

# U. S. Television Station Directory

Data Updated to Feb. 1, 1966

Includes Rate Digests, Personnel,  
Facilities and Other Data

CP Holders Reported Due by  
Spring Are Listed




In each ranking on the state pages—net weekly circulation,  
total homes, total TV homes—the figure is that of the  
station in the market with the highest total in each category.


## EXPLANATORY NOTES

Rates, personnel and other data supplied by stations. STA means  
Special Temporary Authorization pending license.

**RATE DIGESTS:** These show only the highest one-time rate charged  
by the stations. Most of the minute-or-less rates quoted apply to  
films or slides only. Most rates are also subject to frequency dis-  
counts, separate or additional rehearsal charges, talent & pro-  
duction charges, etc. For further details and for contract condi-  
tions, specifications etc., consult complete station rate cards,  
available from the stations on request.

**STATION POWER:** Powers shown are Effective Radiated Powers  
(ERP).

**NETWORK SYMBOLS** (registered trademarks)     
indicate ABC, CBS and NBC TV network affiliation. When a  
station has two or more affiliations, networks, symbols are shown  
in alphabetical order.

**SYMBOL**  indicates station is a subscriber to the NAB  
Television Code.

For an explanation of the state maps and station listings, with  
contour maps and ARB data, turn to next page.

For an Introduction to This Factbook,  
see page 2-a

This Includes  
An Explanation of ARB Survey Methods  
Definitions of ARB Terms  
Explanation of FCC Filing Symbols Used  
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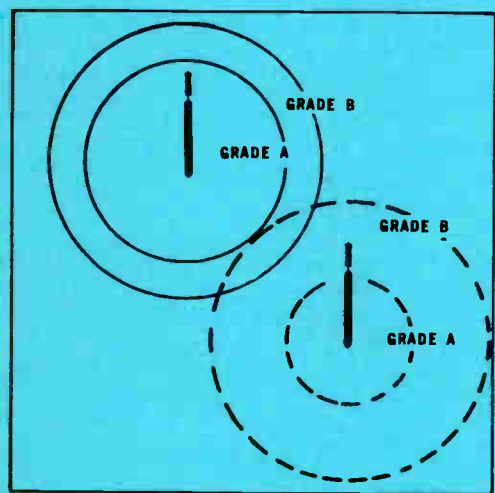
# THE FACTBOOK: An Explanation of Map Symbols and Figures

## THE STATION PAGES

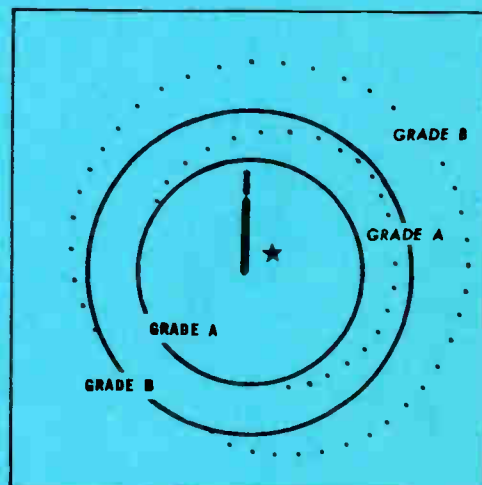
ARB Net Weekly Circulation levels are shown in the tables and in the predicted contour maps, for each county, by shading of all counties over 5%. "Per" heading on the last column of ARB figures means "per cent."

The individual station tables show a complete listing of all counties grouped by ARB Net Weekly Circulation levels, with Total Households, TV Homes, and TV Penetration in each county individually. For definitions of ARB terms see Introduction starting on page 2-a.

Our "station total" figure does not include circulation in counties in which the station's net weekly circulation was less than 5%. The complete ARB study does present these figures to ARB clients.



Satellite stations are shown in a dash line pattern in relation to the parent listing. In the satellite listing the parent station is shown in the dash line pattern.



Where a station has a construction permit for a change in facilities and has set a target date, but has not completed construction, both existing and projected contours are shown—the latter by dotted lines.

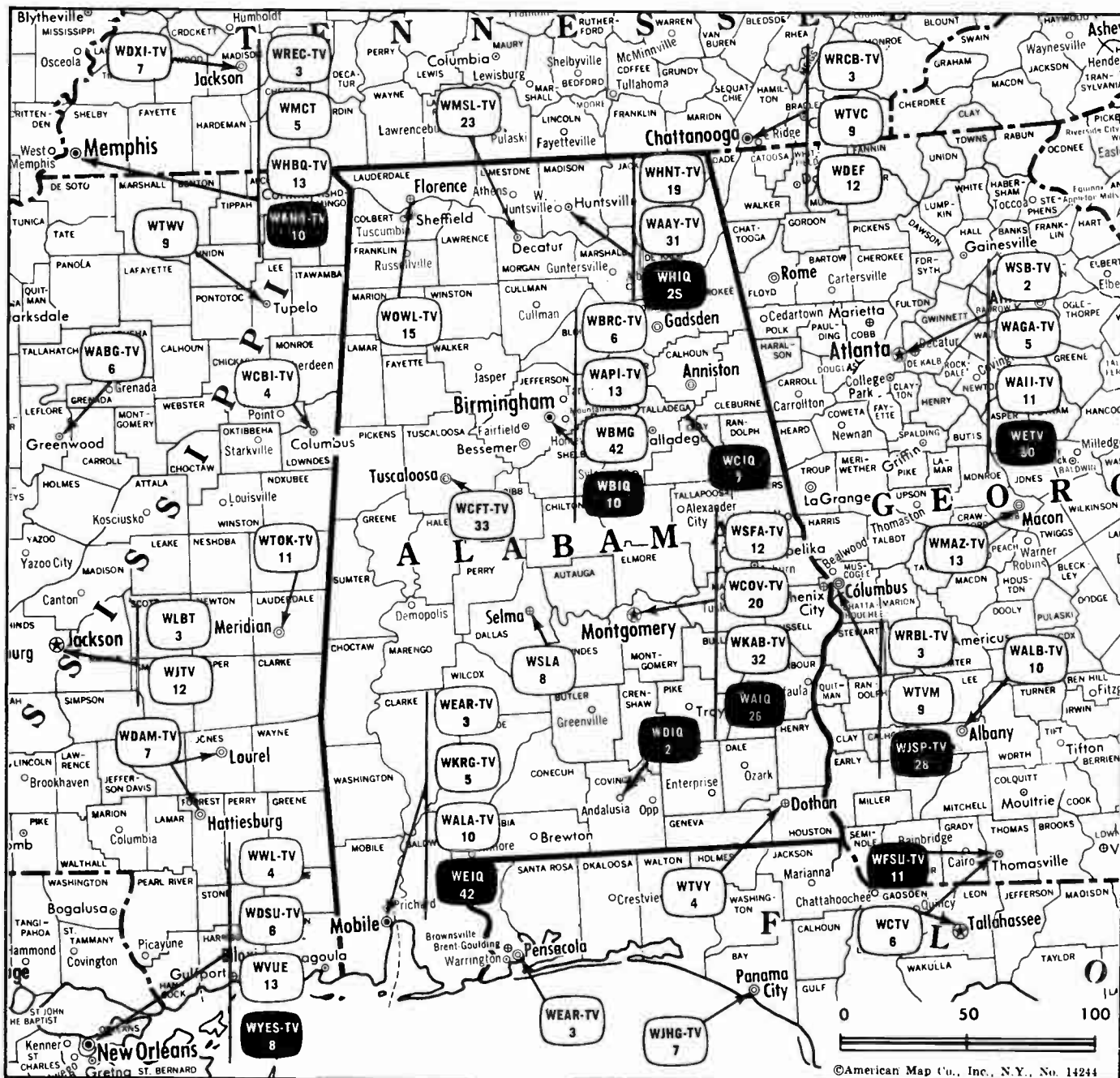
## THE STATE PAGES

Under the map of each state, three rankings for each market are shown: American Research Bureau's Net Weekly Circulation, Total Homes, Total TV Homes. In each ranking, the figure is that of the station in the market with the highest total in each category.

Technical facilities listings for all educational stations within each state are found on the page following each state map.

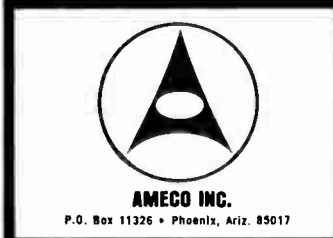
The state pages also carry additional cross-reference material, indicating for example, those stations within the state that are identified with two or more cities, or with cities in another state.

Licensed commercial and educational TV stations by VHF and UHF are shown for each state in a status report as of Feb. 1, 1966.



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

Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Birmingham	447,100	39	691,500	40	593,000	44
Mobile-Pensacola	260,500	75	399,800	84	351,300	86
Montgomery	148,400	113	308,100	101	252,100	108
Dothan	124,900	132	285,600	106	245,100	110
Huntsville	86,000	160	154,100	161	129,200	166
Decatur	39,000	199	133,700	171	111,900	177
Florence	23,900	214	48,500	211	39,100	212
Selma	11,200	227	22,600	225	16,400	225



**AMECO "SALESMOBILE SERVICE"**  
**IN ALABAMA**  
 FRANK HAMILTON  
 Atlanta  
 349 Peachtree Hills Ave., N.E. Atlanta, Georgia  
 Phone: 404-261-1951  
 Atlanta Warehouse 404-261-1951

# State Educational Technical Facilities

(Complete Data in Educational Directory)

**WDIQ**

**Dozier**

Ch. 2

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2151 Highland Ave., Birmingham (35205).

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 695-ft. above av. terrain, 566-ft. above ground, 1052-ft. above sea level.

Latitude	31°	33'	16"
Longitude	86°	23'	32"

**WBIQ**

**Birmingham**

Ch. 10

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2151 Highland Ave., Birmingham (35205).

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1050-ft. above av. terrain, 790-ft. above ground, 1797-ft. above sea level.

Latitude	33°	29'	19"
Longitude	86°	47'	57"

**WHIQ**

**Huntsville**

Ch. 25

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2151 Highland Ave., Birmingham (35205).

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 631-kw visual, 126-kw aural. Antenna: 1173-ft. above av. terrain, 339-ft. above ground, 1962-ft. above sea level.

Latitude	34°	44'	16"
Longitude	86°	32'	02"

**WEIQ**

**Mobile**

Ch. 42

Non-Commercial Educational Station

Grantee: Alabama Educational Television Commission, 2151 Highland Ave., Birmingham (35205).

Technical Facilities: Channel No. 42 (638-644 mc). Authorized power: 234-kw visual, 126-kw aural. Antenna: 600-ft. above av. terrain, 543-ft. above ground, 702-ft. above sea level.

Latitude	30°	39'	33"
Longitude	87°	53'	33"

**WAIQ**

**Montgomery**

Ch. 26

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2151 Highland Ave., Birmingham (35205).

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 229-kw visual, 124-kw aural. Antenna: 600-ft. above av. terrain, 553-ft. above ground, 813-ft. above sea level.

Latitude	32°	22'	52"
Longitude	86°	17'	30"

**WCIQ**

**Mount Cheaha State Park**

Ch. 7

Non-Commercial Educational Station

Licensee: Same as WDIQ & WBIQ.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 2000-ft. above av. terrain, 574-ft. above ground, 2981-ft. above sea level.

Latitude	33°	29'	06"
Longitude	85°	48'	32"

**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WEAR-TV, Mobile**

(See Pensacola, Fla.)

**Alabama Station Status as of Feb. 1, 1966**

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	7	8	15
<input checked="" type="checkbox"/> Educational Television Stations	3	3	6
			21

**MORTON FLOM, ENG.  
CONSULTING ENGINEER**

Confidential Reports, Tropo-Scatter  
Briefs, Feasibility Tests  
Analysis, Design, Projection and  
Management Studies

514-484-4883

5814 Hudson Avenue  
Cote St. Luc 29  
Montreal, Canada

# Alabama—Birmingham



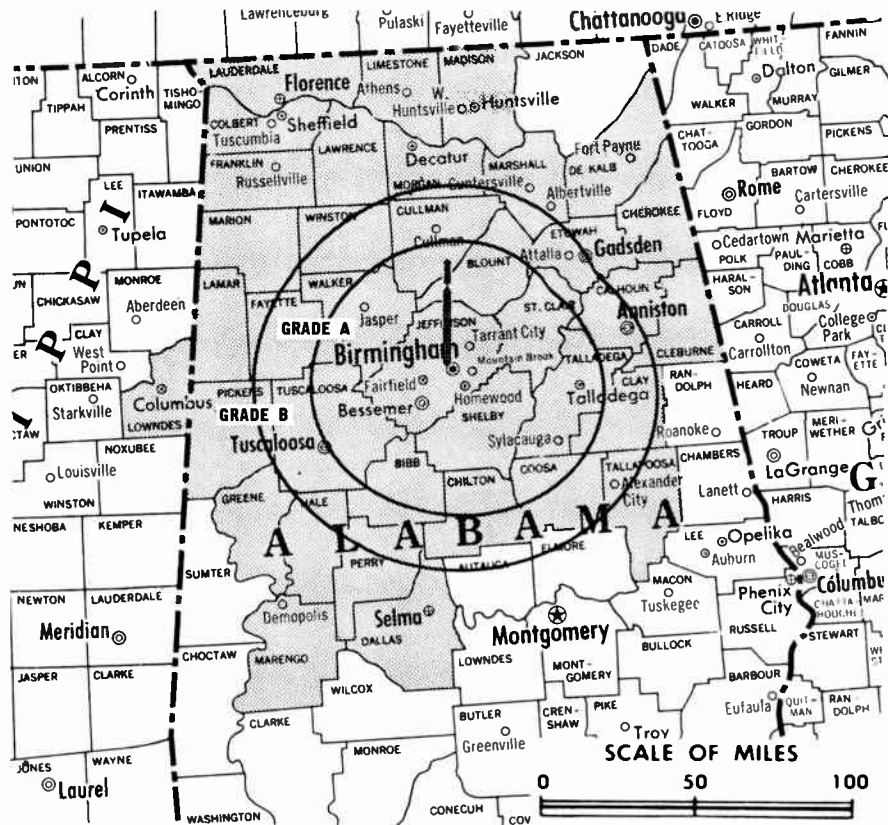
Ch. 13

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 316-kw maximum visual, 158-kw maximum aural. Antenna: 1134-ft. above av. terrain, 832-ft. above ground, 1809-ft. above sea level.  
 Latitude 33° 29' 25.5"  
 Longitude 86° 47' 48"

**Transmitter:** Atop Red Mt.  
**TV tape:** Recording facilities.  
**Color:** Network, film.  
**News Wire Service:** UPI.  
**Facsimile Service:** UPI.

**AM Affiliate:** WAPI, 50-kw, (5-kw night), 1070 kc (NBC).  
**FM Affiliate:** WAPI-FM, 100-kw, 94.5 mc (No. 233), 980-ft. antenna height.

Total Households: Ⓞ SRDS  
 Consumer Market Data as of 1/1/66.  
 TV Homes: TV% and Circulation  
 © 1965 American Research Bureau.  
 (County coverage (shaded areas) based on 1965 ARB study.)



WAPI-TV Ref: FCC File No. BPCT-847 Granted 1/15/53

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## WAPI-TV

Network Service: NBC, CBS.

Licensee: Newhouse Broadcasting Corp., Box 1310, Birmingham, Ala. (35201).

Studio: Atop Red Mt.

Telephone: 205-323-6141. TWX No.: 205-328-0751.

Ownership: Newhouse Bcstg. Corp. (Samuel I. Newhouse), licensee of WSYR-TV, Syracuse, N.Y. Newhouse newspapers include The Birmingham News and The Huntsville (Ala.) Times. For other interests, see WSYR-TV.

Began Operation: May 29, 1949. Sold to The Birmingham News Co. July 1953 (see Television Digest, Vol. 9:15, 24). Transfer of stations to Samuel I. Newhouse interests approved by FCC Jan. 25, 1956 (Vol. 11:49 & 12:4).

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Gautney & Jones.

### Personnel:

DONALD D. WEAR, v.p. & general manager.  
 ROBERT L. WILLIAMS, general sales manager.  
 PAUL D. GROSS, chief engineer.  
 J. B. CHENOWETH, promotion director.  
 JOHNNY JOHNSON, program director & film buyer.  
 NOD NELSON, production manager.  
 ROBERT E. SMITH, film editor.

### DIGEST OF RATE CARD NO. 18 (June 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6-10 p.m., daily.	\$1100.00	\$660.00	\$440.00	\$330.00	\$300.00*	\$275.00* \$138.00*

\*Class AA—5:59-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1400 (CBS), \$1400 (NBC).

1966 Edition

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ALABAMA</b>			
BIBB	3,200	2,600	81
BLOUNT	6,600	5,600	86
CALHOUN	28,500	25,400	89
CHEROKEE	4,200	3,500	84
CHILTON	7,100	5,800	81
CLAY	3,200	2,600	83
CLEBURNE	2,700	2,200	81
COLBERT	14,100	11,700	83
COOSA	2,700	2,200	81
CULLMAN	12,300	11,100	90
DALLAS	15,000	11,600	78
DE KALB	11,500	9,800	85
ETOWAH	29,400	26,600	91
FAYETTE	4,200	3,400	82
FRANKLIN	5,900	4,700	80
GREENE	2,900	1,700	59
HALE	4,600	3,100	67
JEFFERSON	197,100	180,500	92
LAMAR	3,700	3,000	81
LAUDERDALE	18,500	15,000	81
LAWRENCE	5,900	4,600	78
LIMESTONE	11,500	9,300	81
MADISON	52,500	45,100	86
MARENGO	6,500	4,500	70
MARION	5,700	4,900	85
MARSHALL	14,300	12,400	87
MORGAN	18,600	15,900	86
PERRY	3,800	2,500	64
PICKENS	5,300	3,800	72
ST CLAIR	6,600	5,600	85
SHELBY	8,900	7,800	88
TALLADEGA	17,500	14,800	85
TALLAPOOSA	9,800	8,200	83
TUSCALOOSA	29,900	25,500	85
WALKER	14,200	12,700	89
WINSTON	3,700	3,200	86
<b>MISSISSIPPI</b>			
LOWNDES	14,100	12,100	85
<b>STATION TOTAL</b>	<b>606,200</b>	<b>525,000</b>	<b>87</b>

NET WEEKLY CIRCULATION (MARCH 65) 412,300  
 AVERAGE DAILY CIRCULATION (MARCH 65) 320,000  
 COLOR PENETRATION PERCENTAGE (NOV 65) 5

# Alabama—Birmingham

## WBMG

Ch. 42

Technical Facilities: Channel No. 42 (638-644 mc). Authorized power: 571-kw max. and 475-kw horizontal visual, 114-kw max. and 95-kw horizontal aural. Antenna: 650-ft. above av. terrain, 342-ft. above ground, 1302-ft. above sea level.

Latitude 33° 29' 02"  
Longitude 86° 48' 35"

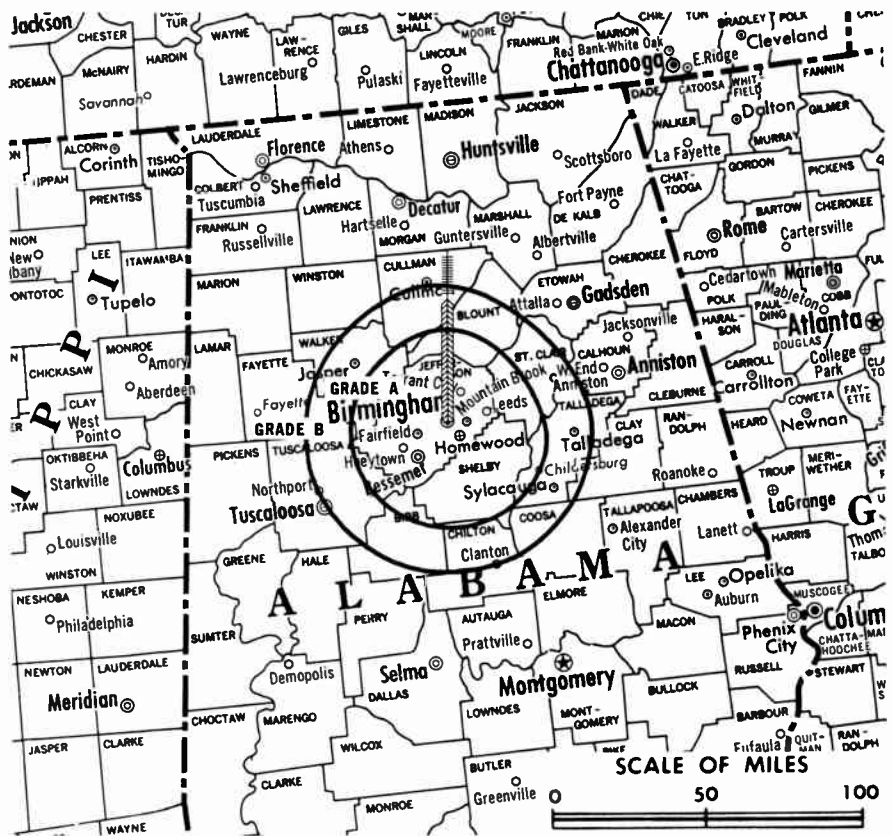
Requests change to Ch. 21, 605-kw max. and 503-kw horizontal visual, 120-kw max. and 100-kw horizontal aural.

Transmitter: 1817 11th Place, S. Birmingham.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP.



WBMG Ref: FCC File No. BMPCT-8044 Granted 3/16/65

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## WBMG

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

Grantee: Birmingham Television Corp., Box 6146, Birmingham, Ala. (35209).

Studio: 1817 11th Place, S. Birmingham.

Telephone: 205-252-9821.

Ownership: Winston-Salem Bcstg. Co. Inc., 33.3% (owns radios WTOB, Winston-Salem, N.C. & WSGN, Birmingham); William P. Dubois, pres., 26.7%; Northwest Growth Fund Inc., 17.5%; Enterprise Funds Inc., 12.5%; Exchange Corp., 10%.

Began Operation: Oct. 17, 1965.

Represented (sales) by National Television Sales; James S. Ayers (South).

Represented (legal) by Welch & Morgan.

Represented (engineering) by Jansky & Bailey.

Personnel:

WILLIAM P. DUBOIS, president & general manager & sales manager.

JIM REID, operations director.

JAMES T. SLEEMAN, chief engineer.

BILL BOLEN, news director.

SKIP HERRICKS, art director.

MARIE MILLER, traffic director.

### DIGEST OF RATE CARD NO. 1 (Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$75.00	\$65.00	\$50.00
					\$50.00	\$35.00

ARB Data for this station is not available since it was not in operation when the survey was made.

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

# Alabama—Birmingham



**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1120-ft. above av. terrain, 795-ft. above ground, 1802-ft. above sea level.

Latitude 33° 29' 19"  
Longitude 86° 47' 58"

**Transmitter:** Atop Red Mt.

**Studio:** Atop Red Mt.

**Telephone:** 205-322-4701.

**TV tape:** Recording facilities.

**Color:** Network only. News Wire Service: AP. Facsimile Service: UPI.

**TWX No.:** 205-328-3371.

**AM Affiliate:** WBRC, 5-kw, 960 kc.

**FM Affiliate:** WBRC-FM, 13-kw, 106.9 mc (No. 295), 795-ft.

**Represented (legal) by** Koteen & Burt.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WBRC-TV Ref: FCC File No. BPCT-2440 Granted 2/13/59

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## WBRC-TV

**Network Service:** ABC, CBS.

**Licensee:** Taft Broadcasting Co., P.O. Box 389, (35201).

**Ownership:** See WKRC-TV, Cincinnati.

**Began Operation:** July 1, 1949. Sale to present owners by Storer Bcstg. Co. approved May 8, 1957 (Television Digest, Vol. 13:13-14, 19); Storer previously acquired stations from Mrs. Eloise Hanna in May 1953 (Vol. 9:13, 21).

**Represented (sales) by** The Katz Agency Inc.

**Personnel:**

LAWRENCE H. ROGERS II, president.  
ROBERT SCHLINKERT, v.p. & general manager.  
RICHARD S. STEPHEN, general sales manager.  
JESSE S. PEAVEAR, local sales manager.  
KEITH E. BARZE, program director & film buyer.  
BOB HERRON, sales service & merchandising manager.  
HARRY LAWSON, chief engineer.

### DIGEST OF RATE CARD NO. 17—(June 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.	\$1450.00	\$725.00	\$400.00	\$375.00*	\$350.00*
				\$175.00*	

\*Class AA—7-10 p.m., daily.

**NETWORK BASE HOURLY RATE:** \$1600 (ABC), \$1600 (CBS).

STATE/COUNTY	TOTAL		TV HOMES PER
	HOUSEHOLDS	HOMES	
<b>ALABAMA</b>			
AUTAUGA	5,200	4,100	79
BIBB	3,200	2,600	81
BLOUNT	6,600	5,600	86
CALHOUN	28,500	25,400	89
CHEROKEE	4,200	3,500	84
CHILTON	7,100	5,800	81
CLAY	3,200	2,600	83
CLEBURNE	2,700	2,200	81
COLBERT	14,100	11,700	83
COOSA	2,700	2,200	81
CULLMAN	12,300	11,100	90

STATE/COUNTY	TOTAL		TV HOMES PER
	HOUSEHOLDS	HOMES	
DALLAS	15,000	11,600	78
DE KALB	11,500	9,800	85
ELMORE	8,000	6,600	82
ETOWAH	29,400	26,600	91
FAYETTE	4,200	3,400	82
FRANKLIN	5,900	4,700	80
GREENE	2,900	1,700	59
HALE	4,600	3,100	67
JEFFERSON	197,100	180,500	92
LAMAR	3,700	3,000	81
LAUDERDALE	18,500	15,000	81
LAWRENCE	5,900	4,600	78
LIMESTONE	11,500	9,300	81
MADISON	52,500	45,100	86
MARENGO	6,500	4,500	70
MARION	5,700	4,900	85
MARSHALL	14,300	12,400	87
MORGAN	18,600	15,900	86
PERRY	3,800	2,500	64
PICKENS	5,300	3,800	72
RANDOLPH	5,300	4,200	80
ST CLAIR	6,600	5,600	85
SHELBY	8,900	7,800	88
SUMTER	4,500	3,100	70
TALLADEGA	17,500	14,800	85
TALLAPOOSA	9,800	8,200	83
TUSCALOOSA	29,900	25,500	85
WALKER	14,200	12,700	89
WILCOX	3,800	2,300	62
WINSTON	3,700	3,200	86
<b>MISSISSIPPI</b>			
CLAY	5,600	4,400	78
LAUDERDALE	21,200	18,600	88
LOWNDES	14,100	12,100	85
MONROE	9,800	8,100	82
OKTIBBEHA	6,800	4,900	72
TISHOMINGO	4,100	3,100	75
WINSTON	4,900	3,700	75
<b>TENNESSEE</b>			
GILES	6,100	4,900	80
<b>STATION TOTAL</b>	<b>691,500</b>	<b>593,000</b>	<b>86</b>

NET WEEKLY CIRCULATION (MARCH 65) 447,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 369,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

# Alabama—Decatur

29,000

**WMSL-TV**  
Ch. 23

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 189.2-kw maximum and 117-kw horizontal visual, 102.2-kw maximum and 63.1-kw horizontal aural. Antenna: 1° electrical beam tilt, 350-ft. above av. terrain, 383-ft. above ground, 973-ft. above sea level.

Latitude 34° 36' 44.5"  
Longitude 86° 59' 08"

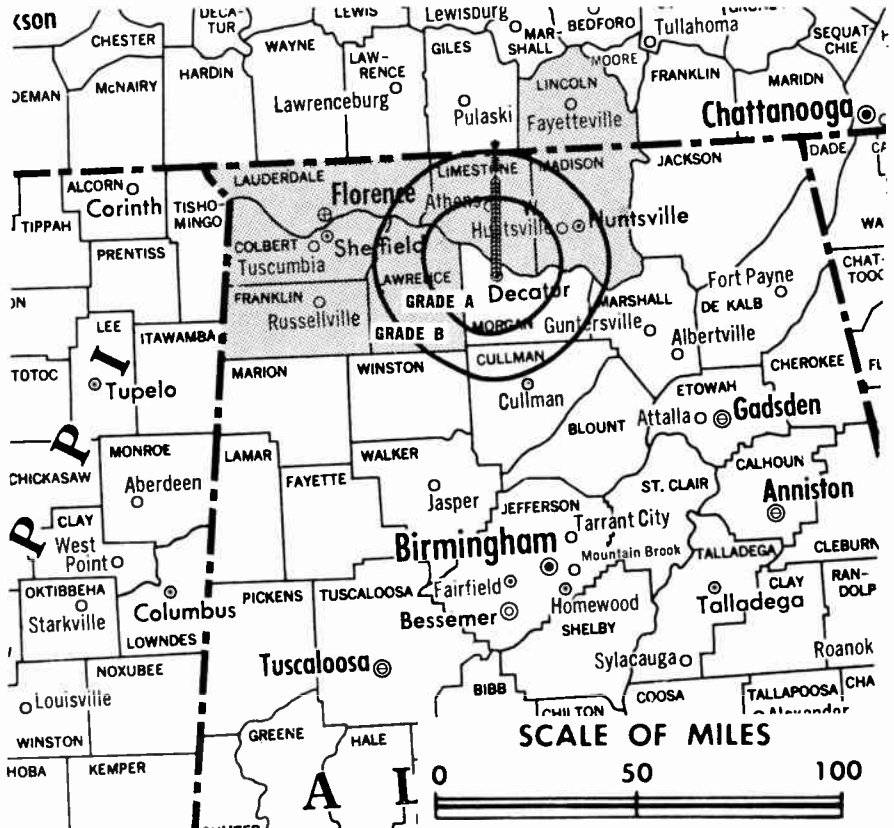
Transmitter: Mutual Savings Life Bldg.

AM Affiliate: WMSL, 1-kw (D), 250-kw (N), 1400 kc (MBS).

Color: Network only.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WMSL-TV Ref: FCC File No. BPCT-2347 Granted 7/6/54

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## WMSL-TV

Licensee: Tennessee Valley Radio & TV Corp., Mutual Savings Life Bldg., Decatur, Ala. (35601).

Studio: Mutual Savings Life Bldg.

Telephone: 205-353-0361.

Ownership: Frank Whisenant, pres., 64.5%; Alice A. Whisenant, treas., 5%; following directors: Benny Carl Digesu, 10%; James E. King, 5%; Reduc C. Collier, 1.25%; Roy Fite Jr., 1.25%; Ned Frazier, 1.25%; John R. Hutson, .5%; Robert Gleason, .5%; Clyde Hendrix, .7%; 10 others, none owning over 2.5%.

Began Operation: July 4, 1954.

Represented (sales) by Gill-Perna Inc.; Dave Carpenter (South).

Represented (legal) by Henry J. Daly.

Represented (engineering) by John H. Mullaney.

### Personnel:

FRANK WHISENANT, president, general manager & film buyer.  
ALICE A. WHISENANT, program director.  
KENNETH CASEY, chief engineer.

### DIGEST OF RATE CARD NO. 1—(March 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$65.00	\$50.00	\$40.00	\$22.00

NETWORK BASE HOURLY RATE: \$125 (NBC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	TV HOMES PER
<b>ALABAMA</b>			
COLBERT	14,100	11,700	83
FRANKLIN	5,900	4,700	80
LAUDERDALE	18,500	15,000	81
LAWRENCE	5,900	4,600	78
LIMESTONE	11,500	9,300	81
MADISON	52,500	45,100	86
MORGAN	18,600	15,900	86
<b>TENNESSEE</b>			
LINCOLN	6,700	5,600	83
<b>STATION TOTAL</b>	<b>133,700</b>	<b>111,900</b>	<b>84</b>

NET WEEKLY CIRCULATION (MARCH 65) 39,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 21,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

### TV Allocation Tables

are in Section c



# Alabama—Dothan



**WTVY**

Ch. 4

31,400

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 1225-ft. above av. terrain, 1209-ft. above ground, 1549-ft. above sea level.

Latitude 31° 12' 04"

Longitude 85° 18' 42"

TV tape: Recording facilities.

Transmitter: Columbia Highway.

Color: Network, film & slide.

News Wire & Facsimile Service: UPI.

Studio: Columbia Hwy.

Telephone: 205-792-3195.

TWX No.: 205-620-2447.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by John Creutz.

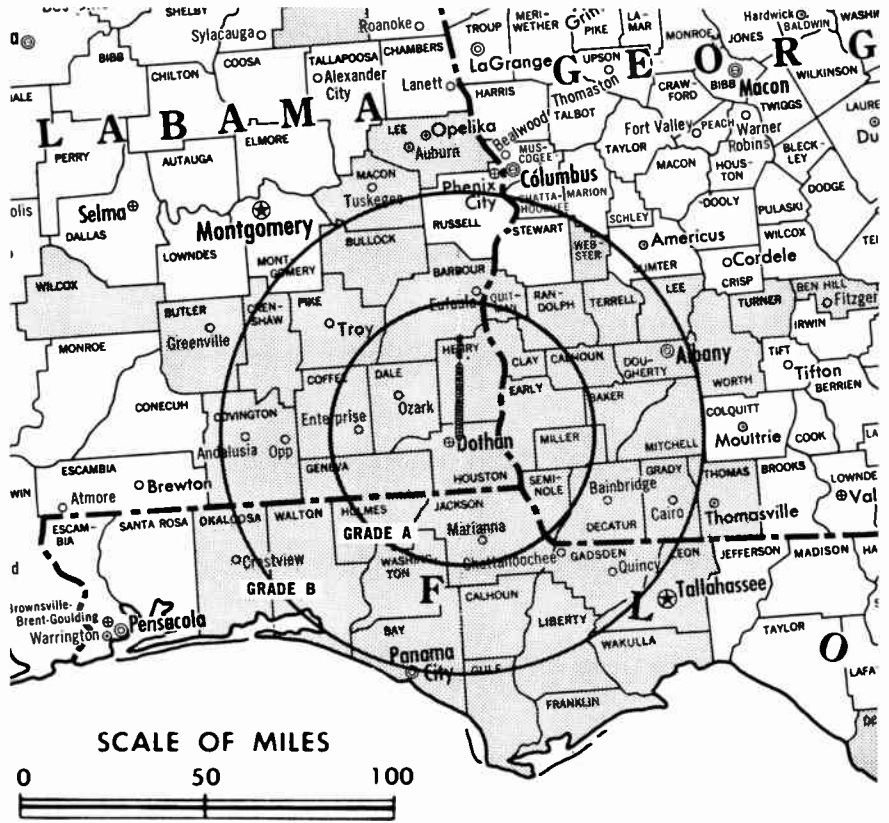
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WTVY Ref: FCC File No. BPCT-2785 Granted 9/11/60

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## WTVY

Network Service: CBS, ABC.

Licensee: WTVY Inc., Box 1089, Dothan, Ala. (36302).

Ownership: Charles Woods, chairman, 51.75%; F. E. Busby, pres. & gen. mgr., 6.28%; Jane Thrower, v.p., 10.47%; several other stockholders, none with over 5%.

Began Operation: Feb. 12, 1955.

Represented (sales) by Meeker Co. Inc. (National); Busby, Finch & Woods Inc. (Southeast).

Personnel:

F. E. BUSBY, president, general manager.  
 WARREN JONES, administrative assistant.  
 EMERY McCULLOCH, national sales manager.  
 ART CREAMER, local sales manager.  
 CARL BLACKMON, program director.  
 ELLIS ANDERSON, chief engineer.  
 KARL RICHARDS, news director.  
 BOB PETERMAN, sports director.  
 MRS. COY PHILLIPS, promotion manager.

DIGEST OF RATE CARD NO. 6—(March 1, 1963)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-9:30 p.m., daily.	\$350.00	\$210.00	\$140.00	\$123.00	\$88.00	\$70.00 \$35.00
NETWORK BASE HOURLY RATE: \$350 (CBS), \$350 (ABC).						

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
<b>ALABAMA</b>			
BARBOUR	6,000	4,400	73
BULLOCK	2,700	1,900	69
BUTLER	5,800	4,500	78
CLAY	3,200	2,600	83
COFFEE	8,500	7,000	83
COVINGTON	9,700	8,000	82
CRENSHAW	3,400	2,700	79
OALE	9,400	8,100	87
GENEVA	6,000	4,900	82
HENRY	3,600	2,900	81
HOUSTON	15,300	13,600	89

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
<b>FLORIDA</b>			
BAY	21,400	19,900	93
CALHOUN	1,900	1,600	82
DIXIE	1,200	1,000	77
FRANKLIN	2,100	1,700	83
GADSDEN	9,200	7,800	85
GULF	3,200	2,800	87
HOLMES	2,600	2,100	79
JACKSON	9,900	8,200	83
LEON	22,100	20,000	91
LIBERTY	900	800	84
OKALOOSA	20,100	18,900	94
WAKULLA	1,400	1,300	90
WALTON	4,700	4,000	86
WASHINGTON	3,000	2,600	85
<b>GEORGIA</b>			
BAKER	800	600	80
BEN HILL	3,800	3,100	84
CALHOUN	1,800	1,300	74
CLAY	1,000	800	82
DECATUR	7,100	6,300	89
DOUGHERTY	25,300	23,100	91
EARLY	2,900	2,500	84
GRADY	4,600	4,100	89
LEE	1,400	1,200	86
MILLER	1,600	1,300	84
MITCHELL	4,700	4,000	86
QUITMAN	500	400	83
RANDOLPH	2,600	2,200	83
SEMINOLE	1,600	1,400	87
TERRELL	3,100	2,600	84
THOMAS	9,900	8,800	89
TURNER	2,000	1,700	87
WEBSTER	500	400	75
WORTH	3,900	3,400	88
<b>STATION TOTAL</b>	<b>285,600</b>	<b>245,100</b>	<b>86</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>124,900</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>84,200</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>		<b>6</b>	

# Alabama—Florence

**WOWL-TV**

Ch. 15

31,600

Technical Facilities: Channel No. 15  
(476-482 mc). Authorized power:  
20.9-kw visual, 11.7-kw aural.  
Antenna: 400-ft. above average  
terrain, 358-ft. above ground,  
732-ft. above sea level.

Latitude 34° 49' 07"  
Longitude 87° 41' 45"

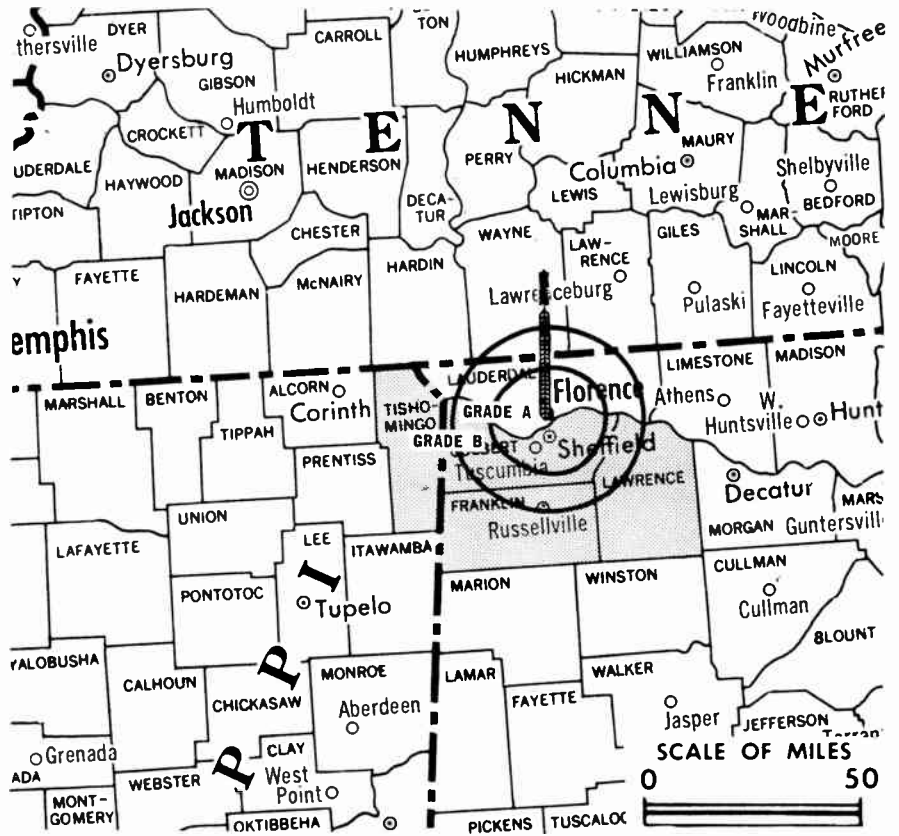
Transmitter: 840 Cypress Mill Rd.

Color: Network only.

News Wire Service: AP.

AM Affiliate: WOWL, 1-kw (D), .25-  
kw (N), 1240 kc (ABC).

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



WOWL-TV Ref: FCC File No. DOC.—12052 Granted 9/6/57

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## WOWL-TV

Licensee: TV Muscle Shoals Inc., 840 Cypress Mill Rd., Box 2220,  
Florence, Ala. (35632).

Studio: 840 Cypress Mill Rd.

Telephone: 205-764-7711.

Ownership: Richard B. Biddle, pres.-treas., 28.57%; O. B. Miley,  
secy., 28.57%; John Thompson, 14.29%; Radio Muscle Shoals  
Inc. (WOWL), 28.57%. Richard Biddle owns 52.5% of WOWL.

Began Operation: Oct. 28, 1957.

Represented (sales) by Gill-Perna Inc.; Bernard I. Ochs Co. (South-  
east); Southern Television System.

### Personnel:

RICHARD B. BIDDLE, president & general manager.  
BILL MAPES, 1st vice president.  
JACK WORLEY, v.p., station manager & film buyer.  
LARRY ROHLING, chief engineer.  
LINFORD RICKARD, production manager.  
LINDA REED, promotion, merchandising manager.  
PAT GRISSOM, women's director.  
DICK HANSON, traffic manager.  
BOOTS GRIGSBY, film director.

### DIGEST OF RATE CARD NO. 2 (April 1, 1965)

Hour	30 Min.	5 Min.	Min.	20 Sec.	ID
Class A—5:59-10:30 p.m., Mon.-Sat.; 1:59-10:30 p.m., Sun. & holidays.					
\$250.00	\$150.00		\$60.00	\$50.00	\$30.00
NETWORK BASE HOURLY RATE: \$150.00.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ALABAMA</b>			
COLBERT	14,100	11,700	83
FRANKLIN	5,900	4,700	80
LAUDERDALE	18,500	15,000	81
LAWRENCE	5,900	4,600	78
<b>MISSISSIPPI</b>			
TISHOMINGO	4,100	3,100	75
<b>STATION TOTAL</b>	<b>48,500</b>	<b>39,100</b>	<b>81</b>

NET WEEKLY CIRCULATION (MARCH 65) 23,900  
AVERAGE DAILY CIRCULATION (MARCH 65) 17,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 3

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# Alabama—Huntsville

**abc** **WAAY-TV**

**Ch. 31**

**Technical Facilities:** Channel No. 31 (572-578 mc). Authorized power: 204-kw visual, 112-kw aural. Antenna: 1020-ft. above av. terrain, 166-ft. above ground, 1764-ft. above sea level.

Latitude 34° 44' 16"  
Longitude 86° 32' 02"

Holds CP for change to 226-kw max. and 155-kw horizontal visual, 113-kw max. and 31-kw horizontal aural. BPCT—3554.

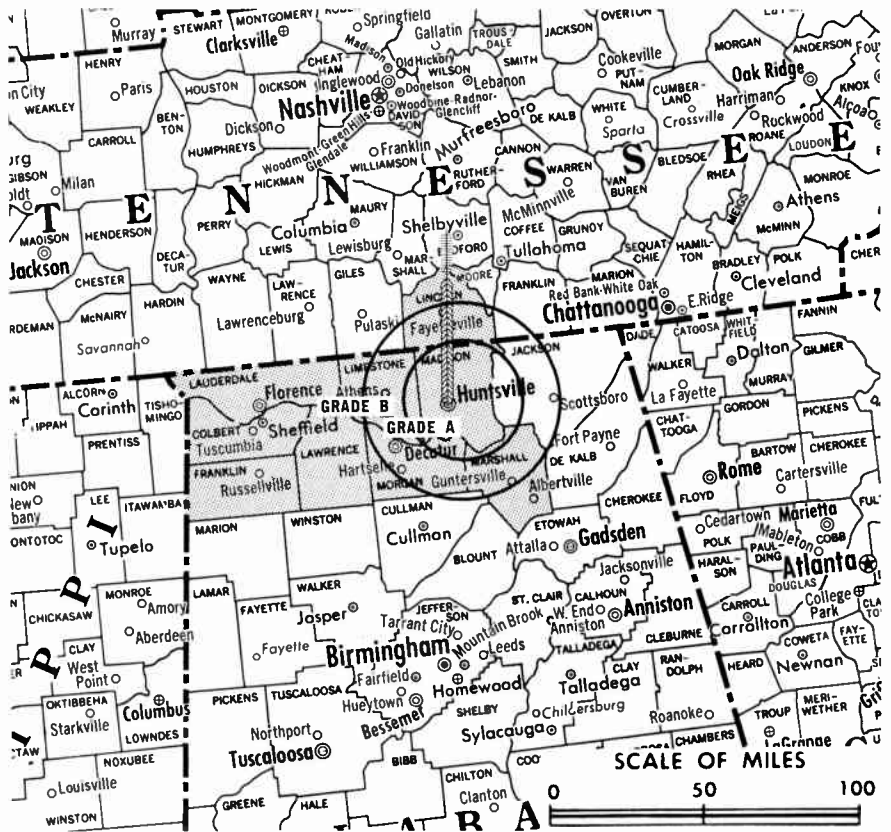
**Transmitter:** 1000 Monte Sano Blvd.

**Color:** Network only.

**News Wire Service:** AP.

**AM Affiliate:** WAAY, 5-kw (.5-kw night), 1550 kc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



**WAAY-TV** Ref: FCC File No. BPCT—2817 Granted 11/10/60  
CP: BPCT—3554 Granted 7/9/63

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## WAAY-TV

**Licensee:** Rocket City Television Inc.

**Studio:** 1000 Monte Sano Blvd., Huntsville, Ala. (35801).

**Telephone:** 205-539-1783.

**Ownership:** Smith Bcstg. Inc., owner of radio WAAY, Huntsville. Owners of Smith Bcstg. are H. Davidson Smith III, pres., 98%; K. H. Jones, v.p., 1%; Elizabeth Jones Smith, secy.-treas., 1%. Smith also owns 51% and wife Elizabeth Jones Smith owns 25% of radio WNUF, Fort Walton Beach, Fla.

**Began Operation:** Aug. 1, 1959. Sale to present owner by P. T. Gunn, James R. Cleary and associates approved Nov. 13, 1963 by FCC (Television Digest, Vol. 3:30).

**Represented (engineering)** by Claude M. Gray.

**Represented (sales)** by Jack Masla & Co. Inc.; Dora-Clayton Agency Inc. (Atlanta).

**Represented (legal)** by Bell, Moring & Richardson, Huntsville.

**Personnel:**

M. D. SMITH III, president.  
MAURY FARRELL, general manager & sales manager.  
M. D. SMITH IV, operations manager & film director.  
ROBERT A. GAY, chief engineer.

### DIGEST OF RATE CARD NO. 7—(Nov. 30, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class A—6:30-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$75.00	\$55.00	\$46.00	\$28.00
<b>NETWORK BASE HOURLY RATE: \$75.</b>							

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ALABAMA</b>			
COLBERT	14,100	11,700	83
FRANKLIN	5,900	4,700	80
LAUDERDALE	18,500	15,000	81
LAWRENCE	5,900	4,600	78
LIMESTONE	11,500	9,300	81
MADISON	52,500	45,100	86
MAKSHALL	14,300	12,400	87
MORGAN	18,600	15,900	86
<b>TENNESSEE</b>			
LINCOLN	6,700	5,600	83
<b>STATION TOTAL</b>	<b>148,000</b>	<b>124,300</b>	<b>84</b>

<b>NET WEEKLY CIRCULATION (MARCH 65)</b>	<b>64,600</b>
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>	<b>39,800</b>
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>	<b>5</b>

## WHNT-TV

Ch. 19

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 600-kw maximum & 398-kw horizontal visual, 324-kw maximum & 199-kw horizontal aural. Antenna: 1056-ft. above av. terrain, 254-ft. above ground, 1854.5-ft. above sea level.

Latitude 34° 44' 16"

Longitude 86° 31' 57"

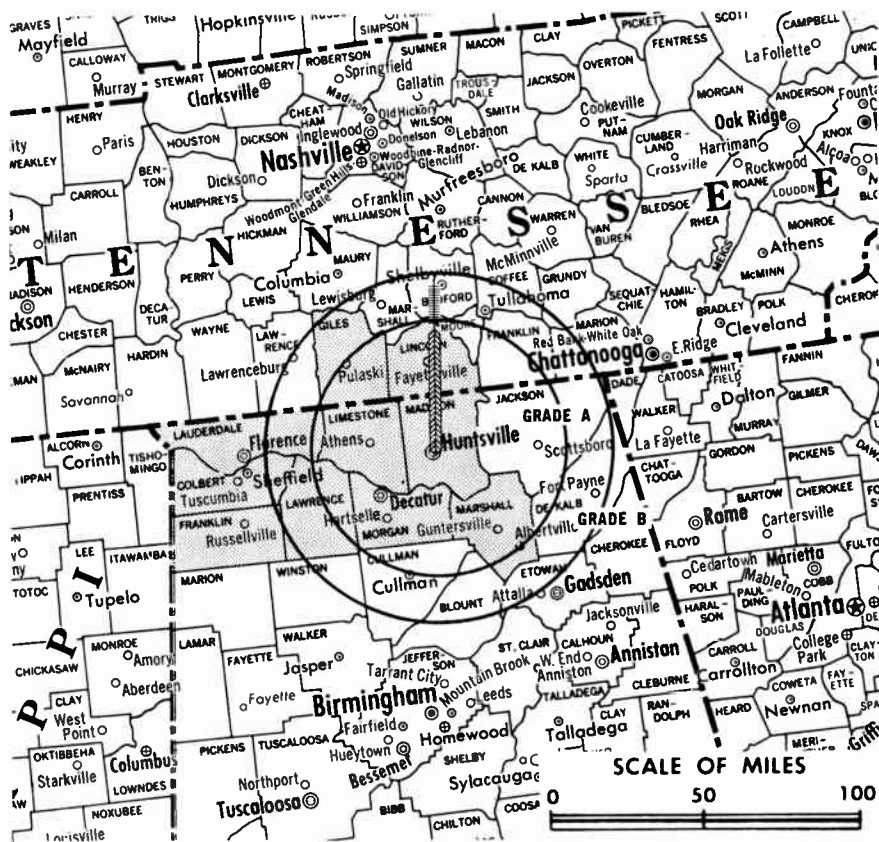
Transmitter: 960 Monte Sano Blvd.

TV Tape: Recording facilities.

Color: Network only.

News Wire Service: AP.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/66.  
 TV Homes: TV% and Circulation  
 © 1965 American Research Bureau.  
 County coverage (shaded areas) based on 1965  
 ARB study.



WHNT-TV Ref: FCC File No. BPCT-3051 Granted 1/17/63

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## WHNT-TV

Licensee: North Alabama Broadcasters Inc., 960 Monte Sano Blvd., Huntsville, Ala. (35801).

Studio: 960 Monte Sano Blvd. Telephone: 205-539-5743.

Ownership: Charles F. Grisham, pres., 25%; Tine W. Davis, v.p., 25%; Aaron Aronov, treas., 25%; John Godbold, secy., 25%.

Began Operation: Nov. 28, 1963.

Represented (sales) by Venard, Torbet & McConnell.

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

Represented (engineering) by Gautney & Jones.

Personnel:

CHARLES F. GRISHAM, president & general manager.  
 THOMAS M. PERCER, v.p. & general sales manager.  
 RALPH A. STANLEY, local sales manager.  
 BOB JONES, operations manager.  
 VICTOR BANKOWSKI, chief engineer.

See the Educational Directory  
 for Huntsville ETV Station

## DIGEST OF RATE CARD NO. 1

(Sept. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—7-10 p.m., daily.	\$300.00	\$180.00	\$120.00	\$90.00	\$60.00	\$48.00	\$30.00
NETWORK BASE HOURLY RATE: \$125.							

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ALABAMA</b>			
COLBERT	14,100	11,700	83
FRANKLIN	5,900	4,700	80
LAUDERDALE	18,500	15,000	81
LAWRENCE	5,900	4,600	78
LIMESTONE	11,500	9,300	81
MADISON	52,500	45,100	86
MARSHALL	14,300	12,400	87
MORGAN	18,600	15,900	86
<b>TENNESSEE</b>			
GILES	6,100	4,900	80
LINCOLN	6,700	5,600	83
<b>STATION TOTAL</b>	<b>154,100</b>	<b>129,200</b>	<b>84</b>
NET WEEKLY CIRCULATION (MARCH 65)		86,000	
AVERAGE DAILY CIRCULATION (MARCH 65)		63,200	
COLOR PENETRATION PERCENTAGE (NOV 65)		5	

# Alabama—Mobile

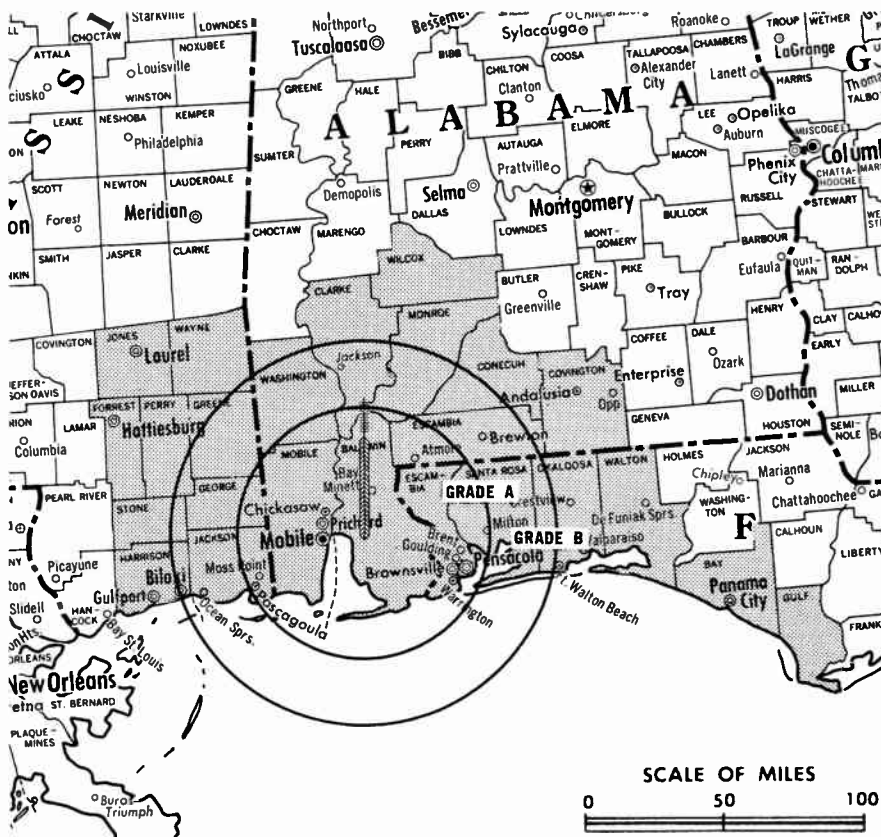
**WALA-TV**   
Ch. 10

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 45.7-kw aural. Antenna: 1246-ft. above av. terrain, 1197-ft. above ground, 1397-ft. above sea level.

Latitude 30° 41' 17"  
Longitude 87° 47' 54"

**Transmitter:** 16-mi. East of Mobile.  
**Color:** Network, live, film & slide.  
**News Wire Service:** AP.  
**Facsimile Service:** AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



**WALA-TV** Ref: FCC File No. BMPCT—2391 Granted 8/23/54  
Authorized: FCC File No. BPCT—2733 Granted 7/7/60

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## WALA-TV

Licensee: Roywood Corp., 210 Government St., Mobile, Ala. (36602).

Studio: 210 Government St.

Telephone: 205-433-3754. TWX No.: 510-941-2642.

Ownership: Royal Street Corp. (WDSU-TV, New Orleans), 51.02%; Philip M. Stern, 22.04%; Edgar B. Stern Jr., 12.24%; Audrey S. Hess, 5.71%; Richard W. Greenebaum, 0.82%; Continental Communications Corp., 8.16%.

Began Operation: Jan. 14, 1953. Sale to present owner by W. O. Pape approved Nov. 25, 1964 by FCC (Television Digest, Vol. 4:32, 48). Simultaneously approved was sale of radio WALA to WUNI Inc.

Represented (sales) by Blair Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David L. Steel & Assoc.

Personnel:

H. RAY McGUIRE, exec. v.p. & general manager.  
JOHN E. DIXON, national sales manager.  
CLAUDE R. EVANS, program director.  
GRADY JACKSON, chief engineer.

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## DIGEST OF RATE CARD NO. 11 (June 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-9:30 p.m., daily.  
\$700.00 \$360.00 \$240.00 \$180.00 \$125.00 \$120.00 \$60.00  
NETWORK BASE HOURLY RATE: \$600.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ALABAMA</b>			
BALDWIN	14,500	12,900	89
CLARKE	6,600	4,800	73
CONECUH	4,100	2,900	72
COVINGTON	9,700	8,000	82
ESCAMBIA	9,200	7,400	80
MOBILE	95,800	87,300	91
MONROE	5,300	3,700	70
WASHINGTON	3,600	2,800	76
WILCOX	3,800	2,300	62
<b>FLORIDA</b>			
BAY	21,400	19,900	93
ESCAMBIA	54,700	51,800	95
GULF	3,200	2,800	87
OKALOOSA	20,100	18,900	94
SANTA ROSA	8,900	8,400	94
WALTON	4,700	4,000	86
<b>MISSISSIPPI</b>			
FORREST	17,000	14,900	88
GEORGE	3,200	2,800	89
GREENE	2,300	1,600	71
HARRISON	36,300	32,600	90
JACKSON	18,700	16,600	89
JONES	17,600	15,500	88
PERRY	2,400	1,800	78
STONE	2,200	1,800	82
WAYNE	4,400	3,300	75
<b>STATION TOTAL</b>	<b>369,700</b>	<b>328,800</b>	<b>89</b>

NET WEEKLY CIRCULATION (MARCH 65) 229,400  
AVERAGE DAILY CIRCULATION (MARCH 65) 154,300  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# Alabama—Mobile



**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1050-ft. above av. terrain, 996-ft. above ground, 1198-ft. above sea level.

Latitude 30° 40' 55.2"  
Longitude 87° 49' 40.8"

**Transmitter:** U. S. Hwy. 31, 5.1-mi. E of junction with U.S. Hwy. 90.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

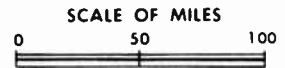
**Facsimile Service:** AP.

**Studio:** 162 St. Louis St.

**AM Affiliate:** WKRГ, 1-kw (500-watts night), 710 kc (CBS).

**FM Affiliate:** 100-kw, 99.9 mc (No. 260), 800-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WKRГ-TV Ref: FCC File No. BMPCT—4642 Granted 6/17/57

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## WKRГ-TV

**Licensee:** WKRГ-TV Inc., Box 1184, Mobile Ala. (36601).  
**Telephone:** 205-432-5505. TWX No.: 205-342-7286.  
**Ownership:** Giddens Television Inc. Kenneth R. Giddens, pres., 50%; Mobile Register and Press, 50%. J. F. McGowin and N. F. McGowin, newspaper stockholders, also own 15% and 7.5% respectively of radio WGYV, Greenville, Ala. Giddens also owns 75% of applicant for Ch. 10, Tampa, Fla.  
**Began Operation:** Aug. 29, 1955. Sale to present owners by group in which Kenneth R. Giddens had 20% interest approved Feb. 20, 1958 by FCC (Television Digest, Vol. 13:46; 14:8).  
**Represented (sales)** by H-R Television Inc.  
**Represented (legal)** by McKenna & Wilkinson.  
**Represented (engineering)** by Commercial Radio Equipment Co.  
**Personnel:**  
KENNETH R. GIDDENS, president.  
C. P. PERSONS JR., exec. v.p., gen. mgr. & film buyer.  
WES DIAMOND, production manager.  
VIRGINIA PERRYMAN, traffic manager.  
CARL G. HAUG, operations manager.  
DONALD B. PATTON, chief engineer.

### DIGEST OF RATE CARD NO. 7 (Aug. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:29-9:31 p.m., daily.	\$600.00	\$360.00	\$240.00	\$180.00	\$165.00	\$150.00

NETWORK BASE HOURLY RATE: \$800.

For Translator Directory  
see Station c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ALABAMA</b>			
BALDWIN	14,500	12,900	89
BUTLER	5,800	4,500	78
CHOCTAW	4,300	3,000	69
CLARKE	6,600	4,800	73
CONECUH	4,100	2,900	72
COVINGTON	9,700	8,000	82
ESCAMBIA	9,200	7,400	80
MOBILE	95,800	87,300	91
MONROE	5,300	3,700	70
WASHINGTON	3,600	2,800	76
WILCOX	3,800	2,300	62
<b>FLORIDA</b>			
CALHOUN	1,900	1,600	82
ESCAMBIA	54,700	51,800	95
FRANKLIN	2,100	1,700	83
GULF	3,200	2,800	87
LIBERTY	900	800	84
OKALOOSA	20,100	18,900	94
SANTA ROSA	8,900	8,400	94
WALTON	4,700	4,000	86
<b>MISSISSIPPI</b>			
FORREST	17,000	14,900	88
GEORGE	3,200	2,800	89
GREENE	2,300	1,600	71
HANCOCK	4,500	3,800	84
HARRISON	36,300	32,600	90
JACKSON	18,700	16,600	89
JONES	17,600	15,500	88
LAMAR	4,100	3,300	82
LAUDERDALE	21,200	18,600	88
MARION	6,700	5,100	76
PERRY	2,400	1,800	78
STONE	2,200	1,800	82
WAYNE	4,400	3,300	75
<b>STATION TOTAL</b>	<b>399,800</b>	<b>351,300</b>	<b>88</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>260,500</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>202,100</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>		<b>7</b>	

# Alabama—Montgomery



**WCOV-TV**

Ch. 20

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 257-kw visual, 127-kw aural. Antenna: 740-ft. above av. terrain, 793-ft. above ground, 999-ft. above sea level.

Latitude 32° 20' 06"  
Longitude 86° 17' 16"

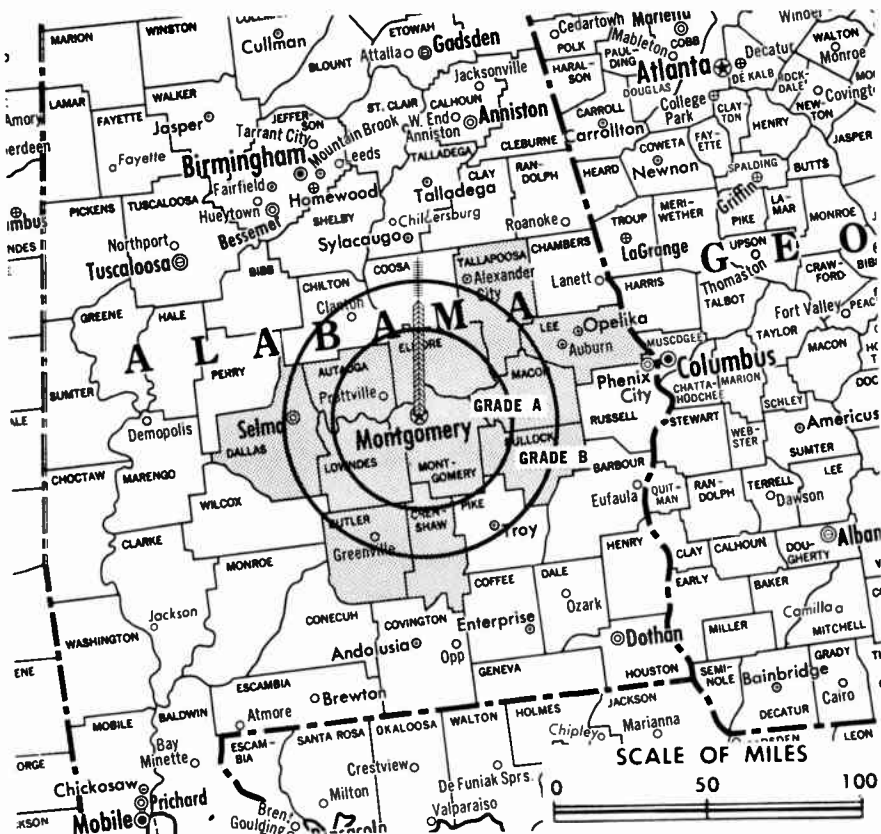
Transmitter: Adrian Lane.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: WCOV, 10-kw (1-kw night), 1170 kc (CBS).

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WCOV-TV Ref: FCC File No. BPCT—3322 Granted 11/27/64

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

## WCOV-TV

Licensee: WCOV Inc., Box 2505, Montgomery, Ala. (36111).  
Studio: Adrian Lane.  
Telephone: 205-265-3561.  
TWX No.: 205-272-4232.  
Ownership: See WLEX-TV, Lexington, Ky.  
Began Operation: April 17, 1953. Sale to present owner by Oscar P. Covington and associates approved Oct. 2, 1964 by FCC (Television Digest, Vol. 4:28, 32, 41).  
Represented (sales) by Paul H. Raymer Co.  
Represented (engineering) by Jules Cohen.  
Personnel:  
HUGH M. SMITH, v.p., general manager & film buyer.  
MORRIS SOUTH, local sales manager.  
STUART JONES, production manager.  
MARTHA HALL, program director.  
PHIL WITT, chief engineer.

### DIGEST OF RATE CARD NO. 8 (Nov. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or Less	ID
Class AA—7:30-9:30 p.m., daily.	\$250.00	\$150.00	\$100.00	\$80.00	\$62.50	\$50.00 \$25.00
NETWORK BASE HOURLY RATE: \$225.						

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ALABAMA</b>			
AUTAUGA	5,200	4,100	79
BULLOCK	2,700	1,900	69
BUTLER	5,800	4,500	78
CRENSHAW	3,400	2,700	79
DALLAS	15,000	11,600	78
ELMORE	8,000	6,600	82
LEE	13,400	11,200	83
LOWNDES	3,000	1,900	63
MACON	5,700	4,300	75
MONTGOMERY	50,600	44,200	87
TALLAPOOSA	9,800	8,200	83
<b>STATION TOTAL</b>	<b>122,600</b>	<b>101,200</b>	<b>83</b>

NET WEEKLY CIRCULATION (MARCH 65) 58,400  
AVERAGE DAILY CIRCULATION (MARCH 65) 42,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

ARB Data for this station does not reflect present coverage. After the survey was made the station increased its power and moved to a higher tower.

# Alabama—Montgomery



**WSFA-TV**



Ch. 12

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1040-ft. above av. terrain, 823-ft. above ground, 1483-ft. above sea level.

Latitude 32° 01' 15"  
Longitude 86° 20' 56"

Requests 63.2-kw aural, 2000-ft. above av. terrain, 1959-ft. above ground; 2519-ft. above sea level, lat. 32° 04' 17", long. 85° 42' 01"; transmitter to Rt. 1, 1-mi. NW of Aberfoil, Union Springs, Ala.

**Transmitter:** Mt. Carmel, 21 mi. S. of city.

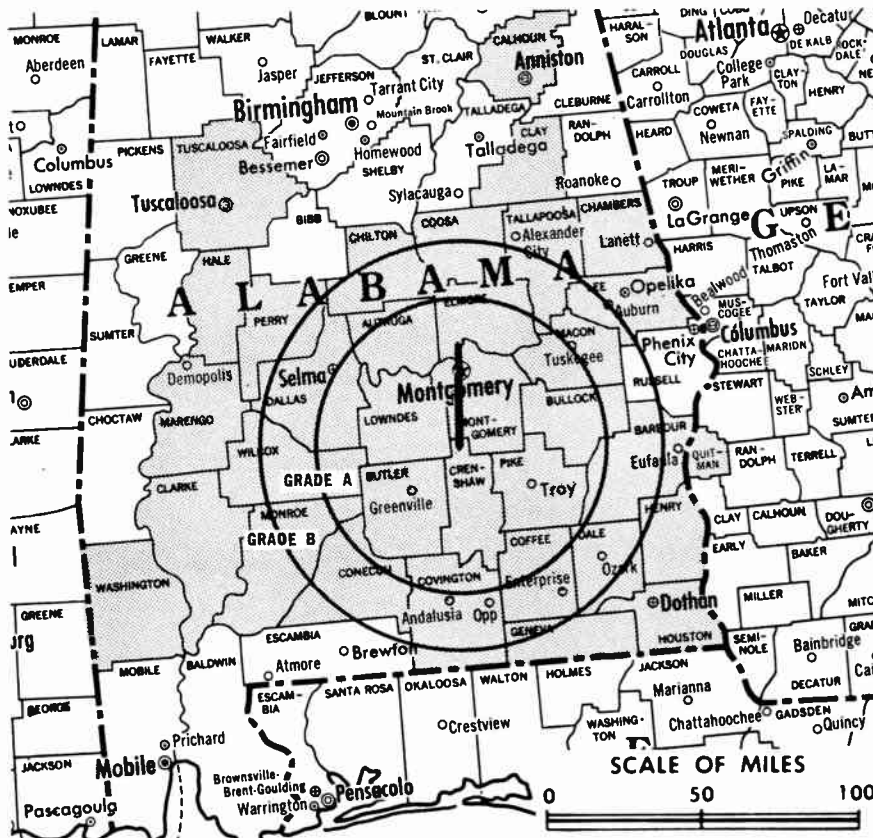
**Color:** Network only.

**News Wire Service:** AP.

**News Film Service:** NBC.

**Studio:** Delano & Perry Sts.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WSFA-TV Ref: FCC File No. BPCT-870 Granted 3/25/54

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## WSFA-TV

**Licensee:** Cosmos Broadcasting Corp., Box 2566, Montgomery, Ala. (36105).

**Telephone:** 205-265-1251.

**TWX No.:** 205-272-4194.

**Ownership:** See WIS-TV, Columbia, S.C.

**Began Operation:** Dec. 25, 1954. Sale to present owner by WKY Television System Inc. approved Sept. 2, 1959 by FCC (Television Digest, Vol. 15:30, 36). Previous sale to WKY-TV System by Judge David E. Dunn-H. S. Durden-R. F. Hudson group—latter publisher of Montgomery Advertiser and Journal—approved by FCC Feb. 16, 1955 (Vol. 10:38 & 11:8).

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

**Represented (legal)** by Dow, Lohnes & Albertson.

**Personnel:**

- CARTER HARDWICK, sr. v.p. & managing director.
- BOB VILLAR, general sales manager/adm. assistant.
- SAM SPIVEY, operations director, film buyer.
- BEN CANADA, local/regional sales manager.
- JOHN JOHNSON, program manager.
- DAVID PIERCE, promotion manager.
- JERRY BRITTON, production supervisor.
- JACK VENABLE, news, public affairs director.
- RICHARD PAYNE, chief engineer.
- RICHARD M. HOWLAND, business manager/public relations.
- TED NEWELL, chief accountant.

