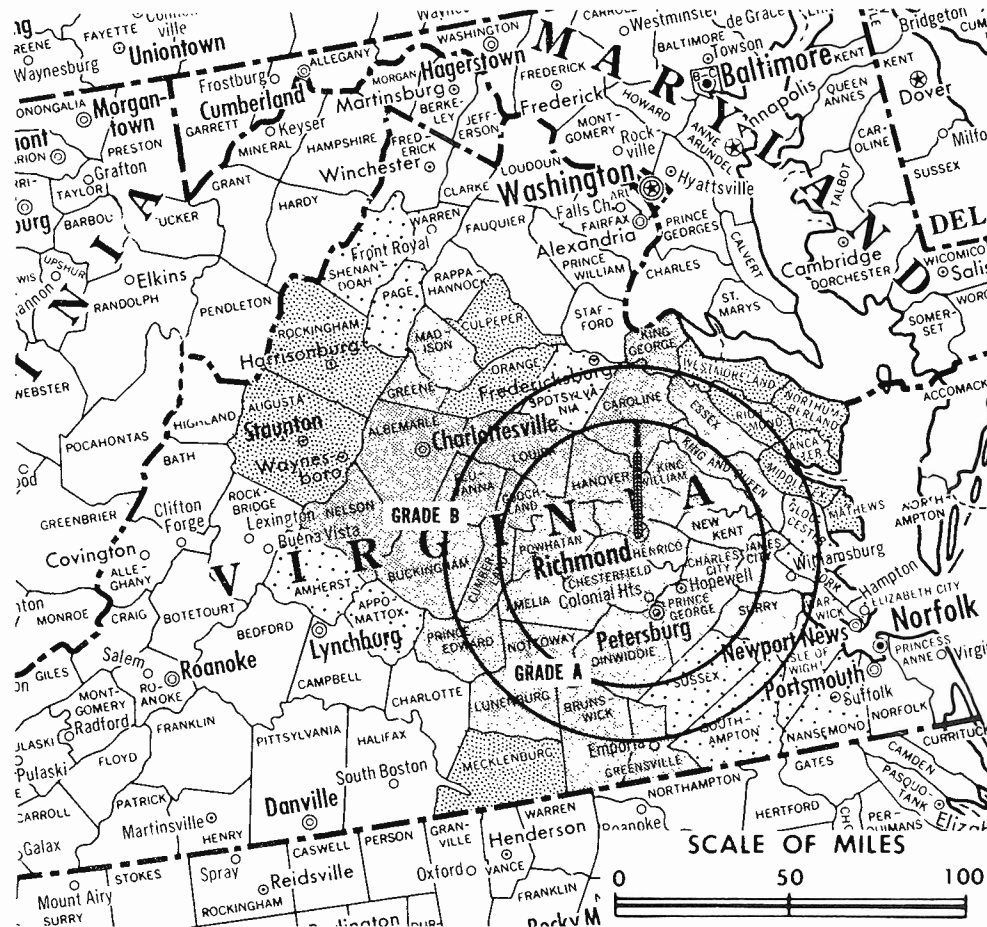
FM Affiliate: WRVA-FM, 25-kw, 94.5 mc.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WRVA-TV Ref: FCC File No. BPCT-1622 Granted 11/30/55

©American Map Co., Inc., N.Y., No. 14244

WRVA-TV

Licensee: Richmond Television Corp., 5710 Midlothian Pike, P.O. Box 2370.

Studio & Offices: 5710 Midlothian Pike, Box 2370.

Telephone: Belmont 3-5461. TWX No.: RH 338.

Ownership: Larus & Brother Co. Inc., 95.52%; 44 other stockholders, none with more than 2%. Officers: W. T. Reed Jr., chairman of the board; William R. Preston, pres.; Barron Howard, v.p.; Samuel S. Carey, v.p.; James D. Clark Jr., v.p.; Raymond Warren, secy.-treas.; Robert T. Barton Jr., asst. secy.

Began Operation: April 29, 1956.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Paul Godley Co.

Personnel:

BARRON HOWARD, v.p. & general manager.
JAMES D. CLARK JR., sales manager.
BILL CHRISTIAN, local sales manager.
SAMUEL S. CAREY, program director & film buyer.
JEANNE BARRETT, promotion manager.
DOUGLAS FREEMAN, production manager.
CAROLINE BIDWELL, traffic manager.
S. T. TERRY JR., chief engineer.

DIGEST OF RATE CARD NO. 10 (June 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.						
p.m., Sun.						
\$750.00	\$450.00	\$300.00	\$225.00	\$160.00*	\$150.00*	\$75.00*

NETWORK BASE HOURLY RATE: \$700.

For Group Ownership, see page 805

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	VIRGINIA			
	Albemarle	17,800	13,400	76
	Amelia	1,900	1,300	65
	Brunswick	4,300	3,100	73
	Buckingham	2,700	1,900	69
	Caroline	3,100	2,400	78
	Charles City	1,200	800	68
	Chesterfield	23,300	21,600	93
	Cumberland	1,600	1,100	66
	Dinwiddie	15,300	12,300	81
	Essex	1,800	1,300	73
	Fluvanna	1,900	1,400	75
	Goochland	2,100	1,600	76
	Greene	1,100	700	54
	Greensville	4,000	3,100	77
	Hanover	7,400	6,000	81
	Henrico	102,700	91,200	89
	James City	4,300	3,700	84
	King and Queen	1,500	1,100	70
King George	2,000	1,700	85	
King William	2,000	1,700	84	
Louisa	3,400	2,400	70	
Lunenburg	3,400	2,700	79	
Madison	2,200	1,600	71	
Nelson	3,400	2,400	71	
New Kent	1,100	1,000	82	
Nottoway	4,100	3,400	82	
Powhatan	1,500	1,200	81	
Prince Edward	3,700	2,800	77	
Prince George	9,400	8,300	88	
Surry	1,500	1,200	76	
Between 25-50%	VIRGINIA			
	Augusta	20,700	17,600	85
	Culpeper	4,200	3,600	84
	Lancaster	2,700	2,200	80
(Continued on page 648)				
WRVA-TV Station Total		363,700	302,700	83
ARB Total Net Weekly Circulation (March, 1962)			203,400	

Virginia—Richmond

WTVR

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 840-ft. above av. terrain, 844-ft. above ground, 1049-ft. above sea level.

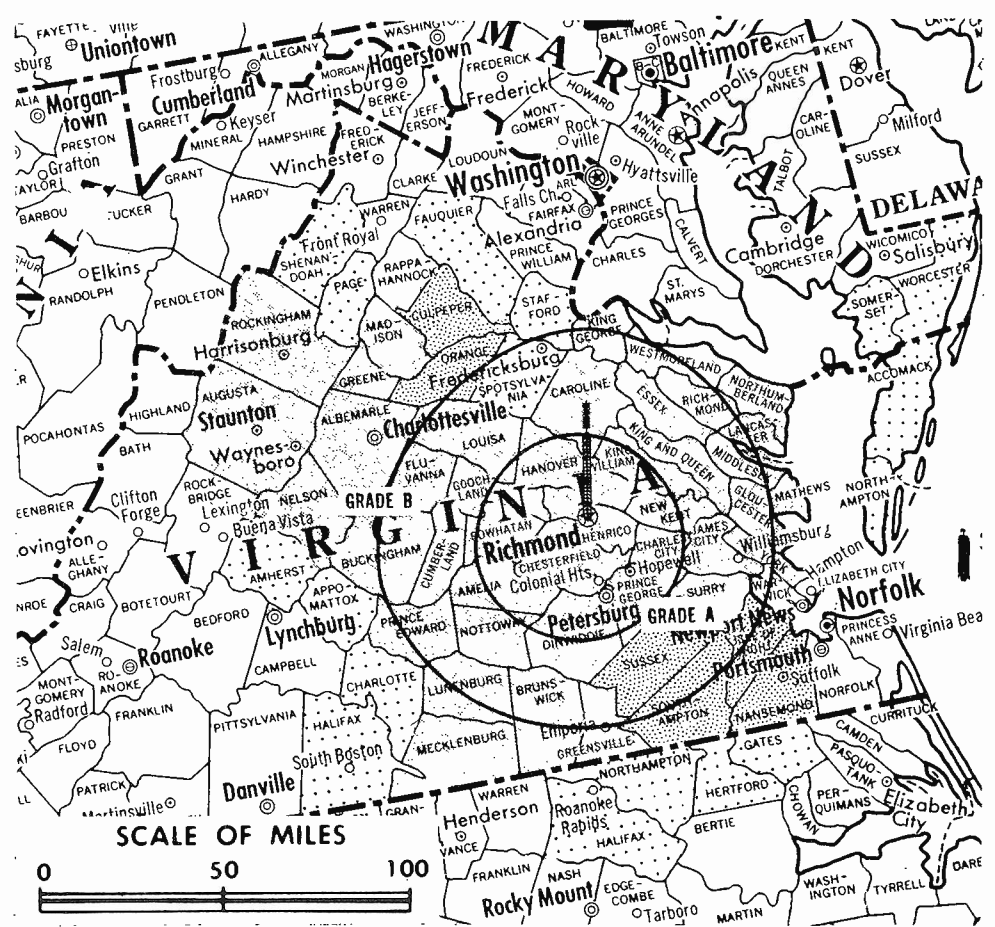
Latitude 37° 34' 00"
Longitude 77° 28' 36"

Transmitter: Tilden St. & Cutshaw Ave.

TV tape: Recording facilities.

AM Affiliate: WMBG, 5-kw, 1380 kc (ABC).

FM Affiliate: WCOD, 50-kw, 98.1 mc (No. 251), 844-ft. antenna height.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WTVR Ref: FCC File No. BMPCT-882 Granted 12/12/52

© American Map Co., Inc., N.Y., No. 14244

WTVR

Licensee: Havens & Martin Inc., 3301 W. Broad St. (P.O. Box 5229).

Studio: 3301 W. Broad St.

Telephone: Elgin 5-8611.

WX No.: 703-359-5621.

Ownership: Wilbur M. Havens, pres., 100% Thelma M. Havens, v.p.; Katherine H. Germain, secy.; Walter A. Bowry Jr., treas.

Begin Operation: April 15, 1948.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by John H. Midlen.

Represented (engineering) by James C. McNary.

Personnel:

WILBUR M. HAVENS, general manager.

W. A. BOWRY JR., assistant manager.

GERALDINE BRUMSEY, local sales director.

JOHN V. SHAND, program director.

G. C. RIANHARD JR., asst. program director & production mgr.

JOHN KELLOG, director of continuity.

G. C. RIANHARD JR., film buyer.

W. J. FILER, promotion and merchandise dept.

WILLIAM KEMPLE, coordinator of national sales.

JAMES W. KYLE, chief engineer.

DIGEST OF RATE CARD NO. A-2 (Aug. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$525.00				\$175.00	\$88.00

*Quotation for time in excess of or under 30 minutes upon request.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
VIRGINIA				
	Albemarle	17,800	13,400	76
	Amelia	1,900	1,300	65
	Augusta	20,700	17,600	85
	Brunswick	4,300	3,100	73
	Buckingham	2,700	1,900	69
	Caroline	3,100	2,400	78
	Charles City	1,200	800	68
	Chesterfield	23,300	21,600	93
	Cumberland	1,600	1,100	66
	Dinwiddie	15,300	12,300	81
	Essex	1,800	1,300	73
	Fluvanna	1,900	1,400	75
	Gloucester	3,600	3,100	86
	Goochland	2,100	1,600	76
	Greene	1,100	700	54
	Greensville	4,000	3,100	77
	Hanover	7,400	6,000	81
	Henrico	102,700	91,200	89
	James City	4,300	3,700	84
	King and Queen	1,500	1,100	70
	King George	2,000	1,700	85
	King William	2,000	1,700	84
	Lancaster	2,700	2,200	80
	Louisa	3,400	2,400	70
	Lunenburg	3,400	2,700	79
	Madison	2,200	1,600	71
	Mathews	2,300	1,800	80
	Mecklenburg	7,900	6,000	76
	Middlesex	1,900	1,500	79
	Nelson	3,400	2,400	71
	New Kent	1,100	1,000	82
	Northumberland	2,900	2,400	82
	Nottoway	4,100	3,400	82
	Powhatan	1,500	1,200	81
Over 50%				

(Continued on page 648)

WTVR Station Total	443,800	364,000	82
ARB Total Net Weekly Circulation (March, 1962)		225,700	

Virginia—Richmond-Petersburg



WXEX-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 940-ft. above av. terrain, 979-ft. above ground, 1049-ft. above sea level.

Latitude 37° 20' 30"

Longitude 77° 18' 19"

Transmitter: Hundred Rd., 12-mi. S of Richmond.

TV tape: Recording facilities.

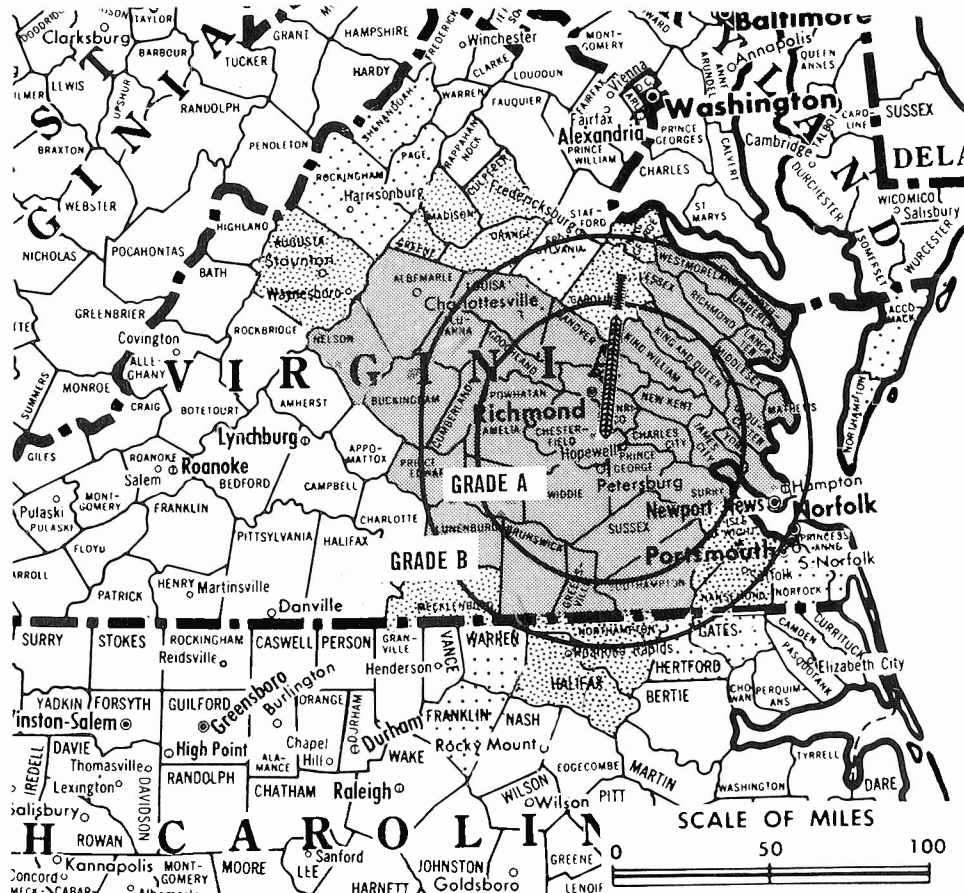
AM Affiliate: WLEE, Richmond, 5-kw, 1480 kc (MBS).

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WXEX-TV Ref: FCC File No. BPCT-1772 Granted 9/29/54

© American Map Co., Inc., N.Y., No. 14244

WXEX-TV

Licensee: Petersburg Television Corp., Box 8765, Richmond, Va.

Business Offices: 124 W. Tabb St., Petersburg; 6200 Broad Street Road, Richmond.

Studio: 124 W. Tabb St., Petersburg.

Telephones: Regent 3-7876, Petersburg; Atlantic 8-2835, Richmond.

TXW No.: 703-732-0707.

Ownership: Thomas G. Tinsley Jr., pres., 43.5% (held by WLEE, Richmond, which he owns); Irvin G. Abeloff, v.p., 6.51%; 10 other stockholders, none owns more than 3%. Tinsley also owns radio WITH, Baltimore.

Began Operation: Aug. 15, 1955.

Represented (sales) by Select Station Representatives Inc. (East, Midwest & West); Clarke Brown Co. (South).

Represente (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

THOMAS G. TINSLEY JR., president.
 IRVIN G. ABELOFF, v.p., managing director & film buyer.
 LAWRENCE SLON, sales manager & asst. station manager.
 J. HARRY ABBOTT, operations manager.
 N. NEIL KUVIN, merchandising & promotion manager.
 GEORGE McGUIGAN, chief engineer.

DIGEST OF RATE CARD NO. 7
 (June 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$750.00	\$450.00	\$300.00	\$225.00	\$140.00	\$140.00
NETWORK BASE HOURLY RATE: \$750.						

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	VIRGINIA				
		Albemarle	17,800	13,400	76
		Amelia	1,900	1,300	65
		Brunswick	4,300	3,100	73
		Buckingham	2,700	1,900	69
		Charles City	1,200	800	68
		Chesterfield	23,300	21,600	93
		Cumberland	1,600	1,100	66
		Dinwiddie	15,300	12,300	81
		Essex	1,800	1,300	73
		Fluvanna	1,900	1,400	75
		Gloucester	3,600	3,100	86
		Goochland	2,100	1,600	76
		Greensville	4,000	3,100	77
		Hanover	7,400	6,000	81
		Henrico	102,700	91,200	89
		James City	4,300	3,700	84
		King and Queen	1,500	1,100	70
		King William	2,000	1,700	84
		Lancaster	2,700	2,200	80
		Louisa	3,400	2,400	70
		Lunenburg	3,400	2,700	79
		Mathews	2,300	1,800	80
		Middlesex	1,900	1,500	79
		Nelson	3,400	2,400	71
		New Kent	1,100	1,000	82
		Northumberland	2,900	2,400	82
		Nottoway	4,100	3,400	82
		Powhatan	1,500	1,200	81
		Prince Edward	3,700	2,800	77
		Prince George	9,400	8,300	88
		Richmond	1,800	1,400	79
	Southampton	6,700	5,200	78	
	Surry	1,500	1,200	76	
	Sussex	2,900	2,000	68	
	Westmoreland	3,000	2,200	72	
	York	6,200	5,500	89	
	(Continued on page 648)				
WXEX-TV Station Total		628,000	532,500	85	
ARB Total Net Weekly Circulation (March, 1962)			205,600		

Virginia—Lynchburg-Roanoke



WLVA-TV



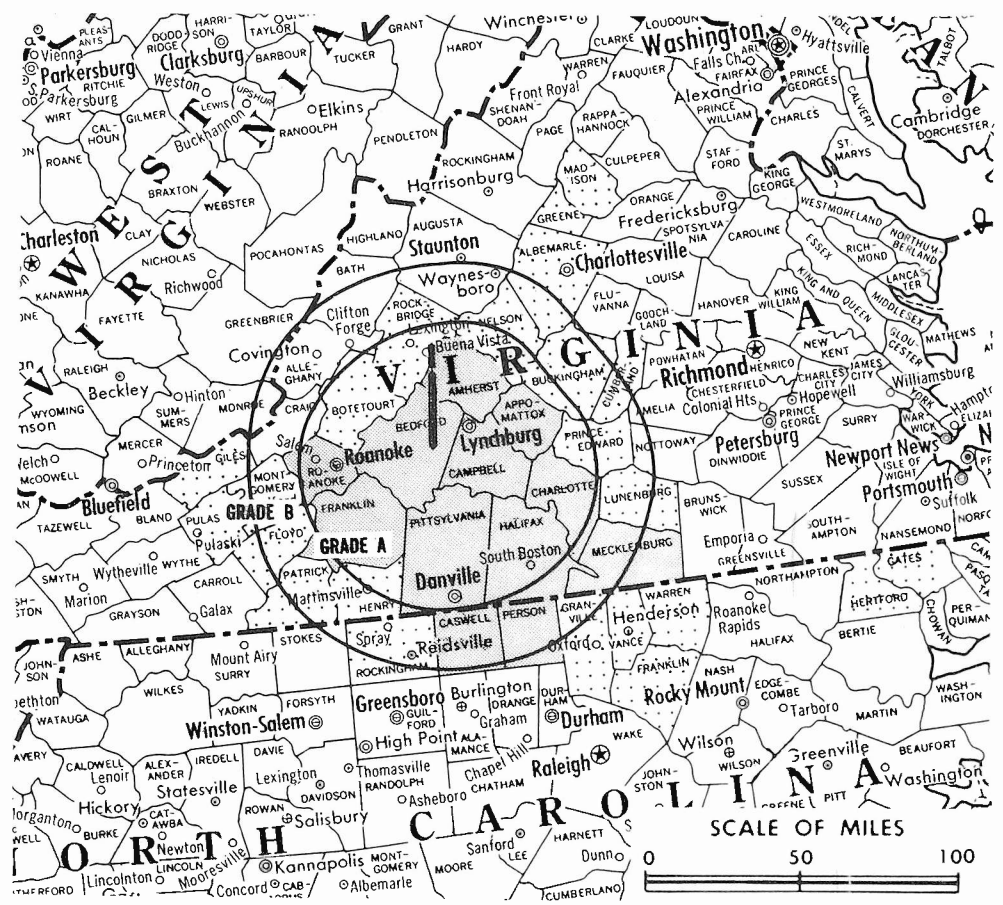
Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1095-ft. above av. terrain, 574-ft. above ground, 1902-ft. above sea level.

Latitude 37° 11' 50"
Longitude 79° 21' 07"

Transmitter: Johnson Mt., 30-mi. E of Roanoke.

AM Affiliate: WLVA, 1-kw, 590 kc (ABC).



Total Households: © SBDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WLVA-TV Ref: FCC File No. BMPCT-2438 Granted 9/10/54

© American Map Co., Inc., N.Y., No. 14244

WLVA-TV

Licensee: Lynchburg Broadcasting Corp., 2320 Langhorne Rd.

Studio: 2320 Langhorne Rd.

Telephone: Victor 5-1242.

Ownership: Philip P. Allen, Champe C. Allen & John P. Read Jr., voting trust, 55.93%; Norfolk Broadcasting Corp., licensee of WNOR, 24.82% (voted by Louis H. Peterson, pres.); O. B. Barker Jr., 4.3%. 35 other stockholders, none owns as much as 2.5%.

Began Operation: Feb. 8, 1953.

Represented (sales) by Jack Masla & Co.

Represented (legal) by George O. Sutton.

Personnel:

- PHILIP P. ALLEN, president.
- JOHN T. ORTH, chief engineer.
- TOM TURNER, commercial manager.
- WARREN UTTAL, program director & film buyer.

DIGEST OF RATE CARD NO. 4

(Feb. 1, 1961)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 8 Sec.
Class AA—7:29-10:29 p.m., daily.
\$300.00 \$180.00 \$120.00 \$105.00 \$75.00 \$60.00 \$30.00
NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NORTH CAROLINA			
	Caswell	4,500	3,600	80
	Person	6,600	5,500	84
	VIRGINIA			
	Amherst	5,300	4,200	79
	Appomattox	2,500	2,100	83

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	VIRGINIA—(Continued)			
	Bedford	8,400	6,900	82
	Campbell	25,500	22,000	87
	Charlotte	3,500	2,700	77
	Franklin	6,700	5,500	81
	Halifax	9,900	7,600	77
	Mecklenburg	7,900	6,000	76
	Pittsylvania	28,800	23,700	83
Roanoke	48,100	43,300	90	

Between 25-50%	None Between 25-50%			
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Under 25%	NORTH CAROLINA			
	Franklin	7,100	5,300	75
	Gates	2,300	1,600	71
	Granville	7,600	6,000	78
	Hertford	5,400	4,400	81
	Rockingham	19,500	17,200	88
	Vance	8,200	6,800	83
Warren	4,500	3,200	70	

Under 25%	VIRGINIA			
	Albemarle	17,800	13,400	76
	Botetourt	4,600	4,000	86
	Buckingham	2,700	1,900	69
	Cumberland	1,600	1,100	66
	Floyd	2,900	2,300	79
	Giles	4,600	4,000	87
	Greene	1,100	700	54
	Henry	16,000	13,800	86
	Lunenburg	3,400	2,700	79
	Madison	2,200	1,600	71
	Montgomery	11,300	9,700	86
	Nelson	3,400	2,400	71
	Patrick	4,100	3,100	75
Prince Edward	3,700	2,800	77	
Pulaski	7,400	6,300	85	
Rockbridge	8,100	6,600	81	

WLVA-TV Station Total	307,200	254,000	83
ARB Total Net Weekly Circulation (March, 1962)	120,100		

Virginia—Roanoke



WDBJ-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 2000-ft. above av. terrain, 146-ft. above ground, 3936-ft. above sea level.

Latitude 37° 11' 42"
Longitude 80° 09' 22"

Transmitter: On Poor Mt.; 13-mi SW of city.

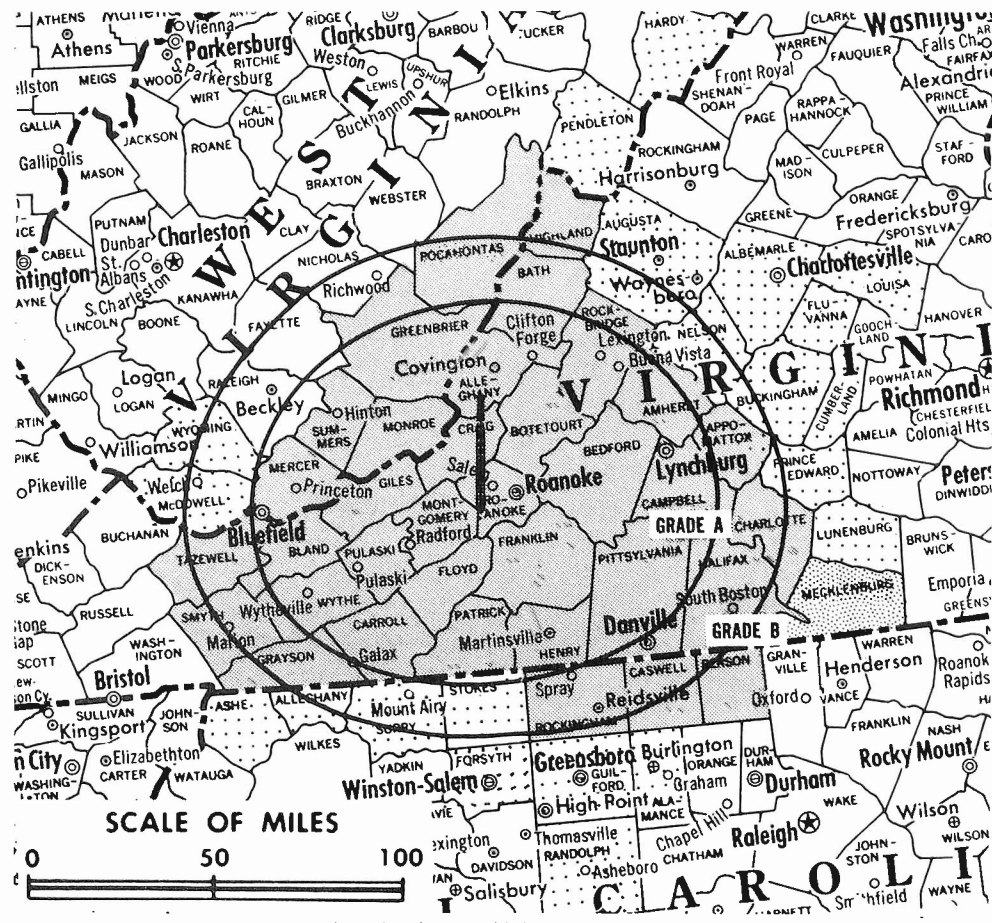
Studio: 2001 Colonial Ave. S.W.

TV tape: Recording facilities.

AM Affiliate: WDBJ, 5-kw, 960 kc (CBS).

FM Affiliate: WDBJ-FM, 14.35-kw, 94.9 mc (No. 235), 2000-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WDBJ-TV Ref: FCC File No. BMPCT-3023 Granted 4/4/56

© American Map Co., Inc., N.Y., No. 14244

WDBJ-TV

Licensee: Times-World Corp., 201 W. Campbell Ave., Box 227.

Telephone: 343-8031. TWX No.: RV 32.

Ownership: Times-World Corp. Principal stockholders: Estates of J. P. Fishburn (25.98%) & J. B. Fishburn (40%) now held in fiduciary capacity as Trustee by The First National Exchange Bank of Roanoke; 8 other stockholders (all in Fishburn family) own 34.02%. Times-World Corp. publishes Roanoke Times and World News.

Began Operation: Oct. 3, 1955.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Munter, Adams, Thomson & Bastian.

Represented (engineering) by George C. Davis.

Personnel:

- RAY P. JORDAN, v.p. for broadcasting.
- JOHN W. HARKRADER, v.p. & manager.
- PAUL E. REYNOLDS, asst. manager & film buyer.
- BLAKE H. BROWN, general sales manager.
- CHARLES A. BALLOU, program director.
- WENDELL H. SILER, operations manager.
- DON MURRAY, news director.
- BOONE BOGGS, director, creative services.
- R. A. DUVALL, viewer promotion manager.
- J. EDWARD NEWMAN, chief engineer.
- FRANK MARTIN, merchandising & sales promotion manager.

DIGEST OF RATE CARD NO. 5

(June 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
			Min. or			
Class AA—8-10 p.m., daily.	\$700.00	\$420.00	\$280.00	\$225.00	\$225.00	\$100.00

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NORTH CAROLINA			
	Caswell	4,500	3,600	80
	Person	6,600	5,500	84
	Rockingham	19,500	17,200	88

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	VIRGINIA			
	Alleghany	8,200	7,100	86
	Amherst	5,300	4,200	79
	Appomattox	2,500	2,100	83
	Bath	1,500	1,200	80
	Bedford	8,400	6,900	82
	Bland	1,500	1,200	78
	Botetourt	4,600	4,000	86
	Campbell	25,500	22,000	87
	Carroll	6,300	4,700	75
	Charlotte	3,500	2,700	77
	Craig	1,000	800	73
	Floyd	2,900	2,300	79
	Franklin	6,700	5,500	81
	Giles	4,600	4,000	87
	Grayson	6,500	5,200	79
	Halifax	9,900	7,600	77
	Henry	16,000	13,800	86
	Highland	900	800	81
	Montgomery	11,300	9,700	86
Patrick	4,100	3,100	75	
Pittsylvania	28,800	23,700	83	
Pulaski	7,400	6,300	85	
Roanoke	48,100	43,300	90	
Rockbridge	8,100	6,600	81	
Smyth	7,900	6,700	84	
Tazewell	11,400	9,600	85	
Wythe	5,900	4,500	77	
Between 25-50%	WEST VIRGINIA			
	Greenbrier	9,600	7,900	83
	Mercer	19,200	17,000	89
	Monroe	3,100	2,300	75
	Pocahontas	2,900	2,000	67
Summers	4,300	3,300	75	
Between 25-50%	VIRGINIA			
	Mecklenburg	7,900	6,000	76
(Continued on page 648)				
WDBJ-TV Station Total		615,300	523,700	85
ARB Total Net Weekly Circulation (March, 1962)		277,300		

Virginia—Roanoke



WSLS-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1973-ft. above av. terrain, 174-ft. above ground, 3934-ft. above sea level.

Latitude 37° 11' 51"
Longitude 80° 09' 10"

Transmitter: Poor Mt.

TV tape: Recording facilities.

AM Affiliate: WSLC, 5-kw, (1-kw night), 610 kc (NBC).

FM Affiliate: WSLC-FM, 20.2-kw, 99.1 mc (No. 256), 1892-ft. antenna height.

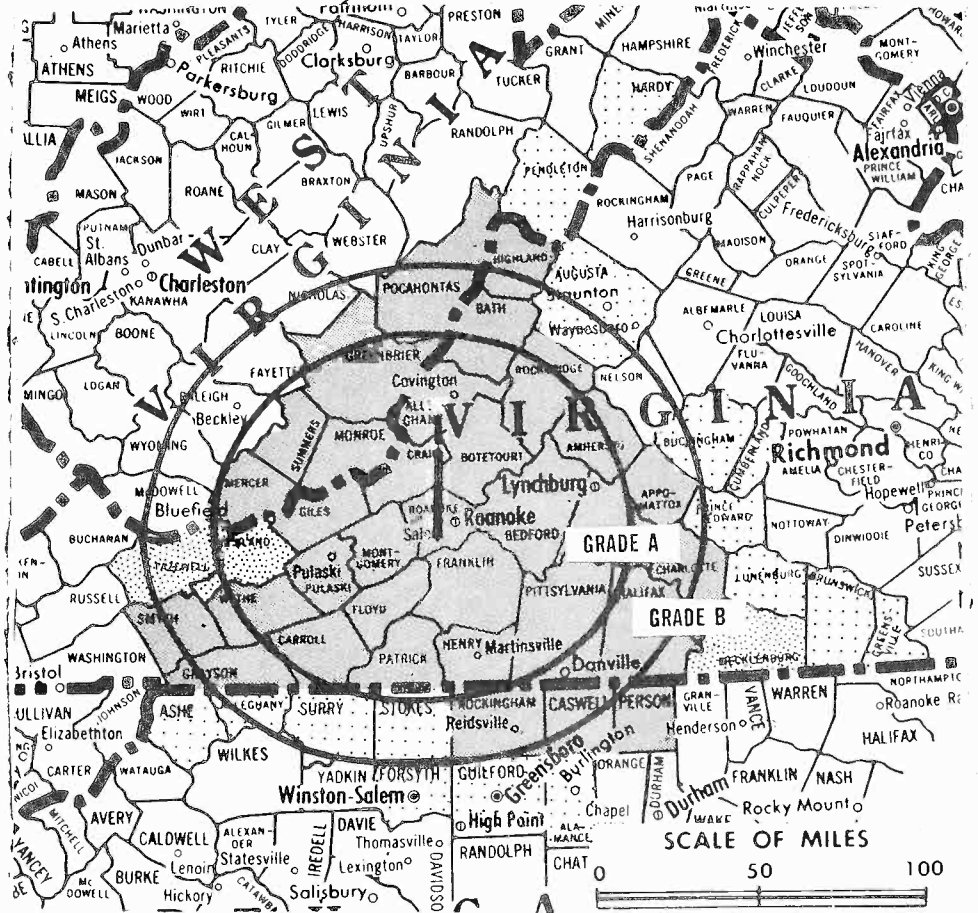
ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WSLS-TV Ref: FCC File No. BMPCT-1035 Granted 4/20/53

©American Map Co., Inc., N.Y., No. 14244

WSLS-TV

Licensee: Shenandoah Life Stations Inc., Church Ave. at 3d St.

Studio: Church Ave. at 3d St.

Telephone: Diamond 4-9226.

TWX No.: 703-342-5723.

Ownership: Shenandoah Life Insurance Co., 100%.

Began Operation: Dec. 10, 1952.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Eliot C. Lovett.

Represented (engineering) by George C. Davis.

Personnel:

JAMES H. MOORE, president.

HORACE FITZPATRICK, v.p., manager & film buyer.

C. R. GARRISON, director of promotion & merchandising.

EUNICE McGEORGE, business manager.

A. S. TREVILIAN, commercial manager.

GLENWOOD HOWELL, farm director.

J. P. BRIGGS, manager for engineering.

MEL LINKOUS, program director.