**DIGEST OF RATE CARD NO. 8**  
(June 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—5:59-9 p.m., daily.	\$650.00	\$390.00	\$260.00	\$172.00	\$175.00	\$150.00 \$75.00
<b>NETWORK BASE HOURLY RATE: \$625.</b>						

See CATV Directory for Alabama  
CATV Systems

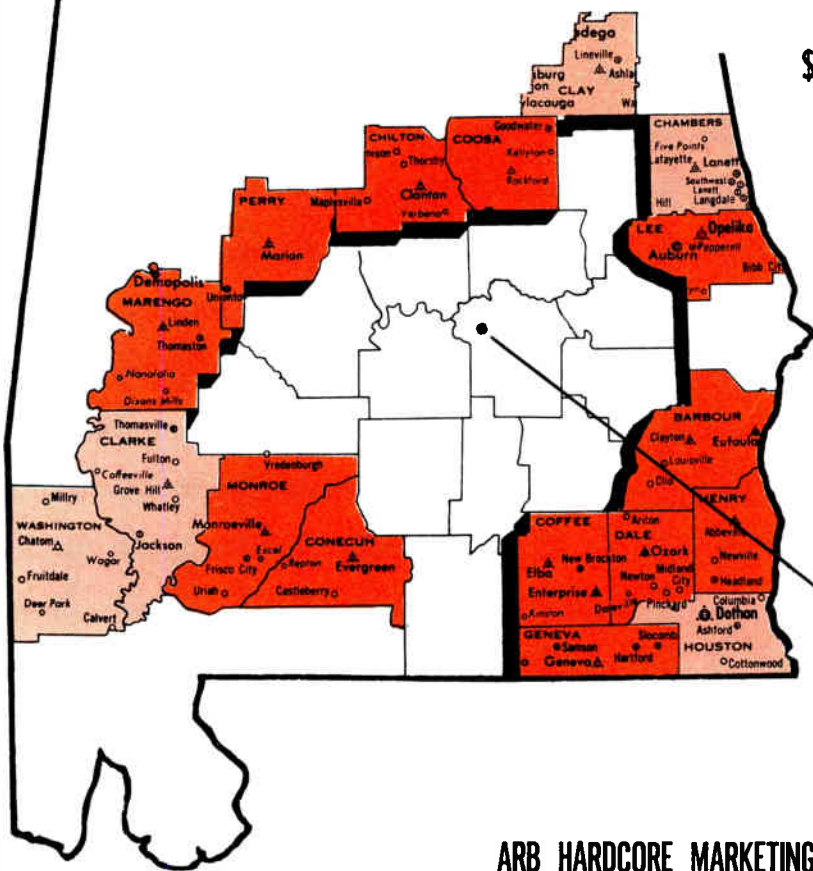
STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ALABAMA</b>			
AUTAUGA	5,200	4,100	79
BARBOUR	6,000	4,400	73
BULLOCK	2,700	1,900	69
BUTLER	5,800	4,500	78
CALHOUN	28,500	25,400	89
CHAMBERS	10,500	8,700	83
CHILTON	7,100	5,800	81
CLARKE	6,600	4,800	73
CLAY	3,200	2,600	83
COFFEE	8,500	7,000	83
COFEECH	4,100	2,900	72
COOSA	2,700	2,200	81
COVINGTON	9,700	8,000	82
CRENSHAW	3,400	2,700	79
DALE	9,400	8,100	87
DALLAS	15,000	11,600	78
ELMORE	8,000	6,600	82
GENEVA	6,000	4,900	82
HALE	4,600	3,100	67
HENRY	3,600	2,900	81
HOUSTON	15,300	13,600	89
LEE	13,400	11,200	83
LOWNOES	3,000	1,900	63
MACON	5,700	4,300	75
MARENGO	6,500	4,500	70
MONROE	5,300	3,700	70
MONTGOMERY	50,600	44,200	87
PERRY	3,800	2,500	64
PIKE	6,300	4,800	76
TALLAPOOSA	9,800	8,200	83
TUSCALOOSA	29,900	25,500	85
WASHINGTON	3,600	2,800	76
WILCOX	3,800	2,300	62
<b>GEORGIA</b>			
QUITMAN	500	400	83
<b>STATION TOTAL</b>	<b>308,100</b>	<b>252,100</b>	<b>82</b>

NET WEEKLY CIRCULATION (MARCH 65) 148,400  
AVERAGE DAILY CIRCULATION (MARCH 65) 116,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 5



# SOLID PROOF! Only WSFA Television Completely Dominates Central and Southern Alabama

## THE WSFA-TV MONTGOMERY, ALABAMA MARKET SERVES 25 COUNTIES WITH . . .



**165,200** Television Homes<sup>o</sup>  
**\$1,073,146,000** Consumer Spendable Income<sup>·</sup>  
**\$731,280,000** Retail Sales  
**\$186,029,000** Food Sales  
**\$23,947,000** Drug Sales

Figures do not include bonus of 10,450 TV Homes where WSFA-TV is on CATV systems outside of 25% Net Weekly Circulation counties.

25%+ Net Weekly Circulation  
 10-25% Net Weekly Circulation

Source: <sup>o</sup>ARB Television Coverage/65, based on those counties with 25% or better Net Weekly Circulation.

<sup>\*</sup>All Market Data Information from SRDS, November 1965.



### ARB HARDCORE MARKETING AREA<sup>o</sup>

**105,100** Television Homes  
**\$710,111,000** Consumer Spendable Income  
**\$492,557,000** Retail Sales  
**\$120,145,000** Food Sales  
**\$16,097,000** Drug Sales

# WSFA TELEVISION CHANNEL 12

NBC/Montgomery, Alabama  
**CARTER HARDWICK, JR.**  
 Senior Vice President and Managing Director  
 a station of  
**COSMOS BROADCASTING CORPORATION**  
**G. RICHARD SHAFTO, PRESIDENT**



Represented by  
 Peters, Griffin, Woodward, Inc.

Analysis of WSFA-TV Viewing in Relation to Montgomery Marketing Area (As established by 1965 ARB Coverage Study)

	WSFA-TV	WCOV-TV	WKAB-TV
Average Weekly Hours Viewed Per Home Reached	22.6	13.5	7.0
Total Hours Viewed Per Week to Montgomery Stations	2,324,900	766,420	320,370
Total Montgomery Viewing (Hours)	3,411,810*		
Share of All Montgomery Viewing	68.1%	22.5%	9.4%
Total Viewing to All Stations (Hours) and Markets	4,116,600		
Share of WSFA to All Viewing	56.5%		
Share of Montgomery Stations to All Viewing	82.9%		

<sup>o</sup> The ARB Marketing Area consists of those counties in which at least one of Montgomery's "home" stations received the highest Total Average Daily Circulation.

<sup>\*</sup> Includes 120 hours viewing to WAIQ Montgomery (Educational TV).

# Alabama—Montgomery



**WKAB-TV**

Ch. 32

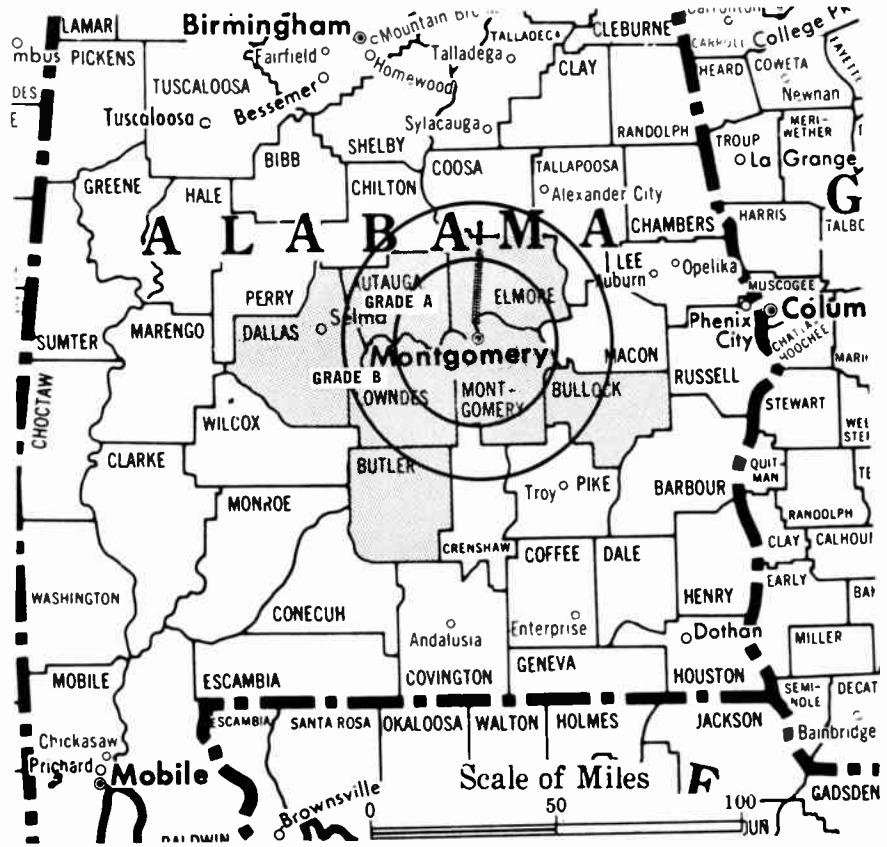
Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 180.9-kw horizontal visual, 90.5-kw horizontal aural. Antenna: 485-ft. above av. terrain, 419-ft. above ground, 706-ft. above sea level.

Latitude 32° 22' 04"  
Longitude 86° 15' 43"

Transmitter: 3251 Harrison Rd.

Color: Network only.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WKAB-TV Ref: FCC File No. BMPCT-5675 Granted 12/19/61

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## WKAB-TV

Licensee: Montgomery Independent Telecasters Inc., P.O. Box 3236, Montgomery, Ala. (36109).

Studio: 3251 Harrison Rd.

Telephone: 205-272-5331.

Ownership: Cy N. Bahakel owns WCCB-TV, Charlotte, N.C. & 100% of Montgomery Independent Telecasters. For other interests see WCCB-TV.

Began Operation: March 24, 1962. Left air Feb. 15, 1964. Sale to present owner by receiver Robert J. Thomas for First Alabama Corp. approved Jan. 31, 1964 by FCC (Addenda 34-H). Resumed operation March 12, 1964.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

CY N. BAHAKEL, president.  
ROBERT TUTTLE, station & sales manager.  
DON KASSNER, v.p., engineering.  
FRED WRIGHT, chief engineer.  
DENIS N. STORK, production manager.

### DIGEST OF RATE CARD NO. 2A (Nov. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
\$200.00	\$120.00	\$80.00	\$50.00	\$45.00	\$35.00	\$25.00

NETWORK BASE HOURLY RATE: \$200.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ALABAMA</b>			
AUTAUGA	5,200	4,100	79
BULLOCK	2,700	1,900	69
BUTLER	5,800	4,500	78
DALLAS	15,000	11,600	78
ELMORE	8,000	6,600	82
LOWNOES	3,000	1,900	63
MONTGOMERY	50,600	44,200	87
<b>STATION TOTAL</b>	<b>90,300</b>	<b>74,800</b>	<b>83</b>

NET WEEKLY CIRCULATION (MARCH 65) 46,500  
AVERAGE DAILY CIRCULATION (MARCH 65) 25,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

HA 1-0818

RESIDENCE  
TE 2-9362

## La Rue Media Brokers Inc.

Radio Television CATV

HUGH BEN LA RUE

654 MADISON AVENUE  
NEW YORK, N.Y.

# Alabama—Selma



**WSLA**

Ch. 8

203

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 2.51-kw visual, 1.26-kw aural. Antenna: 360-ft. above av. terrain, 387-ft. above ground, 517-ft. above sea level.

Latitude 32° 24' 00"  
Longitude 87° 05' 10"

Requests change to 316-kw visual, 158-kw aural, 2000-ft. above av. terrain, 1844-ft. above ground, 2444-ft. above sea level, lat. 33° 04' 00", long. 87° 08' 39"; transmitter to 3-mi. SW of W. Blocton, Ala.

Transmitter: Land Line Rd., 3-mi. W of Selma.

Color: Network only.

News Wire Service: UPI.

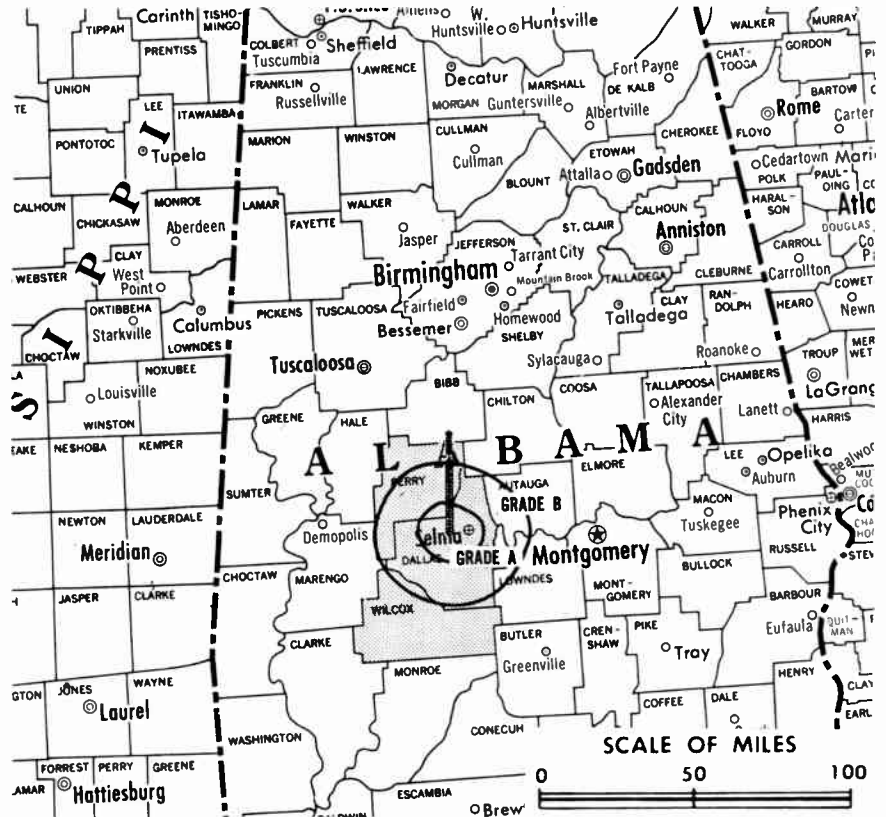
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WSLA Ref: FCC File No. BPCT-1814 Granted 2/24/54

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## WSLA

Grantee: Selma Television Inc., Box 1016, Selma, Ala. (36702).

Studio: Land Line Rd., 3-mi. W of Selma.

Telephone: 205-872-0455.

Ownership: William J. Brennan, pres., 45%; William E. Bennis Jr., treas., 45%; Barbara Bennis, 5%; Frances U. Brennan, 5%. Mr. & Mrs. (Barbara) Bennis also own 25% of radio WVOK, Birmingham and 45% of radio WBAM, Montgomery, Ala. Mr. Brennan also owns 90% of radio WAPE, Jacksonville, Fla. Bennis and Brennan each own 50% of Vulcan Tower Co.

Began Operation: March 17, 1960.

Represented (sales) by Stone Representatives Inc.

Represented (legal) by Mullin & Connor.

Personnel:

WILLIAM J. BRENNAN, president.  
CYRIL G. BRENNAN, general manager & film buyer.  
BILL WILLS, commercial manager.  
BILLY MORGAN, program director & production manager.  
ROSIE FORTNER, traffic manager.  
STAN SMITH, chief engineer.

### DIGEST OF RATE CARD NO. 1 (March 17, 1960)

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

Class A—5:29-10 p.m., daily.

\$125.00 \$75.00 \$50.00 \$44.00 \$30.00 \$25.00 \$20.00 \$12.00

NETWORK BASE HOURLY RATE: bonus to network.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ALABAMA			
DALLAS	15,000	11,600	78
PERRY	3,800	2,500	64
WILCOX	3,800	2,300	62
<b>STATION TOTAL</b>	<b>22,600</b>	<b>16,400</b>	<b>73</b>

NET WEEKLY CIRCULATION (MARCH 65)	11,200
AVERAGE DAILY CIRCULATION (MARCH 65)	4,400
COLOR PENETRATION PERCENTAGE (NOV 65)	5



**MALARKEY, TAYLOR & ASSOCIATES**

**CATV**

**Brokers - Consultants - Engineering  
WASHINGTON, D.C.**

1101 17th Street, N.W. Area Code 202 • 223-2345

# Alabama—Tuscaloosa

**NBC WCFT-TV**

Ch. 33

Technical Facilities: Channel No. 33  
(584-590 mc). Authorized power:  
17.26-kw visual, 9.31-kw aural.  
Antenna: 556-ft. above av. ter-  
rain, 433-ft. above ground, 845-ft.  
above sea level.

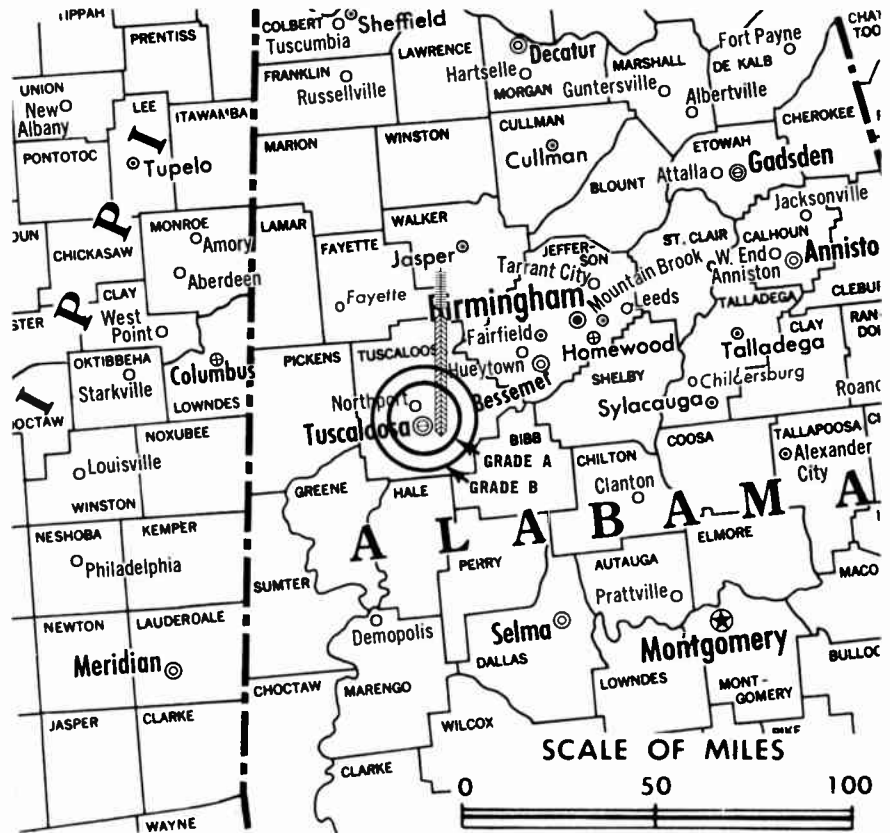
Latitude 30° 10' 25"  
Longitude 87° 29' 01"

Transmitter: 41st Ave. at 35th St.

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.



WCFT-TV Ref: FCC File No. BPCT-3309 Granted 4/28/65

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## WCFT-TV

Network Service: NBC; CBS on per program basis.

Grantee: Chapman TV of Tuscaloosa Inc.

Studio: 41st Ave. at 35th St.

Telephone: 205-553-1333.

Ownership: William A. Chapman, pres., 5%; George K. Chapman, v.p., 5%; James D. Kincaid, secy.-treas., 2.2%; Lewis M. Manderson Jr., 21.95%; Chester J. Hartley, 21.95%; Clifford H. Armstrong, 21.95%; R. S. Holifield, 21.95%.

Began Operation: Oct. 29, 1965.

Represented (sales) by Vic Piano Associates Inc.

Personnel:

ARDEN D. MOSER, general manager.

HANK HOLMAN, sales manager.

J. LYMAN MASON, operations manager.

LARRY WILKINS, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Nov. 1, 1965)

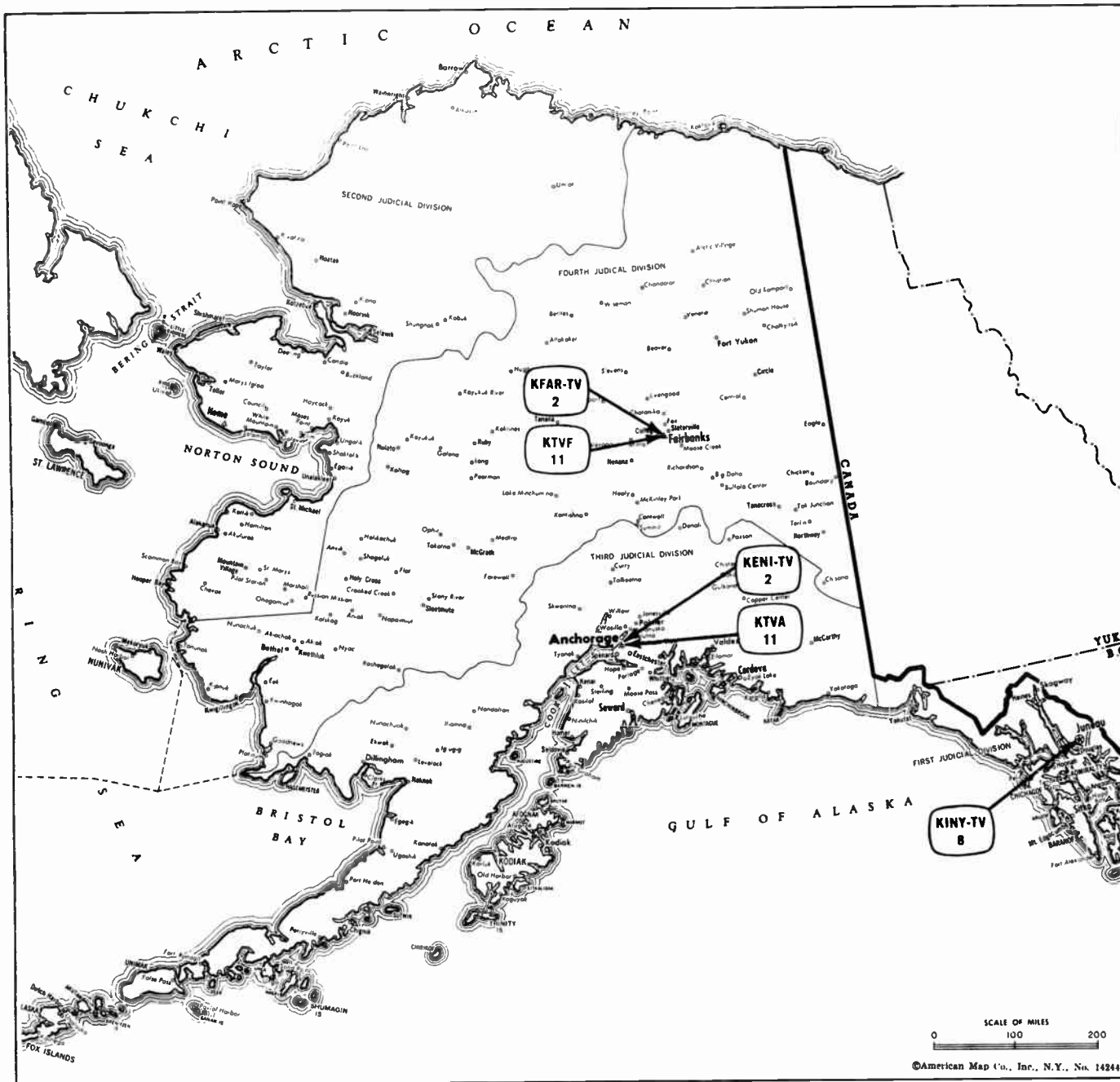
Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10 p.m., daily.					
\$150.00	\$105.00	\$73.00	.....	\$36.00	\$18.00

ARB Data for this station is not available since it was not in operation when the survey was made.

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151



**Alaska Station Status as of Feb. 1, 1966**

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
5	0	5
0	0	0
		5

American Research Bureau Does Not Have Net Weekly Circulation Data for Alaska



**AMECO INC.**  
P.O. Box 11326 • Phoenix, Ariz. 85017



**IN ALASKA**

contact the Ameco Phoenix office  
for sales and service.

Phone: 262-5500 (Area Code 602)

**AMECO, INC., 2949 Grand Ave., Phoenix, Ariz. 85017**

# Alaska—Anchorage

**abc KENI-TV**

Ch. 2

**Technical Facilities:** Channel No. 2 (54-60 mc.) Authorized power: 5.37-kw visual, 2.69-kw aural. Antenna: 70-ft. above av. terrain, 173-ft. above ground, 278-ft. above sea level.

Latitude 61° 13' 08"

Longitude 149° 53' 58"

Holds CP for 26.9-kw visual.

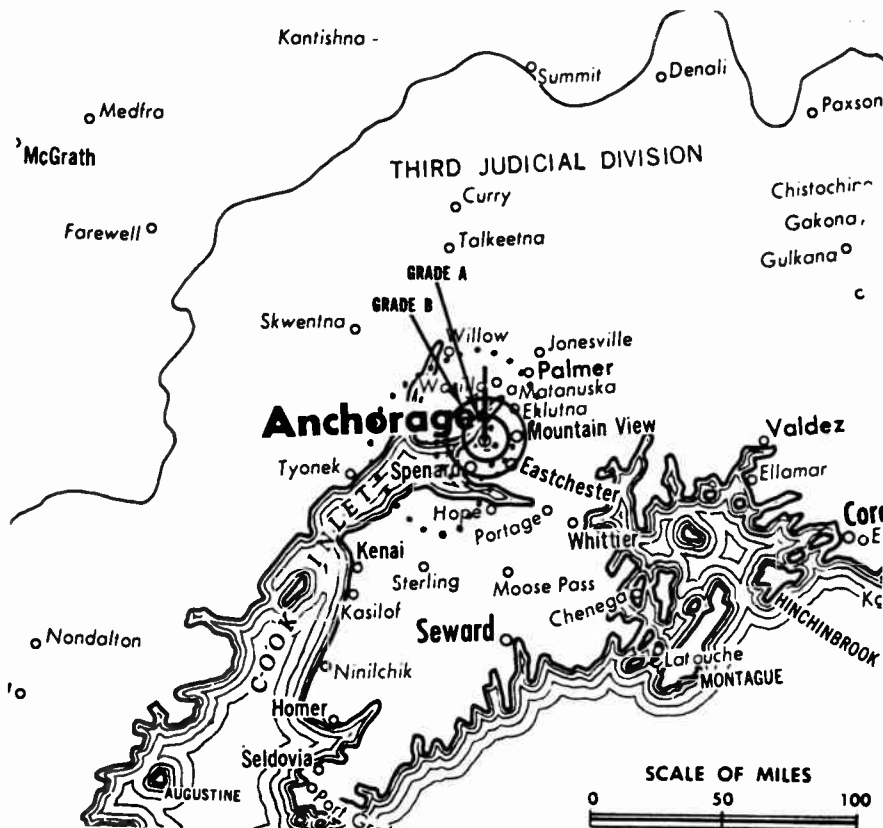
BPCT—3604.

**Transmitter:** Fourth Avenue Theatre Bldg.

**News Wire Service:** AP.

**AM Affiliate:** KENI, 5-kw, 550 kc (ABC, NBC, MBS).

**O & O Translators:** K09GC, Kasilof, Kenai, Soldatna & Sterling; K09GZ, Sutton; K04DS, Upper Kenai River area; K04DF, Wildwood Military Base, Alaska.



KENI-TV Ref: FCC File No. BMPCT—3487 Granted 12/29/55

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## KENI-TV

**Network Service:** ABC, NBC.

**Licensee:** Midnight Sun Broadcasters Inc., Box 1160, Anchorage, Alaska (99501).

**Studio:** Fourth Avenue Theatre Bldg.

**Telephone:** 907-272-7461.

**Ownership:** Alvin O. Bramstedt, 25% (with wife); R. D. Jensen, (with wife) 11.6%; James C. Fletcher Jr., 11.2%; Edward Christiansen (with wife), 6.67%; Merriman Holtz Jr., 6%; numerous other stockholders, none with as much as 10%. Midnight Sun also operates KFAR-TV, Fairbanks and radio stations KENI, Anchorage; KFAR, Fairbanks; KTKN, Ketchikan. Also owns 1/3 of CATV in Ketchikan and controlling interest in KINY-TV and KINY, Juneau, Alaska.

**Began Operation:** Oct. 16, 1953. Sale by Lathrop Co., Richard R. Rollins et al. approved March 16, 1960 by FCC (Television Digest, Vol. 16:8, 12). Previous sale of control by Richard R. Rollins approved by FCC Dec. 29, 1954 (Vol. 10:47 & 11:1).

**Represented (sales)** by Del Day Inc. (West Coast); James C. Fletcher Jr. (New York, Chicago).

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

For other Translators  
see Directory in Section c.

### Personnel:

ALVIN O. BRAMSTEDT, president & general manager.

WILLIAM STEWART, sales manager.

MARY ELLEN LINDSEY, program director.

D. M. COMSTOCK, production manager.

CHARLES GRAY, chief engineer.

### DIGEST OF RATE CARD NO. 5

(Aug. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—7:00-10:30 p.m., daily.	\$300.00	\$185.00	\$130.00	\$100.00	\$72.00	\$52.00 \$36.00

Combination rate (KENI-TV, KFAR-TV, Fairbanks & KINY-TV, Juneau): Class AA—7-10 p.m., daily. Min. \$130, 20 Sec. \$90, 10 Sec. \$66.

Also combination for KENI-TV & KFAR-TV: Class AA—7-10 p.m., daily. Min. \$110, 20 Sec. \$76, 10 Sec. \$54.

**NETWORK BASE HOURLY RATE:** \$150 (ABC & NBC). \$250 in combination with KFAR-TV (ABC & NBC).

ARB Data Comparable With  
That Used For Other States  
Not Available for Alaska

# Alaska—Anchorage



**KTVA**

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 3.02-kw visual, 1.51-kw aural. Antenna: 130-ft. above av. terrain, 230-ft. above ground, 348-ft. above sea level.

Latitude 61° 13' 13"  
Longitude 149° 52' 33"

Holds CP for change to 26.3-kw visual, 12.9-kw aural, 300-ft. above av. terrain, 391-ft. above ground, 487-ft. above sea level, lat. 61° 11' 20", long. 149° 54' 39"; transmitter to 32nd & Spenser Rd. BPCT—3547.

Transmitter: Mt. McKinley Bldg.

News Wire Service: AP.

News Film Service: CBS.

Studio: Mt. McKinley Bldg.

Telephone: 907-272-3456.

FM Affiliate: KNIK-FM, 3.0-kw, 105.5 mc (No. 288), 205-ft. antenna height.

O & O Translators: K07GA, Kasilof, Kenai & Soldatna; K04CP, Sutton, Alaska, K04DO, Talkeetna, Alaska, K13GQ, Wildwood, Alaska.



KTVA Ref: FCC File No. BPCT—1706 Granted 7/29/53  
CP: BPCT—3547 Granted 7/20/85

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## KTVA

Licensee: Northern Television Inc., Box 2200, Anchorage, Alaska (99501).

Ownership: A. G. Hiebert, pres., 16.3%; John Contento Jr., secy., 2.82%; B. J. Gottstein, treas., 2.465%; M. B. Kirkpatrick, 5.641%; Mrs. Wells E. Ervin, 4.93%; K. Olin Rude, v.p.; over 25 other stockholders, none owns as much as 3%. Northern TV also operates KTVF, Fairbanks. Also owns vhf translators K03BE, Clear; K03AB, Delta Junction; K07GA, Kasilof-Kenai-Soldatna; K07EU, Nenana; K04CO, Suntrana-Usibelli; K04CP, Sutton; K04DO, Talkeetna; K13GQ, Wildwood. Same group also owns radios KBYR, Anchorage and KFRB, Fairbanks, Alaska.

Began Operation: Nov. 26, 1953.

Represented (sales) by Adam Young Inc., Alaska Radio TV Sales.

Represented (legal) by Booth & Lovett.

Personnel:

A. G. HIEBERT, president & general manager.

FRANKLIN BUTTE, chief engineer.

DON CANNA, news editor.

PEGGY BRANCH, program manager.

### DIGEST OF RATE CARD NO. 2 (Oct. 1, 1957)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—4-10:30 p.m., Sun.; 7-10:30 p.m., Mon.-Sat.  
\$150.00 \$90.00 \$60.00 \$50.00 \$37.50 \$30.00 \$22.50 \$15.00

Subject to frequency discounts. 10% off if same or equal schedule is bought with KTVF, Fairbanks.

NETWORK BASE HOURLY RATE: \$150. Combination rate with KTVF, \$250.

ARB Data Comparable With  
That Used For Other States  
Not Available For Alaska

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BEVERLY HILLS:	Bank of America Bldg.	274-8151

# Alaska—Fairbanks

**abc** **NB** **KFAR-TV**

Ch. 2

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 5.37-kw visual, 2.69-kw aural. Antenna: 45-ft. above av. terrain, 200-ft. above ground, 640-ft. above sea level.

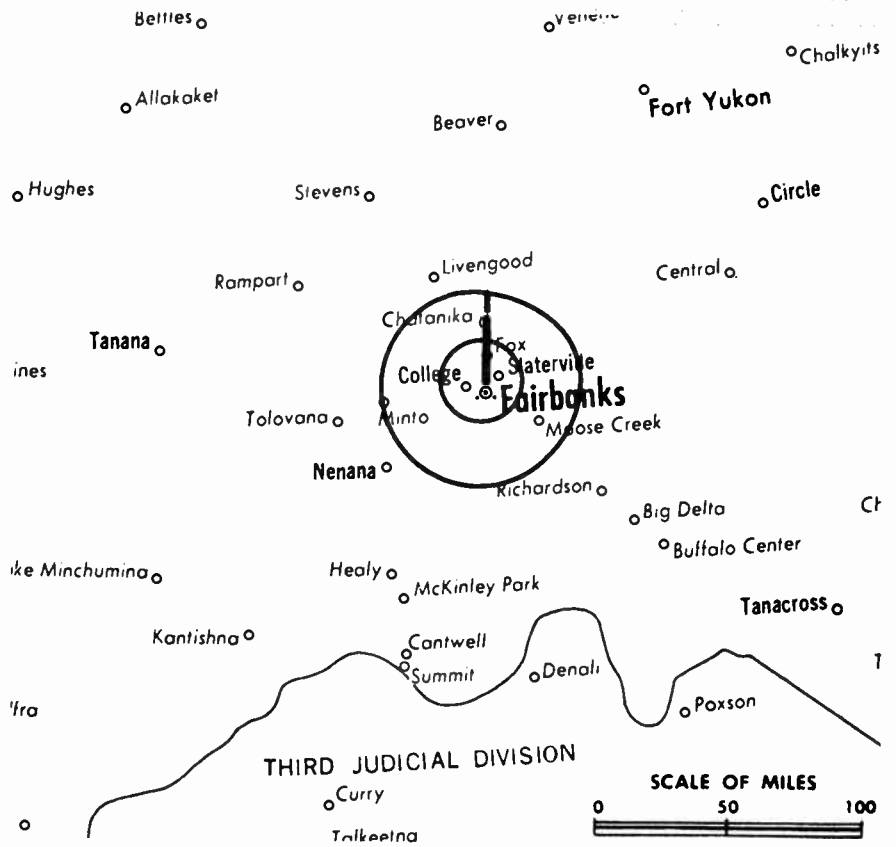
Latitude 64° 50' 42"  
Longitude 147° 42' 42"

**Transmitter:** 516 Second Ave.

**AM Affiliate:** KFAR, 10-kw, 660 kc (ABC, NBC).

**News Wire Service:** AP.

**O & O Translators:** K09CW, Healy, Suntrana & Usibelli; K09FC, Nenana, Alaska.



KFAR-TV Ref: FCC File No. BMPCT-2710 Granted 1/14/55

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## KFAR-TV

**Network Service:** ABC, NBC.

**Licensee:** Midnight Sun Broadcasters Inc., P.O. Box 910, Fairbanks, Alaska (99701).

**Studio:** 516 Second Ave.

**Telephone:** 907-452-2125.

**Ownership:** See KENI-TV, Anchorage.

**Began Operation:** March 1, 1955.

**Represented (sales)** by Del Day Inc. (West Coast); James C. Fletcher Jr. (New York, Chicago).

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

**Personnel:**

A. O. BRAMSTEDT, general manager.  
DON ANDON, station manager.  
BILL WALLEY, program director.  
ELIZABETH BERG, film buyer.  
KEN PHILLIPS, chief engineer.

## DIGEST OF RATE CARD NO. 5 (Aug. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$200.00	\$120.00	\$82.00	\$58.00	\$48.00	\$32.00	\$24.00

**Combination Rate:** See KENI-TV, Anchorage.

**NETWORK BASE HOURLY RATE:** \$250 (ABC & NBC, in combination with KENI-TV), \$150 (ABC & NBC).

ARB Data Comparable With  
That Used For Other States  
Not Available For Alaska



# Alaska—Fairbanks



**KTVF**

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 11.05-kw visual, 5.6-kw aural. Antenna: minus 51-ft. above av. terrain, 165-ft. above ground, 604-ft. above sea level.

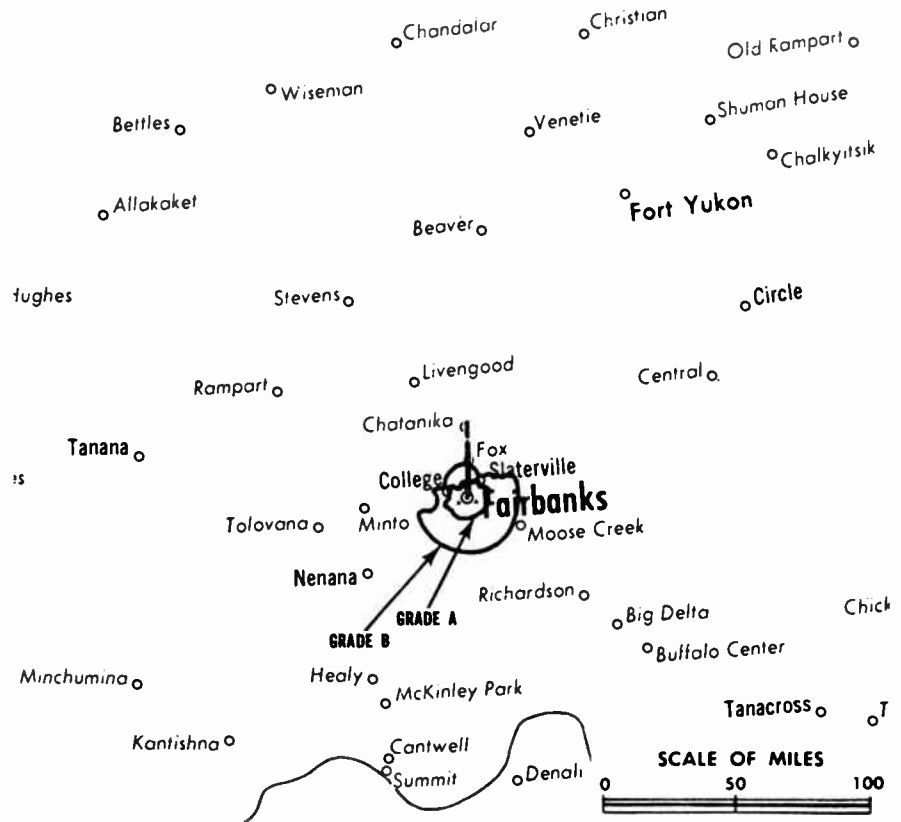
Latitude 64° 50' 35.7"  
Longitude 147° 42' 47.6"

Transmitter: 3rd & Lacey Sts., Fairbanks.

News Wire Service: AP.

News Film Service: CBS.

O & O Translators: K03BE, Clear; K03AB, Clearwater, Delta Junction & Ft. Greeley; K07EU, Nenana; K04CO, Suntrana-Usibelli, Alaska.



KTVF Ref: FCC File No. BPCT-1909 Granted 12/29/54

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## KTVF

Grantee (STA): Northern Television Inc., Box 590, Fairbanks, Alaska (99701).

Studio: 3rd & Lacey Sts., Fairbanks.

Telephones: 907-452-3636, 2468.

Ownership: Same as KTVA, Anchorage.

Began Operation: Feb. 3, 1955.

Represented (sales) by Adam Young Inc., Alaska Radio TV Sales.

Represented (legal) by Booth & Lovett.

Personnel:

A. G. HIEBERT, president & general manager.  
JOHN GRIFFIN, commercial & station manager.  
CAL McCOMBER, chief engineer.

### DIGEST OF RATE CARD NO. 2 (Oct. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.	\$135.00	\$81.00	\$54.00	\$45.00	\$33.75	\$27.00	\$20.25

Combination Rate: See KTVA, Anchorage.

NETWORK BASE HOURLY RATE: \$150. Combination rate with KTVA, \$250.

ARB Data Comparable With  
That Used For Other States  
Not Available For Alaska

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# Alaska—Juneau

abc NBC **KINY-TV**

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 0.22-kw visual, .114-kw aural. Antenna: minus 1085-ft. above av. terrain, 137-ft. above ground, 177-ft. above sea level.

Latitude 58° 17' 21.8"  
Longitude 134° 23' 38.3"

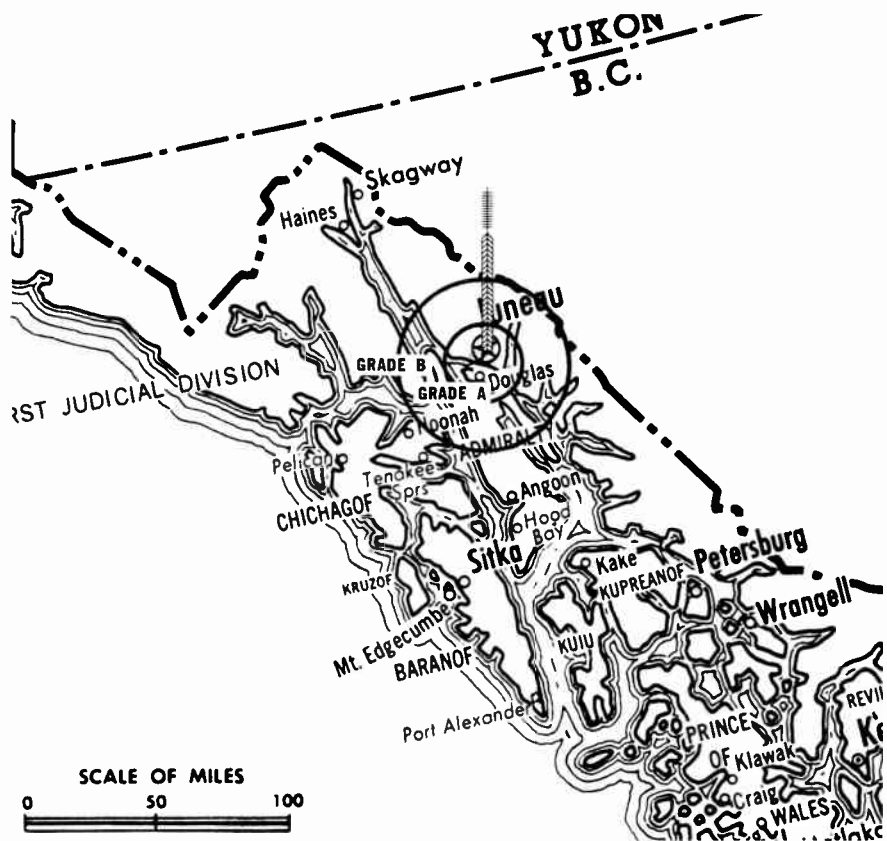
Transmitter: A. J. Rock Dump, Juneau.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

AM Affiliate: KINY, 5-kw, 800 kc (CBS).



KINY-TV Ref: FCC File No. BPCT-2025 Granted 11/2/55

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## KINY-TV

Network Service: ABC, NBC, CBS (EMP).

Licensee: Juneau Broadcasters Inc., 231 S. Franklin St., Juneau, Alaska (99801).

Studio: 231 S. Franklin St., Juneau.

Telephone: 907-586-1800.

Ownership: Midnight Sun Bcstrs. Inc., 40.33%; Roger A. Thayer, 16.73%; Richard L. Peter, 13.69%; Elton E. Engstrom Jr., 10.69%; Ketchikan Alaska Television, 9.77%; Alan A. Engstrom, 8.77%; 2 other stockholders with holdings totaling 0.48%.

Began Operation: Feb. 19, 1956. Sale to present owners by Wm. J. Wagner approved April 29, 1959 by FCC (Television Digest, Vol. 15:18).

Represented (sales) by James C. Fletcher Jr., New York; Day-Wellington Inc., Pacific Coast.

### Personnel:

ROGER A. THAYER, business manager.  
RICHARD L. PETER, secy.-treas. & production director.  
E. J. (BUCK) EMERY, general manager.  
DENNIS J. O'DAY, chief engineer.

### DIGEST OF RATE CARD NO. 3A (April 6, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-10:30 p.m., daily.	\$100.00	\$60.00	\$40.00	\$30.00	\$20.00	\$16.00

NETWORK BASE HOURLY RATE: \$50 (ABC, CBS).

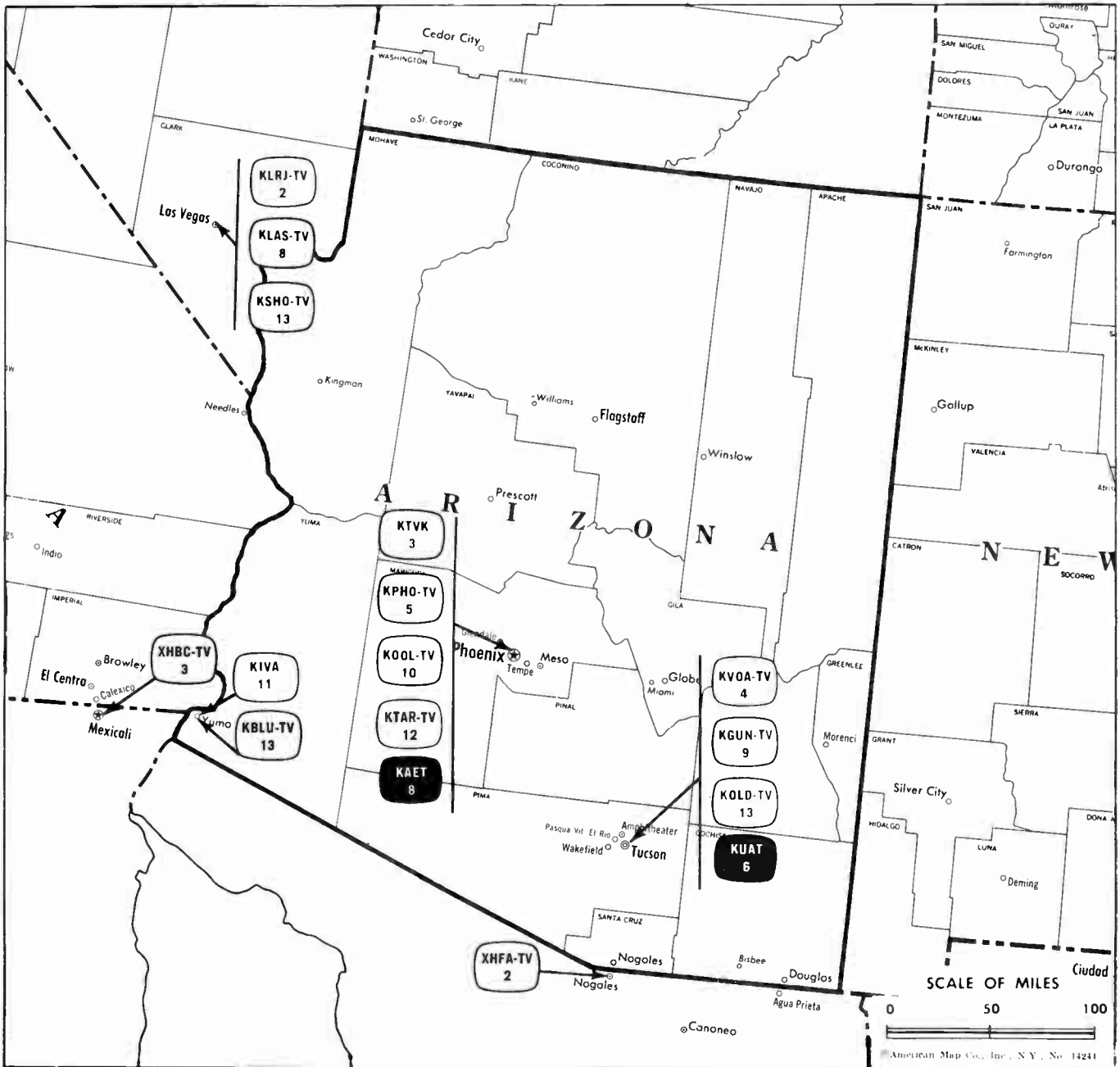
ARB Data Comparable With  
That Used For Other States  
Not Available For Alaska

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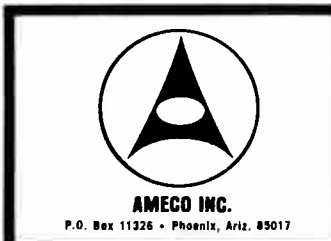


Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Phoenix	306,500	62	379,700	87	352,100	85
Tucson	122,500	134	175,600	145	160,300	145
Yuma	24,100	212	36,500	218	32,500	218

### Arizona Station Status as of Feb. 1, 1966

	VHF	UHF	TOTAL
Commercial Television Stations	10	0	10
Educational Television Stations	2	0	2
			12

For State's Educational Technical Facilities,  
see next page



**IN ARIZONA**  
**ARIZONA CATV SALES AND SERVICE**  
**AMECO, INC.**  
 2949 West Osborn Road  
 Phoenix, Arizona 85017  
 Phone: 262-5500

**XHFA-TV**  
**Nogales, Mexico (Arizona)**

Ch. 2

Network Service: None, independent.

Licensee: Television de Nogales, Ave. A. Obregon No. 138, Nogales, Sonora, Mex.

Studio & Transmitter: Colonia Moderna.

Telephone: Sonora 7-91.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 10-kw visual, 5-kw aural. Antenna: 231-ft. above ground, 1841-ft. above av. terrain.

Latitude	31°	19'	30"
Longitude	110°	56'	52"

Translator Repeaters: Caborca & Cananea, Sonora, Mexico.

Ownership: Dr. Francisco Arriola, 30%; Dr. Felipe Arriola, 30%; Augustin Arriola, 10%; Augustin Arriola Jr., 30%.

Began Operation: February, 1962.

Represented (sales) by Sonora Television Sales Co.

Personnel:

DR. FRANCISCO ARRIOLA, president.  
 DR. FELIPE ARRIOLA, v.p. & general manager.  
 AUGUSTIN ARRIOLA JR., secy.-treas. & business manager.  
 AUGUSTIN ARRIOLA, public relations.  
 REED N. HAYTHORNE, director of operations.  
 MANUEL ORTIZ, art director.

**DIGEST OF RATE CARD NO. 1**  
 (April 1, 1961)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.	\$150.00	\$90.00	\$75.00	\$55.00	\$42.50	\$30.00	\$22.50 \$17.50

**State Educational Technical Facilities**  
 (Complete Data in Educational Directory)

**KAET**  
**Phoenix**  
 Ch. 8

Non-Commercial Educational Station

Grantee: Board of Regents of the Universities & State College of Arizona, Arizona State U., Tempe, Ariz.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 115-kw visual, 57.5-kw aural. Antenna: 1659-ft. above av. terrain, 174-ft. above ground, 2827-ft. above sea level.

Latitude	33°	19'	54"
Longitude	112°	03'	52"

**KUAT**  
**Tucson**  
 Ch. 6

Non-Commercial Educational Station

Licensee: University and State Colleges of Arizona, for use of the U. of Arizona, Herring Hall.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: .933-kw visual, .57-kw aural. Antenna: 110-ft. above av. terrain, 276-ft. above ground, 2703-ft. above sea level.

Latitude	32°	13'	50"
Longitude	110°	57'	00"

**KTAR-TV**  
**MESA**  
 (See Phoenix)



**Cognoscenti**  
**Read**  
**Television Digest**

Turn to page 249-c  
 for just a few of their reasons

# Arizona—Phoenix



**KOOL-TV**



Ch. 10

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1700-ft. above av. terrain, 264-ft. above ground, 2905-ft. above sea level.

Latitude 33° 20' 02"  
Longitude 112° 03' 42"

Transmitter: South Mountain.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

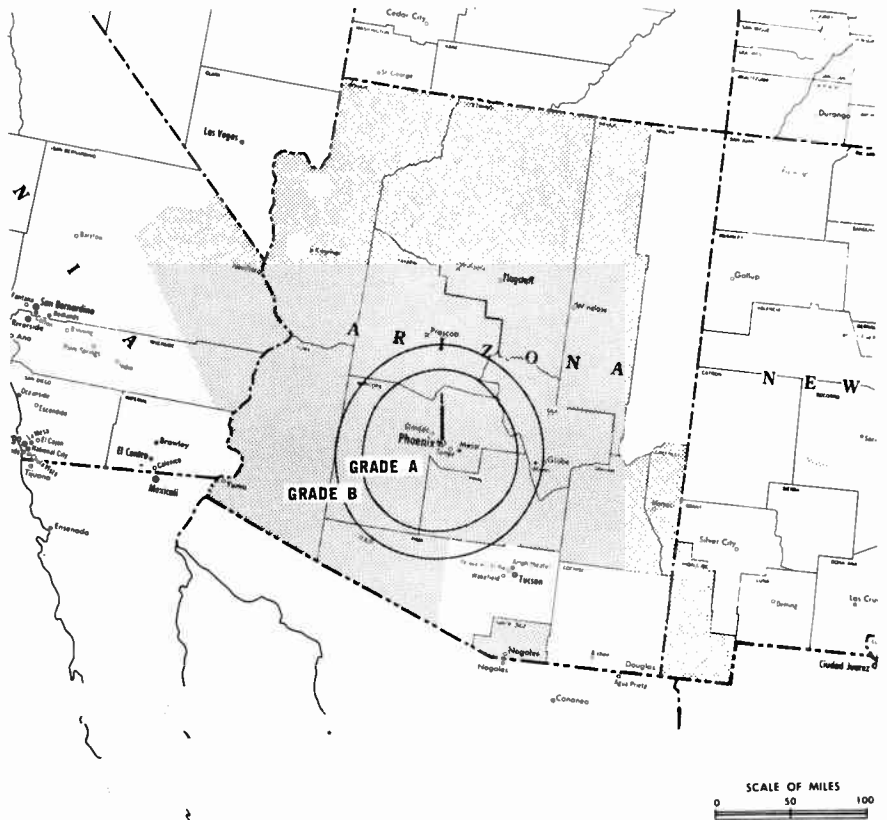
Facsimile Service: UPI.

News Film Service: CBS.

AM Affiliate: KOOL, 5-kw, 960 kc (CBS).

FM Affiliate: KOOL-FM, 100-kw, 94.5 mc (No. 233), 1620-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KOOL-TV Ref: FCC File No. BNPCT-1372 Granted 9/4/53

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## KOOL-TV

Licensee: KOOL Radio-Television Inc., 511 W. Adams St., Phoenix, Ariz. (85003).

Studio: 511 W. Adams St.

Telephone: 602-271-2345.

TWX No.: 910-951-1343.

**Ownership:** Gene Autry, chairman, 55.38%; Thomas Chauncey, pres., 20.19%; Frank Beer, 4.96%; Tom & Ann Kerney, 19.47%. Mr. Autry also owns 51% of KTLA(TV), Los Angeles and radio KMPC, Los Angeles, KEX, Portland; KVI, Seattle; 48% of KOLD-TV & KOLD, Tucson, and 50% of KSFO, San Francisco. Mr. Chauncey owns 25.6% of KOLD-TV & KOLD. Golden West Bcstrs., licensee of KMPC, owns 65% of CATV system in Santa Barbara, Cal.

**Began Operation:** Oct. 24, 1953 as share-time outlet with KOY-TV; on May 5, 1954 bought and merged KOY-TV (Television Digest, Vol. 10:12, 19).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Hammett & Edison.

### Personnel:

THOMAS CHAUNCEY, president.  
HOMER LANE, v.p. & general manager.  
LES LINDVIG, v.p. & station manager.  
ROBERT MARTIN, v.p. & dir. of programming, promotion & operations, film buyer.  
JACK MURPHY, v.p. & dir. of news and special events.  
ROBERT DAVIES, program director.  
MARGARET INJASOULIAN, promotion manager.  
ALBIN R. HILLSTROM, director of engineering.

### DIGEST OF RATE CARD NO. 7—(July 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.	\$800.00	\$500.00	\$300.00	\$200.00	\$180.00	\$80.00

NETWORK BASE HOURLY RATE: \$700.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ARIZONA</b>			
COCONINO	13,900	11,300	81
GILA	8,300	7,400	89
GRAHAM	4,800	4,200	87
GREENLEE	3,200	3,000	92
MARICOPA	255,500	242,500	95
MOHAVE	3,500	3,100	88
NAVAJO	10,700	8,300	78
PIMA WEST	4,200	4,000	95
PINAL	19,200	17,600	91
SANTA CRUZ	4,100	3,600	87
YAVAPAI	10,900	9,400	86
YUMA	16,100	14,800	92

<b>CALIFORNIA</b>			
RIVERSIDE EAST	5,000	4,700	93
SAN BERNARDINO E	2,500	2,300	94

<b>NEW MEXICO</b>			
HIDALGO	1,400	1,200	85
<b>STATION TOTAL</b>	<b>363,300</b>	<b>337,400</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65)	306,300
AVERAGE DAILY CIRCULATION (MARCH 65)	230,600
COLOR PENETRATION PERCENTAGE (NOV 65)	7

# Arizona—Phoenix

## KPHO-TV

Ch. 5

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1770-ft. above av. terrain, 383-ft. above ground, 2983-ft. above sea level.

Latitude 33° 20' 02"  
Longitude 112° 08' 40"

**Transmitter:** Atop South Mountain, 8.5-mi. S of Phoenix.

**TV tape:** Recording facilities.

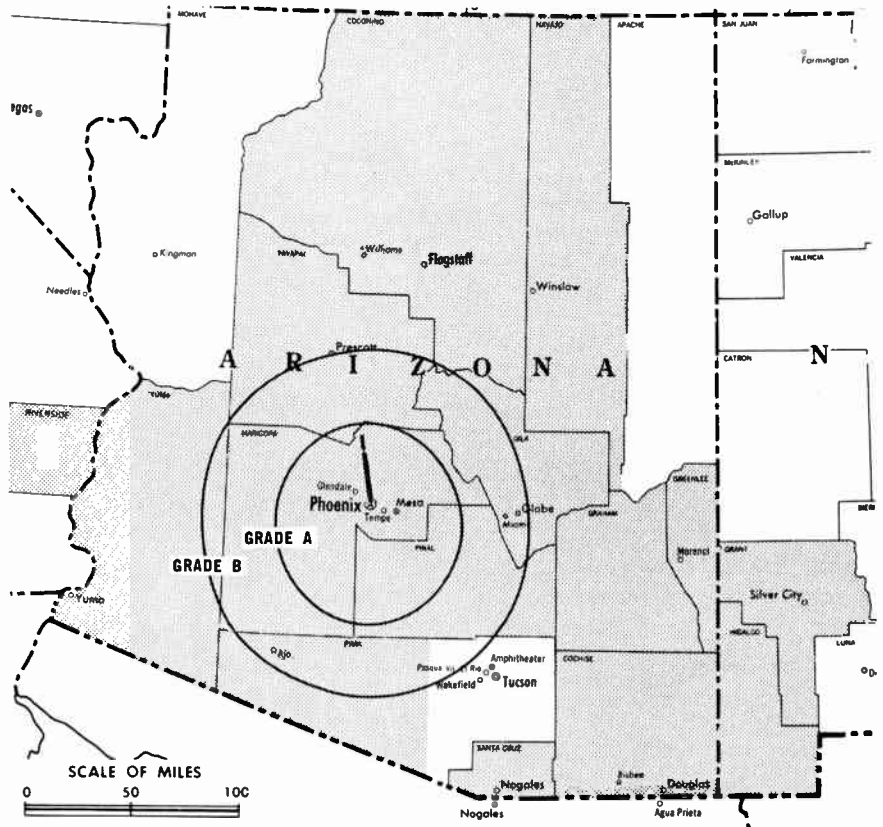
**Color:** Film & slide.

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

**AM Affiliate:** KPHO, 5-kw, 910 kc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KPHO-TV Ref: FCC File No. BPCT-2580 Granted 1/9/59

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

## KPHO-TV

**Network Service:** None, independent.

**Licensee:** Meredith Broadcasting Co., 631 N. First Ave., Phoenix, Ariz. (85004).

**Studio:** 631 N. First Ave.

**Telephone:** 602-258-4511. TWX No.: 910-951-1519.

**Ownership:** Meredith Publishing Co., Des Moines, Iowa, through Meredith Broadcasting Co. For Meredith Publishing Co. executives see Publishing Firms with TV Station Ownership. Broadcasting officers: Fred Bohlen, chairman of the board; Frank B. Fogarty, pres.; E. T. Meredith, Richard B. Rawls, E. K. Hartenbower, Paul Adanti, Howard Stalnaker, v.p.'s; Gerald Thornton, secy.; H. Y. Engeldinger, comptroller. Same interests own radio KPHO, Phoenix, Ariz.; WHEN-TV & WHEN, Syracuse, N.Y.; KCMO-TV, KCMO & KCMO-FM, Kansas City, Mo.; WOW-TV & WOW, Omaha, Neb.

**Began Operation:** Dec. 4, 1949. Sold to present owner in June, 1952 (Television Digest, Vol. 8:18 & 26).

**Represented (sales) by:** The Katz Agency Inc.

**Represented (legal) by:** Haley, Bader & Potts.

### Personnel:

RICHARD B. RAWLS, v.p. & general manager.  
GENE SPRY, station manager & film buyer.  
JAMES GALVIN, local sales manager.  
LARRY BURROUGHS, program director.  
TERRY GROENER, promotion supervisor.  
BLU WRIGHT, director of sales development & marketing.  
CHARLES GLANCE, dir. of public affairs & special events.  
DAVE HUMMEL, operations manager.  
RAY CURTIS, news director.  
GLENN THOMPSON, chief engineer.

DIGEST OF RATE CARD NO. 17  
(Aug. 16, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.	\$550.00	\$300.00	\$225.00	\$180.00	\$150.00	\$110.00
	\$55.00	\$30.00	\$22.50	\$18.00	\$15.00	\$11.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ARIZONA</b>			
COCHISE	17,900	16,200	91
COCONINO	13,900	11,300	81
GILA	8,300	7,400	89
GRAHAM	4,800	4,200	87
GREENLEE	3,200	3,000	92
MARICOPA	255,500	242,500	95
NAVAJO	10,700	8,300	78
PIMA WEST	4,200	4,000	95
PINAL	19,200	17,600	91
SANTA CRUZ	4,100	3,600	87
YAVAPAI	10,900	9,400	86
YUMA	16,100	14,800	92
<b>CALIFORNIA</b>			
RIVERSIDE EAST	5,000	4,700	93
<b>NEW MEXICO</b>			
GRANT	4,500	3,900	87
HIDALGO	1,400	1,200	85
<b>STATION TOTAL</b>	<b>379,700</b>	<b>352,100</b>	<b>93</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>282,500</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>161,500</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>		<b>7</b>	

HA 1-0818

RESIDENCE  
TE 2-9362

## La Rue Media Brokers Inc.

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HUGH BEN LA RUE

# Arizona—Phoenix



**KTVK**

Ch. 3



**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1670-ft. above av. terrain, 228-ft. above ground, 2888-ft. above sea level.

Latitude 33° 20' 01"  
Longitude 112° 03' 45"

**Transmitter:** South Mt., 7-mi. S of Phoenix.

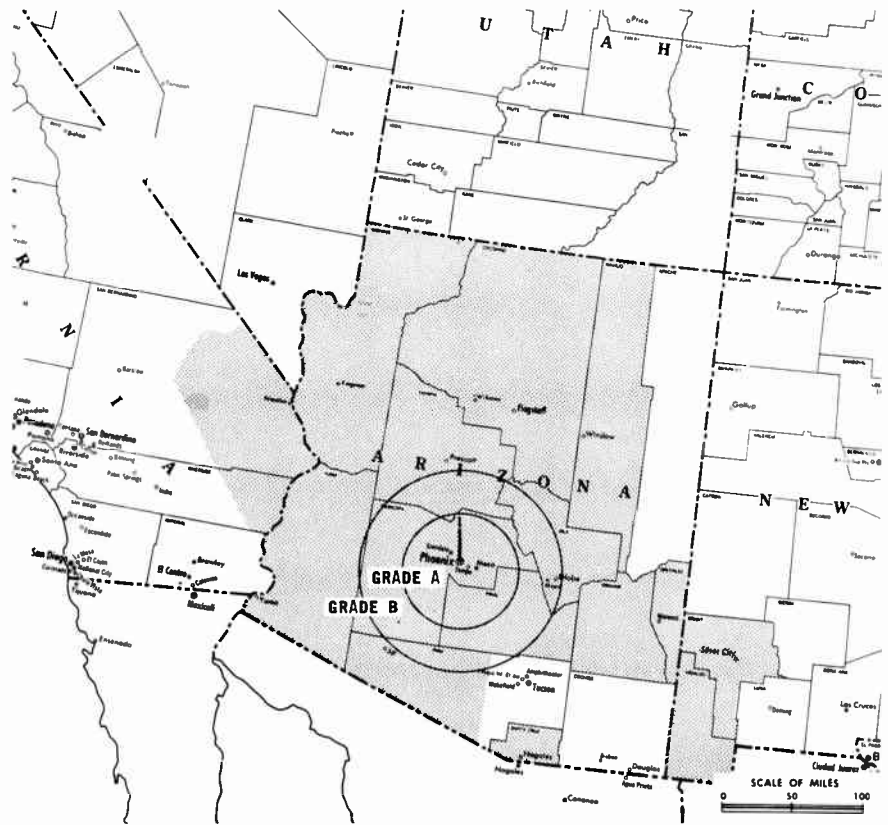
**TV tape:** Recording facilities.

**Color:** Network, film, slide & tape.

**News Wire Service:** UPI.

**News Film Service:** ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTVK Ref: FCC File No. BPCT-1636 Granted 6/10/54

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

## KTVK

**Licensee:** Arizona Television Co., 3435 N. 16th St., Phoenix, Ariz. (85016).

**Studio:** 3435 N. 16th St.

**Telephone:** 602-266-5691. **TWX No.:** 602-255-0544.

**Ownership:** Ernest W. McFarland, pres., 40%; Leon M. Nowell, v.p., 20%; Ralph Watkins, v.p.-treas., 20%; Henry Larson, secy., 5%; Delbert Lewis, 12.56%; Roland Bibolet, 2%; Edward Cooper, .2%; Bassett Wright, .15%.

**Began Operation:** Feb. 28, 1955.

**Represented (sales)** by Blair TV.

**Represented (engineering)** by Lohnes & Culver.

### Personnel:

BURTON B. LaDOW, station manager & film buyer.  
ROLAND BIBOLET, program director.  
EARL MEHAFFEY, engineer.

### DIGEST OF RATE CARD NO. 6A—(Feb. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$600.00	\$300.00	\$200.00	\$160.00	\$180.00	\$170.00 \$85.00
<b>NETWORK BASE HOURLY RATE: \$600.</b>						

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ARIZONA</b>			
COCONINO	13,900	11,300	81
GILA	8,300	7,400	89
GRAHAM	4,800	4,200	87
GREENLEE	3,200	3,000	92
MARICOPA	255,500	242,500	95
MOHAVE	3,500	3,100	88
NAVAJO	10,700	8,300	78
PIMA WEST	4,200	4,000	95
PINAL	19,200	17,600	91
SANTA CRUZ	4,100	3,600	87
YAVAPAI	10,900	9,400	86
YUMA	16,100	14,800	92
<b>CALIFORNIA</b>			
RIVERSIDE EAST	5,000	4,700	93
SAN BERNARDINO E	2,500	2,300	94
<b>NEW MEXICO</b>			
GRANT	4,500	3,900	87
HIDALGO	1,400	1,200	85
<b>STATION TOTAL</b>	<b>367,800</b>	<b>341,300</b>	<b>93</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>306,500</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>202,600</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>		<b>7</b>	

# Arizona—Phoenix-Mesa



**KTAR-TV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1780-ft. above av. terrain, 350-ft. above ground, 3003-ft. above sea level.

Latitude 33° 19' 59.5"  
Longitude 112° 03' 47.5"

Transmitter: South Mountain Park, 7-mi. S of Phoenix.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, U.S. weather service.

News Film Service: NBC.

Facsimile Service: AP.

AM Affiliate: KTAR, 5-kw, 620 kc (NBC). FM Affiliate: KTAR-FM, 114.8-kw, 98.7 mc (No. 254), 1677-ft. antenna height.

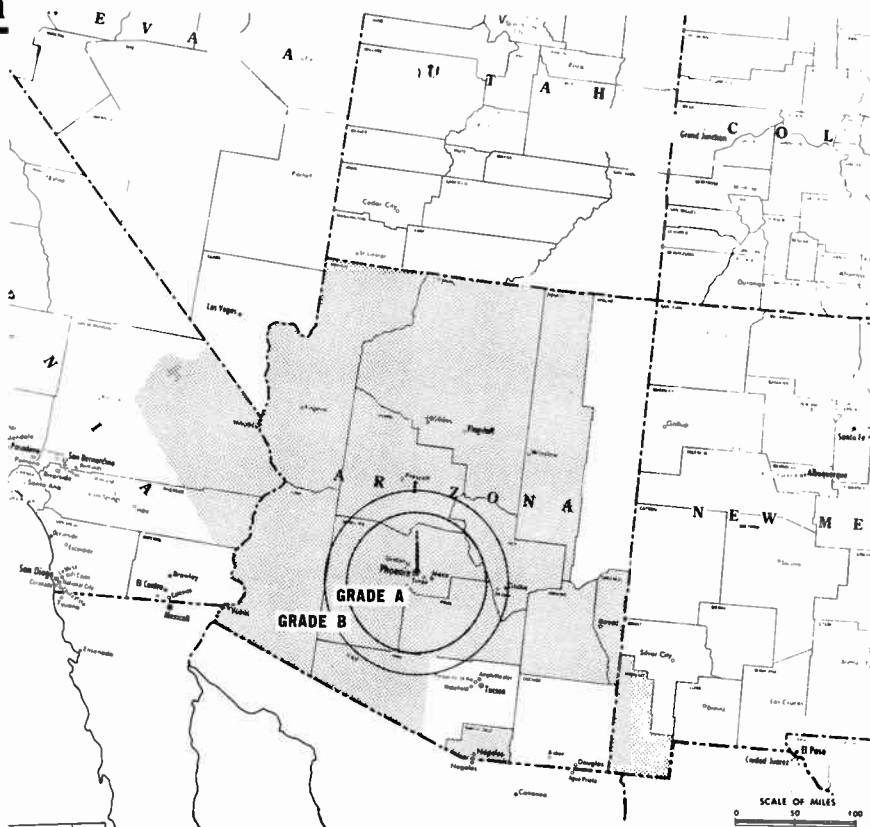
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KTAR-TV Ref: FCC File No. BPCT—2721 Granted 3/18/60

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## KTAR-TV

Licensee: KTAR Bcstg. Co., 1101 N. Central Ave., Phoenix, Ariz. (85004).

Studio: 1101 N. Central Ave., P.O. Box 711.

Telephone: 602-254-4161.

TWX No.: 602-255-0465.

Ownership: John J. Louis, estate and members of his family, 78.42%; Richard O. Lewis, pres., 18.92%; B. R. Fulbright, secy.-treas., 1.50%; J. H. Haughwout, 1.16%. KTAR owns KYUM, Yuma and KYCA, Prescott.

Began Operation: April 23, 1953. Sale to present owners by Harry L. Nace interests approved by FCC June 16, 1954 (Television Digest, Vol. 10:18, 25).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Steadman, Leonard & Clammer.

Represented (engineering) by George C. Davis, Consulting Engineers.

Personnel:

RICHARD O. LEWIS, president and general manager.

RAY C. SMUCKER, v.p. for sales.

J. CURTIS TRAHAM, secretary-treasurer.

GEORGE GUYAN, local sales manager.

PAUL HUGHES, director of public affairs.

WOODY HARTZOG, director program operations.

ROBERT ALLINGHAM, program director & film buyer.

NANCY CHAPPEL, promotion director.

CLIFF STEVENS, chief engineer.

For XHFA-TV, Nogales

see page 26-b

## DIGEST OF RATE CARD NO. 7A

(April 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5:30-10 p.m., Sun.						
\$625.00	\$375.00	\$315.00	\$250.00	\$188.00	\$160.00	\$80.00

NETWORK BASE HOURLY RATE: \$600.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ARIZONA</b>			
COCONINO	13,900	11,300	81
GILA	8,300	7,400	89
GRAHAM	4,800	4,200	87
GREENLEE	3,200	3,000	92
MARICOPA	255,500	242,500	95
MOHAVE	3,500	3,100	88
NAVAJO	10,700	8,300	78
PIMA WEST	4,200	4,000	95
PINAL	19,200	17,600	91
SANTA CRUZ	4,100	3,600	87
YAVAPAI	10,900	9,400	86
YUMA	16,100	14,800	92
<b>CALIFORNIA</b>			
RIVERSIDE EAST	5,000	4,700	93
SAN BERNARDINO E	2,500	2,300	94
<b>NEW MEXICO</b>			
HIDALGO	1,400	1,200	85
<b>STATION TOTAL</b>	<b>363,300</b>	<b>337,400</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65)	304,900
AVERAGE DAILY CIRCULATION (MARCH 65)	211,800
COLOR PENETRATION PERCENTAGE (NOV 65)	7



# Arizona—Tucson



**KGUN-TV**



Ch. 9

Technical Facilities: Channel No. 9  
(186-192 mc). Authorized power:  
63.1-kw visual, 31.6-kw aural.  
Antenna: 3660-ft. above av. ter-  
rain, 237-ft. above ground, 8737-  
ft. above sea level.