DIGEST OF RATE CARD NO. 11-A (Oct. 16, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—8-10:30 p.m., daily.	\$750.00	\$450.00	\$300.00	\$240.00	\$215.00	\$200.00 \$110.00

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NORTH CAROLINA			
	Caswell	4,500	3,600	80
	Person	6,600	5,500	84
	Rockingham	19,500	17,200	88
	VIRGINIA			
	Alleghany	8,200	7,100	86
	Amherst	5,300	4,200	79
	Appomattox	2,500	2,100	83
	Bath	1,500	1,200	80

Net Weekly Circulation	State County	Total Households	TV Homes	%
VIRGINIA—(Continued)				
Over 50%	Bedford	8,400	6,900	82
	Botetourt	4,600	4,000	86
	Campbell	25,500	22,000	87
	Carroll	6,300	4,700	75
	Charlotte	3,500	2,700	77
	Craig	1,000	800	73
	Floyd	2,900	2,300	79
	Franklin	6,700	5,500	81
	Giles	4,600	4,000	87
	Grayson	6,500	5,200	79
	Halifax	9,900	7,600	77
	Henry	16,000	13,800	86
	Highland	900	800	81
	Montgomery	11,300	9,700	86
	Patrick	4,100	3,100	75
	Pittsylvania	28,800	23,700	83
	Pulaski	7,400	6,300	85
Roanoke	48,100	43,300	90	
Rockbridge	8,100	6,600	81	
Smyth	7,900	6,700	84	
Wythe	5,900	4,500	77	
WEST VIRGINIA				
Greenbrier	9,600	7,900	83	
Mercer	19,200	17,000	89	
Monroe	3,100	2,300	75	
Pocahontas	2,900	2,000	67	
Summers	4,300	3,300	75	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	VIRGINIA			
	Bland	1,500	1,200	78
	Mecklenburg	7,900	6,000	76
Tazewell	11,400	9,600	85	
Under 25%	NORTH CAROLINA			
	Alamanch	24,400	22,100	91
	Alleghany	2,200	1,700	74
	Ashe	5,200	3,700	71
	(Continued on page 648)			

WSLS-TV Station Total	550,600	468,800	85
ARB Total Net Weekly Circulation (March, 1962)		235,200	

Virginia—Richmond-Roanoke

WTVR, Richmond

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	VIRGINIA—(Continued)			
	Prince Edward	3,700	2,800	77
	Prince George	9,400	8,300	88
	Richmond	1,800	1,400	79
	Rockingham	14,600	11,800	81
	Surry	1,500	1,200	76
	Westmoreland	3,000	2,200	72
	York	6,200	5,500	89
Between 25-50%	VIRGINIA			
	Culpeper	4,200	3,600	84
	Isle of Wight	4,400	3,700	84
	Nansemond	12,000	9,500	79
	Orange	3,600	2,600	72
	Southampton	6,700	5,200	78
Sussex	2,900	2,000	68	
Under 25%	MARYLAND			
	Somerset	5,800	4,500	78
	Worcester	7,300	5,700	78
	NORTH CAROLINA			
	Gates	2,300	1,600	71
	Halifax	14,000	10,100	72
	Hertford	5,400	4,400	81
	Northampton	6,100	4,400	72
	VIRGINIA			
	Accomack	9,500	6,900	72
	Amherst	5,300	4,200	79
	Appomattox	2,500	2,100	83
Charlotte	3,500	2,700	77	
Fauquier	6,500	5,400	84	
Halifax	9,900	7,600	77	
Northampton	5,000	3,800	77	
Page	4,500	3,700	82	
Shenandoah	6,600	5,700	87	
Spotsylvania	7,700	6,500	84	
Stafford	4,800	4,200	87	

WXEX-TV, Richmond-Petersburg

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	NORTH CAROLINA			
	Halifax	14,000	10,100	72
	Northampton	6,100	4,400	72
	VIRGINIA			
	Augusta	20,700	17,600	85
	Caroline	3,100	2,400	78
	Culpeper	4,200	3,600	84
	Greene	1,100	700	54
	Isle of Wight	4,400	3,700	84
	King George	2,000	1,700	85
Under 25%	NORTH CAROLINA			
	Franklin	7,100	5,300	75
	Gates	2,300	1,600	71
	Hertford	5,400	4,400	81
	Warren	4,500	3,200	70
	VIRGINIA			
	Accomack	9,500	6,900	72
	Newport News	56,500	51,500	92
	Norfolk	138,000	123,100	90
	Northampton	5,000	3,800	77
	Page	4,500	3,700	82
	Princess Anne	23,700	21,800	92
Rockingham	14,600	11,800	81	
Shenandoah	6,600	5,700	87	
Spotsylvania	7,700	6,500	84	

WRVA-TV, Richmond

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	VIRGINIA—(Continued)			
	Mathews	2,300	1,800	80
	Mecklenburg	7,900	6,000	76
	Middlesex	1,900	1,500	79
	Northumberland	2,900	2,400	82
	Orange	3,600	2,600	72
	Richmond	1,800	1,400	79
	Rockingham	14,600	11,800	81
Under 25%	VIRGINIA			
	Amherst	5,300	4,200	79
	Appomattox	2,500	2,100	83
	Gloucester	3,600	3,100	86
	Isle of Wight	4,400	3,700	84
	Nansemond	12,000	9,500	79
	Page	4,500	3,700	82
	Shenandoah	6,600	5,700	87
	Southampton	6,700	5,200	78
	Spotsylvania	7,700	6,500	84
	Sussex	2,900	2,000	68
	York	6,200	5,500	89

WDBJ-TV, Roanoke

(ARB Data Continued)

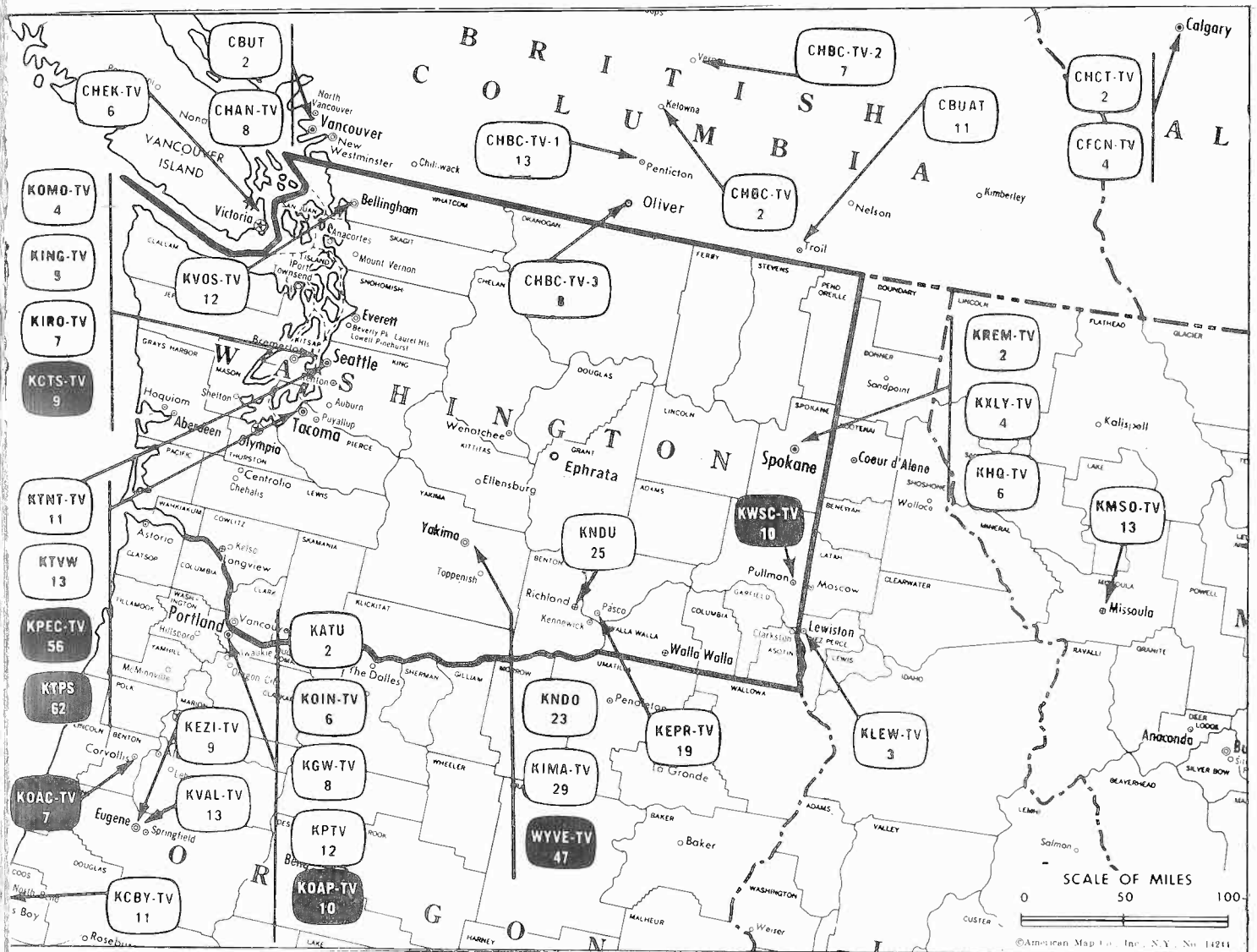
Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Under 25%	NORTH CAROLINA			
	Alamanche	22,400	22,100	91
	Alleghany	2,200	1,700	74
	Ashe	5,200	3,700	71
	Forsyth	55,700	49,600	89
	Guilford	72,100	65,100	91
	Montgomery	4,900	4,200	85
	Randolph	17,800	15,500	87
	Stokes	5,900	5,100	85
	Surry	13,600	11,400	84
	VIRGINIA			
	Albermarle	17,800	13,400	76
Augusta	20,700	17,600	85	
Buckingham	2,700	1,900	69	
Cumberland	1,600	1,100	66	
Fluvanna	1,900	1,400	75	
Louisa	3,400	2,400	70	
Lunenburg	3,400	2,700	79	
Nelson	3,400	2,400	71	
Prince Edward	3,700	2,800	77	
WEST VIRGINIA				
Hardy	2,600	1,800	68	
McDowell	17,500	14,800	85	
Pendleton	2,100	1,600	74	
Wyoming	8,300	7,000	83	

WLSL-TV, Roanoke

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Under 25%	NORTH CAROLINA—(Continued)			
	Forsyth	55,700	49,600	89
	Guilford	72,100	65,100	91
	Stokes	5,900	5,100	85
	Surry	13,600	11,400	84
	VIRGINIA			
	Augusta	20,700	17,600	85
	Brunswick	4,300	3,100	73
	Buckingham	2,700	1,900	69
	Cumberland	1,600	1,100	66
	Greensville	4,000	3,100	77
	Lunenburg	3,400	2,700	79
Prince Edward	3,700	2,800	77	
W.Va.: Hardy	2,600	1,800	61	
Pendleton	2,100	1,600	74	

Washington



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Seattle-Tacoma	766,000	11	639,200	40	579,700	36
Spokane	229,800	73	324,800	95	286,800	94
Yakima	97,700	135	162,700	148	142,600	147
Bellingham	49,800	177	138,700	163	127,100	155

Washington Station Status as of Dec. 1, 1962

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
9	4	13
2	2	4
		17

Washington

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

KEPR-TV

Richland

(See Pasco, Wash.)

KTNT-TV

Seattle

(See Tacoma, Wash.)

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State Educational Technical Facilities (Complete Data in Educational Directory)

KWSC-TV

Pullman

Ch. 10

Non-Commercial Educational Station

Licensee: Washington State University, Pullman.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 3.41-kw visual, 1.70-kw aural. Antenna: 112-ft. above av. terrain, 129-ft. above ground, 2699-ft. above sea level.

Latitude	46°	43'	51"
Longitude	117°	10'	00"

KCTS-TV

Seattle

Ch. 9

Non-Commercial Educational Station

Licensee: University of Washington, Seattle 5.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 28.8-kw visual, 17.4-kw aural. Antenna: 470-ft. above av. terrain, 293-ft. above ground, 608-ft. above sea level.

Latitude	47°	37'	02"
Longitude	122°	19'	13"

KPEC-TV

Tacoma

Ch. 56

Non-Commercial Educational Station

Licensee: Clover Park School District No. 400, 5214 Stellacoom Blvd.

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 21.4-kw visual, 10.7-kw aural. Antenna: 210-ft. above av. terrain, 198-ft. above ground, 470-ft. above sea level.

Latitude	47°	10'	31"
Longitude	122°	29'	37"

KTPS

Tacoma

Ch. 62

Non-Commercial Educational Station

Licensee: Tacoma School District No. 10, 1101 S. Yakima Ave., Tacoma.

Technical Facilities: Channel No. 62 (758-764 mc). Authorized power: 16.2-kw visual, 8.91-kw aural. Antenna: 420-ft. above av. terrain, 350.7-ft. above ground, 651.5-ft. above sea level.

Latitude	47°	15'	08"
Longitude	122°	26'	46"

KYVE-TV

Yakima

Ch. 47

Non-Commercial Educational Station

Licensee: Yakima School Dist. No. 7, 104 N. Fourth Ave., Yakima.

Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 22.39-kw visual, 11.22-kw aural. Antenna: 860-ft. above av. terrain, 78-ft. above ground, 2050-ft. above sea level.

Latitude	46°	31'	58"
Longitude	120°	30'	33"

Washington—Pasco-Kennewick-Richland



Ch. 19



[Associated with KIMA-TV, Yakima]

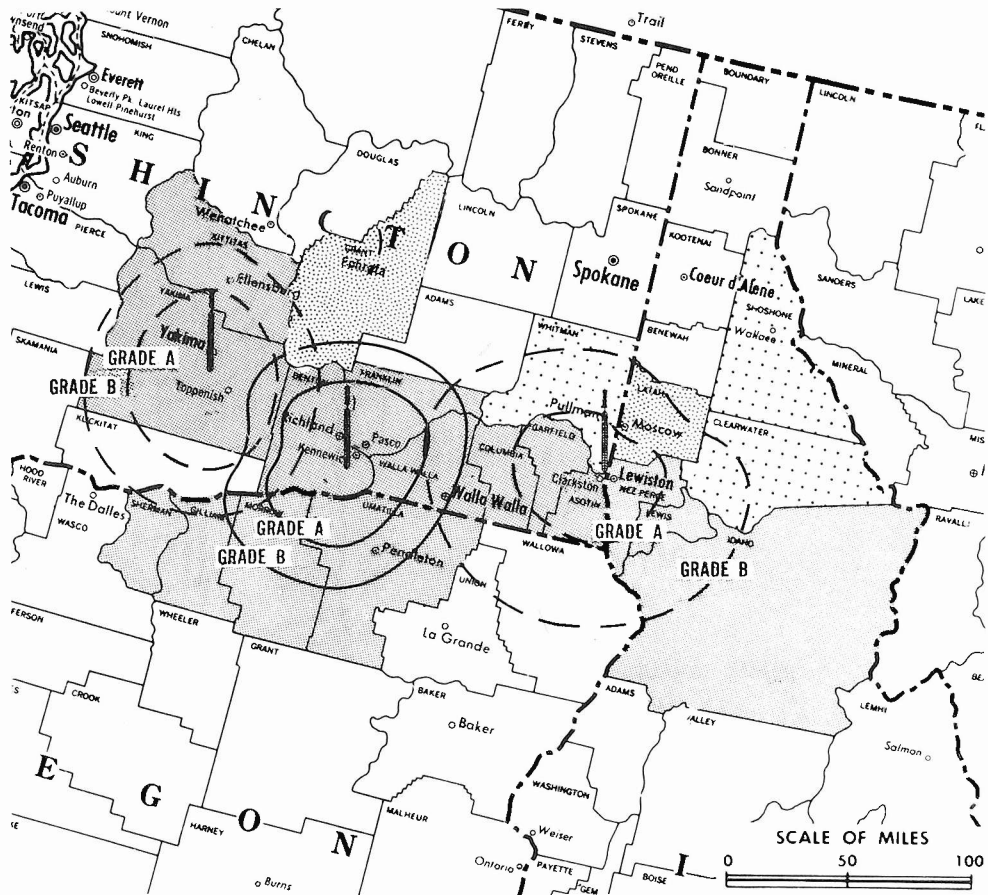
Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 143.6-kw maximum and 97.7-kw horizontal visual, 71.3-kw maximum and 48.9-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 351-ft. above ground, 2394-ft. above sea level.

Latitude 46° 05' 48"
Longitude 119° 11' 36"

Transmitter: Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

AM Affiliate: KEPR, 5-kw, 610 kc (MBS).

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KEPR-TV Ref: FCC File No. BPCT—2322 Granted 9/1/57

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KEPR-TV

Network Service: CBS, NBC, same as KIMA-TV.

Licensee: Cascade Bcstg. Co. Inc., Box 702, Yakima, Wash.

Studio: Kennewick Highlands, Kennewick.

Ownership: See KIMA-TV.

Began Operation: Dec. 28, 1954

Represented (sales) by Young Television Corp.; Art Moore & Associates (Pacific Northwest).

Personnel:

DICK EDWARDS, manager.
JIM HUGHES, news director.
MIKE RASTOVICH, chief engineer.

Rates: Sold only in combination with KIMA-TV, Yakima.

NETWORK BASE HOURLY RATE: \$120 (CBS, EMP). Bonus to KIMA-TV, Yakima (CBS & NBC).

ARB Data for this station included with report for parent KIMA-TV, Yakima, Wash.



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Washington—Richland



KNDU

Ch. 25



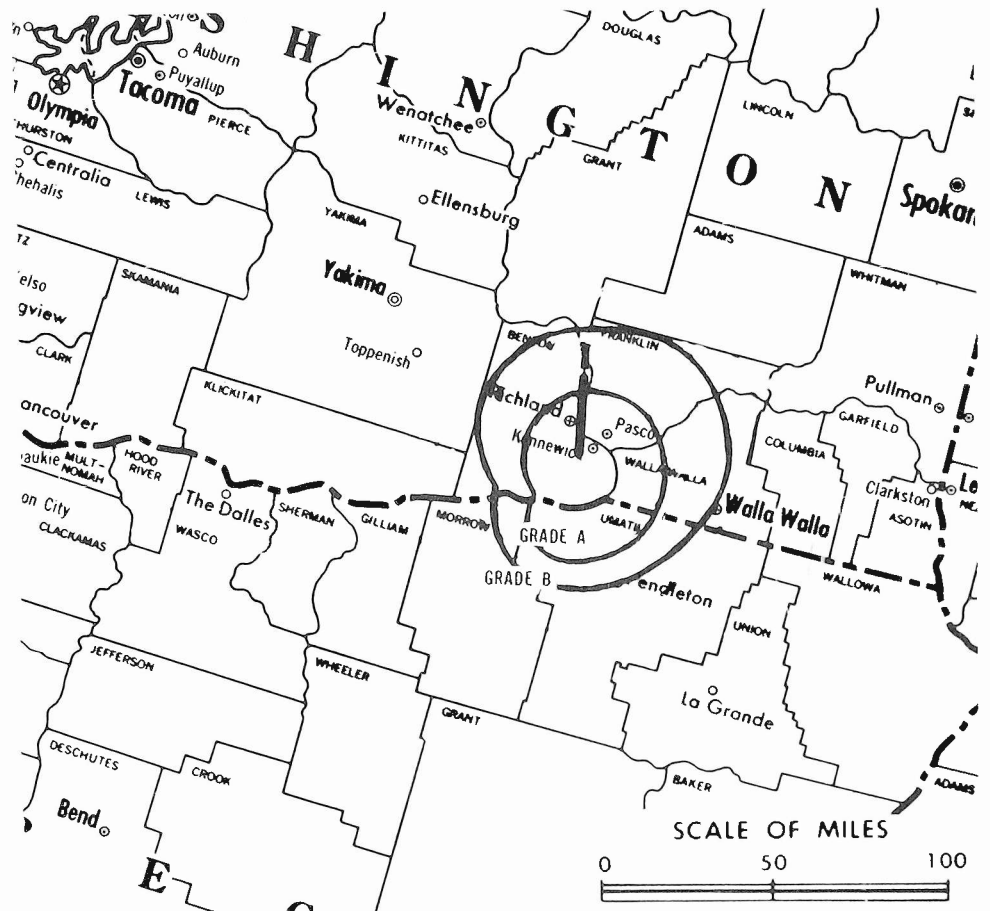
[Semi-Satellite of KNDO, Yakima, Wash.]

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 20-kw visual, 10.7-kw aural. Antenna: 1271-ft. above av. terrain, 142-ft. above ground, 2330-ft. above sea level.

Latitude 46° 06' 11"
Longitude 119° 07' 47"

Transmitter: Jumpoff Joe Butte, S of Kennewick, Wash.

TV tape: Recording facilities.



KNDU Ref: FCC File No. BPCT-2806 Granted 5/24/61

©American Map Co., Inc., N.Y., No. 14244

KNDU

Network Service: ABC, same as KNDO, Yakima, Wash.
Licensee: Columbia Empire Broadcasting Corp., 23 S. First St., Yakima, Wash.
Studio: 204 Grigg's Bldg., Pasco.
Telephone: Chestnut 8-2300, Yakima.
Ownership: Same as KNDO, Yakima.
Began Operation: Oct. 10, 1961.
Represented (sales) by Weed Television Corp.; Day-Wellington Inc. (Seattle).
Represented (legal) by Haley, Bader & Potts.
Represented (engineering) by Warren C. Brown.
Personnel:
HUGH E. DAVIS, president & general manager, KNDO & KNDU.
K. LYNN WHITE, resident sales manager.
BOB KALSTAD, operations manager.
NANCY FORAN, traffic manager.
D. L. DEVON, chief engineer.

DIGEST OF RATE CARD NO. 2* (July 1, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—8-10 p.m., daily.	\$150.00	\$90.00	\$60.00	\$45.00	\$38.00	\$28.00
					\$28.00	\$15.00

*Also has combination rate with KNDO, Yakima.
NETWORK BASE HOURLY RATE: Bonus to KNDO, Yakima.

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made. However, total net weekly circulation for this station is available based on subsequent surveys.



PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE

Washington—Seattle



KING-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 822-ft. above av. terrain, 570-ft. above ground, 1000-ft. above sea level.

Latitude 47° 37' 55"
Longitude 122° 20' 59"

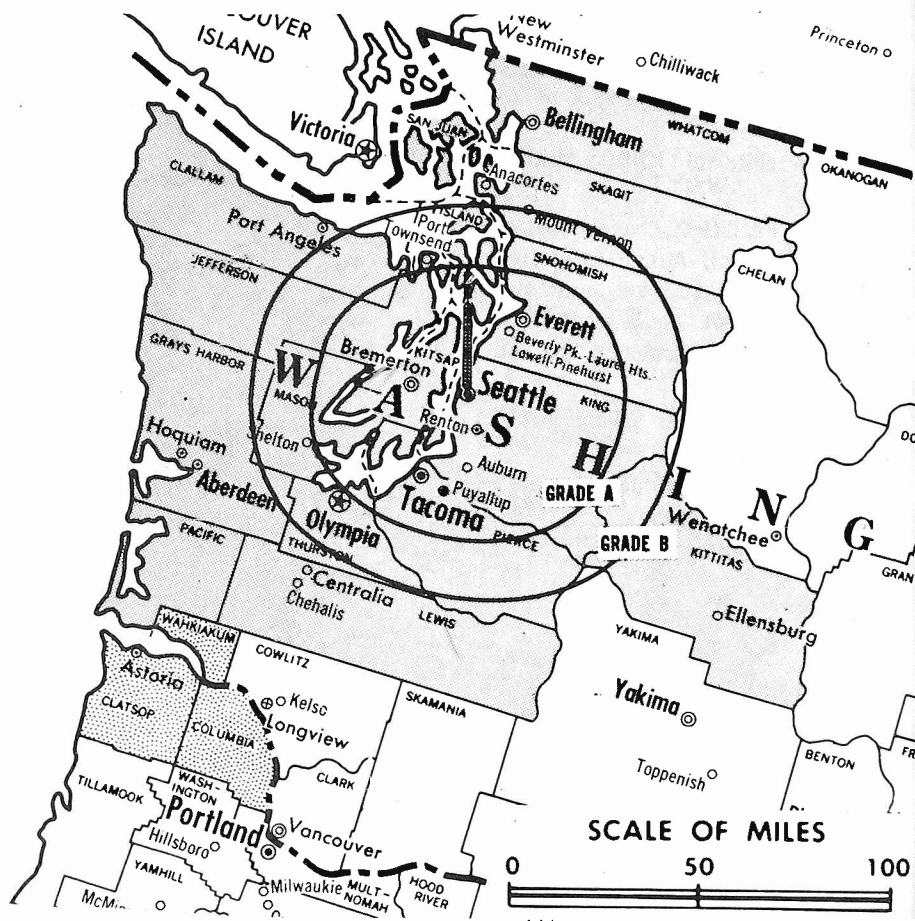
Transmitter: 301 Galer St.

TV tape: Recording facilities.

AM Affiliate: KING, 50-kw, 1090 kc (NBC).

FM Affiliate: KING-FM, 15-kw, 98.1 mc (No. 251), 410-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KING-TV Ref: FCC File No. BPCT-732 Granted 1/14/53

©American Map Co., Inc., N.Y., No. 14244

KING-TV

Licensee: King Broadcasting Co., 320 Aurora Ave., Seattle 9.

Studio: Television Center, 320 Aurora Ave, North.

Telephone: Mutual 2-3555.

TWX No.: 206-998-0458.

Ownership: Dorothy S. Bullitt, chmn., majority owner; other officers; Stimson Bullitt, pres.; Henry B. Owen, exec. v.p. & treas.; Otto P. Brandt, v.p. King Broadcasting Co. owns KGW-TV & KGW, Portland, Ore. and is majority owner of KREM-TV, KREM & KREM-FM, Spokane, Wash.

Began Operation: Nov. 25, 1948, as KRSC-TV. Sold to present licensee August 1949 (Television Digest, Vol. 5:20, 23, 30).

Represented (sales) by Blair TV.

Represented (legal) by Haley, Bader & Potts.

Personnel:

OTTO P. BRANDT, v.p., broadcast div. & station manager.
HENRY B. OWEN, v.p., business division.
ERIC BREMNER, asst. to v.p., broadcast division.
ANCIL H. PAYNE, asst. to v.p., business division.
JAY W. WRIGHT, director of engineering facilities.
GLORIA CHANDLER, director of public service.
ROBERT SCHULMAN, director of special features.
JAMES NEIDIGH, sales manager.
DEL LODER, sales service manager.
G. W. PARKER, merchandising manager.
LEE SCHULMAN, director of programming & film buyer.
JACK FEAREY, program operations manager.
KIT SPIER, production manager.
CHARLES HERRING, news director.
ROD BELCHER, sports director.
ROBERT A. FERGUSON, chief engineer.

DIGEST OF RATE CARD NO. 20—(Sept. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—6:30-10 p.m., daily.
\$1300.00 \$790.00 \$530.00 \$400.00 \$420.00 \$360.00 \$180.00
NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	WASHINGTON			
	Clallam	9,400	8,300	89
	Grays Harbor	17,700	14,700	83
	Island	5,800	5,500	95
	Jefferson	2,900	2,700	89
	King	316,100	286,000	91
	Kitsap	26,400	24,700	94
	Kittitas	6,400	5,400	84
	Lewis	13,600	11,800	87
	Mason	5,300	4,900	93
	Pacific	5,100	4,200	83
	Pierce	97,700	91,000	94
	San Juan	1,100	1,000	90
Skagit	16,100	14,400	90	
Snohomish	54,500	50,500	93	
Thurston	17,800	16,500	93	
Whatcom	22,500	20,000	89	
Between 25-50%	OREGON			
	Clatsop	9,400	8,000	85
	Columbia	7,000	6,300	90
WASHINGTON	Wahkiakum	1,100	1,000	86
	Under 25%:	None Under 25%		
KING-TV Station Total		635,900	576,900	91
ARB Total Net Weekly Circulation (March, 1962)		569,900		

Washington—Seattle

KIRO-TV

Ch. 7



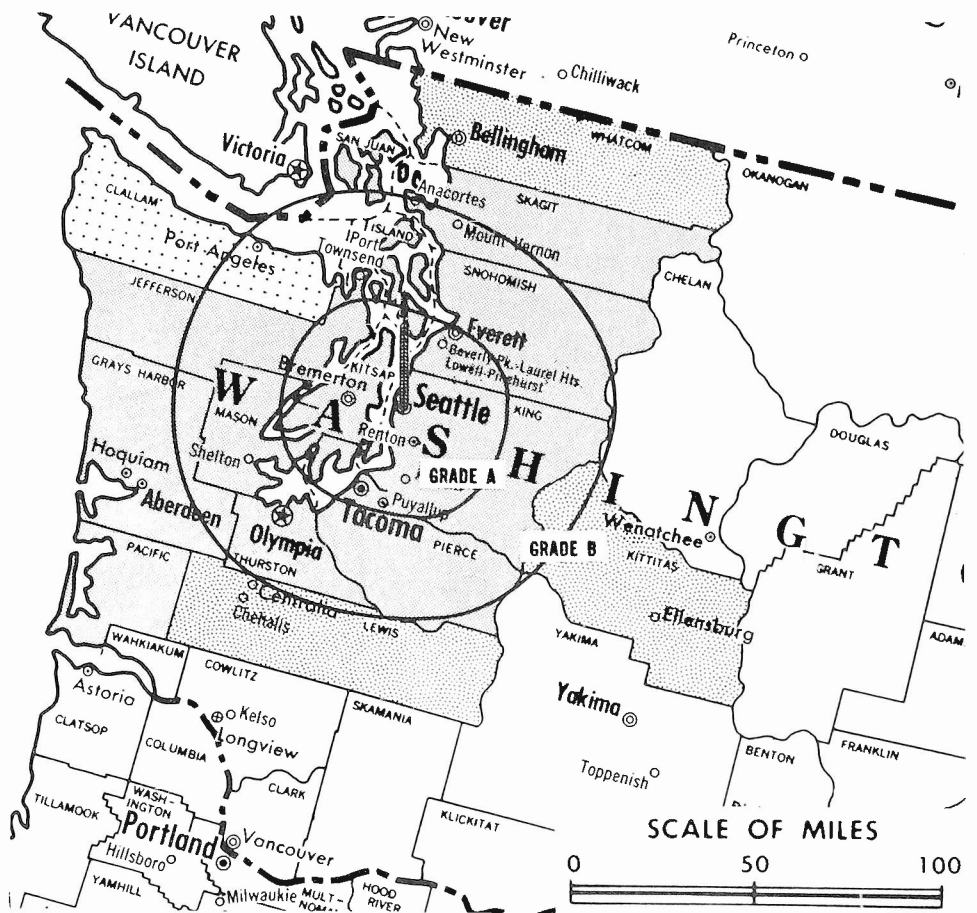
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 820-ft. above av. terrain, 599-ft. above ground, 1007-ft. above sea level.

Latitude 47° 38' 01"
Longitude 122° 21' 20"

Transmitter: 1530 Queen Anne Ave.
TV tape: Recording facilities.

AM Affiliate: KIRO, 50-kw, 710 kc (CBS).

FM Affiliate: KIRO-FM, 16.5-kw, 100.7 mc (No. 264), 750-ft. antenna height.



KIRO-TV Ref: FCC File No. BPCT-453 Granted 7/25/57

©American Map Co., Inc., N.Y., No. 14244

KIRO-TV

Licensee: Queen City Bcstg. Co., 1530 Queen Anne Ave., N., Seattle 9.

Studio: 1530 Queen Anne Ave., N.

Telephone: Atwater 3-9800.

Ownership: Saul Haas, pres., 62.05%; Lincoln W. Miller, exec. v.p., .031%; John L. King, secy.-treas., .307%; Robert M. Hagen, 2.41%; Sen. Warren G. Magnuson, 4.01%; U. N. Banks, 5.12% (as trustee for Ruth Cooper Lear); U. N. Banks, 4.12% (as trustee for Nancy Lear Thompson); 50 other stockholders, none owning over 2%.

Began Operation: Feb. 8, 1958.

Represented (sales) by Peters, Griffin, Woodward Inc.; Charles L. Burrow (Portland).

Represented (legal) by Arnold, Fortas & Porter.

Personnel:

SAUL HAAS, president & general manager.
LINCOLN W. MILLER, exec. v.p. & station manager.
ROBERT D. GORDON, program director.
SYDNEY ABRAMS, merchandising manager.
GENE WECKER, film director.
RON FORSELL, news director.
CHARLES MORRIS, engineering director.

DIGEST OF RATE CARD NO. 5
(Nov. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—7:30-10:30 p.m., daily.
\$200.00 \$660.00 \$450.00 \$325.00 \$300.00 \$250.00 \$125.00

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	WASHINGTON			
	Grays Harbor	17,700	14,700	83
	Island	5,800	5,500	95
	Jefferson	2,900	2,700	89
	King	316,100	286,000	91
	Kitsap	26,400	24,700	94
	Mason	5,300	4,900	93
	Pacific	5,100	4,200	83
	Pierce	97,700	91,000	94
	San Juan	1,100	1,000	90
	Skagit	16,100	14,400	90
	Snohomish	54,500	50,500	93
Thurston	17,800	16,500	93	
Between 25-50%	WASHINGTON			
	Kittitas	6,400	5,400	84
	Whatcom	22,500	20,000	89
Under 25%	WASHINGTON			
	Clallam	9,400	8,300	89
KIRO-TV Station Total		618,400	561,600	91
ARB Total Net Weekly Circulation (March, 1962)		477,400		



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KOMO-TV



Ch. 4

Technical Facilities: Channel No. 4
(66-72 mc). Authorized power:
100-kw visual, 50-kw aural. An-
tenna: 810-ft. above av. terrain,
550-ft. above ground, 1006-ft.
above sea level.

Latitude 47° 37' 55"
Longitude 122° 21' 09"

Transmitter: 157 Galer St.

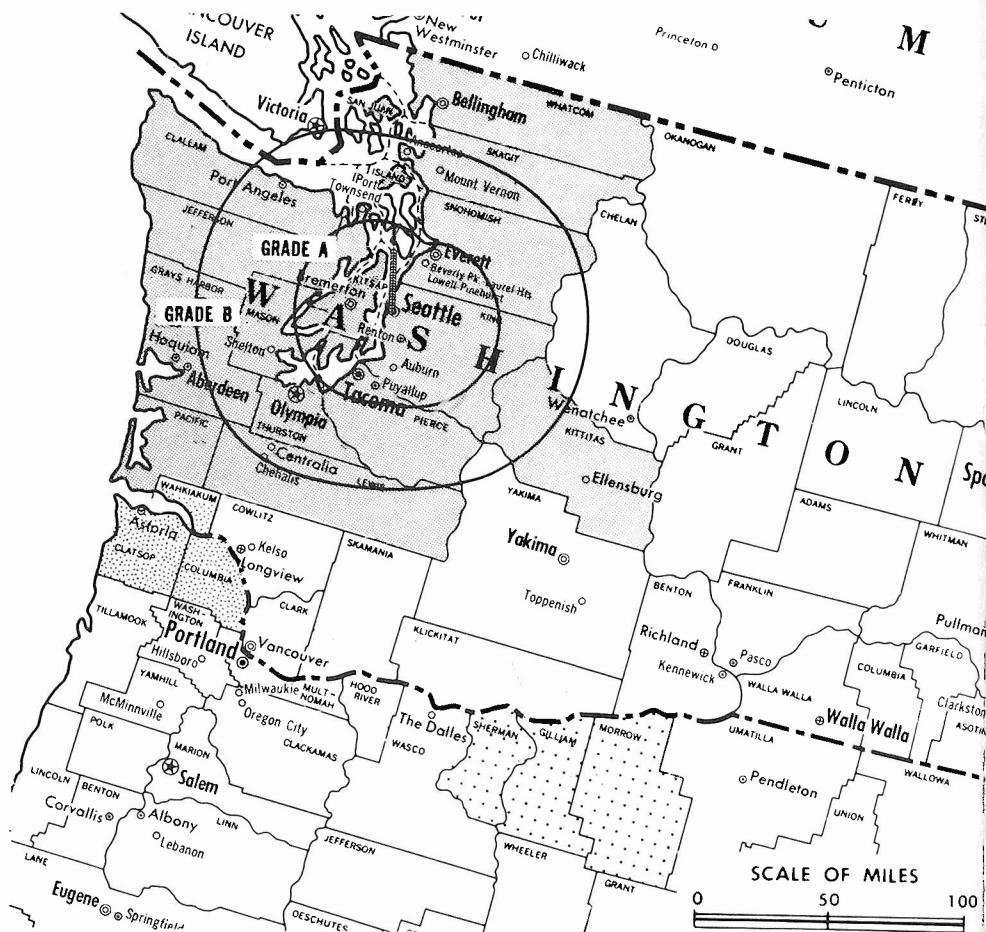
Studio: 100 4th Ave. N.

Telephone: Main 4-6000. TWX No.:
206-998-0751.

TV tape: Recording facilities.