Latitude 32° 24' 25"  
Longitude 110° 42' 59.4"

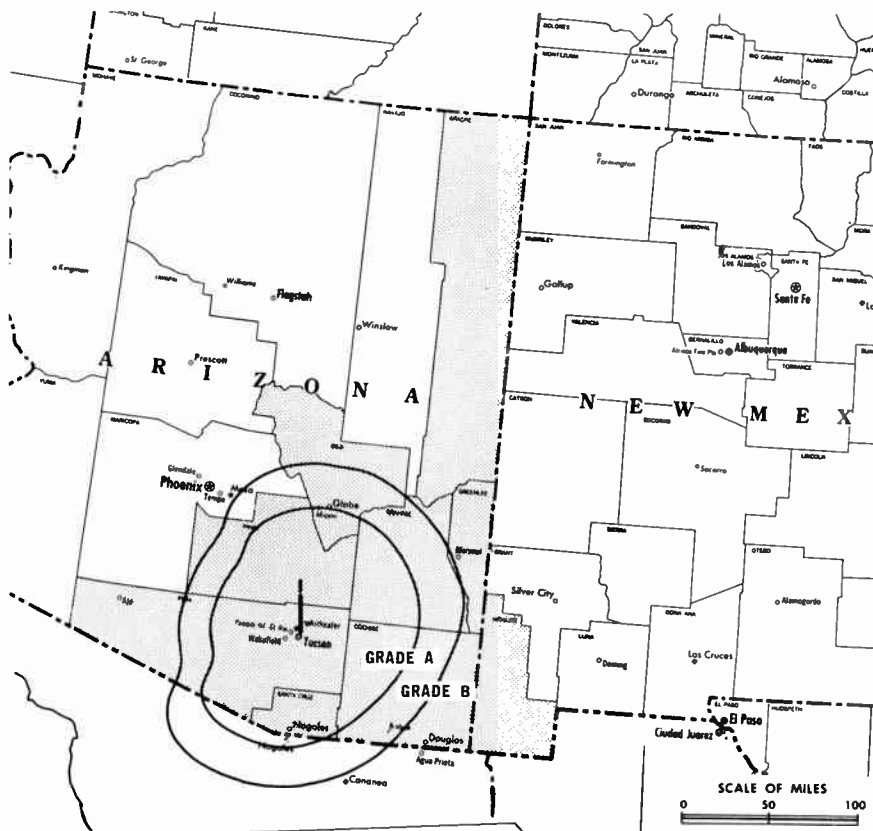
Transmitter: Mt. Bigelow.

Color: Network, film & tape.

News Wire Service: AP.

Facsimile Service: AP.

O & O Translator: K02BW, Casa  
Adobes, Ariz.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.

KGUN-TV Ref: FCC File No. BMPCT—3294 Granted 9/7/55

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## KGUN-TV

Licensee: Gilmore Broadcasting Corp. of Ariz., Box 5147, Tucson,  
Ariz. (85703).

Studio: 2175 N. Sixth Ave.

Telephone: 602-792-9933. TWX No.: 602-792-2758.

Ownership: See KODE-TV, Joplin, Mo.

Began Operation: May 5, 1956. Sale to present owner by Henry S.  
Hilberg & associates, along with WEHT(TV), Evansville, Ind. was  
approved July 15, 1964 by FCC (Television Digest, Vol. 4:26, 29).  
Sale to Hilberg group by H. U. Garrett and associates approved  
by FCC Dec. 14, 1960 (Vol. 16:45, 51). H. U. Garrett group's  
purchase of station from D. W. Ingram approved Dec. 19, 1956  
by FCC (Vol. 12:51).

Represented (sales) by Avery-Knodel.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

JAMES S. GILMORE JR., president.  
HAMILTON SHEA, executive vice president.  
FRED L. VANCE, vice president & general manager.  
GEORGE WALLACE, sales manager.  
PERRY DICKEY, operations supervisor.  
HAROLD POOLE, controller.  
JACK JACOBSON, program director.  
ROBERT CLEVELAND, chief engineer.

DIGEST OF RATE CARD NO. 8A—(Nov. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6-10:30 p.m., daily.	\$300.00	\$180.00	\$120.00	\$90.00	\$77.00	\$66.00 \$38.50
NETWORK BASE HOURLY RATE: \$275.00.						

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ARIZONA			
APACHE	7,200	5,200	72
COCHISE	17,900	16,200	91
GILA	8,300	7,400	89
GRAHAM	4,800	4,200	87
GREENLEE	3,200	3,000	92
PIMA EAST	94,100	89,200	95
PIMA WEST	4,200	4,000	95
PINAL	19,200	17,600	91
SANTA CRUZ	4,100	3,600	87
NEW MEXICO			
HIDALGO	1,400	1,200	85
<b>STATION TOTAL</b>	<b>164,400</b>	<b>151,600</b>	<b>92</b>

NET WEEKLY CIRCULATION (MARCH 65) 120,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 83,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

See CATV Directory for  
Arizona CATV Systems

# Arizona—Tucson



**KVOA-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 35-kw visual, 18-kw aural (maximum power allowed). Antenna: 3680-ft. above av. terrain, 374-ft. above ground, 8897-ft. above sea level.

Latitude 32° 24' 56"  
Longitude 110° 42' 48.5"

Transmitter: Mt. Bigelow, 18-mi. NE of Tucson.

TV tape: Recording facilities.

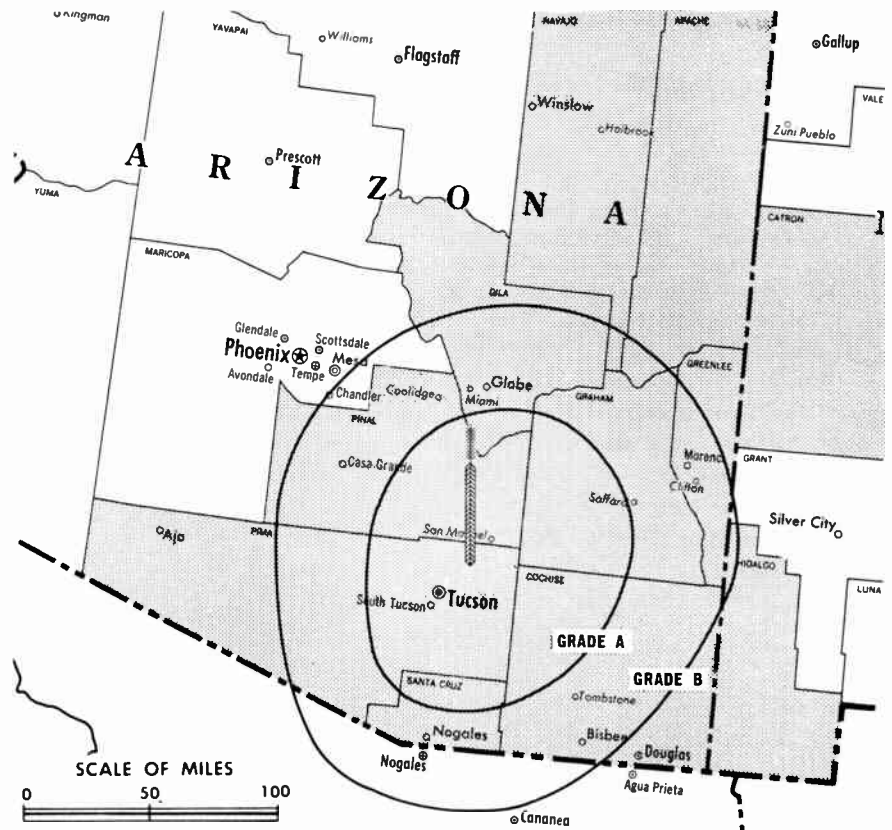
Color: Network & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

O & O Translator: K11DH, Casa Adobes & Catalina Foothills Addition.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KVOA-TV Ref: FCC File No. BPCT—2685 Granted 12/2/59

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## KVOA-TV

Licensee: Telestation KVOA-TV, Box 5188, Tucson, Ariz. (85703).

Studio: 209 W. Elm St., Tucson, Ariz. (85705).

Telephone: 602-623-2555.

TWX No.: 602-792-2659.

Ownership: WGAL Television Inc. For other interests see WGAL-TV, Lancaster, Pa.

Began Operation: Sept. 27, 1953. Sale to present owner by Alvarado Television Co. Inc. approved by FCC Jan. 23, 1963 (BRCT-122). Merger with KOAT-TV, Albuquerque, approved Sept. 30, 1959, by FCC (Television Digest, Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles & associates approved Feb. 6, 1957 (Vols. 12:51, 13:6).

Represented (sales) by The Meeker Co. Inc.; Bob Hix Co. (Denver); Mario Messina Co. (Dallas); Busby, Finch & Woods (Atlanta); Eugene F. Gray Co. (Kansas City, Mo.).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by James C. McNary.

Personnel:

CLAIR R. McCOLLOUGH, president.  
GORDON E. HAMILTON, station and sales manager, film buyer.  
ROBERT BOLLINGER, operations manager.  
GARRY GREENBERG, news director.  
RAYMOND H. HOLSCLAW, chief engineer.

For Arizona Translator Stations  
see Section c

## DIGEST OF RATE CARD NO. 8

(Sept. 1, 1965)

Hour	30 Min.	15 Min.	Min.*	20 Sec.*	10 Sec.*	
Class AA—7-10 p.m., daily.	\$375.00	\$225.00	\$150.00	\$90.00	\$72.00	\$45.00

\*Class AA—6:59-10.01 p.m., daily.

NETWORK BASE HOURLY RATE: \$375.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
<b>ARIZONA</b>			
APACHE	7,200	5,200	72
COCHISE	17,900	16,200	91
GILA	8,300	7,400	89
GRAHAM	4,800	4,200	87
GREENLEE	3,200	3,000	92
NAVAJO	10,700	8,300	78
PIMA EAST	94,100	89,200	95
PIMA WEST	4,200	4,000	95
PINAL	19,200	17,600	91
SANTA CRUZ	4,100	3,600	87
<b>NEW MEXICO</b>			
CATRON	500	400	75
HIDALGO	1,400	1,200	85
<b>STATION TOTAL</b>	<b>175,600</b>	<b>160,300</b>	<b>91</b>

NET WEEKLY CIRCULATION (MARCH 65) 122,500  
AVERAGE DAILY CIRCULATION (MARCH 65) 94,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

*gilt-edged  
advertising  
investment*

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**STEINMAN STATION**  
Clair McCollough, Pres.  
G. E. "Doc" Hamilton, Sta. Mgr.

**KVOA-TV**  
**TUCSON**  
**ARIZONA**

**Most-watched station  
in area**

The average audience for KVOA-TV, Sunday through Saturday, is higher\* than any other station in the market.

\*These statistics are based on ARB estimates, and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.

**Spending market**

The people in the Channel 4 coverage area buy nearly

**1/3**

of all products sold in Arizona, spending \$641,861,000+ in retail stores.  
1SRDS 10/15/65

Representatives: The MEEKER Company, Inc., New York/Chicago/Los Angeles/San Francisco

BUSBY, FINCH & WOODS, INC. Atlanta/BOB HIX CO. Denver/MARIO MESSINA CO. Dallas

# Arizona—Tucson



**KOLD-TV**



Ch. 13

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 107-kw visual, 15.6-kw aural. Antenna: 3610-ft. above av. terrain, 202-ft. above ground, 8752-ft. above sea level.

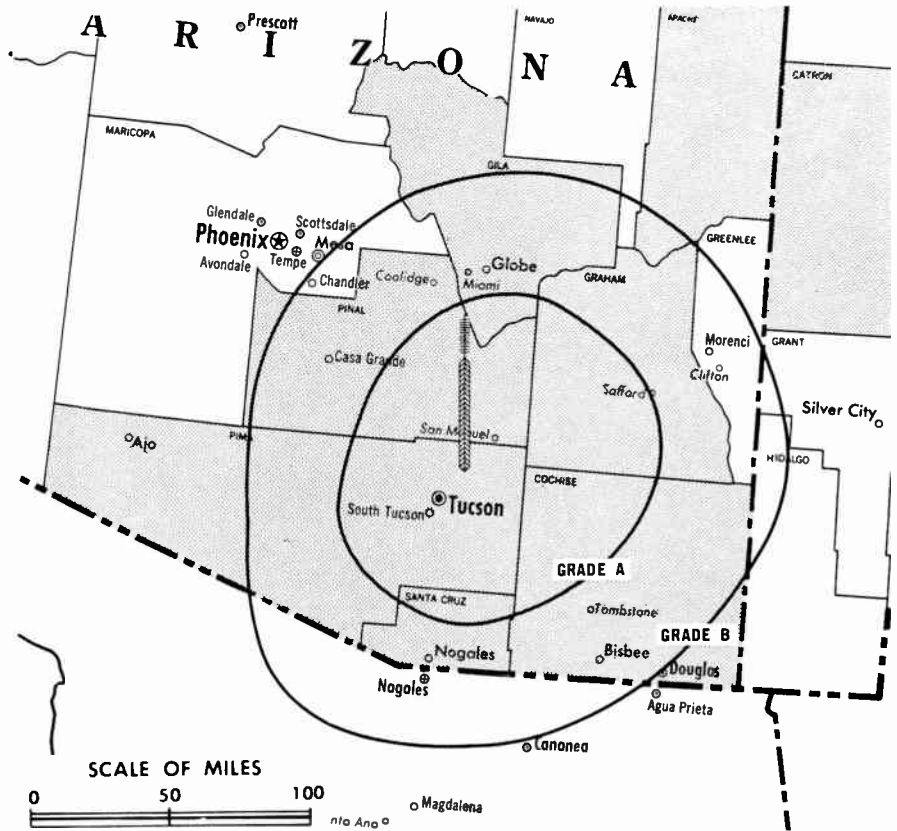
Latitude 32° 24' 56.5"  
Longitude 110° 42' 48.5"

**Transmitter:** Mt. Bigelow, 18-mi. NE of Tucson.

**Color:** Network only.

**News Wire Service:** AP.

**O & O Translator:** K07DA, Casa Adobes, Ariz.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.

KOLD-TV Ref: FCC File No. BMPCT-5607 Granted 6/9/61

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## KOLD-TV

**Licensee:** Old Pueblo Broadcasting Co., 115 W. Drachman St., Tucson, Ariz. (85705).

**Studio:** 115 W. Drachman.

**Telephone:** 602-624-2511. **TWX No.:** 602-792-2701.

**AM Affiliate:** KOLD, .25-kw, 1450 kc (CBS).

**Ownership:** Gene Autry, chairman, 48%; Tom Chauncey, pres.-treas., 25.66%; E. S. Mittendorf, v.p. & secy., 2%; Tom Kerney, 20%; Frank Beer, 4.34%. Interlocking ownership with KOOL-TV, Phoenix. Mr. Autry is also chief stockholder in KTLA(TV), Los Angeles and radios KMPC, Los Angeles; KVI, Seattle, and KEX, Portland. He owns 50% of KSFO, San Francisco.

**Began Operation:** Jan. 13, 1953.

**Represented (sales) by** George P. Hollingbery Co.

**Represented (legal) by** Dow, Lohnes & Albertson.

**Represented (engineering) by** David Steel & Assoc.

### Personnel:

TOM CHAUNCEY, president.  
BOB MARTIN, assistant to the president.  
PAUL PLUNKETT, v.p. & general manager.  
CHARLES OLSON, station manager.  
JESSIE SCHWARZ, v.p. & comptroller.  
DAVE REABEN, operations manager.  
HOWARD SMITH, chief engineer.

## DIGEST OF RATE CARD NO. 7—(July 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.					
\$300.00	\$180.00	\$130.00	\$100.00	\$80.00	\$48.00
NETWORK BASE HOURLY RATE: \$275.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ARIZONA</b>			
APACHE	7,200	5,200	72
COCHISE	17,900	16,200	91
GILA	8,300	7,400	89
GRAHAM	4,800	4,200	87
PIMA EAST	94,100	89,200	95
PIMA WEST	4,200	4,000	95
PINAL	19,200	17,600	91
SANTA CRUZ	4,100	3,600	87
<b>NEW MEXICO</b>			
CATRON	500	400	75
<b>STATION TOTAL</b>	<b>160,300</b>	<b>147,800</b>	<b>92</b>

NET WEEKLY CIRCULATION (MARCH 65) 118,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 86,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# Arizona—Yuma



**KBLU-TV**

Ch. 13

239

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 11.2-kw visual, 5.6-kw aural. Antenna: 232-ft. above av. terrain, 203-ft. above ground, 408-ft. above sea level.

Latitude 32° 42' 10"

Longitude 114° 37' 30"

Holds CP for change to 28.8-kw visual, 4.29-kw aural, 1420-ft. above av. terrain, 200-ft. above ground, 2364-ft. above sea level, lat. 33° 03' 38", long. 114° 49' 37"; transmitter to Black Mt., 17.5-mi. N of Ogilby, Cal. BPCT—3591.

Transmitter: 1322 Fourth Ave.

AM Affiliate: KBLU, 500-D, 1320 kc.

TV tape: Recording facilities.

Color: Network only.

News Wire Service: AP.

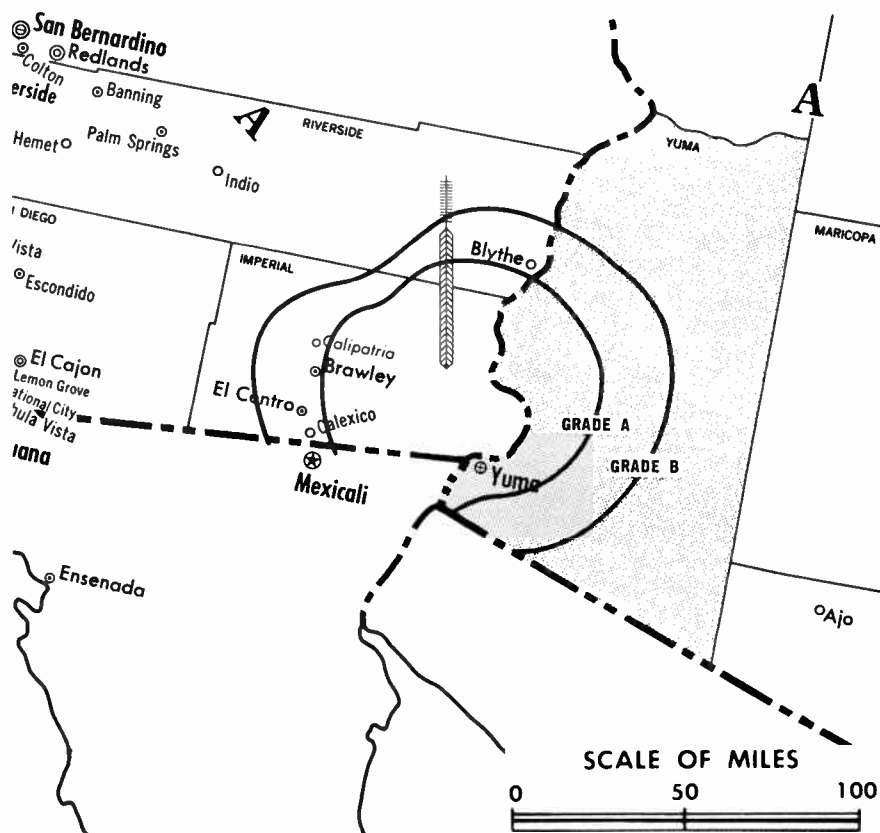
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KBLU-TV Ref: FCC File No. BMPCT—5849 Granted 9/24/61

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## KBLU-TV

Licensee: Desert Telecasting Co. Inc., 1322 4th Ave., Yuma, Ariz. (85364).

Studio: 1322 Fourth Ave.

Telephone: 602-782-3881.

Ownership: Robert W. Crites, 33⅓%; John & Helen Noga, 33⅓%; Paul E. Morgan & Herman Newhouse, 33⅓%.

Began Operation: Dec. 3, 1963.

Represented (sales) by Eastman TV Inc.

Represented (engineering) by Edward Benham.

Personnel:

ROBERT W. CRITES, president & general manager.  
KARL WITTE, sales manager.

### DIGEST OF RATE CARD NO. 2 (March 1, 1964)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID  
Class A—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.  
\$175.00 \$105.00 \$70.00 \$58.00 \$44.00 \$30.00 \$25.00 \$15.00  
NETWORK BASE HOURLY RATE: \$50.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ARIZONA			
YUMA	16,100	14,800	92
<b>STATION TOTAL</b>	<b>16,100</b>	<b>14,800</b>	<b>92</b>
NET WEEKLY CIRCULATION (MARCH 65)		12,900	
AVERAGE DAILY CIRCULATION (MARCH 65)		10,100	
COLOR PENETRATION PERCENTAGE (NOV 65)		8	

Map reflects proposed not current coverage

# Arizona—Yuma



**KIVA**  
Ch. 11



**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 219-kw visual, 110-kw aural (directional antenna). Antenna: 440-ft. above av. terrain, 527-ft. above ground, 757-ft. above sea level.

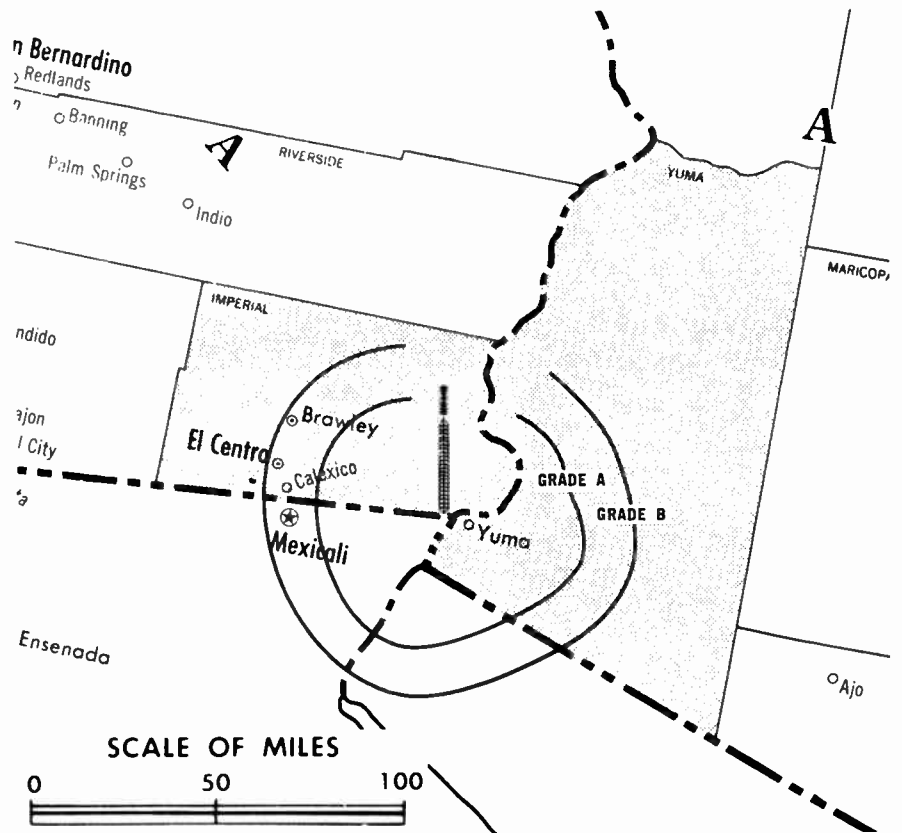
Latitude 32° 44' 42"  
Longitude 114° 44' 19"

**Transmitter:** 8-mi. W of Yuma on U.S. 80.

**TV tape:** Recording facilities.

**Color:** Network only.

**News Wire Service:** AP.



**Total Households:** © SRDS  
Consumer Market Data as of 1/1/68.  
**TV Homes:** TV % and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KIVA Ref: FCC File No. BPCT-2455 Granted 7/17/58

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## KIVA

**Network Service:** NBC, ABC.

**Licensee:** Bruce Merrill, P.O. Box 1671, Yuma, Ariz. (85364).

**Studio:** Third Ave. & 13th St. (85364).

**Telephone:** 602-782-4711. TWX No.: 602-782-3747.

**Ownership:** Bruce Merrill, 100%. He also owns Antennavision CATV Systems.

**Began Operation:** Oct. 8, 1953. Sale to present owner by Electro Investors (Floyd Odum group) approved by FCC Feb. 1, 1961 (Television Digest, Vol. 16:38; 17:6). Transfer to Electro Investors from Harry C. Butcher, who held 100%, approved June 10, 1959 by FCC (Vol. 15:24). Sale to Butcher by Donald Ellsworth founding group approved July 25, 1957 (Vol. 13:28, 30).

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Arnold & Porter.

### Personnel:

BRUCE MERRILL, owner.  
LEAVENWORTH WHEELER, gen. mgr. & film buyer.  
WALTER KUBIAK, sales manager.  
ROBERT HARDY, operations manager.  
ART VOGT, chief engineer.

### DIGEST OF RATE CARD NO. 4A (Nov. 15, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.					
\$250.00	\$150.00	\$100.00	\$50.00	\$40.00	\$25.00

**NETWORK BASE HOURLY RATE:** \$150.

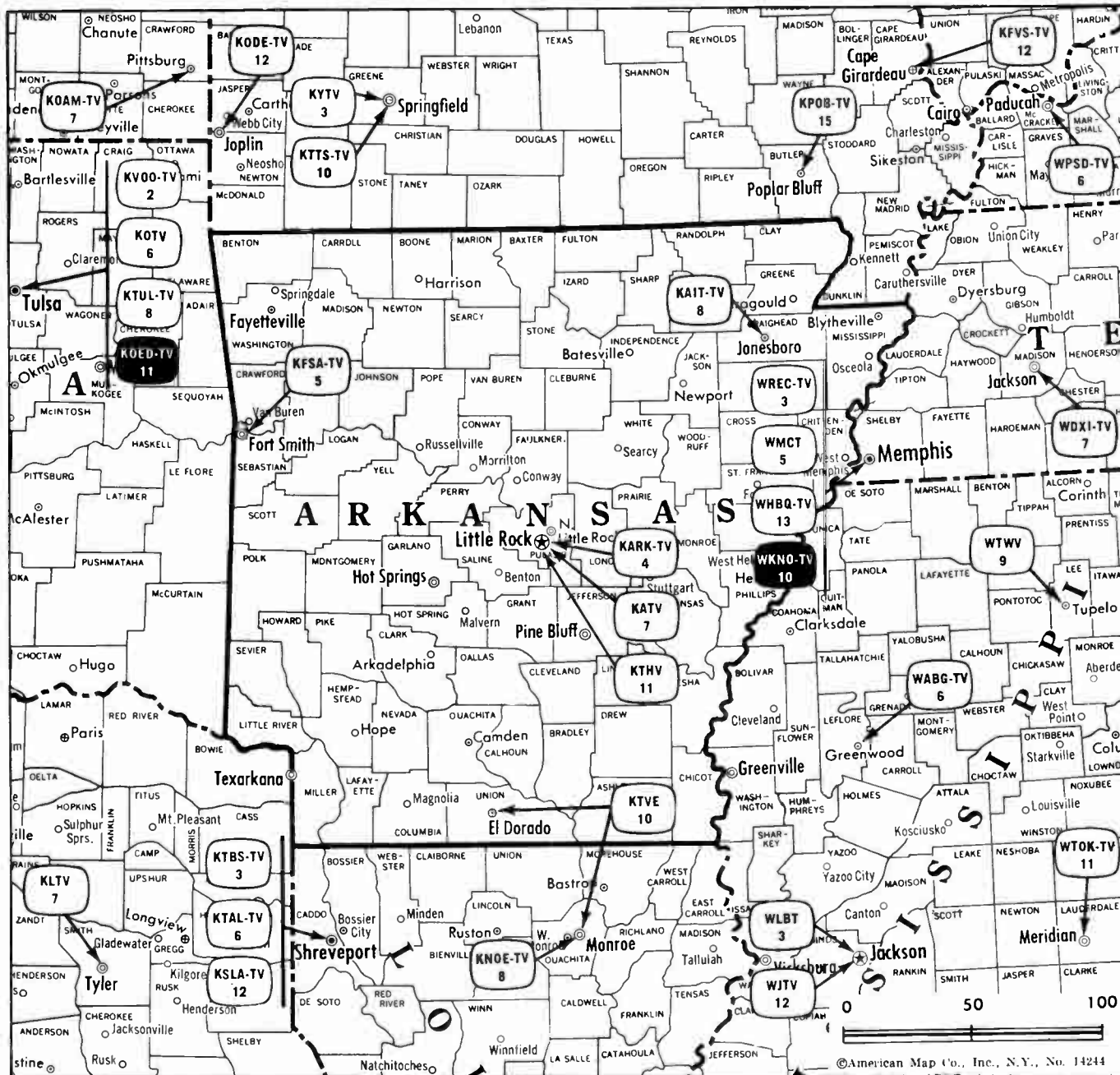
STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	TV HOMES PER
ARIZONA YUMA	16,100	14,800	92
CALIFORNIA IMPERIAL	20,400	17,700	87
<b>STATION TOTAL</b>	<b>36,500</b>	<b>32,500</b>	<b>89</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>24,100</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>18,300</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>		<b>8</b>	



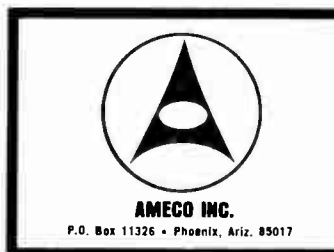
**MALARKEY, TAYLOR & ASSOCIATES  
CATV**

**Brokers - Consultants - Engineering  
WASHINGTON, D.C.**

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Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Little Rock	267,700	71	404,900	82	355,100	84
El Dorado-Monroe	139,000	123	262,400	117	224,700	120
Fort Smith	69,100	169	132,100	173	115,000	174
Jonesboro	40,900	196	127,600	176	110,700	178



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# Arkansas

Arkansas Station Status as of Feb. 1, 1966

	VHF	UHF	TOTAL
☐ Commercial Television Stations	6	0	6
● Educational Television Stations	0	0	0
			6

## State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

<b>KNOE-TV</b> El Dorado (See Monroe, La.)	<b>KTAL</b> Texarkana (See Shreveport, La.)
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## KARK-TV, Little Rock

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ARKANSAS (CONTINUED)</b>			
PIKE	2,200	1,900	86
POLK	4,000	3,300	83
POPE	6,900	6,100	89
PRAIRIE	2,800	2,400	86
PULASKI	85,300	79,800	94
RANDOLPH	3,600	3,000	83
SALINE	8,900	8,400	94
SCOTT	1,900	1,600	84
SEARCY	2,200	1,700	81
SEBASTIAN	25,000	23,200	93
SHARP	1,600	1,200	74
STONE	1,800	1,400	81
UNION	16,900	15,100	90
VAN BUREN	1,900	1,700	87
WHITE	10,200	9,100	90
WOODRUFF	3,500	2,900	84
YELL	3,800	3,300	87
<b>MISSISSIPPI</b> BOLIVAR	13,300	8,400	63

## KTHV, Little Rock

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ARKANSAS—(Continued)</b>			
POLK	4,000	3,300	83
POPE	6,900	6,100	89
PRAIRIE	2,800	2,400	86
PULASKI	85,300	79,800	94
SALINE	8,900	8,400	94
SCOTT	1,900	1,600	84
SEARCY	2,200	1,700	81
SEBASTIAN	25,000	23,200	93
STONE	1,800	1,400	81
VAN BUREN	1,900	1,700	87
WHITE	10,200	9,100	90
WOODRUFF	3,500	2,900	84
YELL	3,800	3,300	87
<b>MISSISSIPPI</b> BOLIVAR	13,300	8,400	63
<b>MISSISSIPPI</b> OREGON	2,800	2,000	72
<b>OKLAHOMA</b> SEQUOYAH	5,200	4,500	86

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\*It happened to one of America's largest chemical companies. And there are dozens of others—large and small—that have been just as successful abroad. Case histories on request from U.S. Dept. of Commerce, Washington, D.C.



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# Arkansas—El Dorado-Monroe, La.



**KTVE**

Ch. 10

251

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1320-ft. above av. terrain, 1352-ft. above ground, 1478-ft. above sea level.

Latitude 33° 04' 41"  
Longitude 92° 13' 40.6"

Transmitter: .5-mi. S of Bolding, on Mo. Pacific RR spur.

Color: Network.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTVE Ref: FCC File No. BMPCT-4620 Granted 1/22/58

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## KTVE

Network Service: ABC, NBC.

Licensee: KTVE Inc., Box 791, El Dorado, Ark. (71731).

Offices & Studios: 400 W. Main, El Dorado, Ark. (71731); 206 Catalpa, Monroe, La. (71203).

Telephones: 501-862-3488, El Dorado; 318-323-7716, Monroe.

TWX No.: 318-387-5343.

Ownership: Fuqua Industries, 100%. John B. Fuqua also owns WJBF-TV, Augusta, Ga. & radio WROZ, Evansville, Ind. and controls Natco Corp., which is buying Polaris Corp.

Began Operation: Dec. 18, 1955. Sale to present owner by Wm. Simon and WVET-TV approved Nov. 29, 1963 by FCC (Television Digest, Vol. 3:49). Sale to William Simon (52%) and WVET-TV (48%) by co-equal owners Dr. Joe F. Rushton, W. C. Blewster Jr. & Wm. M. Bigley approved July 6 by FCC (Vol. 16:25, 28). Transfer of 32% from Simon to WVET-TV approved Sept. 8, 1960 by FCC (Vol. 16:34).

Represented (sales) by Adam Young Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by John Creutz.

Personnel:

JIM HITE, station manager.  
HARRY MOORADIAN, general sales manager.  
JOHN LONG, chief engineer.  
RALPH McFARLAND, operations manager.

DIGEST OF RATE CARD NO. 6—(July 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:29 to 9:59 p.m., daily.  
\$450.00 \$270.00 \$180.00 \$140.00 \$125.00 \$100.00 \$62.50  
NETWORK BASE HOURLY RATE: \$450 (ABC), \$450 (NBC).

For ARB & Nielsen County Household Data  
see Section a

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	TV HOMES PER
<b>ARKANSAS</b>			
ASHLEY	7,300	6,300	86
BRADLEY	4,300	3,700	86
CALHOUN	1,800	1,500	86
CHICOT	5,500	4,300	78
CLEVELAND	1,700	1,400	82
COLUMBIA	8,300	7,100	86
DALLAS	3,000	2,600	87
DESHA	5,700	4,800	85
DREW	4,200	3,500	82
LINCOLN	3,300	2,800	83
NEVADA	3,000	2,500	83
OUACHITA	10,100	8,700	86
UNION	16,900	15,100	90
<b>LOUISIANA</b>			
BIENVILLE	4,200	3,600	86
CALDWELL	2,200	1,900	85
CATAHOULA	2,800	2,200	79
CLAIBORNE	4,800	4,100	85
EAST CARROLL	3,400	2,700	80
FRANKLIN	6,100	5,300	87
GRANT	3,600	3,000	86
JACKSON	4,600	4,100	89
LA SALLE	3,900	3,400	86
LINCOLN	7,400	6,900	93
MADISON	4,200	3,400	81
MOREHOUSE	9,200	8,100	88
OUACHITA	32,700	30,500	93
RICHLAND	5,600	4,900	87
UNION	4,700	4,200	91
WEST CARROLL	3,300	2,800	86
WINN	4,500	3,800	84
<b>MISSISSIPPI</b>			
BOLIVAR	13,300	8,400	63
ISSAQUENA	600	400	64
SHARKEY	2,500	1,800	70
SUNFLOWER	10,000	6,300	63
WASHINGTON	22,900	17,100	75
<b>STATION TOTAL</b>	<b>231,600</b>	<b>193,200</b>	<b>83</b>

NET WEEKLY CIRCULATION (MARCH 65) 134,400  
AVERAGE DAILY CIRCULATION (MARCH 65) 94,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

# Arkansas—Fort Smith



**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 12.7-kw aural. Antenna: 1257-ft. above av. terrain, 1173-ft. above ground, 1986-ft. above sea level.

Latitude 35° 30' 43"  
Longitude 94° 21' 38"

**AM Affiliate:** KFSa, 1-kw (.5-kw night), 950 kc (ABC).

**Transmitter:** Figure Five 9.5-mi. NNE of Fort Smith.

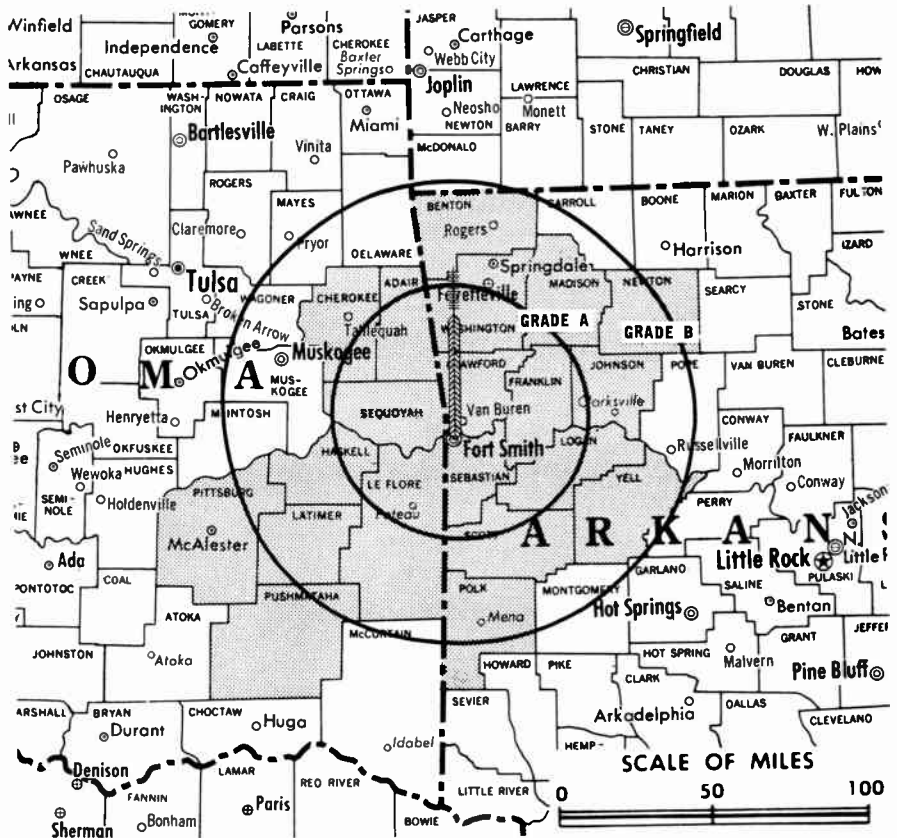
**TV tape:** Recording facilities.

**Color:** Network only.

**News Wire Service:** AP.

**Facsimile Service:** AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation © 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KFSa-TV Ref: FCC File No. BPCT-2980 Granted 1/22/65

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## KFSa-TV

**Network Service:** CBS, NBC; also ABC.

**Licensee:** American Television Co. Inc., 101 N. 4th St., Fort Smith, Ark. (72902).

**Offices & Studios:** P.O. Box 369, 101 N. 4th St., Ft. Smith.

**Telephone:** 501-783-3131. TWX No.: 501-785-1217.

**Ownership:** Donald W. Reynolds, 100%. For other Reynolds interests see KORK-TV, Las Vegas, Nev.

**Began Operation:** Dec. 3, 1956. Sale to George T. Hernreich and Harry Pollock-Harry Newton Co. by Salome Nakdimen as administratrix for husband's estate approved by FCC Feb. 27, 1957 and June 27, 1957 (Television Digest, Vol. 13:9, 26). Pollock's purchase of 50% from George T. Hernreich approved by FCC March 5, 1958 (Vol. 14:6, 10). Sale of 51% by Harry Pollock to Donald Reynolds (who earlier had acquired 49%) approved by FCC Jan. 7, 1959 (Vols. 14:36, 52; 15:2).

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

**Represented (legal)** by Haley, Bader & Potts.

**Personnel:**

J. W. (BILL) SLATES, v.p., gen. mgr., sales mgr. & film buyer.  
PAT PORTA, program director.  
GORDON BROWN JR., promotion manager.  
WILLARD MATTEN, chief engineer.

### DIGEST OF RATE CARD NO. 4 (Dec. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:59-10 p.m., daily.	\$350.00	\$210.00	\$140.00	\$87.50	\$80.00	\$60.00
NETWORK BASE HOURLY RATE:	\$325 (CBS),	\$325 (NBC),	\$325 (ABC).			

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ARKANSAS</b>			
BENTON	13,100	11,400	87
CRAWFORD	7,400	6,400	86
FRANKLIN	3,200	2,700	86
JOHNSON	3,700	3,100	84
LOGAN	4,600	3,900	87
MADISON	2,500	1,900	75
NEWTON	1,300	1,000	73
POLK	4,000	3,300	83
SCOTT	1,900	1,600	84
SEBASTIAN	25,000	23,200	93
WASHINGTON	20,600	17,700	86
YELL	3,800	3,300	87
<b>OKLAHOMA</b>			
ADAIR	3,700	3,000	81
CHEROKEE	5,200	4,600	88
HASKELL	2,100	1,800	88
LATIMER	2,000	1,600	80
LE FLORE	8,700	7,500	87
PITTSBURG	11,200	10,100	90
PUSHMATAHA	2,900	2,400	79
SEQUOYAH	5,200	4,500	86
<b>STATION TOTAL</b>	<b>132,100</b>	<b>115,000</b>	<b>87</b>

NET WEEKLY CIRCULATION (MARCH 65) 69,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 54,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 3

**ARB Data:** The figures for this station do not reflect present coverage since the station changed its facilities after the survey was made.

# Arkansas—Jonesboro



**KAIT-TV**

Ch. 8

23.9

Technical Facilities: Channel No. 8  
(180-186 mc. Authorized power:  
54.5-kw visual, 27.2-kw aural. An-  
tenna: 420-ft. above av. terrain,  
342-ft. above ground, 762-ft.  
above sea level.

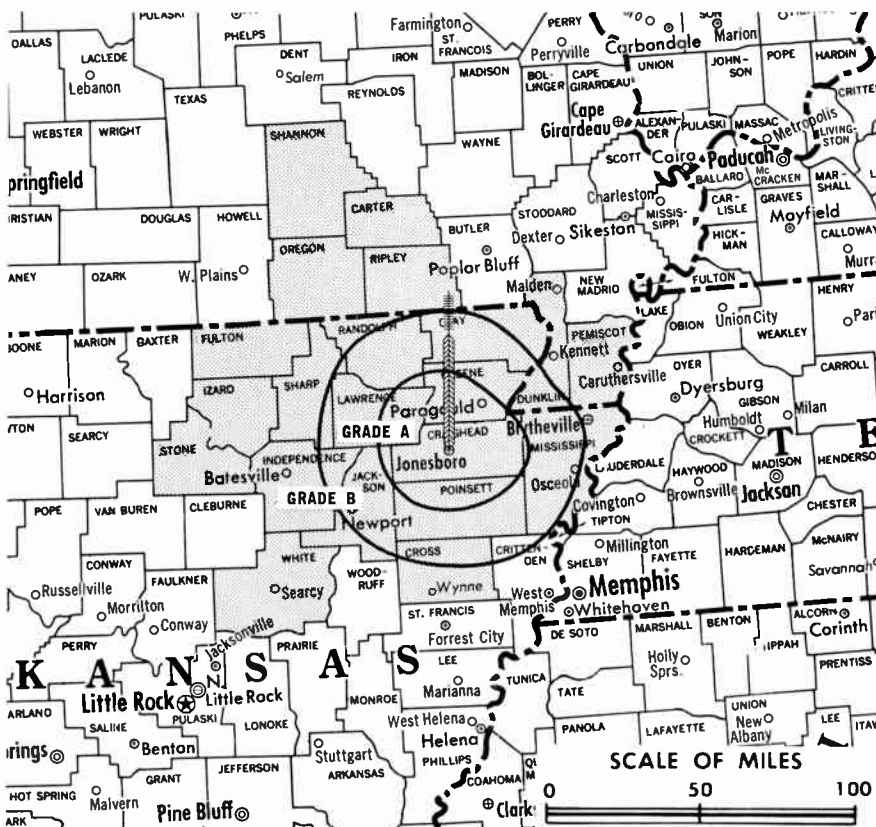
Latitude 35° 54' 23"  
Longitude 90° 41' 37"

Holds CP for change to 57.5-kw  
visual, 10-kw aural.

Transmitter: 4.8-mi. N of center of  
Jonesboro.

News Wire Service: AP.

TV tape: Recording facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965  
ARB study.

KAIT-TV Ref: FCC File No. BMPCT—5811 Granted 2/1/63

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## KAIT-TV

Network Service: ABC.

Licensee: George T. HERNREICH, 601 Garrison Ave., Fort Smith, Ark.  
(72901).

Studio: P.O. Box 790, Jonesboro, Ark. (72402).

Telephone: 501-932-4288.

Ownership: George T. HERNREICH, 100%; he also owns radios KFPW,  
Fort Smith, Ark. and KZNG, Hot Springs, Ark.

Began Operation: July 15, 1963.

Represented (sales) by Weed Television Corp.; C. K. Beaver (Mem-  
phis); Gene Gray (Kan. & Mo.).

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Personnel:

W. F. de TOURNILLON, general manager.  
JOHNNIE MURRY (Miss), comptroller.  
GEORGE T. HERNREICH, film buyer.  
LARRY McADAMS, operations manager.  
JIMMIE PIERCE, production supervisor.  
BILL VERNON, chief engineer.  
JOHN BEASON, film director.

### DIGEST OF RATE CARD NO. 2

(Jan. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:29-10 p.m., daily.	\$225.00	\$150.00	\$110.00	\$75.00	\$52.50	\$45.00
					\$26.25	

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ARKANSAS</b>			
CLAY	6,300	5,500	87
CRAIGHEAD	14,800	13,700	93
CROSS	5,000	4,400	88
FULTON	1,700	1,200	72
GREENE	7,800	7,000	90
INDEPENDENCE	6,400	5,600	87
IZARD	1,800	1,300	75
JACKSON	6,800	6,000	87
LAWRENCE	4,900	4,200	85
MISSISSIPPI	19,000	16,900	89
POINSETT	7,800	7,000	90
RANDOLPH	3,600	3,000	83
SHARP	1,600	1,200	74
STONE	1,800	1,400	81
WHITE	10,200	9,100	90
<b>MISSOURI</b>			
CARTER	1,200	800	71
DUNKLIN	10,600	9,300	88
OREGON	2,800	2,000	72
PENISCOIT	9,100	7,900	87
RIPLEY	2,500	1,800	74
SHANNON	1,900	1,400	71
<b>STATION TOTAL</b>	<b>127,600</b>	<b>110,700</b>	<b>87</b>

NET WEEKLY CIRCULATION (MARCH 65)	40,900
AVERAGE DAILY CIRCULATION (MARCH 65)	21,000
COLOR PENETRATION PERCENTAGE (NOV 65)	6

# Arkansas—Little Rock



**KARK-TV**

Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1693-ft. above av. terrain, 1175-ft. above ground, 2209-ft. above sea level.

Latitude 34° 47' 55"  
Longitude 92° 29' 58"

Transmitter: Shinal Mt. Studio: 1001 Spring St.

Telephone: 501-376-2481.

TWX No.: 501-721-8334.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP, UPI. Facsimile Service: UPI. News Film Service: NBC.

AM Affiliate: KARK, 5-kw, 920 kc (NBC). FM Affiliate: KARK-FM, 22.5-kw, 103.7 mc (No. 279), 790-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KARK-TV Ref: FCC File No. BMPCT-1331 Granted 10/22/53

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## KARK-TV

Licensee: Arkansas Radio & Equipment Co., 1001 Spring St., Little Rock, Ark. (72202).

Ownership: Mullins Bcstg. Co., 100%; see KBTW, Denver, Colo.

Began Operation: April 15, 1954. Sale to present owner by T. K. Barton family approved Jan. 19, 1966 by FCC (Television Digest, 5:32, 6:4).

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Lohnes & Culver.

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

Personnel:

T. K. BARTON, president.  
DOUGLAS ROMINE, exec. vice president.  
H. LEE BRYANT, general manager.  
FRED SCHMUTZ, program director.  
BOB BUICE, public relations & farm director.  
SHIRLEY R. KENNEDY, promotion director.  
CHAMP SMITH, chief engineer.

DIGEST OF RATE CARD NO. 9—(Jan. 1, 1965)

Hour 30 Min. 15 Min. 40 Sec. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-9:59 p.m. daily.  
\$600.00 \$360.00 \$240.00 \$150.00\* \$140.00\* \$120.00\* \$70.00\*

\* Class AA—6:30-10:00 p.m. Mon.-Sat.; 6:01-10:00 p.m. Sun.

NETWORK BASE HOURLY RATE: \$575.

For Arkansas CATV Systems

see Section c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ARKANSAS	7,600	6,900	91
ASHLEY	7,300	6,300	86
BAXTER	3,400	2,800	84
BOONE	6,000	5,200	86
BRADLEY	4,300	3,700	86
CALHOUN	1,800	1,500	86
CHICOT	5,500	4,300	78
CLARK	6,400	5,600	88
CLEBURNE	2,600	2,200	87
CLEVELAND	1,700	1,400	82
CONWAY	4,500	4,000	88
CRAWFORD	7,400	6,400	86
DALLAS	3,000	2,600	87
DESHA	5,700	4,800	85
DREW	4,200	3,500	82
FAULKNER	7,600	6,800	89
FRANKLIN	3,200	2,700	86
FULTON	1,700	1,200	72
GARLAND	18,600	16,600	89
GRANT	2,600	2,300	89
HOT SPRING	7,200	6,400	89
INDEPENDENCE	6,400	5,600	87
IZARD	1,800	1,300	75
JACKSON	6,800	6,000	87
JEFFERSON	26,300	23,600	90
JOHNSON	3,700	3,100	84
LINCOLN	3,300	2,800	83
LOGAN	4,600	3,900	87
LONOKE	7,200	6,600	92
MARION	1,600	1,400	87
MONROE	4,900	3,900	80
MONTGOMERY	1,600	1,300	84
NEVADA	3,000	2,500	83
NEWTON	1,300	1,000	73
OUACHITA	10,100	8,700	86
PERRY	1,200	1,100	91
PHILLIPS	13,000	10,600	82
<b>STATION TOTAL</b>	<b>404,900</b>	<b>355,100</b>	<b>88</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>267,700</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>204,700</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>		<b>6</b>	

(Continued on page 38-b)

# Arkansas—Little Rock



**KATV**



Ch. 7

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 2006-ft. above av. terrain, 2000-ft. above ground, 2272-ft. above sea level.

Latitude 34° 28' 22.6"  
Longitude 92° 12' 10.5"

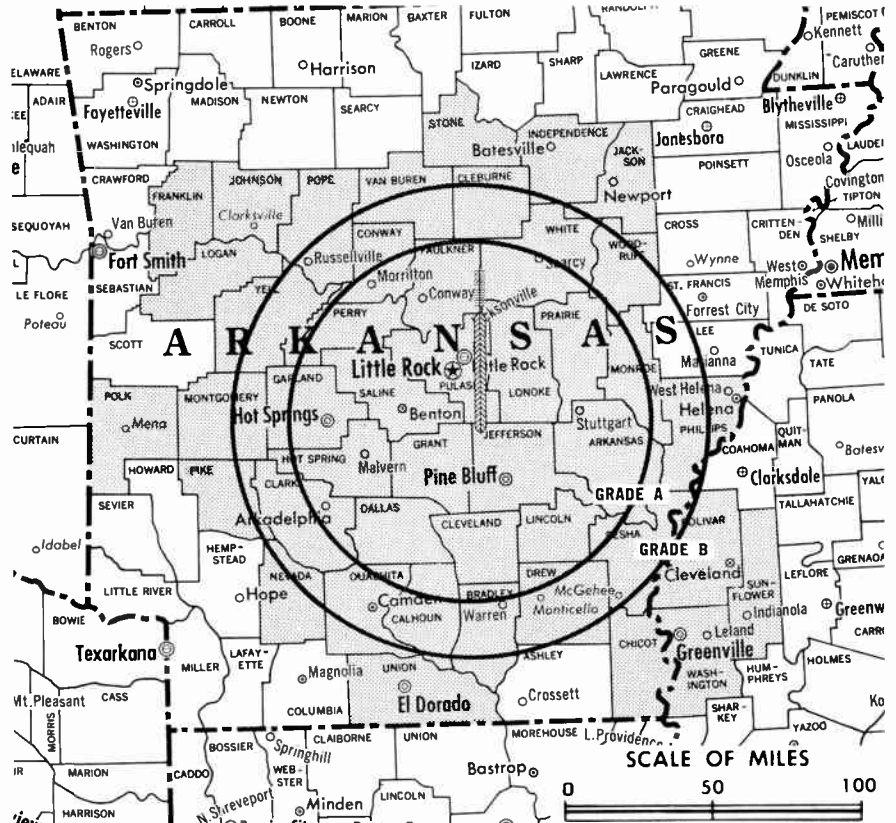
**Transmitter:** U.S. Hwy. 65, 2-mi. N of Redfield, Ark.

**Color:** Network only.

**Studios:** Union Life Bldg., 3rd and Center Sts., Little Rock; Jefferson Sq., Pine Bluff.

**Represented (engineering)** by George Davis & Associates.

Total Households: © SRDS  
(Consumer Market Data as of 1/1/66,  
TV Homes: TV % and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



KATV Ref: FCC File No. BMPCT-6071 Granted 6/9/65

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## KATV

Licensee: Griffin-Leake TV Inc., 310 West 3rd St., Little Rock, Ark. (72201).

Telephone: 501-374-1691. TWX No.: 501-721-8372.

**Ownership:** John T. Griffin, chairman, 55.81%; James C. Leake, pres., 16.01%; Marjorie Leake, v.p., 28.09%; Robert Doubleday, v.p. & gen. mgr., Bryan Mathes, v.p., secy.-treas. Same interests also own KWTU, Oklahoma City, KTUL-TV, Tulsa (KTUL) and control CP for WSTE (Ch. 13), Fajardo, P.R.

**Began Operation:** Dec. 18, 1953. Griffin and Leake increased holdings from 45% to 50% each when Bryan Mathes sold them his 10% stock (Television Digest, Vol. 16:45). Further reorganization resulted in present ownership.

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

**Represented (legal)** by Fletcher, Heald, Rowell, Kenehan & Hildreth.

**Personnel:**

ROBERT DOUBLEDAY, v.p. & general manager.  
TOM GOODGAME, commercial mgr.  
JACK BOMAR, program manager.  
ROBERT SNIDER, engineering manager.  
A. R. GARRETT, chief engineer.  
MAX McELMURRY, promotion manager.

### DIGEST OF RATE CARD NO. 12 (July 15, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$660.00	\$400.00	\$280.00	\$125.00	\$125.00	\$70.00
NETWORK BASE HOURLY RATE: \$500.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ARKANSAS			
ARKANSAS	7,600	6,900	91
BRADLEY	4,300	3,700	86
CALHOUN	1,800	1,500	86
CHICOT	5,500	4,300	78
CLARK	6,400	5,600	88

CLEBURNE	2,600	2,200	87
CLEVELAND	1,700	1,400	82
CONWAY	4,500	4,000	88
DALLAS	3,000	2,600	87
DESHA	5,700	4,800	85
DREW	4,200	3,500	82
FAULKNER	7,600	6,800	89
FRANKLIN	3,200	2,700	86
GARLAND	18,600	16,600	89
GRANT	2,600	2,300	89
HOT SPRING	7,200	6,400	89
INDEPENDENCE	6,400	5,600	87
JACKSON	6,800	6,000	87
JEFFERSON	26,300	23,600	90
JOHNSON	3,700	3,100	84
LINCOLN	3,300	2,800	83
LOGAN	4,600	3,900	87
LONOKE	7,200	6,600	92
MONROE	4,900	3,900	80
MONTGOMERY	1,600	1,300	84
NEVADA	3,000	2,500	83
OUACHITA	10,100	8,700	86
PERRY	1,200	1,100	91
PHILLIPS	13,000	10,600	82
PIKE	2,200	1,900	86
POLK	4,000	3,300	83
POPE	6,900	6,100	89
PRAIRIE	2,800	2,400	86
PULASKI	85,300	79,800	94
SALINE	8,900	8,400	94
STONE	1,800	1,400	81
UNION	16,900	15,100	90
VAN BUREN	1,900	1,700	87
WHITE	10,200	9,100	90
WOODRUFF	3,500	2,900	84
YELL	3,800	3,300	87

MISSISSIPPI			
BOLIVAR	13,300	8,400	63
SUNFLOWER	10,000	6,300	63
WASHINGTON	22,900	17,100	75
STATION TOTAL	373,000	322,200	86

NET WEEKLY CIRCULATION (MARCH 65)	229,400
AVERAGE DAILY CIRCULATION (MARCH 65)	148,700
COLOR PENETRATION PERCENTAGE (NOV 65)	6

# Arkansas—Little Rock



**KTHV**

Ch. 11

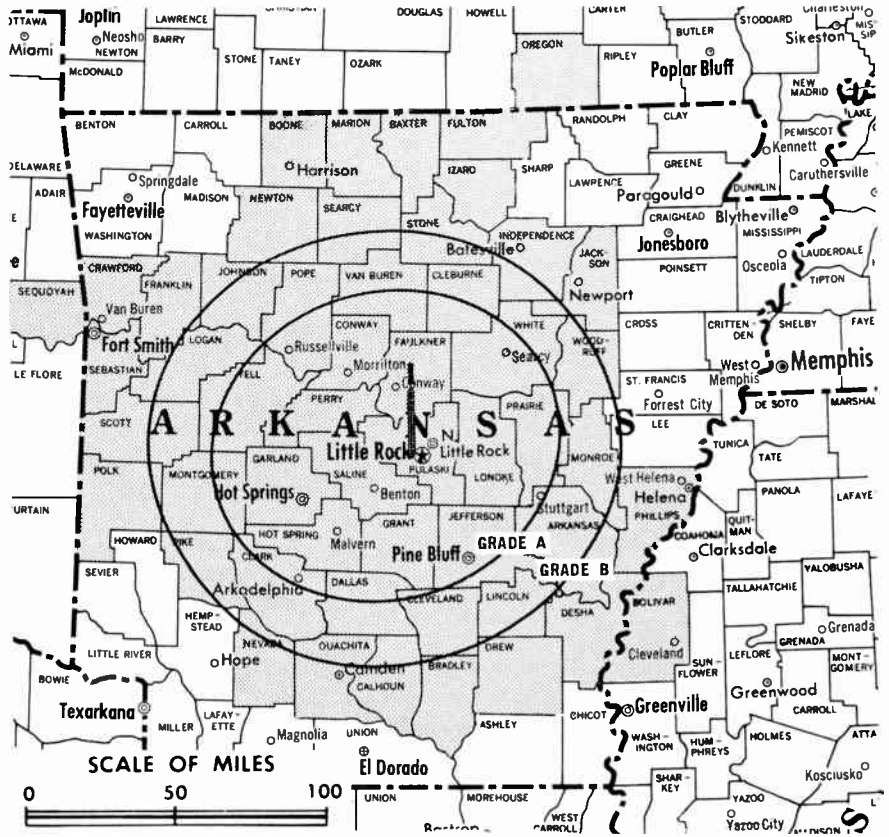


**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1760-ft. above av. terrain, 1158-ft. above ground, 2205-ft. above sea level.

Latitude 34° 47' 55"  
Longitude 92° 29' 58"

**Transmitter:** Shinall Mt.  
**TV tape:** Recording facilities.  
**Color:** Network, film & slide.  
**News Wire Service:** AP.  
**Facsimile Service:** UPI.

**Total Households:** © SRDS  
**Consumer Market Data** as of 1/1/66.  
**TV Homes:** TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTHV Ref: FCC File No. BPCT-1057 Granted 11/4/64

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

## KTHV

**Licensee:** Arkansas Television Co., Box 269, Little Rock, Ark. (72203).

**Studio:** 8th & Izard Sts. Telephone: 501-374-3764.

**Ownership:** Radio Bcstg. Inc., 42%; Arkansas Democrat, 32%; C. E. Lowry, 16%; K. August Engel, 10%. KTHV officers: William H. Bronson, chairman; K. August Engel, pres.; Henry B. Clay, exec. v.p.; B. G. Robertson, v.p. & secy.; C. E. Lowry, treas. Ownership interlocks with radio KWKH, Shreveport, La.

**Began Operation:** Nov. 27, 1955.

**Represented (sales)** by Advertising Time Sales Inc.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**

HENRY B. CLAY, exec. v.p.  
B. G. ROBERTSON, v.p. & general manager.  
W. V. HUTT, sales manager.  
MACK WALKER, asst. sales manager.  
JOHN POUNDERS, program director.  
CURTIS THRELKELD, film director.  
CECIL SUITT, chief engineer.

**DIGEST OF RATE CARD NO. E-1**  
(Oct. 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class A—6:30-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$150.00	\$120.00	\$60.00

**NETWORK BASE HOURLY RATE:** \$650.

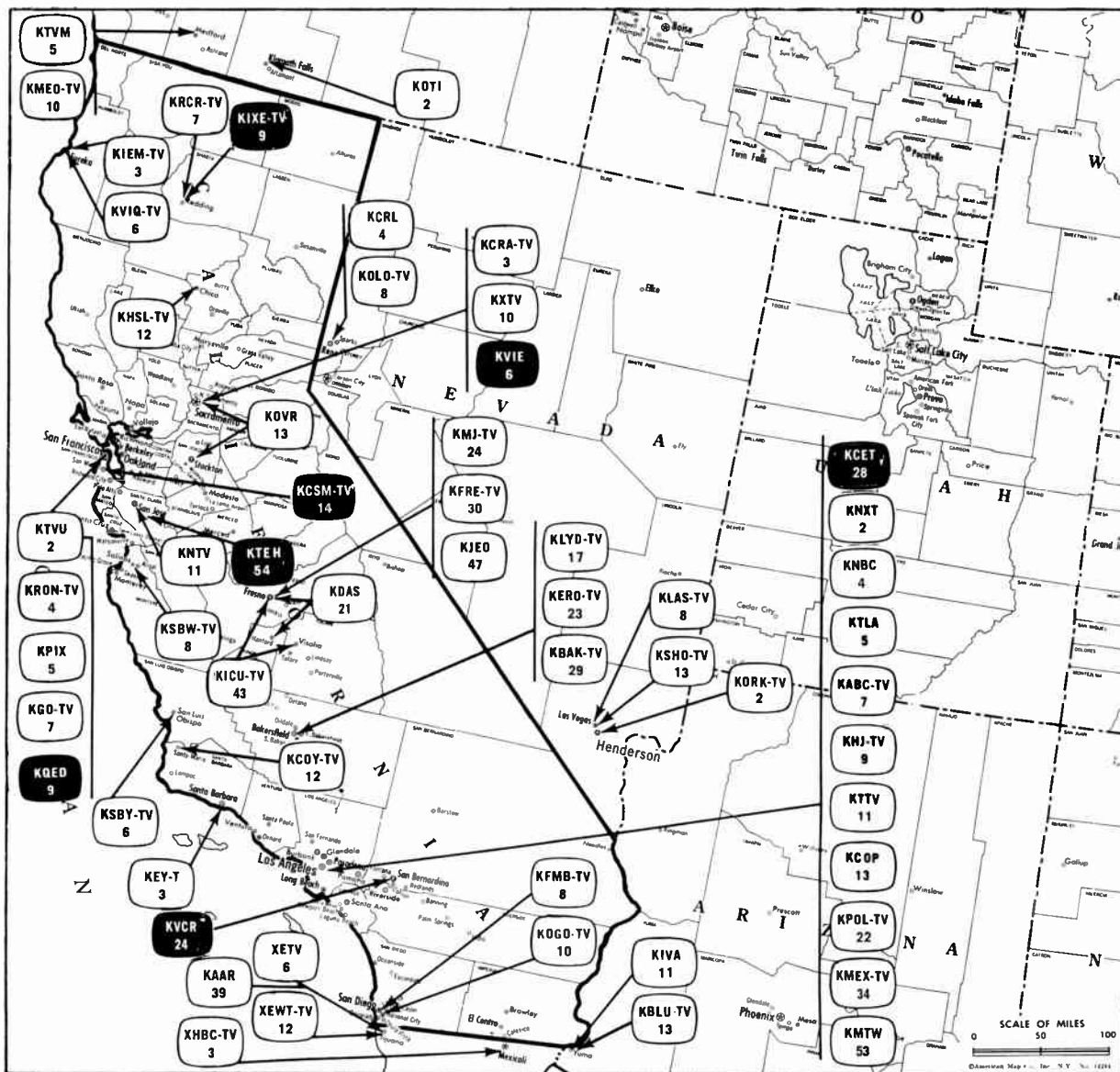
For other newspapers with TV Station Ownership  
see Section c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ARKANSAS</b>	<b>7,600</b>	<b>6,900</b>	<b>91</b>
ARKANSAS	7,600	6,900	91
BAXTER	3,400	2,800	84
BOONE	6,000	5,200	86
BRADLEY	4,300	3,700	86
CALHOUN	1,800	1,500	86
CLARK	6,400	5,600	88
CLEBURNE	2,600	2,200	87
CLEVELAND	1,700	1,400	82
CONWAY	4,500	4,000	88
CRAWFORD	7,400	6,400	86
DALLAS	3,000	2,600	87
DESHA	5,700	4,800	85
DREW	4,200	3,500	82
FAULKNER	7,600	6,800	89
FRANKLIN	3,200	2,700	86
FULTON	1,700	1,200	72
GARLAND	18,600	16,600	89
GRANT	2,600	2,300	89
HOT SPRING	7,200	6,400	89
INDEPENDENCE	6,400	5,600	87
IZARD	1,800	1,300	75
JACKSON	6,800	6,000	87
JEFFERSON	26,300	23,600	90
JOHNSON	3,700	3,100	84
LINCOLN	3,300	2,800	83
LOGAN	4,600	3,900	87
LONOKE	7,200	6,600	92
MARION	1,600	1,400	87
MONROE	4,900	3,900	80
MONTGOMERY	1,600	1,300	84
NEVADA	3,000	2,500	83
NEWTON	1,300	1,000	73
OUACHITA	10,100	8,700	86
PERRY	1,200	1,100	91
PHILLIPS	13,000	10,600	82
PIKE	2,200	1,900	86

(Continued on page 38-b)

**STATION TOTAL** 378,000 331,700 88

NET WEEKLY CIRCULATION (MARCH 65) 256,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 193,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 6



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Los Angeles	2,987,700	2	3,671,700	2	3,474,900	2
San Francisco	1,297,000	7	1,828,600	8	1,699,400	11
Sacramento-Stockton	535,500	27	945,400	24	882,000	24
Salinas-Monterey-Santa Cruz	357,100	52	1,373,200	17	1,277,700	17
San Diego	346,300	54	497,400	61	469,400	60
Fresno	216,300	91	319,000	97	295,300	98
Chico-Redding	129,600	129	386,500	86	359,000	82
Santa Barbara	119,500	137	197,100	136	184,500	134
Bakersfield	108,100	146	289,700	105	268,600	104
Visalia	55,000	182	233,800	123	215,900	123
Eureka	50,100	189	67,300	201	60,200	202
El Centro	24,100	212	36,500	218	32,500	218



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## State Educational Technical Facilities (Complete Data in Educational Directory)

### KCET

**Los Angeles**  
Ch. 28

Non-Commercial Educational Station

Licensee: Community TV of Southern California, 1313 N. Vine St., Hollywood, Cal. (90028).

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 1200-kw max. and 45.7 horizontal visual, 240-kw max. and 9.12 horizontal aural. Antenna: Directional, 3050-ft. above av. terrain, 363-ft. above ground, 6022-ft. above sea level.

Latitude	34°	13'	27"
Longitude	118°	03'	47"

### KVIE

**Sacramento**  
Ch. 6

Non-Commercial Educational Station

Licensee: Central California Educational Television, Box 6.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 89.1-kw visual, 44.7-kw aural. Antenna: 1020-ft. above av. terrain, 500-ft. above ground, 2523-ft. above sea level.

Latitude	38°	37'	49"
Longitude	120°	51'	20"

### KVCR-TV

**San Bernardino**  
Ch. 24

Non-Commercial Educational Station

Licensee: San Bernardino Valley Joint Union Jr. College Dist., 1701 S. Mt. Vernon Ave.

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 5.62-kw visual, 3.02-kw aural. Antenna: minus 290-ft. above av. terrain, 42-ft. above ground, 1178-ft. above sea level.

Latitude	35°	05'	20"
Longitude	117°	18'	44"

### KQED

**San Francisco**  
Ch. 9

Non-Commercial Educational Station

Licensee: Bay Area Educational Television Assn., 525 Fourth St.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 156-kw visual, 30.9-kw aural. Antenna: 1210-ft. above av. terrain, 190-ft. above ground, 1415-ft. above sea level.

Latitude	37°	41'	22"
Longitude	122°	26'	10"

Holds CP for 316-kw visual, 63.2-kw aural.

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BEVERLY HILLS:	Bank of America Bldg.	274-8151

### KIXE-TV

**Redding**  
Ch. 9

Non-Commercial Educational Station

Grantee: Northern California Educational Television Association Inc., 2155 Hilltop Road, Box 9.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 31.19-kw visual, 15.59-kw aural. Antenna: 3620-ft. above av. terrain, 126-ft. above ground, 6335-ft. above sea level.

Latitude	40°	36'	08"
Longitude	122°	39'	00"

### KCSM-TV

**San Mateo**  
Ch. 14

Non-Commercial Educational Station

Licensee: San Mateo Junior College District, Peninsula & Delaware.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 13.8-kw visual, 7.4-kw aural. Antenna: 380-ft. above av. terrain, 143-ft. above ground, 698-ft. above sea level.

Latitude	37°	32'	12"
Longitude	122°	20'	02"

### KTEH

**San Jose**  
Ch. 54

Non-Commercial Educational Station

Grantee: Office of Education, a Dept. of the County of Santa Clara, 2700 Carol Dr.

Technical Facilities: Channel No. 54 (710-716 mc). Authorized power: 22.9-kw visual, 12.3-kw aural. Antenna: minus 30-ft. above av. terrain, 89-ft. above ground, 506-ft. above sea level.

Latitude	37°	17'	18"
Longitude	121°	51'	50"

### XHBC-TV

**El Centro, Cal. (Mexicali, Mexico)**

Ch. 3

Licensee: Televisora de Mexicali S.A., P.O. Box F, Calexico, Cal.

Studio & Transmitter: Mexicali, Mexico. Telephone: 2855.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 15-kw visual, 7.5-kw aural. Antenna: 678-ft. above av. terrain, 600-ft. above ground, 20-ft. above sea level.

Latitude	32°	37'	21"
Longitude	115°	34'	54"

TV tape: Recording facilities.

Ownership: Affiliated with Telesistema Mexicana, S.A. (Emilio Azcarraga Sr.-Romulo O'Farrill interests). For other interests of Telesistema Mexicana, see Foreign Station Directory.

Began Operation: Oct. 6, 1957.

Represented (sales) by Spanish International Network Sales Inc.

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

Personnel:

RAUL SANCHEZ de APARICIO, station manager & film buyer.  
HENRY BEZIES, chief engineer.

#### DIGEST OF RATE CARD NO. 1—(Aug. 1, 1957)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—5-11 p.m., daily.						
\$140.00	\$84.00	\$56.00	\$52.00	\$36.00	\$27.00	\$18.00

*TV Factbook No. 36*



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## State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

**KIVA**  
Brawley  
(See Yuma, Ariz.)

**KIVA**  
Calexico  
(See Yuma, Ariz.)

**KRCR-TV**  
Chico  
(See Redding, Cal.)

**KIVA**  
El Centro  
(See Yuma, Ariz.)

**KDAS**  
Fresno  
(See Hanford, Cal.)

**KICU-TV**  
Fresno  
(See Visalia, Cal.)

**KSBW-TV**  
Monterey  
(See Salinas, Cal.)

**KTVU**  
Oakland  
(See San Francisco, Cal.)

**KNTV**  
Salinas-Monterey  
(See San Jose, Cal.)

**KHSL-TV**  
Redding  
(See Chico, Cal.)

**KSBW-TV**  
San Jose  
(See Salinas-Monterey, Cal.)

**KOVR**  
Stockton  
(See Sacramento, Cal.)

### California Station Status as of Feb. 1, 1966

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	28	14	42
<input checked="" type="checkbox"/> Educational Television Stations	3	4	7
			49

# California—Bakersfield



**KERO-TV**

Ch. 23

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 1760-kw max. and 323-kw horizontal visual, 64.6-kw max. and 14.4-kw horizontal aural. Antenna: Directional, 3700-ft. above av. terrain, 183-ft. above ground, 7668-ft. above sea level.

Latitude 35° 27' 14"  
Longitude 118° 35' 37"

Note: This station operated simultaneously on Chs. 10 & 23 from July 1 to Sept. 1, 1963, and thereafter only on Ch. 23.

Transmitter: Breckenridge Mt., 22-mi. E of Bakersfield.