AM Affiliate: KOMO, 50-kw, 1000
kc (ABC).

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KOMO-TV Ref: FCC File No. BPCT-407 Granted 6/10/53

© American Map Co., Inc., N.Y., No. 14244

KOMO-TV

Licensee: Fisher's Blend Stations Inc., 100 4th Ave. N, Seattle 9.

Ownership: Fisher's Blend Station Inc., 100%. Fisher's Blend Sta-
tion also owns 80% of Fisher Bcstg. Co., licensee of KATV,
Portland, Ore.

Began Operation: Nov. 17, 1953. Sale of 1/3 to Fisher's Blend
Station (making it 100% owner) by Theodore Gamble & C.
Howard Lane consumated in April 1959 (Television Digest, Vol.
15:16).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

W. W. WARREN, president & general manager.
MAITLAND JORDAN, general sales manager.
PAUL SWIMELAR, local sales manager.
F. W. HAGERTY, sales service & merchandising manager.
DAVE CROCKETT, mgr. of programming, television & film buyer.
TOM ROGSTAD, TV program manager.
ARTHUR GERBEL, public relations manager.
HERB ROBINSON, director, news operations.
KEITH JACKSON, sports & special events director.
C. E. MILLER, chief engineer.
AL STEWART, TV production manager.

DIGEST OF RATE CARD NO. 11—(Aug. 1, 1962)

Hour	30 Min.	15 Min.	Min.*	20 Sec.*	10 Sec.*
Class AAA—7:30-10:30 p.m., daily.					
\$1350.00	\$800.00	\$540.00	\$425.00	\$375.00	\$188.00

*Class AAA—7:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	WASHINGTON			
	Clallam	9,400	8,300	89
	Grays Harbor	17,700	14,700	83
	Island	5,800	5,500	95
	Jefferson	2,900	2,700	89
	King	316,100	286,000	91
	Kitsap	26,400	24,700	94
	Kittitas	6,400	5,400	84
	Lewis	13,600	11,800	87
	Mason	5,300	4,900	93
	Pacific	5,100	4,200	83
	Pierce	97,700	91,000	94
	San Juan	1,100	1,000	90
	Skagit	16,100	14,400	90
Snohomish	54,500	50,500	93	
Thurston	17,800	16,500	93	
Whatcom	22,500	20,000	89	
Between 25-50%	OREGON			
	Clatsop	9,400	8,000	85
	Columbia	7,000	6,300	90
Under 25%	WASHINGTON			
	Wahkiakum	1,100	1,000	86
	OREGON			
Gilliam	1,000	800	83	
Morrow	1,500	1,200	80	
Sherman	800	800	92	
KOMO-TV Station Total		639,200	579,700	91
ARB Total Net Weekly Circulation (March, 1962)			559,000	

For ARB County-by-County Data, see page 40-a.

Washington—Spokane



KHQ-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 87.1-kw visual, 44.6-kw aural. Antenna: 2150-ft. above av. terrain, 904-ft. above ground, 4549-ft. above sea level.

Latitude 47° 34' 52"
Longitude 117° 17' 47"

Transmitter: Tower Mountain, 3.25-mi. SE of Spokane.

Studio: 4202 S Regal.

Telephone: Keystone 4-0511.

TWX No.: SP 427.

TV tape: Recording facilities.

AM Affiliate: KHQ, 5-kw, 590 kc (NBC). FM Affiliate: KHQ-FM, 47-kw, 98.1 mc (No. 243), 2031-ft. antenna height.

Represented (engineering) by George C. Davis.

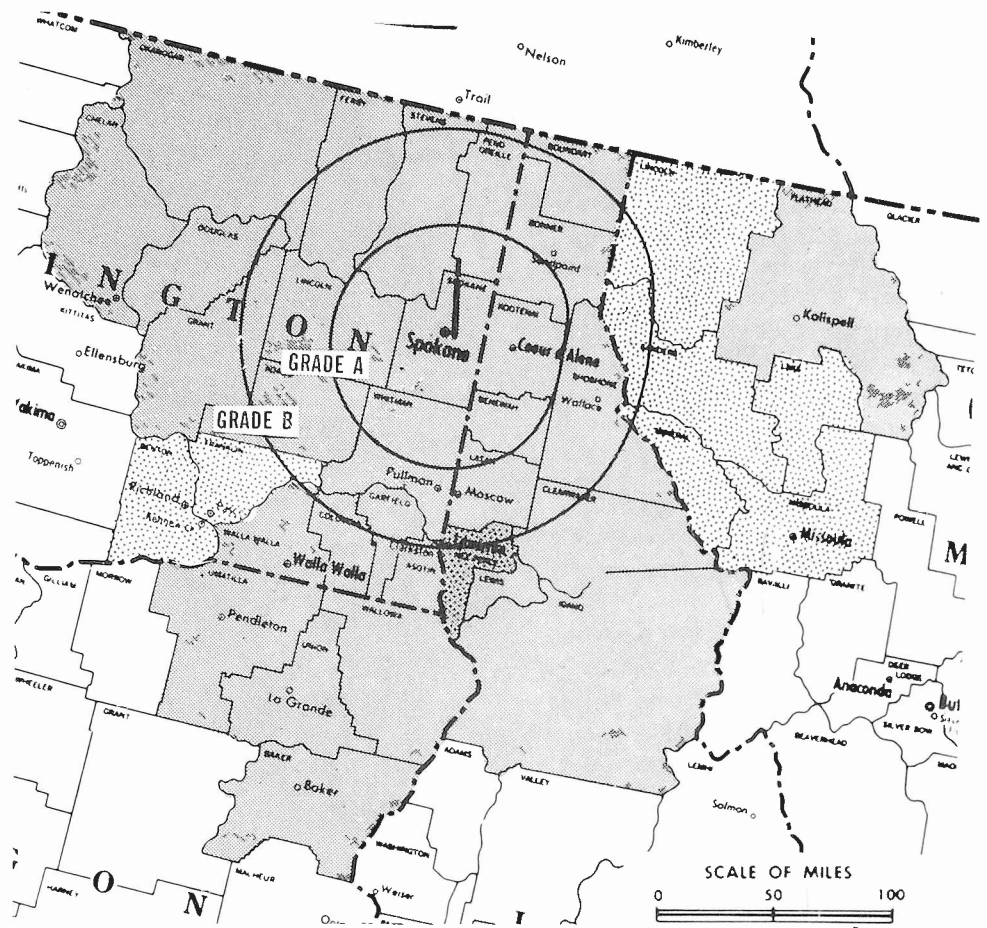
ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KHQ-TV Ref: FCC File No. BPCT-2713 Granted 11/18/59

©American Map Co., Inc., N.Y., No. 14244

KHQ-TV

Licensee: KHQ Inc., 4202 South Regal St., Spokane 34.

Ownership: Spokane Chronicle Co. (Spokane Chronicle). KHQ Inc. officers: R. O. Dunning, pres.; William B. Hyde, secy.; Milton O. Fritsch, asst. secy. & treas.

Began Operation: Dec. 20, 1952.

Represented (sales) by The Katz Agency Inc.; Art Moore & Associates Inc. (Seattle, Wash., Portland, Ore.).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

R. O. DUNNING, president & general manager.
M. O. FRITSCH, assistant secy. & treasurer.
J. BIRNEY BLAIR, commercial manager.
JOHN R. FAHEY, program director & film buyer.
IRV SMITH, promotion manager.
TOM TEMPLETON, farm director.
DEE WAYMIRE, engineering director.
DUANE BOCK, news director.

DIGEST OF RATE CARD NO. 13-A

(Oct. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—6-10:30 p.m., daily.

\$750.00 \$375.00 \$242.00 \$200.00 \$220.00* \$160.00* \$80.00*

*Class AA—6-10 p.m., Mon.-Fri.; 7:30-10 p.m., Sat. & Sun.

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO			
	Adams	900	800	80
	Benewah	1,900	1,700	88
	Bonner	4,900	4,300	86
	Boundary	1,700	1,400	79
	Clearwater	2,600	2,200	84
	Idaho	4,000	3,100	76
Kootenai	9,500	8,900	93	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO—(Continued)			
	Latah	6,200	5,300	84
	Lewis	1,300	1,200	90
	Shoshone	6,300	5,600	89
	MONT.: Flathead	10,100	8,600	85
	OREGON			
	Baker	5,700	4,900	85
	Umatilla	13,400	11,200	83
	Union	5,800	4,800	81
	Wallowa	2,200	1,800	80
	WASHINGTON			
	Adams	3,000	2,800	92
	Asotin	4,200	3,900	93
	Chelan	13,400	11,800	89
	Columbia	1,500	1,300	80
	Douglas	4,400	4,100	92
	Ferry	1,100	900	82
	Garfield	900	800	86
	Grant	13,600	12,200	90
	Lincoln	3,500	3,300	93
Okanogan	7,800	6,500	84	
Pend Oreille	2,200	2,000	89	
Spokane	90,000	82,200	92	
Stevens	5,400	4,700	86	
Walla Walla	12,800	10,600	84	
Whitman	8,900	7,900	89	
Between 25-50%	IDA.: Nez Perce	8,700	7,800	83
	MONTANA			
	Lake	3,900	3,300	85
	Lincoln	3,800	3,000	80
	Mineral	900	800	87
Under 25%	Missoula	13,800	11,600	84
	Sanders	2,300	1,600	68
	WASHINGTON			
Benton	17,900	16,400	92	
Franklin	7,100	6,500	92	

Under 25%: None Under 25%

KHQ-TV Station Total	308,200	271,800	89
ARB Total Net Weekly Circulation (March, 1962)		223,600	

Washington—Spokane



KXLY-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 48-kw visual, 26.9-kw aural. Antenna: 3060-ft. above av. terrain, 153-ft. above ground, 6030-ft. above sea level.

Latitude 47° 55' 18"
Longitude 117° 06' 48"

Transmitter: Top of Mount Spokane.

Studio: 315 W. Sprague Ave.

TV tape: Recording facilities.

AM Affiliate: KXLY, 5-kw, 920 kc.

FM Affiliate: KXLY-FM, 2-kw, 99.9 mc (No. 260), 485-ft. antenna height.

Represented (legal) by Scharfeld, Bechhoefer, Baron & Stambler.

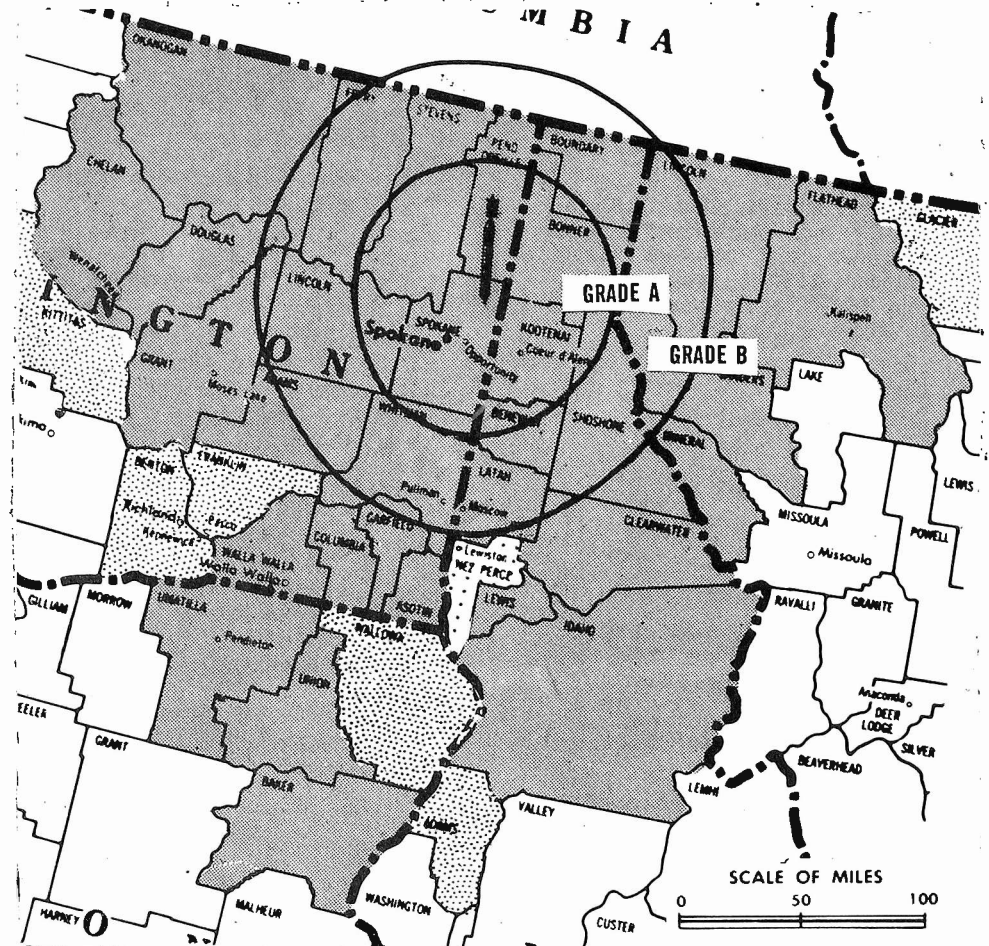
Represented (engineering) by George P. Adair Engineering Co.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KXLY-TV Ref: FCC File No. BMPCT-906 Granted 10/17/52

© American Map Co., Inc., N.Y., No. 14244

KXLY-TV

Licensee: Spokane TV Inc., 315 W. Sprague Ave., Spokane 4.

Ownership: TV and radios are owned by Morgan Murphy interests. Spokane TV is owned by Evening Telegram Co., M & M Bcstg. Co. (WLUK-TV, Green Bay, Wis. and WLUC-TV, Marquette, Mich.); Lafayette (La.) Advertiser-Gazette Inc., and by Manitowoc Newspapers Inc. For other Morgan Murphy interests, see WLUK-TV, Green Bay, Wis.

Began Operation: Jan. 16, 1953. Sale to present owners by Joseph Harris and Norman E. Alexander approved by FCC Jan. 17, 1962 (Television Digest, Vol. 17:34, 2:4, 6-7). Sale to Harris and Alexander by Symons Bcstg. Co. (E. B. Craney) and Bing Crosby approved by FCC Jan. 6, 1954 (Vol. 9:49, 10:2).

Represented (sales) by H-R Television Inc.; Day-Wellington Inc. (Seattle); H. S. Jacobson (Portland).

Personnel:

WAYNE McNULTY, general manager & film buyer.
BOB WEITZE, national & local sales manager.
BOB WARRINGTON, operations manager.
T. O. JORGENSON, director of engineering.

DIGEST OF RATE CARD NO. 12—(Sept. 1, 1962)

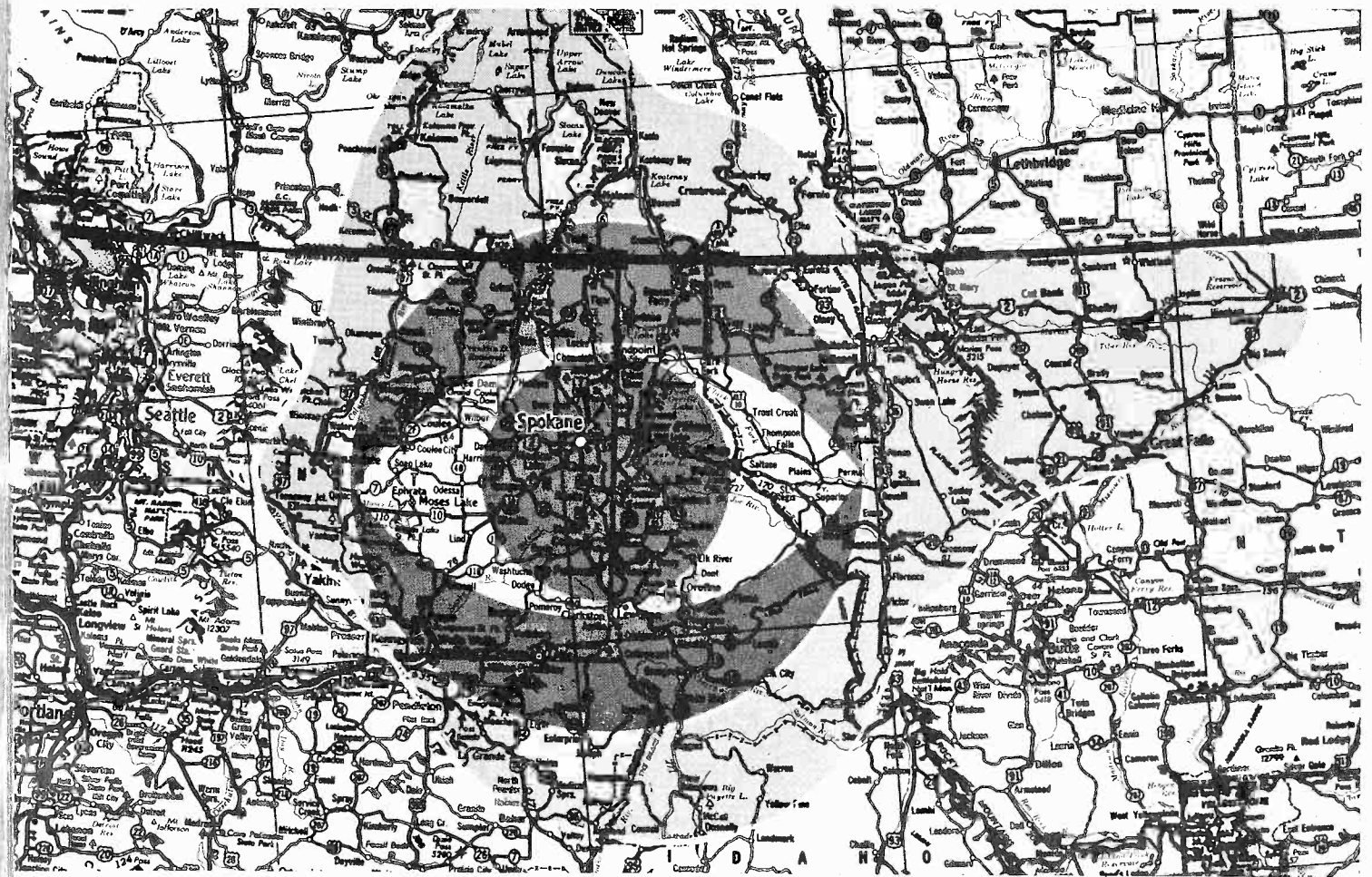
Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—7:30-9:30 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat.; 7-10:30 p.m., Sun.
\$800.00 \$480.00 \$320.00 \$240.00 \$260.00 \$240.00 \$120.00

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO			
	Benewah	1,900	1,700	88
	Bonner	4,900	4,300	86
	Boundary	1,700	1,400	79
	Clearwater	2,600	2,200	84
	Idaho	4,000	3,100	76
	Kootenai	9,500	8,900	93
	Latah	6,200	5,300	84
	Lewis	1,300	1,200	90
	Shoshone	6,300	5,600	89

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MONTANA			
	Flathead	10,100	8,600	85
	Hill	5,400	4,600	86
	Liberty	700	700	87
	Lincoln	3,800	3,000	80
	Mineral	900	800	87
	Sanders	2,300	1,600	68
	ORE.: Baker	5,700	4,900	85
	Umatilla	13,400	11,200	83
	Union	5,800	4,800	81
	WASH.: Adams	3,000	2,800	92
	Asotin	4,200	3,900	39
	Chelan	13,400	11,800	89
	Columbia	1,500	1,300	80
	Douglas	4,400	4,100	92
	Ferry	1,100	900	82
	Garfield	900	800	86
	Grant	13,600	12,200	90
	Lincoln	3,500	3,300	93
	Okanogan	7,800	6,500	84
	Pend Oreille	2,200	2,000	89
Spokane	90,000	82,200	92	
Stevens	5,400	4,700	86	
Walla Walla	12,200	10,600	84	
Whitman	8,900	7,900	89	
Between 25-50%	IDA.: Adams	900	800	80
	MONTANA			
	Glacier	3,100	2,300	75
	Lake	3,900	3,300	85
	Missoula	13,800	11,600	84
Toole	2,200	2,000	87	
ORE.: Wallowa	2,200	1,800	80	
WASHINGTON				
	Benton	17,900	16,400	92
	Franklin	7,100	6,500	92
	Kittitas	6,400	5,400	84
Under 25%	IDAHO			
Nez Perce	8,700	7,800	90	
KXLY-TV Station Total		324,800	286,800	88
ARB Total Net Weekly Circulation (March, 1962)		229,800		

GIANT COVERAGE OF A GIANT MARKET



Only KXLY-TV COMPLETELY "BLANKETS THE INLAND EMPIRE"

It's a BILLION DOLLAR, self-contained market bordered on all sides by giant mountains; with Spokane, its "Hub", located nearly 300 miles from cities of comparable size! One media buy "blankets" this market!



**BUY THE
INLAND EMPIRE
AND KXLY-TV**
... you'll receive

*America's No. 1
Test Market
Sales Management Mag.

*Population of
1,075,500

*309,800
television homes

*Net income of
\$2,015,654,000.

*Retail spending of
\$1,403,007,000.

*Military income of
over \$32,000,000.

SALES TOP THOSE OF
17 DIFFERENT STATES
... in total retail sales, total net
buying power, and total population!
It exceeds them in total food, drug,
appliance, apparel, automotive, service
station, building material and general
merchandise sales!



call your **HR** man

Washington—Spokane



KREM-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 840-ft. above av. terrain, 747-ft. above ground, 3072-ft. above sea level.

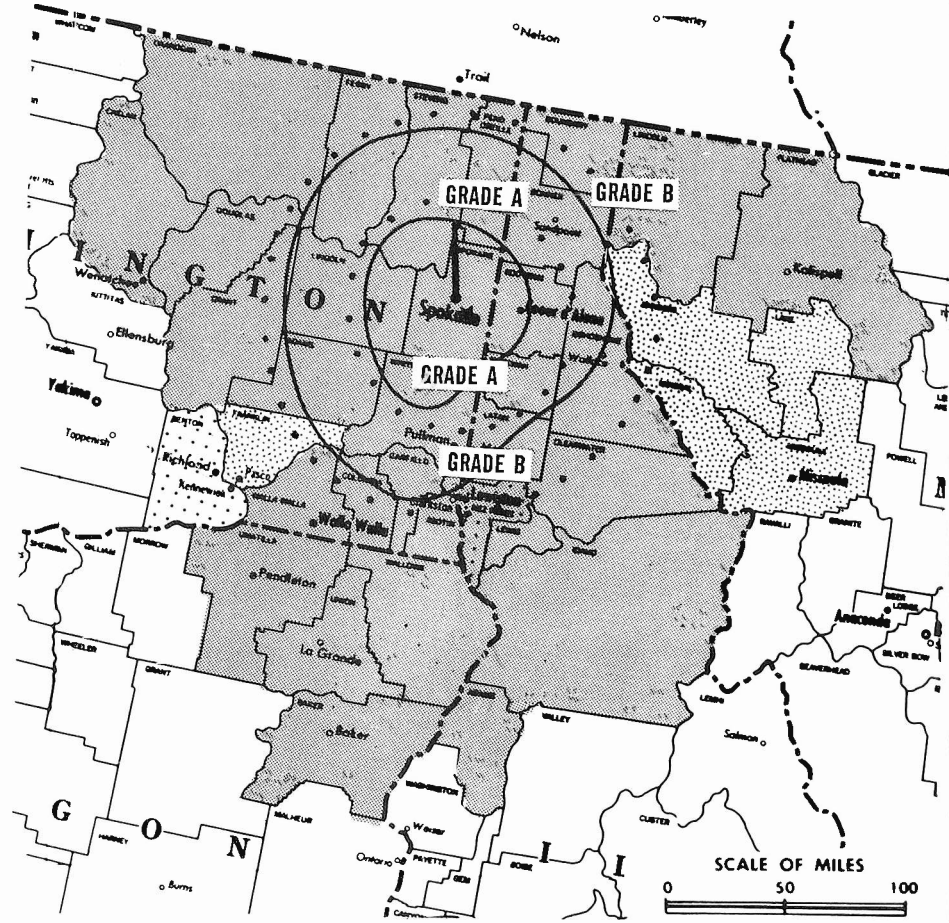
Latitude 47° 36' 59"
Longitude 117° 21' 55"

Holds CP for change to 84.7-kw visual, 42.4-kw aural, 2203-ft. above av. terrain, 969-ft. above ground; lat. 47° 35' 42"; long. 117° 17' 54".

Transmitter: 4103 S. Regal St.
TV tape: Recording facilities.

AM Affiliate: KREM, 5-kw, (1-kw night), 970 kc.

FM Affiliate: KREM-FM, 4.8-kw, 92.9 mc (No. 225), 727-ft. antenna height.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KREM-TV Ref: FCC File No. BPCT-920 Granted 3/18/54

©American Map Co., Inc., N.Y., No. 14244

KREM-TV

Licensee: KREM Broadcasting Co., 4103 S. Regal St., Spokane 34.

Studio: 4103 S. Regal St.

Telephone: Keystone 4-0423. TWX No.: SP 08.

Ownership: King Broadcasting Co., with majority control, also operates KING-TV, KING & KING-FM, Seattle, Wash. and KGW-TV & KGW, Portland, Ore.

Began Operation: Oct. 29, 1954. Sale to present owners by founder Louis Wasmer approved Sept. 25, 1957 by FCC (Television Digest, Vol. 13:28, 39, 51).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

LOUIS WASMER, president.
ALEXANDER P. HUNTER, station manager.
JAMES R. AGOSTINO, commercial manager.
TED RICHESON, national sales manager.
WALTER SCHAAR, program manager & film buyer.
RICHARD BARRETT, production manager.
DICK HOOVER, news service director.
EDW. ANTOSYN, chief engineer.

DIGEST OF RATE CARD NO. 7 (Jan. 1, 1961)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10 p.m., Mon.-Fri., 7-10 p.m., Sat. & Sun.
\$750.00 \$450.00 \$300.00 \$225.00 \$220.00 \$200.00 \$100.00
NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO			
	Adams	900	800	80
	Benewah	1,900	1,700	88
	Bonner	4,900	4,300	86
	Boundary	1,700	1,400	79
	Clearwater	2,600	2,200	84
	Idaho	4,000	3,100	76
	Kootenai	9,500	8,900	93
Latah	6,200	5,300	84	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO—(Continued)			
	Lewis	1,300	1,200	90
	Shoshone	6,300	5,600	89
	MONTANA			
	Flathead	10,100	8,600	85
	Lincoln	3,800	3,000	80
	OREGON			
	Baker	5,700	4,900	85
	Umatilla	13,400	11,200	83
	Union	5,800	4,800	81
	Wallowa	2,200	1,800	80
	WASHINGTON			
	Adams	3,000	2,800	92
	Asotin	4,200	3,900	93
	Chelan	13,400	11,800	89
	Columbia	1,500	1,300	80
	Douglas	4,400	4,100	92
	Ferry	1,100	900	82
	Garfield	900	800	86
	Grant	13,600	12,200	90
Lincoln	3,500	3,300	93	
Okanogan	7,800	6,500	84	
Pend Oreille	2,200	2,000	89	
Spokane	90,000	82,200	92	
Stevens	5,400	4,700	86	
Walla Walla	12,800	10,600	84	
Whitman	8,900	7,900	89	
Between 25-50%	MONTANA			
	Lake	3,900	3,300	85
	Mineral	900	800	87
	Missoula	13,800	11,600	84
	Sanders	2,300	1,600	68
WASH.: Franklin	7,100	6,500	92	
Under 25%	IDAHO			
	Nez Perce	8,700	7,800	90
	WASHINGTON			
Benton	17,900	16,400	92	
KREM-TV Station Total		307,600	271,800	88
ARB Total Net Weekly Circulation (March, 1962)		212,500		

Washington—Tacoma-Seattle

KTNT-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 801-ft. above av. terrain, 580-ft. above ground, 1000-ft. above sea level.

Latitude 47° 28' 43"
Longitude 122° 32' 32"

Transmitter: 7-mi. SW of Seattle.

TV tape: Recording facilities.

AM Affiliate: KTNT, 1-kw, 1400 kc.

FM Affiliate: KTNT-FM, 10.5-kw, 97.3 mc (No. 247), 410-ft. antenna height.



KTNT-TV Ref: FCC File No. BNPCT-1738 Granted 2/19/54

American Map Co., Inc., N.Y., No. 14214

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

KTNT-TV

Licensee: Tribune Publishing Co., Tacoma 5.

Studios & Offices: S. 11th & Grant Sts., Tacoma; 137 Dexter St., Seattle.

Telephones: Fulton 3-2561, Tacoma; Mutual 2-0550, Seattle.

WX Nos.: TA 010, Tacoma; 426 X, Seattle.

Ownership: Same as Tacoma News Tribune. Alton F. Baker, who owns 12.46% of Tribune Publishing Co., also owns Eugene (Ore.) Register-Guard (KERG).

Began Operation: February 22, 1953.

Represented (sales) by Paul H. Raymer Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

MAX BICE, general manager.

HERCH CARY, national sales manager.

KEITH MILLER, sales manager.

BILL FOX, news director.

DELL SPENCER, program director & film buyer.

DICK ENGH, chief engineer.

BOB ROBERTSON, sports director.

LEN HIGGINS, news director.

DIGEST OF RATE CARD NO. 9

(Sept. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—7-10 p.m., daily.
\$25.00 \$350.00 \$250.00 \$160.00 \$130.00 \$104.00 \$52.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	WASHINGTON			
	Grays Harbor	17,700	14,700	83
	Jefferson	2,900	2,700	89
	King	316,100	286,000	91
	Kitsap	26,400	24,700	94
	Mason	5,300	4,900	93
	Pacific	5,100	4,200	83
	Pierce	97,700	91,000	94
Between 25-50%	Skagit	16,100	14,400	90
	Thurston	17,800	16,500	93
	WASHINGTON			
	Island	5,800	5,500	95
Under 25%	Lewis	13,600	11,800	87
	San Juan	1,100	1,000	90
	Snohomish	54,500	50,500	93
None Under 25%				
KTNT-TV Station Total		580,100	527,900	91
ARB Total Net Weekly Circulation (March, 1962)			288,600	

For Other Newspapers
Operating Television Stations,
see the Newspaper Ownership Section

Washington—Yakima

KIMA-TV

Ch. 29



[Also operates associated stations KEPR-TV, Pasco; KLEW-TV, Lewiston, Ida.]

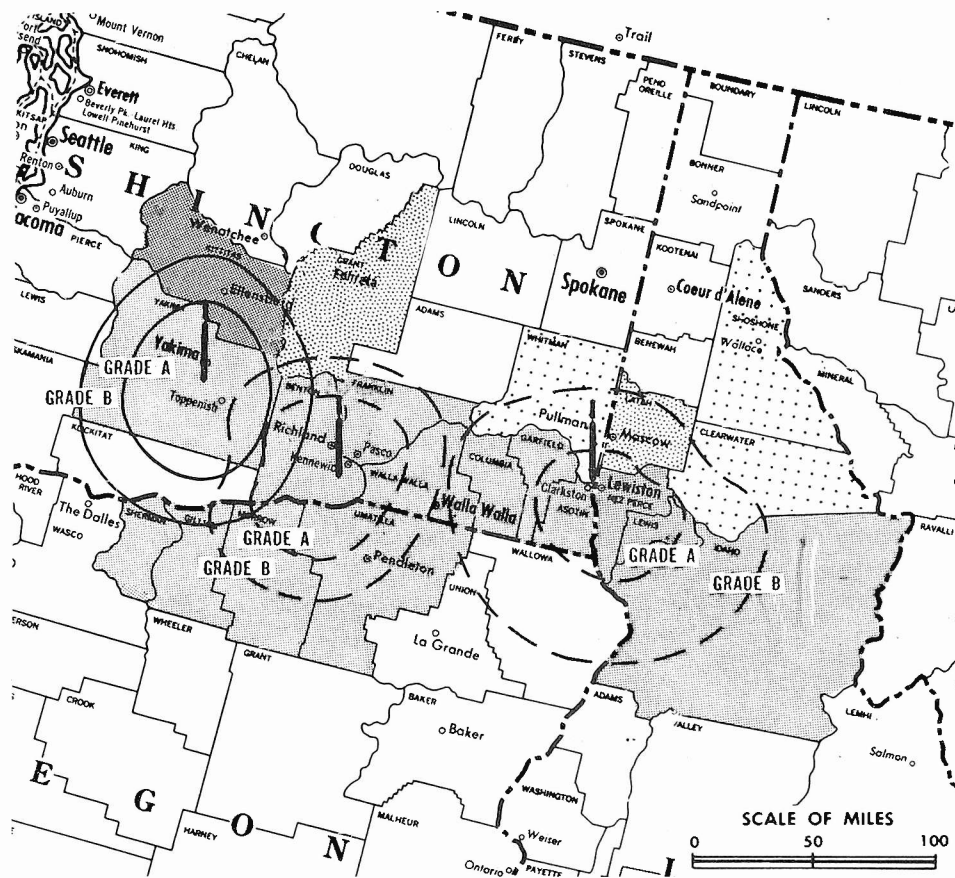
Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 191-kw—maximum and 105-kw horizontal visual, 95.5-kw maximum and 52.5-kw horizontal aural. Antenna: 970-ft. above av. terrain, 166-ft. above ground, 2166-ft. above sea level.

Latitude 46° 31' 58"
Longitude 120° 30' 33"

Transmitter: Ahtanum Ridge.

TV tape: Recording facilities.

AM Affiliate: KIMA, 5-kw, 1460 kc (NBC).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KIMA-TV Ref: FCC File No. BMPCT—3152 Granted 7/15/55
KEPR-TV Ref: FCC File No. BPCT—2322 Granted 9/1/57
KLEW-TV Ref: FCC File No. BMPCT—3459 Granted 10/6/55

©American Map Co., Inc., N.Y., No. 14244

KIMA-TV

Network Service: CBS, NBC.

Licensee: Cascade Broadcasting Co., Radio & Television Center, Box 702. Telephone: Glencourt 29-111. TWX No.: YA 39.

Studio: Radio & Television Center.

Ownership: Thomas C. Bostic, pres., 100%. Cascade operates KEPR-TV, Pasco, Wash. (Ch. 19); KLEW-TV, Lewiston, Wash. (Ch. 3); also owns radio station KEPR, Kennewick-Pasco, Wash.

Original Operation: July 19, 1953. Sale to Haltom Corp. by A. W. Talbot and Ralph Sundquist et al. approved by FCC Feb. 21, 1962 (Television Digest, Vol. 1:14). BTC-3934.

Represented (sales) by Adam Young Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Prince, Taylor, Crampton & Paul.

Represented (engineering) by Hammett & Edison.

Personnel:

- TOM BOSTIC, president.
- JACK REBER, v.p. & general manager.
- BILL GROGAN, v.p., TV sales.
- DICK GASSAWAY, national sales manager.
- BOB DIPIETRO, sales manager.
- JIM NOLAN, v.p., programs & film buyer.
- BOB HORN, promotion director.
- BOB ANDERSON, director of operations.
- MEL BURRILL, director of engineering.
- DOW LAMBERT, TV chief engineer.
- GENE TOLLEFSON, news director.

DIGEST OF RATE CARD NO. 8-A—(Sept. 19, 1962)

our 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6-10 p.m., daily.
\$00.00 \$390.00 \$300.00 \$225.00 \$175.00 \$150.00 \$75.00

Note: Above rates include KEPR-TV, Pasco and KLEW-TV, Lewiston.

NETWORK BASE HOURLY RATE: \$650.

1962-63 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO			
	Idaho	4,000	3,100	76
	Lewis	1,300	1,200	90
	Nez Perce	8,700	7,800	90
	OREGON			
	Gilliam	1,000	800	83
	Morrow	1,500	1,200	80
	Sherman	800	800	92
	Umatilla	13,400	11,200	83
	WASHINGTON			
Asotin	4,200	3,900	93	
Benton	17,900	16,400	92	
Columbia	1,500	1,300	80	
Franklin	7,100	6,500	92	
Garfield	900	800	86	
Kittitas	6,400	5,400	84	
Walla Walla	12,800	10,600	84	
Yakima	43,600	38,400	88	
Between 25-50%	IDAHO			
	Latah	6,200	5,300	84
	WASHINGTON			
Grant	13,600	12,200	90	
Under 25%	IDAHO			
	Clearwater	2,600	2,200	84
	Shoshone	6,300	5,600	89
	WASHINGTON			
Whitman	8,900	7,900	89	
KIMA-TV, KEPR-TV & KLEW-TV Station Totals		162,700	142,600	88
ARB Total Net Weekly Circulation (March, 1962)			97,700	



**THE MIGHTY HERCULES
THE MIGHTIEST
NEW CARTOON SERIES**

TRANS-LUX TELEVISION CORPORATION
NEW YORK . . . CHICAGO . . . HOLLYWOOD

Washington—Yakima



KNDO



Ch. 23

[Also operates semi-satellite KNDU, Richland, Wash.]

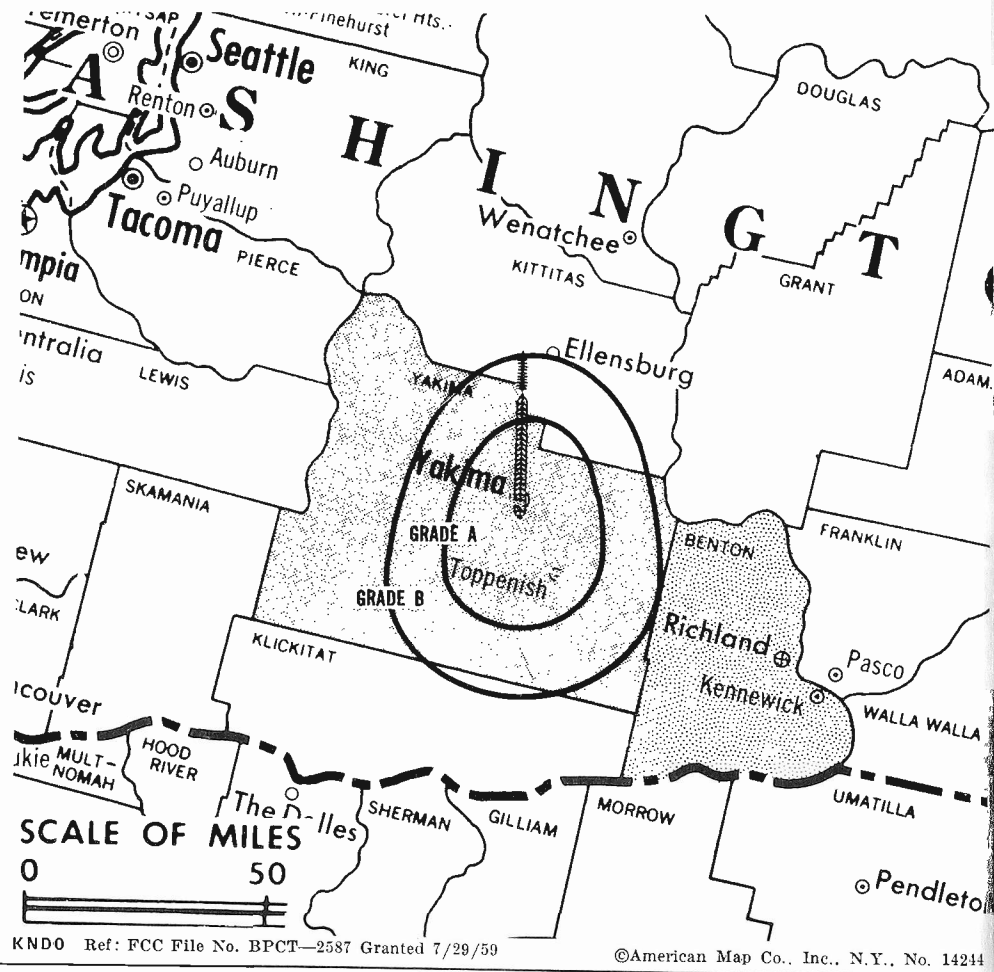
Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 20.9-kw visual, 10.6-kw aural. Antenna: 960-ft. above av. terrain, 144-ft. above ground, 2150-ft. above sea level.

Latitude 46° 31' 59"
Longitude 120° 30' 26"

Requests change to 250-kw visual, 135-kw aural.

Transmitter: Ahtanum Ridge, S of Yakima.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



KNDO Ref: FCC File No. BPCT-2587 Granted 7/29/59

©American Map Co., Inc., N.Y., No. 14214

KNDO

Licensee: Columbia Empire Broadcasting Corp., 23 South First St.

Studio: 23 South First St.

Telephone: Chestnut 8-2300. TWX No.: YA 35.

Ownership: Leo L. Lyon, 14.29%; Gene Adams, 2.55%; Hugh E. Davis, pres., 51.53%; Weed TV Corp., 15.31%; Herchel R. Cary, v.p., 10.20%; R. L. Rankin, 5.10%; Homer B. Splawn, 1.02%. Also owns semi-satellite KNDU, Richland, Wash.

Began Operation: Oct. 15, 1959. Sale to present owners by Ralph Tronsrud approved by FCC Feb. 1, 1961 (Television Digest, Vol. 16:34; 17:6).

Represented (sales) by Weed Television Corp.; Day-Wellington Inc. (Seattle).

Represented (legal) by Haley, Bader & Potts.

Personnel:

HUGH DAVIS, station manager & program mgr.
TERRY MASON, operations-sales.
WARREN BROWN, chief engineer.

DIGEST OF RATE CARD NO. 2*

(July 1, 1961)

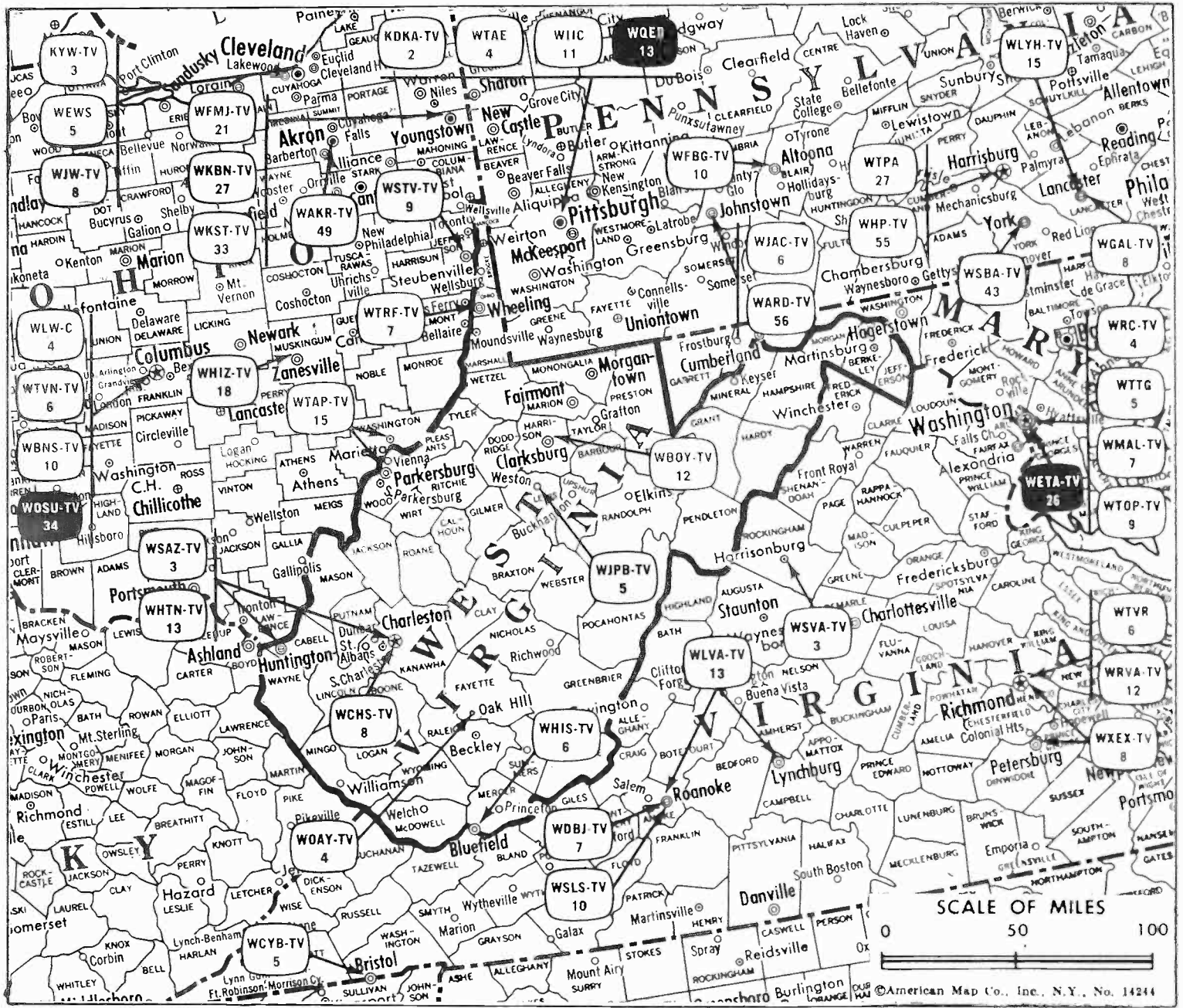
Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class AA—8-10 p.m., Mon.-Sat.; 7-10 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$100.00	\$75.00

*Includes KNDU, Richland, Wash.

NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	WASHINGTON Yakima	43,600	38,400	88
Between 25-50%	WASHINGTON Benton	17,900	16,400	92
Under 25%	None Under 25%			
KNDO Station Total		61,500	54,800	89
ARB Total Net Weekly Circulation (March, 1962)			42,000	

West Virginia



ARB Net Weekly

Market	Circulation	Rank	Total Homes	Rank	TV Households	Rank
Wheeling-Steubenville	426,300	32	1,355,800	14	1,259,200	15
Charleston-Huntington	383,600	44	629,600	41	526,500	46
Bluefield	86,500	147	298,200	101	244,400	104
Oak Hill	64,700	166	195,600	134	162,600	134
Parkersburg	55,200	172	180,900	139	154,000	140
Parkersburg	19,500	211	44,700	203	38,900	203

West Virginia Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	8	1	9
Educational Television Stations	0	0	0
			9

For State Cross References
see page 671

West Virginia—Bluefield



WHIS-TV



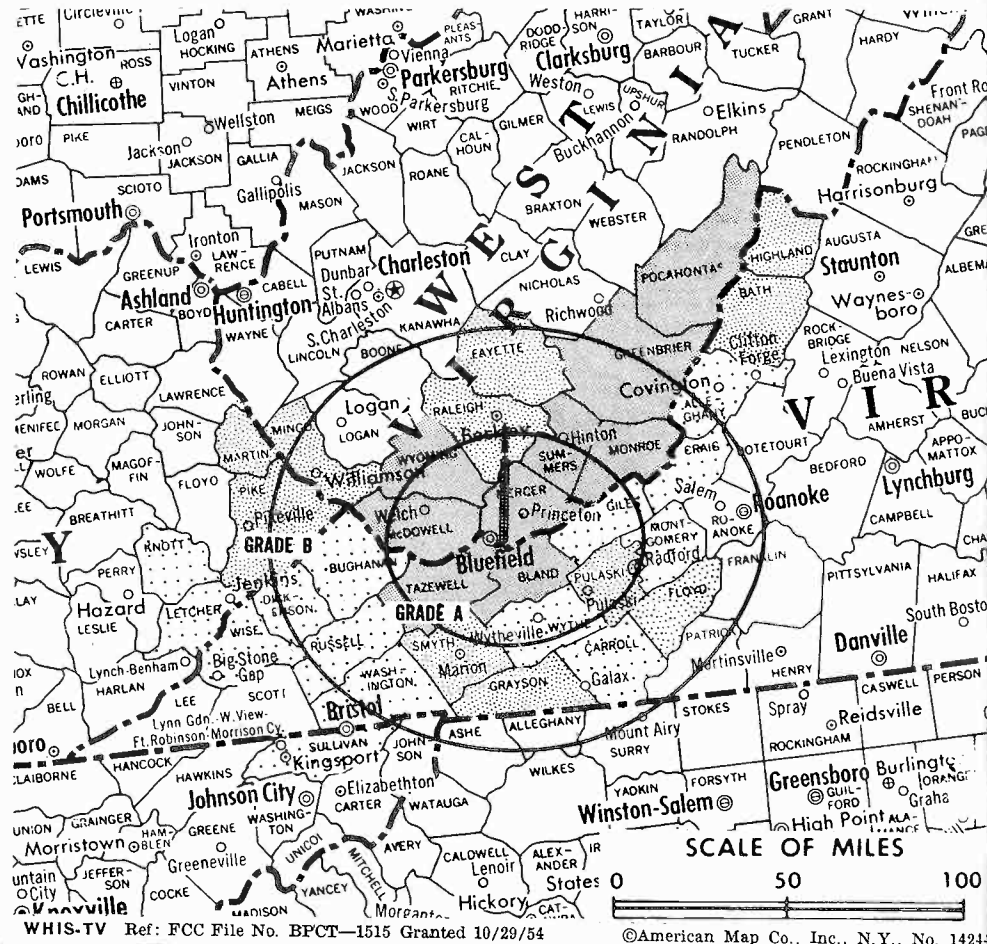
Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 50-kw visual, 29.5-kw aural (maximum permitted for altitude). Antenna: 1220-ft. above av. terrain, 187-ft. above ground, 3837-ft. above sea level.

Latitude 37° 15' 21.31"
Longitude 81° 10' 55.43"

Transmitter: Top of East River Mt.
AM Affiliate: WHIS, 5-kw (.5-kw night), 1440 kc (NBC).

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WHIS-TV Ref: FCC File No. BPCT-1515 Granted 10/29/54

©American Map Co., Inc., N.Y., No. 14244

WHIS-TV

Licensee: Daily Telegraph Printing Co., Bland St.
Studio: Municipal Bldg.
Telephone: Davenport 7-7115.
TWX No.: BF 30.
Ownership: Same as Bluefield Daily Telegraph and Sunset News-Observer. Hugh Shott, pres., 33.27%; Ned Shott, v.p., 18%; John C. Shott, secy.-treas., .18%; Jim H. Shott estate, 33.11%; Mrs. Lillian S. Brant, 20.03%; Mrs. B. L. Early, .36%; Daily Telegraph Printing Co. Employees Pension Trust, 12.87%.
Began Operation: July 31, 1955.
Represented (sales) by Select Stations Representatives Inc.; Clarke Brown Co. (South).
Represented (legal) by Dow, Lohnes & Albertson.
Personnel:
HUGH I. SHOTT JR., president & general manager.
JOHN SHOTT, managing director.
JEAN BALL, program director.
KENNETH DICK, chief engineer.

DIGEST OF RATE CARD NO. 5 (Jan. 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.
\$250.00 \$150.00 \$100.00 \$90.00 \$80.00 \$75.00 \$60.00 \$30.00
NETWORK BASE HOURLY RATE: \$300.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	VIRGINIA				
		Bland	1,500	1,200	78
		Tazewell	11,400	9,600	85
	WEST VIRGINIA				
		Greenbrier	9,600	7,900	83
		McDowell	17,500	14,800	85
		Mercer	19,200	17,000	89
		Monroe	3,100	2,300	75
		Pocahontas	2,900	2,000	67
		Summers	4,300	3,300	75
	Wyoming	8,300	7,000	83	
Between 25-50%	KENTUCKY				
		Martin	2,200	1,500	65
		Pike	16,200	12,200	76
	VIRGINIA				
		Bath	1,500	1,200	80
		Floyd	2,900	2,300	79
	Grayson	6,500	5,200	79	
	Highland	900	800	81	
	Pulaski	7,400	6,300	85	
	Smyth	7,900	6,700	84	
WEST VIRGINIA					
	Fayette	16,500	14,200	86	
	Mingo	9,700	7,600	79	
	Raleigh	21,000	18,200	87	
Under 25%	KENTUCKY: Knott, Letcher. TENNESSEE: Sullivan. VIRGINIA: Alleghany, Buchanan, Carroll, Craig, Dickenson, Giles, Montgomery, Russell, Washington, Wise, Wythe.				
	WHIS-TV Station Total 298,200 244,400 82				
ARB Total Net Weekly Circulation (March, 1962) 86,500					

West Virginia—Charleston

WCHS-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 158-kw visual, 93.3-kw aural. Antenna: 1240-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level.

Latitude 38° 24' 27"
Longitude 81° 54' 12"

Transmitter: Coal Mt., 3.5-mi. W of St. Albans, W. Va.

TV tape: Recording facilities.

AM Affiliate: WCHS, 5-kw, 580 kc (CBS).



WCHS-TV Ref: FCC File No. BMPCT-3392 Granted 9/11/58

American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
7 Homes: TV% and Net Weekly Circulation
1962 American Research Bureau.

WCHS-TV

Licensee: WCHS-AM-TV Corp., 1111 Virginia St. E.
Radio: 1111 Virginia St. E.
Telephone: 346-5358. TWX No.: CH 90.
Ownership: Rollins Broadcasting Inc., 100%. For other interests, see WPTZ, Plattsburgh, N.Y.
Original Operation: Aug. 16, 1954. Sale to present owner by Tierney Co. approved Sept. 28, 1960 by FCC (Television Digest, Vol. 16:29, 40).
Presented (sales) by Blair Television Associates.
Presented (legal) by Cohn & Marks.
Presented (engineering) by G. Russell Chambers.
Personnel:
D. WAYNE ROLLINS, president.
GEORGE BAREN BREGGE, vice president.
WILLIAM P. DIX JR., general manager.
WILLIAM P. EATON JR., sales manager.
DOUGLAS MARTIN, program & operations manager.
HARRY BRAWLEY, promotion director.
GENE BRICK, chief engineer.

DIGEST OF RATE CARD NO. 10 (July 1, 1962)

hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$200.00	\$425.00	\$310.00	\$220.00	\$200.00
NETWORK BASE HOURLY RATE:	\$950.				

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	KENTUCKY			
	Boyd	15,300	14,200	93
	Carter	5,300	4,200	78
	Floyd	9,800	7,400	75
	Greenup	8,000	7,100	89

Net Weekly Circulation	State County	Total Households	TV Homes	%
KENTUCKY—(Continued)				
	Magoffin	2,600	1,700	64
	Martin	2,200	1,500	65
	Pike	16,200	12,200	76
OHIO				
	Gallia	6,900	6,000	87
	Jackson	8,600	7,700	89
	Lawrence	16,000	14,600	91
	Meigs	6,600	5,800	88
	Scioto	25,200	22,700	90
	Vinton	2,900	2,600	88
	Washington	15,500	13,500	87
WEST VIRGINIA				
	Boone	7,300	6,300	86
	Braxton	4,100	2,800	68
	Cabell	33,300	30,500	92
	Calhoun	2,200	1,700	75
	Clay	2,900	2,200	76
	Fayette	16,500	14,200	86
	Gilmer	2,200	1,700	75
	Jackson	5,300	4,800	90
	Kanawha	74,000	67,100	91
	Lewis	5,300	4,400	82
	Lincoln	5,000	4,100	83
	Logan	15,200	13,200	87
	McDowell	17,500	14,800	85
	Mason	6,700	6,200	92
	Mingo	9,700	7,600	79
	Nicholas	6,600	5,400	82
	Putnam	6,500	5,900	90
	Raleigh	21,000	18,200	87
	Roane	4,200	3,300	78
	Upshur	5,100	4,100	80
	Wayne	10,600	9,100	86
	Webster	3,500	2,500	72
	Wirt	1,300	1,000	79
	Wood	24,200	21,100	87
	Wyoming	8,300	7,000	83
(Continued on page 671)				
WCHS-TV Station Total		567,700	477,000	84
ARB Total Net Weekly Circulation (March, 1962)		346,100		

Over 50%

West Virginia—Clarksburg



Ch. 12

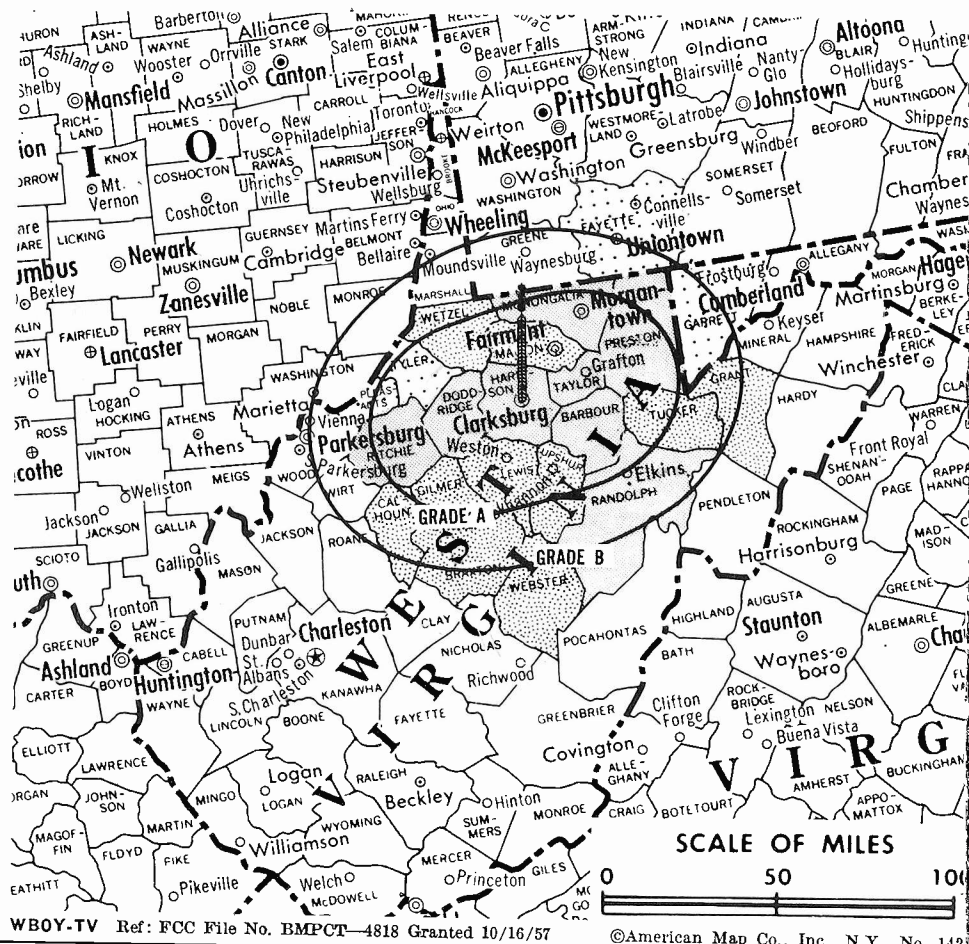
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 275-kw maximum and 120-kw horizontal visual, 66.1-kw horizontal aural. Antenna: directional, 862-ft. above av. terrain, 593-ft. above ground, 2045-ft. above sea level.

Latitude 39° 17' 05"
Longitude 80° 19' 47"

Transmitter: Pinnickinnick Mt.

AM Affiliate: WBOY, 1-kw (.25-kw night), 1400 kc (NBC).

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WBOY-TV

Network Service: NBC; also available on CBS.
Licensee: Rust Craft Broadcasting Co. Inc., c/o WSTV-TV, Steubenville, O.
Studio: 912 W. Pike St., Clarksburg, W. Va.
Telephone: 624-7573.
Ownership: Rust Craft Broadcasting Co. Inc., 100%; see WSTV-TV, Steubenville, O.
Began Operation: Nov. 17, 1957. For transfer of all WSTV Inc. properties to Rust Craft Broadcasting Co. Inc., see WSTV-TV, Steubenville, O.
Represented (sales) by Adam Young Inc.
Represented (engineering) by Silliman, Moffet & Kowalski.
Personnel:
JACK N. BERKMAN, president.
JOHN J. LAUX, executive v.p.
FRED WEBER, v.p.
ROGER GARRETT, general manager.
PETE LYMAN, promotion director.
BOB TOOTHMAN, program director.
HARRY BROWN, chief engineer.

DIGEST OF RATE CARD NO. 2 (Sept. 15, 1961)

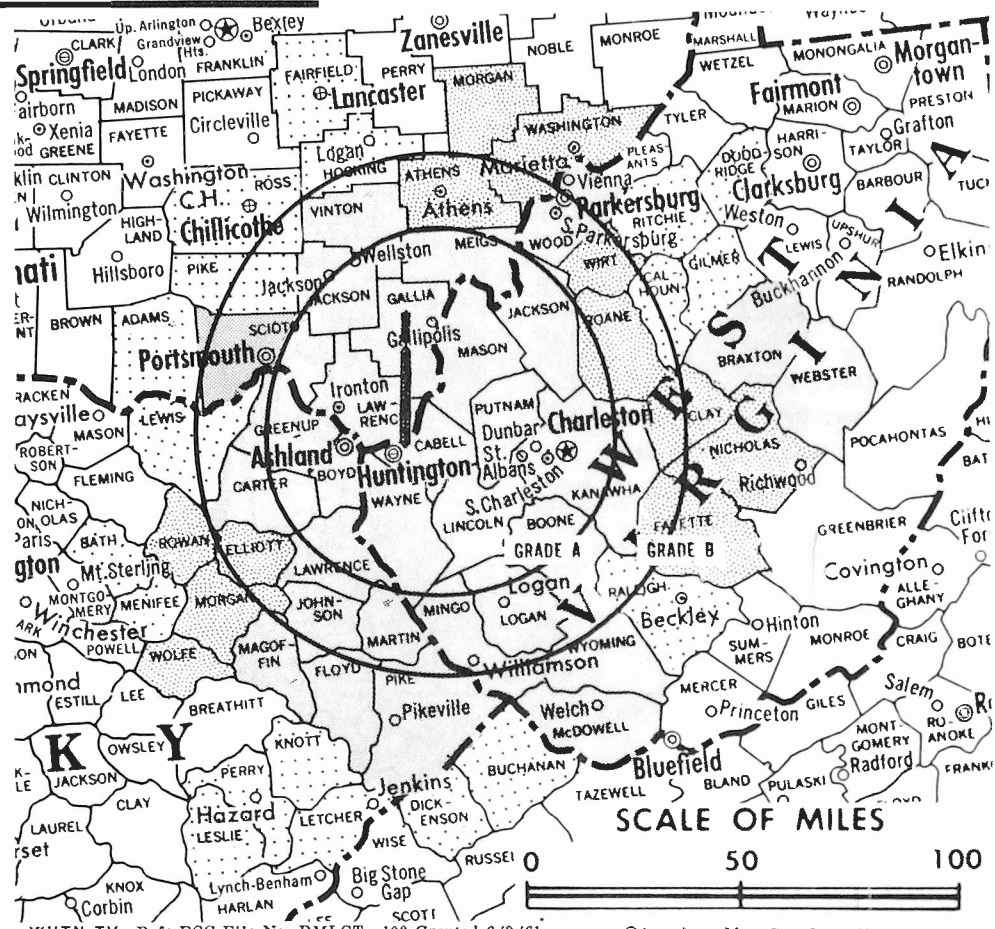
Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.	\$250.00	\$150.00	\$98.00	\$85.00	\$75.00	\$50.00 \$25.00
NETWORK BASE HOURLY RATE: \$200 (NBC), \$200 (CBS).						

Net Weekly Circulation	State	County	Total Households	TV Homes	%	
Over 50%	WEST VIRGINIA	Barbour	4,300	3,400	78	
		Doddridge	2,100	1,600	76	
		Harrison	23,700	21,800	92	
		Monongalia	16,000	13,200	83	
		Preston	7,300	5,800	79	
		Randolph	7,100	5,500	77	
		Richie	3,300	2,500	76	
		Taylor	4,500	3,700	82	
Between 25-50%	WEST VIRGINIA	Braxton	4,100	2,800	68	
		Calhoun	2,200	1,700	77	
		Gilmer	2,200	1,700	77	
		Grant	2,200	1,600	73	
		Lewis	5,300	4,400	83	
		Marion	19,800	17,400	88	
		Tucker	2,300	1,800	78	
Under 25%	MARYLAND	Garrett	5,500	4,300	79	
		PENNSYLVANIA	Fayette	49,700	44,900	91
		WEST VIRGINIA	Pleasants	2,000	1,800	86
			Tyler	3,000	2,500	80
		WBOY-TV Station Total			180,900	154,000
ARB Total Net Weekly Circulation (March, 1962)			52,400			

West Virginia—Huntington-Charleston

abc **WHTN-TV**
Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 844-ft. above ground, 1784-ft. above sea level.
Latitude 38° 30' 21"
Longitude 82° 12' 30"
Transmitter: Barker's Ridge Rd., Huntington.
TV tape: Recording facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WHTN-TV

Licensee: Reeves Broadcasting & Development Corp., 625 Fourth Ave. (zone 8).
Studio: 625 4th Ave., Huntington.
Telephone: Jackson 5-7661. TWX No.: 73.
Ownership: Reeves Bcstg. & Development Corp., see WUSN-TV, Charleston, S.C.
Began Operation: Oct. 2, 1955. Sale to present owner by Cowles Bcstg. Co. approved Dec. 21, 1960 by FCC (Television Digest, Vol. 16:43, 52). Sale to Cowles by S. J. Hyman theater interests approved June 20, 1956 by FCC (Vol. 12:18, 25).
Represented (sales) by Select Station Representatives; Clarke Brown Co. (South).
Represented (legal) by Elliot C. Lovett.
Represented (engineering) by Lohnes & Culver.
Personnel:
O. W. MYERS, v.p. & general manager.
CLARK W. DAVIS, operations manager & film buyer.
GEORGE A. MILLER JR., regional sales manager.
KEITH MASSEY, technical director.
AUDREY ROSE, traffic.
LLOYD HAMLIN, promotion & merchandising.
FRANK THOMPSON, news & special events manager.
DICK HITE, film director.

DIGEST OF RATE CARD NO. 7 (June 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$1000.00 \$500.00 \$320.00 \$200.00 \$150.00 \$125.00 \$63.00
NETWORK BASE HOURLY RATE: \$850.

For Other TV Station Sales,
see Sales and Transfers Section.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	KENTUCKY				
		Boyd	15,300	14,200	93
		Carter	5,300	4,200	78
		Floyd	9,800	7,400	75
		Greenup	8,000	7,100	89
		Johnson	5,200	4,000	76
		Lawrence	3,200	2,600	81
		Magoffin	2,600	1,700	64
		Martin	2,200	1,500	65
		Pike	16,200	12,200	76
		OHIO			
		Gallia	6,900	6,000	87
		Jackson	8,600	7,700	89
		Lawrence	16,000	14,600	91
		Meigs	6,600	5,800	88
	Scioto	25,200	22,700	90	
	Vinton	2,900	2,600	88	
	WEST VIRGINIA				
	Boone	7,300	6,300	86	
	Braxton	4,100	2,800	68	
	Cabell	33,300	30,500	92	
	Jackson	5,300	4,800	90	
	Kanawha	74,000	67,100	91	
	Lincoln	5,000	4,100	83	
	Logan	15,200	13,200	87	
	McDowell	17,500	14,800	85	
	Mason	6,700	6,200	92	
	Mingo	9,700	7,600	79	
	Putnam	6,500	5,900	90	
	Wayne	10,600	9,100	86	
	Webster	3,500	2,500	72	
	Wood	24,200	21,100	87	
	Wyoming	8,300	7,000	83	
Between 25-50%	KENTUCKY				
		Elliott	1,500	1,300	82
		Morgan	2,900	2,000	67
	(Continued on page 671)				
	WHTN-TV Station Total		564,000	479,100	85
	ARB Total Net Weekly Circulation (March, 1962)			306,400	

West Virginia—Huntington-Charleston

WSAZ-TV  

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 1253-ft. above av. terrain, 1069-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 34"

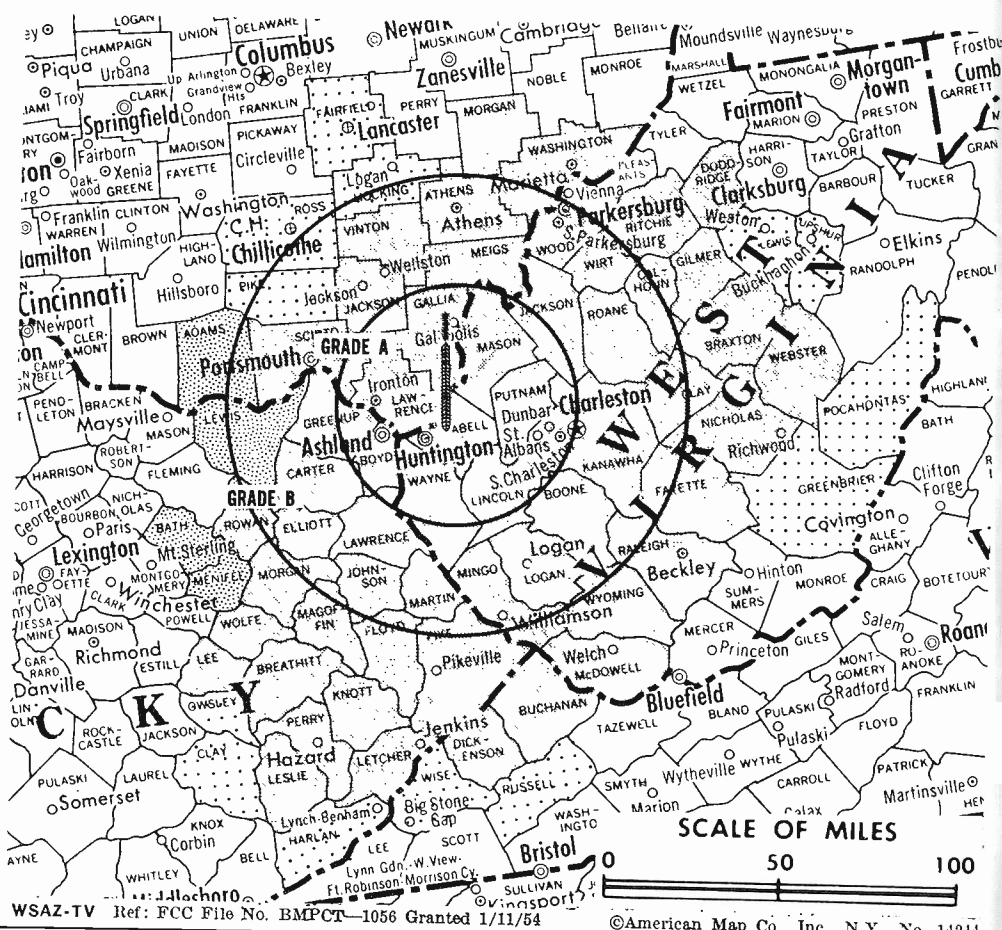
Longitude 82° 13' 09"

Transmitter: Barker's Ridge, W. Va.

TV tape: Recording facilities.

AM Affiliate: WSAZ, 5-kw (1-kw night), 930 kc (NBC).

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WSAZ-TV

Licensee: The Goodwill Stations Inc., WSAZ Bldg., 201 Ninth St., Huntington.

Studios: WSAZ Bldg., Huntington; 210 Dickinson St., Charleston.

Telephones: 529-4127, Huntington; 344-3521, Charleston. TWX No.: 522-7759.

Ownership: The Goodwill Stations Inc., 100%. For officers and other interests, see WJRT, Flint, Mich.

Began Operation: Nov. 15, 1949. Sale to present owner by Huntington Publishing Co. & Mrs. Eugene Katz approved by FCC March 20, 1961 (Television Digest, Vol. 17:6, 14).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

C. THOMAS GARTEN, v.p. & general manager.
JOHN L. SINCLAIR, JR., Charleston manager.
GEORGE R. ANDRICK, commercial manager.
M. S. ROTH, program director.
C. BOSWORTH JOHNSON, news director.
JACK M. WILLIAMS, promotion & merchandising director.
JOHN P. CLAY, chief engineer.