Color: Network, film & slide.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KERO-TV Ref: FCC File No. BMPCT-3748 Granted 3/16/56

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## KERO-TV

Licensee: Time-Life Broadcast Inc., 321 21st St., Bakersfield.  
Studio: Television Center, P.O. Box 2367, Bakersfield, Cal. (93301).  
Telephone: 805-327-1441. TWX No.: 510-843-2113.  
Ownership: Time Life Bcst. Inc., 100%. For other interests see Time under Group Ownership.  
Began Operation: Sept. 26, 1953. Sale to present owners by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Television Digest, Vols. 3:15-16, 31, 48). Merger of Marietta Bcstg. Inc. (including KFMB-TV & KFMB, San Diego) into Transcontinent Television Corp. approved May 13, 1959 by FCC (Vol. 15:7, 12, 20).

Represented (sales) by Edward Petry & Co. Inc.  
Represented (legal) by Pierson, Ball & Dowd.  
Represented (engineering) by Jansky & Bailey.  
Personnel:

HUGH B. TERRY, president.  
KENNETH R. CROES, station manager & gen. sales mgr.  
JOHN STUART, national sales manager.  
RODERICK O'HARRA, local sales manager.  
LYLE MURPHY, program director & film buyer.  
BIL RODGERS, promotion director.  
WARD BLEDSOE, engineering director.

DIGEST OF RATE CARD NO. 14  
(Jan. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—8-10 p.m., Mon.-Fri.; 7-10 p.m., Sat. & Sun.  
\$550.00 \$330.00 \$220.00 \$165.00 \$90.00 \$80.00 \$45.00  
NETWORK BASE HOURLY RATE: \$450.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
CALIFORNIA			
KERN WEST	83,300	77,700	93
KERN EAST	14,100	13,200	93
KINGS	15,200	13,800	91
TULARE	54,600	50,200	92
<b>STATION TOTAL</b>	<b>167,200</b>	<b>154,900</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65) 105,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 70,500  
COLOR PENETRATION PERCENTAGE (NOV 65) 13



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# KERO-TV 23



## KBK-TV

Ch. 29

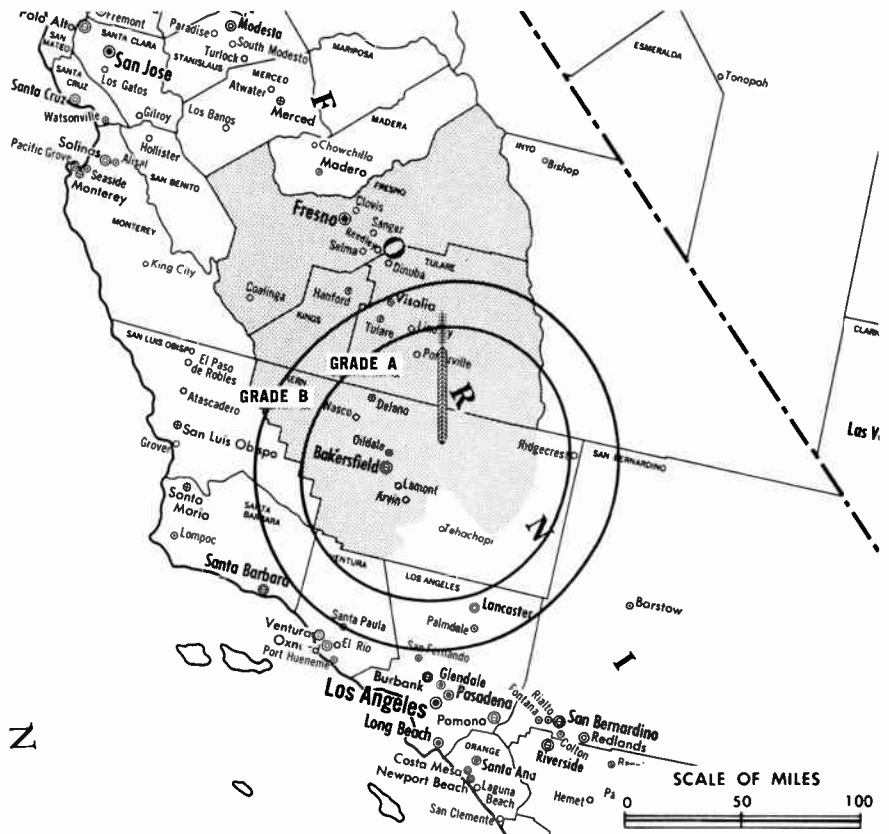
Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 191-kw visual, 19.1-kw aural. Antenna: 3690-ft. above av. terrain, 170-ft. above ground, 7715-ft. above sea level.

Latitude 35° 27' 11"  
Longitude 118° 35' 25"

Transmitter: Breckenridge Mt., 24-mi. ENE of Bakersfield.

Color: Network, film & slide.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KBK-TV Ref: FCC File No. BPCT—2699 Granted 10/20/59

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## KBK-TV

Licensee: Bakersfield Broadcasting Co., Box 2929, Bakersfield, Cal. (93302).

Studio: 2210 Chester Ave. (93304).

Telephone: 805-327-7955.

TWX No.: 805-831-7045.

Ownership: HarriScope Telecasting Corp., 100%, wholly owned subsidiary of HarriScope Inc. Owners are: Burt I. Harris, pres., 15%; Donald P. Nathanson, v.p., 30%; Irving B. Harris, 40%; 16 others, none with as much as 5%. HarriScope owns KTWO-TV & KTWO, Casper, Wyo. and control of radio KKAR, Pomona, Cal. Each of 3 principals in HarriScope owns 20% of KFBB-TV & KFBB, Great Falls, Mont. Burt Harris owns 30%, Irving Harris 50% and Nathanson 20% of radio KLFM, Long Beach, Cal.

Began Operation: Aug. 20, 1953. Sale to present owner by Reeves Broadcasting Corp. approved May 12, 1964 by FCC (Television Digest, Vols. 3:52, 4:18). Sale to Reeves Broadcasting Corp. by San Francisco Chronicle approved Oct. 12, 1960 by FCC (Vol. 16:36, 42).

Represented (sales) by Broadcast Communications Group Inc.

Represented (legal) by Monroe Oppenheimer.

Represented (engineering) by Hammett & Edison.

### Personnel:

BURT I. HARRIS, president & film buyer (Los Angeles).  
YALE ROE, v.p. broadcasting (Chicago).  
JOHN M. SLOCUM, v.p. & general sales manager.  
JOHN CALVETTI, assistant sales manager.  
LEE EMBREY, chief engineer.  
SI DARRAH, local sales manager.  
GENE LAWSON, operations manager.  
BETTY STEELE, office manager.

### DIGEST OF RATE CARD NO. 16—(Oct. 1, 1965)

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

Class AA—7:30-10:30 p.m., daily.

\$360.00 \$240.00 \$150.00 \$115.00 \$80.00 \$75.00 \$40.00

NETWORK BASE HOURLY RATE: \$275.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>CALIFORNIA</b>			
FRESNO	122,500	113,700	93
KERN WEST	83,300	77,700	93
KERN EAST	14,100	13,200	93
KINGS	15,200	13,800	91
TULARE	54,600	50,200	92
<b>STATION TOTAL</b>	<b>289,700</b>	<b>268,600</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65) 108,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 69,300  
COLOR PENETRATION PERCENTAGE (NOV 65) 13

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BEVERLY HILLS: Bank of America Bldg. 274-8151

# California—Bakersfield



**KLYD-TV**

Ch. 17

Technical Facilities: Channel No 17 (488-494 mc). Authorized power: 234-kw visual, 124-kw aural. Antenna: 650-ft. above av. terrain, 417-ft. above ground, 1327-ft. above sea level.

Latitude 35° 27' 56"  
Longitude 119° 00' 59"

Transmitter: Woody Rd., 1.5 mi. N of James Rd.

Color: Network, film, slide & tape.

News Wire Service: AP.

Studio: 29th & Eye Sts.

AM Affiliate: KLYD, 1-kw, 1350 kc.

O & O Translator: K77BC, Porterville, Cal.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965 ARB study.

KLYD-TV Ref: FCC File No. BPT-2480 Granted 12/29/58

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## KLYD-TV

Licensee: Kern County Broadcasting Co., 2831 Eye St., Bakersfield, Cal. (93301).

Telephone: 805-327-7511. TWX No.: 805-831-7052.

Ownership: Lincoln Dellar and Mrs. Dellar, co-equal owners. Dellar also has interest in radios KACY, Port Hueneme and KROY, Sacramento, Cal.

Began Operation: Nov. 8, 1959. Transfer to present owners by group which included Dellar as 41.2% stockholder approved by FCC Dec. 31, 1962 (TV Addenda 32-KKKK).

Represented (sales) by Blair TV Assoc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Gautney & Jones.

Personnel:

LINCOLN DELLAR, president.  
DAVID MAXWELL, v.p. & general manager.  
HOWARD McCLURE, chief engineer.  
L. K. ABBOTT, program director.

DIGEST OF RATE CARD NO. 4  
(June 1, 1963)

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

Class AA—7:30-10:30 p.m., Mon.-Sat.; 5:30-10:30 p.m., Sun.  
\$350.00 \$210.00 \$140.00 \$125.00 \$90.00 \$70.00 \$60.00 \$30.00

NETWORK BASE HOURLY RATE: \$275.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
CALIFORNIA			
KERN WEST	83,300	77,700	93
TULARE	54,600	50,200	92
<b>STATION TOTAL</b>	<b>137,900</b>	<b>127,900</b>	<b>93</b>
NET WEEKLY CIRCULATION (MARCH 65)		76,000	
AVERAGE DAILY CIRCULATION (MARCH 65)		51,300	
COLOR PENETRATION PERCENTAGE (NOV 65)		13	

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**KHSL-TV**



Ch. 12

147

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural using 1° electrical beam tilt. Antenna: 1290-ft. above av. terrain, 284-ft. above ground, 3779-ft. above sea level.

Latitude 39° 57' 30"  
Longitude 121° 42' 48"

Transmitter: Cohasset Road.

Studio: 180 E. 4th St.

AM Affiliate: KHSL, 5-kw, 1290 kc (CBS).

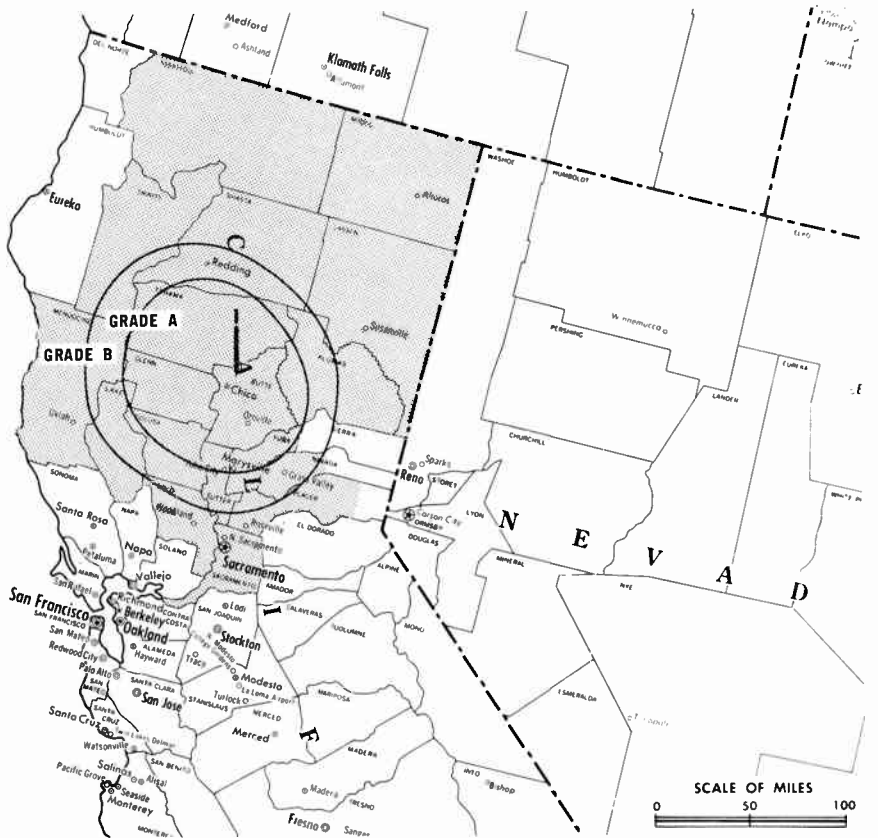
Color: Network, film & slide.

News Wire Service: UPI.

O & O Translator: K75BG, Chester, Greenville & Westwood, Cal.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KHSL-TV Ref: FCC File No. BPCT—2121 Granted 6/28/56

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**KHSL-TV**

Licensee: Golden Empire Bcstg. Co., Box 489, Chico, Cal. (95927).

Telephone: 916-342-0141. TWX No.: 916-348-2134.

Ownership: Mrs. Hugh McClung, pres., 95%; Hugh McClung Jr., v.p., 5%; Dorothy Locke, secy.-treas. Also operates KVCV, Redding, Cal. (AM).

Began Operation: Aug. 22, 1953.

Represented (sales) by Venard, Torbet & McConnell Inc.; Feltis, Dove, Croghan Inc. (Pacific Northwest).

Represented (legal) by Haley, Bader & Potts.

**Personnel:**

- M. F. WOODLING, manager.
- GEORGE ROSS, national sales manager.
- FRED M. STEULPNAGEL, program & production director.
- RUSSEL POPE, technical director.

**DIGEST OF RATE CARD NO. 8—(June 1, 1963)**

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID  
Class AA—7-10 p.m., daily.  
\$300.00 \$180.00 \$120.00 . . . . . \$100.00 \$75.00 \$64.00 \$40.00  
NETWORK BASE HOURLY RATE: \$325.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>CALIFORNIA</b>			
BUTTE	31,300	28,500	91
COLUSA	4,000	3,700	91
GLENN	5,700	5,300	93
LAKE	6,000	5,100	86
LASSEN	3,500	3,100	87
MENDOCINO	17,100	14,600	86
MODOC	2,500	2,200	86
NEVADA WEST	7,100	6,300	89
PLACER. WEST	20,400	18,900	93
PLUMAS	3,600	3,100	87
SACRAMENTO	190,500	180,600	95
SHASTA	22,700	21,300	94
SISKIYOU	11,700	10,200	87
SUTTER	11,500	10,800	94
TEHAMA	9,200	8,700	94
TRINITY	3,900	3,300	86
YOLO	24,200	22,400	93
YUBA	11,600	10,900	94
<b>STATION TOTAL</b>	<b>386,500</b>	<b>359,000</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65) 129,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 84,500  
COLOR PENETRATION PERCENTAGE (NOV 65) 14

# California—Concord

## KCFT-TV

Ch. 42

Technical Facilities: Channel No. 42 (638-644 mc). Authorized power: 269-kw visual, 53.7-kw aural. Antenna: 536-ft. above av. terrain, 193-ft. above ground, 793-ft. above sea level.

Latitude 38° 01' 49"  
Longitude 122° 00' 03.5"

Transmitter: 1.5-mi. N of intersection of Hwys 4 & 24.



KCFT-TV Ref: FCC File No. BPCT-3519 Granted 5/25/65

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## KCFT-TV

Network Service: None, independent.

Grantee: Jerry Bassett Inc., 74 A St., Concord.

Studio: 74 A St.

Telephone: 415-686-4242.

Ownership: Jerry Bassett, pres., 1.917%; Ronald Orin, 1st v.p., .076%; James Christensen, 2nd v.p., 3.835%; Victor Kaufenberg, secy., .038%; Frank Marshall, treas.; Benjamin Gaynor, 3.068%; Roi Peers, 3.835%; 221 others, none with as much as 2%.

Began Operation: Feb. 4, 1966.

Represented (sales) by Vic Piano Associates.

Represented (legal) by Lester W. Spillane.

Personnel:

JERRY BASSETT, president & general manager.  
KENNETH PURDY, sales manager.  
ROBERT WALBORN, program director.  
S. E. LAWHORN, special projects manager.  
TOM FERGUSON, public relations director.  
JAMES R. BIRD, chief engineer.

Base hourly rate: \$300.00.

ARB Data for this station is not available since it was not in operation when the survey was made.

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# California—Eureka

281

## KIEM-TV

Ch. 3

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1650-ft. above av. terrain, 249-ft. above ground, 3025-ft. above sea level.

Latitude 40° 43' 52"  
Longitude 123° 57' 06"

**Transmitter:** Redwood Peak, 12-mi. SE of Eureka.

**AM Affiliate:** KRED, 5-kw, 1480 kc (MBS).

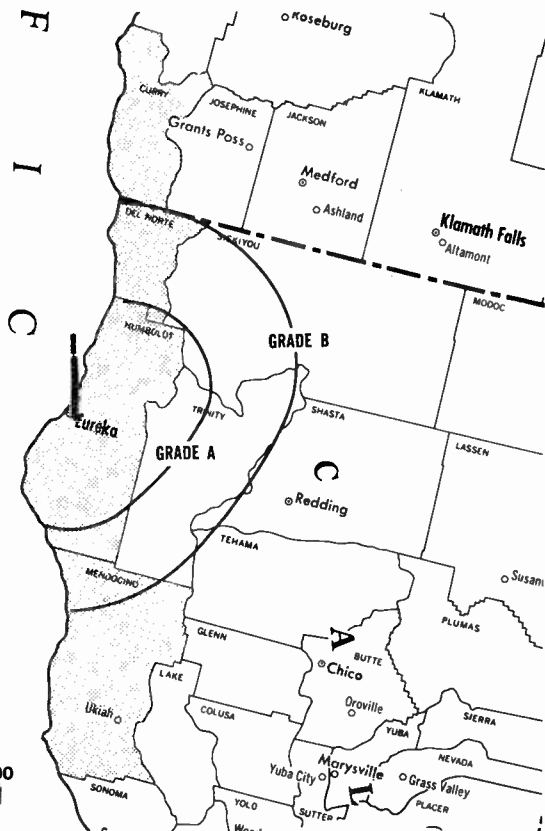
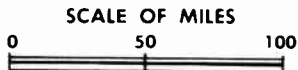
**FM Affiliate:** KIEM, 5.6-kw, 96.3 mc (No. 242), 1520-ft. antenna height.

**TV tape:** Recording facilities.

**Color:** Network only.

**News Wire Service:** UPI.

**Total Households:** © SRBS  
**Consumer Market Data** as of 1/1/66.  
**TV Homes: TV% and Circulation**  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KIEM-TV Ref: FCC File No. BMPCT-3432 Granted 12/1/55

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## KIEM-TV

**Network Service:** CBS, ABC on per program basis.

**Licensee:** California Oregon Radio Co., Box 1021, Eureka, Cal. (95502).

**Studio:** 6th & D Sts.

**Telephone:** 707-443-3123. TWX No.: 707-577-0627.

**Ownership:** California Oregon Radio Co. Wayne Vickers, pres., 5%; 19 other stockholders, each with 5%.

**Began Operation:** Oct. 25, 1953. Sale by William B. Smullin to present owner approved by FCC Oct. 25, 1961 (BAPCT).

**Represented (sales)** by Adam Young Inc.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by Lohnes & Culver.

### Personnel:

PAUL HOFF, v.p. & manager.  
DONALD H. TELFORD, v.p., national & network sales.  
NEWTON L. STEWARD, v.p., public affairs & news.  
DONALD R. KING, chief engineer.  
ROBERT R. MILLER, production manager.  
ELMER G. HASKIN JR., regional sales.  
WILLIAM B. SMULLIN, film buyer.

### DIGEST OF RATE CARD NO. 6 (May 1, 1964)

Hour	30 Min.	15 Min.	Min.	40 Sec.	20 Sec.	8 Sec.	
Class AA—7-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$65.00	\$81.25	\$55.00	\$33.00

**NETWORK BASE HOURLY RATE:** \$225. Combination rates available with KTVM-TV, Medford, Ore. & KOTI-TV, Klamath Falls, Ore.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>CALIFORNIA</b>			
DEL NORTE	6,500	5,700	87
HUMBOLDT	38,200	35,200	92
MENOCINO	17,100	14,600	86
<b>OREGON</b>			
CURRY	5,500	4,700	85
<b>STATION TOTAL</b>	<b>67,300</b>	<b>60,200</b>	<b>89</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>50,100</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>43,800</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>			<b>7</b>

HA 1-0818

RESIDENCE  
TE 2-9362

**La Rue Media Brokers Inc.**

**Radio Television CATV**

654 MADISON AVENUE  
HUGH BEN LA RUE NEW YORK, N.Y.



# California—Eureka

abc **NB KVIQ-TV**

Ch. 6

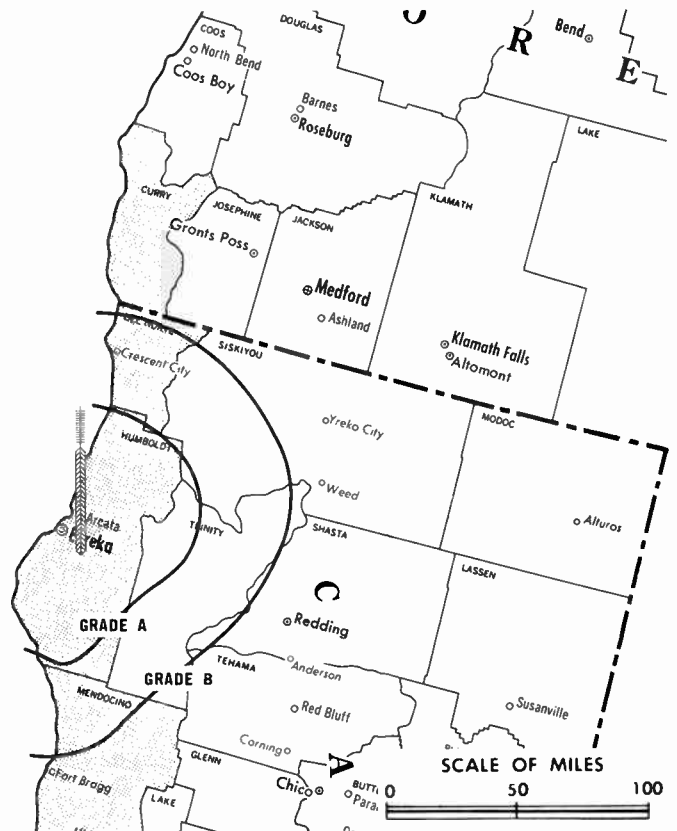
**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1740-ft. above av. terrain, 377-ft. above ground, 3049-ft. above sea level.

Latitude 40° 43' 36"  
Longitude 123° 58' 18"

**Transmitter:** 10.8-mi. SE of Eureka.  
**Color:** Network only.  
**News Wire Service:** UPI.  
**Studio:** Humboldt Hill Rd.

**Total Households:** © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965 ARB study.

281



KVIQ-TV Ref: FCC File No. BNPCT-4844 Granted 10/9/57  
Authorized: FCC File No. BNPCT-2784 Granted 9/30/60

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## KVIQ-TV

**Network Service:** NBC & ABC.  
**Licensee:** California Northwest Broadcasting Co., Box 1019.  
**Telephone:** 707-443-3061. TWX No.: 707-577-0636.  
**Ownership:** Carl & Leah McConnell, 100%. Carl & Leah McConnell also have interest in KJEO (TV), Fresno.  
**Began Operation:** April 1, 1958. Sale to present owners by Carroll R. Hauser (50%) and Shasta Telecasting Corp. (50%), approved May 16, 1960 by FCC (Television Digest, Vol. 16:22, 24).  
**Represented (sales)** by George P. Hollingbery Co.; Charles Burrow (Portland, Seattle).  
**Represented (legal)** by Wilner & Bergson.  
**Represented (engineering)** by Hammett & Edison.  
**Personnel:**  
SAM HOREL, general manager, national sales director & film buyer.  
AMOS HARGRAVE, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Nov. 15, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.	
Class A—7-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$75.00	\$60.00	\$50.00	\$30.00
<b>NETWORK BASE HOURLY RATE: \$200 (NBC).</b>							

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES PER	
		HOMES	PER
<b>CALIFORNIA</b>			
DEL NORTE	6,500	5,700	87
HUMBOLDT	38,200	35,200	92
MENDOCINO	17,100	14,600	86
<b>OREGON</b>			
CURRY	5,500	4,700	85
<b>STATION TOTAL</b>	<b>67,300</b>	<b>60,200</b>	<b>89</b>

**NET WEEKLY CIRCULATION (MARCH 65)** 48,200  
**AVERAGE DAILY CIRCULATION (MARCH 65)** 36,800  
**COLOR PENETRATION PERCENTAGE (NOV 65)** 7

# California—Fresno

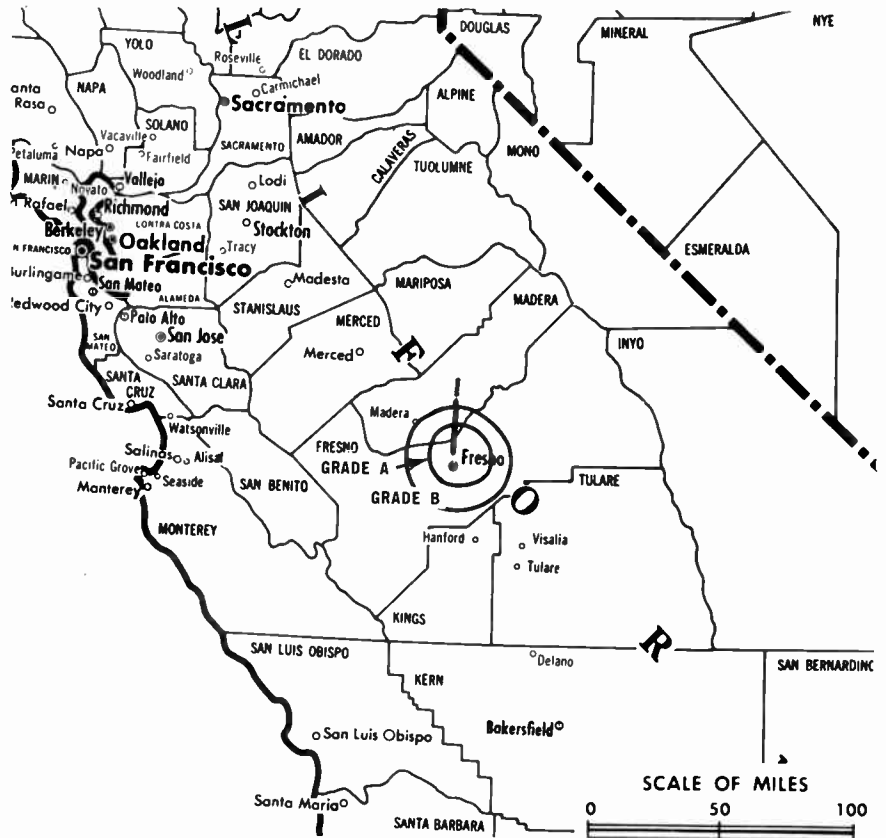
## KAIL

Ch. 53

Technical Facilities: Channel No. 53 (704-710 mc). Authorized power: 16.1-kw visual, 8.7-kw aural. Antenna: 350-ft. above av. terrain, 395-ft. above ground, 960-ft. above sea level.

Latitude 36° 50' 38"  
Longitude 119° 41' 13"

Transmitter: 5255 E. Alluvial, Fresno.  
News Wire Service: AP.



KAIL Ref: FCC File No. BMPCT-3578 Granted 7/26/61

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## KAIL

Network Service: None, independent.

Licensee: B. L. Golden & L. W. Fawns, Box 5160, Fresno, Cal. (93744).

Sales Office: Hotel Californian.

Studio: 5253 Alluvial Ave.

Telephone: 209-299-2104.

Ownership: B. L. Golden, 66 2/3%; L. W. Fawns, 33 1/3%.

Began Operation: December 18, 1961.

Represented (legal) by Lauren A. Colby.

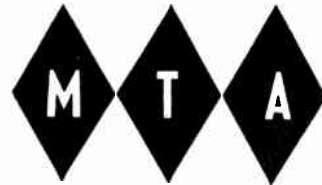
Personnel:

B. L. GOLDEN, general manager.  
JOHN LOCKHART, chief engineer.  
MICKEY JAMES, traffic manager.

### DIGEST OF RATE CARD NO. 2 (July 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	ID	
Class AA—5-10:15 p.m., daily.	\$120.00	\$65.00	\$35.00	\$20.00	\$15.00	\$8.00	\$4.00

ARB Data Not Available



MALARKEY, TAYLOR & ASSOCIATES

CATV

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WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

# California—Fresno



**KFRE-TV**



Ch. 30

**Technical Facilities:** Channel No. 30 (566-572 mc). Authorized power: 1302-kw max. and 288-kw horizontal visual, 251-kw max. and 51.3-kw horizontal aural. Antenna: 2080-ft. above av. terrain, 276-ft. above ground, 4755-ft. above sea level.

Latitude 37° 04' 39"  
Longitude 119° 26' 01"

**Transmitter:** Meadow Lake, Cal.

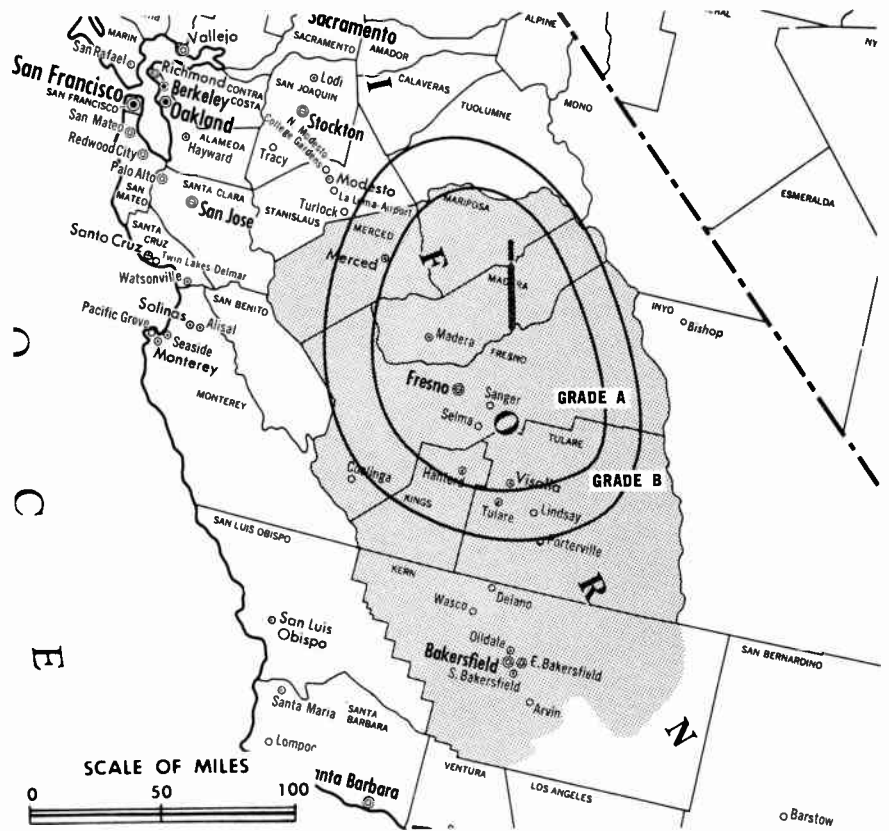
**Color:** Network, film, slide.

**AM Affiliate:** KFRE, 50-kw, 940 kc (CBS).

**FM Affiliate:** KRFM, 70-kw, 93.7 mc (No. 229), 1880-ft. antenna height.

**O & O Translator:** K71BC, Lemoncove & Woodlake, Cal.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KFRE-TV DOC.—11759 Granted 8/12/60

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## KFRE-TV

**Licensee:** Triangle Publications, Inc. (Radio & TV Div.), 733 L St., Fresno, Cal. (93701).

**Studio:** 733 L St.

**Telephone:** 209-268-6444. TWX No.: 209-481-1362.

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

**Began Operation:** May 10, 1956. Sale to present owner by Paul R. Bartlett and associates approved Dec. 30, 1958 by FCC (Television Digest, Vols. 14:47; 15:1). Note: Operated on Ch. 12 until Feb. 17, 1961, when it switched to uhf Ch. 30 (Vol. 17:8).

**Represented (sales) by:** Blair-TV.

**Represented (legal) by:** Wilner & Bergson.

**Represented (engineering) by:** Lohnes & Culver.

### Personnel:

JAMES H. BURGESS, managing director.  
WILLIAM EDHOIM, station manager.  
BILL MULVEY, general sales manager.  
DANTE F. LONGO, local sales manager.  
RON FAGEN, promotion director.  
STEPHEN WEBER, director of engineering.

## DIGEST OF RATE CARD NO. 6B

(Feb. 15, 1963)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:59 p.m., Mon.-Sat.; 7-10:59 p.m., Sun.					
\$750.00	\$450.00	.....	\$200.00	\$180.00	\$90.00

**NETWORK BASE HOURLY RATE: \$600.**

STATE/COUNTY	TOTAL		TV HOMES PER
	HOUSEHOLDS	HOMES	
<b>CALIFORNIA</b>			
FRESNO	122,500	113,700	93
KERN WEST	83,300	77,700	93
KINGS	15,200	13,800	91
MADERA	12,600	11,500	91
MARIPOSA	1,900	1,700	86
MERCED	28,900	26,700	93
TULARE	54,600	50,200	92
<b>STATION TOTAL</b>	<b>319,000</b>	<b>295,300</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65)	211,600
AVERAGE DAILY CIRCULATION (MARCH 65)	155,700
COLOR PENETRATION PERCENTAGE (NOV 65)	13

# California—Fresno



**KJEO**



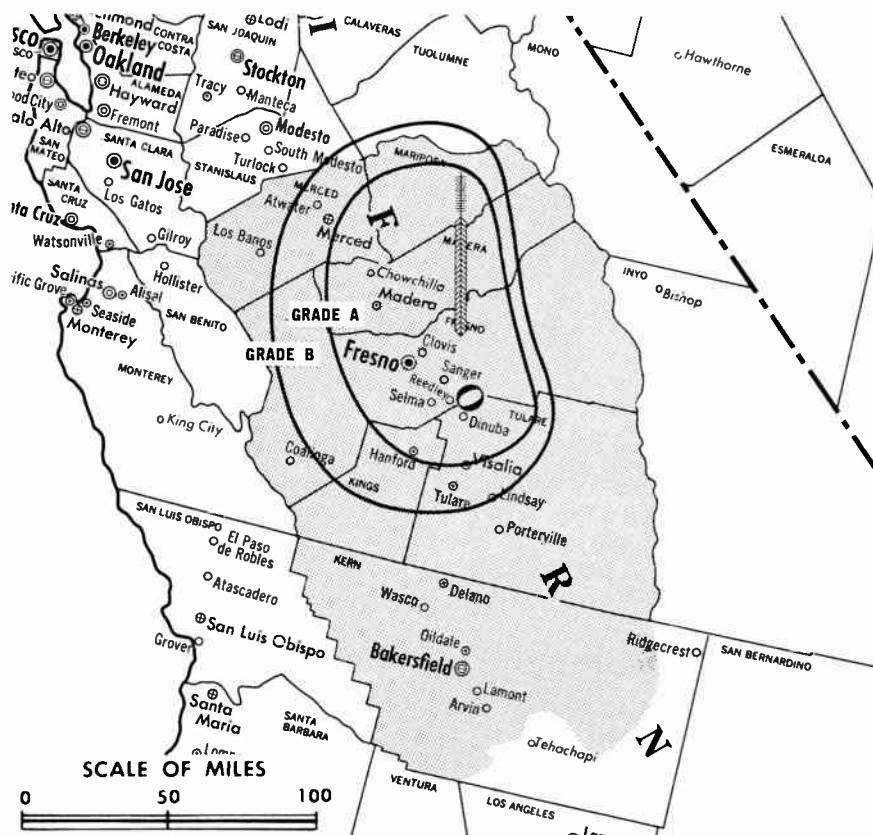
Ch. 47

Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 436-kw maximum visual with directional antenna and tilt, 269-kw maximum horizontal and 200-kw average horizontal visual, 20-kw maximum aural. Antenna: 1790-ft. above av. terrain, 138-ft. above ground, 4596-ft. above sea level.

Latitude 37° 04' 13"  
Longitude 119° 25' 31"

Transmitter: Bald Mt.  
Color: Network, film & slide.  
News Wire Service: UPI.  
News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage: (shaded areas) based on 1965  
ARB study.



KJEO Ref: FCC File No. BPCT—2285 Granted 6/25/57

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## KJEO

Grantee: Shasta Telecasting Corp., P.O. Box 1708, Fresno, Cal. (93717).

Studio: Shaw at Cedar.

Telephone: 209-222-2411.

TWX No.: 910-362-3181.

Ownership: George C. Fleharty, pres., 38%; Laurence W. Carr, 14 $\frac{3}{8}$ %; Morris K. Cohen, 10%; Robert L. Hammett, 10%; Carl R. McConnell, 22 $\frac{5}{8}$ %; Russell K. Olsen, 5%. Mr. McConnell, with his wife, owns KVIQ-TV, Eureka, Cal.

Began Operation: Sept. 20, 1953.

Represented (sales) by H-R Television Inc.

Represented (engineering) by Hammett & Edison.

Personnel:

GEORGE C. FLEHARTY, pres., gen. mgr.  
RUSSELL K. OLSEN, v.p.  
BILL SAWYERS, asst. general manager.  
RAY GRANT, station manager.  
LYNN OLSEN, operations director.  
PETE McCAUSLAND, program director.  
JAY HILL, chief engineer.  
MARY KRAUSE, traffic manager.

## DIGEST OF RATE CARD NO. 12E (Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$800.00	\$475.00	\$300.00	.....	\$190.00	\$190.00	\$95.00

**NETWORK BASE HOURLY RATE: \$575.**

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>CALIFORNIA</b>			
FRESNO	122,500	113,700	93
KERN WEST	83,300	77,700	93
KINGS	15,200	13,800	91
MADERA	12,600	11,500	91
MARIPOSA	1,900	1,700	86
MERCED	28,900	26,700	93
TULARE	54,600	50,200	92
<b>STATION TOTAL</b>	<b>319,000</b>	<b>295,300</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65)	207,100
AVERAGE DAILY CIRCULATION (MARCH 65)	138,900
COLOR PENETRATION PERCENTAGE (NOV 65)	13

# California—Fresno



**KMJ-TV**



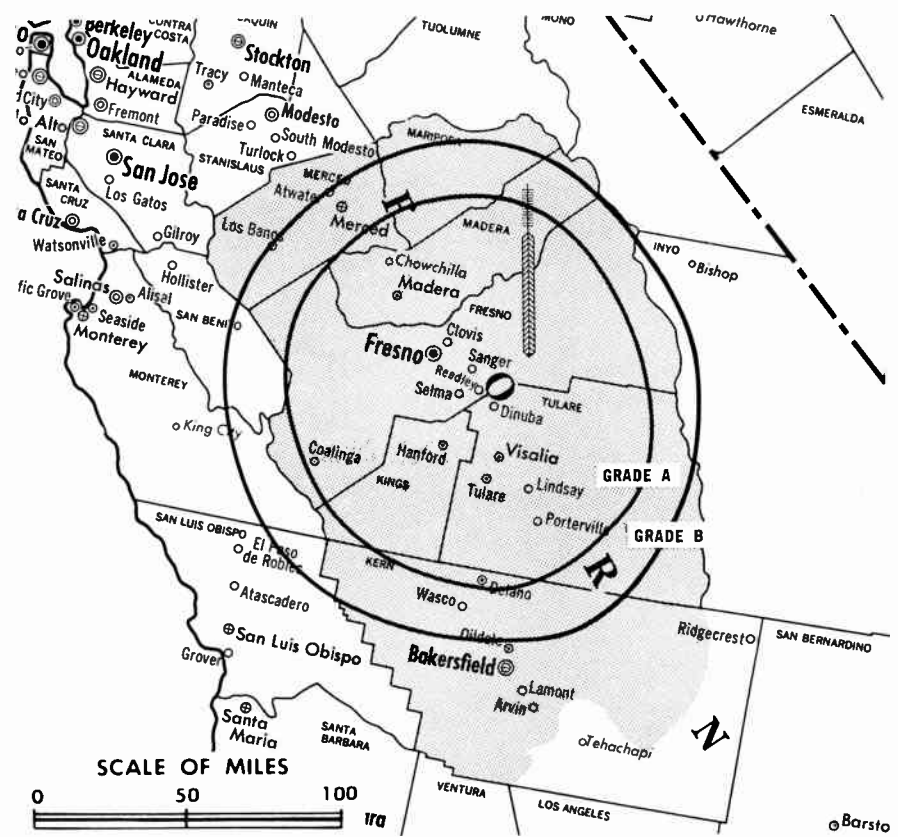
Ch. 24

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 1600-kw max. and 191-kw horizontal visual, 765-kw max. and 57.5-kw horizontal aural. Antenna: Directional, 2350-ft. above av. terrain, 321-ft. above ground, 3713-ft. above sea level.

Latitude 36° 44' 45"  
Longitude 119° 16' 53"

Transmitter: Bear Mt.  
Studio: 1544 Van Ness.  
AM & FM Affiliates: See below.  
Color: Network, film & slide.  
News Wire Service: AP, UPI.  
Facsimile Service: AP.  
News Film Service: NBC.

\*Total Households: © SRDS  
\*Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
\*County coverage (shaded areas) based on 1963 ARB study.



KMJ-TV Ref: FCC File No. BMPCT—2211 Granted 9/15/54  
Also CP BPCT—2859 Granted 7/12/61

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## KMJ-TV

Licensee: McClatchy Newspapers, 1544 Van Ness, Fresno, Cal. (93721).

Telephone: 209-268-6666. TWX No.: 209-481-1114.

AM Affiliate: KMJ, 5-kw, 580 kc (NBC). FM Affiliate: KMJ-FM, 7.3-kw, 97.9 mc (No. 250), 630-ft. antenna height.

Ownership: Eleanor McClatchy, pres.; J. Brown Maloney, v.p.; Charles K. McClatchy, secy.-treas.; L. R. Matushak, asst. secy.-treas.; Walter P. Jones & John J. Hamlyn, directors. Also own KFBK & FM, Sacramento; KBEE & FM, Modesto; KOH, Reno, Nev. McClatchy Newspapers publish Fresno Bee, Sacramento Bee, Modesto Bee. McClatchy also owns KQVR, Stockton-Sacramento, Cal.

Began Operation: June 1, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

### Personnel:

JOHN I. EDWARDS, manager & film buyer.  
EDGAR L. DEATHERAGE, sales manager.  
WILLIAM DAVIDSON, production manager.  
ALICE SOUTH, traffic manager.  
WILLIAM TRETTIN, film editor.  
JAMES B. HANCOCK, chief engineer.

## DIGEST OF RATE CARD NO. 20

(July 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AAA—7:30-10 p.m., daily.					
\$900.00	\$500.00	\$400.00	\$210.00	\$185.00	\$105.00
NETWORK BASE HOURLY RATE: \$650.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>CALIFORNIA</b>			
FRESNO	122,500	113,700	93
KERN WEST	83,300	77,700	93
KINGS	15,200	13,800	91
MADERA	12,600	11,500	91
MARIPOSA	1,900	1,700	86
MERCER	28,900	26,700	93
TULARE	54,600	50,200	92
<b>STATION TOTAL</b>	<b>319,000</b>	<b>295,300</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65)	216,300
AVERAGE DAILY CIRCULATION (MARCH 65)	164,500
COLOR PENETRATION PERCENTAGE (NOV 65)	13

# California—Hanford

## KDAS

Ch. 21

(Also serves Fresno, Cal.)

[Granted permission Dec. 22, 1964 to remain off air while remodeling transmitter building and making equipment changes.]

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 20.3-kw visual, 13.07-kw aural. Antenna: 420-ft. above av. terrain, 453-ft. above ground, 748-ft. above sea level.

Latitude 36° 29' 50"  
Longitude 119° 31' 50"

Transmitter: Highway 99 at Kings River.

News Wire Service: UPI.

10.1



KDAS Ref: FCC File No. BMPCT-5681 Granted 12/19/61

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

## KDAS

Network Service: None, independent.

Licensee: George L. Naron/C. B. Sweeney.

Studio: 1826 N. 10th, Box C-240 Hanford.

Ownership: George L. Naron & C. B. Sweeney, partners. Note: Sale pends to KSVJ Television Inc. (Television Digest, Vol. 5:2).

Began Operation: Feb. 27, 1962. Sale of 1/3 interest to Naron & Sweeney by Harold D. Gann approved June 25, 1963 by FCC.

Represented (legal) by E. W. Dunn, Hanford.

Represented (sales) by Vic Piano Associates.

Personnel:

GEORGE L. NARON, general manager.

DORALYN MORAN, program director.

JUNO LAW, station manager.

RAND STOVER, chief engineer.

### DIGEST OF RATE CARD NO. 1

(Jan. 1, 1962)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—5-9 p.m., Mon.-Fri.	\$170.00	\$105.00	\$95.00	\$25.00	\$20.00	\$15.00
	\$12.50					

ARB data not available because this station was not in operation when the survey was made.



**MALARKEY, TAYLOR & ASSOCIATES**  
C A T V

**Brokers - Consultants - Engineering**  
**WASHINGTON, D.C.**

1101 17th Street, N.W. Area Code 202 • 223-2345

# California—Visalia (Fresno)

## KICU-TV

Ch. 43

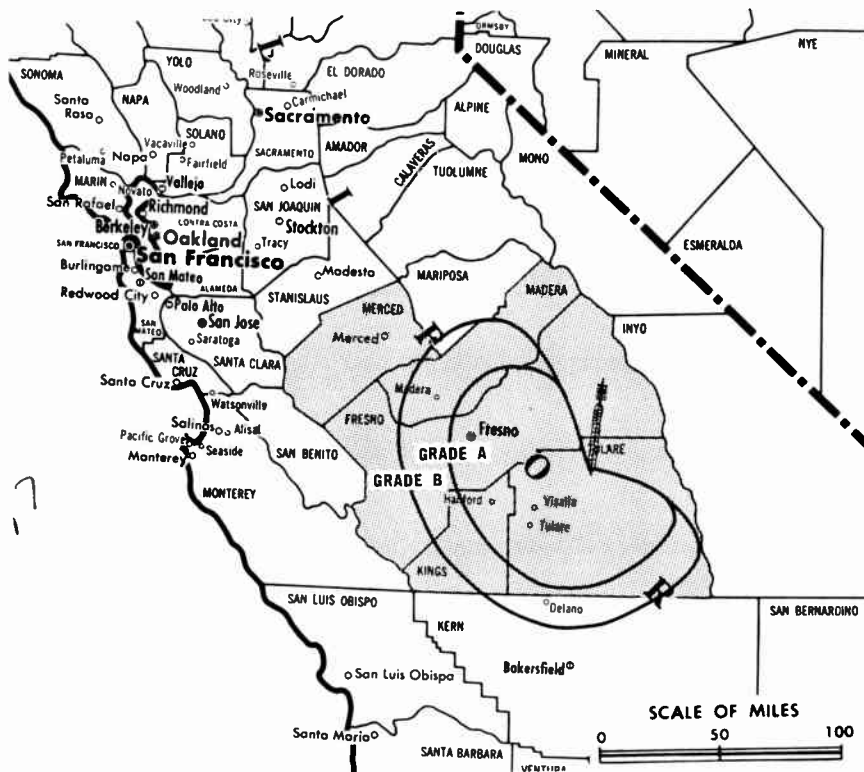
Technical Facilities: Channel No. 43 (644-650 mc). Authorized power: 162-kw visual, 87.1-kw aural. Antenna: 770-ft. above av. terrain, 147-ft. above ground, 5242-ft. above sea level.

Latitude 36° 38' 15"  
Longitude 118° 56' 35"

Holds CP for change to 441-kw visual, 153-kw aural, 840-ft. above av. terrain, 162-ft. above ground, 5284-ft. above sea level.

Transmitter: 3.9-mi. E of Badger.  
TV tape: Recording facilities.

15.7



Total Households © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KICU-TV Ref: FCC File No. BLCT-1165 Granted 1/18/63  
Also CP: FCC File No. BPCT-3089 Granted 7/8/63

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## KICU-TV

Network Service: None, independent.

Licensee: Sierra Broadcasting Inc., 1141 Market St., Room 305, San Francisco, Cal. (94103).

Studio: 2139 E. Main St., Visalia, Cal. (93277). Business Office: 2803 Divisadero, Fresno, Cal. (93721).

Telephones: 415-621-2300 (San Francisco); 209-732-6436 (Visalia); 209-268-9784 (Fresno).

Ownership: Norwood J. Patterson, 100% and radio KBIF, Fresno.

Began Operation: December 23, 1961.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Represented (engineering) by Radio Consulting Engineering Co.

Personnel:

DON WEBSTER, station manager & operations director.  
KEITH DARE, general sales manager.  
DOTTI COWART, traffic.

### DIGEST OF RATE CARD NO. 1 (Nov. 1, 1961)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.				
\$400.00	\$240.00	\$140.00	\$100.00	\$50.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
CALIFORNIA			
FRESNO	122,500	113,700	93
KINGS	15,200	13,800	91
MADERA	12,600	11,500	91
MERCED	28,900	26,700	93
TULARE	54,600	50,200	92
STATION TOTAL	233,800	215,900	92
NET WEEKLY CIRCULATION (MARCH 65)		55,000	
AVERAGE DAILY CIRCULATION (MARCH 65)		13,400	
COLOR PENETRATION PERCENTAGE (NOV 65)		13	

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

# California—Los Angeles



**KABC-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 165-kw visual, 12.9-kw aural. Antenna: electrically tilted 3°, 2970-ft. above av. terrain, 234-ft. above ground, 5940-ft. above sea level.  
Latitude 34° 13' 36"  
Longitude 118° 03' 59"

Transmitter: Mt. Wilson.

Studio: Prospect & Talmadge Sts., Hollywood (90027).

TV tape: Recording facilities.

AM Affiliate: KABC, 5-kw, 790 kc (ABC).

FM Affiliate: KABC-FM, 4.3-kw, 95.5 mc (No. 238), 40-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, City News.

Facsimile Service: UPI.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KABC-TV Ref: FCC File No. BPC-1424 Granted 4/10/53

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

## KABC-TV

Licensee: American Broadcasting Companies Inc., 1330 Ave. of the Americas, New York, N.Y. (10020).

Telephone: 213-663-3311. TWX No.: 213-666-1240.

Ownership: See WABC-TV, New York.

Began Operation: Sept. 16, 1949 as KECA-TV.

Represented (sales) by ABC-TV Television Spot Sales Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

### Personnel:

ELTON H. RULE, v.p. & general manager.  
RICHARD A. O'LEARY, general sales manager.  
STEVE MILLS, program director.  
BILL McPHIE, film buyer.  
NORMAN H. SLOANE, business manager.  
GEORGE L. PIERCE, sales service manager.  
NORMA OLSEN, director of program operations.  
ROBERT TRACHINGER, executive producer.  
JACK F. BREMBECK, promotion manager.  
THEODORE GRENIER, chief engineer, Western Division, ABC.

### DIGEST OF RATE CARD NO. 65—(Aug. 16, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 10 Sec.  
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m. Sat. & Sun.  
\$5000.00 \$3000.00 \$2000.00 ..... \$1650.00 \$1000.00  
NETWORK BASE HOURLY RATE: \$4400.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	TV HOMES PER
<b>CALIFORNIA</b>			
IMPERIAL	20,400	17,700	87
INYO	4,100	3,300	80
KERN WEST	83,300	77,700	93
KERN EAST	14,100	13,200	93
LOS ANGELES	2,330,900	2,208,700	95
ORANGE NORTH	266,300	257,200	97
ORANGE SOUTH	61,300	59,200	97
RIVERSIDE WEST	117,700	109,200	93
SAN BERNARDINO W	185,800	174,400	94
SAN DIEGO	373,700	353,600	95
SAN LUIS OBISPO	32,600	29,800	92
SANTA BARBARA N	34,100	31,500	92
SANTA BARBARA S	42,000	38,900	93
VENTURA	88,400	84,300	95
<b>STATION TOTAL</b>	<b>3,654,700</b>	<b>3,458,700</b>	<b>95</b>

NET WEEKLY CIRCULATION (MARCH 65) 2,848,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 1,710,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 17

For American Broadcasting Companies Corporate  
Listing, see Section c.



# California—Los Angeles

## KCOP

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 170-kw visual, 32.4-kw aural. Antenna: 2920-ft. above av. terrain, 200-ft. above ground, 5880-ft. above sea level.

Latitude 34° 13' 42"  
Longitude 118° 04' 02"

Transmitter: Mt. Wilson

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: UPI, City News.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KCOP Ref: FCC File No. BMPCT-240 Granted 6/23/48

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

## KCOP

Network Service: None, independent.

Licensee: KCOP Television Inc., 915 N. La Brea, Hollywood, Cal. (90038).

Studio: 915 N. La Brea.

Telephone: 213-656-6050. TWX No.: 910-321-4197.

Ownership: Chris-Craft Industries Inc., 100%. For officers and principal stockholders, see KPTV, Portland, Ore.

Began Operation: Sept. 17, 1948. Sale to Chris-Craft (formerly NAFI Corp.) by Bing Crosby, Kenyon Brown, George L. Coleman & Joseph A. Thomas (25% each) approved Jan. 27, 1960 by FCC (Television Digest, Vols. 15:33, 36, 43, 16:5). Previous sale to Crosby et al by Copley Press approved Dec. 11, 1957 by FCC (Vol. 13:16, 22, 34; 50). Copley acquired station, operating as KLAC-TV, from Mrs. Dorothy Schiff Sonneborn Dec. 23, 1953 (Vol. 9:49, 32).

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

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JOHN HOPKINS, president.  
BILL ANDREWS, general sales manager.  
DAN MILLER, western sales manager.  
GARY WALLER, program director & film buyer.  
AL BROWDY, director of engineering.  
CHARLES MITTS, promotion director.  
JULIANNA ROYAL, business manager.

### DIGEST OF RATE CARD NO. 1

(Jan. 1, 1966)

Hour	30 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.				
\$3000.00	\$1800.00	\$1000.00	\$1000.00	\$600.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
ARIZONA			
YUMA	16,100	14,800	92
CALIFORNIA			
IMPERIAL	20,400	17,700	87
KERN EAST	14,100	13,200	93
LOS ANGELES	2,330,900	2,208,700	95
ORANGE NORTH	266,300	257,200	97
ORANGE SOUTH	61,300	59,200	97
RIVERSIDE EAST	5,000	4,700	93
RIVERSIDE WEST	117,700	109,200	93
SAN BERNARDINO W	185,800	174,400	94
SAN DIEGO	373,700	353,600	95
SAN LUIS OBISPO	32,600	29,800	92
SANTA BARBARA N	34,100	31,500	92
SANTA BARBARA S	42,000	38,900	93
VENTURA	88,400	84,300	95
STATION TOTAL	3,588,400	3,397,200	95

NET WEEKLY CIRCULATION (MARCH 65)	2,060,200
AVERAGE DAILY CIRCULATION (MARCH 65)	769,400
COLOR PENETRATION PERCENTAGE (NOV 65)	17

# California—Los Angeles

## KHJ-TV

Ch. 9

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 162-kw visual, 81.3-kw aural. Antenna: 2960-ft. above av. terrain, 199-ft. above ground, 5929-ft. above sea level.

Latitude 34° 13' 38"  
Longitude 118° 04' 00"

**Transmitter:** Mt. Wilson.  
**TV tape:** Recording facilities.  
**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** AP.

**AM Affiliate:** KHJ, 5-kw, 930 kc.

**FM Affiliate:** KHJ-FM, 58-kw, 101.1 mc (No. 266), 2950-ft. antenna height.

**Total Households:** © SRDS  
**Consumer Market Data** as of 1/1/66.  
**TV Homes:** TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KHJ-TV Ref: FCC File No. BPCT—1853 Granted 5/24/54

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## KHJ-TV

**Network Service:** None, independent.  
**Licensee:** RKO General Inc., 5515 Melrose Ave. (Don Lee Div.), Hollywood, Cal. (90038).  
**Studio:** 5515 Melrose Ave.  
**Telephone:** 213-462-2133.  
**TWX No.:** 213-468-1033.  
**Ownership:** See WOR-TV, New York.  
**Began Operation:** Aug. 25, 1948, as KFI-TV. Sold to present licensee Aug. 1951 (Television Digest, Vol. 7:23, 32, 36).  
**Represented (sales)** by RKO General National Sales.  
**Represented (legal)** by Pierson, Ball & Dowd.  
**Personnel:**  
THOMAS F. O'NEIL, president RKO General Inc.  
MALCOLM (MAL) C. KLEIN, general manager.  
DON BALSAMO, general sales manager.  
WALLY SHERWIN, program director.  
PARKER H. JACKSON, promotion manager.  
BRYAN COLE, operations & production facilities mgr.  
ROBERT BULLOCK, chief engineer.  
TERRY ANDERSON, film supervisor.

For other Group Owners of TV Stations  
see Section c

## DIGEST OF RATE CARD NO. 14-1 (Nov. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min., 30 or 40 Sec.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.						
\$3000.00	\$1800.00	\$1200.00	\$800.00	\$550.00	\$440.00	\$275.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ARIZONA</b>			
YUMA	16,100	14,800	92
<b>CALIFORNIA</b>			
IMPERIAL	20,400	17,700	87
KERN WEST	83,300	77,700	93
KERN EAST	14,100	13,200	93
LOS ANGELES	2,330,900	2,208,700	95
ORANGE NORTH	266,300	257,200	97
ORANGE SOUTH	61,300	59,200	97
RIVERSIDE EAST	5,000	4,700	93
RIVERSIDE WEST	117,700	109,200	93
SAN BERNARDINO W	185,800	174,400	94
SAN DIEGO	373,700	353,600	95
SAN LUIS OBISPO	32,600	29,800	92
SANTA BARBARA N	34,100	31,500	92
SANTA BARBARA S	42,000	38,900	93
VENTURA	88,400	84,300	95
<b>STATION TOTAL</b>	<b>3,671,700</b>	<b>3,474,900</b>	<b>95</b>

NET WEEKLY CIRCULATION (MARCH 65)	2,109,800
AVERAGE DAILY CIRCULATION (MARCH 65)	804,500
COLOR PENETRATION PERCENTAGE (NOV 65)	17

# California—Los Angeles

## KMEX-TV

Ch. 34

(Spanish Language)

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 121-kw visual, 60.5-kw aural (directional antenna). Antenna: 2950-ft. above av. terrain, 192-ft. above ground, 5940-ft. above sea level. Latitude 34° 13' 35" Longitude 118° 03' 56" Holds CP for change to 347-kw max. and 87.13-kw horizontal visual, 69.3-kw max. and 17.4-kw horizontal aural, 2930-ft. above av. terrain, 170-ft. above ground, 5876-ft. above sea level. BPCT—3462.

Requests modification of CP to 186-kw visual, 36.8-kw aural. BMPCT—6192.

Transmitter: Mt. Wilson.  
TV tape: Recording facilities.  
News Wire Service: UPI.  
Facsimile Service: UPI.



KMEX-TV Ref: FCC File No. BMPCT—5770 Granted 9/12/62 ©American Map Co., Inc., N.Y., No. 14244

## KMEX-TV

Network Service: None, independent Spanish language outlet.  
Licensee: Spanish International Bcstg. Co., 1044 S. Hill St., Los Angeles, Cal. (90015).  
Studio: 721 North Bronson Ave., Hollywood, Cal. (90038).  
Telephone: 213-466-8131.  
Ownership: Fouce Amusement Corp., 35%; Julian M. Kaufman, v.p., 10%; Edward J. Noble, 20%; Emilio Azcarraga, 20%; Rene Anselmo, v.p., 15%. Same interests also operate KWEX-TV, San Antonio, Tex. and are Ch. 66 applicants in Paterson, N.J.  
Began Operation: September 30, 1962.  
Represented (sales) by Spanish International Network Sales Inc.  
Represented (legal) by Fly, Shuebruk, Blume & Gaguine.  
Represented (engineering) by Jules Cohen & Assoc.  
Personnel:  
FRANK L. FOUCE, president.  
RENE ANSELMO, vice president & treas.  
JULIAN KAUFMAN, vice president.  
JOSEPH S. RANK, station manager.

### DIGEST OF RATE CARD NO. 4 (Jan. 1, 1965)

Hour	30 Min.	Min.	20 or 30 Sec.	10 Sec.
Class A—6-11 p.m., daily.				
\$700.00	\$420.00	\$160.00	\$120.00	\$80.00

ARB Data Not Available

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# California—Los Angeles



**KNBC**

Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 42.7-kw visual, 21.4-kw aural. Antenna: non-directional, electrically tilted 2.5°, 3200-ft. above av. terrain, 490-ft. above ground, 6170-ft. above sea level.

Latitude 34° 13' 33"  
Longitude 118° 03' 55"

Transmitter: Mt. Wilson.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.  
News Wire Service: AP, UPI.  
Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KNBC Ref: FCC File No. BRCT-81 Granted 3/15/63

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## KNBC

Licensee: National Broadcasting Co. Inc., 3000 W. Alameda Ave., Burbank, Cal. (91505).

Studio: 3000 W. Alameda Ave., Burbank.

Telephones: 213-849-3911 & 213-845-7000.

TWX No.: 213-846-6408.

Ownership: See WNBC-TV, New York.

Began Operation: Jan. 16, 1949.

Represented (sales) by NBC Spot Sales.

### Personnel:

- THOMAS C. McCRAY, NBC v.p. & general manager.
- JAMES PARKS, station manager.
- JOHN WEHRHEIM, manager, business affairs.
- ROBERT KENNEDY, advertising & promotion manager.
- JOHN C. KENASTON, program manager.
- HOWARD D. STURM, manager, public affairs.
- NOYES SCOTT, sales manager.
- ROBERT HENRY, operations manager.
- GEORGE BURKE, manager, film procurement.
- JOHN KNIGHT, manager, technical operations.

### DIGEST OF RATE CARD NO. 23 (Jan. 17, 1966)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.	
Class A—7:30-10:30 p.m., daily.	\$5000.00	\$3000.00	\$2200.00	\$1250.00	\$1600.00*	\$900.00*

\*Class AAA—7:59-10:31 p.m., daily.

Color—Rates on request.

NETWORK BASE HOURLY RATE: \$4600.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>CALIFORNIA</b>			
IMPERIAL	20,400	17,700	87
INYO	4,100	3,300	80
KERN WEST	83,300	77,700	93
KERN EAST	14,100	13,200	93
LOS ANGELES	2,330,900	2,208,700	95
ORANGE NORTH	266,300	257,200	97
ORANGE SOUTH	61,300	59,200	97
RIVERSIDE WEST	117,700	109,200	93
SAN BERNARDINO W	185,800	174,400	94
SAN DIEGO	373,700	353,600	95
SAN LUIS OBISPO	32,600	29,800	92
SANTA BARBARA N	34,100	31,500	92
SANTA BARBARA S	42,000	38,900	93
VENTURA	88,400	84,300	95
<b>STATION TOTAL</b>	<b>3,654,700</b>	<b>3,458,700</b>	<b>95</b>

NET WEEKLY CIRCULATION (MARCH 65)	2,987,700
AVERAGE DAILY CIRCULATION (MARCH 65)	1,891,000
COLOR PENETRATION PERCENTAGE (NOV 65)	17

For NBC Network Listing

see Section a

# California—Los Angeles



**KNXT**

Ch. 2



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 46.8-kw visual, 9.33-kw aural. Antenna: 3140-ft. above av. terrain, 466-ft. above ground, 6126-ft. above sea level.

Latitude 34° 13' 57"  
Longitude 118° 04' 18"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

AM Affiliate: KNX, 50-kw, 1070 kc (CBS).

News Wire Service: AP, UPI, City News.

Facsimile Service: AP.

News Film Service: CBS.

FM Affiliate: KNX-FM, 67-kw, 93.1 mc (No. 226), 2870-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



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## KNXT

Licensee: Columbia Broadcasting System Inc., 6121 W. Sunset Blvd., Los Angeles (90028).

Studio: 6121 W. Sunset Blvd.

Telephone: 213-469-1212.

Ownership: See WCBS-TV, New York.

Began Operation: May 6, 1948 as KTSL. Sold to present owner December 1950 (Television Digest, Vol. 6:46, 52).

Represented (sales) by CBS Television Stations National Sales.

Represented (engineering) by CBS Engineering Dept., N.Y.

Personnel:

ROBERT D. WOOD, vice president & general manager.

RAY L. BEINDORF, general sales manager.

RALPH DANIELS, national sales manager.

ALBERTA HACKETT, business manager.

ROBERT L. NELSON, dir. of promotion & information services.

LEON DREW, program director.

EDWIN W. MILLER, director of technical operation.

ROY HEATLY, director of news & special events.

RICHARD MARSH, operations & traffic manager.

### DIGEST OF RATE CARD NO. 21 (Jan. 30, 1966)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—8-10:30 p.m., Mon.-Fri.; 6:30-11 p.m., Sun.; 7:30-11 p.m. Sat.

\$2100\* \$1900\* \$1700\* \$1000\*

\*Prime Time—6:29-11:01 p.m., Sun.-Fri.; 6:29-11:16 p.m., Sat. Also has Class A, AAA, and AAAA rates for this time. Station time rates for hour, 30 min. & 15 min. available upon request.

NETWORK BASE HOURLY RATE: \$5000.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
CALIFORNIA			
IMPERIAL	20,400	17,700	87
INYO	4,100	3,300	80
KERN WEST	83,300	77,700	93
KERN EAST	14,100	13,200	93
LOS ANGELES	2,330,900	2,208,700	95
ORANGE NORTH	266,300	257,200	97
ORANGE SOUTH	61,300	59,200	97
RIVERSIDE WEST	117,700	109,200	93
SAN BERNARDINO W	185,800	174,400	94
SAN DIEGO	373,700	353,600	95
SANTA BARBARA N	34,100	31,500	92
SANTA BARBARA S	42,000	38,900	93
VENTURA	88,400	84,300	95
STATION TOTAL	3,622,100	3,428,900	95

NET WEEKLY CIRCULATION (MARCH 65) 2,953,500  
AVERAGE DAILY CIRCULATION (MARCH 65) 2,046,500  
COLOR PENETRATION PERCENTAGE (NOV 65) 17



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# California—Los Angeles

## KPOL-TV

Ch. 22

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 65.3-kw visual, 32.7-kw aural. Antenna: 2930-ft. above av. terrain, 146-ft. above ground, 5846-ft. above sea level.

Latitude 34° 13' 36"  
Longitude 118° 03' 59"

Transmitter: Mt. Wilson.



KPOL-TV Ref: FCC File No. BMPCT-5796 Granted 1/23/63

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## KPOL-TV

Network Service: None, independent.

Licensee: Coast TV Broadcasting Corp., 5700 Sunset Blvd., Los Angeles, Cal. (90028).

Studio: 5565 Sunset Blvd., Los Angeles, Cal. (90028).

Telephone: 213-466-4123.

Ownership: Coast Radio Broadcasting Corp., 90% (KPOL & FM, Los Angeles); Fredrick D. Custer, 5%; Robertson C. Scott, 5%.

Began Operation: March 25, 1963, but left the air March 9, 1964 (Television Digest, Vol. 4:11). Sale to present owner by Central Broadcasting Corp. approved July 29, 1964 by FCC (Vol. 4:11, 31). Resumed operation May 2, 1965 (Vol. 5:20).

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by Jay Tapp.

### Personnel:

FREDRICK CUSTER, v.p. & general manager.  
ROBERTSON SCOTT, v.p. & program director.

### DIGEST OF RATE CARD NO. 1 (March 1, 1965)

Hour	30 Min.	15 Min.	Min.	30 Sec.
Class A—7-11 p.m., daily.				
\$200.00	\$121.00	\$81.00	\$35.00	\$28.00

ARB Data for this Station is not available since it was not in operation when the survey was made.

# California—Los Angeles

## KTLA

Ch. 5

Technical Facilities: Channel No. 5  
(76-82 mc). Authorized power:  
50.1-kw visual, 25.1-kw aural.  
Antenna: 2990-ft. above av. ter-  
rain, 240-ft. above ground, 5936-  
ft. above sea level.

Latitude 34° 13' 35"  
Longitude 118° 03' 56"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

Color: Network, live, film, slide &  
tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.

KTLA Ref: FCC File No. BFCT—1698 Granted 7/15/53

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## KTLA

Network Service: None, independent.

Licensee: Golden West Broadcasters Inc., 5800 Sunset Blvd., Holly-  
wood (90028).

Studio: 5800 Sunset Blvd.

Telephone: 213-469-3181. TWX No.: 213-468-1118.

Ownership: Golden West Broadcasters, 51.5% (Gene & Ina Mae  
Autry owners); Gene Autry, chairman; Robert O. Reynolds, pres.,  
13.83%; Loyd C. Sigmon, exec. v.p., 13.83%; Wesley L. Nutten  
Jr., secy., 2.5%; William D. Shaw, v.p., 1.33%; Enna Lee  
Reynolds, 12.67% (wife of R. O. Reynolds); 10 others, none with  
more than 3%. Golden West is licensee of radios KMPC, Los  
Angeles; KEX, Portland, Ore., and KVI, Seattle. For other inter-  
ests, see KOOL-TV, Phoenix, Ariz.

Began Operation: Jan. 22, 1947. Sale to present owner by Para-  
mount Television Productions approved May 13, 1964 by FCC  
(Television Digest, Vols. 3:44, 4:20).

Represented (sales) by Peters-Griffin-Woodward.

Represented (legal) by Dow, Lohnes & Albertson.

### Personnel:

LOYD C. SIGMON, executive v.p.  
ARTHUR M. MORTENSEN, v.p. & general manager.  
GORDON F. MASON, general sales manager.  
CARLO ANNEKE, sales manager.  
JERRY MARCUS, eastern sales manager.  
JERRY BIRDWELL, sales promotion manager & publicity dir.  
IRIS FOLLOWES, traffic manager.  
LORING d'USSEAU, program director.  
DALTON DANON, film program director.  
HAL DASBACH, production manager.  
FRANK TRAVALLIA, business manager.  
HARRY WARNER, resident counsel.  
JOHN SILVA, chief engineer.

DIGEST OF RATE CARD NO. 12R4  
(Aug. 17, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—5-Midnight, daily.  
\$3200.00 \$1900.00 \$1000.00 \$625.00 \$500.00 \$350.00 \$200.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ARIZONA			
YUMA	16,100	14,800	92
CALIFORNIA			
IMPERIAL	20,400	17,700	87
KERN WEST	83,300	77,700	93
KERN EAST	14,100	13,200	93
LOS ANGELES	2,330,900	2,208,700	95
ORANGE NORTH	266,300	257,200	97
ORANGE SOUTH	61,300	59,200	97
RIVERSIDE EAST	5,000	4,700	93
RIVERSIDE WEST	117,700	109,200	93
SAN BERNARDINO W	185,800	174,400	94
SAN DIEGO	373,700	353,600	95
SAN LUIS OBISPO	32,600	29,800	92
SANTA BARBARA N	34,100	31,500	92
SANTA BARBARA S	42,000	38,900	93
VENTURA	88,400	84,300	95
STATION TOTAL	3,671,700	3,474,900	95

NET WEEKLY CIRCULATION (MARCH 65) 2,338,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 902,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 17



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# California—Los Angeles

## KTTV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 165-kw visual, 20.2-kw aural. Antenna: 2940-ft. above av. terrain, 237-ft. above ground, 5907-ft. above sea level.

Latitude 34° 13' 29.0"  
Longitude 118° 03' 47.1"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: UPI.

AM Affiliate: KLAC, 5-kw (1-kw night), 570-kc.

FM Affiliate: KLAC-FM, 8.3-kw, 102.7 mc (No. 274), 2790-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTTV Ref: FCC File No. BPCT-1756 Granted 9/3/53

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

## KTTV

Network Service: None, independent.

Licensee: Metromedia Inc., 5746 Sunset Blvd., Los Angeles, Cal. (90028).

Studio: 5746 Sunset Blvd.

Telephone: 213-462-7111.

TWX No.: 213-468-1046.

Ownership: For other interests of Metromedia Inc., see WNEW-TV, New York, N.Y.

Began Operation: Jan. 7, 1949. Sale to present owner by Los Angeles Times and Mirror approved May 28, 1963 by FCC (Television Digest, Vol. 3:3, 22).

Represented (sales) by Metro TV Sales.

Represented (engineering) by Lohnes & Culver.

Personnel:

BENNET H. KORN, pres., Metropolitan Broadcasting Television.  
ALBERT P. KRIVIN, v.p. & general manager.  
CHARLES D. YOUNG, v.p., national sales.  
ROBERT M. BENNETT, v.p., local sales.  
REAVIS G. WINCKLER, director, public relations & promotion.  
JAMES S. GATES, program director.  
FRANK LIVERMORE, business manager.  
RICHARD ANDERSON, engineering manager.  
VAL CONTE, operations manager.  
ALVIN BOWEN, asst. program director.  
ROBERT McDANIEL, merchandising director.