DIGEST OF RATE CARD NO. 14—(June 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$1400.00 \$700.00 \$450.00 \$400.00 \$350.00 \$325.00 \$125.00
NETWORK BASE HOURLY RATE: \$1450.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	KENTUCKY				
		Boyd	15,300	14,200	93
		Breathitt	3,500	1,500	42
		Carter	5,300	4,200	78
		Elliott	1,500	1,300	82
		Floyd	9,800	7,400	75
		Greenup	8,000	7,100	89
		Johnson	5,200	4,000	76
		Knott	3,800	2,100	53

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	KENTUCKY—(Continued)				
		Lawrence	3,200	2,600	81
		Lee	1,900	900	45
		Leslie	2,300	1,000	40
		Letcher	7,300	4,600	63
		Magoffin	2,600	1,700	64
		Martin	2,200	1,500	65
		Morgan	2,900	2,000	67
		Perry	8,100	4,800	60
		Pike	16,200	12,200	76
		Rowan	3,300	2,500	75
		Wolfe	1,600	900	53
		OHIO			
		Athens	12,500	10,700	86
		Gallia	6,900	6,000	87
	Jackson	8,600	7,700	89	
	Lawrence	16,000	14,600	91	
	Meigs	6,600	5,800	88	
	Morgan	3,800	3,300	85	
	Scioto	25,200	22,700	90	
	Vinton	2,900	2,600	88	
	Washington	15,500	13,500	87	
	VIRGINIA				
	Buchanan	8,200	5,600	69	
	Dickenson	4,600	3,700	80	
	WEST VIRGINIA				
	Boone	7,300	6,300	86	
	Braxton	4,100	2,800	68	
	Cabell	33,300	30,500	92	
	Calhoun	2,200	1,700	75	
	Clay	2,900	2,200	76	
	Doddridge	2,100	1,600	77	
	Fayette	16,500	14,200	86	
	Gilmer	2,200	1,700	75	
	Jackson	5,300	4,800	90	
	Kanawha	74,000	67,100	91	
	Lincoln	5,000	4,100	83	
	Logan	15,200	13,200	87	
	McDowell	17,500	14,800	85	

(Continued on next page)

WSAZ-TV Station Total	629,600	526,500	84
ARB Total Net Weekly Circulation (March, 1962)		383,600	

WCHS-TV, Charleston

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	KENTUCKY			
	Elliott	1,500	1,300	82
	Johnson	5,200	4,000	76
	Lawrence	3,200	2,600	81
	Morgan	2,900	2,000	67
	Rowan	3,300	2,500	75
	Wolfe	1,600	900	53
	OHIO			
	Athens	12,500	10,700	86
	Morgan	3,800	3,300	85
VIRGINIA				
Buchanan	8,200	5,600	69	
Dickenson	4,600	3,700	80	
WEST VIRGINIA				
Doddridge	2,100	1,600	77	
Ritchie	3,300	2,500	74	
Under 25%	KENTUCKY			
	Bath	2,600	1,800	67
	Harlan	12,700	9,300	73
	Knott	3,800	2,100	53
	Leslie	2,300	1,000	40
	Letcher	7,300	4,600	63
	Menifee	1,100	800	67
	Perry	8,100	4,800	60
	WEST VIRGINIA			
	Barbour	4,300	3,400	79
Mercer	19,200	17,000	89	
Monroe	3,100	2,300	75	
Randolph	7,100	5,500	78	
Summers	4,300	3,300	75	

WHTN-TV, Huntington-Charleston

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	KENTUCKY—(Continued)			
	Rowan	3,300	2,500	75
	Wolfe	1,600	900	53
	OHIO			
	Athens	12,500	10,700	86
	Morgan	3,800	3,300	85
	Washington	15,500	13,500	87
	WEST VIRGINIA			
	Clay	2,900	2,200	76
	Fayette	16,500	14,200	86
Under 25%	KENTUCKY			
	Bath	2,600	1,800	67
	Knott	3,800	2,100	53
	Leslie	2,300	1,000	40
	Letcher	7,300	4,600	63
	Lewis	3,500	2,600	73
	Menifee	1,100	800	67
	Perry	8,100	4,800	60
	OHIO			
	Adams	6,000	4,800	79
Fairfield	19,400	18,500	96	
Hocking	6,100	5,500	90	
Pike	5,300	4,600	86	
Ross	17,100	15,400	90	
VIRGINIA				
Buchanan	8,200	5,600	69	
Dickenson	4,600	3,700	80	
WEST VIRGINIA				
Calhoun	2,200	1,700	75	
Doddridge	2,100	1,600	77	
Gilmer	2,200	1,700	75	
Raleigh	21,000	18,200	87	
Ritchie	3,300	2,500	74	

W. Va.—Huntington-Charleston

WSAZ-TV, Huntington-Charleston

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	WEST VIRGINIA—(Continued)			
	Mason	6,700	6,200	92
	Mingo	9,700	7,600	79
	Nicholas	6,600	5,400	82
	Putnam	6,500	5,900	90
	Raleigh	21,000	18,200	87
	Ritchie	3,300	2,500	74
	Roane	4,200	3,300	78
	Wayne	10,600	9,100	86
	Webster	3,500	2,500	72
Between 25-50%	KENTUCKY			
	Bath	2,600	1,800	67
	Lewis	3,500	2,600	73
	Menifee	1,100	800	67
	OHIO			
	Adams	6,000	4,800	79
	KENTUCKY			
	Clay	4,500	2,600	57
	Harlan	12,700	9,300	73
	Owsley	1,400	500	34
Under 25%	OHIO			
	Fairfield	19,400	18,500	96
	Hocking	6,100	5,500	90
	Pike	5,300	4,600	86
	Ross	17,100	15,400	90
	VIRGINIA			
	Russell	6,400	4,900	75
	Wise	12,300	9,300	76
	WEST VIRGINIA			
	Greenbrier	9,600	7,900	83
Lewis	5,300	4,400	82	
Pocahontas	2,900	2,000	67	
Upshur	5,100	4,100	80	

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WHTN-TV

Charleston

(See Huntington, W. Va.)

WSAZ-TV

Charleston

(See Huntington, W. Va.)

WCHS-TV

Charleston

(See Huntington, W. Va.)

WSTV-TV

Wheeling

(See Steubenville, Ohio)

West Virginia—Oak Hill



WOAY-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 69.2-kw aural. Antenna: 740-ft. above av. terrain, 688-ft. above ground, 2683-ft. above sea level.

Latitude 37° 57' 30"
Longitude 81° 09' 03"

Transmitter: U.S. Hwy. 21, .7-mi. S of Oak Hill.

Studio: U.S. Hwy. 21, .7-mi. S of Oak Hill.

Telephone: 469-3361.

TWX No.: 304-670-8487.

TV tape: Recording facilities.

AM Affiliate: WOAY, 10-kw, 860 kc.

FM Affiliate: WOAY-FM, 14.5-kw, 94.1 mc (No. 231), 660-ft. antenna height.

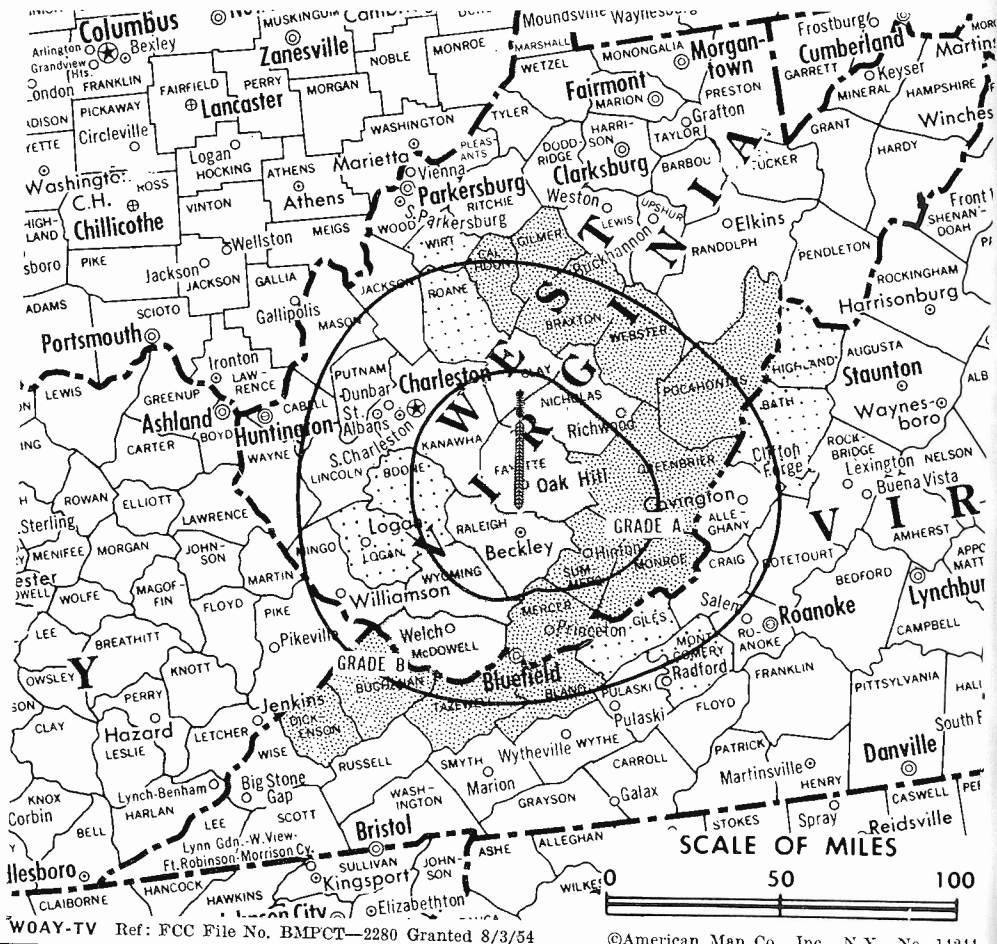
Represented (engineering) by Silliman, Moffet & Kowalski.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WOAY-TV Ref: FCC File No. BMPCT-2280 Granted 8/3/54

©American Map Co., Inc., N.Y., No. 14244

WOAY-TV

Licensee: Robert R. Thomas Jr., Box 251.

Ownership: Robert R. Thomas Jr., 100%.

Began Operation: Dec. 3, 1954.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Barnes & Neilson.

Personnel:

- ROBERT R. THOMAS JR., general manager.
- ROBERT BROWN, station & commercial manager.
- DON BOYD, production & promotion manager.
- NEIL SWANN, news director.
- THOMAS PHILLIPS, chief engineer.
- DON MOYE, assistant chief engineer.

DIGEST OF RATE CARD NO. 2—(March 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID	
Class A—6:30-10:30 p.m., daily.	\$200.00	\$120.00	\$80.00	\$64.00	\$48.00	\$40.00	\$20.00
NETWORK BASE HOURLY RATE: \$200.							



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CARTOON CHARACTER**

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NEW YORK . . . CHICAGO . . . HOLLYWOOD

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	WEST VIRGINIA			
	Clay	2,900	2,200	76
	Fayette	16,500	14,200	86
	McDowell	17,500	14,800	85
	Nicholas	6,600	5,400	82
	Raleigh	21,000	18,200	87
Wyoming	8,300	7,000	83	
Between 25-50%	VIRGINIA			
	Bland	1,500	1,200	78
	Buchanan	8,200	5,600	69
	Dickenson	4,600	3,700	80
	Tazewell	11,400	9,600	85
Under 25%	WEST VIRGINIA			
	Braxton	4,100	2,800	68
	Calhoun	2,200	1,700	75
	Gilmer	2,200	1,700	75
	Greenbrier	9,600	7,900	83
	Mercer	19,200	17,000	89
	Monroe	3,100	2,300	75
	Pocahontas	2,900	2,000	67
	Summers	4,300	3,300	75
	Webster	3,500	2,500	72
VIRGINIA				
Bath	1,500	1,200	80	
Giles	4,600	4,000	87	
Highland	900	800	81	
Montgomery	11,300	9,700	86	
WEST VIRGINIA				
Boone	7,300	6,300	86	
Logan	15,200	13,200	87	
Roane	4,200	3,300	78	
Wirt	1,300	1,000	79	
WOAY-TV Station Total		195,900	162,600	83
ARB Total Net Weekly Circulation (March, 1962)			64,700	

West Virginia—Parkersburg-Marietta, O.

WTAP-TV
Ch. 15

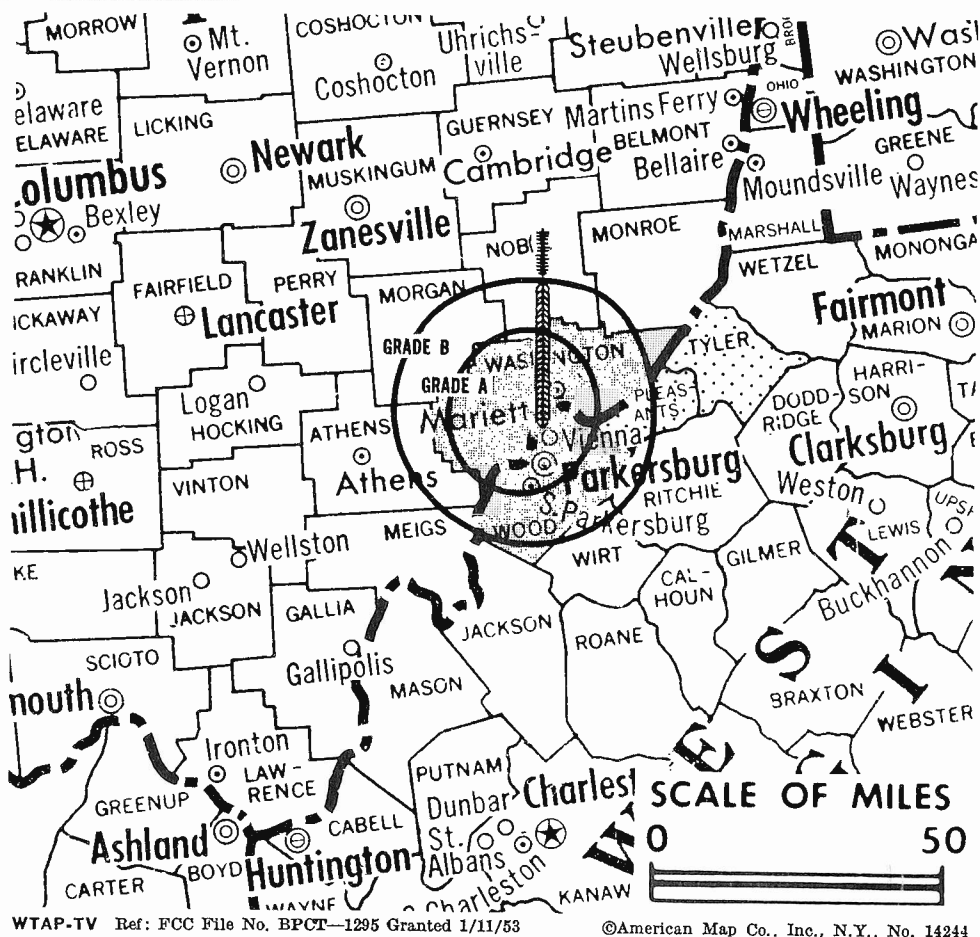
Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 19.5-kw visual, 10.5-kw aural. Antenna: 570-ft. above av. terrain, 450-ft. above ground, 1350-ft. above sea level.

Latitude 39° 20' 50"
Longitude 81° 33' 46"

Transmitter: Dole's Knob, Constitution, O.

TV Affiliate: WTAP, 1-kw (.25-kw N), 1230 kc (ABC).

Households: © SRDS
Consumer Market Data as of 1/1/62.
Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WTAP-TV Ref: FCC File No. BPCT-1295 Granted 1/11/53

©American Map Co., Inc., N.Y., No. 14244

WTAP-TV

Network Service: ABC, CBS (EMP), NBC.

Office: Zanesville Publishing Co., Zanesville, O.

Address: 121 W. Seventh St., Parkersburg W. Va.

Phone: Hudson 5-4589.

Teletype: PA 78.

Ownership: Zanesville Publishing Co., for other interests see WHIZ-TV, Zanesville, O.

Operation: Oct. 8, 1953. Sale to present owners by Frank H. Howard Chernoff group approved by FCC March 30, 1955 (Television Digest, Vol. 11:10,14).

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Robert F. Jones.

Channel:

WILLIAM A. LAND, managing director, Zanesville.

EDWARD P. LOFFLER, general manager & film buyer.

ANN DEVER, commercial manager.

WILLIAM LAWRENCE, program director.

WILLIAM A. HUNT SR., chief engineer.

DIGEST OF RATE CARD NO. 2 (April 1, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00	\$15.00
NETWORK BASE HOURLY RATE: \$100 (ABC), \$100 (CBS), \$100 (NBC).						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO			
	Washington	15,500	13,500	87
	WEST VIRGINIA			
	Wood	24,200	21,100	87
Between 25-50%	None Between 25-50%			
Under 25%	WEST VIRGINIA			
	Pleasants	2,000	1,800	86
	Tyler	3,000	2,500	80
WTAP-TV Station Total		44,700	38,900	87
ARB Total Net Weekly Circulation (March, 1962)			19,500	

West Virginia—Weston-Fairmont



WJPB-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 65.5-kw aural. Antenna: 884-ft. above av. terrain, 505-ft. above ground, 2165-ft. above sea level.

Latitude 39° 04' 27"
Longitude 80° 25' 28"

Transmitter: Television Park, Fisher Mt., U.S. Rt. 19, Weston, W. Va.

AM Affiliate: WVWV (Grafton), .5-kw, 1260 kc.

Total Households: ① SRDS
Consumer Market Data as of 1/1/62
TV Homes · TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WJPB-TV Ret: FCC File No. BPCT-2310 Granted 11.4/59

© American Map Co. Inc. N.Y. N.Y.

WJPB-TV

Grantee: WJPB-TV Inc., Broadcast House, 400 Quincy St., Fairmont, W. Va.

Studios: 400 Quincy St., Fairmont; Television Park, Weston, W. Va.

Telephones: 363-0700, Fairmont; 2098, Weston TWX No. ITT-39.

Ownership: J. Patrick Beacom pres., 50%; Thomas J. Johnson 47.5%; George W. Eby, 2.5%. Beacom also owns radio station WBUT, Butler, Pa., 50% of WVWV, Grafton, W. Va. and publishes weekly *Mannington* (W. Va.) Times. Thomas Johnson has minority interest in off-air WENS, Pittsburgh, Pa.

Began Operation: June 22, 1960.

Represented (sales) by Weed Television Corp.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

J. PATRICK BEACOM, president, general manager.

LEE HAWK, director of television.

EUGENE LA ROSA, sales manager.

NICK PELLEGRIN, program director

RAY HERST, promotion director

JOHN COOPER, production director.

JANE WYNDOM, director women's activities

JAY RANDOLPH, news director.

LEE DAUGHERTY, sports director.

EDWARD YERKY, engineering director

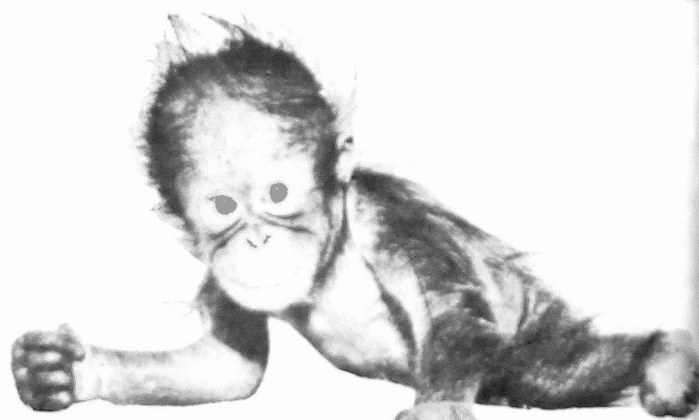
BUD RALPHSNYDER film director

DIGEST OF RATE CARD NO. 2
(March 31, 1961)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11:30 p.m., daily.	\$250.00	\$165.00	\$100.00	\$85.00	\$70.00	\$45.00
NETWORK BASE HOURLY RATE:	\$250.					

ARB Total Net Weekly Circulation
(March, 1962) 55,200.

ARB data not available based on 1960 Coverage Study because station began operation after the survey was made.



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NEW YORK . . . CHICAGO . . . HOLLYWOOD

West Virginia—Wheeling

WTRF-TV

Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 309-kw visual, 154.5-kw aural. Antenna: 590-ft. above av. terrain, 358-ft. above ground, 1643-ft. above sea level.

Latitude 40° 03' 41"
Longitude 80° 45' 08"

Holds CP for change to 306.2-kw visual, 153.1-kw aural, 962-ft. above av. terrain, 740-ft. above ground.

Transmitter: R.D. 1, Kirkwood Heights, Bridgeport, O.

V tape: Recording facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
Homes: TV% and Net Weekly Circulation
1962 American Research Bureau.

WTRF-TV Ref: FCC File No. BMPCT-1276 Granted 8/19/53

©American Map Co., Inc., N.Y., No. 14244

WTRF-TV

Licensee: WTRF-TV Inc., Ogden Bldg., 1329 Market St., Wheeling, W. Va. Telephone: Cedar 2-7777. TWX No.: WG 77.

Radio: Ogden Bldg., Wheeling.

Ownership: Albert V. Dix, pres., 22.5%; Robert W. Ferguson, exec. v.p., 10%; Robert C. Dix, v.p., 22.5%; Raymond E. Dix, secy., 2.5%; Gordon Dix, treas., 22.5%. Dix family also owns radio stations WRAD, Radford, Va., and WWST, Wooster, O., as well as Ohio newspapers, with Albert Dix being publisher of Martins Ferry-Bellaire Times-Leader; Robert Dix, Ravenna-Kent Evening Record; Raymond Dix, Wooster Record; Gordon Dix, Defiance Present-News.

Operation: Oct. 24, 1953. Dix family increased holdings from 30% to 90% by stock purchases from Wheeling Intelligence and News Register (30%) and Thomas Bloch family and state after FCC approved transfer of control Dec. 17, 1958 (Television Digest, Vols. 14:46, 48, 52).

Presented (sales) by George P. Hollingbery Co.

Presented (legal) by Dow, Lohnes & Albertson.

Presented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

ROBERT W. FERGUSON, exec. v.p., general manager.
GEORGE DIAB, operations manager & film buyer.
MYRIL J. ACKERMAN, national sales manager.
MARY VORHEES, program and production manager.
MURKIN JACKSON, regional sales manager.
ROBERT BEALL, local sales manager.
JAMES KNIGHT, promotion & merchandising director.
ALAN MASTERS, traffic manager.
WESLEY MANLEY, administrative assistant.
WILLIAM MURDOCK, continuity chief.
WILLIAM NEY, film manager.
HOWARD DAUBENMEYER, chief engineer.
ALBERT BAKER, assistant chief engineer.

DIGEST OF RATE CARD NO. 9A—(Jan. 1, 1962)

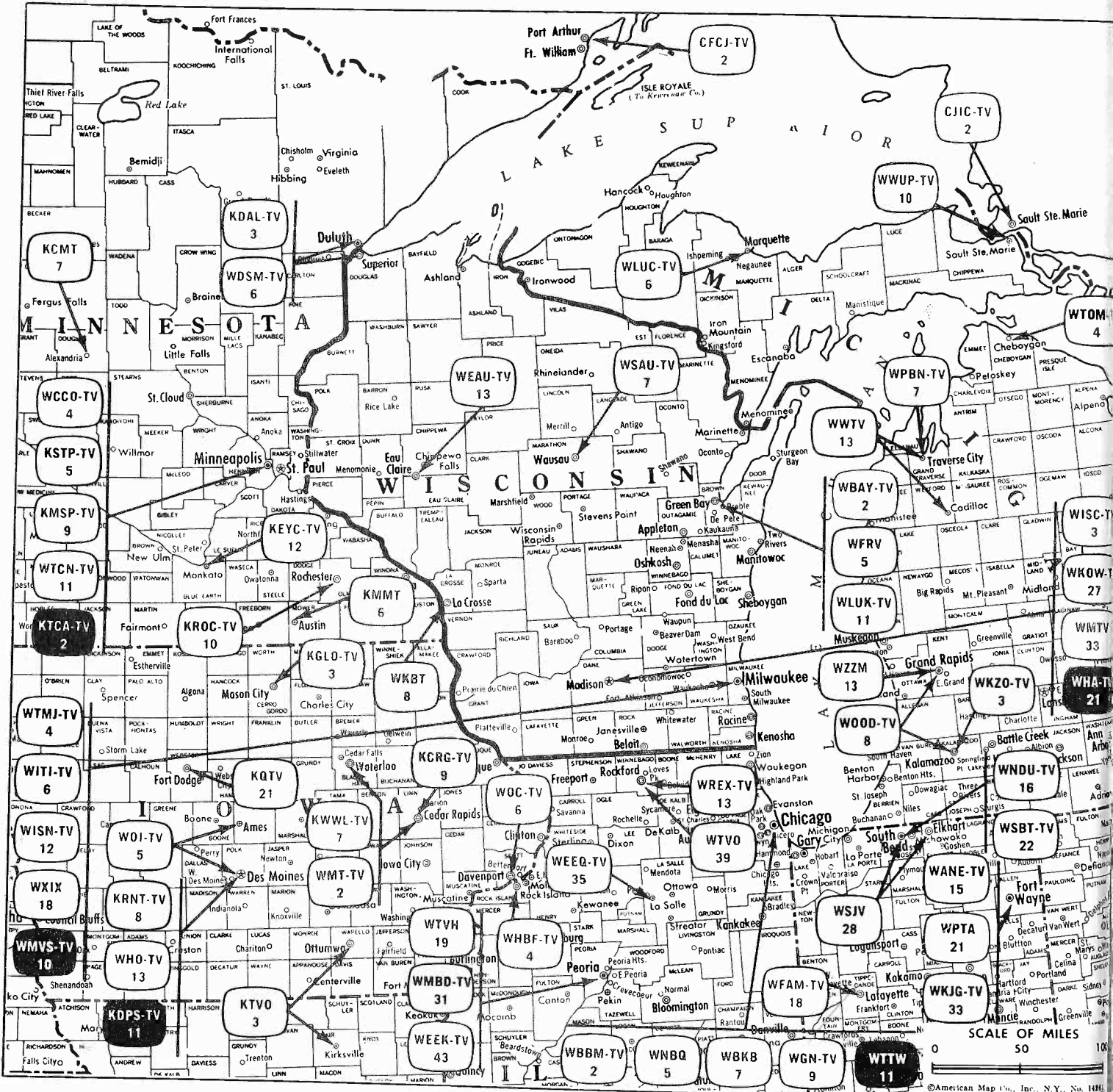
30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$450.00	\$230.00	\$210.00	\$200.00	\$150.00	\$75.00

WORK BASE HOURLY RATE: \$700.

1962-63 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO			
	Belmont	25,800	24,100	93
	Guernsey	11,500	10,200	89
	Harrison	5,400	5,000	91
	Jefferson	28,900	27,300	95
	Monroe	4,600	4,000	86
	Noble	3,400	2,700	80
	WEST VIRGINIA			
	Brooke	8,300	7,900	95
	Hancock	11,500	11,200	98
	Harrison	23,700	21,800	92
	Lewis	5,300	4,400	82
	Marion	19,800	17,400	88
	Marshall	11,400	10,500	92
Monongalia	16,000	13,200	83	
Ohio	22,400	20,900	94	
Pleasants	2,000	1,800	86	
Tyler	3,000	2,500	80	
Upshur	5,100	4,100	80	
Wetzel	5,700	5,000	87	
Between 25-50%	OHIO			
	Carroll	5,900	5,500	94
	Tuscarawas	23,600	21,300	91
	PENNSYLVANIA			
	Greene	11,700	10,600	91
	WEST VIRGINIA			
	Barbour	4,300	3,400	79
	Doddridge	2,100	1,600	77
	Grant	2,200	1,600	73
	Preston	7,300	5,800	79
Randolph	7,100	5,500	78	
Ritchie	3,300	2,500	74	
Taylor	4,500	3,700	80	
Tucker	2,300	1,800	76	
Under 25%	MARYLAND: Garrett.			
OHIO: Columbiana, Coshocton, Holmes, Washington.				
PENNSYLVANIA: Allegheny, Beaver, Fayette, Washington, Westmoreland.				
WTRF-TV Station Total	1,128,600	1,046,200	93	
ARB Total Net Weekly Circulation (March, 1962)	205,800			

Wisconsin



© American Map Co., Inc., N.Y., No. 14841

Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Milwaukee	580,200	20	803,300	29	755,500	27
Green Bay	272,600	61	435,300	70	404,100	66
Madison	220,400	78	465,300	63	427,200	62
Duluth-Superior	148,900	104	240,800	118	209,500	115
Wausau	105,900	129	212,900	129	193,000	125
LaCrosse	87,600	146	179,800	140	160,600	135
Eau Claire	74,200	157	172,200	143	156,200	139

Wisconsin Station Status as of Dec. 1, 1962

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
10	3	13
1	1	2
		15

State Educational Technical Facilities
(Complete Data in Educational Directory)

WHA-TV

Madison

Ch. 21

Non-Commercial Educational Station

Licensee: University of Wisconsin, Radio Hall.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 10.7-kw visual, 5.75-kw aural. Antenna: 230-ft. above av. terrain, 274-ft. above ground, 1174-ft. above sea level.

Latitude 43° 04' 34.2"
Longitude 89° 24' 06.0"

WMVS-TV

Milwaukee

Ch. 10

Non-Commercial Educational Station

Licensee: Board of Vocational & Adult Education, 1015 N. Sixth St., Milwaukee 3.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 159-kw aural. Antenna: 750-ft. above av. terrain, 1046-ft. above ground, 1746-ft. above sea level.

Latitude 43° 12' 30"
Longitude 87° 55' 19"

WMVT

Milwaukee

Ch. 36

Non-Commercial Educational Station

(To Begin Operation in Fall of 1962)

Licensee: Milwaukee Bd. of Vocational & Adult Education, 1015 N. Sixth St., Milwaukee.

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 29.5-kw visual, 15.8-kw aural. Antenna: 436-ft. above av. terrain, 1078-ft. above ground, 1771-ft. above sea level.

Latitude 43° 05' 24"
Longitude 87° 53' 47"

State Cross Reference List
Communities That Receive Programs of Stations That Are Located Elsewhere

WFRV & WLUC-TV

Marinette

(See Green Bay, Wis.)

KDAL-TV

Superior

(See Duluth, Minn.)

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DALLAS

1511 Bryan St.
RI 8-1175

- NATIONWIDE
- NEGOTIATIONS
- FINANCING
- APPRAISALS

Wisconsin—Eau Claire

abc **WEAU-TV**

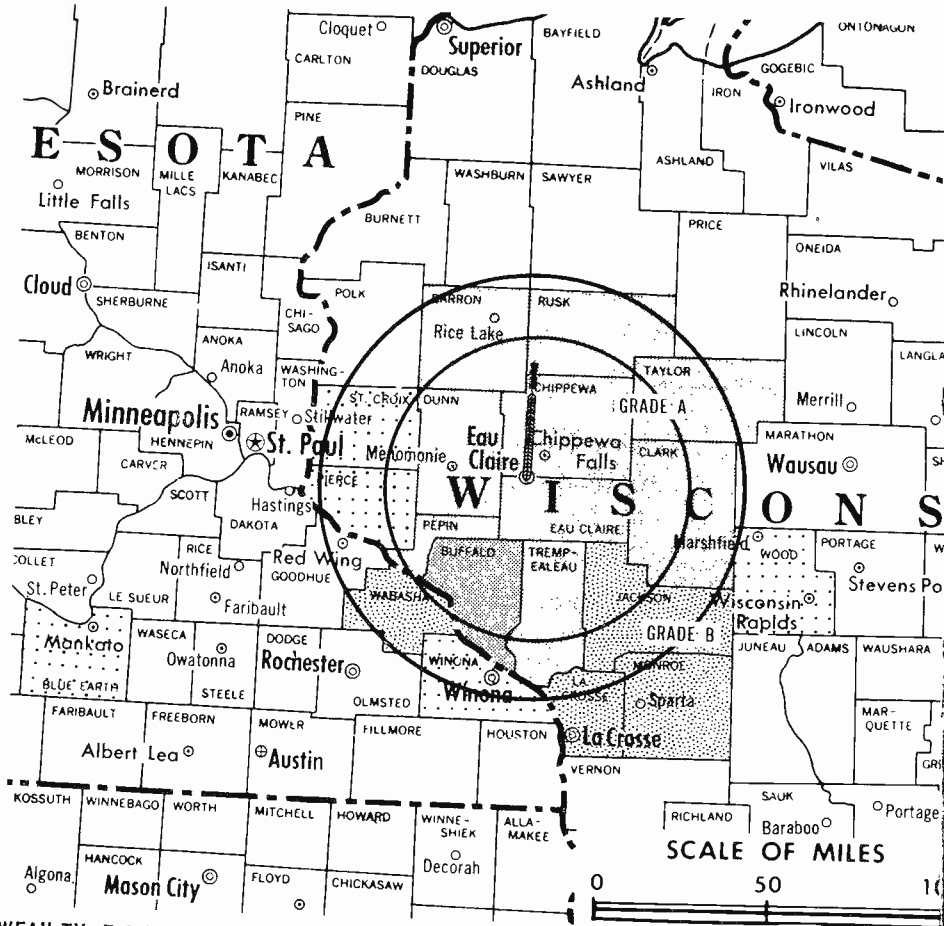
Ch. 13



Technical Facilities: Channel No. 13
(210-216 mc). Authorized power:
310-kw visual, 155-kw aural. An-
tenna: 900-ft. above av. terrain,
958-ft. above ground, 1847-ft.
above sea level.

Latitude 44° 47' 58"
Longitude 91° 47' 59"

Transmitter: 2415 S. Hastings Way.
Studio: 2415 S. Hastings Way.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WEAU-TV Ref: FCC File No. BPCT-2154 Granted 10/12/56

©American Map Co., Inc., N.Y., No. 14

WEAU-TV

Network Service: ABC, NBC.

Licensee: Post Bcstg. Corp., 2415 S. Hastings Way.

Telephone: Temple 2-3474. TWX No.: EU 8811.

Ownership: Post Broadcasting is a subsidiary of Post Publishing Co., publisher of Wis. newspapers Appleton Post-Crescent and Twin City News Record, Green Bay Press-Gazette and owner of radio WJPB, Green Bay.

Began Operation: Dec. 17, 1953. Sale to present owner by Morgan Murphy interests approved by FCC May 16, 1962 (Television Digest, Vol. 2:4, 21).

Represented (sales) by George Hollingbery.

Represented (legal) by Scharfeld, Bechhoefer, Baron & Stambler.

Personnel:

V. I. MINAHAN, president.
LEO HOWARD, general manager.
ELMO REED, chief engineer.

DIGEST OF RATE CARD NO. 7 (Oct. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.	\$475.00	\$325.00	\$250.00	\$225.00	\$100.00	\$75.00 \$38.00
NETWORK BASE HOURLY RATE:	\$325 (ABC), \$300 (NBC).					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50 %	WISCONSIN			
	Barron	10,100	8,800	87
	Buffalo	4,100	3,600	88
	Chippewa	12,000	11,200	93
	Clark	8,800	7,500	85
	Dunn	7,400	6,600	89
	Eau Claire	17,300	15,900	92
	Pepin	2,000	1,800	90
	Rusk	4,200	3,700	88
	Taylor	4,800	4,200	87
Trempealeau	6,800	5,800	85	
Between 25-50 %	MINNESOTA			
	Wabasha	4,800	4,500	92
	WISCONSIN			
	Jackson	4,400	3,900	87
LaCrosse	21,400	20,100	94	
Monroe	8,400	7,400	89	
Under 25 %	MINNESOTA			
	Blue Earth	12,800	11,500	90
	Winona	11,800	10,400	88
	WISCONSIN			
	Pierce	6,300	5,900	93
St. Croix	8,200	7,800	95	
Wood	16,600	15,600	94	
WEAU-TV Station Total		172,200	156,200	91
ARB Total Net Weekly Circulation (March, 1962)			74,200	

Wisconsin—Green Bay

WBAY-TV

Ch. 2



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1205-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 44° 24' 33"
Longitude 88° 00' 00"

Transmitter: Town of DePere, Wis.

Affiliate: WBAY, 5-kw, 1360 kc (CBS).

Affiliate: WBAY-FM, 44.6-kw, 101.1 mc (No. 266), 1039-ft. antenna height.

AB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.



Households: © SRDS
Consumer Market Data as of 1/1/62.
Homes: TV% and Net Weekly Circulation 1962 American Research Bureau.

WBAY-TV Ref: FCC File No. BPCT-2851 Granted 8/8/61 ©American Map Co., Inc., N.Y., No. 14244

WBAY-TV

Address: Norbertine Fathers, 115 South Jefferson St.
Phone: Hemlock 2-3331.
No.: GB 8366.
Ownership: Norbertine Fathers (St. Norbert College); Rev. S. M. McKeen, pres. Also owns radio WHBY, Appleton, Wis.
Commencement of Operation: March 17, 1953.
Sales: Presented (sales) by H-R Television Inc.
Legal: Presented (legal) by Hogan & Hartson.
Engineering: Presented (engineering) by Kear & Kennedy.
Personnel:
RAYDN R. EVANS, general manager.
EARL HUTH, national sales manager.
REG McELRONE, program director & film buyer.
TOM TOMLIN, sales promotion & merchandising director.
JES STURMER, farm director.

DIGEST OF RATE CARD NO. 7 (Jan. 1, 1960)

Rate	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class	AA	AA	AA	AA	AA	AA
Rate	\$420.00	\$280.00	\$175.00	\$175.00	\$135.00	\$68.00

WORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Alger	2,600	2,400	89
	Delta	9,900	8,800	89
	Iron	5,300	4,900	92
	Manistee	5,900	5,300	91
	Mason	6,800	5,700	84
	Menominee	7,100	6,600	80
Ontonagon	3,100	2,500	80	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	WISCONSIN			
	Brown	34,500	33,300	97
	Calumet	6,000	5,600	94
	Door	6,200	5,900	95
	Florence	1,000	1,000	91
	Fond Du Lac	21,400	19,700	93
	Forest	2,200	1,800	81
	Green Lake	4,900	4,400	90
	Kewaunee	5,100	4,800	95
	Manitowoc	21,800	21,100	97
	Marinette	10,100	9,700	96
	Marquette	2,700	2,300	84
	Oconto	7,100	6,500	92
	Outagamie	27,900	27,100	97
Portage	10,200	9,400	92	
Shawano	9,600	8,800	92	
Sheboygan	26,500	25,200	96	
Waupaca	10,600	10,000	94	
Waushara	4,200	3,800	89	
Winnebago	31,900	30,500	96	
Between 25-50%	MICHIGAN			
	Benzie	2,400	2,100	88
	Dickinson	7,500	7,000	94
	Leelanau	2,700	2,400	89
	Luce	1,700	1,400	84
	Marquette	15,800	14,900	94
	Schoolcraft	2,600	2,200	83
WISCONSIN				
Langlade	5,600	5,100	91	
Lincoln	6,600	6,200	94	
Oneida	6,600	5,800	88	
Price	4,300	3,600	82	
Wood	16,600	15,600	94	
Under 25%	MICHIGAN:	Charlevoix, Emmet.		
	WISCONSIN:	Adams, Clark, Dodge, Iron, Juneau, Marathon, Taylor, Villas.		
WBAY-TV Station Total		435,300	404,100	93
ARB Total Net Weekly Circulation (March, 1962)		272,600		

Wisconsin—Eau Claire

abc **WEAU-TV**

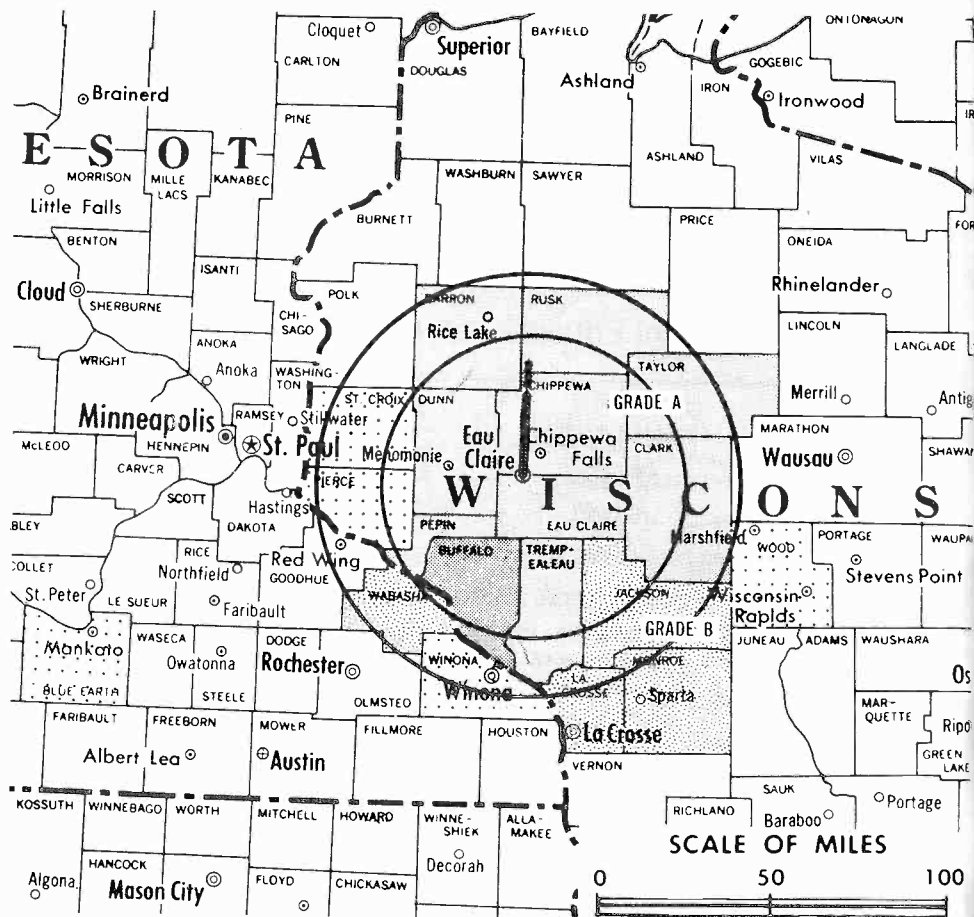


Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 310-kw visual, 155-kw aural. Antenna: 900-ft. above av. terrain, 958-ft. above ground, 1847-ft. above sea level.

Latitude 44° 47' 58"
Longitude 91° 47' 59"

Transmitter: 2415 S. Hastings Way.
Studio: 2415 S. Hastings Way.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WEAU-TV Ref: FCC File No. BPCT-2154 Granted 10/12/56

©American Map Co., Inc., N.Y., No. 14214

WEAU-TV

Network Service: ABC, NBC.

Licensee: Post Bcstg. Corp., 2415 S. Hastings Way.

Telephone: Temple 2-3474. TWX No.: EU 8811.

Ownership: Post Broadcasting is a subsidiary of Post Publishing Co., publisher of Wis. newspapers Appleton Post-Crescent and Twin City News Record, Green Bay Press-Gazette and owner of radio WJPB, Green Bay.

Began Operation: Dec. 17, 1953. Sale to present owner by Morgan Murphy interests approved by FCC May 16, 1962 (Television Digest, Vol. 2:4, 21).

Represented (sales) by George Hollingbery.

Represented (legal) by Scharfeld, Bechhoefer, Baron & Stambler.

Personnel:

V. I. MINAHAN, president.
LEO HOWARD, general manager.
ELMO REED, chief engineer.

DIGEST OF RATE CARD NO. 7 (Oct. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7-9:30 p.m., daily.	\$475.00	\$325.00	\$250.00	\$225.00	\$100.00	\$75.00	\$38.00

NETWORK BASE HOURLY RATE: \$325 (ABC), \$300 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	WISCONSIN			
	Barron	10,100	8,800	87
	Buffalo	4,100	3,600	89
	Chippewa	12,000	11,200	93
	Clark	8,800	7,500	85
	Dunn	7,400	6,600	90
	Eau Claire	17,300	15,900	92
	Pepin	2,000	1,800	87
	Rusk	4,200	3,700	87
	Taylor	4,800	4,200	89
Trempealeau	6,800	5,800	85	
Between 25-50%	MINNESOTA			
	Wabasha	4,800	4,500	92
	WISCONSIN			
	Jackson	4,400	3,900	87
LaCrosse	21,400	20,100	94	
Monroe	8,400	7,400	89	
Under 25%	MINNESOTA			
	Blue Earth	12,800	11,500	90
	Winona	11,800	10,400	88
	WISCONSIN			
	Pierce	6,300	5,900	93
St. Croix	8,200	7,800	95	
Wood	16,600	15,600	94	
WEAU-TV Station Total		172,200	156,200	91
ARB Total Net Weekly Circulation (March, 1962)			74,200	

Wisconsin—Green Bay

WBAY-TV

Ch. 2



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1205-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 44° 24' 33"
Longitude 88° 00' 00"

Transmitter: Town of DePere, Wis.
AM Affiliate: WBAY, 5-kw, 1360 kc (CBS).

FM Affiliate: WBAY-FM, 44.6-kw, 101.1 mc (No. 266), 1039-ft. antenna height.

ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WBAY-TV Ref: FCC File No. BPCT-2851 Granted 8/8/61

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WBAY-TV

Licensee: Norbertine Fathers, 115 South Jefferson St.
Studio: 115 South Jefferson St.
Telephone: Hemlock 2-3331.
Fax No.: GB 8366.
Ownership: Norbertine Fathers (St. Norbert College); Rev. S. M. Killeen, pres. Also owns radio WHBY, Appleton, Wis.
Began Operation: March 17, 1953.
Represented (sales) by H-R Television Inc.
Represented (legal) by Hogan & Hartson.
Represented (engineering) by Kear & Kennedy.
Personnel:
HAYDN R. EVANS, general manager.
EARL HUTH, national sales manager.
GREG McELRONE, program director & film buyer.
JIM TOMLIN, sales promotion & merchandising director.
LES STURMER, farm director.

DIGEST OF RATE CARD NO. 7 (Jan. 1, 1960)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$700.00 \$420.00 \$280.00 \$175.00 \$175.00 \$135.00 \$68.00
NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%				
	MICHIGAN			
	Alger	2,600	2,400	89
	Delta	9,900	8,800	89
	Iron	5,300	4,900	92
	Manistee	5,900	5,300	91
	Mason	6,800	5,700	84
	Menominee	7,100	6,600	80
	Ontonagon	3,100	2,500	80

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)				
WISCONSIN				
	Brown	34,500	33,300	97
	Calumet	6,000	5,600	94
	Door	6,200	5,900	95
	Florence	1,000	1,000	91
	Fond Du Lac	21,400	19,700	93
	Forest	2,200	1,800	81
	Green Lake	4,900	4,400	90
	Kewaunee	5,100	4,800	95
	Manitowoc	21,800	21,100	97
	Marinette	10,100	9,700	96
	Marquette	2,700	2,300	84
	Oconto	7,100	6,500	92
	Outagamie	27,900	27,100	97
	Portage	10,200	9,400	92
	Shawano	9,600	8,800	92
	Sheboygan	26,500	25,200	96
	Waupaca	10,600	10,000	94
	Waushara	4,200	3,800	89
	Winnebago	31,900	30,500	96
Between 25-50%				
MICHIGAN				
	Benzie	2,400	2,100	88
	Dickinson	7,500	7,000	94
	Leelanau	2,700	2,400	89
	Luce	1,700	1,400	84
	Marquette	15,800	14,900	94
	Schoolcraft	2,600	2,200	83
WISCONSIN				
	Langlade	5,600	5,100	91
	Lincoln	6,600	6,200	94
	Oneida	6,600	5,800	88
	Price	4,300	3,600	82
	Wood	16,600	15,600	94
Under 25%				
MICHIGAN: Charlevoix, Emmet. WISCONSIN: Adams, Clark, Dodge, Iron, Juneau, Marathon, Taylor, Villas.				
WBAY-TV Station Total		435,300	404,100	93
ARB Total Net Weekly Circulation (March, 1962)		272,600		

Wisconsin—Green Bay



WLUK-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1260-ft. above av. terrain, 1160-ft. above ground, 2046-ft. above sea level.

Latitude 44° 24' 31.4"

Longitude 87° 59' 29"

Transmitter: Glenmore Rd., 4.5-mi. SE of DePere.

Studio: 126 N. Madison St., Green Bay.

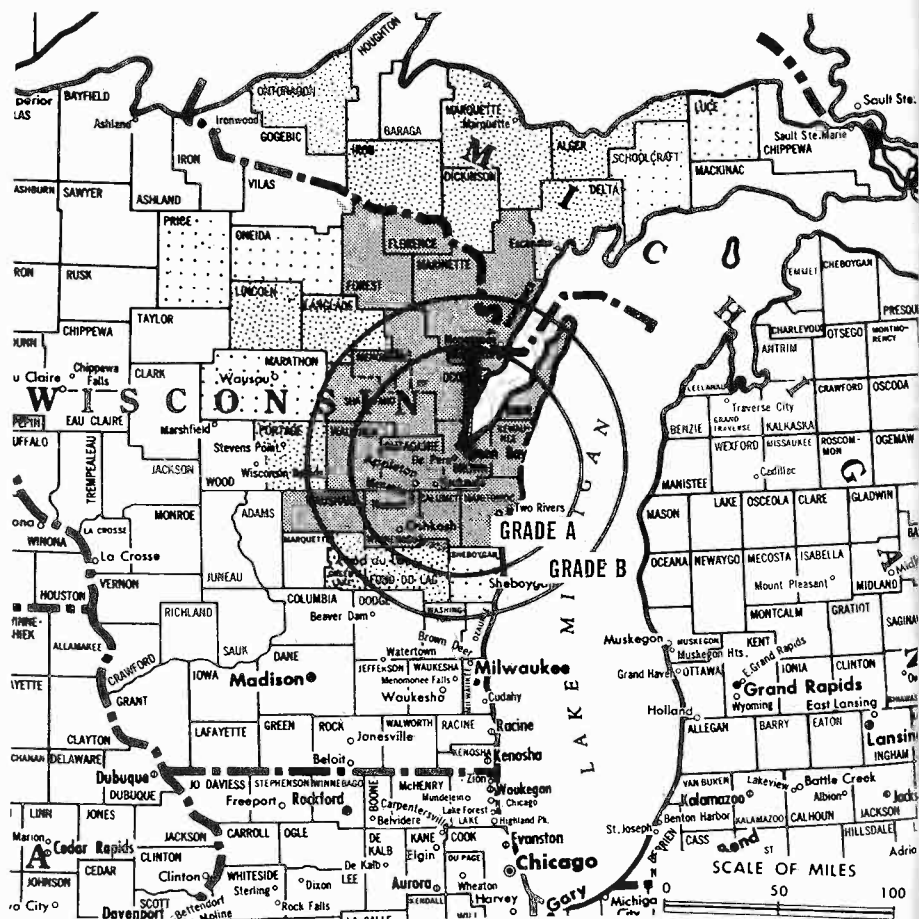
ARB Data: Net Weekly circulation percentage in table below were compiled before station changed to present facilities.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WLUK-TV Ref: FCC File BMPCT—5591 Granted 8/7/62

©American Map Co., Inc., N.Y., No. 14244

WLUK-TV

Licensee: M & M Bcstg. Co. Inc., Box 549, Green Bay.

Telephone: Hemlock 2-6468. TWX No.: GB 8342.

Ownership: Superior (Wis.) Evening Telegram, 55%; Walter C. Bridges, 10%; Norman M. Postles, 13%; Charles Goldberg, 7.5%; John Stang, 7.5%; Elizabeth Murphy, 3.25%; WJMC Inc., 3.75%; Morgan Murphy is publisher of Evening Telegram, and Lafayette (La.) Advertiser and owns various other newspapers. Morgan Murphy interests also own KXLY-TV, Spokane, Wash. (KXLY). Mr. Murphy also has an interest in WISC-TV, Madison, Wis. WLUK-TV holds 52% interest in WLUK-TV, Marquette, Mich.

Began Operation: Aug. 9, 1954. Sale to present group by W. E. Walker (50%), J. D. Mackin (23.3%) and associates approved March 19, 1958 by FCC (Television Digest, Vols. 13:52; 14:2, 12).

Represented (sales) by Young Television Corp.; Harry Hyett (Minneapolis).

Represented (legal) by Scharfeld, Bechhoefer, Baron & Stambler.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

JOHN H. BORGAN, general manager.
DAN GIOVANNINI, operations manager.
ROBERT BRICE, news editor.
MARSHALL WILLIAMSON, chief engineer.
ROBERT SCHULZE, sports director.
CHUCK RAMSAY, farm director.
FRAN JOHANSKI, promotion manager.

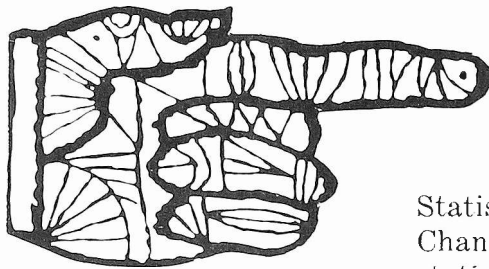
DIGEST OF RATE CARD NO. 9—(Oct. 15, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class AA	—6:30-10 p.m., daily.					
	\$650.00	\$390.00	\$260.00	\$227.00	\$162.50	\$135.00 \$68.00

*Class AA: 20 Sec. \$115.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Menominee	7,100	6,600	93
	WISCONSIN			
	Brown	34,500	33,300	97
	Calumet	6,000	5,600	94
	Door	6,200	5,900	95
	Florence	1,000	1,000	91
	Forest	2,200	1,800	81
	Kewaunee	5,100	4,800	95
	Manitowoc	21,800	21,100	97
Marinette	10,100	9,700	96	
Oconto	7,100	6,500	92	
Outagamie	27,900	27,100	97	
Shawano	9,600	8,800	92	
Waupaca	10,600	10,000	94	
Waushara	4,200	3,800	89	
Winnebago	31,900	30,500	96	
Between 25-50%	MICHIGAN			
	Alger	2,600	2,400	89
	Delta	9,900	8,800	89
	Dickinson	7,500	7,000	94
	Iron	5,300	4,900	92
	Marquette	15,800	14,900	94
	Ontonagon	3,100	2,500	80
	WISCONSIN			
	Fond Du Lac	21,400	19,700	93
	Green Lake	4,900	4,400	90
Langlade	5,600	5,100	91	
Lincoln	6,600	6,200	94	
Marquette	2,700	2,300	84	
Portage	10,200	9,400	92	
Under 25%	MICHIGAN:			
	Luce, Schoolcraft.			
WISCONSIN:				
Marathon, Oneida, Price, Sheboygan.				
WLUK-TV Station Total		347,400	325,800	94
ARB Total Net Weekly Circulation (March, 1962)			235,900	



The Plus Value Facts...

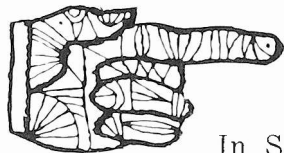
Statistics* show that the number of homes able to receive Channel 11 has increased more in the last two years than stations B and C combined in the Green Bay market.

Here are the facts . . .

	<u>WLUK</u>	<u>Sta. B</u>	<u>Sta. C</u>
able to receive	+25.6	+ 0.8	+ 5.5
average daily daytime	+70.4	+13.1	+13.7
average daily nighttime	+28.5	— 0.7	+12.4

*March, 1962 ARB Circulation Totals

...And



The Reason Why...

In September of 1961, Channel 11 began transmitting from the tallest tower above ground in Wisconsin with 316 kw. of power.

Check with Adam Young Co. or Harry Hyett, Mpls., and let them give you the facts about the greatest buy in Wisconsin.

WLUK-TV
GREEN BAY, WIS.

Wisconsin—Green Bay



WFRV

Ch. 5



Technical Facilities: Channel No. 5 (72-78 mc). Authorized power: 93.3-kw visual, 56.2-kw aural. Antenna: 1120-ft. above av. terrain, 999-ft. above ground, 1916-ft. above sea level.

Latitude 44° 24' 20.7"
Longitude 88° 00' 19.2"

Transmitter: 3-mi. SE of DePere, Hwy. 7.

Studio: Mason & Roosevelt Sts.

Telephone: 437-5411.

TWX No.: 414-498-3498.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WFRV Ref: FCC File No. BMPCT-4300 Granted 11/2/56

©American Map Co., Inc., N.Y., No. 14244

WFRV

Licensee: Valley Broadcasting Co. Inc., Mason & Roosevelt Sts.

Ownership: Valley Bcstg. Co. Inc., 100% owned by WAVE Inc. For owners & other interests, see WAVE-TV, Louisville, Ky.

Began Operation: May 21, 1955. Sale to present owner by S. N. Pickard group approved Jan. 4, 1961 by FCC (Television Digest, Vol. 16:49; 17:2).

Represented (sales) by The Katz Agency.

Represented (legal) by McKenna & Wilkinson.

Personnel:

GEORGE W. NORTON JR., president.
H. LEE BROWNING, v.p. & general manager.
FRED JOHNSON, general sales manager.
OTTO JUNKERMAN, promotion director.
HARRY RIEGERT, operations director.
HARRY HILL, chief engineer.

DIGEST OF RATE CARD NO. 7

(July 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7-10 p.m., daily.

\$650.00 \$390.00 \$260.00 \$163.00 \$130.00 \$105.00 \$53.00

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Alger	2,600	2,400	89
	Delta	9,900	8,800	89
	Iron	5,300	4,900	92
	Manistee	5,900	5,300	91
	Mason	6,800	5,700	84
	Menominee	7,100	6,600	93
Ontonagon	3,100	2,500	80	

Net Weekly Circulation

State County

Total Households

TV Homes %

Over 50% (Continued)

WISCONSIN

Brown	34,500	33,300	97
Calumet	6,000	5,600	94
Door	6,200	5,900	95
Florence	1,000	1,000	91
Fond Du Lac	21,400	19,700	93
Forest	2,200	1,800	81
Green Lake	4,900	4,400	90
Kewaunee	5,100	4,800	95
Manitowoc	21,800	21,100	97
Marquette	10,100	9,700	96
Marquette	2,700	2,300	84
Oconto	7,100	6,500	92
Outagamie	27,900	27,100	97
Portage	10,200	9,400	92
Shawano	9,600	8,800	92
Sheboygan	26,500	25,200	96
Waupaca	10,600	10,000	94
Waushara	4,200	3,800	89
Winnebago	31,900	30,500	96

Between 25-50%

MICHIGAN

Benzie	2,400	2,100	88
Dickinson	7,500	7,000	94
Leelanau	2,700	2,400	89
Marquette	15,800	14,900	94

WISCONSIN

Adams	2,400	2,100	84
Juneau	5,200	4,300	82
Langlade	5,600	5,100	91
Lincoln	6,600	6,200	94
Oneida	6,600	5,800	88
Price	4,300	3,600	82

Under 25%

MICHIGAN: Luce, Schoolcraft. WISCONSIN: Dodge, Iron, Marathon, Vilas, Wood.

WFRV Station Total	413,000	384,700	93
ARB Total Net Weekly Circulation (March, 1962)		259,500	

Wisconsin—La Crosse



WKBT
Ch. 8



Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 250-kw visual, 125-kw aural. Antenna: 810-ft. above av. terrain, 578-ft. above ground, 1746-ft. above sea level.

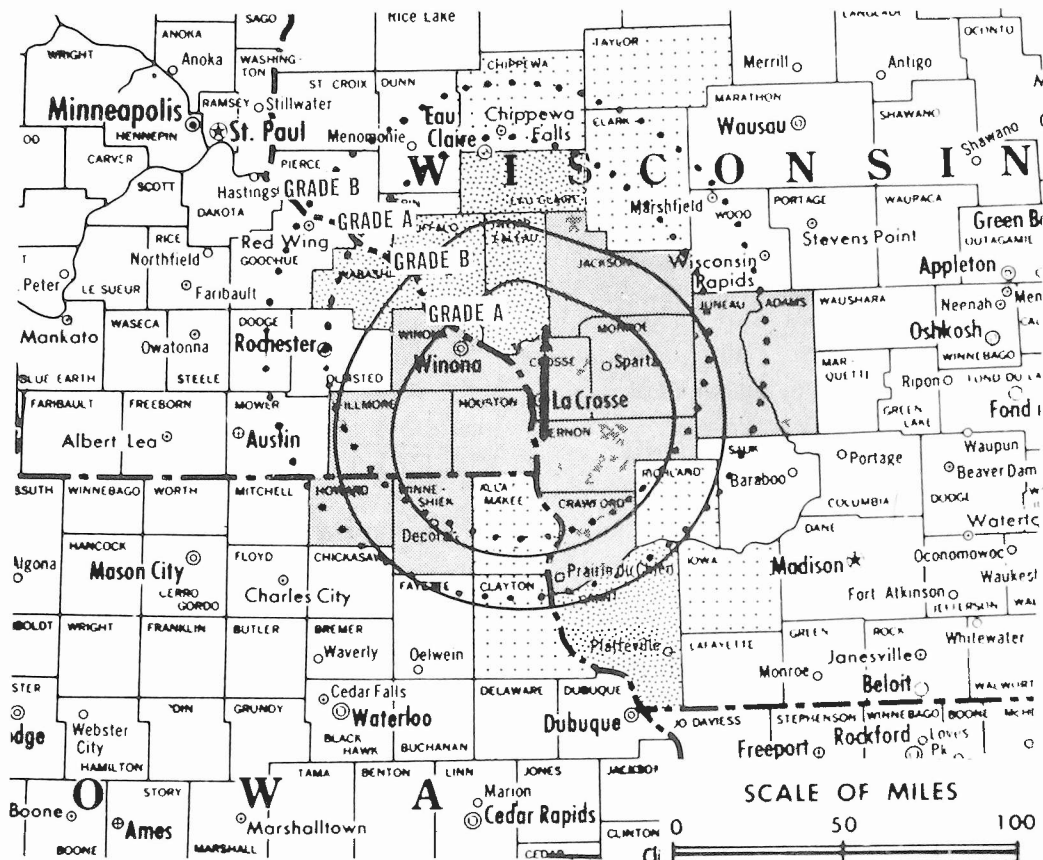
Latitude 43° 41' 44"
Longitude 91° 12' 09"

Holds CP for change to 316-kw visual, 158-kw aural, 1540-ft. above av. terrain, 1625-ft. above ground, lat. 44° 05' 28"; long. 91° 20' 15"; transmitter to 1-mi. NE of Galesville, Wis.

Transmitter: Town Rd. & School Section Rd., 9-mi. S of city.

FM Affiliate: WKBH, 5-kw, 1410 kc (NBC).

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
1962 American Research Bureau.



WKBT Ref: FCC File No. BPCT-2070 Granted 2/8/56
CP: BPCT-2917 Granted 7/25/62

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WKBT

Network Service: ABC, CBS, NBC.

Licensee: WKBH Television Inc., 141 S. 6th St.

Radio: 141 S. 6th St.

Telephone: 2-4678.

Telex No.: LC 8718.

Ownership: La Crosse Tribune, 27.5%; Howard Dahl, 21%; Kenneth Dahl, 9.6%; Catherine Dahl Wood and Dorothy Dahl Marneau, 9.2% each; W. T. Burgess, 10%; following each owning 2%: Charles D. Gellatt, Allan Schilling, Ray Ping, Runge Sletten, Orval Nelson; following, each owning 1%: Fred Ristow, E. L. Burgess, Ed Keefe; R. L. Bangsberg, .5%.

Begin Operation: Aug. 1, 1954.

Presented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co.

Presented (legal) by Dow, Lohnes & Albertson.

Presented (engineering) by Jansky & Bailey.

Personnel:

HOWARD DAHL, general manager.

ROBERT Z. MORRISON, sales manager.

RAYMOND O. SKARAN, program manager & film buyer.

PAUL MORSCH, news director.

AL LEEMAN, chief engineer.

DIGEST OF RATE CARD NO. 6

(April 1, 1961)

30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$50.00	\$270.00	\$180.00	\$116.00	\$100.00	\$90.00

Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$400 (ABC), \$400 (CBS), \$400 (NBC).

	Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%		IOWA				
		Howard	3,700	3,100	83	
		Winneshiek	6,000	5,300	88	
		MINNESOTA				
		Fillmore	7,100	6,400	91	
Houston	4,600	4,200	91			
Winnona	11,800	10,400	88			
Between 25-50%		WISCONSIN				
		Adams	2,400	2,100	84	
		Crawford	4,500	4,100	90	
		Jackson	4,400	3,900	87	
		Juneau	5,200	4,300	82	
		La Crosse	21,400	20,100	94	
		Monroe	8,400	7,400	89	
		Vernon	7,500	6,700	89	
		MINNESOTA				
		Wabasha	4,800	4,500	92	
Under 25%		WISCONSIN				
		Buffalo	4,100	3,600	89	
		Eau Claire	17,300	15,900	92	
		Grant	12,500	10,700	86	
Trempealeau	6,800	5,800	85			
Under 25%		IOWA				
		Allamakee	4,500	4,100	91	
		Clayton	6,700	5,800	87	
		WISCONSIN				
		Chippewa	12,000	11,200	93	
Clark	8,800	7,500	85			
Iowa	5,400	4,800	89			
Richland	5,100	4,500	88			
Taylor	4,800	4,200	89			
WKBT Station Total			179,800	160,600	89	
ARB Total Net Weekly Circulation (March, 1962)				87,600		

Wisconsin—Madison



WISC-TV

Ch. 3



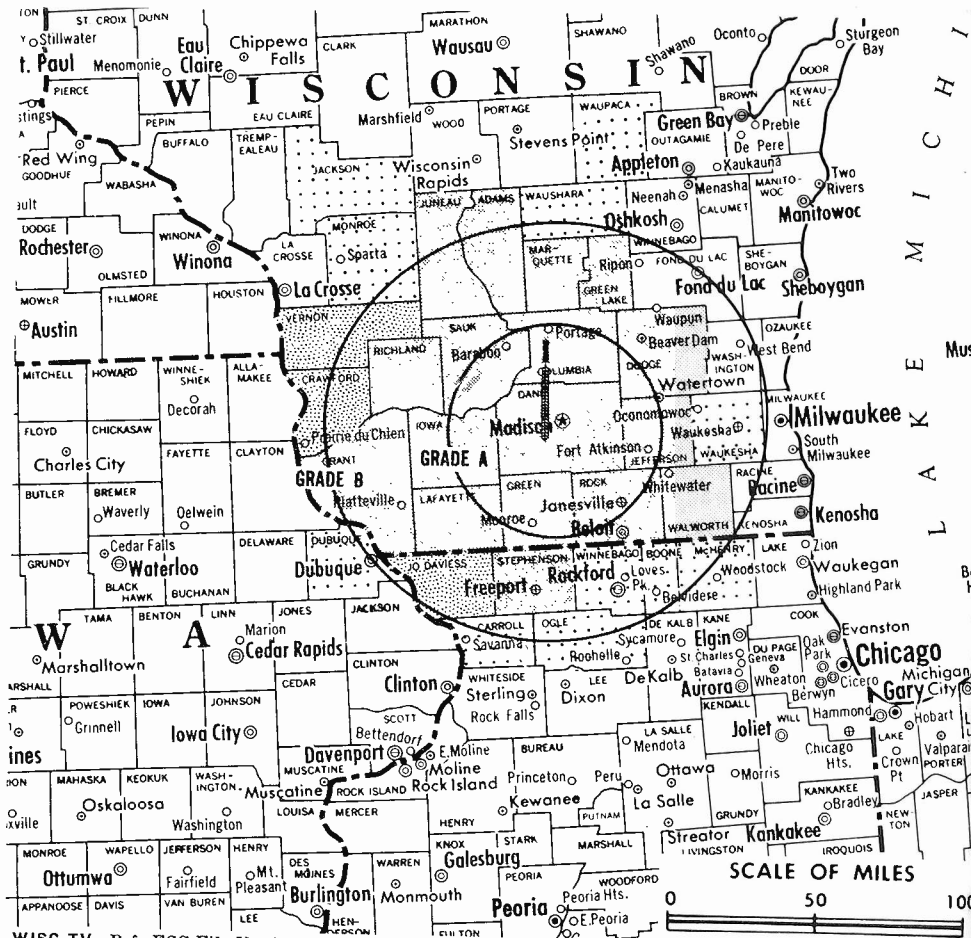
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 56.2-kw visual, 28.8-kw aural. Antenna: 1190-ft. above av. terrain, 1107-ft. above ground, 2227-ft. above sea level.

Latitude 43° 01' 52"
Longitude 89° 30' 18"

Requests change to 100-kw visual, 50-kw aural.

Transmitter: Hwy. PD., 6-mi. WSW of Madison.

TV tape: Recording facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WISC-TV

Licensee: Television Wisconsin Inc., Communications Center, 4801 W. Beltline Hwy.

Studio: 4801 W. Beltline Hwy.

Telephone: Cedar 3-9791. TWX No.: MN 8512.

Ownership: Evening Telegraph Co., 34.8%; Ralph M. Immell, pres., 20%; Russell A. Nelson, v.p., 7.5%; Ralph R. O'Connor, secy., 7.5%; H. Kenneth Harley, treas., 7.5%; Morgan Murphy, 15.2%; George H. Johnson, 7.5%. Evening Telegraph Co., owned by Mr. Murphy, publishes Superior Evening Telegram. For other Murphy interests, see WLUK-TV, Green Bay, Wis.

Began Operation: June 24, 1956.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Scharfeld, Bechhoefer, Baron & Stambler.

Personnel:

RALPH O'CONNOR, general manager.
RICHARD S. NICKESON, sales manager.
DAN IMHOFF, program director & film buyer.
WALTER HARIU, chief engineer & operations manager.

DIGEST OF RATE CARD NO. 4 (July 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$750.00	\$450.00	\$300.00	\$225.00	\$200.00	\$150.00

NETWORK BASE HOURLY RATE: \$650.



**"FELIX THE CAT"
YOUR KIDS AUDIENCE
IS IN THE BAG WITH
—TV's HAPPIEST
CARTOON CHARACTER**

HAPPILY DISTRIBUTED BY
TRANS-LUX TELEVISION CORPORATION
NEW YORK . . . CHICAGO . . . HOLLYWOOD

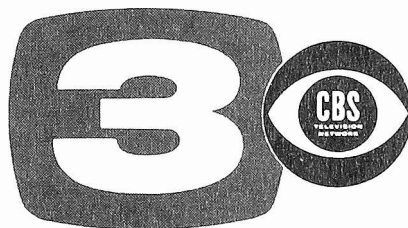
Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Stephenson	14,700	13,400	91
	WISCONSIN			
	Adams	2,400	2,100	84
	Columbia	11,000	10,000	91
	Dane	65,800	59,000	90
	Dodge	18,100	16,500	91
	Grant	12,500	10,700	86
	Green	7,900	7,200	91
	Green Lake	4,900	4,400	90
	Iowa	5,400	4,800	89
	Jefferson	15,100	14,200	94
	Juneau	5,200	4,300	82
	Lafayette	5,000	4,500	90
Marquette	2,700	2,300	84	
Richland	5,100	4,500	88	
Rock	34,600	32,600	95	
Sauk	10,500	9,300	88	
Walworth	15,900	14,800	93	
Between 25-50%	ILLINOIS			
	Jo Daviess	6,500	5,600	86
	WISCONSIN			
Crawford	4,500	4,100	90	
Vernon	7,500	6,700	89	
Under 25%	ILLINOIS			
	Boone	6,200	5,700	92
	Carroll	6,100	5,700	93
	McHenry	25,700	24,900	97
	Ogle	12,000	11,000	92
	Winnebago	65,300	61,100	94
	IOWA			
	Dubuque	21,800	19,400	90
WISCONSIN				
Jackson	4,400	3,900	87	
Monroe	8,400	7,400	89	
Waukesha	45,300	43,300	96	
Waupaca	10,600	10,000	94	
Wausara	4,200	3,800	89	

WISC-TV Station Total	465,300	427,200	92
ARB Total Net Weekly Circulation (March, 1962)		220,400	

It's a fact!

WISC-TV

CHANNEL



MADISON, WISCONSIN

... has led in all audience surveys taken in the Madison, Wisconsin market since the station was established in 1956, both as to popularity and coverage.*



For details on Madison's only VHF television station, contact a Peters, Griffin, Woodward Colonel.