For Group Ownership of TV Stations  
see Section c

### DIGEST OF RATE CARD NO. 22

(June 1, 1965)

Hour	30 Min.	15 Min. or less	Min.*	20 Sec.*	10 Sec.*
Class A—6-11 p.m., daily.					
\$3000.00	\$1800.00	\$1200.00	\$1000.00	\$1000.00	\$500.00

\*6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ARIZONA			
YUMA	16,100	14,800	92
CALIFORNIA			
IMPERIAL	20,400	17,700	87
KERN WEST	83,300	77,700	93
KERN EAST	14,100	13,200	93
LOS ANGELES	2,330,900	2,208,700	95
ORANGE NORTH	266,300	257,200	97
ORANGE SOUTH	61,300	59,200	97
RIVERSIDE EAST	5,000	4,700	93
RIVERSIDE WEST	117,700	109,200	93
SAN BERNARDINO W	185,800	174,400	94
SAN DIEGO	373,700	353,600	95
SAN LUIS OBISPO	32,600	29,800	92
SANTA BARBARA N	34,100	31,500	92
SANTA BARBARA S	42,000	38,900	93
VENTURA	88,400	84,300	95
<b>STATION TOTAL</b>	<b>3,671,700</b>	<b>3,474,900</b>	<b>95</b>

NET WEEKLY CIRCULATION (MARCH 65) 2,168,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 908,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 17



# California—Corona (Los Angeles)

**KMTW**

Ch. 52

**(Due to Begin Operation in Spring)**

Technical Facilities: Channel No. 52 (698-704 mc). Authorized power: 69.2-kw visual, 9.33-kw aural. Antenna: 2790-ft. above av. terrain, 82-ft. above ground, 5752-ft. above sea level.

Latitude 34° 13' 29"  
Longitude 118° 03' 47"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.



**KMTW**

Network Service: None, independent.

Grantee: Kaiser Broadcasting Corp., Kaiser Center, 300 Lakeside Dr., Oakland, Cal. (94604).

Studio: Mt. Wilson.

Telephone: 415-271-2575.

Ownership: Subsidiary of Kaiser Industries Corp.; Richard C. Block, v.p. & gen. mgr. Kaiser also operates WKBD(TV), Detroit, Mich.; WKBS(TV), Burlington-Philadelphia; KFOG-FM, San Francisco and holds CP for KHJK(TV), San Francisco.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Hammett & Edison.

Personnel:

L. WILLIAM WHITE, station manager.

JAMES T. PARENT, chief engineer.

**ADDITIONAL DATA NOT AVAILABLE**

HA 1-0818

RESIDENCE

TE 2-9362

**La Rue Media Brokers Inc.**

**Radio Television CATV**

654 MADISON AVENUE  
HUGH BEN LA RUE NEW YORK, N.Y.

# California—Redding

abc **KRCR-TV**

Ch. 7

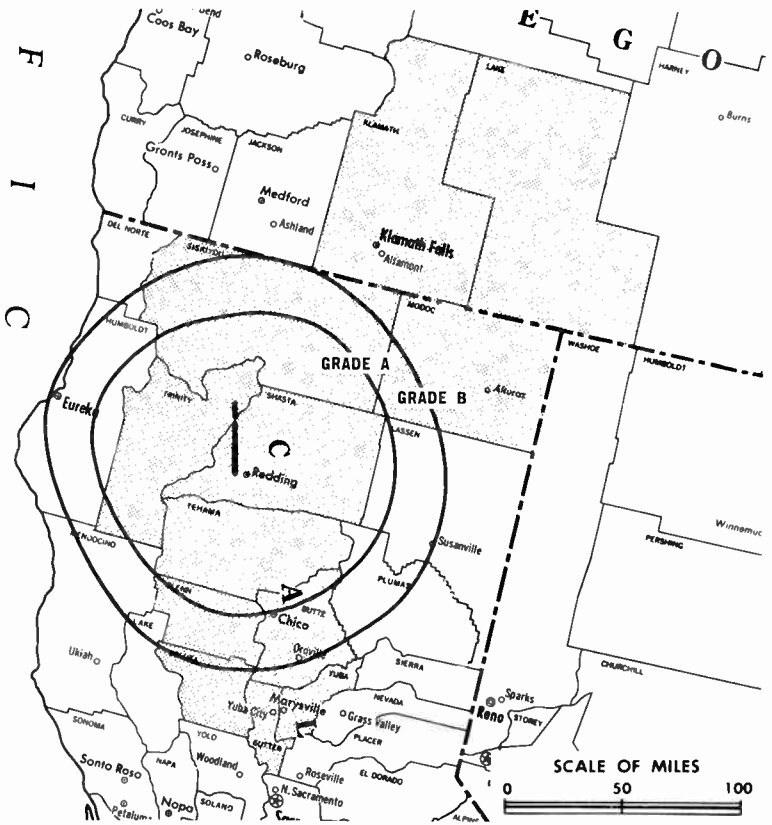
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 115-kw visual, 57.5-kw aural. Antenna: 3620-ft. above av. terrain, 126-ft. above ground, 6335-ft. above sea level.

Latitude 40° 36' 10"  
Longitude 122° 39' 00"

Transmitter: Mt. Shasta-Bally, 13-mi. W of Redding.

Color: Network, film & slide.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.

KRCR-TV Ref: FCC File No. BMPCT-4100 Granted 8/22/56

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## KRCR-TV

Network Service: ABC, NBC.

Licensee: Sacramento Valley TV Inc., 2770 Pioneer Dr., Redding, Cal. (96001).

Studio: Pioneer Dr.

Telephone 916-243-7777. TWX No.: 916-243-6721.

Ownership: Frank M. Crawford, pres., 40%; Redwood Bcstg. Co., 27.37% (50% owner of KBES-TV, Medford, Ore.; KRCR-TV stock voted by Redwood Bcstg. owner Wm. B. Smullin); Southern Oregon Broadcasting Co., 12%; John A. Spann, secy., 7.13%.

Began Operation: Aug. 1, 1956. Sale to present owner by George C. Fiehart, Carl R. McConnell and associates approved June 5, 1963, by FCC (Television Digest, Vol. 3:11, 23).

Represented (sales) by Young Television, Art Moore & Assoc. (regional).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Personnel:

WILLIAM B. SMULLIN, v.p.  
RICHARD GREEN, manager.  
DEL CANTRALL, station manager.  
DOREETA DOMKE, program director.

### DIGEST OF RATE CARD NO. 8 (April 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.					
\$400.00	\$240.00	\$160.00	\$70.00	\$59.00	\$35.00

NETWORK BASE HOURLY RATE: \$375 (ABC), \$375 (NBC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER HOMES
<b>CALIFORNIA</b>			
BUTTE	31,300	28,500	91
COLUSA	4,000	3,700	91
GLENN	5,700	5,300	93
MOOOC	2,500	2,200	86
SHASTA	22,700	21,300	94
SISKIYOU	11,700	10,200	87
SUTTER	11,500	10,800	94
TEHAMA	9,200	8,700	94
TRINITY	3,900	3,300	86
YUBA	11,600	10,900	94
<b>OREGON</b>			
KLAMATH	15,700	14,700	93
LAKE	2,300	2,000	87
<b>STATION TOTAL</b>	<b>132,100</b>	<b>121,600</b>	<b>92</b>

NET WEEKLY CIRCULATION (MARCH 65) 82,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 60,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 14

For Stations Equipped for Color

see Section a

# California—Sacramento



**KCRA-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1491-ft. above av. terrain, 1544-ft. above ground, 1544-ft. above sea level.

Latitude 38° 14' 48"  
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove.

Studio: 310 10th St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM & FM Affiliates: See below.

Represented (legal) by Koteen & Burt.

Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KCRA-TV Ref: FCC File No. BPCT—669 Granted 4/13/55  
Authorized: FCC File No. BPCT—2600 Granted 7/27/60

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## KCRA-TV

Licensee: Kelly Broadcasting Co., 310 10th St., Sacramento, Cal. (95818).

Telephone: 916-444-7300. TWX No.: 916-444-7429.

AM Affiliate: KCRA, 5-kw (1-kw night), 1320 kc (NBC). FM Affiliate: KCRA-FM, 11-kw, 96.1 mc (No. 241), 380-ft. Holds CP for 82-kw, 1200-ft. antenna.

Ownership: Nina N. Kelly, 33 1/3%; Robert E. Kelly, 33 1/3%; Jon S. Kelly, 33 1/3%.

Began Operation: Sept. 3, 1955. Sale of 50% by Gerald Kenneth & Vernon Hansen to other 1/2 owners, Kelly's, approved April 18, 1962 by FCC (Television-Digest, Vol. 2:17).

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

Represented (engineering) by Jansky & Bailey.

Personnel:

ROBERT E. KELLY, partner & film buyer.  
JON S. KELLY, partner & general manager.  
JAMES BIRMINGHAM, co-manager & natl. sales (New York).  
ROGER COOPER, co-manager & natl. sales (Chicago & Los Angeles).  
DON QUIST, national sales (San Francisco).  
JOHN DADIW, retail sales manager.  
BILL KARPISEK, chief engineer.  
TED DOOLEY, program manager.  
DAVE HUME, news & public affairs director.  
DICK GEORGE, merchandising director.  
BRUCE ROBERTSON, promotion director.  
BRUCE LOCKEY, sports director.

### DIGEST OF RATE CARD NO. V

(Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-11:00 p.m., daily.	\$2300.00	\$1300.00	\$500.00	\$495.00	Graded rates apply.*	

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1300.

For Sales & Transfers, see Section c.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>CALIFORNIA</b>			
ALAMEDA EAST	11,500	10,800	94
AMADOR	3,400	3,100	91
BUTTE	31,300	28,500	91
CALAVERAS	3,600	3,300	91
COLUSA	4,000	3,700	91
CONTRA COSTA EAST	74,300	71,200	96
CONTRA COSTA WEST	70,900	67,800	96
EL DORADO WEST	9,000	8,300	93
EL DORADO EAST	3,300	3,100	93
GLENN	5,700	5,300	93
LAKE	6,000	5,100	86
LASSEN	3,500	3,100	87
MARIN	55,900	52,500	94
MARIPOSA	1,900	1,700	86
MENDOCINO	17,100	14,600	86
MERCED	28,900	26,700	93
NAPA NORTH	3,700	3,500	93
NAPA SOUTH	18,200	17,000	93
NEVADA WEST	7,100	6,300	89
NEVADA EAST	800	700	89
PLACER WEST	20,400	18,900	93
PLACER EAST	1,200	1,100	93
PLUMAS	3,600	3,100	87
SACRAMENTO	190,500	180,600	95
SAN JOAQUIN	84,100	77,400	92
SANTA CRUZ	36,700	33,700	92
SOLANO EAST	19,600	18,700	96
SOLANO WEST	25,900	24,700	96
SONOMA NORTH	38,300	35,200	92
SONOMA SOUTH	17,900	16,400	92
STANISLAUS	54,500	49,600	91
SUTTER	11,500	10,800	94
TUOLUMNE	5,500	4,900	90
YOLO	24,200	22,400	93
YUBA	11,600	10,900	94
<b>NEVADA</b>			
ORMSBY	3,200	3,000	94
WASHOE	36,600	34,300	94
<b>STATION TOTAL</b>	<b>945,400</b>	<b>882,000</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65) 535,500  
AVERAGE DAILY CIRCULATION (MARCH 65) 371,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 13

# California—Sacramento



**KXTV**

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 1490-ft. above av. terrain, 1549-ft. above ground, 1544-ft. above sea level.

Latitude 38° 14' 48"  
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove.

TV tape: Recording facilities.  
Color: Network, film, slide & tape.  
News Wire Service: AP, UPI, CBS.  
Facsimile Service: AP.  
News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KXTV Ref: FCC File No. BPCT—2706 Granted 7/27/60

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## KXTV

Licensee: Great Western Broadcasting Corp., 601 7th Ave., Sacramento, Cal. (95818).

Studio: 601 7th Ave.

Telephone: 916-441-4041.

Ownership: Wholly-owned subsidiary of Whitney Communications Corp. For other Whitney interests, see KOTV, Tulsa, Okla.

Began Operation: March 20, 1955. Sale to present owner by John H. Schacht and associates approved by FCC Dec. 23, 1958 (Television Digest, Vol. 14:42, 49).

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

C. WREDE PETERSMEYER, president.  
ROBERT WILSON, v.p. & general manager.  
R. L. COCHRANE, general sales manager.  
DEAN BORBA, program manager, public affairs dir. & film buyer.  
KEITH H. MOON, promotion manager.  
DONALD FERGUSON, chief engineer.

DIGEST OF RATE CARD NO. 8—(Sept. 1, 1965)

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

Class AA—7-11 p.m., daily.

\$1800.00 \$1200.00 \$400.00 . . . . . \$360.00\* \$360.00\* \$180.00\*

\*Class AA—7:29-10:30 p.m., Sun.-Fri.; 7:29-11 p.m., Sat.

Note: 7:30 p.m. breaks Sun.-Wed. take Class A rates; 10:30 p.m. breaks Mon.-Thurs. take Class A rates.

NETWORK BASE HOURLY RATE: \$1000.

Also see Whitney under Group Ownership  
Section c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	TV HOMES PER
<b>CALIFORNIA</b>			
ALAMEDA EAST	11,500	10,800	94
AMADOR	3,400	3,100	91
BUTTE	31,300	28,500	91
CALAVERAS	3,600	3,300	91
COLUSA	4,000	3,700	91
CONTRA COSTA EAST	74,300	71,200	96
EL DORADO WEST	9,000	8,300	93
EL DORADO EAST	3,300	3,100	93
GLENN	5,700	5,300	93
LAKE	6,000	5,100	86
MARIN	55,900	52,500	94
MARIPOSA	1,900	1,700	86
MERCED	28,900	26,700	93
NAPA NORTH	3,700	3,500	93
NAPA SOUTH	18,200	17,000	93
NEVADA WEST	7,100	6,300	89
NEVADA EAST	800	700	89
PLACER WEST	20,400	18,900	93
PLACER EAST	1,200	1,100	93
PLUMAS	3,600	3,100	87
SACRAMENTO	190,500	180,600	95
SAN JOAQUIN	84,100	77,400	92
SOLANO EAST	19,600	18,700	96
SOLANO WEST	25,900	24,700	96
STANISLAUS	54,500	49,600	91
SUTTER	11,500	10,800	94
TUOLUMNE	5,500	4,900	90
YOLO	24,200	22,400	93
YUBA	11,600	10,900	94
<b>NEVADA</b>			
WASHOE	36,600	34,300	94
<b>STATION TOTAL</b>	<b>757,800</b>	<b>708,200</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65) 482,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 330,300  
COLOR PENETRATION PERCENTAGE (NOV 65) 13

# California—Stockton-Sacramento



**KOVR**

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 281-kw visual, 140-kw aural. Antenna: 1494-ft. above av. terrain, 1548-ft. above ground, 1544-ft. above sea level.

Latitude 38° 14' 48"  
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove, Cal.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KOVR Ref: FCC File No. BPCT-2187 Granted 5/29/57  
Authorized: FCC File No. BPCT-2654 Granted 7/27/60

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## KOVR

Licensee: McClatchy Newspapers, 225 East Miner Ave., Stockton, Cal. (95202).

Studios: 225 E. Miner Ave., Stockton; 1216 Arden Way, Sacramento.

Telephones: 209-466-6981, Stockton; 916-927-1313, Sacramento.

TWX No.: 209-942-1007, Stockton; 916-444-7999, Sacramento.

Ownership: McClatchy Newspapers, 100%. For other interests see KMJ-TV, Fresno, Cal.

Began Operation: Sept. 5, 1954. Sale to present owner by Metropolitan Bcstg. Corp. was approved July 29, 1964 by FCC (Television Digest, Vols. 3:40, 3:41). Sale to Metropolitan Bcstg. by Gannett Co. approved Dec. 12, 1959 by FCC, (Vols. 15:47-48, 16:1). Sale to Gannett by H. L. Hoffman and associates, approved Jan. 8, 1958 by FCC (Vol. 13:47, 14:2).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

RAMSEY ELLIOTT, manager.  
WILSON LEFLER, sales manager.  
BEL LANGE, program manager.  
JOSEPH TOMES, production manager.

### DIGEST OF RATE CARD NO. 14 (June 15, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AAA—7:30-10:30 p.m., daily.	\$2000.00	\$1200.00	\$500.00	\$450.00*	\$375.00*	\$225.00*

\*Class AAA—7:29-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$950.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>CALIFORNIA</b>			
ALAMEDA EAST	11,500	10,800	94
AMADOR	3,400	3,100	91
BUTTE	31,300	28,500	91
CALAVERAS	3,600	3,300	91
COLUSA	4,000	3,700	91
CONTRA COSTA EAST	74,300	71,200	96
EL DORADO WEST	9,000	8,300	93
EL DORADO EAST	3,300	3,100	93
LAKE	6,000	5,100	86
MARIN	55,900	52,500	94
MARIPOSA	1,900	1,700	86
MERCED	28,900	26,700	93
NAPA NORTH	3,700	3,500	93
NAPA SOUTH	18,200	17,000	93
NEVADA WEST	7,100	6,300	89
NEVADA EAST	800	700	89
PLACER WEST	20,400	18,900	93
PLACER EAST	1,200	1,100	93
PLUMAS	3,600	3,100	87
SACRAMENTO	190,500	180,600	95
SAN JOAQUIN	84,100	77,400	92
SOLANO EAST	19,600	18,700	96
SOLANO WEST	25,900	24,700	96
STANISLAUS	54,500	49,600	91
SUTTER	11,500	10,800	94
TUOLUMNE	5,500	4,900	90
YOLO	24,200	22,400	93
YUBA	11,600	10,900	94
<b>NEVADA</b>			
ORMSBY	3,200	3,000	94
WASHOE	36,600	34,300	94
<b>STATION TOTAL</b>	<b>755,300</b>	<b>705,900</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65)	483,500
AVERAGE DAILY CIRCULATION (MARCH 65)	330,000
COLOR PENETRATION PERCENTAGE (NOV 65)	13

# California—Salinas-Monterey



Ch. 8

[Also operates satellite  
KSBY-TV, San Luis Obispo]

Technical Facilities: Channel No. 8  
(180-186 mc). Authorized power:  
240-kw visual, 44.7-kw aural. An-  
tenna: 2330-ft. above av. terrain,  
251-ft. above ground, 3328-ft.  
above sea level using .5° electri-  
cal beam tilt.

Latitude 36° 45' 20''  
Longitude 121° 30' 00''

Transmitter: Fremont Peak, 10-mi.  
NE of Salinas.

Color: Network only.

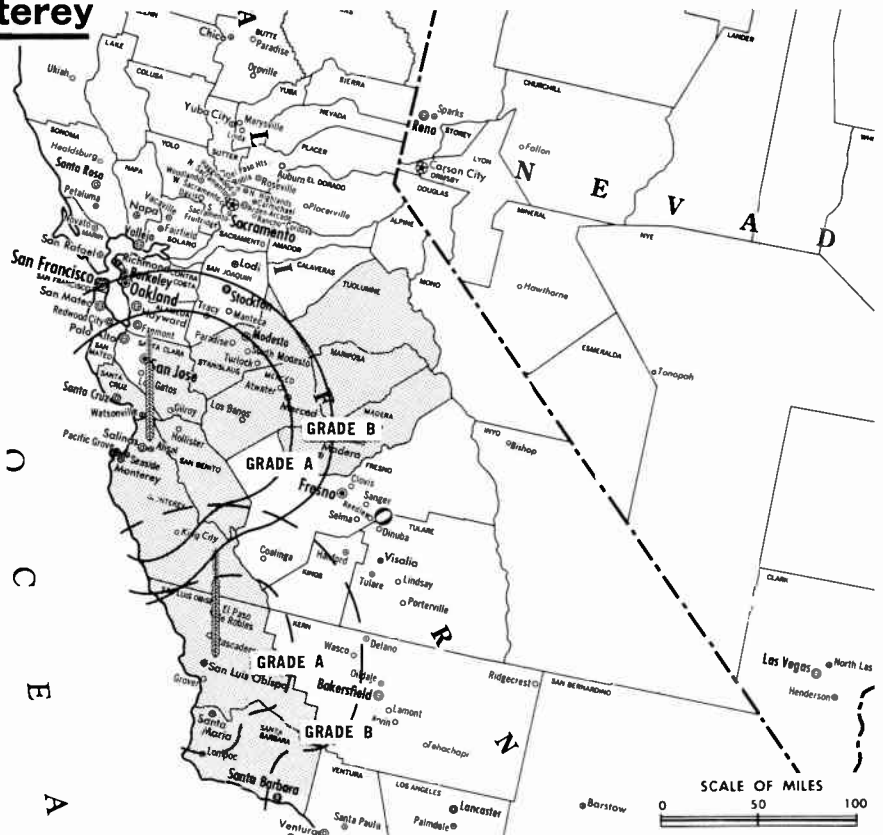
News Wire Service: UPI. Facsimile  
Service: UPI.

O & O Translators: K13FJ, San Ardo;  
K13GS, Carmel Valley Village, Cal.

AM Affiliate: KSBW, 5-kw, 1380 kc  
(MBS).

FM Affiliate: KSBW-FM, 18.5-kw,  
102.5 mc (No. 273), 2270-ft. an-  
tenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



KSBW-TV Ref: FCC File No. BMPCT—3913 Granted 6/13/56  
KSBY-TV Ref: FCC File No. BMPCT—1066 Granted 4/29/53

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## KSBW-TV

Network Service: CBS, NBC.

Licensee: Central California Communications Corp., P.O. Box 1651,  
Salinas, Cal. (93903).

Studio: 238 John St., Salinas, Cal. (93901)

Telephone: 408-422-6422.

TWX No.: 910-368-7058.

Ownership: John C. Cohan, pres., 54.7%; William M. Oates, 3%;  
Robert F. Klein, 3%; Edward S. Shattuck estate, 11.4%;  
Wood Building Co., 13.9%; several other stockholders, none own-  
ing more than 5%. Also owns semi-satellite KSBY-TV, San Luis  
Obispo, Cal.; radios KSBW & FM, Salinas; KSBY-FM, San Luis  
Obispo & KNGS, Hanford-Fresno, Cal., Central Cal. Communica-  
tions Corp. (formerly Salinas Valley Bcstg.).

Began Operation: Sept. 11, 1953 as share-time outlet with KMBY-  
TV, Monterey; on Feb. 2, 1955 FCC approved deal whereby it  
bought and merged KMBY-TV (Television Digest, Vol. 10:45 &  
11:6).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Hammett & Edison, San Francisco.

Personnel:

JOHN C. COHAN, president.  
ROBERT F. KLEIN, executive vice president.  
DWIGHT WHEELER, operations manager.  
CLARKE BRADLEY, sales development director.  
BILL HARGAN, technical director.  
CHARLES MITCHELL, chief engineer.

### DIGEST OF RATE CARD NO. 10—(June 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AAA—7-10 p.m., daily.	\$700.00	\$420.00	\$280.00	\$210.00	\$175.00	\$88.00

Note: This is combined rate for KSBW-TV and KSBY-TV, San  
Luis Obispo.

NETWORK BASE HOURLY RATE: \$650 (CBS), \$550 (NBC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER HOMES
<b>CALIFORNIA</b>			
MAHERA	12,600	11,500	91
MARIPOSA	1,900	1,700	86
MERCEO	28,900	26,700	93
MONTEREY WEST	33,300	30,900	93
MONTEREY EAST	27,900	25,900	93
SAN BENITO	4,900	4,500	91
SAN LUIS OBISPO	32,600	29,800	92
SANTA BARBARA N	34,100	31,500	92
SANTA CLARA EAST	8,800	8,300	95
SANTA CRUZ	36,700	33,700	92
STANISLAUS	54,500	49,600	91
TUOLUMNE	5,500	4,900	90
<b>STATION TOTAL</b>	<b>281,700</b>	<b>259,000</b>	<b>92</b>

NET WEEKLY CIRCULATION (MARCH 65)	186,700
AVERAGE DAILY CIRCULATION (MARCH 65)	129,500
COLOR PENETRATION PERCENTAGE (NOV 65)	13

ARB Data for this Station Includes Satellite  
KSBY-TV, San Luis Obispo

# California—San Diego



**KFMB-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw maximum and 245-kw horizontal visual, 158-kw maximum and 123-kw horizontal aural. Antenna: directional, 760-ft. above av. terrain, 284-ft. above ground, 1049-ft. above sea level. Latitude 32° 50' 17" Longitude 117° 14' 56"

Transmitter: Mt. Soledad.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: KFMB, 5-kw, 540 kc (CBS).

FM Affiliate: KFMB-FM, 18.5-kw, 100.7 mc (No. 264), 630-ft.

Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KFMB-TV Ref: FCC File No. B1MPCT—3015 Granted 5/12/55

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## KFMB-TV

Licensee: Midwest Television Inc., 5th & Ash St., San Diego, Cal. (92101).

Studio: Fifth and Ash.

Telephone: 714-232-2114. TWX No.: 714-231-0839.

Ownership: Midwest Television Inc., 100%. For other interests, see WCIA, Champaign, Ill.

Began Operation: May 16, 1949. Sold to Kennedy Bcstg. Co. April 25, 1951 (Television Digest, Vol. 7:18); sold to Wrather-Alvarez Broadcasting March 25, 1953 (Vol. 9:5, 13). Sale of 38.89% interest by Maria Helen Alvarez to Marietta Investment Corp. approved July 2, 1958 by FCC (Vol. 14:24, 27). Merger of Marietta Bcstg. Inc. into Transcontinent Television Corp. approved May 13, 1959 by FCC (Vol. 15:7, 12, 20).

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

Represented (legal) by Covington & Burling.

Represented (engineering) by Hammett & Edison.

Personnel:

AUGUST C. MEYER, president, Midwest Television Inc.  
 GEORGE WHITNEY, v.p. & general manager.  
 BILL FOX, station manager & film buyer.  
 BOB RICHARDS, sales manager.  
 GEORGE STANTIS, program & promotion director.  
 CHARLES ABEL, manager of engineering.  
 ANTON KUHN, controller.

### DIGEST OF RATE CARD NO. 22

(June 21, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—8:00-11:00 p.m., daily.	\$1200.00	\$720.00	\$480.00	\$384.00	\$408.00	\$326.00 \$204.00
NETWORK BASE HOURLY RATE: \$1050.						

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
CALIFORNIA			
ORANGE SOUTH	61,300	59,200	97
SAN DIEGO	373,700	353,600	95
<b>STATION TOTAL</b>	<b>435,000</b>	<b>412,800</b>	<b>95</b>

NET WEEKLY CIRCULATION (MARCH 65) 341,500  
 AVERAGE DAILY CIRCULATION (MARCH 65) 257,700  
 COLOR PENETRATION PERCENTAGE (NOV 65) 18

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# California—San Diego



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw max. and 214-kw horizontal visual, 31.6-kw aural, 750-ft. above av. terrain, 252-ft. above ground, 1049-ft. above sea level.

Latitude 32° 50' 20.5"  
Longitude 117° 14' 56.5"

Transmitter: Mt. Soledad.

TV tape: Recording facilities.

Color: Network, film, slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

AM Affiliate: KOGO, 5-kw, 600 kc (NBC).

FM Affiliate: KOGO-FM, 100-kw, 94.1 mc (No. 231), 640-ft.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KOGO-TV Ref: FCC File No. BMPCT-3170 Granted 7/1/55

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## KOGO-TV

Licensee: Time-Life Broadcast Inc., P.O. Box 628, San Diego (92112).

Studio: 47th St. & Freeway 94.

Telephone: 714-262-2421. TWX No.: 714-583-8171.

Ownership: Time-Life Broadcast Inc., 100%. For other interests, see Time under Group Ownership.

Began Operation: Sept. 13, 1953. Sale of control to Fox, Wells & Co. by Tom Sharp, Charles E. Salik and TBC group approved by FCC Oct. 13, 1954 (Television Digest, Vol. 13:31-32, 34, 38, 42). Sale of 46.22% to Newsweek by Fox, Wells & Co. interests approved Aug. 7, 1957 (Vol. 13:30, 33). Sale to Time-Life approved by FCC March 21, 1962 (Vol. 2:13).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

### Personnel:

CLAYTON H. BRACE, v.p. & general manager.  
JAY GRILL, station manager & director of sales.  
LEROY BELLWOOD, director of engineering.  
RICHARD M. GALKIN, controller.  
BURKE ORMSBY, program director & film buyer.  
KEITH NICHOLSON, advertising & promotion manager.  
BILL BEINDORF, local sales manager.  
BILL STEVENS, production manager.  
DEAN TURNER, manager of operations & traffic.  
CHERYL WICKLUND, continuity manager.  
PAT HIGGINS, news director.

### DIGEST OF RATE CARD NO. A8 (June 13, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
Class AA—7:30-10:00 p.m., daily.	\$1200.00	\$700.00	\$320.00	\$310.00	\$325.00	\$270.00
*Class AA—7-10:30 p.m., daily.						\$135.00

NETWORK BASE HOURLY RATE: \$960.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
CALIFORNIA			
IMPERIAL	20,400	17,700	87
ORANGE SOUTH	61,300	59,200	97
SAN DIEGO	373,700	353,600	95
SANTA BARBARA S	42,000	38,900	93
<b>STATION TOTAL</b>	<b>497,400</b>	<b>469,400</b>	<b>94</b>

NET WEEKLY CIRCULATION (MARCH 65)	346,300
AVERAGE DAILY CIRCULATION (MARCH 65)	253,700
COLOR PENETRATION PERCENTAGE (NOV 65)	18

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## KAAR

Ch. 39

Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 69.2-kw max. and 11.7-kw horizontal visual, 13.84-kw max. and 2.34-kw horizontal aural. Antenna: 1900-ft. above av. terrain, 156-ft. above ground, 2706-ft. above sea level.

Latitude 32° 41' 49"  
Longitude 116° 56' 03"

Transmitter: San Miguel Mt., 13-mi. E of San Diego center.

TV tape: Recording facilities.

Color: Film & slide.

News Wire Service: AP.



KAAR Ref: FCC File No. BMPCT-6048 Granted 5/27/65

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## KAAR

Network Service: None, independent.

Grantee: San Diego Telecasters Inc., 2850 Fifth Ave., San Diego (92103).

Studio: 8330 Engineer Rd., San Diego (92111).

Telephone: 714-279-3939.

Ownership: Lawrence Shushan, pres., 33.33%; Paul Corriere, 33.33%; Town & Country Development Inc., 33.33%; Charles H. Brown, treas. Shushan has interest in radio KPRI(FM), San Diego.

Began Operation: Nov. 14, 1965.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Saul R. Levine, Los Angeles; Molnar & Gammon (D.C.).

Represented (engineering) by John Merino, San Diego.

### Personnel:

LAWRENCE SHUSHAN, general manager.  
JOHN BALLINGER, program director.  
VINCE PAUL, sales manager.  
JOHN GAMIN, production manager.  
JAMES LEACH, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Oct. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—7-10:30 p.m., daily.	\$250.00	\$150.00	\$100.00	\$80.00	\$60.00	\$48.00	\$24.00

ARB data is not available for this station since it was not in operation when the survey was made.

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# California—Tijuana-San Diego



**XETV**

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 550-ft. above ground, 1423-ft. above sea level.

Latitude 32° 30' 49"  
Longitude 117° 01' 08"

Transmitter: Mount San Antonio, Tijuana, B.C., Mexico.

Studio: Mount San Antonio, Tijuana, B.C., Mexico.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

Predicted contours supplied by station.

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



## XETV

Licensee: Radio-Television, S.A.

Business Address: 7th & Ash Street, San Diego, Cal. (92101).

Telephone: 714-234-8431.

TWX No.: 714-231-0815.

Ownership: Emilio Azcarraga, principal stockholder. For other interests see International Station Directory.

Began Operation: Feb. 18, 1953.

Represented (sales) by Blair Television Associates.

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

Personnel:

JULIAN M. KAUFMAN, v.p., general manager & film buyer.

LOU MEIERS, business manager.

TED MILLAN, general sales manager & film buyer.

PHIL FERNANDEZ, chief engineer.

RUSS TILFORD, program manager.

## DIGEST OF RATE CARD NO. 17 (Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AAA—7:30-11 p.m., daily.	\$1200.00	\$750.00	\$450.00	\$375.00	\$325.00*	\$275.00* \$150.00*

\*Class AAA—7:25-10:55 p.m., daily.

NETWORK BASE HOURLY RATE: \$800.

STATE/COUNTY	TOTAL		TV HOMES PER
	HOUSEHOLDS	HOMES	
CALIFORNIA			
SAN DIEGO	373,700	353,600	95
<b>STATION TOTAL</b>	<b>373,700</b>	<b>353,600</b>	<b>95</b>

NET WEEKLY CIRCULATION (MARCH 65)	319,800
AVERAGE DAILY CIRCULATION (MARCH 65)	195,600
COLOR PENETRATION PERCENTAGE (NOV 65)	18

# California—Tijuana-San Diego

## XEWT-TV

Ch. 12

[Spanish language outlet]

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 64-kw visual, 32-kw aural. Antenna: 1000-ft. above av. terrain, 200-ft. above ground, 1200-ft. above sea level.

Latitude 32° 30' 50"  
Longitude 117° 01' 10"

Transmitter: Monte San Antonio, Tijuana, Baja California, Mexico.

Color: Live, film & slide.

TV tape: Recording facilities.



Predicted contours supplied by station.

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## XEWT-TV

Network Service: None, independent Spanish language outlet.

Licensee: Televisora de Calimex, S.A., P.O. Box 996, San Ysidro, Cal.

Studio: Monte San Antonio, P.O. Box 12, Tijuana, Baja California, Mexico.

Telephone: 5-9201.

Ownership: Telesistema Mexicano S.A.; Emilio Azcarraga, principal stockholder. For other interests, see XEWT-TV, Mexico City, in Foreign Station Directory.

Began Operation: July 12, 1960.

Represented (sales) by Spanish International Network Sales Inc.

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

Personnel:

JOSE MARQUEZ, general manager, sales manager & film buyer.

CARLOS H. LUNA, production & programming director.

MAXIMILIANO DUENAS, chief engineer.

### DIGEST OF RATE CARD NO. 2

(Nov. 10, 1962)

Hour	30 Min.	15 Min.	Min.	20 Sec.
Class A—7-10:30 p.m., daily.				
\$140.00	\$70.00	\$45.00	\$32.00	\$19.00

Note: Additional charge of \$10 per half hour for use of projector or TV tape recorder. For use of studio, charge is 30% over the rate.

ARB Data Not Available

HA 1-0818

RESIDENCE

TE 2-9362

**La Rue Media Brokers Inc.**

**Radio Television CATV**

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HUGH BEN LA RUE NEW YORK, N.Y.

# California—San Francisco



**KGO-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1210-ft. above av. terrain. 517-ft. above ground, 1348-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

Holds CP for change to 1670-ft. above av. terrain, 977-ft. above ground, 1806-ft. above sea level.

Transmitter: Mt. Sutro.

TV tape: Recording facilities.

Color: Network, film, slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: KGO, 50-kw, 810 kc (ABC).

FM Affiliate: KGO-FM, 23.6-kw, 103.7 mc (No. 279), 1180-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KGO-TV Ref: FCC File No. BPCT-1514 Granted 5/5/53  
CP: BPCT-2401 Granted 2/10/65

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## KGO-TV

Licensee: American Broadcasting Companies Inc., 277 Golden Gate Ave., San Francisco, Cal. (94102).

Studio: 277 Golden Gate Ave.

Telephone: 415-863-0077. TWX No.: 415-393-7317.

Ownership: See WABC-TV, New York.

Began Operation: May 5, 1949.

Represented (sales) by ABC Television Spot Sales, Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

DAVID M. SACKS, v.p. & general manager.  
RUSS COUGHLAN, general sales manager.  
KEN FLOWER, sales manager.  
SEYMOUR HOROWITZ, program manager & film buyer.  
GEORGE FELDMAN, research director.  
GEORGE T. RODMAN, promotion & publicity director.  
ROBERT MITCHELL, film department director.  
HARRY JACOBS, chief engineer.  
CALVIN THOMAS, production manager.  
ROGER GRIMSBY, director of news.  
VICTOR REED, director of public affairs.  
RICHARD H. WEST, operations manager.

DIGEST OF RATE CARD NO. 65/2  
(Sept. 5, 1965)

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

Class AAA—7:29-11 p.m., Mon.-Fri.; 6:59-11 p.m., Sat.; 6:29-11 p.m., Sun.

\$2500.00 \$1500.00 \$1000.00 \$665.00 Graded rates apply\*

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$2400.

For ABC Western Regional Network Stations  
see the ABC Network Listing.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
<b>CALIFORNIA</b>			
ALAMEDA EAST	11,500	10,800	94
ALAMEDA WEST	335,500	315,400	94
ALPINE	200	100	77
AMADOR	3,400	3,100	91
CONTRA COSTA EAST	74,300	71,200	96
CONTRA COSTA WEST	70,900	67,800	96
EL DORADO WEST	9,000	8,300	93
EL DORADO EAST	3,300	3,100	93
LAKE	6,000	5,100	86
MARIN	55,900	52,500	94
MENDOCINO	17,100	14,600	86
MONO	900	700	74
MONTEREY WEST	33,300	30,900	93
MONTEREY EAST	27,900	25,900	93
NAPA NORTH	3,700	3,500	93
NAPA SOUTH	18,200	17,000	93
NEVADA WEST	7,100	6,300	89
SAN BENITO	4,900	4,500	91
SAN FRANCISCO	299,900	264,500	88
SAN JOAQUIN	84,100	77,400	92
SAN MATEO	167,800	161,700	96
SANTA CLARA WEST	242,100	229,800	95
SANTA CLARA EAST	8,800	8,300	95
SANTA CRUZ	36,700	33,700	92
SOLANO EAST	19,600	18,700	96
SOLANO WEST	25,900	24,700	96
SONOMA NORTH	38,300	35,200	92
SONOMA SOUTH	17,900	16,400	92
STANISLAUS	54,500	49,600	91
TUOLUMNE	5,500	4,900	90
YOLO	24,200	22,400	93
<b>NEVADA</b>			
ORMSBY	3,200	3,000	94
<b>STATION TOTAL</b>	<b>1,711,600</b>	<b>1,591,100</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65) 1,225,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 782,500  
COLOR PENETRATION PERCENTAGE (NOV 65) 12

# California—Oakland-San Francisco

**KTVU**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 14.1-kw aural. Antenna: 1186-ft. above av. terrain, 188-ft. above ground, 1408-ft. above sea level.

Latitude 37° 41' 20"  
Longitude 122° 26' 07"

Transmitter: San Bruno Mt.  
TV tape: Recording facilities.  
Color: Network, film, slide.  
News Wire Service: AP.  
Facsimile Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KTVU Ref: FCC File No. BPCT-1842 Granted 9/16/57

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## KTVU

Network Service: None, independent.

Grantee: San Francisco-Oakland Television, One Jack London Square, Oakland, Cal. (94607).

Studio: Jack London Square.

Telephone: 415-834-2000.

TWX No.: 415-834-0037.

Ownership: San Francisco-Oakland Television, wholly owned by Cox Broadcasting Corp. For other Cox radio-TV interests, see WHIO-TV, Dayton, O.

Began Operation: March 3, 1958. Sale to present owner by Ward D. Ingram and Associates approved Oct. 16, 1963 by FCC (Television Digest, Vol. 3:32, 42).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- WILLIAM D. PABST, v.p. & exec. director.
- FRANK G. KING, v.p. & general manager.
- GLENN W. MAEHL, general sales manager.
- ROBERT I. MART, national sales manager.
- WILLIAM MUELLER, business manager.
- JOE COSTANTINO, advertising & promotion director.
- GEORGE GREAVES, director of public affairs & operations.
- BUDD WIENER, sales service manager.
- ROBERT ARNE, v.p. & chief engineer.

### DIGEST OF RATE CARD NO. 9 (June 19, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., Mon.-Fri.; 6-10 p.m., Sat.-Sun.	\$1800.00	\$1080.00	\$720.00	\$500.00	\$250.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
CALIFORNIA			
ALAMEDA EAST	11,500	10,800	94
ALAMEDA WEST	335,500	315,400	94
AMADOR	3,400	3,100	91

84-b

BUTTE	31,300	28,500	91
CALAVERAS	3,600	3,300	91
COLUSA	4,000	3,700	91
CONTRA COSTA EAST	74,300	71,200	96
CONTRA COSTA WEST	70,900	67,800	96
EL DORADO WEST	9,000	8,300	93
EL DORADO EAST	3,300	3,100	93
GLENN	5,700	5,300	93
LAKE	6,000	5,100	86
MARIN	55,900	52,500	94
MENDOCINO	17,100	14,600	86
MONTEREY WEST	33,300	30,900	93
MONTEREY EAST	27,900	25,900	93
NAPA NORTH	3,700	3,500	93
NAPA SOUTH	18,200	17,000	93
NEVADA WEST	7,100	6,300	89
NEVADA EAST	800	700	89
PLACER WEST	20,400	18,900	93
PLACER EAST	1,200	1,100	93
SAN BENITO	4,900	4,500	91
SAN FRANCISCO	299,900	264,500	88
SAN JOAQUIN	84,100	77,400	92
SAN MATEO	167,800	161,700	96
SANTA CLARA WEST	242,100	229,800	95
SANTA CLARA EAST	8,800	8,300	95
SANTA CRUZ	36,700	33,700	92
SIERRA	800	700	86
SOLANO EAST	19,600	18,700	96
SOLANO WEST	25,900	24,700	96
SONOMA NORTH	38,300	35,200	92
SONOMA SOUTH	17,900	16,400	92
STANISLAUS	54,500	49,600	91
SUTTER	11,500	10,800	94
TUOLUMNE	5,500	4,900	90
YOLO	24,200	22,400	93

NEVADA			
ESMERALDA	200	200	70
NYE	2,000	1,600	80
ORMSBY	3,200	3,000	94
WASHOE	36,600	34,300	94

STATION TOTAL 1,828,600 1,699,400 93

NET WEEKLY CIRCULATION (MARCH 65)	1,175,600
AVERAGE DAILY CIRCULATION (MARCH 65)	541,400
COLOR PENETRATION PERCENTAGE (NOV 65)	12

TV Factbook No. 36



## “San Franciscans” catch their favorite sports on KTVU

Sporting blood starts young and runs high in the San Francisco-Oakland market. And 4,000,000 fans get plenty of *live*, direct coverage exclusively on KTVU. Giants Baseball, Warriors Basketball, Seals Ice Hockey, College Basketball to name a few. That's why their first choice in sports viewing is KTVU, the Nation's LEADING Independent Television Station.

**KTVU**  
**2**

SAN FRANCISCO-OAKLAND  
Represented by H-R Television

**GEH** Cox Broadcasting Corporation stations:  
WSB AM-FM-TV, Atlanta; WHIO AM-  
FM-TV, Dayton; WSDC AM-FM-TV, Charlotte; WIOD  
AM-FM, Miami; KTVU, San Francisco-Oakland;  
WIBC-TV, Pittsburgh

# California—San Francisco



**KPIX**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1140-ft. above av. terrain, 400-ft. above ground, 1231-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

Transmitter: Mt. Sutro Television Center.

Studio: 2655 Van Ness.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
(Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965  
ARB study.



KPIX Ref: FCC File No. BMPCT-912 Granted 1/2/53

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## KPIX

Licensee: Westinghouse Broadcasting Co. Inc., 2655 Van Ness Ave., San Francisco, Cal. (94109).

Telephone: 415-776-5100. TWX No.: 415-393-7334.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, chairman & pres.; R. V. Tooke, exec. v.p.; Larry H. Israel, exec. v.p.; 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., vice president, sales; David N. Lewis, national adv. & sales promotion mgr. Also operates TV stations KDKA-TV, Pittsburgh (KDKA); WBZ-TV, Boston (WBZ); KYW-TV, Philadelphia (KYW); WJZ-TV, Baltimore; and radio stations WOWO, Ft. Wayne, Ind.; WIND, Chicago; WINS, N.Y.

Began Operation: Dec 25, 1948. Sold to present owner by Associated Bcstrs. Inc. (Television Digest, Vol. 9:45, 10:11, 15, 19, 27).

Represented (sales) by Television Advertising Representatives Inc.

### Personnel:

DONALD H. MCGANNON, president.  
R. V. TOOKE, executive v.p.  
PHILIP G. LASKY, v.p., West Coast operations.  
LOUIS S. SIMON, general manager.  
R. E. PUSEY, business manager.  
AUBREY HOLMAN, sales manager.  
ROBERT STUART, assistant sales manager.  
E. ROBERT NASHICK, advertising & sales promotion manager.  
GEORGE MOYNIHAN, program manager & film buyer.  
CARYL COLEMAN, public affairs director.  
DON BRICE, news director.  
RAY HOLTZ, chief engineer.

### DIGEST OF RATE CARD NO. 22—(June 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.	\$2450.00	\$1470.00	\$980.00	\$825.00*	\$450.00*

\*Class AAA—7:59-10:29 p.m., Mon.-Fri.; 7:29-10:59 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$2500.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>CALIFORNIA</b>			
ALAMEDA EAST	11,500	10,800	94
ALAMEDA WEST	335,500	315,400	94
AMADOR	3,400	3,100	91
CALAVERAS	3,600	3,300	91
COLUSA	4,000	3,700	91
CONTRA COSTA EAST	74,300	71,200	96
CONTRA COSTA WEST	70,900	67,800	96
EL DORADO WEST	9,000	8,300	93
EL DORADO EAST	3,300	3,100	93
LAKE	6,000	5,100	86
MARIN	55,900	52,500	94
MARIPOSA	1,900	1,700	86
MENDOCINO	17,100	14,600	86
MONTEREY WEST	33,300	30,900	93
MONTEREY EAST	27,900	25,900	93
NAPA NORTH	3,700	3,500	93
NAPA SOUTH	18,200	17,000	93
NEVADA WEST	7,100	6,300	89
SAN BENITO	4,900	4,500	91
SAN FRANCISCO	299,900	264,500	88
SAN JOAQUIN	84,100	77,400	92
SAN MATEO	167,800	161,700	96
SANTA CLARA WEST	242,100	229,800	95
SANTA CLARA EAST	8,800	8,300	95
SANTA CRUZ	36,700	33,700	92
SIERRA	800	700	86
SOLANO EAST	19,600	18,700	96
SOLANO WEST	25,900	24,700	96
SONOMA NORTH	38,300	35,200	92
SONOMA SOUTH	17,900	16,400	92
STANISLAUS	54,500	49,600	91
TUOLUMNE	5,500	4,900	90
YOLO	24,200	22,400	93
<b>NEVADA</b>			
ORMSBY	3,200	3,000	94
<b>STATION TOTAL</b>	<b>1,720,800</b>	<b>1,599,700</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65) 1,293,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 924,300  
COLOR PENETRATION PERCENTAGE (NOV 65) 12



# California—San Francisco



**KRON-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 12.3-kw aural. Antenna: 1310-ft. above av. terrain, 200-ft. above ground, 1480-ft. above sea level.

Latitude 37° 41' 12"  
Longitude 122° 26' 03"

Requests change to 1818-ft. above av. terrain, 734-ft. above ground, 2049-ft. above sea level, lat. 37° 41' 15", long. 122° 26' 04".

Transmitter: TV Peak, San Bruno Mt.

TV tape: Recording facilities.

Color: Network, film, slide.

News Wire Service: AP.

FM Affiliate: KRON-FM, 13.5-kw, 96.5 mc (No. 243), 1360-ft.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(\*county coverage (shaded areas) based on 1965 ARB study.



KRON-TV Ref: FCC File No. BNPCT-859 Granted 1/2/53

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

## KRON-TV

Licensee: Chronicle Publishing Co., 901 Mission St. (94119).  
Studio: 929 Mission St.  
Telephone: 415-421-1100. TWX No.: 415-393-7632.  
Ownership: Chronicle Publishing Co., publisher of San Francisco Chronicle; Charles DeYoung Thieriot, pres.  
Began Operation: Nov. 15, 1949.  
Represented (sales) by Peters, Griffin, Woodward Inc.  
Represented (legal) by Lester W. Spillane (San Francisco).  
Represented (engineering) by Hammett & Edison (San Francisco).  
Personnel:  
HAROLD P. SEE, v.p. for TV & general manager.  
A. H. (AL) CONSTANT, station manager.  
CECIL WEBB, asst. station manager.  
WILLIAM A. MORRISON, sales manager.  
A. RICHARD ROBERTSON, promotion manager.  
J. L. BERRYHILL, chief engineer.  
E. PACK PHILIPS, manager, program operations.  
RICHARD BEHRENDT, production manager.  
WILLIAM COTHREN, news & documentaries director.  
THOMAS MULLAHEY, public affairs director.

### DIGEST OF RATE CARD NO. 23 (June 6, 1965)

Hour 30 Min. 15 Min. 5 Min. Min.\* 20 Sec.\* ID\*  
Class AAA—7:30-11 p.m., daily.  
\$2500.00 \$1350.00 ..... \$1250.00 \$1100.00 \$550.00

\*Class AAA—7:30-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$2750.

For Newspapers with TV Stations

see Section c.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>CALIFORNIA</b>			
ALAMEDA EAST	11,500	10,800	94
ALAMEDA WEST	335,500	315,400	94
ALPINE	200	100	77
AMADOR	3,400	3,100	91
CALAVERAS	3,600	3,300	91
COLUSA	4,000	3,700	91
CONTRA COSTA EAST	74,300	71,200	96
CONTRA COSTA WEST	70,900	67,800	96
EL DORADO WEST	9,000	8,300	93
GLENN	5,700	5,300	93
LAKE	6,000	5,100	86
MARIN	55,900	52,500	94
MARIPOSA	1,900	1,700	86
MENDOCINO	17,100	14,600	86
MONO	900	700	74
MONTEREY WEST	33,300	30,900	93
MONTEREY EAST	27,900	25,900	93
NAPA NORTH	3,700	3,500	93
NAPA SOUTH	18,200	17,000	93
NEVADA WEST	7,100	6,300	89
PLACER EAST	1,200	1,100	93
SAN BENITO	4,900	4,500	91
SAN FRANCISCO	299,900	264,500	88
SAN JOAQUIN	84,100	77,400	92
SAN MATEO	167,800	161,700	96
SANTA CLARA WEST	242,100	229,800	95
SANTA CLARA EAST	8,800	8,300	95
SANTA CRUZ	36,700	33,700	92
SOLAND EAST	19,600	18,700	96
SOLAND WEST	25,900	24,700	96
SONOMA NORTH	38,300	35,200	92
SONOMA SOUTH	17,900	16,400	92
STANISLAUS	54,500	49,600	91
TUOLUMNE	5,500	4,900	90
YOLO	24,200	22,400	93
<b>NEVADA</b>			
ESMERALDA	200	200	70
NYE	2,000	1,600	80
<b>STATION TOTAL</b>	<b>1,723,700</b>	<b>1,601,900</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65) 1,297,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 890,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 12

# California—San Jose



**KNTV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 26.8-kw visual, 15.8-kw aural. Antenna: directional, 2769-ft. above av. terrain, 291-ft. above ground, 4079-ft. above sea level.

Latitude 37° 06' 40"  
Longitude 121° 50' 34"

Transmitter: 4.6-mi. SSW of New Almaden, Peak Loma Prieta.

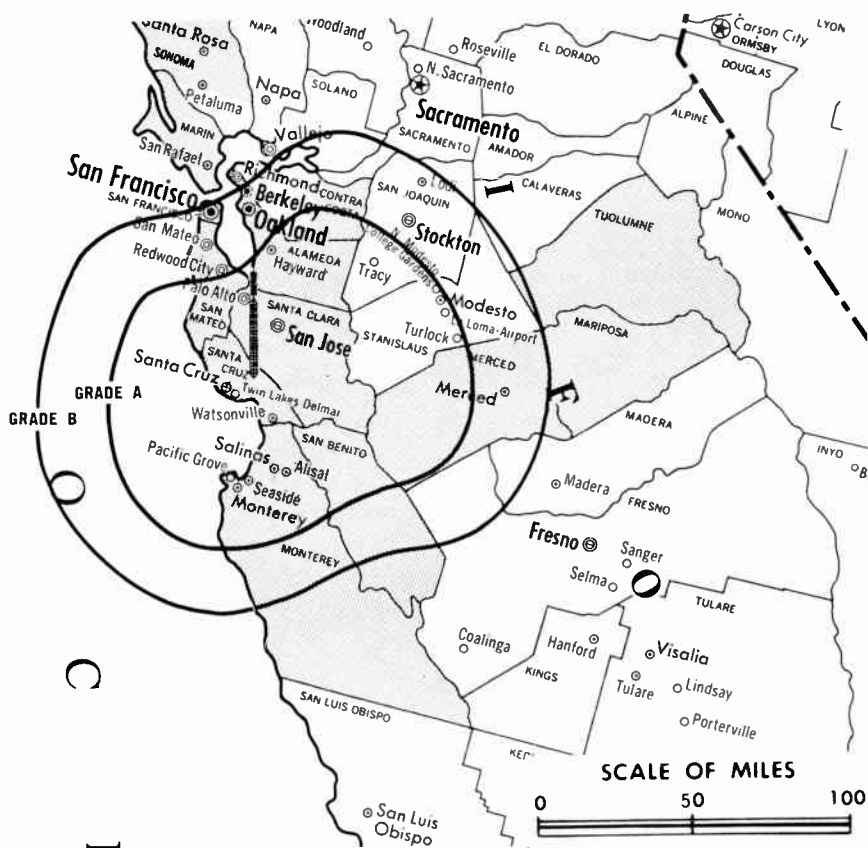
TV tape: Recording facilities.

Color: Network & film.

News Wire Service: AP.

Facsimile Service: AP.

O & O Translator: K12DU, Los Gatos & Saratoga, Cal.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KNTV Ref: FCC File No. B1CT-2281 Granted 5/17/57

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## KNTV

Licensee: Standard Radio & Television Co., 645 Park Ave., San Jose, Cal. (95110).

Studio: 645 Park Ave.

Telephone: 408-297-5577.

Ownership: Allen T. Gilliland Jr., W. W. Jacka and Bank of America National Trust & Savings Assn., executors of estate of Allen T. Gilliland Sr., 100% owner.

Began Operation: Sept. 12, 1955.

Represented (sales) by Blair TV.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

### Personnel:

ALLEN T. GILLILAND, president.  
FRAN CONRAD, station manager & national sales manager.  
NORMAN PAUL, local sales manager.  
ROBERT HOSFELDT, program director & film buyer.  
JESS MARLOW, news director.  
RON DENMAN, promotion director.  
ROBERT A. LATHAM, chief engineer.

### DIGEST OF RATE CARD NO. 7 (April 1, 1965)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.				
\$450.00	\$240.00	\$160.00	\$145.00	\$135.00

NETWORK BASE HOURLY RATE: \$400.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>CALIFORNIA</b>			
ALAMEDA EAST	11,500	10,800	94
ALAMEDA WEST	335,500	315,400	94
CONTRA COSTA EAST	74,300	71,200	96
MARIN	55,900	52,500	94
MARIPOSA	1,900	1,700	86
MERCED	28,900	26,700	93
MONTEREY WEST	33,300	30,900	93
MONTEREY EAST	27,900	25,900	93
SAN BENITO	4,900	4,500	91
SAN FRANCISCO	299,900	264,500	88
SAN MATEO	167,800	161,700	96
SANTA CLARA WEST	242,100	229,800	95
SANTA CLARA EAST	8,800	8,300	95
SANTA CRUZ	36,700	33,700	92
SONOMA NORTH	38,300	35,200	92
TUOLUMNE	5,500	4,900	90
<b>STATION TOTAL</b>	<b>1,373,200</b>	<b>1,277,700</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65) 357,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 180,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 13

Translator Directory

Is in Section c.

# California—San Luis Obispo



**NB KSBY-TV**

Ch. 6



[Satellite of KSBW-TV,  
Salinas-Monterey]

2612

Technical Facilities: Channel No. 6  
(82-88 mc). Authorized power:  
100-kw visual, 12-kw aural. An-  
tenna: 1571-ft. above av. terrain,  
459-ft. above ground, 2709-ft.  
above sea level.

Latitude 35° 21' 37"  
Longitude 120° 38' 57"

Transmitter: Los Padres Forest, 5.5-  
mi. N of town.

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.

FM Affiliate: KSBY-FM, 30-kw, 93.3  
mc (No. 227), 1220-ft. antenna  
height.

County coverage (shaded areas) based on 1965  
ARB study.



KSBY-TV Ref: FCC File No. BMPCT-1066 Granted 4/29/53

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## KSBY-TV

Network Service: CBS, NBC, same as KSBW-TV.

Licensee: Central California Communications Corp., Box 1368, San  
Luis Obispo, Cal. (93402).

Studio: Mt. View & Hill Sts.

Telephone: 805-543-0920. TWX No.: 806-543-3036.

Ownership: Same as KSBW-TV, Salinas-Monterey.

Began Operation: May 25, 1953. Sale to Central California Com-  
munications Corp. (formerly Salinas Valley Bcstg. Corp.) by co-  
owners John C. Cohan and Jerome Kantro approved July  
18, 1957 by FCC. Cohan and Kantro's purchase of TV and  
radio KVEC from Christina M. Jacobson & Leslie H. Hacker ap-  
proved June 13, 1956 (Television Digest, Vol. 12:24; 13:22, 29).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Hammett & Edison (San Francisco).

Personnel:

JOHN C. COHAN, president.

ROBERT F. KLEIN, executive vice president.

ART HAPGOOD, station manager.

BILL HARGAN, director of engineering.

KENNETH REID, chief engineer.

Rates: KSBY-TV is sold only in combination with KSBW-TV,  
Salinas, Cal.

ARB Data for this Station Included With  
Report for Parent KSBW-TV, Salinas, Cal.

Above Map Reflects Coverage of both  
Parent and Satellite.



**MALARKEY, TAYLOR & ASSOCIATES**

**CATV**

**Brokers - Consultants - Engineering  
WASHINGTON, D.C.**

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# California—Santa Barbara



**KEYT**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 50-kw visual, 5.89-kw aural. Antenna: 3010-ft. above av. terrain, 201-ft. above ground, 4201-ft. above sea level.

Latitude 34° 31' 32"  
Longitude 119° 57' 08"

Transmitter: TV Peak, Santa Ynez Mts.

Color: Network only.

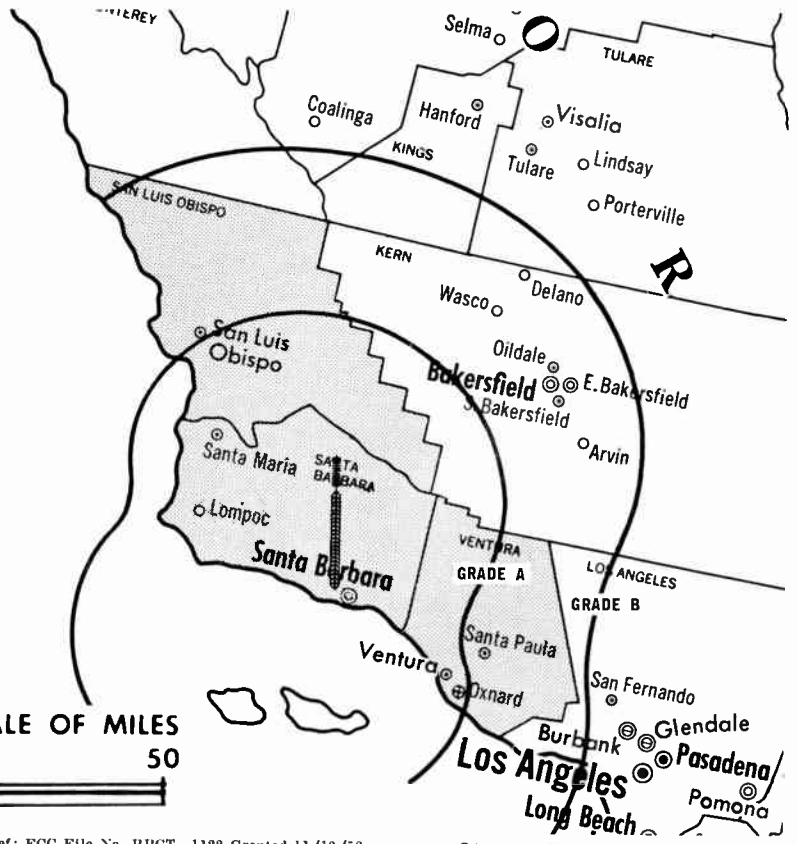
News Wire Service: UPI.

Facsimile Service: UPI.

Studio: 730 Miramonte Dr. (93105).

Represented (engineering) by A. E. Towne Associates Inc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965 ARB study.



KEYT Ref: FCC File No. BPC-1122 Granted 11/12/52

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## KEYT

Network Service: ABC.

Licensee: Key Television Inc., P.O. Drawer "X", Santa Barbara, Cal. (93102).

Telephone: 805-965-8533. TWX No.: 805-449-7237.

Ownership: Key Television Inc. William F. Luton, pres., 29.8%; Mrs. W. F. Luton, v.p., 31.61%; Crocker-Anglo, trustee for six Luton children, each with .67%; Leslie H. Norins, .67%; P.N.B. Co., nominee of Richard B. Bell under trust agreement, 32.89%.

Began Operation: July 24, 1953. Sale to present owners by Harry C. Butcher-Colin M. Selph group approved March 27, 1957 by FCC (Television Digest, Vols. 12:52; 13:9, 13).

Represented (sales) by Young Television; Art Moore & Associates Inc. (Seattle).

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

Personnel:

WILLIAM F. LUTON, president & treasurer.  
LESLIE H. NORINS, v.p. & general manager.  
HAROLD C. O'DONNELL, program director & film buyer.  
EDWARD J. RYAN, promotion & merchandising director.  
RICHARD ALVARI, production manager.  
BILL HUDDY, director of news & public affairs.  
TED FROMING, chief engineer.  
J. DESMOND COWAN, comptroller.  
BARBARA WAECHTER, traffic manager.

DIGEST OF RATE CARD NO. 7  
(July 1, 1963)

	Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.	\$450.00	\$270.00	\$225.00	\$157.50	\$112.50	\$75.00	\$45.00
NETWORK BASE HOURLY RATE:	\$330 (ABC).						

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
CALIFORNIA			
SAN LUIS OBISPO	32,600	29,800	92
SANTA BARBARA N	34,100	31,500	92
SANTA BARBARA S	42,000	38,900	93
VENTURA	88,400	84,300	95
STATION TOTAL	197,100	184,500	94
NET WEEKLY CIRCULATION (MARCH 65)		119,500	
AVERAGE DAILY CIRCULATION (MARCH 65)		69,400	
COLOR PENETRATION PERCENTAGE (NOV 65)			16

## Daniels & Associates

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# California—Santa Maria

**NBC** **KCOY-TV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 64.6-kw visual, 32.4-kw aural. Antenna: 1941-ft. above av. terrain, 137-ft. above ground, 3385-ft. above sea level.

Latitude 34° 54' 37"  
Longitude 120° 11' 08"

Requests change to 138.5-kw visual, 27.7-kw aural, 3113-ft. above av. terrain, 226-ft. above ground, 4232-ft. above sea level, lat. 34° 31' 31", long. 119° 57' 30"; transmitter to Broadcast Peak, 10-mi. NW of Goleta, Cal. BPCT—3580.

Transmitter: Tepusquet Peak.

Color: Network only.

News Wire Service: AP.

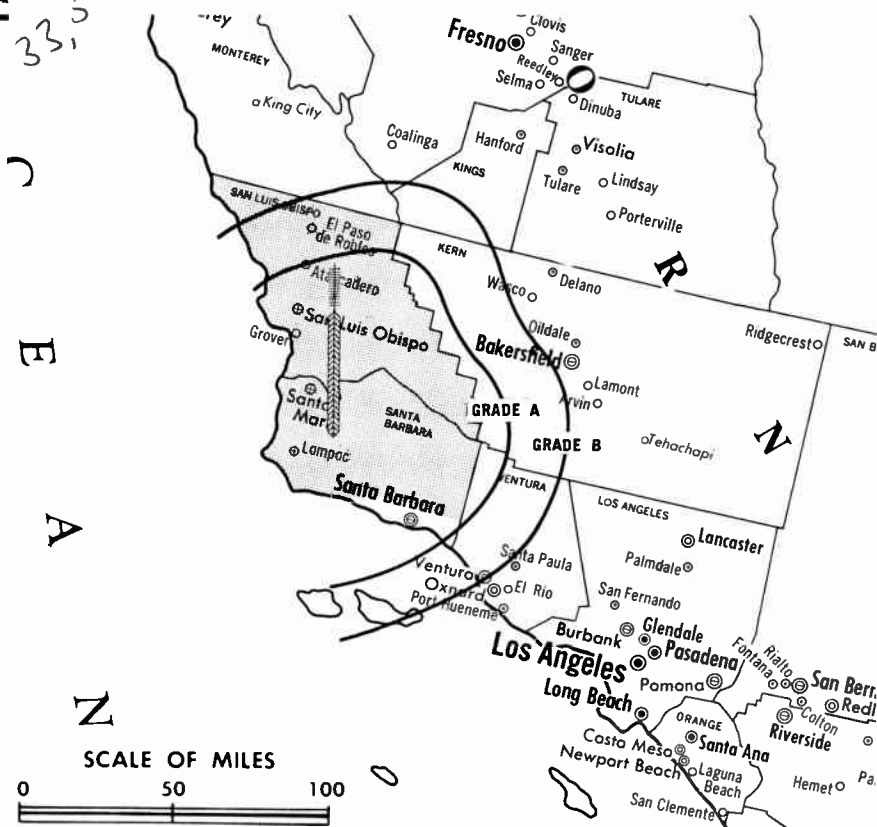
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KCOY-TV Ref: FCC File No. BPCT—2903 Granted 9/11/63

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## KCOY-TV

Network Service: NBC, CBS.

Licensee: Central Coast Television, Box 166 (93456).

Studio: 1503 N. McClelland, Santa Maria, Cal. (93454).

Ownership: Helen Pedotti, 45%; James H. Ranger, 19.5%; Mili Acquistapace, 19.5%; Marion A. Smith, 10%; Burns Rick, 6%. KCOY-TV has 15% interest and 24% option of CATV system under construction in Santa Maria. Note: This is a partnership. Ownership interlocks with radio KCOY.

Began operation: March 15, 1964.

Represented (sales) by Venard, Torbet & McConnell.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Represented (engineering) by A. E. Towne Assoc.

Personnel:

JAMES H. RANGER, general manager & film buyer, sales mgr.

BOB WILLIAMS, assistant manager.

RAY WALKER, chief engineer.

## DIGEST OF RATE CARD NO. 1

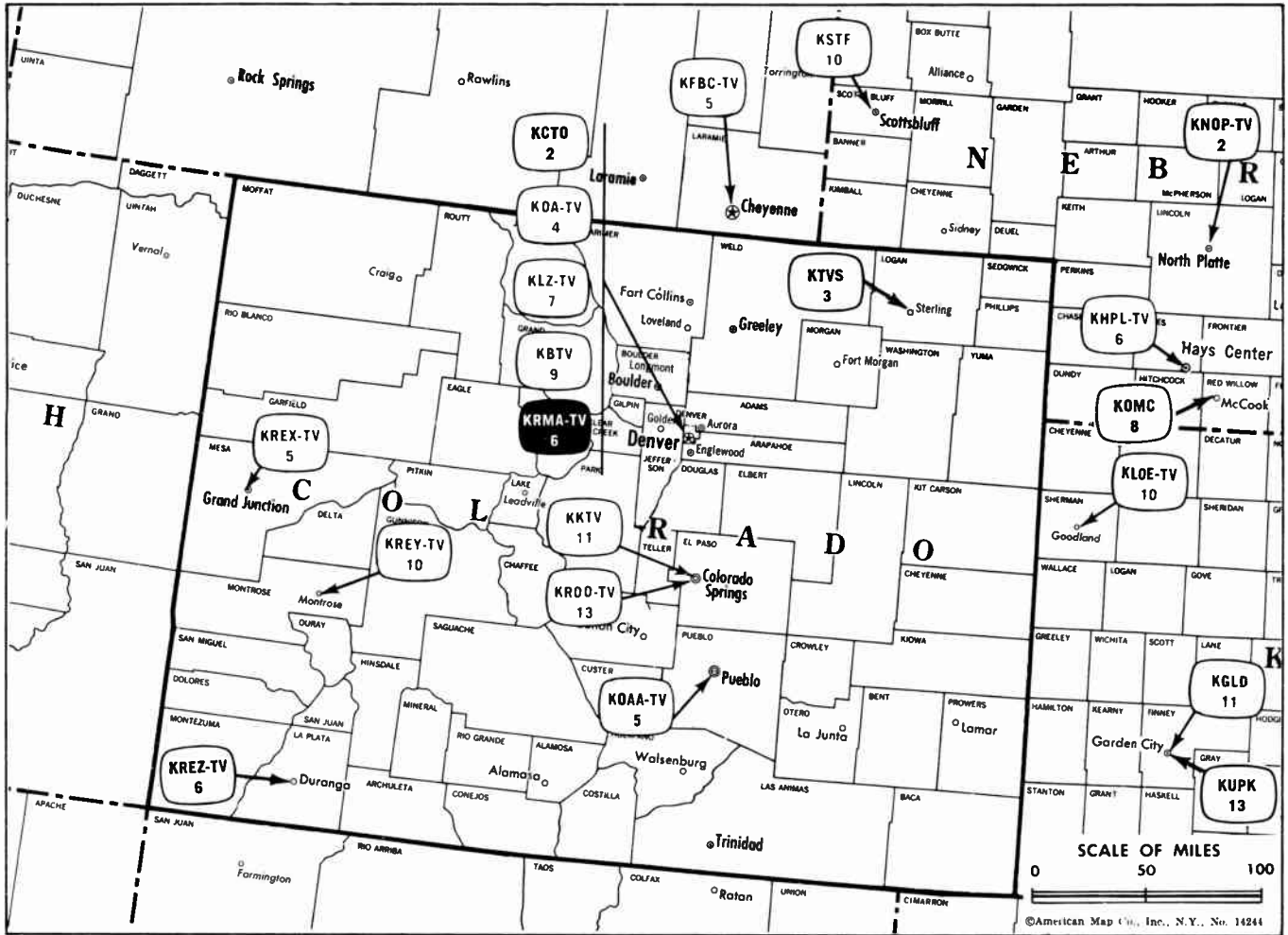
(Jan. 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7:30-10:30 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.						
\$375.00	\$225.00	\$150.00	\$113.00	\$94.00	\$60.00	\$30.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
CALIFORNIA			
SAN LUIS OBISPO	32,600	29,800	92
SANTA BARBARA N	34,100	31,500	92
<b>STATION TOTAL</b>	<b>66,700</b>	<b>61,300</b>	<b>92</b>

NET WEEKLY CIRCULATION (MARCH 65)	43,800
AVERAGE DAILY CIRCULATION (MARCH 65)	27,300
COLOR PENETRATION PERCENTAGE (NOV 65)	16

# Colorado



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Denver	435,900	40	578,100	51	548,600	51
Colorado Springs-Pueblo	119,200	138	142,400	166	133,300	163
Grand Junction-Montrose	34,500	202	39,400	216	35,400	216

**Colorado Station Status as of Feb. 1, 1966**

	VHF	UHF	TOTAL
Commercial Television Stations	11	0	11
Educational Television Stations	1	0	1
			<u>12</u>

State Cross Reference List and Educational Technical Facilities are on pages 101-b & 103-b

# THE BIG NAME IN CATV

# ameco

AMECO INC. 2949 West Osborn Road • P.O. Box 11326 • Phoenix, Arizona 85017 • Phone (602) 262-5500

# Colorado—Colorado Springs—Pueblo



**KKTV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 232.6-kw visual, 17-kw aural. Antenna: 2380-ft. above av. terrain, 351-ft. above ground, 9786-ft. above sea level.

Latitude 38° 44' 41"  
Longitude 104° 51' 41"  
Requests 229-kw visual, 45.8-kw aural.

Transmitter: Cheyenne Mt.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP, UPI. Facsimile Service: UPI.

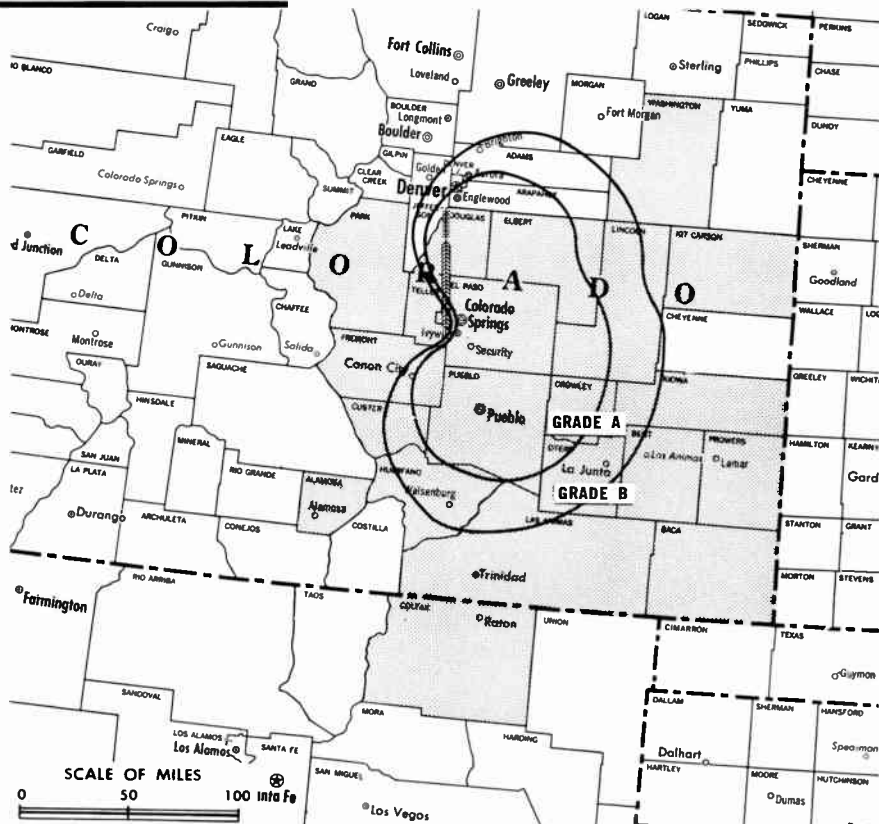
News Film Service: CBS.

AM Affiliate: KKAM, Pueblo, 5-kw, 1350 kc (ABC).

FM Affiliate: KKFM, Colorado Sprgs., 23-kw, 96.5 mc (No. 243), 2300-ft. antenna height.

O & O Translator: K08BS, Canon City, Colo.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KKTV Ref: FCC File No. BPCT-2759 Granted 4/27/60

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

## KKTV

Licensee: Garvey Communications Systems Inc., Box 2110, Colorado Springs, Colo. (80901).

Studio: P.O. Box 2110, 512 S. Tejon, Colorado Springs.

Telephone: 303-634-2844.

Ownership: Willard W. Garvey, pres., 100%. Mr. Garvey owns control of monthly Washington, D.C. World. He also owns with members of his family, 4.85% of Stauffer Publications (see WIBW-TV, Topeka, Kan.).

Began Operation: Dec. 7, 1952. Sale to present owner by James D. & Betty Z. Russell and Gifford Phillips approved by FCC July 31, 1963 (Television Digest, Vol. 3:31).

Represented (sales) by Avery-Knodel Inc., Bob Hix Co. Inc. (Mountain States).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by David Steel & Assoc.

Personnel:

RUSH K. EVANS, exec. v.p. & general manager.

HAL KENNEDY, program manager & news director.

GEORGE JEFFREY, sales manager.

GEORGE BEATTIE, production & operations director.

H. COZINNE STRANG, chief engineer.

### DIGEST OF RATE CARD NO. 12 (Aug. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6-10 p.m., daily.  
\$330.00 \$198.00 \$132.00 \$99.00 \$75.00\* \$55.00\* \$35.00\*

\*Class A—6:31-9:59 p.m., Mon.-Fri.; 6:01-9:01 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$325.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>COLORADO</b>			
ALAMOSA	2,800	2,500	88
BACA	1,800	1,300	76
BENT	1,800	1,600	92
CROWLEY	900	800	95
CUSTER	300	300	86
DOUGLAS	1,900	1,800	98
ELBERT	900	800	91
EL PASO	56,400	54,300	96
FREMONT	7,200	6,500	91
HUERFANO	2,000	1,800	86
KIOWA	700	600	86
KIT CARSON	1,900	1,700	86
LAS ANIMAS	5,300	4,500	84
LINCOLN	1,700	1,600	92
OTERO	7,500	6,900	92
PARK	500	500	90
PROMERS	4,000	3,400	84
PUEBLO	38,600	37,100	96
TELLER	800	800	94
WASHINGTON	1,900	1,700	89
<b>NEW MEXICO</b>			
COLFAX	3,300	2,800	86
<b>STATION TOTAL</b>	<b>142,200</b>	<b>133,300</b>	<b>94</b>

NET WEEKLY CIRCULATION (MARCH 65) 118,900  
AVERAGE DAILY CIRCULATION (MARCH 65) 93,500  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

For Sale & Transfers of Television Stations  
see Section c.

# Colorado—Colorado Springs-Pueblo



**KRDO-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 225-kw visual, 11.2-kw aural. Antenna: 2080-ft. above av. terrain, 150-ft. above ground, 9470-ft. above sea level.

Latitude 38° 44' 47"  
Longitude 104° 51' 37"

Transmitter: Cheyenne Mt.

AM Affiliate: KRDO, 1-kw (.25-kw night), 1240 kc.

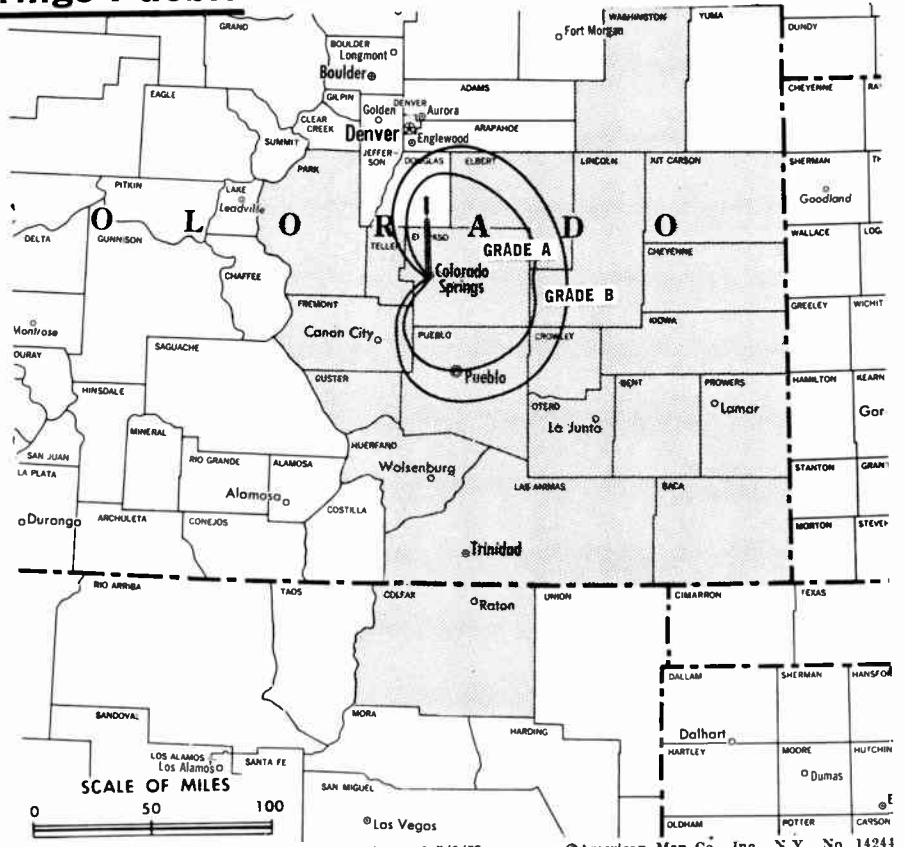
TV tape: Recording facilities.

Color: Network only.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



## KRDO-TV

Licensee: Pikes Peak Broadcasting Co., 399 S. 8th St., P.O. Box 1457, Colorado Springs, Colo. (80901).

Studio: 399 S. 8th St. (80905). Telephone: 303-632-1515.

Ownership: Harry W. Hoth Jr., 75.65%; estate of Wm. J. Gregory, 21.09%. For changes from original stockholders, see Sales & Transfers.

Began Operation: Sept. 21, 1953. Sale to present owners by Joseph H. Rohrer approved by FCC Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales) by Young Television.

Represented (legal) by George O. Sutton.

### Personnel:

HARRY W. HOTH JR., president & general manager.  
JAY GARDNER, station manager & film buyer.  
DAROLD WILKINSON, business manager.  
CHARLES UPTON, chief engineer.  
VINCE HOSTETLER, program director.

### DIGEST OF RATE CARD NO. 12—(Sept. 1, 1965)

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

Class A—6-10:00 p.m., daily.  
\$300.00 \$180.00 \$120.00 \$100.00 \$100.00\* \$90.00\* \$50.00\*

\*Class A—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$325.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>COLORADO</b>			
BACA	1,800	1,300	76
BENT	1,800	1,600	92
CROWLEY	900	800	95
CUSTER	300	300	86
ELBERT	900	800	91
EL PASO	56,400	54,300	96
FREMONT	7,200	6,500	91
HUERFANO	2,000	1,800	86
KIOWA	700	600	86
KIT CARSON	1,900	1,700	86
LAS ANIMAS	5,300	4,500	84
LINCOLN	1,700	1,600	92
OTERO	7,500	6,900	92
PARK	500	500	90
PROWERS	4,000	3,400	84
PUEBLO	38,600	37,100	96
TELLER	800	800	94
WASHINGTON	1,900	1,700	89
<b>NEW MEXICO</b>			
COLFAX	3,300	2,800	86
<b>STATION TOTAL</b>	<b>137,500</b>	<b>129,000</b>	<b>94</b>
NET WEEKLY CIRCULATION (MARCH 65)			119,200
AVERAGE DAILY CIRCULATION (MARCH 65)			89,500
COLOR PENETRATION PERCENTAGE (NOV 65)			9



# Colorado—Denver



**KBTV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 45.3-kw aural. Antenna: 950-ft. above av. terrain, 273-ft. above ground, 7643-ft. above sea level.

Latitude 39° 43' 46"  
Longitude 105° 14' 08"

Transmitter: Lookout Mountain.

TV tape: Recording facilities.

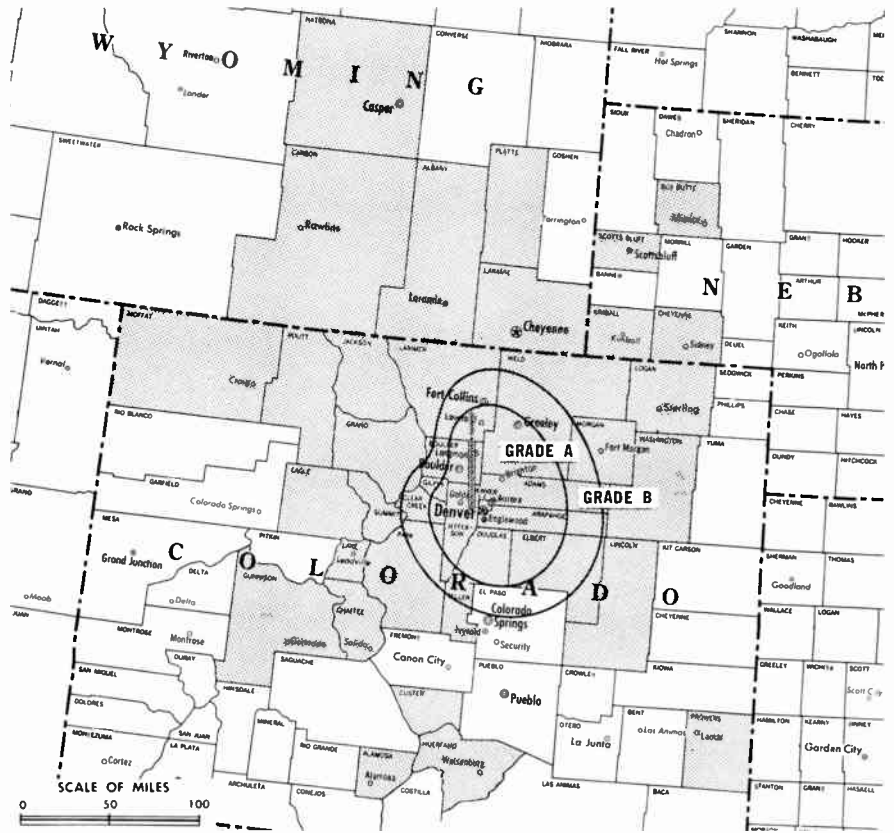
Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

AM Affiliate: KBTR, 5-kw, 710-kc (ABC).

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KBTV Ref: FCC File No. BMPCT—1265 Granted 8/14/53

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## KBTV

Licensee: Mullins Broadcasting Co., 1089 Bannock St., Denver (80217).

Studio: 1089 Bannock St.

Telephone: 303-266-3601. TWX No.: 303-292-3638.

Ownership: John C. Mullins, 100%. Mullins Bcstg. also owns KARK-TV, KARK & FM, Little Rock, Ark.

Began Operation: Oct. 12, 1952. Sale to John C. Mullins and Frank Leu by local businessmen headed by W. D. Pyle approved March 23, 1955; transfer of Leu's 50% to Webb & Knapp approved March 28, 1956 (Television Digest, Vol. 11:7, 13, 50 & 12:13). Transfer of Webb & Knapp's 50% to John C. Mullins approved Oct. 1, 1961 (Vol. 17:33; BALCT-165).

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

Represented (legal) by Haley, Bader & Potts.

Personnel:

JOHN C. MULLINS, president & owner.  
ALVIN G. FLANAGAN, exec. v.p. & general manager.  
JAMES MOORE, secretary-treasurer.  
ROBERT L. BROWN, general sales manager.  
JAMES H. BUTTS, chief engineer & program director.  
DON E. WHITELEY, promotion manager.  
KEN HARMON, production manager.

### DIGEST OF RATE CARD NO. 12 (Jan. 12, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-9:30 p.m., daily.  
\$1000.00 \$600.00 \$400.00 \$350.00 \$325.00\* \$300.00\* \$175.00\*

\*Class A—6:29-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$950.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
COLORADO			
ADAMS	43,800	43,000	98
ALAMOSA	2,800	2,500	88

ARAPAHOE	42,700	41,500	97
BOULDER	28,200	26,400	94
CHAFFEE	3,000	2,600	89
CLEAR CREEK	900	900	92
CUSTER	300	300	86
DENVER	180,000	170,700	95
DOUGLAS	1,900	1,800	98
EAGLE	1,600	1,400	86
ELBERT	900	800	91
GILPIN	300	300	93
GRAND	1,100	900	85
GUNNISON	1,600	1,300	84
HUERFANO	2,000	1,800	86
JACKSON	400	400	92
JEFFERSON	49,900	48,800	98
LAKE	2,300	2,000	89
LARIMER	19,800	18,700	95
LINCOLN	1,700	1,600	92
LOGAN	7,000	6,400	92
MOFFAT	2,500	2,100	84
MORGAN	7,300	7,000	96
PARK	500	500	90
PROWERS	4,000	3,400	84
ROUIT	1,500	1,300	82
SUMMIT	700	700	90
TELLER	800	800	94
WASHINGTON	1,900	1,700	89
WELD	24,100	23,000	96

NEBRASKA			
BOX BUTTE	3,600	3,300	92
CHEYENNE	4,900	4,400	91
KIMBALL	2,900	2,800	97
SCOTTS BLUFF	10,600	9,800	92

WYOMING			
ALBANY	7,100	6,300	89
CARBON	4,800	4,200	88
LARAMIE	21,100	20,100	95
NATRONA	18,800	17,800	94
PLATTE	2,200	1,900	87

STATION TOTAL 511,500 485,200 95

NET WEEKLY CIRCULATION (MARCH 65) 425,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 302,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 6



**KLZ-TV**

Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1010-ft. above av. terrain, 285-ft. above ground, 7695-ft. above sea level.

Latitude 39° 43' 46"  
Longitude 105° 14' 12"

Transmitter: Buffalo Bill Hwy., Look-out Mt.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

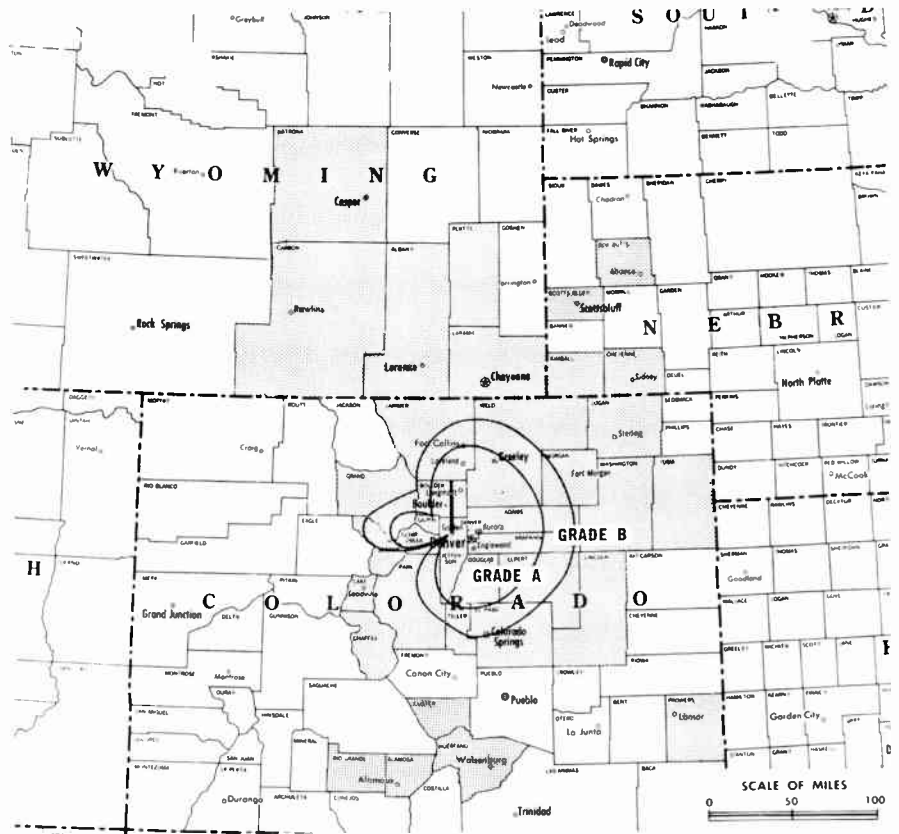
News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: KLZ, 5-kw, 560 kc (CBS).

Represented (engineering) by Jansky & Bailey.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KLZ-TV Ref: FCC File No. BMPCT-1362 Granted 9/15/53

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## KLZ-TV

Licensee: Time-Life Broadcast Inc., 131 Speer Blvd., Denver, Colo. (80204).

Studio: 131 Speer Blvd.

Telephone: 303-623-4271. TWX No.: 303-292-0268.

Ownership: TLF Broadcasters Inc. (wholly-owned by Time Inc.), 100%. For other interests, see Time under Group Ownership.

Began Operation: Nov. 1, 1953. Sale to Time Inc. by Aladdin Radio & TV approved by FCC June 23, 1954 (Television Digest, Vol. 10:11, 15, 25, 26).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

HUGH B. TERRY, president & general manager.  
PAUL BLUE, asst. to pres. & film buyer.  
JACK TIPTON, manager & director of sales.  
BOB HART, local sales manager.  
JACK SHAFER, program manager.  
JOHN CONNORS, promotion & publicity director.  
RUTH WILLHIDE, traffic manager.  
STARR YELLAND, sports & special projects director.  
EUGENE JENKINS, chief engineer.

### DIGEST OF RATE CARD NO. P & A14 (July 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.					
\$1000.00	\$550.00	\$340.00	\$300.00*	\$275.00*	\$138.00*

\*Class AA—6-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1000.

### Group TV Station Owner List

Is in Section c.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>COLORADO</b>			
ADAMS	43,800	43,000	98
ALAMOSA	2,800	2,500	88
ARAPAHOE	42,700	41,500	97
BOULDER	28,200	26,400	94
CHAFFEE	3,000	2,600	89
CLEAR CREEK	900	900	92
CUSTER	300	300	86
DENVER	180,000	170,700	95
DOUGLAS	1,900	1,800	98
ELBERT	900	800	91
EL PASO	56,400	54,300	96
GILPIN	300	300	93
GRAND	1,100	900	85
HUERFANO	2,000	1,800	86
JEFFERSON	49,900	48,800	98
LAKE	2,300	2,000	89
LARIMER	19,800	18,700	95
LINCOLN	1,700	1,600	92
LOGAN	7,000	6,400	92
MORGAN	7,300	7,000	96
PARK	500	500	90
PROWERS	4,000	3,400	84
RIO GRANDE	2,800	2,400	86
SUMMIT	700	700	90
TELLER	800	800	94
WASHINGTON	1,900	1,700	89
WELD	24,100	23,000	96
YUMA	2,600	2,400	90
<b>NEBRASKA</b>			
BOX BUTTE	3,600	3,300	92
CHEYENNE	4,900	4,400	91
KIMBALL	2,900	2,800	97
SCOTTS BLUFF	10,600	9,800	92
<b>WYOMING</b>			
ALBANY	7,100	6,300	89
CARBON	4,800	4,200	88
LARAMIE	21,100	20,100	95
NATRONA	18,800	17,800	94
PLATTE	2,200	1,900	87
<b>STATION TOTAL</b>	<b>565,700</b>	<b>537,800</b>	<b>95</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>422,500</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>330,900</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>			<b>6</b>

# Sell the million-plus people of the Denver area with the tested sales power of KLZ-TV!

## Denver—hub of the nation's ideal test market...

Metropolitan Denver—now with a million-plus people in its thriving five-county area.

A sales island—more than 500 miles away from any other major market. No overlapping TV signals and sparse outside radio activity. Stable, sound economy bulwarked by an abundant year-around civil service payroll.

Active, competitive grocery and drug store operators—assuring maximum sales and merchandising support.

## KLZ-TV—the proved way to sell the Denver area...

KLZ-TV is a long established audience leader. National time buyers have long recognized the selling power of this station.

One of the nation's most honored TV stations. Vital public service programming stamped with an unusually high degree of interest and involvement in community affairs.

Exciting local programming to join with CBS-TV's all-star line-up. Unquestioned area news leadership. Imaginative sales promotion to spark enthusiasm at the retail level.

Area's best-known and best-liked air personalities according to numerous quantitative and qualitative studies.

Key management personnel identified as community leaders—to assist in high level contact work.

**Put KLZ-TV to the test—in the Denver market!**

**KLZ 7**  
TELEVISION-DENVER  
*Represented Nationally by the Katz Agency*



# Colorado—Denver



**KOA-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1477-ft. above av. terrain, 833-ft. above ground, 8147-ft. above sea level.

Latitude 39° 43' 50"  
Longitude 105° 14' 07"

Transmitter: Lookout Mt.

Studio: 1044 Lincoln St.

Telephone: 303-244-4141.

TWX No.: 303-292-3784.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: NBC.

AM Affiliate: KOA, 50-kw, 850 kc (NBC). FM Affiliate: KOA-FM, 57-kw, 103.5 mc (CP).

Represented (engineering) by Kear & Kennedy.

Represented (legal) by McKenna & Wilkinson.

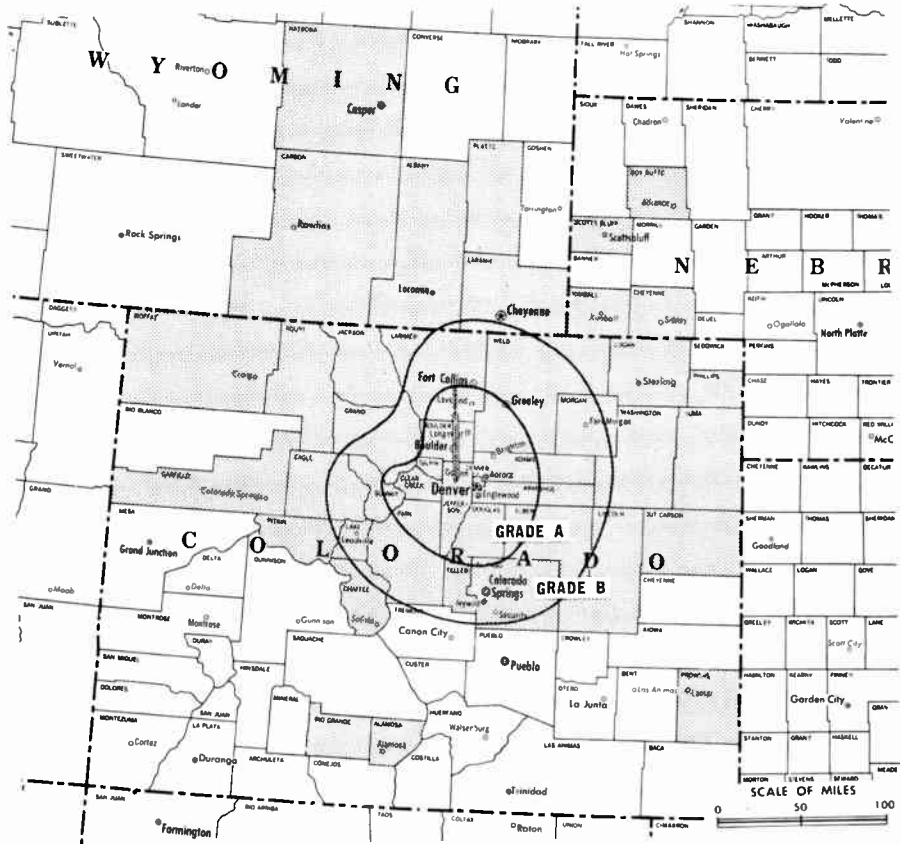
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KOA-TV Ref: FCC File No. HMP(T)-3330 Granted 9/1/55

©American Map Co., Inc., N.Y., No. 1424

## KOA-TV

Licensee: Metropolitan Television Co., 1044 Lincoln St., Denver, Colo. (80217).

Ownership: William Grant, chairman of the board, 4.17%; Ralph Radetsky, pres. & gen. mgr., 2%; Richard M. Davis, secy.-treas., 2.11%; Thomas P. Campbell, 8.83%; Arnold B. Gurtler, 6.76%; Quigg Newton Jr., 7.13%; Edwin Grant, 4.15%; Walter Simon, 3.39%; Mrs. Laurene W. Berger, 3.38%; Hendrie & Co., 35.17%; Champa & Co., 3.73%; Wazee & Co., 4.49% and others, none with as much as 3%. Metropolitan Television Co. also owns & operates KOAA-TV, Pueblo.

Began Operation: Dec. 24, 1953. Present ownership lineup resulted when on Nov. 12, 1964 FCC approved sale back to Metropolitan TV Co. of the 52.5% of stock held by Bob Hope and associates.

Represented (sales) by Blair TV.

Personnel:

- RALPH RADETSKY, pres. & general manager.
- DICK HARRIS, station manager & director of sales.
- QUINTIN MCCREDIE, promotion manager.
- SI PALMER, program director & film buyer.
- GENE LINDER, program coordinator & operations mgr.
- ROYCE NATION, business manager.
- SID DAVIDSON, director of engineering.
- SAM HOUSTON, film director.
- JOHN HENRY, sports director.
- THOMPSON R. WATT, news director.
- CHUCK MULLER, farm director.

### DIGEST OF RATE CARD NO. 15—(June 1, 1965)

30 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.			
\$500.00	\$300.00*	\$300.00*	\$150.00*

\*Class AA—6:30-10 p.m., daily.

Note: Also sold as Colorado Combination with KOAA-TV, Pueblo.

NETWORK BASE HOURLY RATE: \$1025.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
COLORADO			
ADAMS	43,800	43,000	98
ALAMOSA	2,800	2,500	88
ARAPAHOE	42,700	41,500	97

BOULDER	28,200	26,400	94
CHAFFEE	3,000	2,600	89
CLEAR CREEK	900	900	92
DENVER	180,000	170,700	95
DOUGLAS	1,900	1,800	98
EAGLE	1,600	1,400	86
ELBERT	900	800	91
EL PASO	56,400	54,300	96
GARFIELD	4,300	3,800	88
GILPIN	300	300	93
GRAND	1,100	900	85
JACKSON	400	400	92
JEFFERSON	49,900	48,800	98
KIT CARSON	1,900	1,700	86
LAKE	2,300	2,000	89
LARIMER	19,800	18,700	95
LINCOLN	1,700	1,600	92
LOGAN	7,000	6,400	92
MOFFAT	2,500	2,100	84
MORGAN	7,300	7,000	96
PARK	500	500	90
PHILLIPS	1,500	1,400	96
PITKIN	1,000	800	78
PROWERS	4,000	3,400	84
RIO GRANDE	2,800	2,400	86
ROUTT	1,500	1,300	82
SUMMIT	700	700	90
TELLER	800	800	94
WASHINGTON	1,900	1,700	89
WELD	24,100	23,000	96
YUMA	2,600	2,400	90
NEBRASKA			
BOX BUTTE	3,600	3,300	92
CHEYENNE	4,900	4,400	91
KIMBALL	2,900	2,800	97
SCOTTS BLUFF	10,600	9,800	92
WYOMING			
ALBANY	7,100	6,300	89
CARBON	4,800	4,200	88
LARAMIE	21,100	20,100	95
NATRONA	18,800	17,800	94
PLATTE	2,200	1,900	87
<b>STATION TOTAL</b>	<b>578,100</b>	<b>548,600</b>	<b>95</b>

NET WEEKLY CIRCULATION (MARCH 65)	435,900
AVERAGE DAILY CIRCULATION (MARCH 65)	311,000
COLOR PENETRATION PERCENTAGE (NOV 65)	6



## She can't come to you for the truth, but you can reach her.

The truth can become a very precious thing to a young mind in a closed country:

"Dear Friends,

I began listening to your broadcasts when I was a small child.

Today I am 22.

And for most of what I know about the world, I have to thank Radio Free Europe."

The young woman who wrote that letter lived in Communist-ruled Czechoslovakia.

Ten years ago, she thought the world ended with that ugly barbed wire fence.

Today she knows different. And what's more important, she knows who built it.

There are 82 million people like her living within the Iron Curtain countries of Czechoslovakia, Rumania, Bulgaria, Poland and Hungary. And more of them listen to Radio Free Europe than ever before.

The news, not only of their own country, but of the outside world, is broadcast without bias or distortion and in their own language.

Radio Free Europe is on the air up to

19 hours every day.

The one-time Communist monopoly of information in Eastern Europe has been broken.

The truth is getting through, helping millions work toward their freedom.

And with that as a goal, a great many people have a great many more reasons to go on living.

**Give to Radio Free Europe  
Box 1966, Mt. Vernon, N.Y.**



# Colorado—Denver

## KCTO

Ch. 2

Network Service: None, independent.

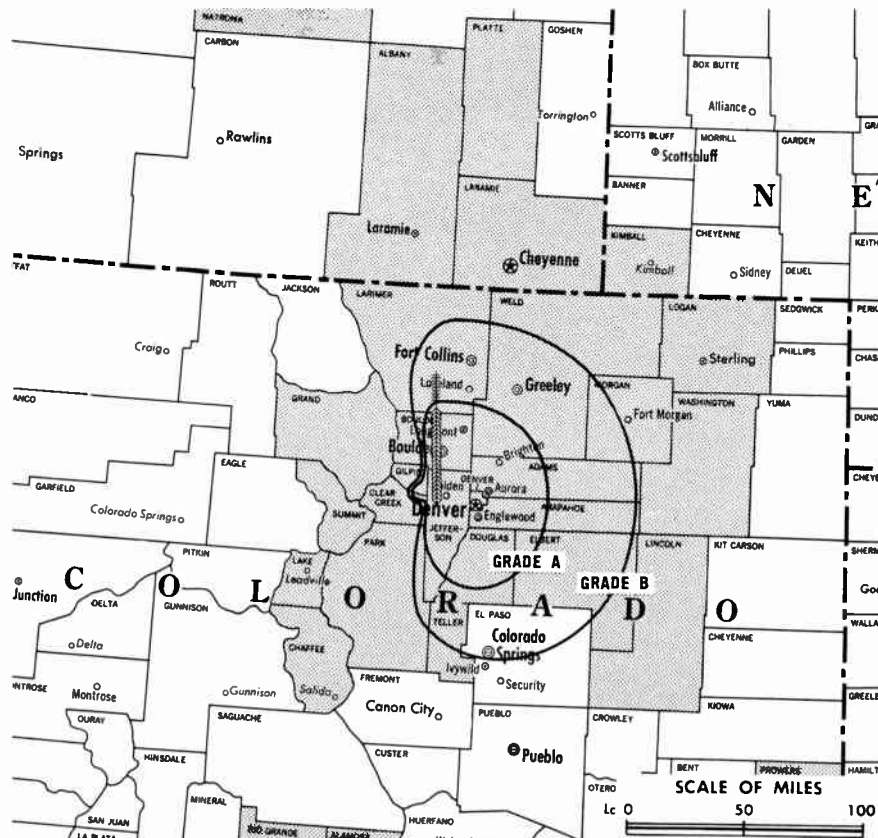
Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 780-ft. above av. terrain, 201-ft. above ground, 7471-ft. above sea level.

Latitude 39° 43' 59"

Longitude 105° 14' 11"

Transmitter: Buffalo Bill Hwy., Look-out Mt.

News Wire Service: UPI.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/66.  
 TV Homes: TV% and Circulation  
 © 1965 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.

KCTO Ref: FCC File No. BMPCT—1182 Granted 7/3/53

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

## KCTO

Licensee: Channel 2 Corp., 550 Lincoln St., Denver, Colo. (80203).

Studio: 550 Lincoln St.

Telephone: 303-534-8281.

TWX No.: 303-292-1649.

Ownership: Channel 2 Corp. (formerly Gotham Bcstg. Co.) is owned by J. Elroy McCaw. McCaw also owns KTVW, Seattle-Tacoma; 45% of radio KIXI & FM, Seattle; 50% of CATV system in Chehalis, Wash. Note: Sale to WGN Inc. pends (Television Digest, Vol. 5:36).

Began Operation: July 18, 1952 as KFEL-TV. Sale to J. Elroy McCaw's Gotham Bcstg. Co. by Eugene P. O'Fallon approved July 27, 1955; transfer of 50% to Radio Hawaii approved Nov. 16, 1955 (Television Digest, Vol. 11:25, 28, 31, 39, 47). Repurchase of 50% by Gotham from Radio Hawaii approved March 27, 1959 by FCC (Vol. 15:33).

Represented (sales) by National Television Sales.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by John L. Beer.

Personnel:

J. ELROY McCAW, president.  
 KENNETH McKIBBIN, manager.  
 LESTER DUNN, chief engineer.  
 CARL J. KOZLIK, commercial manager.  
 MAURY JONES, program director.  
 JOE COPE, production manager.

### DIGEST OF RATE CARD NO. 11A

(Jan. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
 Class AA—5:30-10 p.m., Mon.-Fri.; 6:30-9:30 p.m., Sat.; 7-9:30 p.m., Sun.

\$550.00 \$330.00 \$225.00 \$150.00 \$120.00 \$90.00 \$60.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>COLORADO</b>			
ADAMS	43,800	43,000	98
ALAMOSA	2,800	2,500	88
ARAPAHOE	42,700	41,500	97
BOULDER	28,200	26,400	94
CHAFFEE	3,000	2,600	89
CLEAR CREEK	900	900	92
DENVER	180,000	170,700	95
DOUGLAS	1,900	1,800	98
ELBERT	900	800	91
GILPIN	300	300	93
GRAND	1,100	900	85
JEFFERSON	49,900	48,800	98
LAKE	2,300	2,000	89
LARIMER	19,800	18,700	95
LINCOLN	1,700	1,600	92
LOGAN	7,000	6,400	92
MORGAN	7,300	7,000	96
PARK	500	500	90
PROWERS	4,000	3,400	84
RIO GRANDE	2,800	2,400	86
SUMMIT	700	700	90
TELLER	800	800	94
WASHINGTON	1,900	1,700	89
WELD	24,100	23,000	96
<b>NEBRASKA</b>			
KIMBALL	2,900	2,800	97
<b>WYOMING</b>			
ALBANY	7,100	6,300	89
LARAMIE	21,100	20,100	95
NATRONA	18,800	17,800	94
PLATTE	2,200	1,900	87
<b>STATION TOTAL</b>	<b>480,500</b>	<b>457,300</b>	<b>95</b>

NET WEEKLY CIRCULATION (MARCH 65) 303,400  
 AVERAGE DAILY CIRCULATION (MARCH 65) 135,200  
 COLOR PENETRATION PERCENTAGE (NOV 65) 6

# Colorado—Durango



**KREZ-TV**

Ch. 6



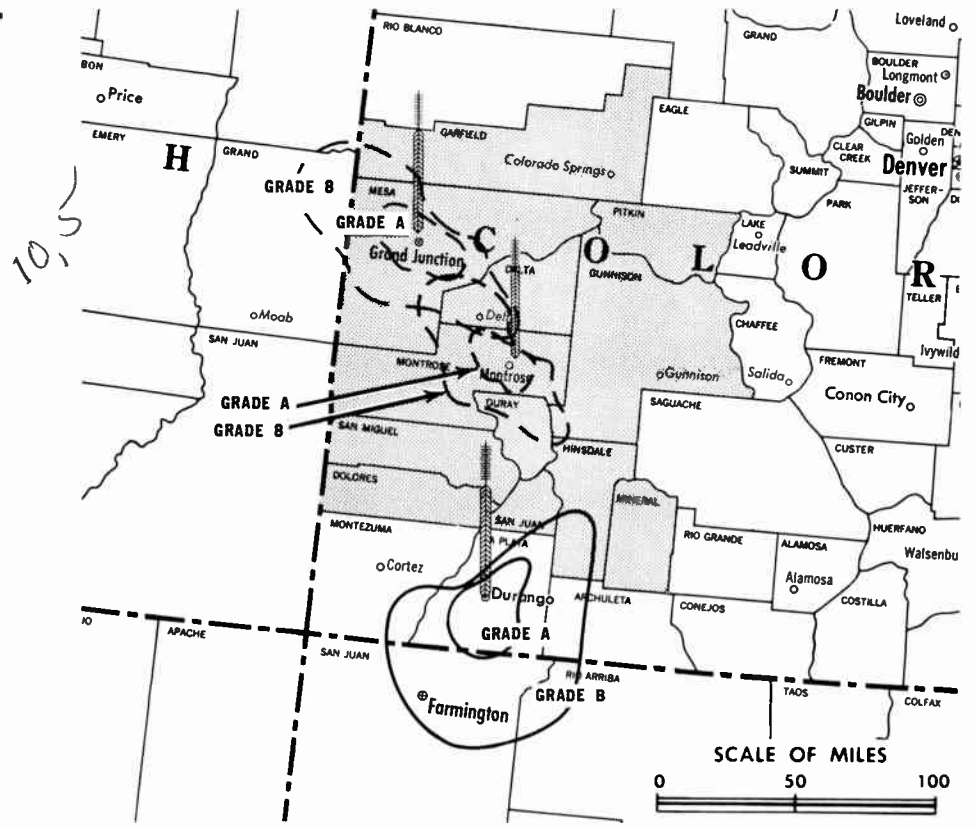
[Satellite of KREX-TV, Grand Junction, Colo.]

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 3.1-kw visual, 1.55-kw aural. Antenna: plus 460-ft. above av. terrain, 186-ft. above ground, 7888-ft. above sea level.

Latitude 37° 15' 44"  
Longitude 107° 53' 58"

Transmitter: Smelter Mountain.

Color: Network only.



County coverage (shaded areas) based on 1965 ARB study.

KREZ-TV Ref: FCC File No. BPCT-3441 Granted 12/11/64

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## KREZ-TV

Network Service: Same as KREX-TV.

Grantee: Mesa Verde Bcstg. Co. Inc., Box 789, Grand Junction, Colo. (81502).

Studio: 171 E. 7th St., Durango, Colo. (81301).

Telephone: 303-247-0820.

Ownership: See KREX-TV, Grand Junction, Colo.

Began Operation: Nov. 4, 1963. Left the air March 2, 1964 and was sold to present owner by Floyd & Lieselotte Jetter; FCC approved transfer Aug. 12, 1964. Resumed operation Sept. 4, 1965.

Personnel:

See KREX-TV, Grand Junction, Colo.

Rates: KREZ-TV is sold only in combination with KREX-TV, Grand Junction and KREY-TV, Montrose, Colo.

NETWORK BASE HOURLY RATE: Bonus to KREX-TV, Grand Junction.

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ARB data not available based on 1965 Coverage Study because station was not in operation when the survey was made. The above map reflects coverage of parent KREX-TV, Grand Junction, Colo. and its satellite KREY-TV, Montrose, Colo.

## State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

### KOAA-TV

Colorado Springs  
(See Pueblo, Colo.)

### KKTV

Pueblo

(See Colorado Springs, Colo.)

### KKTV & KRDO-TV

Pueblo

(See Colorado Springs, Colo.)

# Colorado—Grand Junction



[Also operates satellites KREY-TV, Montrose, Colo. & KREZ-TV, Durango, Colo.]

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 12.9-kw visual, 6.46-kw aural. Antenna: minus 10-ft. above av. terrain (due to mountainous terrain), 343-ft. above ground, 5004-ft. above sea level.

Latitude 39° 05' 15"  
Longitude 108° 33' 56"

Transmitter: Hillcrest Manor.

Color: Network only.

News Wire Service: UPI.

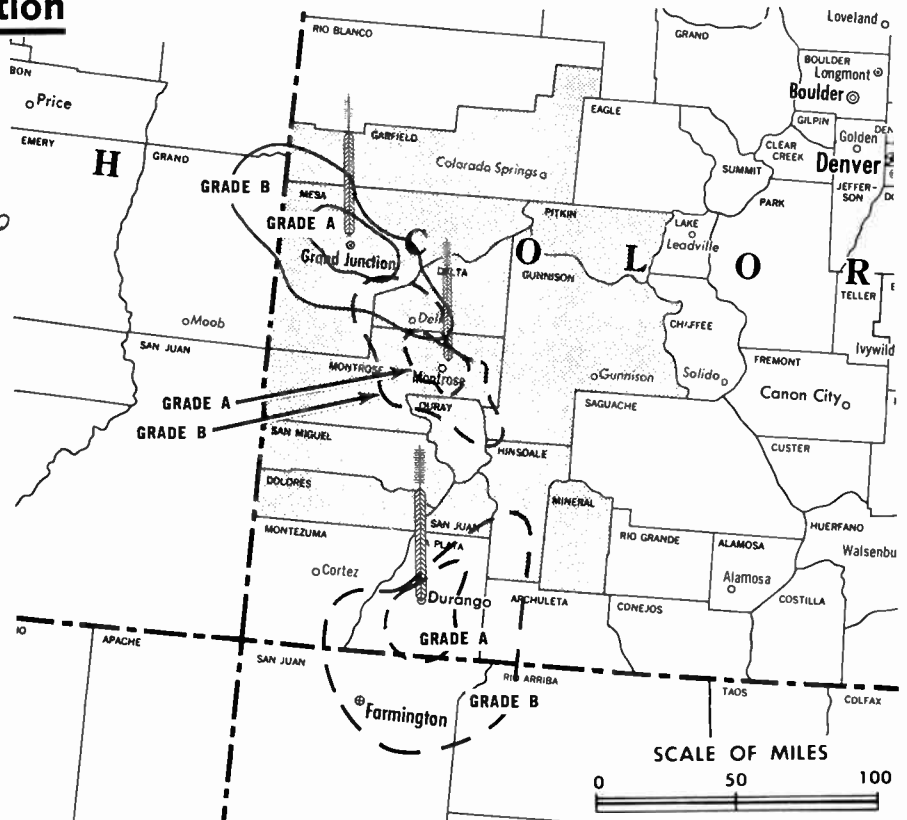
Facsimile Service: UPI.

AM Affiliate: KREX, 5-kw (.5-kw night), 920 kc (CBS).

FM Affiliate: KREX-FM, 3-kw, 92.3 mc (No. 222), minus 42-ft.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

1816



KREX-TV Ref: FCC File No. BPPCT-3787 Granted 4/20/56  
KREY-TV Ref: FCC File No. BPCT-2768 Granted 6/6/60  
KREZ-TV Ref: FCC File No. BPPCT-3411 Granted 12/11/61

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## KREX-TV

Network Service: ABC, CBS, NBC.

Licensee: Western Slope Broadcasting Co. Inc., Box 789, Grand Junction, Colo. (81502).

Studio: Hillcrest Manor.

Telephone: 303-242-5000.

Ownership: Rex C. Howell, pres., 73.2%; Laura Howell, director, 9.2%; Roy H. Adamson, secy.-treas., 1.3%; Robert J. McMahan, exec. v.p., 1.3%; Ruth G. Kendrick, v.p., 7.5%; Marlene V. Hoskin, 7.5%. Also owns 51% of satellite KREY-TV, Montrose, Colo. KREX-TV also owns KREZ-TV, Durango, Colo.

Began Operation: May 22, 1954.

Represented (sales) by The Devney Organization Inc.; John L. McGuire & Co.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

REX HOWELL, president & general manager.  
ROBERT McMAHAN, exec. v.p. & station manager.  
ROY ADAMSON, secy.-treas. & business manager.  
JAMES MEYER, chief engineer.

### DIGEST OF RATE CARD NO. 7 (June 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.	\$250.00	\$150.00	\$100.00	\$70.00	\$65.00	\$52.00
	\$32.50					

Note: This is combined rate for KREX-TV, KREY-TV, Montrose and KREZ-TV, Durango.

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

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>COLORADO</b>			
DELTA	5,000	4,500	90
DOLORES	700	500	73
GARFIELD	4,300	3,800	88
GUNNISON	1,600	1,300	84
HINSDALE	100	100	99
MESA	18,600	17,400	94
MINERAL	200	100	78
MONTRROSE	6,300	5,700	91
DURAY	400	300	83
PITKIN	1,000	800	78
SAN JUAN	200	100	92
SAN MIGUEL	1,000	800	83
<b>STATION TOTAL</b>	<b>39,400</b>	<b>35,400</b>	<b>90</b>

NET WEEKLY CIRCULATION (MARCH 65) 34,500  
AVERAGE DAILY CIRCULATION (MARCH 65) 32,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 3

ARB Data includes Satellite KREY-TV, Montrose, Colo. but does not include KREZ-TV, Durango since it was not in operation when the survey was made.



# Colorado—Montrose



**KREY-TV**

Ch. 10



[Satellite of KREX-TV,  
Grand Junction]

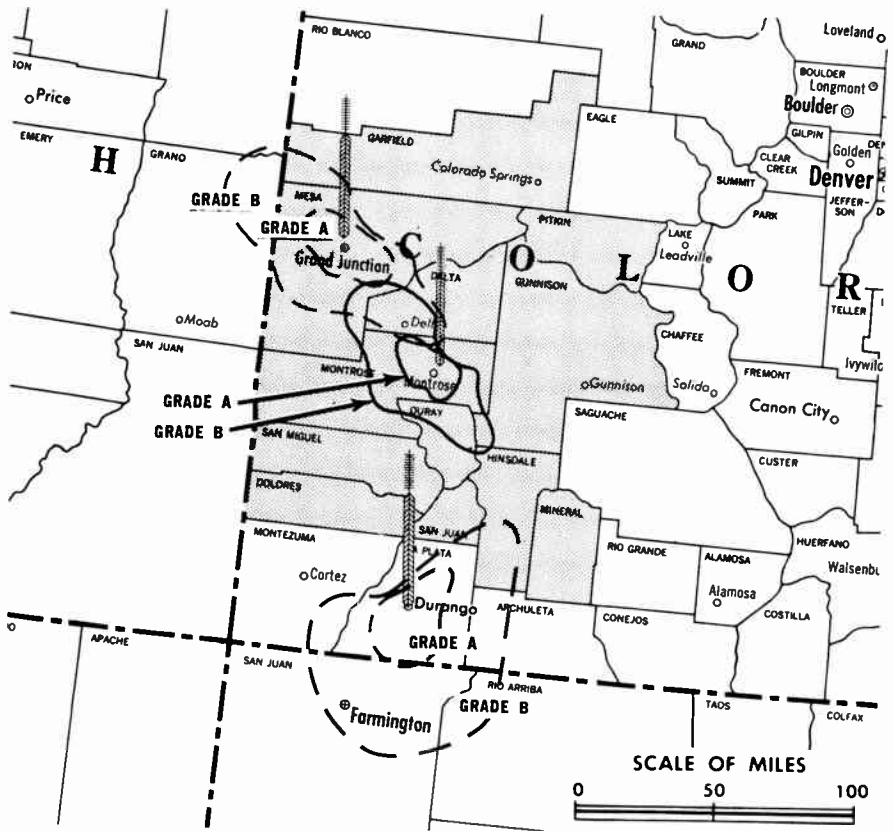
Technical Facilities: Channel No. 10  
(192-198 mc). Authorized power:  
3.09-kw visual, 1.55-kw aural. An-  
tenna: 80-ft. above av. terrain,  
112-ft. above ground, 6392-ft.  
above sea level.

Latitude 38° 31' 01.6"  
Longitude 107° 51' 11.8"

Transmitter: Flat Top Mesa.

Color: Network only.

News Wire Service: UPI.



County coverage (shaded areas) based on 1965  
ARB study.

KREY-TV Ref: FCC File No. BPCT-2768 Granted 6/6/60

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## KREY-TV

Network Service: Same as KREX-TV, Grand Junction.  
Licensee: Black Canon Broadcasting Co. Inc., Flat Top Mesa.  
Studio: Flat Top Mesa, Montrose, Colo. (81401).  
Telephone: 303-249-3011.  
Ownership: Western Slope Bcstg. Co. Inc. (KREX-TV, Grand Junction), 51%; Carl Q. Anderson, 49%.  
Began Operation: Aug. 18, 1956.  
Represented (sales) by The Devney Organization Inc.; John L. McGuire & Co. (Denver).  
Represented (legal) by Miller & Schroeder.  
Represented (engineering) by Commercial Radio Equipment Co.  
Personnel:  
REX HOWELL, president & general manager.  
CARL Q. ANDERSON, v.p. & station director.  
JAMES MEYER, chief engineer.  
Rates: Sold in combination with KREX-TV, Grand Junction.  
**NETWORK BASE HOURLY RATE:** Bonus to KREX-TV, Grand Junction.

For County-by-County TV Household Tabulation,  
see Section a.

ARB Data for this station is included with parent  
KREX-TV, Grand Junction. The above map  
reflects coverage of both parent & satellite.

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

## KRMA-TV

Denver

Ch. 6

Non-Commercial Educational Station

Licensee: School District No. 1, City & County of Denver and State of Colorado School District, 414 14th St., Denver (80202).

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power:  
100-kw visual, 53.5-kw aural. Antenna: 880-ft. above av. terrain,  
210-ft. above ground, 7676-ft. above sea level.

Latitude 39° 43' 47"  
Longitude 105° 14' 59"

# Colorado—Pueblo



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1306-ft. above av. terrain, 972-ft. above ground, 6322-ft. above sea level.

Latitude 38° 22' 24.5"  
Longitude 104° 33' 27.2"

Transmitter: Baculite Mesa, approx. 7.9-mi. NNE of Pueblo.

Studio: Television Center, 2226 Television Lane.

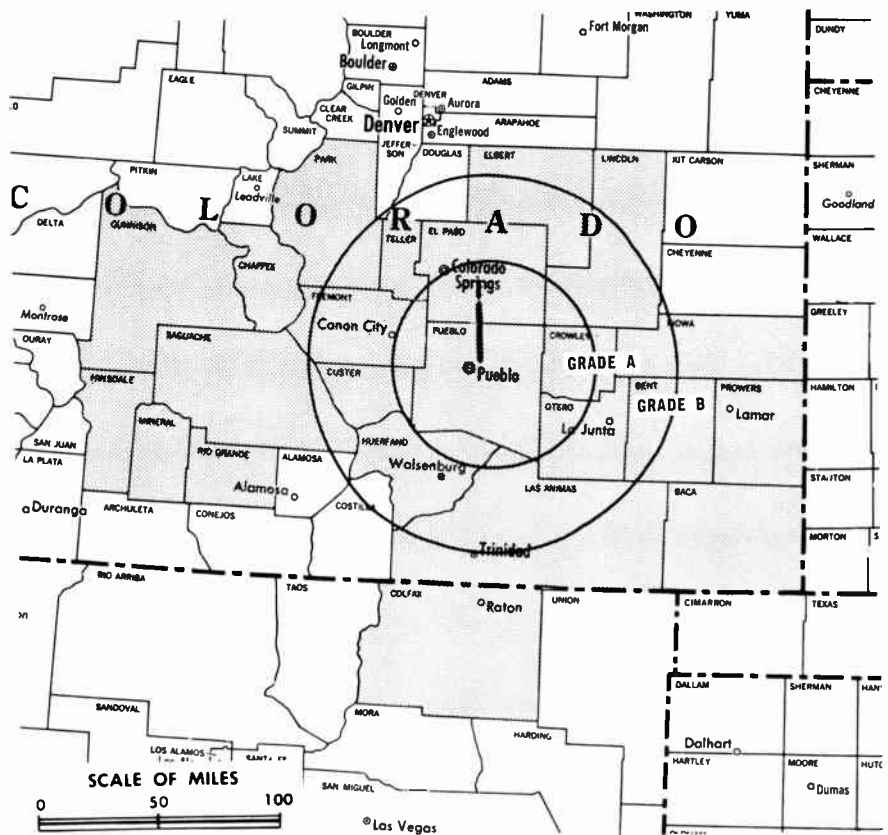
TV tape: Recording facilities.

Color: Network only.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV % and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965 ARB study.



KOAA-TV Ref: FCC File No. BMPCT-5384 Granted 7/8/59

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## KOAA-TV

Licensee: Metropolitan Television Co., 2226 Television Lane, Pueblo, Colo. (81003).

Telephone: 303-544-5782.

Ownership: Same as KOA-TV, Denver.

Began Operation: June 29, 1953, sale to present owner by Star Bcstg. Co. (Bankers Life & Casualty Co., Chicago) approved Dec. 13, 1961 by FCC. (Television Digest, Vols. 17:35, 1:14). Sale by partners Douglas D. Kahle & Robert L. Clinton Jr., to Star Bcstg. Co., approved by FCC, Sept. 29, 1954 (Vol. 10:35, 40).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

JAMES G. CROLL, station manager.  
EVELYN CALDWELL, promotion director.  
KEN RENFROW, chief engineer.  
JACK SINCLAIR, operations manager.  
CAROLE ROBERTS, traffic manager.  
JACK CRAVENS, film director.

### DIGEST OF RATE CARD NO. 5—(June 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$300.00	\$150.00	\$90.00	\$70.00*	\$35.00*

Class AA—6:30-10 p.m., daily.

Note: Also sold as Colorado Combination with KOA-TV, Denver.

NETWORK BASE HOURLY RATE \$275.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
COLORADO			
BACA	1,800	1,300	76
BENT	1,800	1,600	92
CHAFFEE	3,000	2,600	89
CROWLEY	900	800	95
CUSTER	300	300	86
ELBERT	900	800	91
EL PASO	56,400	54,300	96
FREMONT	7,200	6,500	91
GUNNISON	1,600	1,300	84
HINSOALE	100	100	99
HUERFANO	2,000	1,800	86
KIDWA	700	600	86
LAS ANIMAS	5,300	4,500	84
LINCOLN	1,700	1,600	92
MINERAL	200	100	78
OTERO	7,500	6,900	92
PARK	500	500	90
PROWERS	4,000	3,400	84
PUEBLO	38,600	37,100	96
RIO GRANDE	2,800	2,400	86
SAGUACHE	1,000	800	84
TELLER	800	800	94
NEW MEXICO			
COLFAX	3,300	2,800	86
<b>STATION TOTAL</b>	<b>142,400</b>	<b>132,900</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65) 108,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 81,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

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# Colorado—Sterling



**KTVC**

Ch. 3

[Satellite of KFBC-TV, Cheyenne, Wyo.]



107

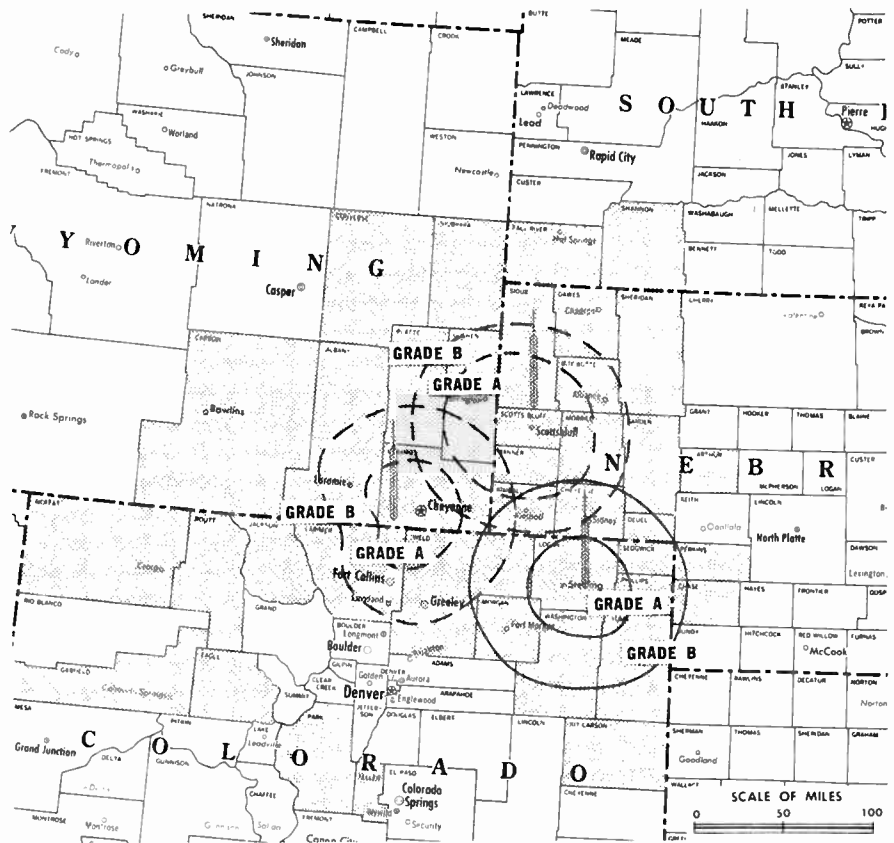
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 60.6-kw visual, 6.06-kw aural. Antenna 730-ft. above av. terrain, 601-ft. above ground, 5076-ft. above sea level.

Latitude 40° 34' 58"

Longitude 103° 01' 50.4"

Transmitter: State Hwy. 61, 9.6-mi. ESE of Sterling.

Color: Network.



County coverage (shaded areas) based on 1965 ARB study.

KTVC Ref: FCC File No. BPCT-3005 Granted 2/13/63

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## KTVC

Licensee: Frontier Bcstg. Co., 2923 E. Lincolnway, Cheyenne, Wyo. (82001).

Studio: State Hwy. 61, 9.6-mi. ESE of Sterling.

Ownership: See KFBC-TV, Cheyenne, Wyo.

Began Operation: Dec. 28, 1963.

Represented (sales) by George P. Hollingbery Co.; Soderlund Co. (Omaha).

Represented (legal) by Koteen & Burt.

Represented (engineering) by Robert C. Pfannenschmid.

### Personnel:

CARL OCCHIPINTI, resident manager.

WILLIAM C. GROVE, executive vice president.

W. CLARK GROVE, resident engineer.

Rates: Sold only in combination with KFBC-TV, Cheyenne, with rates applying to simultaneous telecasts on KFBC-TV, KTVC and KFBC-TV's other satellite, KSTF, Scottsbluff, Neb.

NETWORK BASE HOURLY RATE: Bonus to KFBC-TV, Cheyenne, Wyo.

ARB Data included with Parent KFBC-TV, Cheyenne, Wyo. The above map reflects coverage of both parent & satellite.

## MORTON FLOM, ENG.

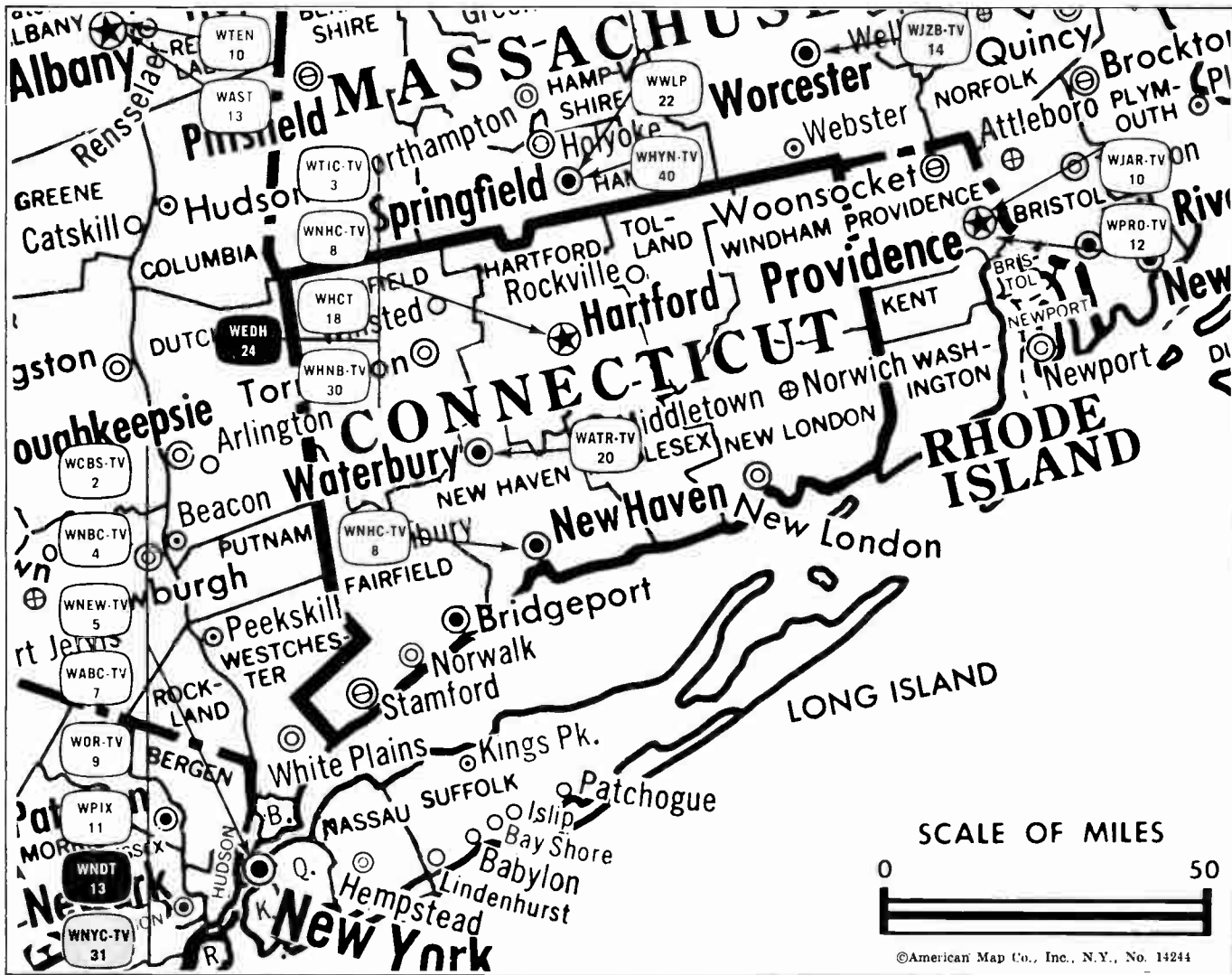
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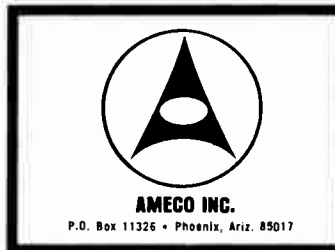
5814 Hudson Avenue  
Cote St. Luc 29  
Montreal, Canada



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Hartford-New Haven	799,500	13	1,577,400	13	1,524,600	13

Connecticut Station Status as of Feb. 1, 1966

	VHF	UHF	TOTAL
Commercial Television Stations	2	3	5
Educational Television Stations	0	1	1
			6



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# Connecticut—Hartford

**WHCT**

Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 186-kw maximum and 158-kw horizontal visual, 31.6-kw aural. Antenna: 640-ft. above av. terrain, 291-ft. above ground, 951-ft. above sea level.

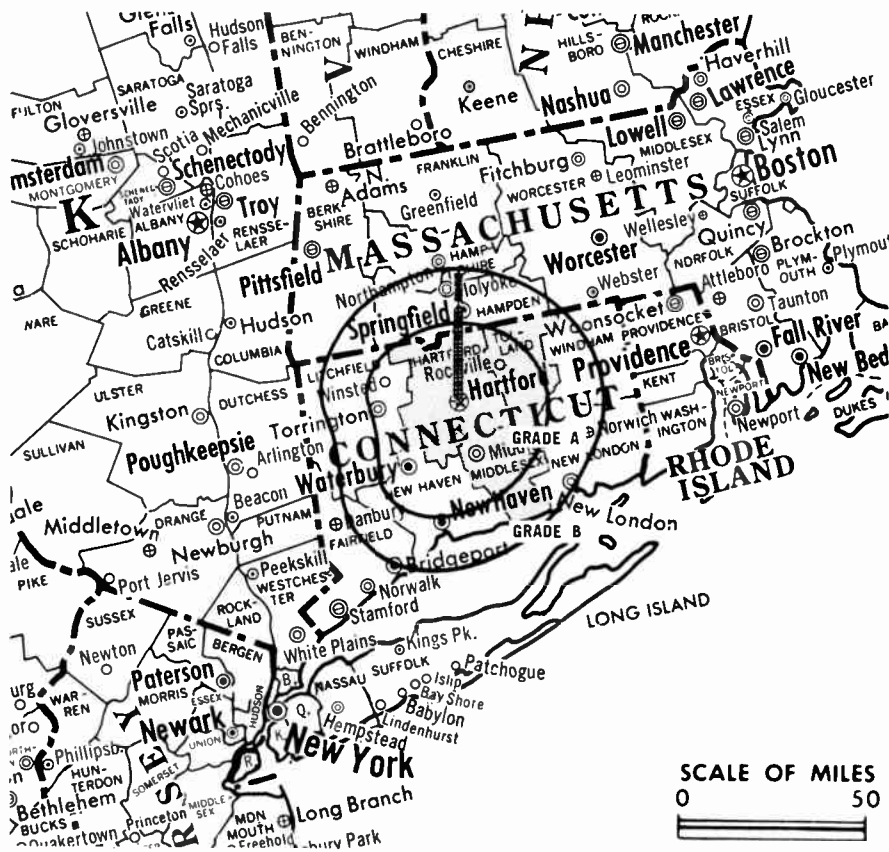
Latitude 41° 45' 39"  
Longitude 72° 48' 08"

Transmitter: 3.85-mi. SE of Avon Village, Deercliff Rd.

News Wire Service: UPI.

Studio: 555 Asylum St., Hartford.

Telephone: 203-525-2611.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WHCT Ref: FCC File No. BMPCT—1890 Granted 5/5/54

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## WHCT

Network Service: None, independent.

Licensee: Hartford Phonevision Co., 555 Asylum St., (06105).

Ownership: Hartford Phonevision is wholly-owned subsidiary of RKO General Inc.; for other interests, see WOR-TV, New York. Also see RKO General Phonevision Co. under Subscription Television.

Began Operation: Aug. 4, 1954 as WGTH-TV, 55% owned by General Teleradio and 45% by Gannett's Hartford Times. Sale to CBS approved Feb. 23, 1956 by FCC; transfer reinstated by FCC Sept. 11, 1956 after being held up by protest (Television Digest, Vols. 11:28, 12:8, 17, 37). After CBS took station off air Nov. 15, 1958 (Vol. 14:45), sale to Edward D. Taddei and associates approved by FCC Dec. 23, 1958 (Vol. 14:46, 49) and station returned to air on Jan. 24, 1959. Transfer to RKO General subsidiary Hartford Phonevision Co. approved June 1, 1960 by FCC (Vol. 16:14, 23).

Represented (sales) by RKO General Inc.

Personnel:

KEIGLER E. FLAKE, general manager.  
LILLIAN HACKMAN, comptroller.  
ANTHONY DAVENPORT, dir. of programming & public relations.

## DIGEST OF RATE CARD NO. 4

(Aug. 11, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:30-6:59 p.m. & 11 p.m.-midnight, daily.*					
\$400.00	\$230.00	\$160.00	\$100.00	\$44.00	\$22.00

\*Note: Station offers no other time periods due to operation as a subscription TV station from 7:00-10:59 p.m., daily.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
CONNECTICUT			
HARTFORD	228,000	220,000	96
MIDDLESEX	28,400	27,300	96
TOLLAND	20,900	20,000	96
<b>STATION TOTAL</b>	<b>277,300</b>	<b>267,300</b>	<b>96</b>

NET WEEKLY CIRCULATION (MARCH 65)	23,400
AVERAGE DAILY CIRCULATION (MARCH 65)	4,900
COLOR PENETRATION PERCENTAGE (NOV 65)	8

# Connecticut—Hartford



**WTIC-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 910-ft. above av. terrain, 542-ft. above ground, 1249-ft. above sea level.

Latitude 41° 46' 30"  
Longitude 72° 48' 20"

Transmitter: Talcott Mt., Avon, Conn.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

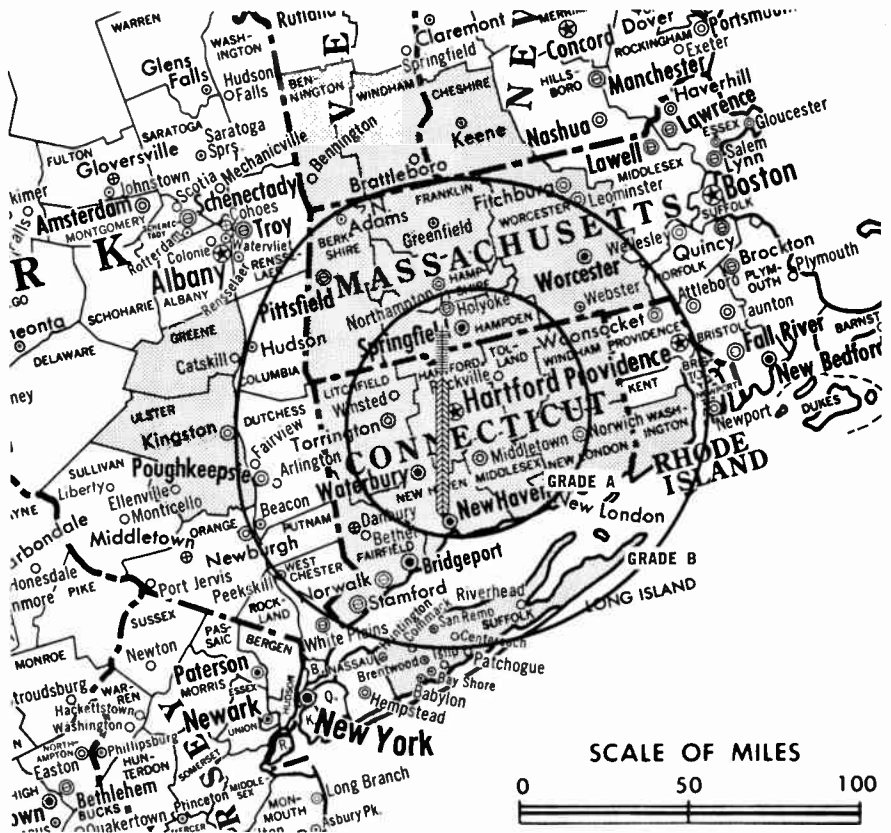
Facsimile Service: AP.

News Film Service: CBS.

AM Affiliate: WTIC, 50-kw, 1080 kc (NBC).

FM Affiliate: WTIC-FM, 5.5-kw, 96.5 mc (No. 243), 810-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
Country coverage (shaded areas) based on 1965 ARB study.



WTIC-TV Ref: FIC File No. BPCT-193 Granted 7/18/56

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## WTIC-TV


Licensee: Broadcast-Plaza Inc., Hartford (06115).  
Studio: Broadcast House, 3 Constitution Plaza.  
Telephone: 203-525-0801. TWX No.: 203-278-0330.  
Ownership: Travelers Insurance Co., 100%.  
Began Operation: Sept. 23, 1957.  
Represented (sales) by Harrington, Righter & Parsons Inc.  
Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.  
Represented (engineering) by A. D. Ring & Assoc.  
Personnel:  
PAUL W. MORENCY, president.  
LEONARD J. PATRICELLI, v.p. & general manager.  
KENDALL SMITH, program manager.  
IRWIN C. COWPER, v.p., sales.  
EUGENE J. MURIATY, promotion manager.  
RICHARD AHLES, information director.  
CHESTER KEFFER, business manager.  
HAROLD A. DORSCHUG, engineering director.  
GEORGE BOWE, special programs director.  
ROBERT B. DUFOUR, assistant program manager.  
E. PAUL ABERT, production manager.  
ERNEST N. OLIVIERI, chief film editor.  
OLIVE M. JOHNSON, traffic supervisor.

### DIGEST OF RATE CARD NO. 9 (June 1, 1964)

	Min. or					
Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—	7:30-11 p.m., Mon.-Fri.;	7-11 p.m., Sat.;	6-11 p.m., Sun.			
\$2145.00	\$1287.00	\$858.00	\$614.00	\$550.00	\$475.00	\$238.00
NETWORK BASE HOURLY RATE: \$2300.						