*Plus coverage of Rockford, Illinois and Dubuque, Iowa

Wisconsin—Madison



WKOW-TV

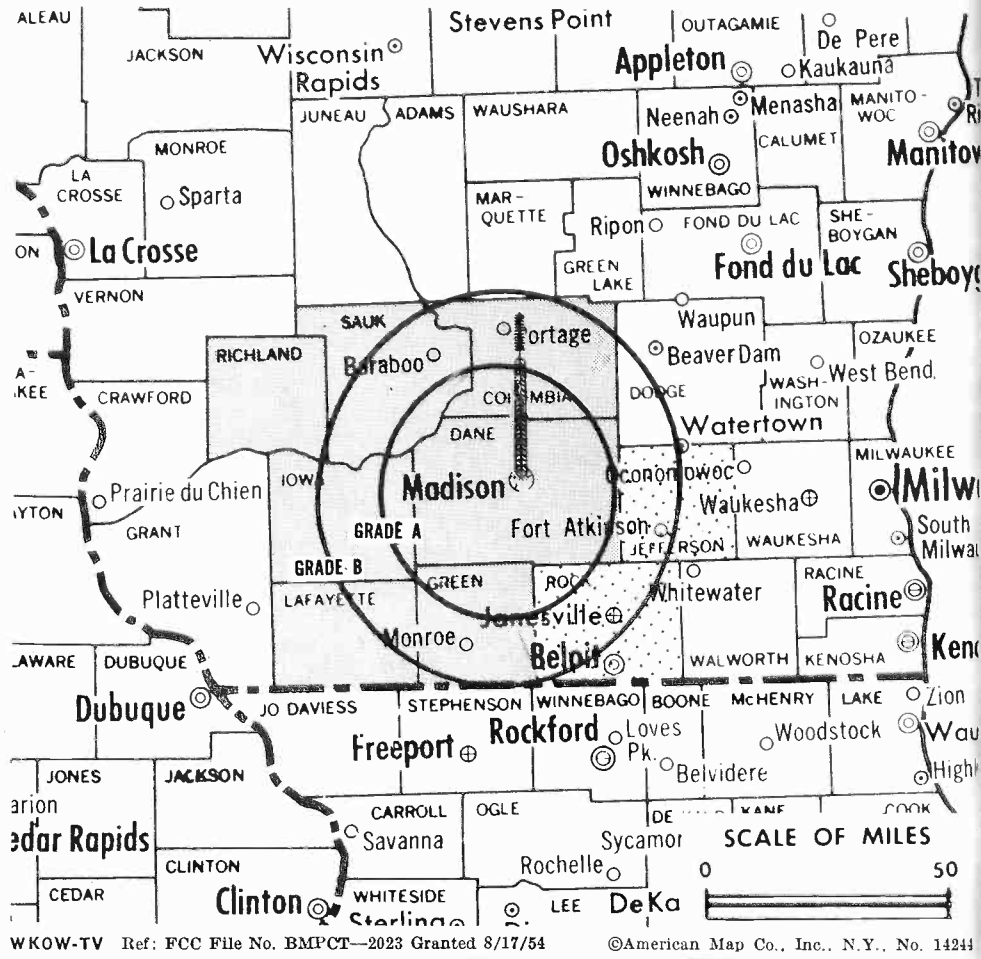
Ch. 27

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 200-kw max. and 162-kw horizontal visual, 87.1-kw horizontal aural. Antenna: 690-ft. above av. terrain, 597-ft. above ground, 1677-ft. above sea level electrically tilted .5°.

Latitude 43° 03' 09"
Longitude 89° 28' 38"

Transmitter: Gilbert Rd., Madison 3.

AM Affiliate: WKOW, 10-kw (5-kw night), 1070 kc (CBS).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WKOW-TV Ref: FCC File No. BMPCT-2023 Granted 8/17/54 © American Map Co., Inc., N.Y., No. 14244

WKOW-TV

Grantee (STA): Midcontinent Broadcasting Co. of Wisconsin Inc., 5727 Tokay Bldg.

Studio: 5727 Tokay Bldg.

Telephone: Cedar 8-5891.

TWX No.: MN 8537.

Ownership: Same as KELO-TV, Sioux Falls, S.D.

Began Operation: June 30, 1953. Sale to present owners by Monona Bcstg. Co. approved July 20, 1960 by FCC (Television Digest, Vol. 16:24, 26, 30).

Represented (sales) by Young Television Corp.

Represented (engineering) by Walter F. Kean.

Personnel:

ANTON J. (TONY) MOE, executive v.p.
BEN F. HOVEL, general sales manager.
BOB WICKEM, chief engineer.

DIGEST OF RATE CARD NO. 8 (July 1, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—6:59-10:01 p.m., daily.					
\$325.00	\$195.00	\$130.00	\$98.00	\$65.00	\$32.50

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	WISCONSIN			
	Columbia	11,000	10,000	91
	Dane	65,800	59,000	90
	Green	7,900	7,200	91
	Iowa	5,400	4,900	89
	Lafayette	5,000	4,500	90
	Richland	5,100	4,500	88
Sauk	10,500	9,300	88	
Between 25-50%	None	Between 25-50%		
Under 25%	WISCONSIN			
	Jefferson	15,100	14,200	94
	Rock	34,600	32,600	95
WKOW-TV Station Total		160,400	146,200	91
ARB Total Net Weekly Circulation (March, 1962)			93,200	



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THE MIGHTIEST
NEW CARTOON SERIES**

**TRANS-LUX TELEVISION CORPORATION
NEW YORK . . . CHICAGO . . . HOLLYWOOD**

Wisconsin—Madison

WMTV

Ch. 15



Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 230-kw maximum and 177-kw horizontal visual, 113.5-kw maximum and 88.5-kw horizontal aural. Antenna: 1060-ft. above av. terrain, 1100-ft. above ground, 2155-ft. above sea level.

Latitude 43° 03' 01"
Longitude 89° 29' 15"

Transmitter: W Beltline Hwy.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WMTV

Licensee: Forward Television Inc., Box 168, W. Beltline Hwy.
Studio & Business Office: W. Beltline Hwy.
Telephone: Cedar 3-5381. TWX No.: MN 8539.
Ownership: Lee Radio Inc., 51% (KGLO-TV, Mason City, Ia.); Lee Broadcasting Inc., 49% (KHQA-TV, Hannibal, Mo.). For other interests, see Lee Radio Inc., Mason City, Ia.
Change Operation: July 8, 1953. Sale to present owners by WTVJ interests (Mitchell Wolfson) approved April 2, 1958 by FCC (Television Digest, Vol. 14:10,14). Previous sale to WTVJ interests by founding Gerald A. Bartell family approved July 25, 1957 by FCC (Vol. 13:26, 30).
Represented (sales) by The Branham Co.
Represented (legal) by Pierson, Ball & Dowd.
Represented (engineering) by Creutz & Snowberger.
Personnel:
HERBERT R. OHRT, president (Mason City, Ia.).
WALTER J. ROTHSCHILD, v.p. & national sales manager (Quincy, Ill.).
MERRITT MILLIGAN, station manager.
DONALD G. HARRER, asst. manager.
GEORGE PLENDERLEITH, film buyer.
WANDA MONTZ, merchandising manager.
TOM KAMMER, news director.
BEVERLY STARK, women's director.
L. STANLEY SADLER, chief engineer.

DIGEST OF RATE CARD NO. 8 (Jan. 15, 1961)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class A—7:29-9:30, daily	\$25.00	\$195.00	\$130.00	\$114.00	\$98.00	\$60.00	\$54.00 \$30.00

NETWORK BASE HOURLY RATE: \$300.

ARB Total Net Weekly Circulation
(March, 1962) 90,600.
ARB breakdown of county coverage, by percentage net weekly circulation, was compiled before station shifted from Ch. 33 to Ch. 15. Therefore, it is not included.

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WITH "FELIX THE CAT"—
TV's HAPPIEST CARTOON CHARACTER**



HAPPILY DISTRIBUTED BY
TRANS-LUX TELEVISION CORPORATION
NEW YORK . . . CHICAGO . . . HOLLYWOOD

Wisconsin—Milwaukee



WISN-TV

Ch. 12



Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 1105-ft. above ground, 1735-ft. above sea level.

Latitude 43° 06' 41"
Longitude 87° 55' 38"

Transmitter: 5201 N. Milwaukee River Pkwy.

TV tape: Recording facilities.

AM Affiliate: WISN, 5-kw, 1150 kc (ABC).

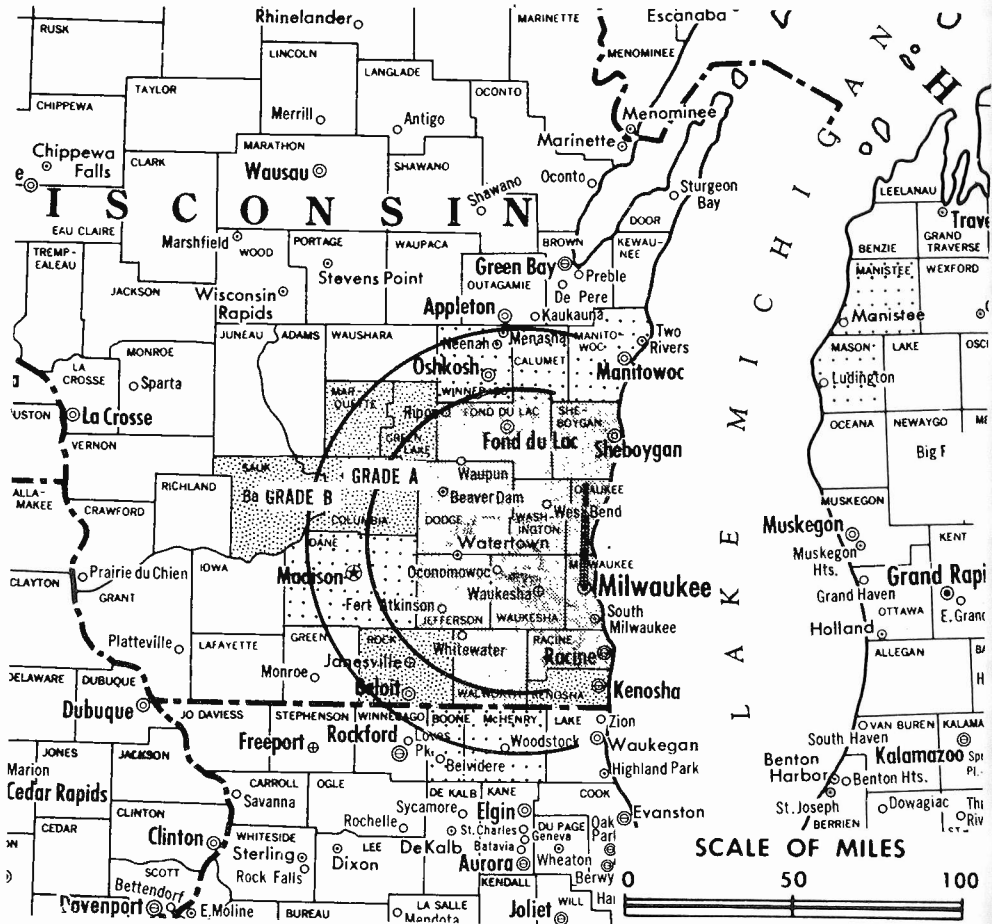
FM Affiliate: WISN-FM, 3.7-kw, 97.3 mc (No. 247).

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WISN-TV Ref: FCC File No. BMPCT—3231 Granted 7/20/55

© American Map Co., Inc., N.Y., No. 14244

WISN-TV

Licensee: Hearst Corp., 759 North 19th St., Milwaukee 3.

Studio: 19th & Wells Sts.

Telephone: Division 2-3000. TWX No.: MI 489.

Ownership: Hearst Corp. Same interests operate WBAL-TV, Baltimore, WTAE, Pittsburgh, and radio stations WISN, Milwaukee, WBAL, Baltimore, and (through affiliation) WCAE Inc., operator of WRYT & FM, Pittsburgh.

Began Operation: October 26, 1954 as WTVW; sale to present owners by group headed by L. F. Gran, Paul A. Pratt & Loron Thurwachter approved by FCC March 2, 1955 (Television Digest, Vol. 11:2, 5, 10).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

WILLIAM C. GOODNOW, v.p. & general manager.
RICHARD FOERSTER, general sales manager.
BAYLEN H. SMITH, program director & film buyer.
ROBERT L. MEYER, promotion-publicity director.
WAYNE J. PAINTER, merchandising & marketing director.
PATT BARNES, public affairs director.
ROBERT HERZOG, news director.
RICHARD JOHNSON, sports director.
DAVID SQUIRES, executive producer.
KENNETH WALIGORSKI, production director.
JERRY LOEBE, film director.
LIONEL WITTEBERG, chief engineer.

DIGEST OF RATE CARD NO. 10
(April 15, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:31-10:15 p.m., daily.	\$1400.00	\$840.00	\$560.00	\$420.00	\$350.00
NETWORK BASE HOURLY RATE:	\$1500.				

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	WISCONSIN			
	Dodge	18,100	16,500	91
	Fond Du Lac	21,400	19,700	93
	Jefferson	15,100	14,200	94
	Milwaukee	323,700	305,100	95
	Ozaukee	11,100	10,500	95
	Racine	42,100	40,500	97
	Sheboygan	26,500	25,200	96
	Walworth	15,900	14,800	93
	Washington	13,000	12,500	96
Waukesha	45,300	43,300	96	
Between 25-50%	WISCONSIN			
	Columbia	11,000	10,000	91
	Green Lake	4,900	4,400	90
	Kenosha	31,700	30,000	95
	Marquette	2,700	2,300	84
Rock	34,600	32,600	95	
Sauk	10,500	9,300	88	
Under 25%	ILLINOIS			
	Boone	6,200	5,700	92
	McHenry	25,700	24,900	97
	MICHIGAN			
	Manistee	5,900	5,300	91
	Mason	6,800	5,700	84
	WISCONSIN			
	Calumet	6,000	5,600	94
	Dane	65,800	59,000	90
	Manitowoc	21,800	21,100	97
Winnebago	31,900	30,500	96	
WISN-TV Station Total		797,700	748,700	94
ARB Total Net Weekly Circulation (March, 1962)		509,400		

For ARB County-by-County Data, see page 40-a.

Wisconsin—Milwaukee



WITI-TV



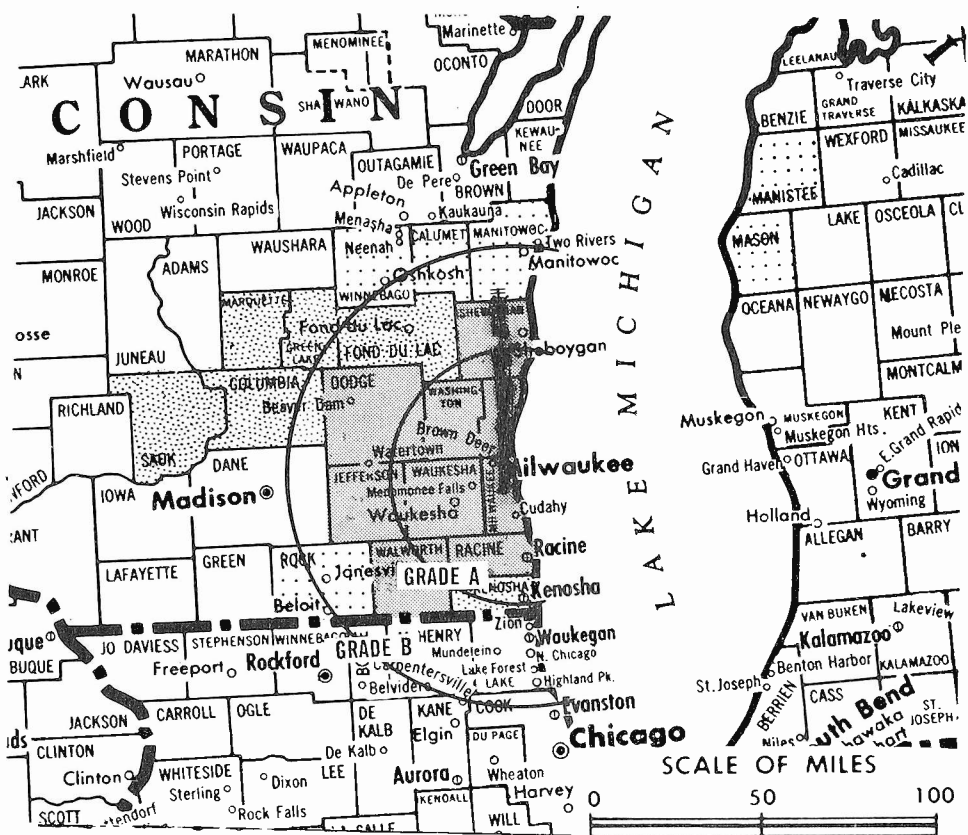
Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1078-ft. above ground, 1717-ft. above sea level.

Latitude 43° 05' 24"
Longitude 87° 53' 47"

Transmitter: NE corner of Capitol Dr. & Estabrook Pkwy., Shorewood, Wis.

TV tape: Recording facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

WITI-TV Ref: FCC File No. BPCT-2807 Granted 3/29/61

©American Map Co., Inc., N.Y., No. 14244

WITI-TV

Licensee: Storer Broadcasting Co., Box 6337, Station F, Milwaukee 9.

Studios: 5445 N. 27th St., Milwaukee 9, Wis.

Telephone: Uptown 3-1919. TWX No.: MI 227.

Ownership: Storer Broadcasting Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see Group Ownership.

Begin Operation: May 21, 1956.

Represented (sales) by Storer Television Sales Inc.

Personnel:

- GEORGE B. STORER, JR., president.
- ROGER W. Le GRAND, general manager.
- WILLIAM J. FLYNN, general sales manager.
- E. DEAN McCARTHY, operations manager & film buyer.
- DONN SHELTON, promotion manager.
- CARL G. ZIMMERMANN, news director.
- ROBERT TRUSCOTT, chief engineer.

DIGEST OF RATE CARD NO. 11 (Jan. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	Min.*	20 Sec.*	10 Sec.*
Class AA—6:30-10 p.m., daily.	\$1500.00	\$900.00	\$600.00	\$525.00	\$400.00	\$375.00
Class BB—6:30-10 p.m., daily.	\$1125.00	\$750.00	\$525.00	\$400.00	\$300.00	\$225.00

Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	WISCONSIN			
	Dodge	18,100	16,500	91
	Jefferson	15,100	14,200	94
	Milwaukee	323,700	305,100	95
	Ozaukee	11,100	10,500	95
	Racine	42,100	40,500	97
	Sheboygan	26,500	25,200	96
	Walworth	15,900	14,800	93
Between 25-50%	Washington	13,000	12,500	96
	Waukesha	45,300	43,300	96
	WISCONSIN			
	Columbia	11,000	10,000	91
	Fond Du Lac	21,400	19,700	93
	Green Lake	4,900	4,400	90
Under 25%	Kenosha	31,700	30,000	95
	Marquette	2,700	2,300	84
	Sauk	10,500	9,300	88
	MICHIGAN			
	Manistee	5,900	5,300	91
Mason	6,800	5,700	84	
Under 25%	WISCONSIN			
	Calumet	6,000	5,600	94
	Manitowoc	21,800	21,100	97
	Rock	34,600	32,600	95
Winnebago	31,900	30,500	96	
WITI-TV Station Total		700,000	659,100	94
ARB Total Net Weekly Circulation (March, 1962)		580,200	580,200	94

Wisconsin—Milwaukee

WTMJ-TV
Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 900-ft. above av. terrain, 1035-ft. above ground, 1672-ft. above sea level.

Latitude 43° 05' 29"
Longitude 87° 54' 07"

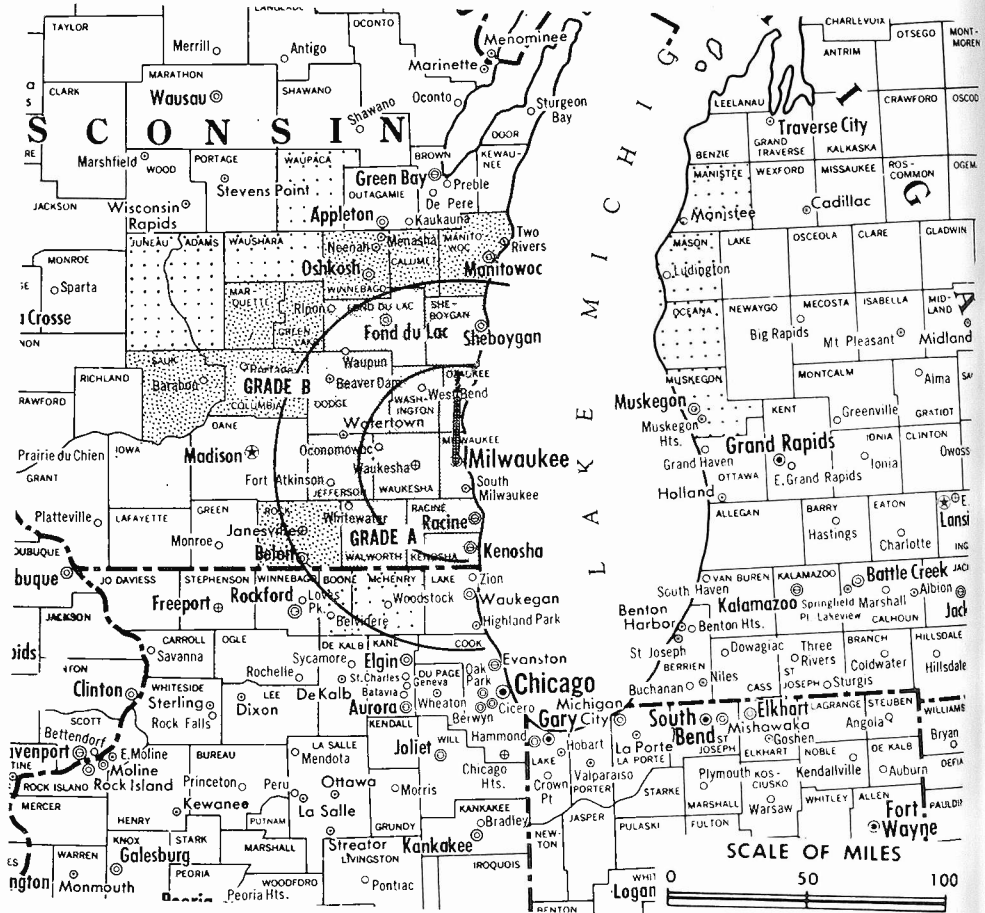
Transmitter: 720 E. Capitol Drive, Milwaukee 12.

TV tape: Recording facilities.

AM Affiliate: WTMJ, 5-kw, 620 kc (NBC).

FM Affiliate: WTMJ-FM, 4.6-kw, 94.5 mc (No. 233), 980-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WTMJ-TV Ref: FCC File No. BMPCT-869 Granted 7/11/52

© American Map Co., Inc., N.Y., No. 14244

WTMJ-TV

Licensee: The Journal Co., 333 W. State St.

Studio: 720 E. Capitol Drive, Milwaukee 12.

Telephone: Broadway 1-6000.

TWX No.: MI 297.

Ownership: The Journal Co. (Milwaukee Journal).

Began Operation: Dec. 3, 1947.

Represented (sales) by Harrington, Richter & Parsons Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

GEORGE COMTE, v.p. & general manager.
ROBERT J. HEISS, manager of radio.
SPRAGUE VONIER, sales manager.
ROBERT PETRIE, program manager & film buyer.
HUGO BIRMINGHAM, production supervisor.
JIM FITZGERALD, film editor.
JACK KRUEGER, news editor.
WM. HOEFT, farm director.
BRUCE WALLACE, mgr., public service broadcasts & promotion.
WILLIAM McCORMACK, continuity manager.
PHILLIP B. LAESER, manager, AM & TV engineering.
EDWIN L. CORDES, TV chief engineer.
HENRY GOEDEN, field supervisor.

DIGEST OF RATE CARD NO. 26

(July 1, 1962)

Hour	30 Min.	15 Min.	Min. or 30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.				
\$1500.00	\$900.00	\$600.00	\$350.00	\$175.00

NETWORK BASE HOURLY RATE: \$1800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	WISCONSIN			
	Dodge	18,100	16,500	91
	Fond Du Lac	21,400	19,700	93
	Jefferson	15,100	14,200	94
	Kenosha	31,700	30,000	95
	Milwaukee	323,700	305,100	95
	Ozaukee	11,100	10,500	95
	Racine	42,100	40,500	97
	Sheboygan	26,500	25,200	96
	Walworth	15,900	14,800	93
Washington	13,000	12,500	96	
Waukesha	45,300	43,300	96	
Between 25-50%	WISCONSIN			
	Calumet	6,000	5,600	94
	Columbia	11,000	10,000	91
	Green Lake	4,900	4,400	90
	Manitowoc	21,800	21,100	97
	Marquette	2,700	2,300	84
Rock	34,600	32,600	95	
Sauk	10,500	9,300	88	
Winnebago	31,900	30,500	96	
Under 25%	ILLINOIS			
	Boone	6,200	5,700	92
	McHenry	25,700	24,900	97
	MICHIGAN			
Manistee	5,900	5,300	91	
Mason	6,800	5,700	84	
Muskegon	44,200	41,500	94	
Oceana	4,800	4,100	86	
WISCONSIN				
Adams	2,400	2,100	84	
Juneau	5,200	4,300	82	
Waupaco	10,600	10,000	94	
Wausara	4,200	3,800	89	
WTMJ-TV Station Total		803,300	755,500	94
ARB Total Net Weekly Circulation (March, 1962)		638,200		

First in Milwaukee*



...and still first!

Station Image, more than any single quality, has made Channel 4 Milwaukee's number one TV station . . . in the eyes of both viewers and advertisers. This "Total Image" is the sum of these parts:

PROGRESSIVENESS — The history of television in Wisconsin is literally the history of WTMJ-TV. It was the first station in Wisconsin on the air . . . with network shows . . . with color. And it's first in coverage (a population area of 4,468,903 people).

EXPERIENCE — Most of WTMJ-TV's people have worked more than 15 years in television and form Wisconsin's largest, most experienced station staff in live and network programming.

QUALITY PROGRAMING — Program policies of good taste are traditionally practiced in local production and in selection of network programming.

HIGH-STANDARD ADVERTISING POLICIES — Advertising rates are clearly stated and explained in an official Rate Card, with rates the same for all. WTMJ-TV does not "triple-spot," will not accept advertising it feels would be objectionable.

PROGRAM VARIETY — WTMJ-TV believes in programming to meet its community's varied needs: entertainment, information, education. Included in its balanced schedule are daily high-quality live shows and the station's own feature and news programs. For more detailed information on what makes up the Total Image of WTMJ-TV, write:

WTMJ-TV

THE MILWAUKEE
JOURNAL STATION
WTMJ-AM-FM

NBC in Milwaukee

Represented by: HARRINGTON, RIGHTER & PARSONS — New York, Chicago, San Francisco, Atlanta, Boston, St. Louis, Los Angeles

*
WTMJ-TV, Channel 4 in Milwaukee, went on the air December 3, 1947 . . . 4 years before any other station in Wisconsin . . . the 11th commercial TV station in the entire country.

Wisconsin—Milwaukee

WUHF

(formerly WXIX)
Ch. 18

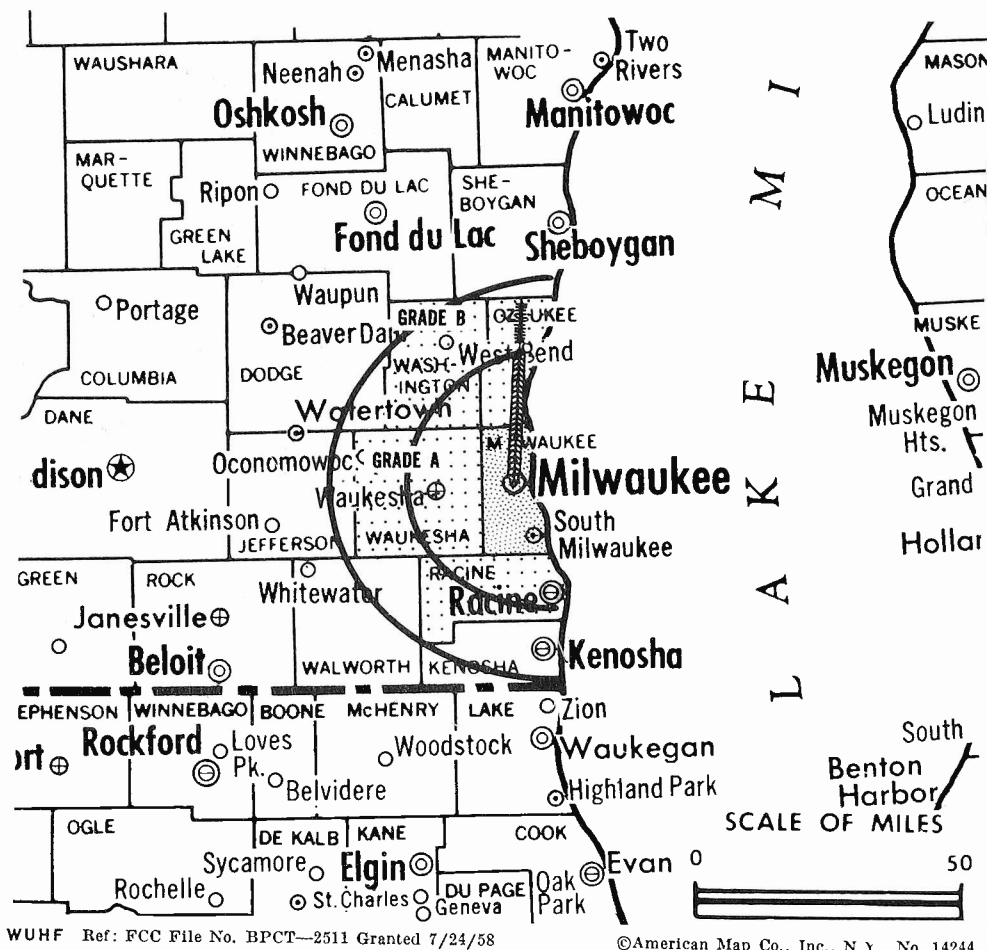
Technical Facilities: Channel No. 18
(494-500 mc). Authorized power:
220-kw maximum and 100-kw maximum
horizontal visual, 120-kw maximum and
55-kw horizontal aural. Antenna: 530-ft.
above av. terrain, 661-ft. above ground,
1271-ft. above sea level.

Latitude 43° 02' 20"
Longitude 87° 55' 04"

Holds CP for change to 256-kw
visual, 128-kw aural.

Transmitter: Schroeder Hotel.

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.



WUHF

Network Service: None, independent.

Licensee: WXIX Inc., Schroeder Hotel, Milwaukee 3.

Studio: Schroeder Hotel. Telephone: Broadway 2-1818.

Ownership: Harold Sampson, 45.5%; Bernard Sampson, 45.5%;
Herbert S. Wilk, 9%.

Began Operation: July 20, 1959. Sale of 51% by Gene Posner
to Harold and Bernard Sampson approved Aug. 9, 1962 by FCC
(Television Digest, Vol. 2:26).

Represented (sales) by Gill-Perna Inc.

Represented (legal) by A. Harry Becker.

Personnel:

HAROLD SAMPSON, president.
LAWRENCE TURET, exec. v.p. & station manager.
JOHN DEAN, promotion director.
ALAN WINSTROM, production manager.
WARD CHASE, sports director.
RICK WHITT, news director.
JOE WATERS, engineering supervisor.

DIGEST OF RATE CARD NO. 4 (Feb. 1, 1961)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6-11 p.m., daily.
\$425.00 \$255.00 \$170.00 \$150.00 \$105.00 \$60.00 \$50.00 \$35.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	None Over 50%			
Between 25-50%	WISCONSIN Milwaukee	323,700	305,100	95
Under 25%	WISCONSIN Ozaukee	11,100	10,500	95
	Racine	42,100	40,500	97
	Washington	13,000	12,500	96
	Waukesha	45,300	43,300	96
WUHF Station Total		435,200	411,900	95
ARB Total Net Weekly Circulation (March, 1962)			87,100	

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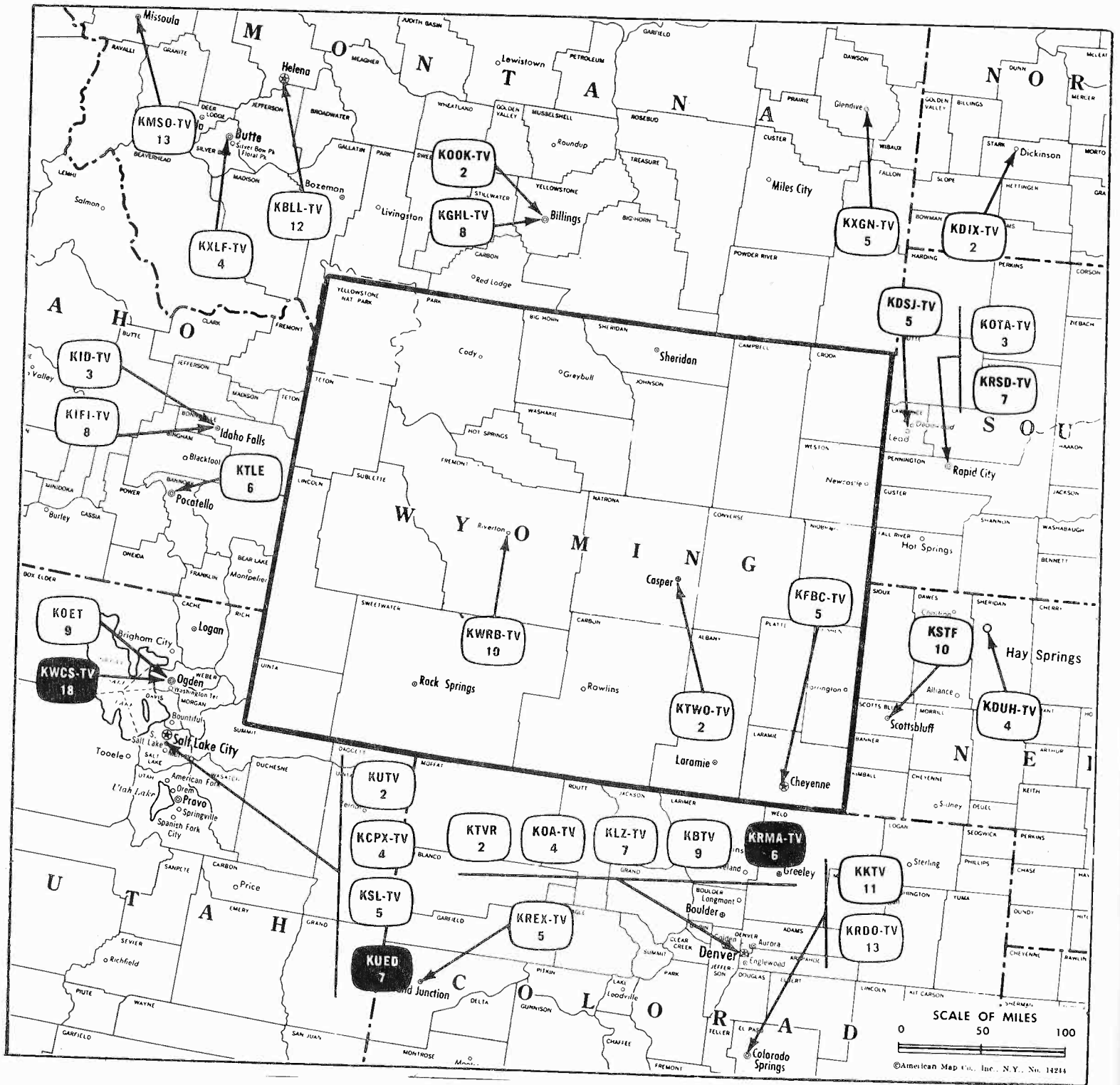
\$7.50 — single copy

\$6.35 — 5 or more

Both books ordered as a set, \$20.00

Five or more sets, \$16.50 per set.