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>CONNECTICUT</b>			
FAIRFIELD	216,200	210,500	97
HARTFORD	228,000	220,000	96
LITCHFIELD	39,500	37,900	96
MIDDLESEX	28,400	27,300	96
NEW HAVEN	216,200	209,600	97
NEW LONDON	58,800	55,900	95
TOLLAND	20,900	20,000	96
WINDHAM	22,100	21,100	96
<b>MASSACHUSETTS</b>			
BERKSHIRE	44,400	42,700	96
FRANKLIN	17,300	16,100	93
HAMPDEN	138,000	133,400	97
HAMPSHIRE	29,300	27,900	95
WORCESTER	177,900	172,400	97
<b>NEW HAMPSHIRE</b>			
CHESHIRE	14,600	13,700	94
<b>NEW YORK</b>			
GREENE	10,600	10,200	96
SUFFOLK	237,500	232,600	98
ULSTER	41,900	39,500	94
<b>RHODE ISLAND</b>			
WASHINGTON	18,200	17,600	96
<b>VERMONT</b>			
BENNINGTON	8,000	7,600	94
WINDHAM	9,600	8,600	90
<b>STATION TOTAL</b>	<b>1,577,400</b>	<b>1,524,600</b>	<b>97</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>799,500</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>587,800</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>		<b>8</b>	

# Connecticut—New Britain-Hartford

**WVH** **WHNB-TV**   
Ch. 30

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 676-kw visual, 64.6-kw aural. Antenna: 930-ft. above av. terrain, 561-ft. above ground, 1288-ft. above sea level.

Latitude 41° 42' 00"  
Longitude 72° 49' 59"

Transmitter: Rattlesnake Mt., U.S. Route 6, Farmington, Conn.


Color: Network, film & slide.

News Wire Service: UPI. Facsimile Service: AP.

News Film Service: NBC.

O & O Translators: W79AH, Waterbury; W79AI, Torrington, Conn.

Studio: 1422 New Britain Ave., W. Hartford.

Total Households:  SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WHNB-TV Ref: FCC File No. BMMPT-6089 Granted 7/8/65

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## WHNB-TV

Licensee: Connecticut TV Inc., 1422 New Britain Ave., W. Hartford, Conn. (06110).

Telephone: 203-521-3030, Hartford; 203-223-3603, New Britain.

Ownership: Plains Television Corp. (operator of WICS, Springfield, WCHU, Champaign, Ill.), 100%.

Began Operation: Feb. 11, 1953. Sale to present owner by NBC approved Sept. 23, 1959 by FCC (Television Digest, Vol. 15:26, 28, 39). Sale to NBC of TV-radio, operating as WKNB-TV & WKNB, by Julian Gross and associates approved Dec. 12, 1956 by FCC (Vols. 11:2, 9, 19, 22, 26; 12:50).

Represented (sales) by Young Television; Kettell-Carter (New England).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David Steel & Assoc.

### Personnel:

HERBERT SCHEFTEL, president.  
ELMER BALABAN, vice president.  
HARRY BALABAN, treasurer.  
ROBERT W. BRAY, v.p. & general manager.  
RAYMOND PETROFSKY, controller & asst. treas.  
JACK FOX, director of sales.  
HARVEY OLSON, program manager.  
PHILIP B. HALE, film supervisor & buyer.  
HOWARD WRY, promotion director.  
IRVING WHITE, merchandising coordinator.

DIGEST OF RATE CARD NO. 13  
(Aug. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class AAA—7:30-11 p.m., daily.	\$700.00	\$420.00	\$280.00	\$238.00	\$185.00*	\$170.00*
*Class AAA—7:29-10:59 p.m., daily.					\$85.00*	

NETWORK BASE HOURLY RATE: \$600.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>CONNECTICUT</b>			
HARTFORD	228,000	220,000	96
LITCHFIELD	39,500	37,900	96
MIDDLESEX	28,400	27,300	96
NEW HAVEN	216,200	209,600	97
TOLLAND	20,900	20,000	96
<b>MASSACHUSETTS</b>			
HAMPDEN	138,000	133,400	97
<b>STATION TOTAL</b>	<b>671,000</b>	<b>648,200</b>	<b>97</b>
NET WEEKLY CIRCULATION (MARCH 65)		288,800	
AVERAGE DAILY CIRCULATION (MARCH 65)		181,900	
COLOR PENETRATION PERCENTAGE (NOV 65)		8	

ARB Data for this Station does not reflect present coverage since the station changed its facilities after the survey was made.

HA 1-0818

RESIDENCE  
TE 2-9362

**La Rue Media Brokers Inc.**

Radio Television CATV

654 MADISON AVENUE

HUGH BEN LA RUE

NEW YORK, N.Y.



# Connecticut—New Haven-Hartford



**WNHC-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 720-ft. above av. terrain, 330-ft. above ground, 1042-ft. above sea level.

Latitude 41° 26' 05"  
Longitude 72° 56' 42"

Holds CP for change to 168-kw visual, 84-kw aural, 1210-ft. above av. terrain, 905-ft. above ground, 1545-ft. above sea level, lat. 41° 25' 23", long. 72° 57' 06"; transmitter to Downes Rd. & Hoadley Rd., Bethany Twp. BPCT—3433.

Transmitter: Gaylord Mt., Hamden, Conn., 9-mi. NW of New Haven.

TV tape: Recording facilities.

Color: Network, film, slide.

AM & FM Affiliates: Listed below.

Total Households: © SRDS

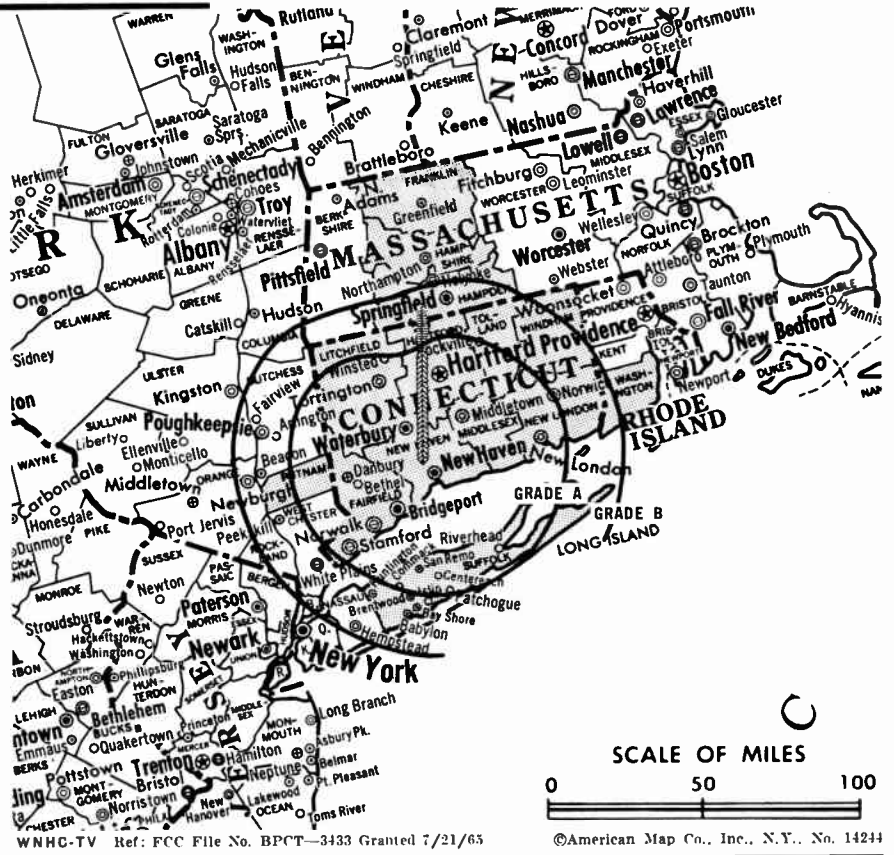
Consumer Market Data as of 1/1/66.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



©American Map Co., Inc., N.Y., No. 1424

## WNHC-TV

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 4100 City Line Ave., Philadelphia, Pa. (19131).

General Offices: 135 College St., New Haven, Conn. (06510).

Studio: 135 College St., New Haven.

Telephone: 203-777-3611. TWX No.: 203-772-0459.

AM Affiliate: WNHC, 1-kw, (.25-kw night) 1340 kc (ABC).

FM Affiliate: WNHC-FM, 10-kw, 99.1 mc (No. 256), 630-ft. antenna.

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

Began Operation: June 15, 1948. Sale to present owners by Aldo DeDominicis-Patrick J. Goode interests approved June 20, 1956 by FCC (Television Digest, Vol. 12:21, 22, 25, 34).

Represented (sales) by Blair-TV.

Represented (legal) by Wilner & Bergson.

Represented (engineering) by Kear & Kennedy.

Personnel:

- HOWARD W. MASCHMEIER, general manager.
- ROBERT TETER, general sales manager.
- BILL ELLISON, program director.
- SAM BARSTEIN, promotion manager.
- CARMINE IANNUCCI, chief engineer.
- SAM P. MASTRO, office manager.

DIGEST OF RATE CARD NO. 16  
(Oct. 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AAA—8-10:30 p.m., daily.	\$2400.00	\$1440.00			\$665.00	\$600.00 \$300.00
NETWORK BASE HOURLY RATE: \$2250.						

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>CONNECTICUT</b>			
FAIRFIELD	216,200	210,500	97
HARTFORD	228,000	220,000	96
LITCHFIELD	39,500	37,900	96
MIDDLESEX	28,400	27,300	96
NEW HAVEN	216,200	209,600	97
NEW LONDON	58,800	55,900	95
TOLLAND	20,900	20,000	96
WINDHAM	22,100	21,100	96
<b>MASSACHUSETTS</b>			
FRANKLIN	17,300	16,100	93
HAMPDEN	138,000	133,400	97
HAMPSHIRE	29,300	27,900	95
<b>NEW YORK</b>			
PUTNAM	11,500	11,100	97
SUFFOLK	237,500	232,600	98
<b>RHODE ISLAND</b>			
WASHINGTON	18,200	17,600	96
<b>STATION TOTAL</b>	<b>1,281,900</b>	<b>1,241,000</b>	<b>97</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>701,800</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>442,000</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>			<b>8</b>

Also see Triangle Listing  
under Group Ownership

# Connecticut—Waterbury



**WATR-TV**

Ch. 20

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 9.4-kw visual, .94-kw aural. Antenna: 510-ft. above av. terrain, 243-ft. above ground, 1043-ft. above sea level.

Latitude 41° 31' 02.4"  
Longitude 73° 01' 00.3"

Holds CP for change to 200-kw visual, 20-kw aural, 710-ft. above av. terrain, 452-ft. above ground, 1242-ft. above sea level.

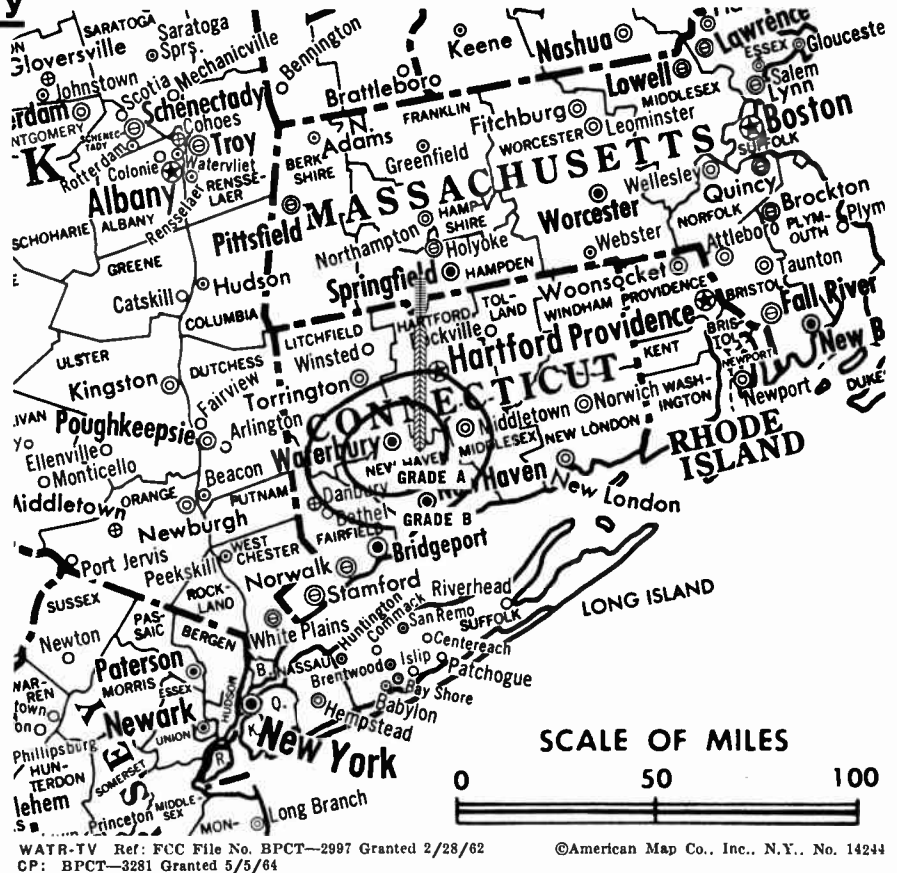
Transmitter: Peach Orchard Rd., 0.1-mi. N of Clark Hill Rd.

Color: Network only.

News Wire Service: AP.

AM Affiliate: WATR, 5-kw (1-kw night), 1320 kc (ABC).

FM Affiliate: WATR-FM, 7-kw, 92.5 mc (No. 223), 750-ft. antenna height (CP).



WATR-TV Ref: FCC File No. BPCT-2997 Granted 2/28/62  
CP: BPCT-3281 Granted 5/5/64

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## WATR-TV

Licensee: WATR Inc., 440 Meadow St., Waterbury, Conn. (06702).

Studio: 440 Meadow St.

Telephone: 203-755-1121.

Ownership: Harold Thomas, pres., 99%; Bernard J. Zucker, secy., .5%; Lillian Thomas, director, .5%; Mr. Thomas has interest in WNAB, Bridgeport.

Began Operation: Sept. 4, 1953.

Represented (sales) by Jack Masla & Co. Inc.; Kettell-Carter Inc. (New England).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Ralph Winquist (Bridgeport, Conn.).

Personnel:

HAROLD THOMAS, president.  
SAM ELMAN, exec. v.p. & general manager.  
BERNARD J. ZUCKER, secretary.  
ASTRID CURTIS, program manager & film buyer.

### DIGEST OF RATE CARD NO. 3—(Sept. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.	
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.	\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$40.00	\$25.00

NETWORK BASE HOURLY RATE: \$200.



**MALARKEY, TAYLOR & ASSOCIATES**  
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WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

ARB Data Not Available.

State Educational Technical Facilities  
(Complete Data in Educational Directory)

## WEDH

Hartford

Ch. 24

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., c/o Ben A. Hudelson, Trinity College, Hartford, Conn. (06106).

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 162.2-kw max. and 130.9-kw horizontal visual, 77.62-kw max. and 62.66-kw horizontal aural. Antenna: 902-ft. above av. terrain, 503-ft. above ground, 1213-ft. above sea level.

Latitude 41° 46' 29"  
Longitude 72° 48' 02"

## State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

## WHNB-TV & WNHC-TV

Hartford

(Also see New Britain & New Haven)



**Delaware Station Status as of Feb. 1, 1966**

	VHF	UHF	TOTAL
○ Commercial Television Stations	0	0	0
● Educational Television Stations	1	0	1
			1

American Research Bureau Does Not Have Net Weekly Circulation Data For Delaware

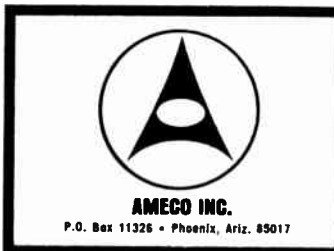
**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WHYY-TV**  
Wilmington  
Ch. 12

Non-Commercial Educational Station

Licensee: WHYY Inc., 4548 Market St., Philadelphia, Pa. (19103).  
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 874-ft. above av. terrain, 917-ft. above ground, 1046-ft above sea level.

Latitude 39° 41' 21"  
Longitude 75° 05' 22"

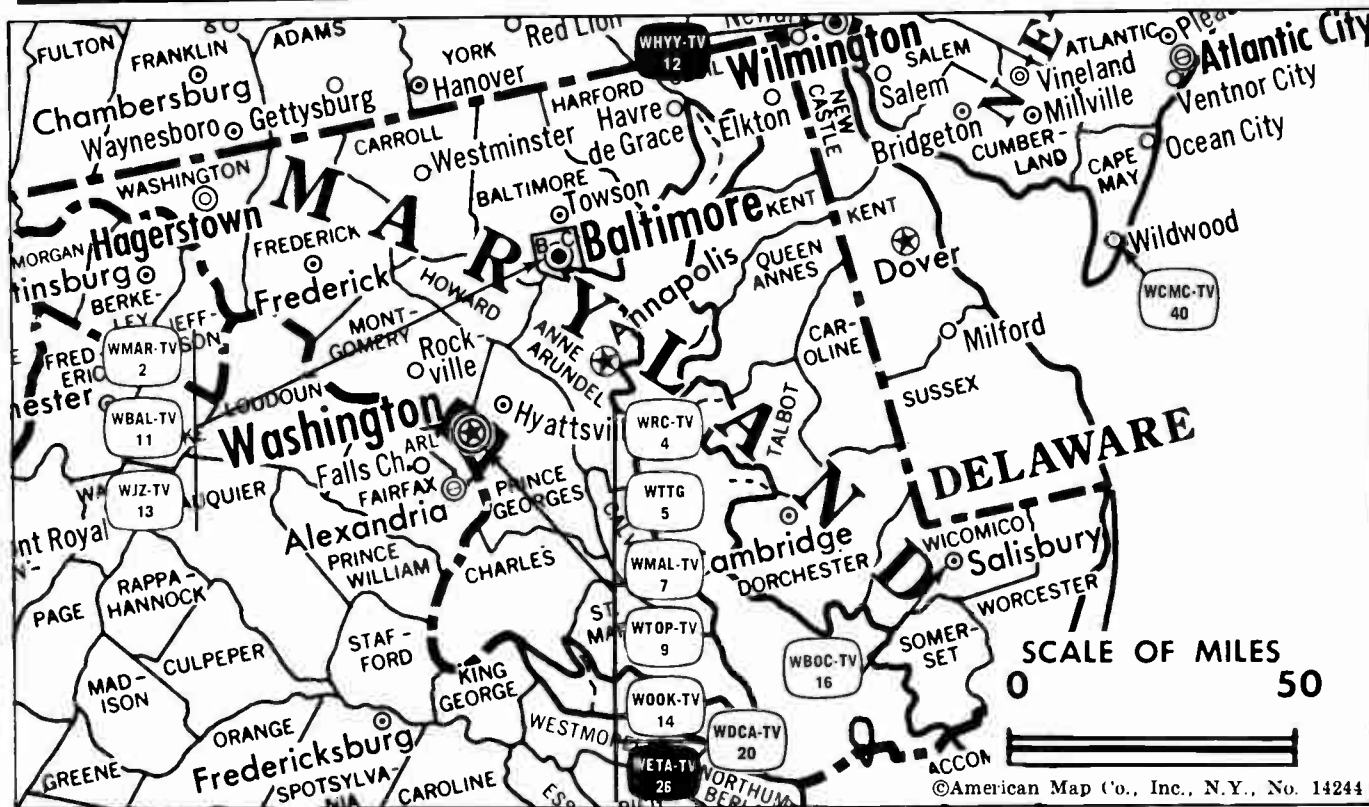


**AMECO "SALESMOBILE SERVICE"**

IN DELAWARE  
GEORGE MARTIN

P.O. Box 3343 Harrisburg, Pa. 17101  
Phone: 717-737-0487  
Harrisburg Warehouse 717-737-3792

# District of Columbia



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Washington, D.C.	996,900	10	1,824,600	9	1,736,500	9

## District of Columbia Station Status as of Feb. 1, 1966

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
4	1	5
0	1	1
		6

**D.C. Educational Technical Facilities**  
(Complete Data in Educational Directory)

### WETA-TV Washington

Ch. 26

Non-Commercial Educational Station

Licensee: The Greater Washington Educational TV Assn. Inc., 1225 19th St. NW at Jefferson Place, Washington, D.C. (20036).

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 234-kw visual, 123-kw aural. Antenna: 600-ft. above av. terrain, 476-ft. above ground, 831-ft. above sea level.

Latitude 38° 53' 30"  
Longitude 77° 07' 55"

Holds CP for change to 490-kw visual, 49-kw aural.

## BLACKBURN

& Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.  
James W. Blackburn  
Jack V. Harvey  
Joseph M. Sitrick  
RCA Building  
333-9270

CHICAGO  
H. W. Cassill  
William B. Ryan  
Hub Jackson  
333 N. Michigan Ave.  
346-6460

ATLANTA  
Clifford B. Marshall  
John G. Williams  
Mony Building  
1655 Peachtree Rd. N.E.  
873-5626

BEVERLY HILLS  
Collin M. Selph  
G. Bennet Larson  
Bank of America Bldg.  
9465 Wilshire Blvd.  
274-8151

## THE BIG NAME IN CATV

# ameco

AMECO INC. 2949 West Osborn Road • P.O. Box 11326 • Phoenix, Arizona 85017 • Phone (602) 262-5500

# District of Columbia—Washington

## WDCA-TV

Ch. 20

(Due to Begin Operation in Spring)

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 1000-kw max. and 646-kw horizontal visual, 100-kw max. and 64.6-kw horizontal aural. Antenna: 770-ft. above av. terrain, 779-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 49.4"  
Longitude 77° 06' 18.2"

Transmitter: 5202 River Rd., Washington, D.C. (20016).

TV tape: Recording facilities.

Color: Film & slide.

News Wire Service: UPI.



WDCA-TV Ref: FCC File No. BMPCT-6035 Granted 6/3/65

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

## WDCA-TV

Network Service: None, independent.

Grantee: Capital Broadcasting Co., 5202 River Rd., Washington, D.C. (20016).

Studio: 5202 River Rd., Washington, D.C. (20016).

Telephone: 301-654-2600.

Ownership: Milton Grant, pres., 25.1%; Walt Kay, 25.1%; A. Dana Hodgdon, 18%; Edward Mernone, treas., 19%; 5 others, none with more than 3%.

Represented (sales) by National Television Sales Inc.

Represented (legal) by Mallyck & Bernton.

Represented (engineering) by David Steel & Associates.

Personnel:

MILTON GRANT, president & general manager.  
DONALD W. KILBRITH, director of engineering.  
NITA FARRELL, business manager.

### DIGEST OF RATE CARD NO. A (Jan. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	
Class AA—6-11 p.m., Mon.-Sat.; 4-11 p.m., Sun.	\$600.00	\$375.00	\$215.00	\$150.00	\$125.00	\$150.00

ARB data for this station not available since it was not in operation when the survey was made.



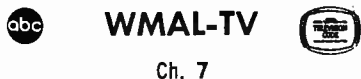
MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering  
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

# District of Columbia—Washington



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 500-ft. above av. terrain, 398-ft. above ground, 763-ft. above sea level.

Latitude 38° 56' 09.4"  
Longitude 77° 05' 33.4"

Transmitter: American University Campus.

TV tape: Recording facilities.

Color: Network, live, film & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Studio: 4461 Connecticut Ave., N.W.

AM Affiliate: WMAL, 5-kw, 630 kc (ABC).

FM Affiliate: WMAL-FM, 20-kw, 107.3 mc (No. 297), 400-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WMAL-TV Ref: FCC File No. BMPCT-4278 Granted 11/5/56

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

## WMAL-TV

Licensee: Evening Star Broadcasting Co. Inc., 4461 Connecticut Ave., N.W., Washington, D.C. (20008).

Telephone: 202-537-1100. TWX No.: 202-965-0802.

Ownership: Evening Star Newspaper Co., 100%, publisher of Washington Evening Star. Officers of Evening Star Bcstg. Co. Inc.: John W. Thompson Jr., pres.; Frederick S. Houwink, v.p.; Willmott Lewis Jr., secy.; John H. Kauffmann, treas. Also owns WLVA-TV, Lynchburg, Va. (WLVA).

Began Operation: Oct. 3, 1947.

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

Represented (legal) by Hogan & Hartson.

Personnel:

FREDERICK S. HOUWINK, v.p. & general manager.  
NEAL J. EDWARDS, manager.  
WILLIAM L. EURE JR., national sales manager.  
ALLAN T. POWLEY, chief engineer.  
THEODORE N. McDOWELL, news & public affairs manager.  
E. H. MEEKS, director of promotion & publicity.  
HERBERT VICTOR, program & production manager.  
RICHARD S. STAKES, controller.

### DIGEST OF RATE CARD NO. 17 (Aug. 1, 1965)

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

Class AAA—8-10:30 p.m., daily.

\$1750.00 \$1050.00 ..... \$600.00 \$600.00 \$300.00

NETWORK BASE HOURLY RATE: \$1650.

For Sales and Transfers of TV Stations

see Section c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>DELAWARE</b>			
SUSSEX	23,200	21,200	91
<b>DIST OF COLUMBIA</b>			
DIST OF COLUMBIA	270,000	251,100	93
<b>MARYLAND</b>			
ALLEGANY	25,400	23,900	94
ANNE ARUNDEL	64,200	62,200	97
BALTIMORE	452,500	438,200	97
CALVERT	4,400	4,100	92
CAROLINE	6,300	5,800	92
CARROLL	15,600	15,100	97
CECIL	14,200	13,700	96
CHARLES	8,900	8,300	93
DORCHESTER	9,400	8,600	91
FREDERICK	21,800	20,800	96
HARFORD	24,000	23,100	96
HOWARD	11,400	11,000	97
KENT	5,000	4,700	94
MONTGOMERY	116,800	113,800	97
PRINCE GEORGES	116,600	113,900	98
QUEEN ANNES	5,400	5,000	93
ST MARYS	10,200	9,700	95
SOMERSET	5,600	4,900	88
TALBOT	7,200	6,700	94
WASHINGTON	29,400	27,800	95
WICOMICO	16,400	15,400	94
WORCESTER	7,400	6,500	89
<b>PENNSYLVANIA</b>			
ADAMS	15,300	14,600	95
FRANKLIN	27,300	25,500	93
FULTON	3,000	2,700	90
<b>VIRGINIA</b>			
ARLINGTON	97,500	93,900	96

(Continued on page 121-b)

STATION TOTAL 1,647,400 1,571,900 95

NET WEEKLY CIRCULATION (MARCH 65) 931,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 547,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# District of Columbia—Washington

## WOOK-TV

Ch. 14

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 245-kw visual, 66.1-kw aural. Antenna: 330-ft. above av. terrain, 337-ft. above ground, 551-ft. above sea level.

Latitude 38° 57' 17"  
Longitude 77° 00' 17"

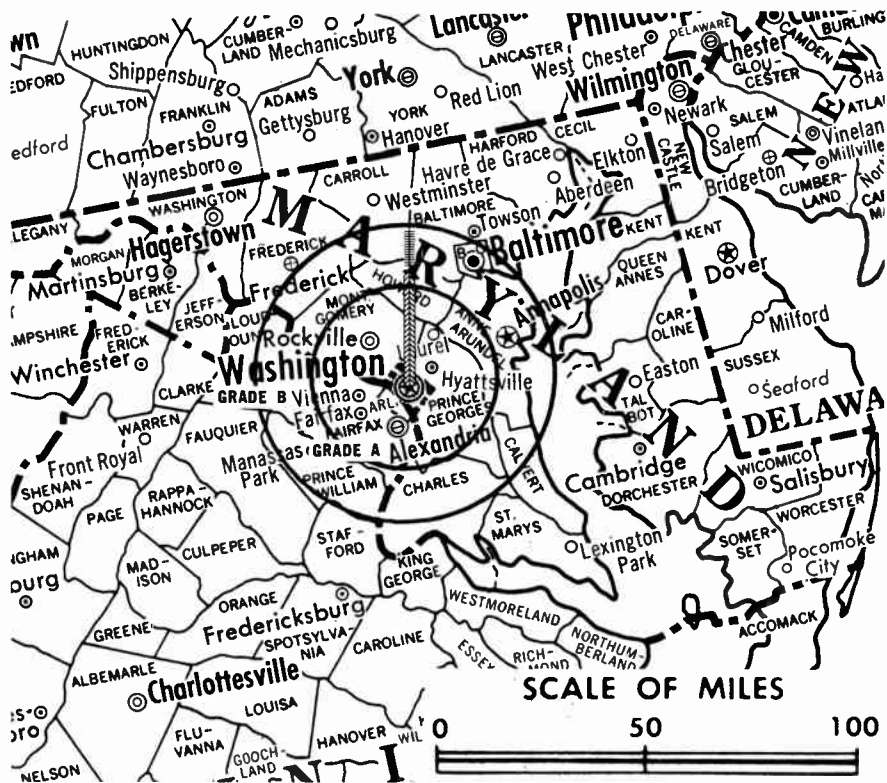
Holds CP for change to 245-kw visual, 66.1-kw aural.

Transmitter: 5321 First Place NE  
TV Tape: Recording facilities.

AM Affiliate: WOOK, 1-kw (.25-kw night), 1340 kc.

FM Affiliate: WFAN, 16-kw, 100.3 mc (No. 262), 280-ft. antenna.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WOOK-TV Ref: FCC File No. BPCT-1819 Granted 2/24/54

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

## WOOK-TV

Network Service: None, independent.

Licensee: United TV Co. Inc., 5321 First Place NE (20011).

Studio: 5321 First Place NE. Telephone: 202-882-2500.

Ownership: Richard Eaton, 100%. Mr. Eaton also operates WMUR-TV, Manchester, N.H. and holds a CP for WTLF (TV), Baltimore. He operates radios WSID, Baltimore; WINX, Rockville, Md.; WANT, Richmond, Va.; WJMO, Cleveland Heights, O.; WBNX, New York, N.Y.; WFAB, Miami-South Miami and owns off-air WJMY (TV), Allen Park (Detroit), Mich. He also is buying WFME (FM), Newark, N.J. United Bcstg. is buying KTRG-TV, Honolulu.

Began Operation: March 5, 1963.

Represented (sales) by UBC Sales (Chicago, Boston & Washington); Dora-Clayton (Atlanta); Vic Piano Associates (New York).

Represented (legal) by Cohn & Marks.

Personnel:

RICHARD EATON, president.  
E. CARLTON MYERS JR., general manager.  
JOSEPH G. GATHINGS, program director.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—5-11 p.m., daily.						
\$500.00	\$275.00	\$150.00	\$120.00	\$60.00	\$48.00	\$30.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
DIST OF COLUMBIA	270,000	251,100	93
<b>STATION TOTAL</b>	<b>270,000</b>	<b>251,100</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65)	22,000
AVERAGE DAILY CIRCULATION (MARCH 65)	8,300
COLOR PENETRATION PERCENTAGE (NOV 65)	7

Translator Station Directory  
Is in Section c.

# District of Columbia—Washington



**WRC-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna; 570-ft. above av. terrain, 457.9-ft. above ground, 849-ft. above sea level.

Latitude 38° 56' 23.8"  
Longitude 77° 04' 53.5"

Transmitter: 4001 Nebraska Ave., N.W.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Reuters, N.Y. Times.

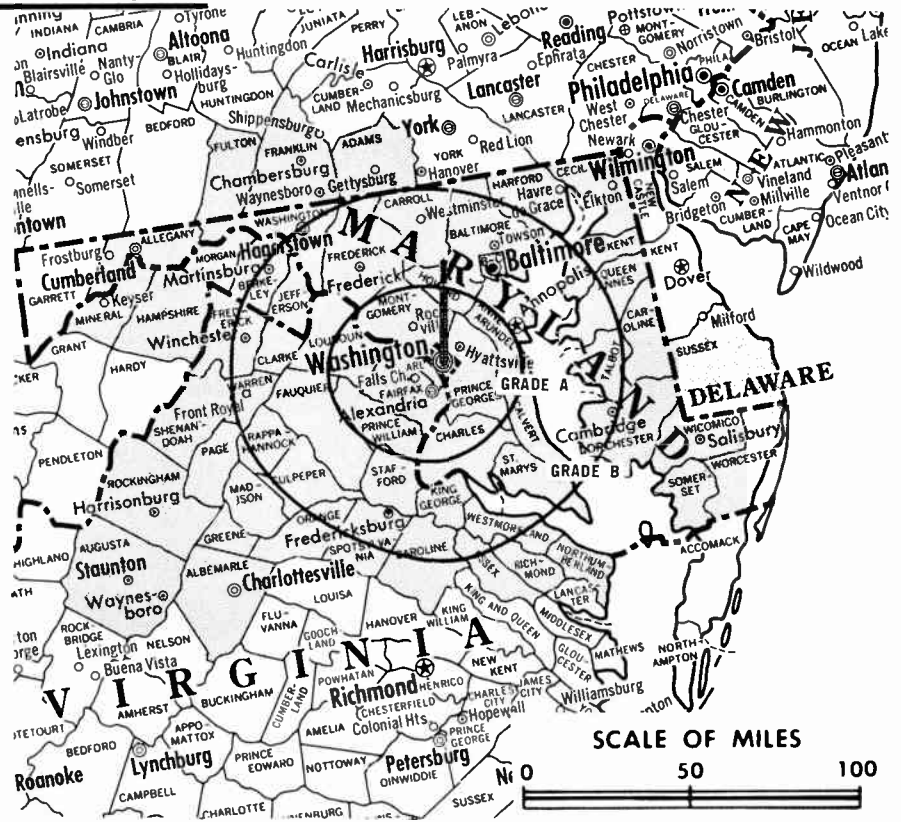
Facsimile Service: AP.

News Film Service: NBC.

AM Affiliate: WRC, 5-kw. 980 kc (NBC).

FM Affiliate: WRC-FM, 20-kw, 93.9 mc (No. 230), 480-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WRC-TV Ref: FCC File No. BPCT-2103 Granted 4/17/57

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

## WRC-TV

Licensee: National Broadcasting Co. Inc., 4001 Nebraska Ave., N.W., Washington, D.C. (20016).

Studio: 4001 Nebraska Avenue, N.W.

Telephone: 202-362-4000. TWX No.: 202-965-0804.

Ownership: See WNBC-TV, New York.

Began Operation: June 27, 1947.

Represented (sales) by NBC Spot Sales.

### Personnel:

- JOSEPH GOODFELLOW, v.p. and general manager.
- TOM PARO, station manager.
- GEORGE RAPP, national sales manager.
- ARTHUR T. FAIRCLOTH, local sales manager.
- SHERMAN HILDRETH, director of operations.
- ROBERT C. McHENDRIX, program director & film buyer.
- RICHARD K. A'HEARN, production manager.
- MANNY STERNFELD, business manager.
- NED RYAN, manager, advertising, promotion & public relations.
- BURTON BRIDGENS, public service programs manager.

### DIGEST OF RATE CARD NO. 20A

(Dec. 14, 1964)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 10 Sec.  
Class AAA—7:59-11:01 p.m., daily.  
\$1850.00 \$1110.00 \$740.00 \$650.00 \$465.00 \$475.00 \$240.00  
NETWORK BASE HOURLY RATE: \$1850.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
DELAWARE			
SUSSEX	23,200	21,200	91
DIST OF COLUMBIA			
DIST OF COLUMBIA	270,000	251,100	93

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MARYLAND			
ALLEGANY	25,400	23,900	94
ANNE ARUNDEL	64,200	62,200	97
BALTIMORE	452,500	438,200	97
CALVERT	4,400	4,100	92
CAROLINE	6,300	5,800	92
CARROLL	15,600	15,100	97
CECIL	14,200	13,700	96
CHARLES	8,900	8,300	93
DORCHESTER	9,400	8,600	91
FREDERICK	21,800	20,800	96
HARFORD	24,000	23,100	96
HOWARD	11,400	11,000	97
KENT	5,000	4,700	94
MONTGOMERY	116,800	113,800	97
PRINCE GEORGES	116,600	113,900	98
QUEEN ANNES	5,400	5,000	93
ST MARYS	10,200	9,700	95
SOMERSET	5,600	4,900	88
TALBOT	7,200	6,700	94
WASHINGTON	29,400	27,800	95
WICOMICO	16,400	15,400	94
WORCESTER	7,400	6,500	89
PENNSYLVANIA			
ADAMS	15,300	14,600	95
FRANKLIN	27,300	25,500	93
FULTON	3,000	2,700	90
VIRGINIA			
ALBEMARLE	19,600	17,100	87
ARLINGTON	97,500	93,900	96
AUGUSTA	22,700	20,900	95
CAROLINE	3,200	2,900	89
CLARKE	2,500	2,300	94
CULPEPER	4,600	4,200	92

### (Continued on page 121-b)

STATION TOTAL	1,695,700	1,615,100	95
NET WEEKLY CIRCULATION (MARCH 65)		983,300	
AVERAGE DAILY CIRCULATION (MARCH 65)		631,600	
COLOR PENETRATION PERCENTAGE (NOV 65)		7	



# District of Columbia—Washington



**WTOP-TV**



Ch. 9

Technical Facilities: Channel No. 9  
(186-192 mc). Authorized power:  
316-kw visual, 175-kw aural. Antenna:  
530-ft. above av. terrain,  
373-ft. above ground, 783-ft.  
above sea level.

Latitude 38° 57' 00"  
Longitude 77° 04' 45"

Transmitter: Broadcast House.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

AM Affiliate: WTOP, 50-kw, 1500 kc  
(CBS).

FM Affiliate: WTOP-FM, 20-kw, 96.3  
mc (No. 242), 390-ft. antenna.

Total Households: © SRDS

Consumer Market Data as of 1/1/46.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WTOP-TV Ref: FCC File No. BMPCT—2161 Granted 6/15/54

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

## WTOP-TV

Licensee: Washington Post Co., Broadcast House, 40th & Brandywine Sts. N.W., Washington, D.C. (20016). Studio: Broadcast House.

Telephone: 202-244-5678. TWX No.: 202-965-0651.

Ownership: Same as Washington Post. Also owns WJXT (TV), Jacksonville, Fla. Frederick S. Beebe, chairman; John S. Hayes, pres.

Began Operation: Jan. 16, 1949 as WOIC. Sold to CBS (45%) and Washington Post (55%) August 1950 (Television Digest, Vol. 6:25). Washington Post acquired 100% in October 1954 (Vol. 10:42).

Represented (sales) by Television Advertising Representatives Inc.

Represented (legal) by Covington & Burling.

### Personnel:

- GEORGE F. HARTFORD, v.p. & general manager.
- ROBERT A. J. BORDLEY, general sales manager.
- ROBERT ADAMS, promotion director.
- JIM SILMAN, program director & film buyer.
- EDWARD F. RYAN, general manager, news.
- FRANKLIN T. JORDON, film director.
- TWILA WALKER, sales promotion director.
- WILLIAM J. JONES, chief TV engineer.

### DIGEST OF RATE CARD NO. 17 (June 1, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 8 Sec.

Class AAA—7:30-11 p.m., daily.  
\$1800.00 \$1080.00 \$675.00 ..... \$495.00 \$250.00

NETWORK BASE HOURLY RATE: \$1700.

For Other Owners of Group Stations  
see Section c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>DELAWARE</b>			
SUSSEX	23,200	21,200	91
<b>DIST OF COLUMBIA</b>			
DIST OF COLUMBIA	270,000	251,100	93
<b>MARYLAND</b>			
ALLEGANY	25,400	23,900	94
ANNE ARUNDEL	64,200	62,200	97
BALTIMORE	452,500	438,200	97
CALVERT	4,400	4,100	92
CAROLINE	6,300	5,800	92
CARROLL	15,600	15,100	97
CHARLES	8,900	8,300	93
DORCHESTER	9,400	8,600	91
FREDERICK	21,800	20,800	96
HARFORD	24,000	23,100	96
HOWARD	11,400	11,000	97
KENT	5,000	4,700	94
MONTGOMERY	116,800	113,800	97
PRINCE GEORGES	116,600	113,900	98
QUEEN ANNES	5,400	5,000	93
ST MARYS	10,200	9,700	95
SOMERSET	5,600	4,900	88
TALBOT	7,200	6,700	94
WASHINGTON	29,400	27,800	95
<b>PENNSYLVANIA</b>			
ADAMS	15,300	14,600	95
FRANKLIN	27,300	25,500	93
FULTON	3,000	2,700	90
<b>VIRGINIA</b>			
ARLINGTON	97,500	93,900	96
(Continued on page 121-b)			
<b>STATION TOTAL</b>	<b>1,635,900</b>	<b>1,560,500</b>	<b>95</b>

NET WEEKLY CIRCULATION (MARCH 65) 941,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 624,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# District of Columbia—Washington

**WTTG**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 770-ft. above av. terrain, 705-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 21"  
Longitude 77° 04' 57"

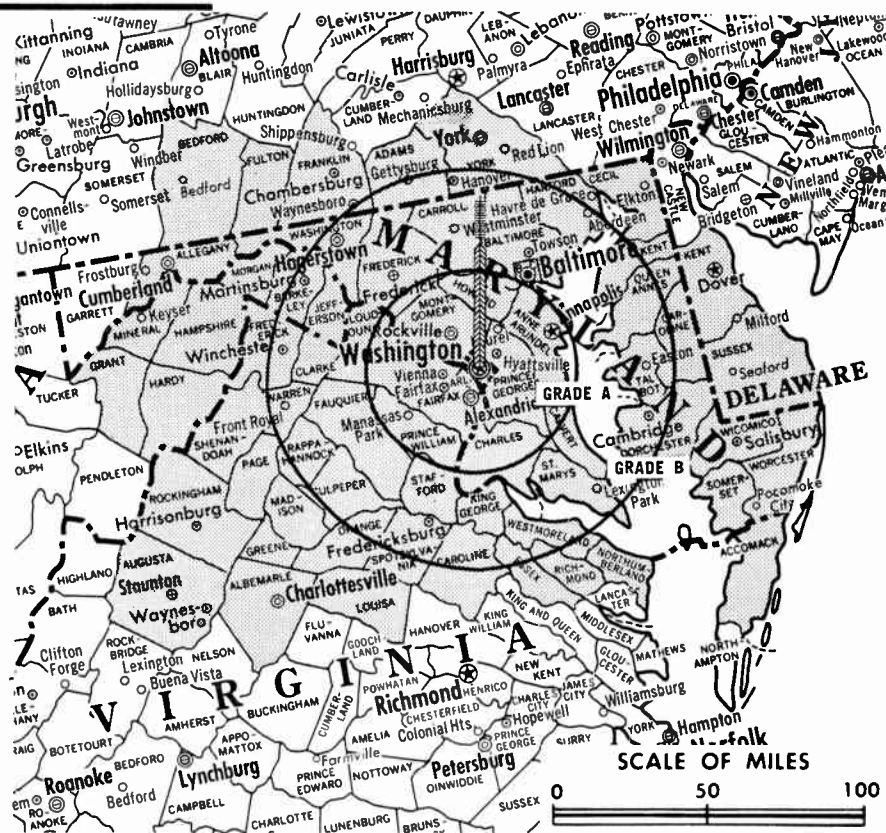
Transmitter: 5151 Wisconsin Ave. N.W.

Studio: 5151 Wisconsin Ave., N.W. (20016).

TV tape: Recording facilities.

Color: Network, live & film.

Total Households: SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965 ARB study.)



WTTG Ref: FCC File No. BMPCT-5854 Granted 6/25/63

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

## WTTG

Network Service: None, independent.

Licensee: Metromedia Inc., 5151 Wisconsin Ave., N.W. (20016).

Telephone: 202-244-5151. TWX No.: 089-612.

Ownership: See WNEW-TV, New York.

Began Operation: January 1947.

Represented (sales) by Metro Broadcast Sales.

Personnel:

BENNET H. KORN, pres., Metropolitan Broadcasting Television.  
JOHN H. BONE, v.p. & general manager.  
RALPH BECKER, national sales manager.  
MARY McKENNA, v.p. in charge of research & sales development.  
JACK LYNN, v.p. in charge of programming.  
ELLIS SHOOK, program operations manager.  
HAROLD CHRISTIANSEN, business manager.  
RICHARD NORSWORTHY, promotion director.  
ALBERT L. HARMON, chief engineer.

DIGEST OF RATE CARD NO. 0  
(June 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—5-11:30 p.m., Mon.-Fri.; 12 noon-sign off, Sat.; 11:30 a.m.-11:30 p.m., Sun.	\$1600.00	\$960.00	\$640.00	\$480.00	\$400.00	\$500.00 \$275.00

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STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>DELAWARE</b>			
KENT	21,300	20,200	94
SUSSEX	23,200	21,200	91
<b>DIST OF COLUMBIA</b>			
DIST OF COLUMBIA	270,000	251,100	93
<b>MARYLAND</b>			
ALLEGANY	25,400	23,900	94
ANNE ARUNDEL	64,200	62,200	97
BALTIMORE	452,500	438,200	97
CALVERT	4,400	4,100	92
CAROLINE	6,300	5,800	92
CARROLL	15,600	15,100	97
CECIL	14,200	13,700	96
CHARLES	8,900	8,300	93
DORCHESTER	9,400	8,600	91
FREDERICK	21,800	20,800	96
HARFORD	24,000	23,100	96
HOWARD	11,400	11,000	97
KENT	5,000	4,700	94
MONTGOMERY	116,800	113,800	97
PRINCE GEORGES	116,600	113,900	98
QUEEN ANNES	5,400	5,000	93
ST MARYS	10,200	9,700	95
SOMERSET	5,600	4,900	88
TALBOT	7,200	6,700	94
WASHINGTON	29,400	27,800	95
WICOMICO	16,400	15,400	94
WORCESTER	7,400	6,500	89
<b>PENNSYLVANIA</b>			
ADAMS	15,300	14,600	95
BEDFORD	12,300	11,600	94
FRANKLIN	27,300	25,500	93
FULTON	3,000	2,700	90
YORK	77,100	74,200	96

(Continued on next page)

STATION TOTAL 1,824,600 1,736,500 95

NET WEEKLY CIRCULATION (MARCH 65) 996,900  
AVERAGE DAILY CIRCULATION (MARCH 65) 511,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

**WTTG**

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
<b>VIRGINIA</b>			
ACCOMACK	9,500	8,200	86
ALBEMARLE	19,600	17,100	87
ARLINGTON	97,500	93,900	96
AUGUSTA	22,700	20,900	95
CAROLINE	3,200	2,900	89
CLARKE	2,500	2,300	94
CULPEPER	4,600	4,200	92
ESSEX	1,800	1,500	86
FAIRFAX	91,600	89,300	98
FAUQUIER	7,100	6,500	91
FREDERICK	12,300	11,500	93
GREENE	1,200	900	76
KING GEORGE	2,000	1,900	92
LOUDOUN	7,200	6,700	92
LOUISA	3,600	3,100	85
MADISON	2,200	1,900	85
NORTHUMBERLAND	3,000	2,700	90
ORANGE	3,800	3,300	86
PAGE	4,800	4,600	96
PRINCE WILLIAM	15,900	15,300	96
RAPPAHANNOCK	1,300	1,200	88
RICHMOND	1,800	1,600	89
ROCKINGHAM	16,800	15,500	95
SHENANDOAH	7,000	6,500	96
SPOTSYLVANIA	8,400	7,700	92
STAFFORD	5,500	5,100	93
WARREN	4,500	4,000	89
WESTMORELAND	3,300	2,800	85
<b>WEST VIRGINIA</b>			
BERKELEY	10,200	9,600	94
GRANT	2,500	2,000	90
HAMPSHIRE	3,000	2,600	85
HARDY	2,600	2,100	88
JEFFERSON	5,300	4,900	93
MINERAL	6,200	5,700	91
MORGAN	2,500	2,200	91

**WTOP-TV**

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
<b>VIRGINIA (CONTINUED)</b>			
AUGUSTA	22,700	20,900	95
CAROLINE	3,200	2,900	89
CLARKE	2,500	2,300	94
CULPEPER	4,600	4,200	92
FAIRFAX	91,600	89,300	98
FAUQUIER	7,100	6,500	91
FREDERICK	12,300	11,500	93
KING GEORGE	2,000	1,900	92
LOUDOUN	7,200	6,700	92
MADISON	2,200	1,900	85
NORTHUMBERLAND	3,000	2,700	90
ORANGE	3,800	3,300	86
PAGE	4,800	4,600	96
PRINCE WILLIAM	15,900	15,300	96
RAPPAHANNOCK	1,300	1,200	88
ROCKINGHAM	16,800	15,500	95
SHENANDOAH	7,000	6,500	96
SPOTSYLVANIA	8,400	7,700	92
STAFFORD	5,500	5,100	93
WARREN	4,500	4,000	89
WESTMORELAND	3,300	2,800	85
<b>WEST VIRGINIA</b>			
BERKELEY	10,200	9,600	94
HAMPSHIRE	3,000	2,600	85
HARDY	2,600	2,100	88
JEFFERSON	5,300	4,900	93
MINERAL	6,200	5,700	91
MORGAN	2,500	2,200	91

**WMAL-TV**

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
<b>VIRGINIA (CONTINUED)</b>			
CAROLINE	3,200	2,900	89
CLARKE	2,500	2,300	94
CULPEPER	4,600	4,200	92
ESSEX	1,800	1,500	86
FAIRFAX	91,600	89,300	98
FAUQUIER	7,100	6,500	91
FREDERICK	12,300	11,500	93
KING GEORGE	2,000	1,900	92
LOUDOUN	7,200	6,700	92
MADISON	2,200	1,900	85
ORANGE	3,800	3,300	86
PAGE	4,800	4,600	96
PRINCE WILLIAM	15,900	15,300	96
RAPPAHANNOCK	1,300	1,200	88
ROCKINGHAM	16,800	15,500	95
SHENANDOAH	7,000	6,500	96
SPOTSYLVANIA	8,400	7,700	92
STAFFORD	5,500	5,100	93
WARREN	4,500	4,000	89
WESTMORELAND	3,300	2,800	85
<b>WEST VIRGINIA</b>			
BERKELEY	10,200	9,600	94
HAMPSHIRE	3,000	2,600	85
JEFFERSON	5,300	4,900	93
MINERAL	6,200	5,700	91
MORGAN	2,500	2,200	91

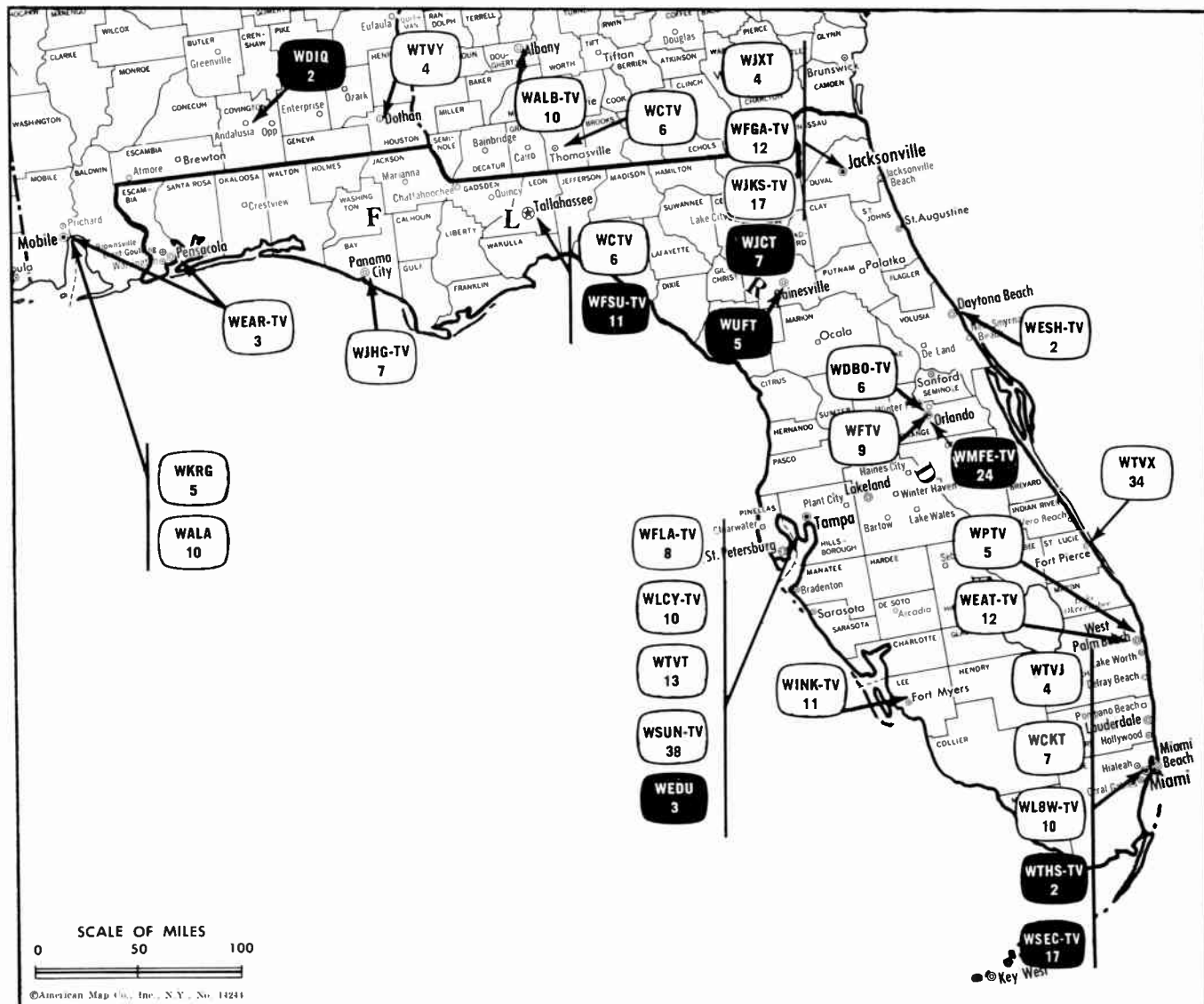
**WRC-TV**

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
<b>VIRGINIA (CONTINUED)</b>			
ESSEX	1,800	1,500	86
FAIRFAX	91,600	89,300	98
FAUQUIER	7,100	6,500	91
FREDERICK	12,300	11,500	93
GREENE	1,200	900	76
KING GEORGE	2,000	1,900	92
LOUDOUN	7,200	6,700	92
MADISON	2,200	1,900	85
NORTHUMBERLAND	3,000	2,700	90
ORANGE	3,800	3,300	86
PAGE	4,800	4,600	96
PRINCE WILLIAM	15,900	15,300	96
RAPPAHANNOCK	1,300	1,200	88
RICHMOND	1,800	1,600	89
ROCKINGHAM	16,800	15,500	95
SHENANDOAH	7,000	6,500	96
SPOTSYLVANIA	8,400	7,700	92
STAFFORD	5,500	5,100	93
WARREN	4,500	4,000	89
WESTMORELAND	3,300	2,800	85
<b>WEST VIRGINIA</b>			
BERKELEY	10,200	9,600	94
HAMPSHIRE	3,000	2,600	85
JEFFERSON	5,300	4,900	93
MINERAL	6,200	5,700	91
MORGAN	2,500	2,200	91

For ARB and Nielsen County TV Households  
see Section a.

# Florida

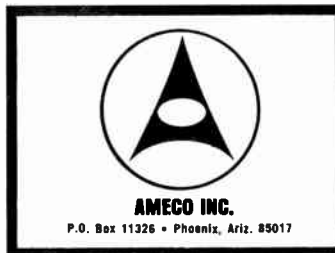


Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Miami	611,400	20	700,600	38	656,300	39
Tampa-St. Petersburg	478,900	32	599,900	49	560,000	48
Orlando-Daytona Beach	291,200	67	426,500	77	393,400	72
Jacksonville	265,500	72	391,400	85	356,200	83
Pensacola-Mobile	260,500	75	399,800	84	351,300	86
West Palm Beach	222,200	85	684,600	42	642,800	40
Tallahassee-Thomasville	145,000	118	276,300	110	240,200	114
Panama City	88,800	155	175,700	144	153,500	152
Ft. Myers	32,500	205	50,900	210	45,800	210

Florida Station Status as of Feb. 1, 1966

	VHF	UHF	TOTAL
Commercial Television Stations	17	1	18
Educational Television Stations	5	2	7
			25

(Additional Data on pages 123-b & 128-b)



## AMECO "SALESMOBILE SERVICE"

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 Atlanta Warehouse 404-261-1951

# State Educational Technical Facilities

(Complete Data in Educational Directory)

**WUFT**  
**Gainesville**  
Ch. 5

Non-Commercial Educational Station

Licensee: Board of Regents, acting for and on behalf of University of Florida, 226 Administration Bldg., U. of Florida.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 12.84-kw visual, 2.75-kw aural. Antenna: 480-ft. above av. terrain, 468-ft. above ground, 628-ft. above sea level.

Latitude	29°	42'	34"
Longitude	82°	23'	51"

**WJCT**  
**Jacksonville**  
Ch. 7

Non-Commercial Educational Station

Licensee: Community Television Inc., 2797 Heywood Dowling Dr.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 14.8-kw visual, 7.4-kw aural. Antenna: 843-ft. above av. terrain, 859-ft. above ground, 863-ft. above sea level.

Latitude	30°	19'	21.6"
Longitude	81°	38'	34.1"

**WSEC-TV**  
**Miami**  
Ch. 17

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County, Dept. of Radio & TV Educational, 1410 N.E. 2nd Ave., Miami (33132).

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 16.6-kw visual, 9.1-kw aural. Antenna: Side-mounted on WTHS-TV tower, 600-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level.

Latitude	25°	58'	46"
Longitude	80°	11'	50"

**WTHS-TV**  
**Miami**  
Ch. 2

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County, Dept. of Radio & TV Education, 1410 N.E. 2nd Ave., Miami 32.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 43.6-kw visual, 21.8-kw aural. Antenna: 670-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level.

Latitude	25°	58'	46"
Longitude	80°	11'	50"

**WMFE-TV**  
**Orlando**  
Ch. 24

Non-Commercial Educational Station

Licensee: Florida Central East Coast Educational TV Inc., Box 271, Orlando.

Technical Facilities: Channel No. 24 (530-537 mc). Authorized power: 255-kw visual, 50-kw aural. Antenna: 817-ft. above av. terrain, 825-ft. above ground, 945-ft. above sea level.

Latitude	28°	33'	30.9"
Longitude	81°	35'	27.5"

**WFSU-TV**  
**Tallahassee**  
Ch. 11

Non-Commercial Educational Station

Grantee: State Board of Regents of Florida, acting for & on behalf of Florida State U.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 95.5-kw visual, 47.9-kw aural. Antenna: 777-ft. above av. terrain, 774-ft. above ground, 897-ft. above sea level.

Latitude	30°	21'	29"
Longitude	84°	36'	39"

**WEDU**  
**Tampa-St. Petersburg**  
Ch. 3

Non-Commercial Educational Station

Licensee: Florida West Coast Educational Television Inc., 908 South 20th St., Tampa (33605).

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 56.2-kw visual, 6.92-kw aural. Antenna: 494-ft. above av. terrain, 526-ft. above ground, 546-ft. above sea level.

Latitude	27°	55'	04"
Longitude	82°	22'	03"

Holds CP for 100-kw visual, 12.6-kw aural, 930-ft. above av. terrain, 1020-ft. above ground, 1095-ft. above sea level, lat. 27° 50' 52.5", long. 82° 15' 48"; transmitter to Boyette Rd., Riverview, Fla.

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Management Studies

514-484-4883

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Cote St. Luc 29  
Montreal, Canada

# Florida—Daytona Beach-Orlando



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 940-ft. above av. terrain, 995-ft. above ground, 1036-ft. above sea level.

Latitude 28° 56' 25"  
Longitude 81° 18' 33"

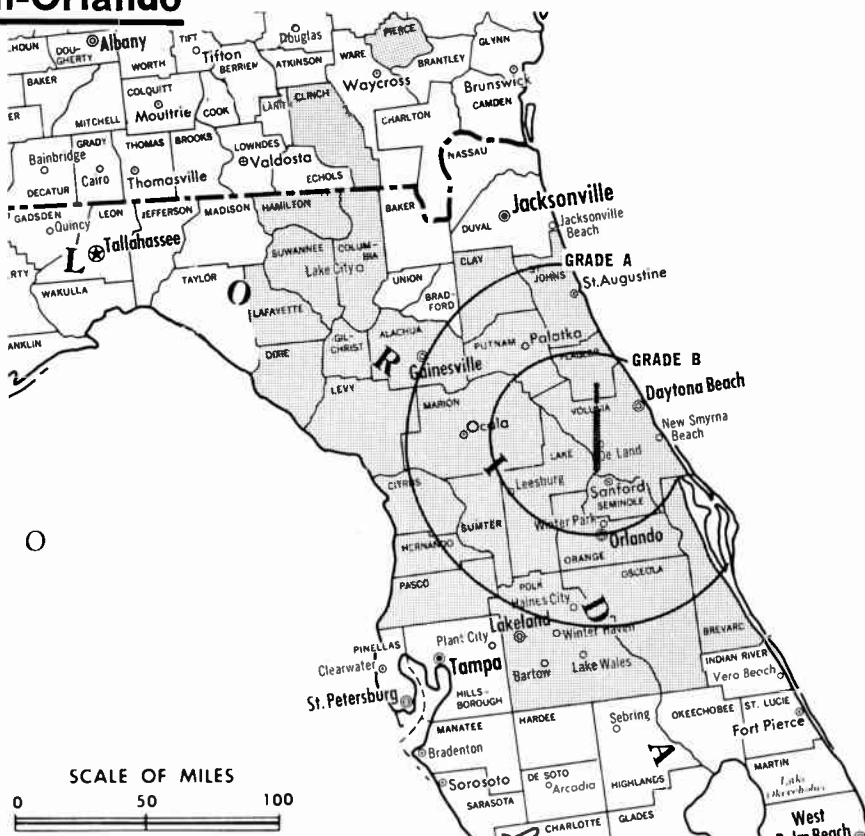
Transmitter: Orange City, Fla., midway between Daytona Beach and Orlando.

Color: Network, film, slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.



WESH-TV Ref: FCC File No. BMPT-4150 Granted 2/6/57

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

## WESH-TV

Licensee: Telrad Inc., Box 1551, Daytona Beach, Fla. (32015).

Studios: 540 Corporation Ave., Daytona Beach; 1501 Minnesota Ave. (Winter Park), Orlando (32789).

Telephones: 904-253-7616, Daytona Beach; 305-647-5705, Orlando. TWX No.: 810-857-0300, Daytona Beach; 810-853-0255, Winter Park.

Ownership: Same as Perry newspapers; John H. Perry Jr., pres. Perry interests own 47½% of radio WNDB, Daytona Beach. For Perry newspapers, see Palm Beach Daily News in Newspaper Ownership section. Note: Sale to Cowles Communications Inc. pending (Television Digest 5:47).

Began Operation: May 29, 1956.

Represented (sales) by Katz Agency.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear and Kennedy.

### Personnel:

T. S. GILCHRIST JR., v.p. & general manager.  
WALTER STROUSE, station manager.  
HARRY LE BRUN, general sales manager.  
KENNETH H. BROWN JR., promotion manager.  
WILLIAM F. MITCHELL, director of news, programs & public affairs.

JULIAN BENNETT, production manager.  
BEECHER HAYFORD, engineering director.  
CHARLES CARTER JR., chief engineer.

### DIGEST OF RATE CARD NO. A8—(Aug. 1, 1965)

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	\$260.00	\$220.00	\$190.00	\$170.00	\$85.00

NETWORK BASE HOURLY RATE: \$600.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>FLORIDA</b>			
ALACHUA	21,500	18,800	87
BREVARD	44,400	41,700	94
CITRUS	3,700	3,200	88
CLAY	6,000	5,500	92
COLUMBIA	5,900	5,200	88
DIXIE	1,200	1,000	77
FLAGLER	1,500	1,300	89
GILCHRIST	800	700	88
HAMILTON	1,900	1,500	81
HERNANDO	4,100	3,700	90
LAFAYETTE	800	700	79
LAKE	21,400	19,900	93
LEVY	3,100	2,500	80
MARION	17,000	14,800	87
ORANGE	99,000	93,600	94
OSCEOLA	8,000	7,300	91
PASCO	14,700	13,600	92
POLK	67,000	62,300	93
PUTNAM	10,500	9,500	91
ST. JOHNS	9,500	8,700	92
SEMINOLE	19,700	18,400	94
SUMTER	3,600	3,200	88
SUWANNEE	3,800	3,100	82
VOLUSIA	53,300	49,800	93
<b>GEORGIA</b>			
CLINCH	1,800	1,500	84
PIERCE	2,300	1,900	86
<b>STATION TOTAL</b>	<b>426,500</b>	<b>393,400</b>	<b>92</b>

NET WEEKLY CIRCULATION (MARCH 65) 276,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 193,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 10

# Florida—Fort Myers



**WINK-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 65-kw visual, 35-kw aural. Antenna: 320-ft. above av. terrain, 350-ft. above ground, 355-ft. above sea level.

Latitude 26° 39' 03"  
Longitude 81° 51' 20"

Requests 307-kw visual, 52.5-kw aural, 967-ft. above av. terrain, 952-ft. above ground, 1022-ft. above sea level, lat. 26° 48' 08", long. 81° 45' 53"; transmitter to State Rt. 31, 3.8-mi. S. of Tuckers Corner, Fla. BPCT—3691.

Transmitter: 2824 Palm Beach Blvd.

AM Affiliate: WINK, 1-kw, 1240 kc (CBS).

Color: Network only.

News Wire Service: AP.

Total Households: © SRDS

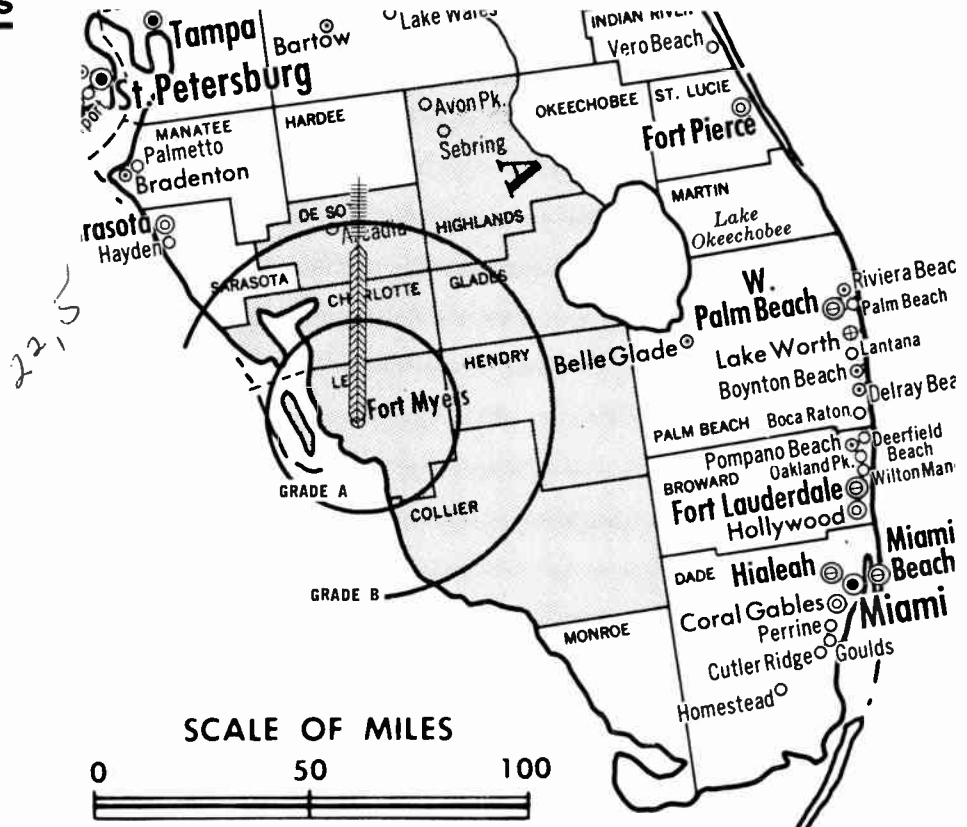
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WINK-TV Ref: FCC File No. BPCT—2643 Granted 6/19/59

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

## WINK-TV

Network Service: CBS (EMP).

Licensee: Fort Myers Bcstg. Co., 2824 Palm Beach Blvd., Fort Myers, Fla. (33901).

Telephone: 813-334-1131.

TWX No.: 813-334-1770.

Ownership: United Garage & Service Corp. (Cleveland), 100%.  
United G & S owners: Arthur B. McBride Jr., 50%; Edward J. McBride, 50%.

Began Operation: March 6, 1954.

Represented (sales) by Meeker Co. Inc.; Advertising Representatives Inc. (Miami).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Russell P. May.

Personnel:

A. J. BAUER, vice president & general manager.  
ART BETTS, technical director.  
FRANK NODINE, administrative assistant.  
VERNON LUNDQUIST, news director.  
DICK LANDEFELD, sales manager.

### DIGEST OF RATE CARD NO. 4

(Revised Nov. 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:59-10:29 p.m., daily.	\$205.00	\$125.00	\$85.00	\$65.00	\$52.00	\$46.00 \$26.00

NETWORK BASE HOURLY RATE: \$125 (CBS).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
FLORIDA			
CHARLOTTE	6,200	5,600	91
COLLIER	7,700	6,600	86
DE SOTO	3,200	2,900	89
GLADES	900	700	82
HENDRY	2,600	2,200	84
HIGHLANDS	8,000	7,200	89
LEE	22,300	20,600	92
<b>STATION TOTAL</b>	<b>50,900</b>	<b>45,800</b>	<b>90</b>

NET WEEKLY CIRCULATION (MARCH 65)	32,500
AVERAGE DAILY CIRCULATION (MARCH 65)	25,400
COLOR PENETRATION PERCENTAGE (NOV 65)	8

# Florida—Fort Pierce



**WTVX**

Ch. 34

252

**(Due to Begin Operation in Spring)**

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 26.48-kw max. and 5.25-kw horizontal visual, 14.29-kw max. and 1.12-kw horizontal aural. Antenna: 487-ft. above av. terrain, 476-ft. above ground, 509-ft. above sea level.

Latitude 27° 32' 46"

Longitude 80° 22' 08"

Transmitter: North U.S. 1.



WTVX Ref: FCC File No. BPCT-3567 Granted 7/28/65

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

## WTVX

Grantee: Indian River Television Inc., 125 S. Second St.  
 Studio: Signal Hill, U.S. Hwy. 1, between Fort Pierce & Vero Beach.  
 Telephone: 305-464-5220.

Ownership: William E. Minshall, pres., 30%; John P. Beacom, v.p., 45%; Ruhl W. Koblegard, secy., 12.5%; Rubert N. Koblegard Jr., treas., 12.5%. For Beacom's interests, see WDTV, Weston, W. Va.

Represented (sales) by Eastman TV Inc.

Represented (legal) by David McCain.

Personnel:

W. E. MINSHALL, president & general manager.  
 DON LORD, production director.  
 R. M. CHAMBERLIN, chief engineer.

DIGEST OF RATE CARD NO. 1  
 (Feb. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-10:30 p.m., daily.	\$125.00	\$70.00	\$50.00	\$35.00	\$26.00	\$26.00
					\$26.00	\$13.00

## WCTV, Tallahassee

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
GEORGIA (CONTINUED)			
ECHOLS	300	200	80
GRADY	4,600	4,100	89
IRWIN	2,100	1,800	86
JEFF DAVIS	2,200	1,900	85
LANIER	1,200	1,000	83
LEE	1,400	1,200	86
LOWNDES	15,800	13,900	88
MILLER	1,600	1,300	84
MITCHELL	4,700	4,000	86
RANDOLPH	2,600	2,200	83
SEMINOLE	1,600	1,400	87
TERRELL	3,100	2,600	84
THOMAS	9,900	8,800	89
TIFT	6,800	6,000	87
TURNER	2,000	1,700	87
WHEELER	1,100	900	80
WORTH	3,900	3,400	88



# Florida—Jacksonville



**WFGA-TV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 940-ft. above av. terrain, 996-ft. above ground, 1000-ft. above sea level.

Latitude 30° 19' 22"  
Longitude 81° 38' 34"

Transmitter: Television Park, 1070 E. Adams St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WFGA-TV Ref: FCC File No. BPCT-1624 Granted 8/28/56

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

## WFGA-TV

Network Service: NBC.

Licensee: Florida-Georgia Television Co. Inc., 1070 E. Adams St., Box 419, Jacksonville, Fla. (32201).

Studio: Television Park, 1070 E. Adams St. (32202).

Telephone: 904-356-3381.

TWX No.: 904-733-3310.

Ownership: Alexander Brest, pres., 25.5%; Harold S. Cohn, v.p., 19%; Wometco Enterprises Inc., 48.5%; 5 other stockholders, none owns over 3%. Mr. Cohn controls radio station WRHC, Jacksonville. For other Wometco holdings see WTVJ, Miami.

Began Operation: Sept. 1, 1957.

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

Represented (legal) by Koteen & Burt.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

- ALEXANDER BREST, president.
- MITCHELL WOLFSON, v.p. & director.
- JESSE H. CRIPE, v.p., general manager, treas. & film buyer.
- RALPH W. NIMMONS, station manager.
- ROBERT M. REUSCHLE, general sales manager.
- GENE REILLY, regional sales manager.
- JOHN CUMMINS, local sales manager.
- BOB MANNING, production manager.
- HAROLD BAKER, director for news & special events.
- JACK METRIE, promotion manager.
- HERB GOLD, film director.
- SHERWOOD H. SMITH, public service director.
- H. L. WINGFIELD, chief engineer.