Wyoming



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Cheyenne	75,100	155	152,900	156	133,300	149
Casper	34,300	194	71,300	189	58,600	190
Riverton	7,800	225	22,500	216	18,400	216

Wyoming Station Status as of Dec. 1, 1962

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
3	0	3
0	0	0
		3

Wyoming—Casper

abc **KTWO-TV**



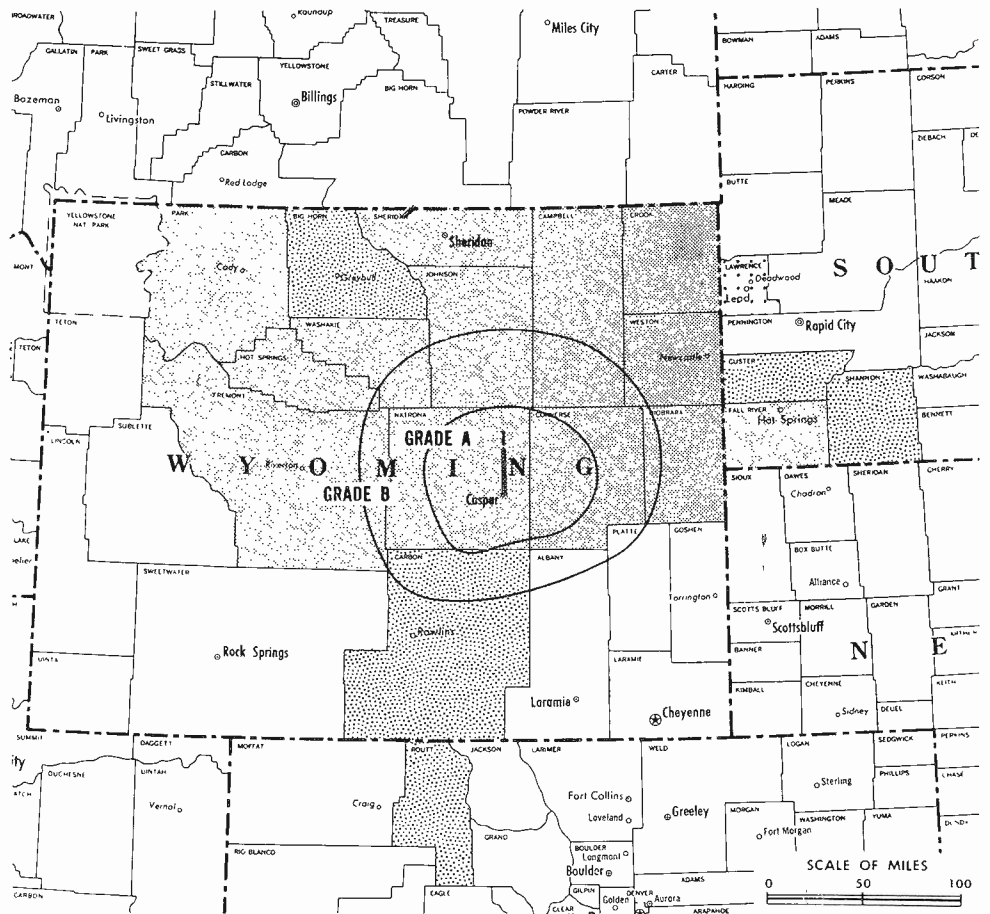
Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 70.8-kw visual, 35.5-kw aural. Antenna: 1400-ft. above av. terrain, 85-ft. above ground, 7791-ft. above sea level.

Latitude 42° 45' 29"
Longitude 106° 19' 25"

Transmitter: Casper Mt.

AM Affiliate: KTWO, 5-kw (1-kw night), 1470 kc (CBS).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KTWO-TV Ref: FCC File No. BPCT-2690 Granted 10/7/59

© American Map Co., Inc., N.Y. No. 14244

KTWO-TV

Network Service: ABC, NBC, CBS.

Licensee: Rocky Mountain Tele Stations, 3900 East Second St., Casper.

Studio: 3900 E. 2nd St., Casper.

Telephone: 23-7-3711. TWX No.: CP 486.

Ownership: Harriscop Inc., 60%; TV Properties, 40%. TV Properties is 99.8% owned by Lawrence S. Berger, who also owns 16% of KKAR, Pomona, Cal. Harriscop Inc., producer-packager of film & live shows for TV has following owners: Burt I. Harris, pres., 16 2/3%; Irving B. Harris, 50%; Don Paul Nathanson, 33 1/3%. KTWO-TV owns radio KTWO, Casper; Harriscop Bcstg. Corp. owns KFBB-TV, Great Falls, Mont. (KFBB). Harriscop Inc. owns FM radio KLFM, Long Beach, Cal. and 33 1/3% of KKAR, Pomona, Cal.

Began Operation: March 8, 1957.

Represented (sales) by The Meeker Co. Inc., John L. McGuire.

Represented (legal) by Sher, Oppenheimer & Harris.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

LAWRENCE S. BERGER, exec. v.p., gen. mgr. & film buyer.

RALPH DAVIDSON, sales manager.

CHUCK BEACH, film director.

BEN LOCKERD, chief engineer.

JOHN CALVETTI, production manager.

DIGEST OF RATE CARD NO. 4 (June 15, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., Mon.-Fri.; 5-10 p.m., Sat. & Sun.
\$250.00 \$150.00 \$100.00 \$87.50 \$75.00 \$60.00 \$50.00 \$30.00
NETWORK BASE HOURLY RATE: \$200 (ABC), \$200 (CBS), \$200 (NBC).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	SOUTH DAKOTA				
		Fall River	3,200	2,700	84
	WYOMING				
		Campbell	1,900	1,400	74
		Converse	2,100	1,700	81
		Crook	1,400	1,000	69
		Fremont	7,500	6,500	86
		Hot Springs	2,100	1,600	76
		Johnson	1,800	1,400	74
		Natrona	16,200	14,500	90
		Niobrara	1,300	1,100	81
		Park	5,100	4,000	79
	Sheridan	6,000	4,500	75	
	Washakie	2,600	2,200	34	
	Weston	2,400	1,900	76	
Between 25-50%	COLORADO				
		Routt	1,900	1,300	65
	SOUTH DAKOTA				
		Custer	1,500	1,300	82
		Shannon	1,200	700	50
WYOMING					
	Big Horn	3,400	2,700	79	
	Carbon	4,600	3,600	78	
Under 25%	SOUTH DAKOTA				
		Lawrence	5,100	4,500	87
KTWO-TV Station Total			71,300	58,600	82
ARB Total Net Weekly Circulation (March, 1962)				34,300	

For Other Theater Owners and TV Producers
With TV Station Ownership,
see Section on Theatrical Ownership.

Wyoming—Cheyenne



KFBC-TV

Ch. 5



[Also operates satellite KSTF, Scottsbluff, Neb.]

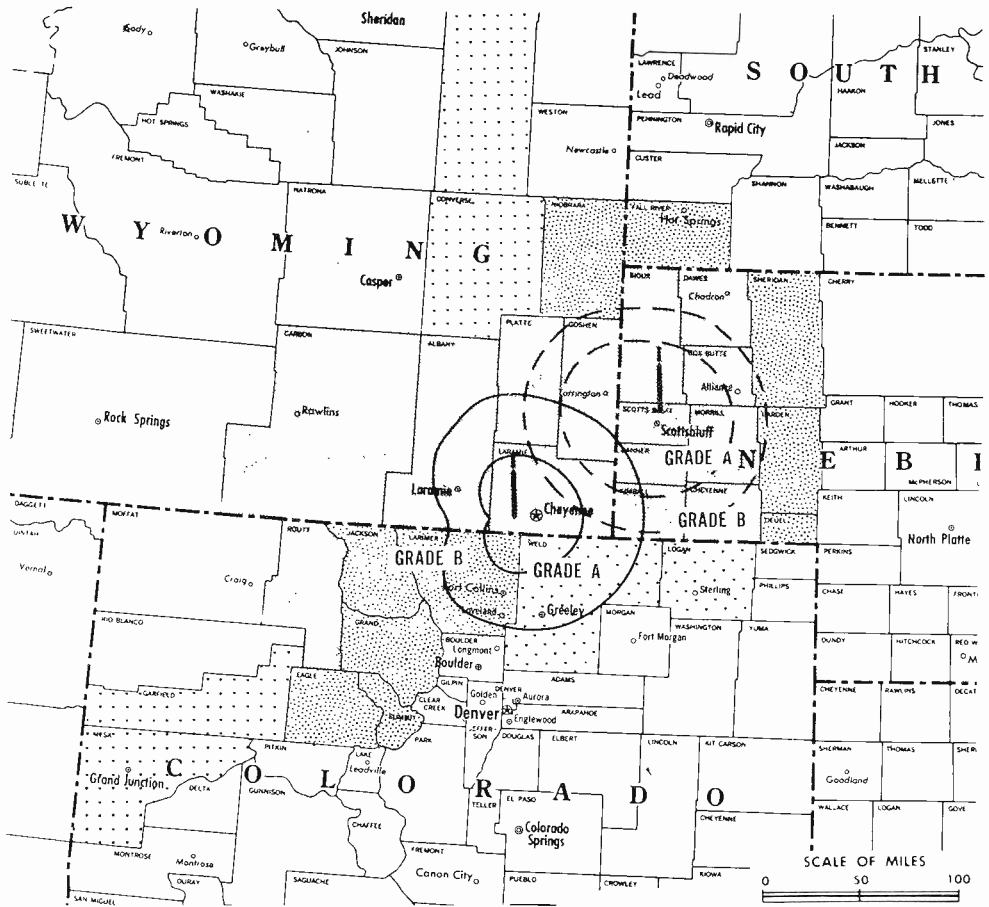
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 620-ft. above av. terrain, 483-ft. above ground, 7260-ft. above sea level.

Latitude 41° 06' 03"
Longitude 105° 00' 16"

Transmitter: Borie, Wyo., 10.2-mi. WSW of Cheyenne.

Studio: Borie, Wyo., 10.2-mi. WSW of Cheyenne.

AM Affiliate: KFBC, .25-kw 1240 kc (ABC).



KFBC-TV Ref: FCC File No. BMPCT-1399 Granted 10/2/53
KSTF Ref: FCC File No. BMPCT-4858 Granted 10/9/57

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KFBC-TV

Network Service: ABC, CBS, NBC.

Licensee: Frontier Bcstg. Co., 2923 E. Lincolnway.

Telephone: 634-4461.

TWX No.: CY 62.

Ownership: Robert S. McCracken, pres.; W. A. Corson, v.p., 12.8%; O. B. Koerfer, secy., 2.56%; Wm. C. Grove, 13%; A. E. Stoddard, 6.19%; Tracy S. McCracken estate, 4.42%; Lillian D. McCracken, 4.42%; F. H. Ricketson Jr., 4.45%; Raymond F. List, 3.69%; D. E. Woodson, 3.29%; Cheyenne Newspapers Inc., 38.82%; 7 others, none owns as much as 2%. McCracken family controls Cheyenne Newspapers Inc., publisher of Wyoming Eagle and Wyoming State Tribune. Mr. McCracken and associates also publish Laramie Republican-Boomerang and Bulletin, Rawlins Times, Rock Springs Rocket, Worland Northern Wyoming News; they also operate satellite KSTF, Scottsbluff, Neb., and operate radio station KQRS, Rock Springs. Wm. C. Grove owns KRAL, Rawlins, Wyo.

Began Operation: March 22, 1954.

Represented (sales) by George P. Hollingbery Co.; Soderlund Co. (Omaha).

Represented (legal) by Koteen & Burt.

Personnel:

ROBERT S. McCRAKEN, president & film buyer.
WILLIAM C. GROVE, general manager & chief engineer.
DOUG REEVES, commercial manager.
BILL McCRAKEN, program director.

DIGEST OF RATE CARD NO. 6 (July 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—5:29-11 p.m., daily.	\$250.00	\$150.00	\$100.00	\$80.00	\$70.00	\$65.00 \$30.00

*Note: KSTF, Scottsbluff, Neb. (Ch. 10) is sold in combination with KFBC-TV, foregoing rates applying at no additional cost.

NETWORK BASE HOURLY RATE: \$200 (ABC), \$200 (CBS), \$200 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	COLORADO				
		Routt	1,900	1,300	65
	NEBRASKA				
		Banner	400	400	92
		Box Butte	3,600	3,200	89
		Cheyenne	4,500	3,900	87
		Dawes	3,000	2,400	81
		Kimball	2,400	2,400	96
		Morrill	2,100	1,800	82
		Scotts Bluff	10,300	9,100	88
	Sioux	8,000	7,000	84	
Between 25-50%	WYOMING				
		Albany	6,500	5,100	78
		Carbon	4,600	3,600	78
		Goshen	3,700	3,200	88
		Laramie	19,000	17,300	92
		Platte	2,300	1,800	75
	COLORADO				
		Eagle	1,300	1,000	73
		Grand	1,100	800	70
		Jackson	500	500	85
	Larimer	16,900	15,200	90	
	Summitt	700	600	81	
NEBRASKA					
	Deuel	1,000	1,000	90	
	Garden	1,100	900	74	
	Sheridan	2,700	2,400	87	
SOUTH DAKOTA					
	Fall River	3,200	2,700	84	
WYO.: Niobrara					
		1,300	1,100	83	
Under 25%	COLORADO				
		Mesa	15,700	13,800	88
		Garfield	3,900	3,100	78
		Logan	6,000	5,100	84
		Weld	21,200	19,500	92
	WYOMING				
		Campbell	1,900	1,400	74
		Converse	2,100	1,700	81

KFBC-TV & KSTF Station Totals 152,900 133,300 87
ARB Total Net Weekly Circulation (March, 1962) 75,100

Wyoming—Riverton



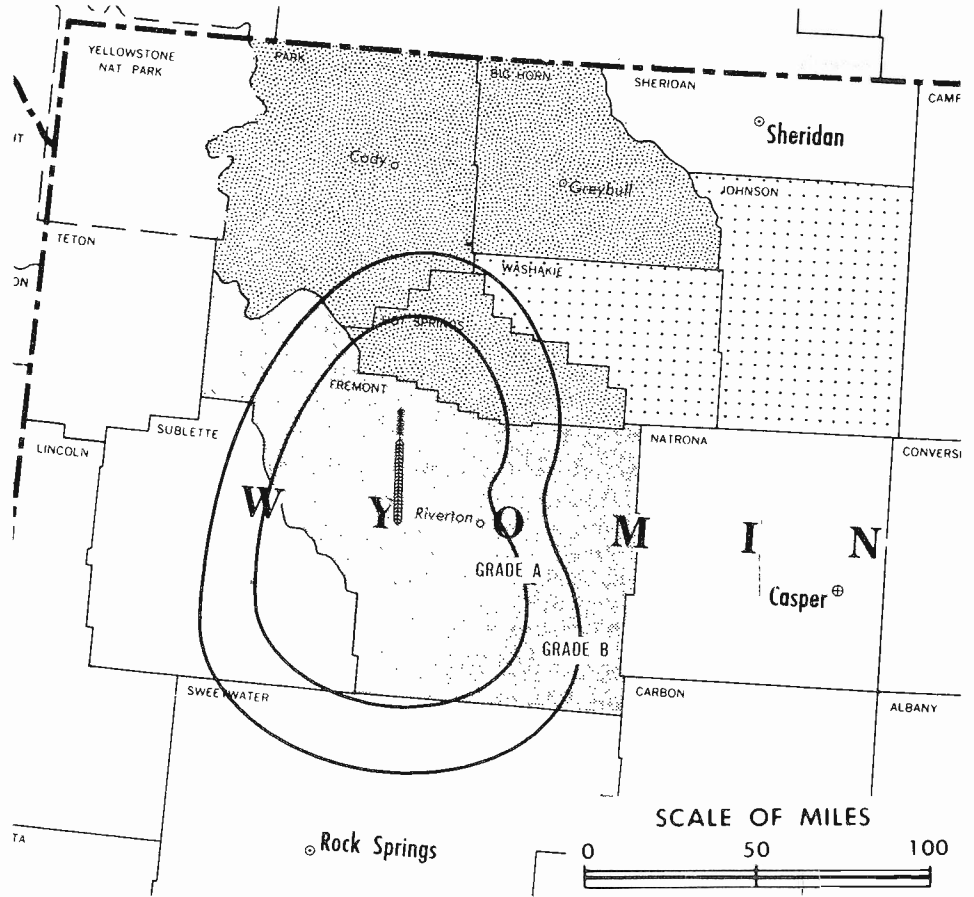
[Also authorized to cover Lander, Thermopolis & Worland, Wyo.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 58.9-kw visual, 29.5-kw aural. Antenna: 1630-ft. above av. terrain, 79-ft. above ground, 7498-ft. above sea level.

Latitude 43° 27' 26"
Longitude 108° 12' 02"

Transmitter: Boysen Peak.

AM Affiliate: KWRL, .25-kw, 1450 kc (MBS).



Total Households: © SRDS
Consumer Market Data as of 1/1/62.
TV Homes: TV% and Net Weekly Circulation
© 1962 American Research Bureau.

KWRB-TV Ref: FCC File No. BPCT-2138 Granted 9/26/56

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KWRB-TV

Network Service: ABC, CBS (EMP); also NBC, on per program basis.

Licensee: Chief Washakie TV, Box 409, Worland, Wyo.

Studio: 500 Broadway, Thermopolis, Wyo.

Telephone: Thermopolis 800.

Ownership: Joseph P. and Mildred V. Ernst, 100%. They also own radio stations KWRL, Riverton, KWOR, Worland, and KRTR, Thermopolis, all Wyo.

Began Operation: Dec. 22, 1957.

Represented (sales) by Gill-Perna Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOSEPH P. ERNST, general manager & chief engineer.
MILDRED V. ERNST, program manager, sales mgr. & film buyer.

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	Min.	Min. or 20 Sec.	10 Sec.
Class A—5-11:30 p.m., Mon.-Fri.; 3-11:30 p.m., Sat.; noon-11:30 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
NETWORK BASE HOURLY RATE: \$100 (ABC), \$50 (CBS).						

For Wyoming CATV Systems
see CATV Directory

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	WYOMING Fremont	7,500	6,500	86
Between 25-50%	WYOMING Big Horn	3,400	2,700	79
	Hot Springs	2,100	1,600	76
	Park	5,100	4,000	79
Under 25%	WYOMING Johnson	1,800	1,400	74
	Washakie	2,600	2,200	84
KWRB-TV Station Total		22,500	18,400	
ARB Total Net Weekly Circulation (March, 1962)			7,800	



PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE

GUAM



KUAM-TV

Agana

Ch. 8

Network Service: CBS (EMP), NBC.

Licensee: Radio Guam, 160 S. Robertson, Suite 214, Beverly Hills, Cal.

Sales Offices: Bishop Bank Bldg., Honolulu; Box 11, Miibashi P.O., Naha, Okinawa. Phone: 88-2324; Great China House, No. 8 and 8-A, Queen's Road, Hong Kong; Natividad Bldg., Escolta, Manila, Phone: 3-8968.

Studio & Transmitter: 1.9 mi. SE of Agana.

Telephone: Beverly Hills, Olympic 5-7760; Guam, 7961. Cable Address: KUAM.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: .434-kw visual, .217-kw aural. Antenna: 136-ft. above av. terrain, 302-ft. above ground, 377-ft. above sea level.

Latitude 13° 26' 53"
Longitude 144° 45' 21.6"

AM Affiliate: KUAM, 1-kw, 610 kc (MBS, NBC).

Ownership: Phil Berg; pres. & dir., 100%.

Began Operation: Aug. 5, 1956.

Represented (sales) by Intercontinental Services Ltd.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by Jay E. Tapp, Long Beach, Cal.

Personnel:

ROBERT JORDON, resident manager.

MARY CHAPPELLE, sales manager.

DIGEST OF RATE CARD NO. 1

(July 15, 1956)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.
All times.

\$120.00 \$72.00 \$48.00 \$42.00 \$36.00 \$24.00 \$18.00 \$12.00

NETWORK BASE HOURLY RATE: \$50 (CBS), \$100 (NBC).

PUERTO RICO

WIPM-TV

Mayaguez

Ch. 3

Non-Commercial Educational Station

Licensee: Department of Education of Puerto Rico, San Juan.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 35.5-kw visual, 17.8-kw aural. Antenna: 600-ft. above av. terrain, 202-ft. above ground, 809-ft. above sea level, lat. 18° 04' 11", long. 67° 08' 03".

(Complete Data In Educational Directory)

WIPR-TV

San Juan

Ch. 6

Non-Commercial Educational Station

Licensee: Department of Education of Puerto Rico, San Juan.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 924-ft. above av. terrain, 285-ft. above ground, 1663-ft. above sea level, lat. 18° 16' 00" long. 66° 05' 05".

(Complete Data In Educational Directory)

WOLE-TV

Aguadilla-Mayaguez

Ch. 12

Network Service: None, independent.

Grantee: Western Broadcasting Corp. of P.R., Box 2050, San Juan.

Studio: 17 Munoz Rivera St.

Transmitter: Pico Atalaya, Mt. Rincon, Puerto Rico.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 33.1-kw visual, 16.6-kw aural. Antenna: 1010-ft. above av. terrain, 97-ft. above ground, 1284-ft. above sea level.

Latitude 67° 11' 30"
Longitude 18° 18' 51"

AM Affiliate: See Ownership, below.

Ownership: WAPA-TV Bcstg. Corp., 33 1/3%; Hector Reichard, pres., 33 1/3%; Jose Bechara Jr., 16 2/3%; A Gimenez-Aguayo, 8.33%; Reynaldo Barletta, 8.33%; Hector Reichard owns WABA, Aguadilla; Bechara owns WKJB, Mayaguez; Gimenez-Aguayo is pres. & 41.4% owner of WPAB, Ponce.

Began Operation: May 10, 1960.

Represented (sales) by Caribbean Networks Inc.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

NORMAN LOUVALL, exec. v.p.

MARIANO ANGELET, operations manager.

JULIO BRITO, chief engineer.

ANA L. ZAYAS, traffic manager.

DIGEST OF RATE CARD NO. 1—(April 1, 1960)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:00-9:00 p.m., daily.

\$180.00 \$110.00 \$76.00 \$48.00 \$36.00 \$22.00 \$18.00



WORA-TV

Mayaguez

Ch. 5

Network Service: ABC (on per program basis).

Grantee (STA): Supreme Bcstg. Co. Inc. of Puerto Rico, Box 43.

Studio: Darlington Bldg. Transmitter: 2.2 mi. S of Maricao on Insular Rd. No. 81. Telephones: 1151 & 1150.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1990-ft. above av. terrain, 141-ft. above ground, 2972-ft. above sea level.

Latitude 18° 09' 02"
Longitude 66° 59' 20"

AM Affiliate: WORA, 5-kw 760 kc. FM Affiliate: WORA-FM, .8-kw, 97.5 mc (No. 248), 1930-ft. antenna height.

Ownership: Radio Americas Corp. (WORA), 69%; Supreme Bcstg. Co. Inc. of Louisiana (40% of WVUE, New Orleans), 28%. Officers: Alfredo R. de Arellano, pres., 5% (also controls WORA); Chester F. Owens, 1%; George A. Mayoral, exec. v.p., 1% (pres. & 33.33% of WRIK-TV, Ponce, P.R.); Reinaldo M. DuPont, secy., .1%; Esther V. R. de Arellano, treas., .4%. For other interests of Owens and Mayoral, see WVUE. Supreme Bcstg. also owns radio WKYN, Rio Piedras and holds CP for WFQM (FM) San Juan, P.R. WORA-TV also has CP for Ch. 8, Christiansted, V.I.

Began Operation: Oct. 1, 1955.

Represented (sales) by Inter-American Publications Inc.

Personnel:

ALFREDO R. de ARELLANO JR., president & general manager.

GEORGE MAYORAL, executive v.p.

REINALDO M. DuPONT, assistant manager, secy. & film buyer.

ERNESTO RAFOLS JR., program director.

EFRAIN RIVERA MONT, chief engineer.

DIGEST OF RATE CARD NO. 6—(July 1, 1961)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.

Class AA—6:30-9:00 p.m., daily.

\$240.00 \$150.00 \$102.00 \$66.00 \$40.00 \$30.00 \$20.00



WRIC-TV

Ponce

Ch. 7

Network Service: ABC (on per program basis).

Licensee: Ponce Television Corp., Darlington Bldg.

Studio: Darlington Bldg. Transmitter: Ponce Intercontinental Hotel. Telephone: 842-0280.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 63.1-kw visual, 31.6-kw aural. Antenna: minus 80-ft. above av. terrain, 120-ft. above ground, 497-ft. above sea level.

Latitude 18° 01' 20"
Longitude 66° 37' 33"

Ownership: George A. Mayoral, pres., 33.33%; William Cortada, gen. mgr., 33.33%; Luis A. Ferre, 33.33%. Mayoral owns 1% of WORA-TV, Mayaguez (WORA). Ferre owns 38% of WPRP, Ponce, also is part owner of Ponce El Dia.

Began Operation: Feb. 2, 1958.

Represented (sales) by Inter-American Publications Inc.

Represented (legal) by Loucks & Jansky.

Personnel:

WILLIAM CORTADA, general & commercial mgr. & film buyer.
A. MELENDEZ, program director.
AMERICO CINTRON, chief engineer.

DIGEST OF RATE CARD NO. 4—(July 1, 1961)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-9:30 p.m., daily.
\$208.00 \$125.00 \$83.00 \$53.00 \$33.00 \$17.00 \$15.00

WSUR-TV

Ponce

Ch. 9

Network Service: None, independent.

Grantee: American Colonial Bcstg. Corp., Box 4189, San Juan.

Studio: La Rambla, Ponce. Transmitter: Maravilla Mt., Villalba.

Sales Office: 1000 Ponce de Leon Ave., San Juan. Phone: 2-1278.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: .83-kw visual, .42-kw aural. Antenna: 2570-ft. above av. terrain, 237-ft. above ground, 4177-ft. above sea level. Holds CP for 2.75-kw visual, 1.38-kw aural, minus 230-ft. above av. terrain, 239-ft. above ground, 324-ft. above sea level, lat. 18° 01' 45", long. 66° 35' 56"; transmitter to KM 28, No. 5 Central Rd., La Rambla, 1.5 mi. NE of Ponce.

Latitude 18° 09' 17"
Longitude 66° 33' 14"

TV tape: Recording facilities.

Ownership: Ralph Perez Rerry, 100%, also owner of WKBM-TV, Caguas-San Juan and radio WKVM, San Juan.

Began Operation: Feb. 20, 1958.

Represented (legal) by Spearman & Roberson.

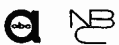
Represented (engineering) by Willis C. Beecher.

Personnel:

RALPH PEREZ PERRY, president.
GLADYS BOSCIO, administrative manager.
NILSA GONZALEZ, film buyer.

DIGEST OF RATE CARD NO. 1—(Oct. 1, 1957)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:00-9:00 p.m., daily.
\$173.00 \$104.00 \$69.00 \$55.00 \$44.00 \$33.00 \$17.00 \$15.00



WAPA-TV

San Juan

Ch. 4

Network Service: ABC, NBC.

Licensee: WAPA-TV Broadcasting Corp., 357 Ponce de Leon Ave., San Juan, P.R.

1962-63 Edition

Puerto Rico

Studio & Transmitter: 357 Ponce de Leon Ave.

Telephone: 724-3006.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 56.39-kw visual, 33.9-kw aural. Antenna: 220-ft. above av. terrain, 260-ft. above ground, 330-ft. above sea level.

Latitude 18° 28' 02"
Longitude 66° 05' 48"

Ownership: WAPA-TV Bcstg. Corp. (wholly owned subsidiary of Screen Gems Inc.), 100%. Also owns 1/3 of WOLE-TV, Aquadilla-Mayaguez, P.R.

Began Operation: March 5, 1954. Sale to WAPA-TV Bcstg. Corp. by Winston-Salem Bcstg. & Jose R. Quinones approved by FCC April 25, 1962. Sale of 80% to Winston-Salem Bcstg. by Jose R. Quinones interests was approved May 1, 1957 by FCC (Television Digest, Vol. 13:13, 14, 18).

Represented (sales) by Caribbean Networks Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Hammett & Edison.

Personnel:

NORMAN LOUVALL, executive v.p.
HECTOR MODESTTI, general manager.
FELIX SANTIAGO, traffic manager.
FELIX RODRIQUEZ BAEZ, program director.
NELSON BANKS, promotion manager.
W. M. LAMBOURNE, chief engineer.

DIGEST OF RATE CARD NO. 6

(July 1, 1961)

Hour 30 Min. 15 Min. Min. 20 Sec. 10 Sec.
Class AA—7:00-9:30 p.m., daily.
\$405.00 \$240.00 \$160.00 \$112.00 \$64.00 \$45.00

Spot announcements not subject to frequency discounts.

NETWORK BASE HOURLY RATE: \$300 (ABC), \$300 (NBC).



WKAQ-TV

San Juan

Ch. 2

Grantee (STA): El Mundo Inc., Box 1072, San Juan, P.R.

Studio: Stop 8, Fernandez Juncos, Puerta de Tierra Station. Transmitter: LaMarquesa, Aguas Buenas, P.R. Telephone: 3-3800.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1280-ft. above av. terrain, 300-ft. above ground, 2064-ft. above sea level.

Latitude 18° 16' 53"
Longitude 68° 06' 46"

TV tape: Recording facilities.

AM Affiliate: WKAQ, Santurce, 5-kw, 580 kc.

FM Affiliate: WKAQ-FM, .35-kw, 104.7 mc.

Ownership: Angel Ramos estate (foundation trust), 99.9%; also owns newspaper El Mundo.

Began Operation: March 28, 1954.

Represented (sales) by Inter-American Publications Inc.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

HARLAN McFADDEN, general manager.
RAFAEL RUIZ, commercial manager.
ROBERT J. BEURKET, chief engineer.

DIGEST OF RATE CARD NO. 4

(Jan. 14, 1959)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 10 Sec.
Class AA—6:30-9:30 p.m., daily.
\$453.00 \$275.00 \$181.00 \$160.00 \$115.00 \$120.00 \$48.00

NETWORK BASE HOURLY RATE: \$250.

(Continued on next page)

Puerto Rico & Virgin Islands

WKBM-TV Caguas-San Juan Ch. 11

Network Service: None, independent.

Grantee: American Colonial Broadcasting Corp., Box 4189, San Juan. Studio: Condado St., San Juan.

Transmitter: Cerro Marquessa Mt., 6-mi. NW of Caguas.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 2.71-kw visual, 13.5-kw aural. Antenna: 117-ft. above av. terrain, 237-ft. above ground, 1910-ft. above sea level. Holds CP for 155-kw visual, 77.6-kw aural, 1180-ft. above av. terrain.

Latitude	18°	16'	54"
Longitude	66°	06'	46"

AM Affiliate: WKVM, San Juan, 25-kw, 810 kc.

Ownership: Ralph Perez Perry, 100%, also owner of WSUR-TV, Ponce and radio WKVM, San Juan.

Began Operation: April 22, 1960.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Willis C. Beecher.

Personnel:

RALPH PEREZ PERRY, president & chief engineer.
NILSA GONZALEZ, film buyer.

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1960)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:00-9:00 p.m., daily.						
\$265.00	\$160.00	\$110.00	\$82.00	\$68.00	\$65.00	\$25.00

VIRGIN ISLANDS



WBNB-TV Charlotte Amalie Ch. 10

Network Service: ABC, CBS, NBC.

Grantee: Island Teleradio Service Inc., Box 1947, St. Thomas, V.I.

Studio: Mountain Top Estates.

Cable: WBNB.

Telephone: 677.

Transmitter: Signal Hill, Mountain Top Estates.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 2.5-kw visual, 1.26-kw aural. Antenna: 1604-ft. above av. terrain, 197-ft. above ground, 1677-ft. above sea level.

Latitude	18°	21'	23"
Longitude	64°	56'	43"

Ownership: Robert Moss, pres. & dir., 41.66%; Robert E. Noble Jr., secy.-treas. & dir., 41.66%; Kenneth H. Granger, 5%; Faye R. Russell, 10%.

Began Operation: July 1, 1961.

Represented (sales) by Caribbean Networks Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

ROBERT MOSS, president, general manager & program dir.
ROBERT E. NOBLE JR., sales manager.

DIGEST OF RATE CARD NO. 1 (Jan. 1, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.
Class A—7-10 p.m., daily.				
\$60.00	\$36.00	\$24.00	\$15.00	\$12.00

NETWORK BASE HOURLY RATE: \$50 (ABC), \$50 (CBS), \$50 (NBC).

Experimental TV Stations

With Applications Pending: Status as of April 1, 1961
Powers are Peak Transmitter Outputs Unless Otherwise Noted

CALIFORNIA

LOS ANGELES—KM2XMR, International Telemeter Co. (div. of Paramount Pictures Corp.), 2000 Stoner Ave. CP for experimental station on Channel 5 (76-82 mc) using 100-watts for use in research and development of a subscription TV system.

ILLINOIS

CHICAGO—KS2XBR, licensed to Zenith Radio Corp., 135 S. La Salle St., Ch. 38 (614-620 mc), 1-kw, for color and subscription TV tests.

INDIANA

LAFAYETTE—KS2XGA thru KS2XGH, Purdue University, c/o James S. Miles, Station WBAA, Lafayette. CPs for airborne transmitters to operate on Ch. 72 (818-824 mc), Ch. 78 (854-860 mc), Ch. 75 (836-842 mc) & Ch. 76 (842-848 mc) using 12-kw peak power to retransmit signals from ground-based transmitters operating on Ch. 41 (632-638 mc), Ch. 47 (668-674 mc), Ch. 53 (704-710 mc) & Ch. 59 (740-746 mc). Tests are to determine feasibility of using airborne transmitters as means of retransmitting educational programs from Purdue to surrounding educational institutions.

MICHIGAN CITY—KS2XFF, licensed to Thompson Ramo Wooldridge Inc. W. 10th St. 1990-2110 mc with .15-watt antenna input power to test low-power portable transmitters.

NEW JERSEY

CAMDEN—KE2XNY, licensed to Radio Corp of America, Front & Cooper Sts., Channels 2-6 (100 kw ERP), 7-13 (316 kw), 14-83 (1000 kw).

NEW YORK

NEW ROCHELLE—KE2XTI, licensed to Adler Communications Laboratories, 1 LeFevre Lane, Channels 70-83 (806-890 mc), 100-w visual, 50-w aural, to test translators. Also has CP (KE2XZA) for 1990-2110 mc using 100-w visual & aural to investigate commercial acceptability of relay equipment in 2000 mc band.

NORTH GREENBUSH—KE2XZJ, licensed to Capital Cities Bcstg. Corp., Box 10, Albany 1, N.Y. Experimental on-channel booster on Channel 10 (192-198 mc) with 500 watts power for use in filling hole in coverage area.

SYRACUSE—KE2XHX, licensed to General Electric Co., Electronics Park, Channels 2-83, 50 kw visual, 50 kw aural.

OREGON

PORTLAND—K02XG0, licensed to Corbett Electronics Co., 2104 S.W. Jefferson St. Channel 77 (848-854 mc). 100-watts, used as a portable translator to conduct site tests.

PENNSYLVANIA

EMPORIUM—KG2XDU, licensed to Sylvania Electric Products Inc. (controlled by General Telephone & Electronics Corp.), Emporium, 509-529 mc, & 870-890 mc, 300 watts visual, 100 watts aural. Also licensed for KG2XEL, 878-884 mc, 300 watts visual, 150 watts aural, to test satellite operation, and for KG2XFZ, 519.25-523.25 mc, 3-w, KG2XEJ, 1990-2008 mc, 2-w and KG2XEK, 2042-2059 mc, 2-w, boosters for KG2XDU.

JOHNSTOWN—KG2XIX, Triangle Publications, Inc. (Radio & TV Div.), 46th & Market Sts., Philadelphia 39, Pa. CP for experimental station on Channel 10 (192-198 mc), 120 watts visual, 60 watts aural with transmitter 5-miles NW of Altoona. To be used in conjunction with WFBG-TV, Altoona, for obtaining technical data to prove feasibility and reliability of vhf co-channel amplifying transmitters.

LANCASTER—KG2XDI, licensed to Conestoga Television Assn., 915 New Holland Ave., 590-610 mc, 5 kw visual, 2.5 kw aural.

WASHINGTON

SPOKANE—K02XFN, licensed to Video Utility Co., S. 121 Monroe St. Channels 70-83 inclusive, 10-watts, for use as mobile translator station to test various sites in Washington, Oregon, Idaho & Montana.

WENATCHEE—K02XFP, licensed to Mid State Radio Supply Inc., c/o George St. Peter, Box 490. Channel 70 (806-812 mc), 10-watts, using portable transmitter for site testing.