### DIGEST OF RATE CARD NO. 8

(Dec. 15, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID	
Class AA—7:30-10 p.m., daily.	\$975.00	\$525.00	\$355.00	\$275.00	\$225.00	\$135.00
NETWORK BASE HOURLY RATE: \$925 (ABC), \$925 (NBC).						

STATE/COUNTY	TOTAL		TV HOMES
	HOUSEHOLDS	HOMES	PER
<b>FLORIDA</b>			
ALACHUA	21,500	18,800	87
BAKER	1,900	1,700	91
BRADFORD	3,400	3,100	90
CLAY	6,000	5,500	92
COLUMBIA	5,900	5,200	88
DIXIE	1,200	1,000	77
DUVAL	148,900	140,800	95
FLAGLER	1,500	1,300	89
GILCHRIST	800	700	88
HAMILTON	1,900	1,500	81
LAFAYETTE	800	700	79
LEVY	3,100	2,500	80
MARION	17,000	14,800	87
NASSAU	5,000	4,700	93
PUTNAM	10,500	9,500	91
ST JOHN'S	9,500	8,700	92
SUWANNEE	3,800	3,100	82
TAYLOR	4,000	3,300	84
UNION	800	700	86
<b>GEORGIA</b>			
APPLING	3,200	2,700	84
BACON	2,100	1,800	85
BRANTLEY	1,400	1,200	88
CAMDEN	3,000	2,800	92
CHARLTON	1,400	1,200	87
CLINCH	1,800	1,500	84
COFFEE	5,600	4,800	85
GLYNN	14,200	13,100	92
JEFF DAVIS	2,200	1,900	85
MC INTOSH	1,800	1,500	85
PIERCE	2,300	1,900	86
WARE	10,900	9,800	89
WAYNE	5,300	4,800	90
WHEELER	1,100	900	80
<b>STATION TOTAL</b>	<b>303,800</b>	<b>277,500</b>	<b>91</b>

NET WEEKLY CIRCULATION (MARCH 65) 223,900  
AVERAGE DAILY CIRCULATION (MARCH 65) 166,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

# Florida—Jacksonville



**WJKS-TV**

Ch. 17

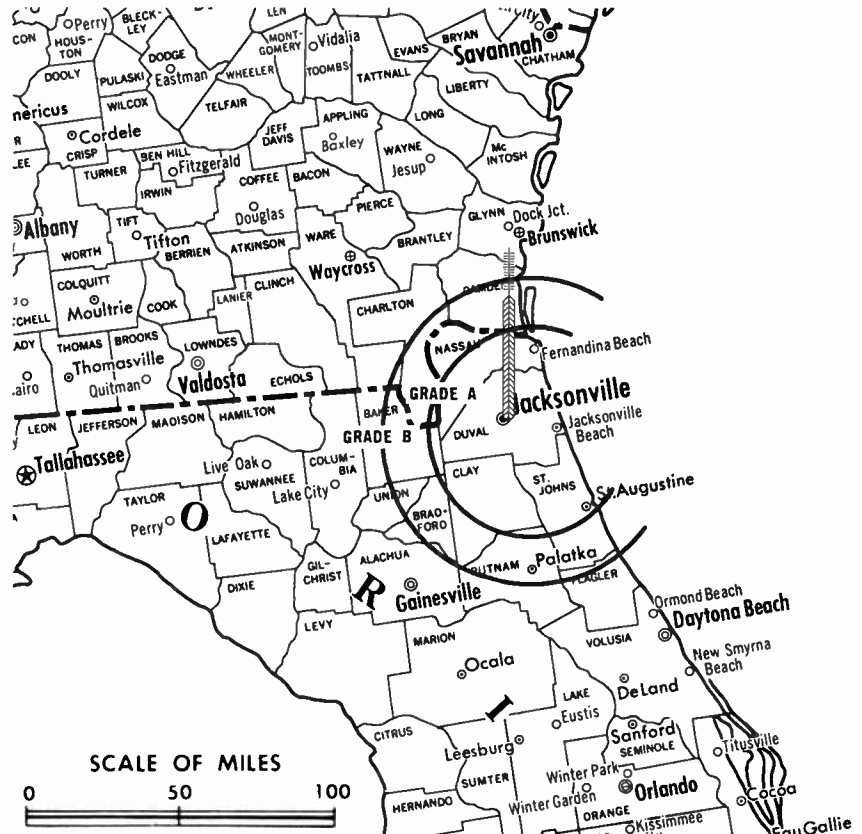
Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 1130-kw max. and 1020-kw horizontal visual, 113-kw max. and 102-kw horizontal aural. Antenna: 500-ft. above av. terrain, 518-ft. above ground, 549-ft. above sea level.

Latitude 30° 16' 36"  
Longitude 81° 33' 47"

Transmitter: Hogan Rd. at Newton, Jacksonville.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.



WJKS-TV Ref: FCC File No. BMPCT-6127 Granted 7/29/65

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

## WJKS-TV

Network Service: ABC.

Grantee: Rust Craft Broadcasting Co., 320 Market St., Steubenville, O.

Studio: 9117 Hogan Rd., Box 17000, Jacksonville (32216).

Telephone: 904-724-9722.

Ownership: See WSTV-TV, Steubenville, Ohio.

Began Operation: Feb. 19, 1966.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Arnold & Porter.

Represented (engineering) by Willis C. Beecher.

Personnel:

FRED SHAWN, vice president & general manager.

JOHN J. KEENAN, sales manager.

EUGENE MILLER, chief engineer.

ADDITIONAL DATA NOT AVAILABLE

### State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

#### WDBO-TV

Daytona Beach

(See Orlando, Fla.)

#### WFTV

Daytona Beach

(See Orlando, Fla.)

## WESH-TV

Orlando

(See Daytona Beach, Fla.)

## WALA-TV & WKRQ

Pensacola

(See Mobile, Ala.)

## WFLA-TV, WLCY-TV & WTVT

St. Petersburg

(See Tampa, Fla.)

## WSUN-TV

Tampa

(See St. Petersburg)

## WEAT-TV

West Palm Beach

(See Palm Beach)

See CATV Directory for Systems in Florida

# Florida—Jacksonville



**WJXT**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 69.2-kw aural. Antenna: 931-ft. above av. terrain, 991-ft. above ground, 992.1-ft. above sea level.

Latitude 30° 18' 47"  
Longitude 81° 39' 00"

Requests 20-kw aural.

Transmitter: 1851 Southampton Rd.

Studio: 1851 Southampton Rd.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

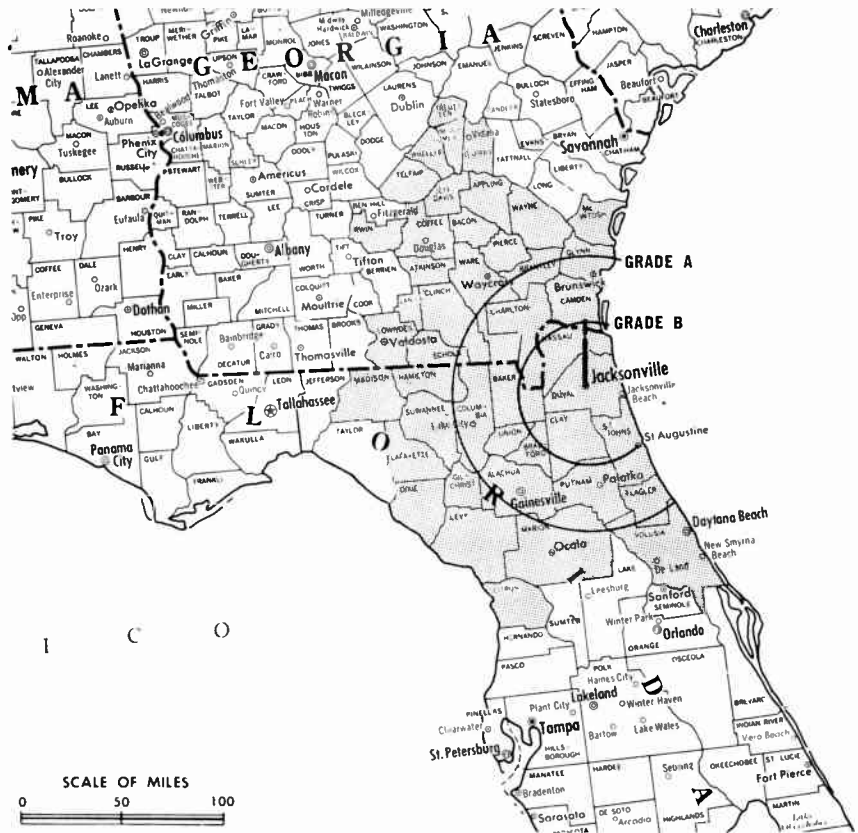
News Film Service: CBS.

Telephone: 305-398-0501.

TWX No.: 305-733-3660

Represented (legal) by Covington & Burling.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WJXT Ref: FCC File No. BPCT-2050 Granted 10/27/55

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

## WJXT

Licensee: Washington Post Co., 1851 Southampton Rd., Jacksonville, Fla. (32207).

Ownership: Washington Post Co. (100% owner, publisher of Washington Post), owner of WTOP-TV, Washington. John S. Hayes, pres., broadcast div.; Glenn Marshall Jr., pres., WJXT.

Began Operation: Sept. 15, 1949. Sold to present owner Jan., 1953 (Television Digest, Vol. 8:51 & 9:1,5).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

LAURENCE RICHARDSON, v.p. & general manager.  
ROBERT W. SCHELLENBERG, general sales manager.  
JOHN McQUAIDE, sales service manager.  
LEONARD MOSBY, program manager & film buyer.  
ROBERT ATKINS, production manager.  
ERNEST VORDERMARK, chief engineer.  
TOM W. MAHAFFEY, promotion director.  
LARRY YOUNG, research director.  
BILL GROVE, news director.

DIGEST OF RATE CARD NO. 16—(Feb. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:59-10:59 p.m., daily.  
\$950.00 \$570.00 \$380.00 ..... \$325.00\* \$235.00\* \$115.00\*

\*Class AA—6:59-10:59 p.m., Mon.-Fri.; 7:29-10:59 p.m., Sat. & Sun.

NETWORK BASE HOURLY RATE: \$1025.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
FLORIDA			
ALACHUA	21,500	18,800	87
BAKER	1,900	1,700	91
BRADFORD	3,400	3,100	90
CITRUS	3,700	3,200	88
CLAY	6,000	5,500	92
COLUMBIA	5,900	5,200	88
DIXIE	1,200	1,000	77
DUVAL	148,900	140,800	95

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
FLAGLER	1,500	1,300	89
GILCHRIST	800	700	88
HAMILTON	1,900	1,500	81
LAFAYETTE	800	700	79
LEVY	3,100	2,500	80
MADISON	3,600	2,800	78
MARION	17,000	14,800	87
NASSAU	5,000	4,700	93
PUTNAM	10,500	9,500	91
ST JOHNS	9,500	8,700	92
SUNANNEE	3,800	3,100	82
UNION	800	700	86
VOLUSIA	53,300	49,800	93

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
GEORGIA			
APPLING	3,200	2,700	84
ATKINSON	1,300	1,000	74
BACON	2,100	1,800	85
BRANTLEY	1,400	1,200	88
CAMDEN	3,000	2,800	92
CHARLTON	1,400	1,200	87
CLINCH	1,800	1,500	84
COFFEE	5,600	4,800	85
ECHOLS	300	200	80
GLYNN	14,200	13,100	92
IRWIN	2,100	1,800	86
JEFF DAVIS	2,200	1,900	85
LANIER	1,200	1,000	83
LOWNDES	15,800	13,900	88
MC INTOSH	1,800	1,500	85
MONTGOMERY	1,300	1,000	78
PIERCE	2,300	1,900	86
TELFAIR	2,900	2,300	79
TOOMBS	4,600	3,800	82
TREUTLEN	1,500	1,200	82
WARE	10,900	9,800	89
WAYNE	5,300	4,800	90
WHEELER	1,100	900	80

STATION TOTAL 391,400 356,200 91

NET WEEKLY CIRCULATION (MARCH 65) 265,500  
AVERAGE DAILY CIRCULATION (MARCH 65) 219,700  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

# Florida—Miami



**WCKT**

Ch. 7



**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 950-ft. above av. terrain, 991-ft. above ground, 997-ft. above sea level.

Latitude 25° 57' 49"  
Longitude 80° 12' 44"

Requests 63.2-kw aural.

**Transmitter:** Antenna farm, North Dade County, Fla.

**Studio & Business Office:** Broadcast Key, North Bay Causeway.

Telephone: 305-751-6692.

TWX No.: 306-696-5580.

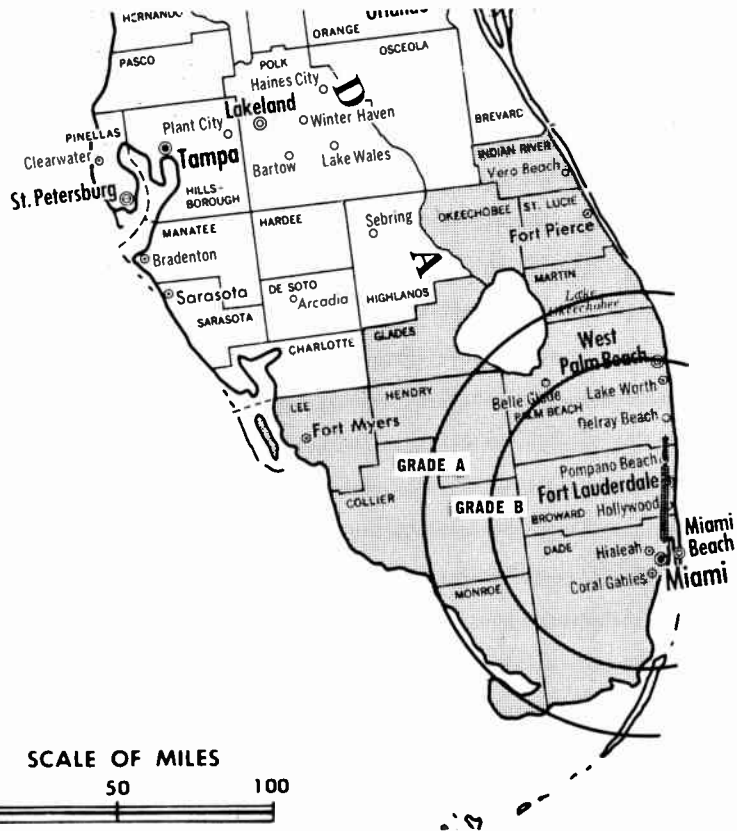
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WCKT Ref: FCC File No. BPCT-145<sup>3</sup> Granted 1/18/56

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

## WCKT

**Licensee:** Sunbeam Television Corp., Box 1118, Miami, Fla. (33138).  
**Ownership:** Sunbeam Television Corp., 100%. Sidney D. Ansin, pres., 23.2%; Edmund N. Ansin, exec. v.p. & treas., 23.3%; Charles L. Kelly, v.p. & station mgr., 10%; Catchings Therrell, secy., 20%; A. H. McClain, asst. treas., 2.5%; Dr. Henry King Stanford, 10% (President of U. of Miami, voting trustee for stock for which beneficial interest is held by Bernard Koteen); Mrs. Stanley Milledge, 5%; Judge David J. Heffernan, 2.5%; Mr. & Mrs. P. E. Groth, 1.25% each; C. H. Lucas, 1%.

**Began Operation:** July 29, 1956. On Dec. 5, 1962 the FCC ordered that Biscayne Television Corp. cease operation of WCKT no later than Jan. 4, 1963 and the FCC also approved sale of WCKT plant and film licensing agreements for \$3,400,000 to Sunbeam Television Corp., which was licensed as a new station. Present ownership assumed operation Dec. 19, 1962.

**Represented (sales)** by Harrington, Righter & Parsons; Bomar Lowrance & Assoc. (Southern).

**Represented (legal)** by Koteen & Burt.

**Represented (engineering)** by David Steel & Associates.

### Personnel:

SIDNEY D. ANSIN, president.  
EDMUND N. ANSIN, exec. v.p. & treasurer.  
CHARLES L. KELLY, v.p. & general manager.  
CHARLES H. PHILIPS, general sales manager.  
ALLEN STERNBERG, program director.  
FRANK STRUZZIERI, film manager.  
GENE STRUL, director of news.  
ROBERT H. PAASCH, chief engineer.  
NEIL MURPHY, comptroller.

## DIGEST OF RATE CARD NO. 17 (Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.
Class AA—7:30-10:30 p.m., daily.				
\$1400.00	\$840.00	\$560.00	\$420.00	\$525.00*

\*Class AAA—7:29-10:59 p.m., Sun.-Sat.

NETWORK BASE HOURLY RATE: \$1350.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>FLORIDA</b>			
BROWARD	142,100	136,400	96
COLLIER	7,700	6,600	86
DADE	380,300	358,400	94
GLADES	900	700	82
HENDRY	2,600	2,200	84
INDIAN RIVER	10,300	9,200	90
LEE	22,300	20,600	92
MARTIN	7,000	6,400	92
MONROE	16,000	13,500	84
OKEECHOBEE	2,200	2,000	92
PALM BEACH	94,400	86,800	92
ST LUCIE	14,800	13,500	91
<b>STATION TOTAL</b>	<b>700,600</b>	<b>656,300</b>	<b>94</b>

NET WEEKLY CIRCULATION (MARCH 65) 580,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 406,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 8

# Florida—Miami



**WLBW-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1002.9-ft. above av. terrain, 1045-ft. above ground, 1049-ft. above sea level.

Latitude 25° 57' 59"  
Longitude 80° 12' 44"

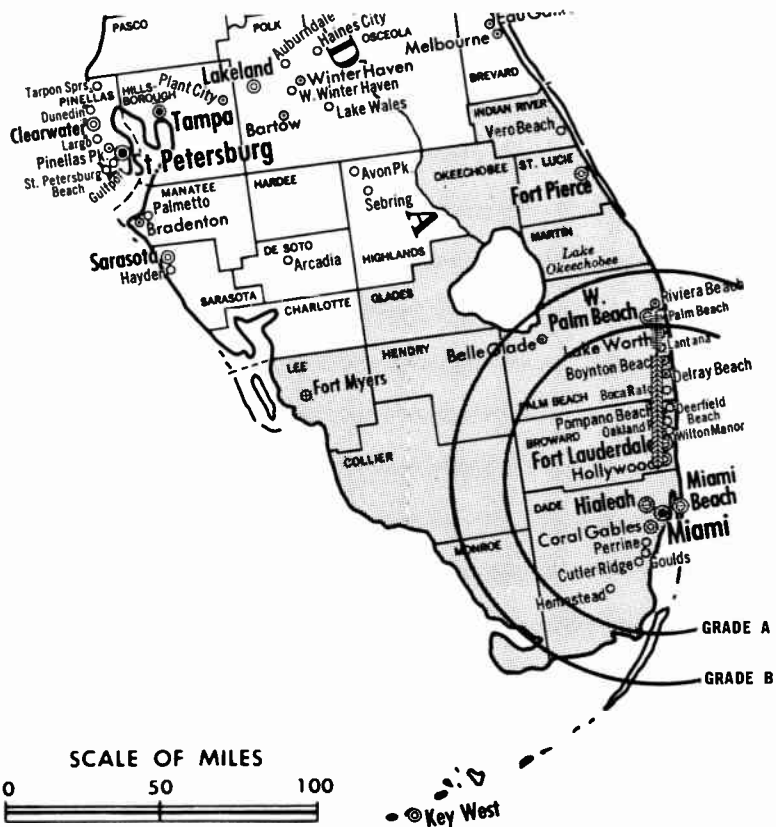
Transmitter: 3/4 mi. W of State Rt. 7, Miami antenna farm, near Hallandale, Fla.

Color: Network, film, slide & tape.

News Wire Service: UPI, Western Union.

News Film Service: ABC.

Facsimile Service: UPI.



Total Households © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.

WLBW-TV Ref: FCC File No. BMPCT-5781 Granted 9/14/62

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

## WLBW-TV

Licensee: L. B. Wilson Inc., 2133 NW 11th Ave., Miami, Fla. (33127).

Studio: 2133 NW 11th Ave.

Telephone: 305-373-4723.

TWX No.: 305-696-3662.

Ownership: C. H. Topmiller, pres., 32.4%; Jeanette Heinze, v.p. & treas., 19.3%; Thomas A. Welstead, v.p. & asst. secy., 19.3%; Wm. M. Ittman, 11.3%; Jolar Inc., 11.3%; Essie Rupp, secy., 6.3%. Mrs. Heinze, Topmiller & Welstead control the corporation through a voting trust agreement under which they are the voting trustees.

Began Operation: Nov. 20, 1961.

Represented (sales) by H-R Television Inc.

Represented (legal) by Marmet & Schneider.

Represented (engineering) by Kear & Kennedy.

### Personnel:

C. H. TOPMILLER, president.  
THOMAS A. WELSTEAD, vice president & general manager.  
LIN MASON, program director.  
CHARLES J. MATHEWS, general sales manager.  
JOHN DOSCHER, national sales manager.  
GERARD R. McNULTY, production manager.  
WM. LATHAM, chief engineer.

## DIGEST OF RATE CARD NO. 6 (May 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$1200.00	\$720.00	\$480.00				Graded rates apply*

\*Highest rate: \$450.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>FLORIDA</b>			
BROWARD	142,100	136,400	96
COLLIER	7,700	6,600	86
DADE	380,300	358,400	94
GLADES	900	700	82
HENDRY	2,600	2,200	84
INDIAN RIVER	10,300	9,200	90
LEE	22,300	20,600	92
MARTIN	7,000	6,400	92
MONROE	16,000	13,500	84
OKEECHOBEE	2,200	2,000	92
PALM BEACH	94,400	86,800	92
ST LUCIE	14,800	13,500	91
<b>STATION TOTAL</b>	<b>700,600</b>	<b>656,300</b>	<b>94</b>

NET WEEKLY CIRCULATION (MARCH 65)	554,100
AVERAGE DAILY CIRCULATION (MARCH 65)	320,400
COLOR PENETRATION PERCENTAGE (NOV 65)	8

# Florida—Miami



**WTVJ**

Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 983-ft. above av. terrain, 990-ft. above ground, 1002-ft. above sea level.

Latitude 25° 59' 08.5"  
Longitude 80° 11' 34.5"

Transmitter: N.E. 6th Ave. & Hallandale Beach Blvd.

Studio: 316 N. Miami Ave.

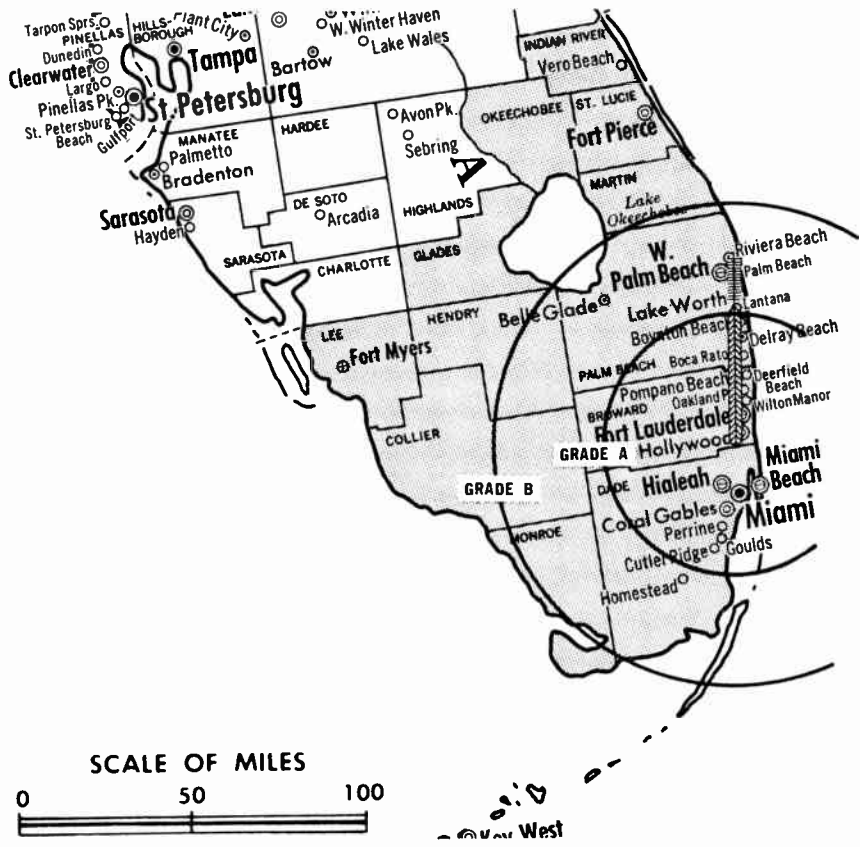
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WTVJ Ref: FCC File No. BMPCT—1083 Granted 5/14/53

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## WTVJ

Licensee: Wometco Enterprises Inc., 316 N. Miami Ave., Miami, Fla. (33128).

Telephone: 305-377-8241. TWX No.: 810-848-6191.

Ownership: Wometco Enterprises Inc., Mitchell Wolfson, pres. Also has 47.5% interest in WFGA-TV, Jacksonville, Fla., and holds 96% of WLOS-TV, Asheville, N.C. Wometco Enterprises also owns KVO5-TV, Bellingham, Wash.

Began Operation: March 21, 1949.

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

Represented (legal) by Cohn & Marks.

Represented (engineering) by John Creutz.

### Personnel:

MITCHELL WOLFSON, president.  
LOUIS WOLFSON II, v.p., broadcast division.  
WILLIAM R. BRAZZIL, v.p. in charge of WTVJ.  
DICK T. HOLLANDS, asst. to general manager.  
RALPH RENICK, v.p. for WTVJ news.  
FRANK HOWELL, general sales manager.  
THOMAS FRAIOLI, national sales manager.  
DON SHEPHERD, sales development manager.  
LEE WALLER, program director.  
JOE KLINE, director of operations.  
ROBERT J. ROSS, business manager & film buyer.  
GEORGE VICKERY, public relations & promotion director.  
EARL LEWIS, chief transmitter engineer.  
LYN LUCAS, director of production operations.

### DIGEST OF RATE CARD NO. 22B (Oct. 17, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AAA—7:30-10:30 p.m., daily.					
\$1700.00	\$998.00		\$475.00	\$425.00	\$213.00
NETWORK BASE HOURLY RATE: \$1600.					

STATE/COUNTY	TOTAL		TV HOMES PER
	HOUSEHOLDS	HOMES	
<b>FLORIDA</b>			
BROWARD	142,100	136,400	96
COLLIER	7,700	6,600	86
DADE	380,300	358,400	94
GLADES	900	700	82
HENDRY	2,600	2,200	84
INDIAN RIVER	10,300	9,200	90
LEE	22,300	20,600	92
MARTIN	7,000	6,400	92
MONROE	16,000	13,500	84
OKEECHOBEE	2,200	2,000	92
PALM BEACH	94,400	86,800	92
ST LUCIE	14,800	13,500	91
<b>STATION TOTAL</b>	<b>700,600</b>	<b>656,300</b>	<b>94</b>

NET WEEKLY CIRCULATION (MARCH 65) 611,400  
AVERAGE DAILY CIRCULATION (MARCH 65) 485,300  
COLOR PENETRATION PERCENTAGE (NOV 65) 8

# Florida—Orlando



**WDBO-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 540-ft. above av. terrain, 584-ft. above ground, 687-ft. above sea level.

Latitude 28° 33' 17"  
Longitude 81° 24' 42"

Transmitter: 950 N. Texas Ave.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI, CBS.

Studio: 30 S. Ivanhoe Blvd. (32802).

Represented (engineering) by Lohnes & Culver.

AM Affiliate: WDBO, 5-kw, 580 kc (CBS).

FM Affiliate: WDBO-FM, 25-kw, 92.3 mc (No. 222), 460-ft. antenna height.

Total Households: © SRDS

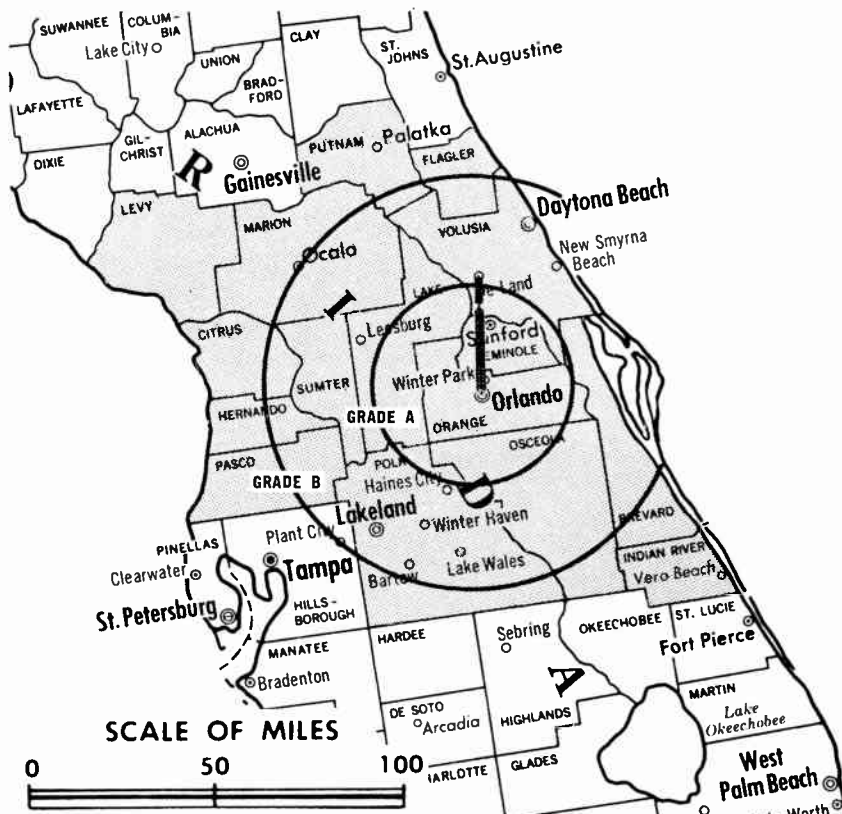
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WDBO-TV Ref: FCC File No. B1PCT-1633 Granted 12/31/53

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## WDBO-TV

Licensee: The Outlet Company, Box 1833, Orlando, Fla. (32802).

Telephone: 305-241-1491. TWX No.: 810-850-0141.

Ownership: See WJAR-TV, Providence, R.I.

Began Operation: July 1, 1954. Sale to present owner by Cherry Bcstg. Co. approved July 17, 1963 by FCC (Television Digest, Vol. 3:15, 29). Sale to Cherry Bcstg. Co. by group headed by Harold P. Danforth approved May 8, 1957 by FCC.

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

Represented (legal) by Amram, Hahn & Sundlun.

### Personnel:

JOSEPH S. (Dody) SINCLAIR, president & general manager.

ARNOLD F. SCHOEN JR., v.p. for WDBO AM-FM-TV.

LEONARD S. DAVEY JR., sales manager.

WALTER SICKLES, program director & film buyer.

AGNES CARLSON, sales coordinator.

HARTWELL B. CONKLIN, news director.

J. COLIN MURCHISON JR., production director.

JAMES E. YARBROUGH, chief engineer.

For Translator Stations

see section c

## DIGEST OF RATE CARD NO. I

(June 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$800.00	\$480.00			\$208.00	\$208.00	\$104.00
NETWORK BASE HOURLY RATE: \$750.						

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>FLORIDA</b>			
BREVARD	44,400	41,700	94
CITRUS	3,700	3,200	88
FLAGLER	1,500	1,300	89
HERNANDO	4,100	3,700	90
INDIAN RIVER	10,300	9,200	90
LAKE	21,400	19,900	93
LEVY	3,100	2,500	80
MARION	17,000	14,800	87
ORANGE	99,000	93,600	94
OSCEOLA	8,000	7,300	91
PASCO	14,700	13,600	92
POLK	67,000	62,300	93
PUTNAM	10,500	9,500	91
SEMINOLE	19,700	18,400	94
SUMTER	3,600	3,200	88
VOLUSIA	53,300	49,800	93
<b>STATION TOTAL</b>	<b>381,300</b>	<b>354,000</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65)	284,700
AVERAGE DAILY CIRCULATION (MARCH 65)	209,800
COLOR PENETRATION PERCENTAGE (NOV 65)	10

# Florida—Orlando



**WFTV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 610-ft. above av. terrain, 651-ft. above ground, 749-ft. above sea level.

Latitude 28° 32' 10"  
Longitude 81° 27' 00"

Transmitter: Broadcast Park, near Orlovista, Fla.

Color: Network, live, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Studio: 639 West Central (32801).

Telephone: 305-241-6543.

TWX No.: 305-841-3724.

Represented (legal) by Cohn & Marks.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WFTV Ref: FCC File No. BMPCT-4827 Granted 11/20/57

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## WFTV

Licensee: Mid-Florida TV Corp., Box 5795, Orlando, Fla. (32805).

Ownership: Joseph L. Brechner, pres., 41%; Hershell Stuart, v.p., 1.74%; Martin Segal, secy., 1.24%; Marion B. Brechner, asst. secy.-treas., 9.48%; Harris H. Thompson, 11.36%; Vasil Polyzois, 15%; 12 other stockholders, none with more than 3.5%. Harris H. Thompson controls radios KEZY & KEZR (FM), Anaheim, Cal.

Began Operation: Feb. 1, 1958.

Represented (sales) by Blair Television Associates.

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

### Personnel:

JOSEPH L. BRECHNER, president & general manager.  
WILLIAM T. LATHAM, national sales manager.  
HUGH ROBINSON, general sales manager.  
VIC VICKERS, local sales manager.  
MARION B. BRECHNER, v.p. in charge of promotion.  
BETTY WARNOCK, traffic supervisor.  
HARRY RICHARD, program director & film buyer.  
TOM GRUBBS, production manager.  
RAY RUESTER, v.p. in charge of news.  
W. DODD DANIEL, engineer director.  
JAMES HAMMOND, chief engineer.

### DIGEST OF RATE CARD NO. 8 (Feb. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$800.00	\$500.00			\$200.00	\$175.00	\$87.50

NETWORK BASE HOURLY RATE: \$700.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>FLORIDA</b>			
BREVARD	44,400	41,700	94
CHARLOTTE	6,200	5,600	91
CITRUS	3,700	3,200	88
DIXIE	1,200	1,000	77
FLAGLER	1,500	1,300	89
GILCHRIST	800	700	88
HERNANDO	4,100	3,700	90
HIGHLANDS	8,000	7,200	89
INDIAN RIVER	10,300	9,200	90
LAKE	21,400	19,900	93
LEVY	3,100	2,500	80
MARION	17,000	14,800	87
ORANGE	99,000	93,600	94
OSCEOLA	8,000	7,300	91
PASCO	14,700	13,600	92
POLK	67,000	62,300	93
PUTNAM	10,500	9,500	91
SEMINOLE	19,700	18,400	94
SUMTER	3,600	3,200	88
VOLUSIA	53,300	49,800	93
<b>STATION TOTAL</b>	<b>397,500</b>	<b>368,500</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65) 291,200  
AVERAGE DAILY CIRCULATION (MARCH 65) 183,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 10

For Florida Market Rankings, see page 122-b



# Florida—Palm Beach



**WPTV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1031-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 26° 35' 17"  
Longitude 80° 12' 42"

Requests 1990-ft. above av. terrain, 2028-ft. above ground, 2045-ft. above sea level, lat. 26° 24' 15", long. 80° 13' 10"; transmitter to .95-mi. W of U.S. 441, near Boca Raton, Fla. BPCT—3656.

Transmitter: Near Green Acres City & Lantana Rd.

TV tape: Recording facilities.

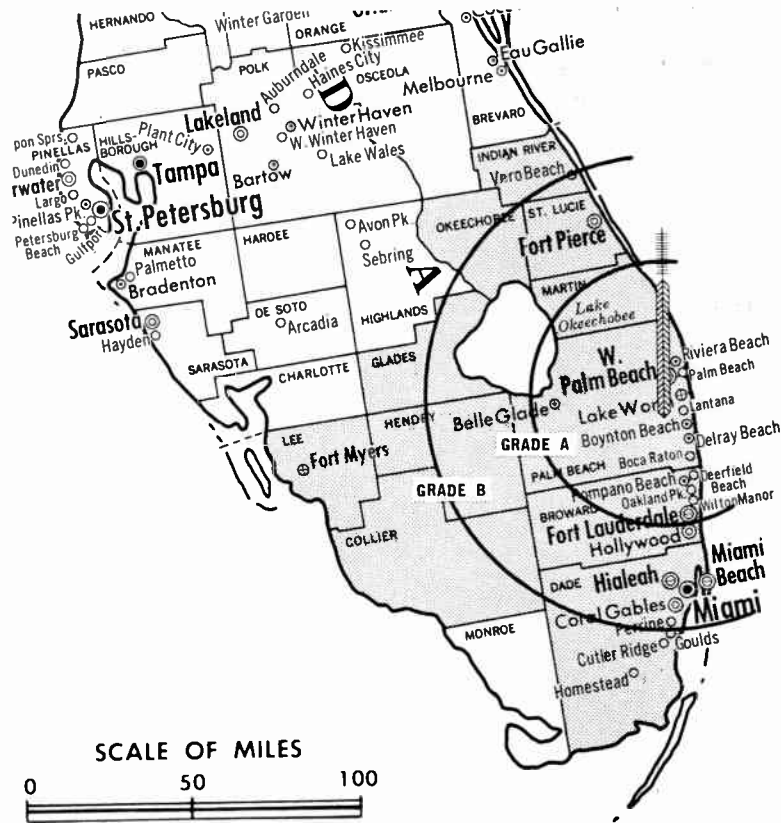
Color: Network, film & slide.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WPTV Ref: FCC File No. B1PCT-1862 Granted 3/15/54

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

## WPTV

Licensee: Scripps-Howard Bcstg. Co., 200 Park Ave., N.Y., N.Y. (10017).

Studios: 5 Coconut Row, Palm Beach (33480); Coral Ridge Plaza, Fort Lauderdale (33312).

Telephone: 305-833-2471.

TWX No.: 510-952-6669.

Ownership: Scripps-Howard Bcstg. Co., 100%. See WEWS, Cleveland, Ohio.

Began Operation: Aug. 22, 1954. Sale to present owner by John H. Phipps approved by FCC Dec. 27, 1961 (Television Digest, Vols. 17:37, 1:14). Sale as WJNO-TV to Phipps by George H. Buck-Theodore Granik interests approved Oct. 3, 1956 by FCC (Vol. 12:37, 40).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Baker, Hostetler & Patterson.

Personnel:

CHESTER E. PIKE JR., general manager & general sales mgr.  
GEORGE WHITE, program director.  
TONY GLENN, operations manager.  
LEWIS EVENDEN, chief engineer.

### DIGEST OF RATE CARD NO. 7-65 (July 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class A—6-11 p.m., daily.

\$700.00 \$450.00 \$300.00 \$200.00 \$160.00 \$150.00 \$75.00

NETWORK BASE HOURLY RATE: \$300.00

STATE/COUNTY	TOTAL		TV HOMES PER
	HOUSEHOLDS	HOMES	
<b>FLORIDA</b>			
BROWARD	142,100	136,400	96
COLLIER	7,700	6,600	86
DADE	380,300	358,400	94
GLADES	900	700	82
HENDRY	2,600	2,200	84
INDIAN RIVER	10,300	9,200	90
LEE	22,300	20,600	92
MARTIN	7,000	6,400	92
OKEECHOBEE	2,200	2,000	92
PALM BEACH	94,400	86,800	92
ST LUCIE	14,800	13,500	91
<b>STATION TOTAL</b>	<b>684,600</b>	<b>642,800</b>	<b>94</b>

NET WEEKLY CIRCULATION (MARCH 65) 222,200  
AVERAGE DAILY CIRCULATION (MARCH 65) 131,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 9



**MALARKEY, TAYLOR & ASSOCIATES**  
C A T V

**Brokers - Consultants - Engineering**  
**WASHINGTON, D.C.**

1101 17th Street, N.W. Area Code 202 • 223-2345

# Florida—West Palm Beach



**WEAT-TV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 288-kw visual, 144-kw aural. Antenna: 980-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 26° 35' 17"  
Longitude 80° 12' 28"

Transmitter: Intersection U.S. Hwy. 441 & State Rd. 812.

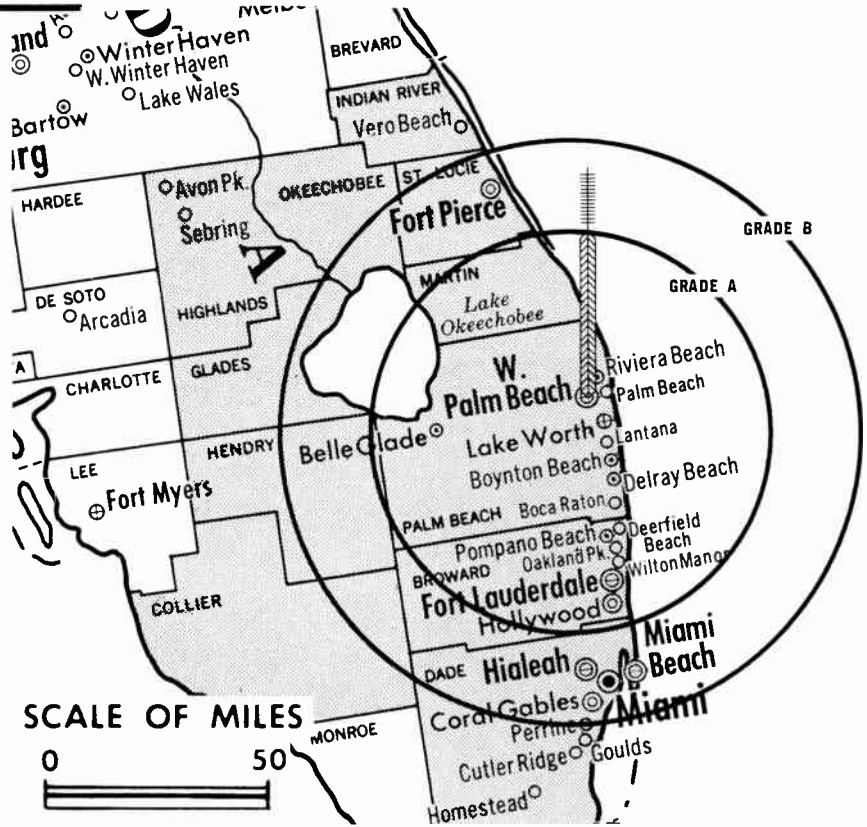
TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WEAT, 1-kw, 850 kc (MBS).



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WEAT-TV Ref: FCC File No. BPCT-2916 Granted 2/21/62

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

## WEAT-TV

Licensee: Gardens Broadcasting Co., Box 70, West Palm Beach, Fla. (33402).

General Offices: Palm Beach Towers, Palm Beach.

Studio: Congress Ave. & Lark Rd., West Palm Beach (33406).

Telephone: 305-833-9668.

Ownership: Gardens Bcstg. Co. Royal American Industries Inc., 51%; Bertram Lebhar Jr., 49%. Royal American Industries is 2/3 owned by Bankers Life & Casualty Co., also owner of radio KGA, Spokane.

Began Operation: Jan. 1, 1955. Sale to present owners by Rand Broadcasting and associate Bertram Lebhar approved Feb. 25, 1964 by FCC (Television Digest, Vol. 4:9). Previous sale to Rand Broadcasting & Lebhar by RKO Teleradio Pictures Inc. approved May 16, 1957 by FCC (Vol. 13:12, 20). RKO purchase from J. Robert Meachem interests was approved July 27, 1955 by FCC (Vol. 11:27, 31).

Represented (sales) by Adam Young Inc.

Represented (legal) by Cohn & Marks.

Personnel:

BERTRAM LEBHAR JR., president & general manager.  
GOFF LEBHAR, general sales manager.  
JIM CONNOR, operations director.  
ORAN GOUGH, production manager.  
BOB LARKIN, news director.  
ANN BAILEY, traffic director.

### DIGEST OF RATE CARD NO. 13 (June 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:29-10:30 p.m., daily.	\$500.00	\$300.00	\$200.00	\$150.00	\$80.00	\$40.00

NETWORK BASE HOURLY RATE: \$225.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>FLORIDA</b>			
BROWARD	142,100	136,400	96
COLLIER	7,700	6,600	86
DADE	380,300	358,400	94
GLADES	900	700	82
HENDRY	2,600	2,200	84
HIGHLANDS	8,000	7,200	89
INDIAN RIVER	10,300	9,200	90
MARTIN	7,000	6,400	92
OKEECHOBEE	2,200	2,000	92
PALM BEACH	94,400	86,800	92
ST LUCIE	14,800	13,500	91
<b>STATION TOTAL</b>	<b>670,300</b>	<b>629,400</b>	<b>94</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>158,900</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>76,400</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>		<b>9</b>	

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

# Florida—Panama City



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 34-kw aural. Antenna: 870-ft. above av. terrain, 887-ft. above ground, 1026-ft. above sea level.

Latitude 30° 26' 00"  
Longitude 85° 24' 51"

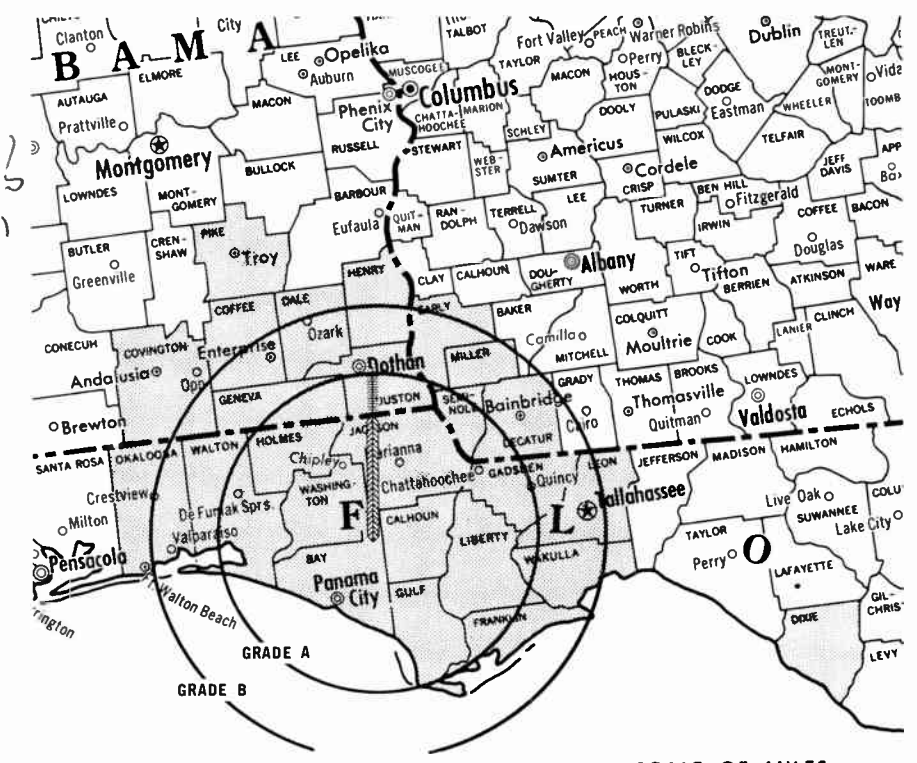
Transmitter: 4 mi. NNE of Youngstown, Fla.

Studio: 107 Harrison Ave., Panama City.

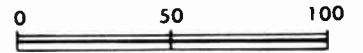
Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



SCALE OF MILES



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study

WJHG-TV Ref: FCC File No. B1CT-3267 Granted 12/31/63 ©American Map Co., Inc., N.Y., No. 14241

## WJHG-TV

Network Service: ABC, NBC.  
Licensee: Herald Publishing Co., Albany, Georgia.  
Telephone: 305-763-7651. TWX No.: 904-763-0672.  
Ownership: See WALB-TV, Albany, Ga.  
Began Operation: Dec. 1, 1953. Sale to present owner by Mel Wheeler approved June 29, 1960 by FCC (Television Digest, Vol. 16:19, 21, 28). Transfer of 96% from J. D. Manly to Mel Wheeler approved Nov. 20, 1957 by FCC (Vol. 13:43, 47).  
Represented (sales) by Venard, Torbet & McConnell Inc.; James S. Ayers Co. (Atlanta).  
Represented (legal) Kirkland, Ellis, Hodson, Chaffetz & Masters.  
Personnel:  
RAYMOND E. CAROW, managing director, Gray network.  
JAMES TIGHE, station manager.  
EARL HUTTO, production manager.  
BILL CARPENTER, chief engineer.

DIGEST OF RATE CARD NO. 4—(April 15, 1961)  
Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10 p.m., daily.  
\$250.00 \$150.00 \$100.00 \$88.00 \$75.00 \$50.00 \$40.00 \$25.00

Note: For combination rates, see WALB-TV, Albany, Ga.  
NETWORK BASE HOURLY RATE: \$225 (ABC), \$225 (NBC).

See Newspaper Ownership Section  
For Other Publishers Operating TV Stations

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ALABAMA</b>			
COFFEE	8,500	7,000	83
COVINGTON	9,700	8,000	82
DALE	9,400	8,100	87
GENEVA	6,000	4,900	82
HENRY	3,600	2,900	81
HOUSTON	15,300	13,600	89
PIKE	6,300	4,800	76
<b>FLORIDA</b>			
BAY	21,400	19,900	93
CALHOUN	1,900	1,600	82
DIXIE	1,200	1,000	77
FRANKLIN	2,100	1,700	83
GADSDEN	9,200	7,800	85
GULF	3,200	2,800	87
HOLMES	2,600	2,100	79
JACKSON	9,900	8,200	83
LEON	22,100	20,000	91
LIBERTY	900	800	84
OKALOOSA	20,100	18,900	94
WAKULLA	1,400	1,300	90
WALTON	4,700	4,000	86
WASHINGTON	3,000	2,600	85
<b>GEORGIA</b>			
DECATUR	7,100	6,300	89
EARLY	2,900	2,500	84
MILLER	1,600	1,300	84
SEMINOLE	1,600	1,400	87
<b>STATION TOTAL</b>	<b>175,700</b>	<b>153,500</b>	<b>87</b>

NET WEEKLY CIRCULATION (MARCH 65) 88,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 56,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 8

# Florida—Pensacola-Mobile, Ala.



## WEAR-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1220-ft. above av. terrain, 1284-ft. above ground, 1394-ft. above sea level.

Latitude 30° 37' 02"

Longitude 87° 37' 02"

Requests 14.83-kw aural.

Transmitter: Rosinton, Ala.

Studio: U.S. Hwy. 90, W of Pensacola.

Represented (engineering) by G. Russell Chambers.

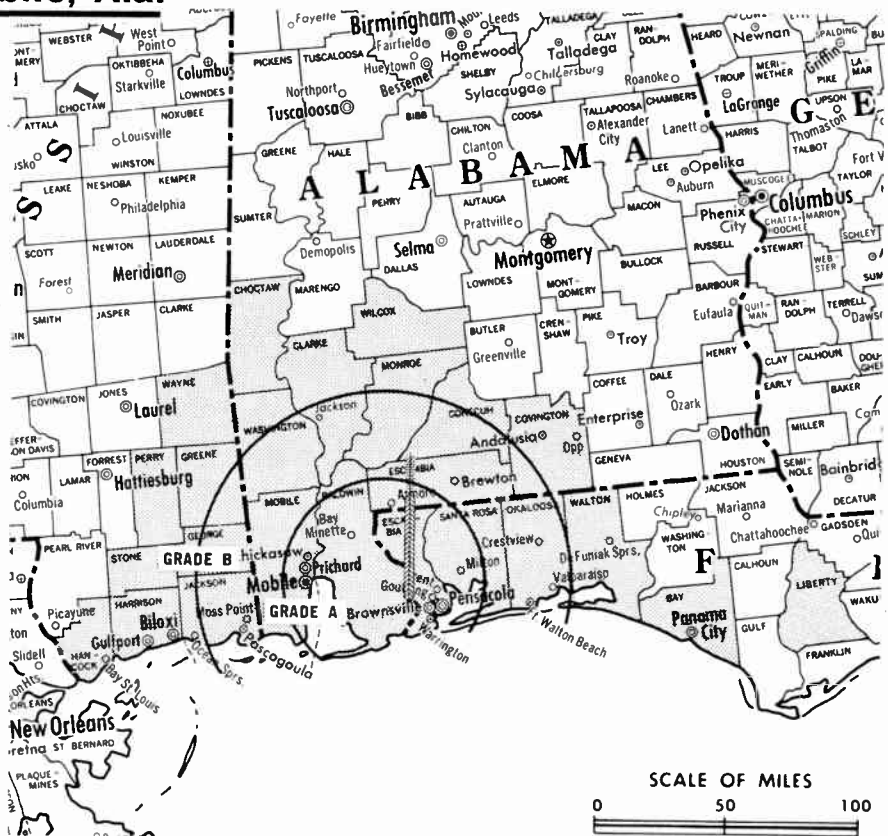
TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965 ARB study.



WEAR-TV Ref: FCC File No. BMPCT—5313 Granted 7/22/59

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## WEAR-TV

Grantee (STA): Rollins Telecasting Inc., Box 431, Pensacola, Fla. (32502).

Telephone: 305-455-7311. TWX No.: 305-476-6142.

Ownership: See WPTZ, Plattsburgh, N.Y.

Began Operation: Jan. 13, 1954. Sale to present owners by Charles W. Smith, Mel Wheeler and associates approved May 6, 1959 (Television Digest, Vol. 15:14, 19).

Represented (sales) by The Katz Agency.

Represented (legal) by Cohn & Marks.

Personnel:

O. WAYNE ROLLINS, president.  
MILT de REYNA, general manager & film buyer.  
HUGH BARCLAY, local sales manager.  
HARRY BABB, chief engineer.

DIGEST OF RATE CARD NO. 12—(Nov. 1, 1965)

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

Class AA—6:30-10 p.m., daily.

\$650.00 \$390.00 \$260.00 \$195.00 \$165.00 \$150.00 \$75.00

NETWORK BASE HOURLY RATE: \$650.

For Other Sales & Transfers

see Section c.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ALABAMA</b>			
BALDWIN	14,500	12,900	89
CHOCTAW	4,300	3,000	69
CLARKE	6,600	4,800	73
CONECUH	4,100	2,900	72
COVINGTON	9,700	8,000	82
ESCAMBIA	9,200	7,400	80
MOBILE	95,800	87,300	91
MONROE	5,300	3,700	70
WASHINGTON	3,600	2,800	76
WILCOX	3,800	2,300	62
<b>FLORIDA</b>			
BAY	21,400	19,900	93
ESCAMBIA	54,700	51,800	95
LIBERTY	900	800	84
OKALOOSA	20,100	18,900	94
SANTA ROSA	8,900	8,400	94
WALTON	4,700	4,000	86
<b>MISSISSIPPI</b>			
GEORGE	3,200	2,800	89
GREENE	2,300	1,600	71
HANCOCK	4,500	3,800	84
HARRISON	36,300	32,600	90
JACKSON	18,700	16,600	89
PERRY	2,400	1,800	78
STONE	2,200	1,800	82
WAYNE	4,400	3,300	75
<b>STATION TOTAL</b>	<b>341,600</b>	<b>303,200</b>	<b>89</b>

NET WEEKLY CIRCULATION (MARCH 65) 232,100  
AVERAGE DAILY CIRCULATION (MARCH 65) 162,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# Florida—St. Petersburg-Tampa

## WSUN-TV

Ch. 38

Technical Facilities: Channel No. 38 (614-620 mc). Authorized power: 257-kw visual, 39.8-kw aural. Antenna: 470-ft. above av. terrain, 500-ft. above ground, 500-ft. above sea level.

Latitude 27° 52' 40"  
Longitude 82° 35' 25"

Transmitter: W. end of Gandy Bridge.

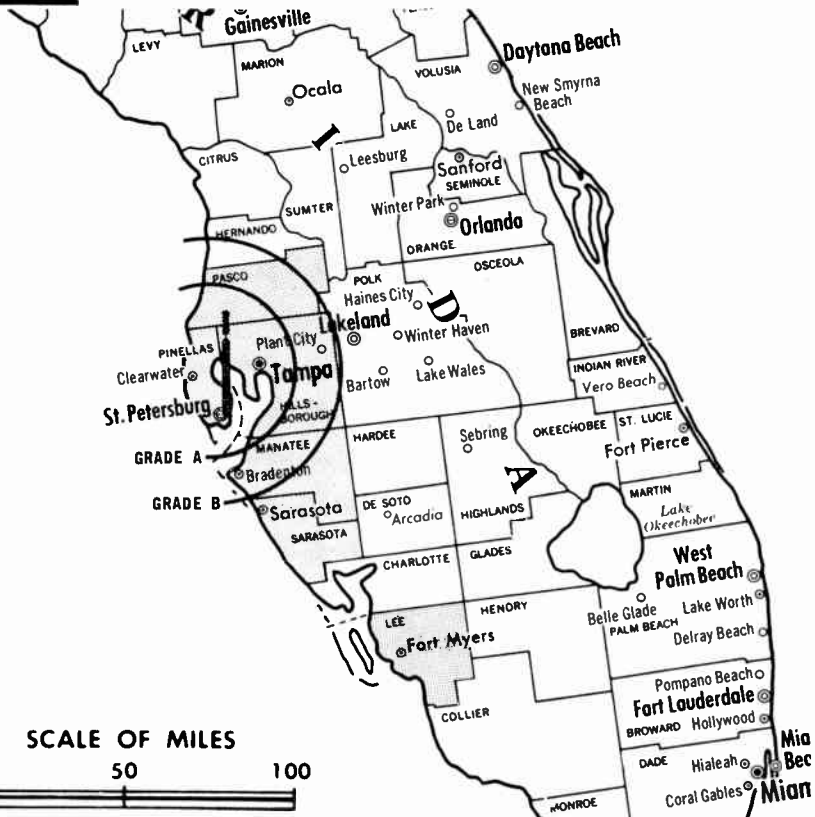
News Wire Service: AP.

Facsimile Service: AP.

Studio: Municipal Pier.

Telephone: 813-894-0191.

AM Affiliate: WSUN, 5-kw, 620 kc (ABC).



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WSUN-TV Ref: FCC File No. BMPCT-3278 Granted 8/3/55

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

## WSUN-TV

Licensee: City of St. Petersburg, Municipal Pier.

Ownership: City of St. Petersburg. Note: Sale pending to H. Y. Levinson.

Began Operation: May 15, 1953.

Represented (sales) by Venard, Torbet & McConnell Inc.; Bomar Lowrance & Assoc. (Southeast).

Represented (legal) by Wilner & Bergson.

Represented (engineering) by James C. McNary.

### Personnel:

EARL W. WELDE, general manager & natl. sales manager.  
SID PERRY, operations supervisor.  
CARL C. SHIRLEY, chief engineer.

### DIGEST OF RATE CARD NO. 5 (Sept. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$135.00	\$100.00	\$80.00	\$40.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	TV HOMES PER
<b>FLORIDA</b>			
HILLSBOROUGH	142,200	133,000	94
LEE	22,300	20,600	92
MANATEE	30,300	28,400	94
PASCO	14,700	13,600	92
PINELLAS	176,200	166,400	94
SARASOTA	35,600	33,300	93
<b>STATION TOTAL</b>	<b>421,300</b>	<b>395,300</b>	<b>94</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>262,400</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>149,200</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>		<b>9</b>	

For ARB and Nielsen TV Households Data see Section a

# Florida—Tallahassee-Thomasville, Georgia



**WCTV**

Ch. 6



Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1030-ft. above av. terrain, 1010-ft. above ground, 1249-ft. above sea level.

Latitude 30° 39' 46"

Longitude 84° 12' 36"

Requests 19.5-kw aural.

Transmitter: Lake Iamonia, Fla.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Office: 2225 N. Monroe St., Tallahassee, Fla. (32303).

Studios: 2225 N. Monroe St., Tallahassee, Fla.; 112 N. Madison, Thomasville, Ga.

Telephone: 904-385-2121, Tallahassee.

TWX No.: 904-224-9276.

Total Households: © SRDS

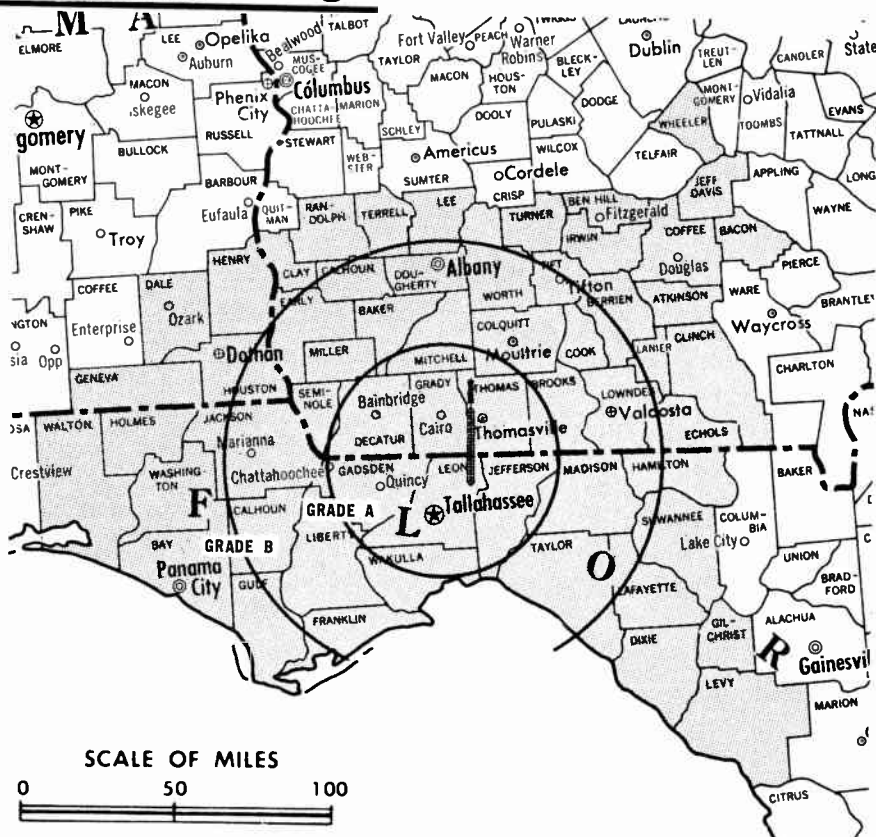
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WCTV Ref: FCC File No. BPC(T)-2591 Granted 6/5/59

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

## WCTV

Licensee: John H. Phipps, Box 3547, Tallahassee, Fla. (32303).

Ownership: John H. Phipps, 100%.

Began Operation: Sept. 15, 1955.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

JOSEPH E. HOSFORD, general & sales manager.

COLIN S. PHIPPS, assistant manager.

JERRY L. WILLIAMS, director of operations & film buyer.

W. A. SNOWDEN, director of engineering.

CHARLES CLIFTON, chief engineer.

### DIGEST OF RATE CARD NO. N9

(July 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$500.00	\$300.00		\$125.00*	\$62.50*

\*Class AA—6:59-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$450.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ALABAMA</b>			
DALE	9,400	8,100	87
GENEVA	6,000	4,900	82
HENRY	3,600	2,900	81
HOUSTON	15,300	13,600	89
<b>FLORIDA</b>			
BAY	21,400	19,900	93
CALHOUN	1,900	1,600	82
DIXIE	1,200	1,000	77
FRANKLIN	2,100	1,700	83
GAOSDEN	9,200	7,800	85

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>FLORIDA</b>			
GILCHRIST	800	700	88
GULF	3,200	2,800	87
HAMILTON	1,900	1,500	81
HOLMES	2,600	2,100	79
JACKSON	9,900	8,200	83
JEFFERSON	2,400	1,900	82
LAFAYETTE	800	700	79
LEON	22,100	20,000	91
LEVY	3,100	2,500	80
LIBERTY	900	800	84
MADISON	3,600	2,800	78
SUWANNEE	3,800	3,100	82
TAYLOR	4,000	3,300	84
WAKULLA	1,400	1,300	90
WALTON	4,700	4,000	86
WASHINGTON	3,000	2,600	85
<b>GEORGIA</b>			
ATKINSON	1,300	1,000	74
BACON	2,100	1,800	85
BAKER	800	600	80
BEN HILL	3,800	3,100	84
BERRIEN	3,000	2,500	84
BROOKS	3,700	3,200	87
CALHOUN	1,800	1,300	74
CLAY	1,000	800	82
CLINCH	1,800	1,500	84
COFFEE	5,600	4,800	85
COLQUITT	9,700	8,700	90
COOK	3,200	2,800	87
DECATUR	7,100	6,300	89
DOUGHERTY	25,300	23,100	91
EARLY	2,900	2,500	84

(Continued on page 126-b)

STATION TOTAL	276,300	240,200	87
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NET WEEKLY CIRCULATION (MARCH 65)	145,000
AVERAGE DAILY CIRCULATION (MARCH 65)	108,400
COLOR PENETRATION PERCENTAGE (NOV 65)	6

# Florida—Tampa-St. Petersburg



**WFLA-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1037-ft. above av. terrain, 1055-ft. above ground, 1130-ft. above sea level.

Latitude 27° 50' 26"  
Longitude 82° 15' 47"

Transmitter: 14-mi. SE of Tampa.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

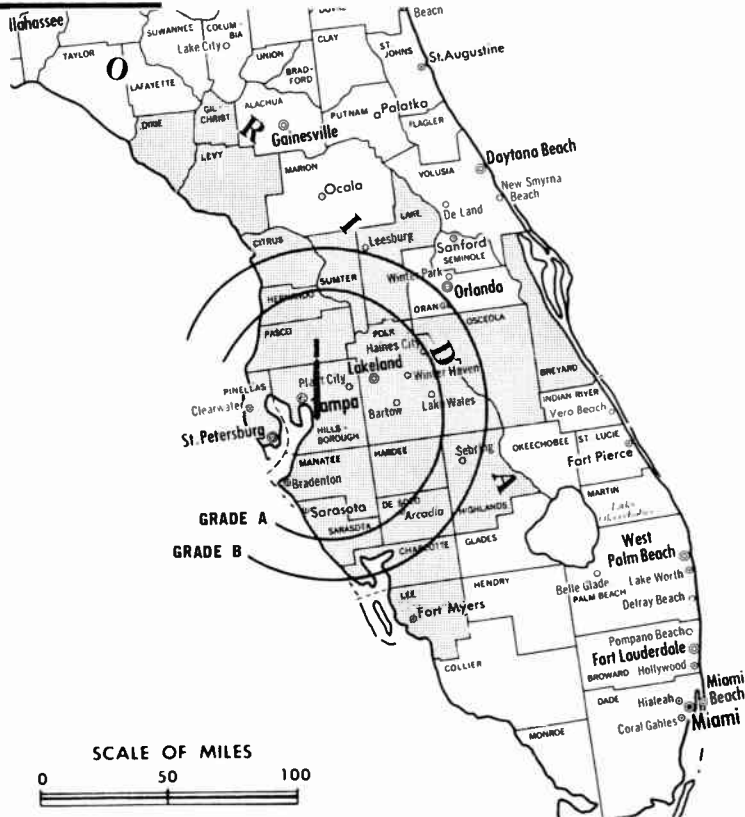
News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: WFLA, 5-kw, 970 kc (NBC).

FM Affiliate: WFLA-FM, 46-kw, 93.3 mc (No. 227), 914-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WFLA-TV Ref: FCC File No. BPCT-383 Granted 8/4/54

©American Map Co., Inc., N.Y., No. 1424

## WFLA-TV

Licensee: The Tribune Co., 905 Jackson St., Tampa, Fla. (33602).

Studio: 905 Jackson St.

Telephone: 813-229-0131. TWX No.: 813-229-9981.

Ownership: Same as Tampa Tribune and Times. Officers: D. Tennant Bryan, chairman; John C. Council, pres.-treas. Richmond (Va.) Times-Dispatch and News-Leader (WRNL) owns 50.098% control of The Tribune Co.

Began Operation: Feb. 14, 1955.

Represented (sales) by Blair-TV.

Represented (legal) by Robb, Porter, Kistler & Parkinson.

Represented (engineering) by David Steel & Assoc.

Personnel:

GEORGE W. HARVEY, v.p. & general manager.  
WILLIAM B. FABER, sales manager.  
J. E. FARAGHAN, program director & film buyer.  
L. GEORGE GEIGER, production manager.  
DOUG DUPERRAULT, promotion manager.  
BILL HENRY, news director.  
PETER HOLST, film editor.  
TOM GILLIES, farm director.  
JOSEPH H. MITCHELL, chief engineer.

DIGEST OF RATE CARD NO. 16  
(June 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class A—7-11 p.m., daily.	\$1200.00	\$720.00	\$480.00	\$380.00	\$425.00*	\$375.00*	\$190.00*

\*Class AA—7-10:30 p.m. daily.

NETWORK BASE HOURLY RATE: \$1350.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
FLORIDA			
BREVARD	44,400	41,700	94
CHARLOTTE	6,200	5,600	91
CITRUS	3,700	3,200	88
DE SOTO	3,200	2,900	89
DIXIE	1,200	1,000	77
GILCHRIST	800	700	88
HARDEE	3,900	3,500	92
HERNANDO	4,100	3,700	90
HIGHLANDS	8,000	7,200	89
HILLSBOROUGH	142,200	133,000	94
LAKE	21,400	19,900	93
LEE	22,300	20,600	92
LEVY	3,100	2,500	80
MANATEE	30,300	28,400	94
OSCEOLA	8,000	7,300	91
PASCO	14,700	13,600	92
PINELLAS	176,200	166,400	94
POLK	67,000	62,300	93
SARASOTA	35,600	33,300	93
SUMTER	3,600	3,200	88
<b>STATION TOTAL</b>	<b>599,900</b>	<b>560,000</b>	<b>93</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>478,900</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>390,200</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>		<b>9</b>	

For Newspapers with TV Station Ownership  
see Section c.

# Florida—Tampa-St. Petersburg



**WLCY-TV**

Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 50-kw aural. Antenna: 500-ft. above av. terrain, 538-ft. above ground, 549-ft. above sea level.

Latitude 28° 11' 04"  
Longitude 82° 45' 39"

Requests 1463-ft. above av. terrain, 1494-ft. above ground, 1545-ft. above sea level, lat. 27° 16' 30", long. 82° 51' 22"; transmitter to Boyette Rd. & Belle Shoals Rd., 5-mi. S of Brandon. BPCT—3700.

Transmitter: 2.6-mi. N of Tarpon Springs.

TV tape: Recording facilities.

Color: Network, slide, film & tape.

News Wire Service: AP.

News Film Service: ABC.

Facsimile Service: AP.

AM Affiliate: WLCY, 5-kw, 1380 kc.



## WLCY-TV

Licensee: WLCY-TV Inc., 1140 Gandy Blvd., St. Petersburg, Fla.

Studio: 2429 Central Ave. S, St. Petersburg (temporary); Gandy Blvd. studios under construction.

Telephones: 813-896-4655, St. Petersburg; 228-7335, Tampa.

Ownership: Sam G. Rahall, pres., 26.3%; N. Joe Rahall, v.p., 26.4%; Farris E. Rahall, treas., 26.3%; 19 others, none with more than 5%. The Rahall brothers also control radios WLCY; WKAP, Allentown, Pa.; WWNR, Beckley, W. Va.; WNAR, Norristown-Philadelphia.

Began Operation: July 18, 1965 on interim basis; full time ABC, Sept. 1, 1965.

Represented (sales) by H-R Television Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Creutz & Snowberger.

Personnel:

SAM G. RAHALL, president & general manager.

JEFF EVANS, operations manager.

HARRY WAGNER, program manager.

ARIE LANDRUM, production & promotion manager.

MARSHALL CLEAVER, news & public affairs manager.

AL KOERKEL, film director.

BRUCE SINGLETON, chief engineer.

DIGEST OF RATE CARD NO. 1  
(Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.	\$800.00	\$480.00	\$320.00	\$200.00	\$162.00	\$81.00

ARB data for this station is not available since it was not in operation when the survey was made.

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# Florida—Tampa-St. Petersburg



**WTVT**

Ch. 13



Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 793-ft. above av. terrain, 828-ft. above ground, 868-ft. above sea level.

Latitude 27° 53' 55"  
Longitude 82° 19' 16"

Holds CP for 47.9-kw aural, 1320-ft. above av. terrain, 1360-ft. above ground, 1446-ft. above sea level, lat. 27° 49' 09", long. 82° 14' 26"; transmitter to 4.4-mi. NNE of Balm, Fla. BPCT—3486.

Requests change in CP to 1416-ft. above av. terrain, 1460-ft. above ground, 1546-ft. above sea level.

Transmitter: Limona, 14-mi. SE of Tampa.

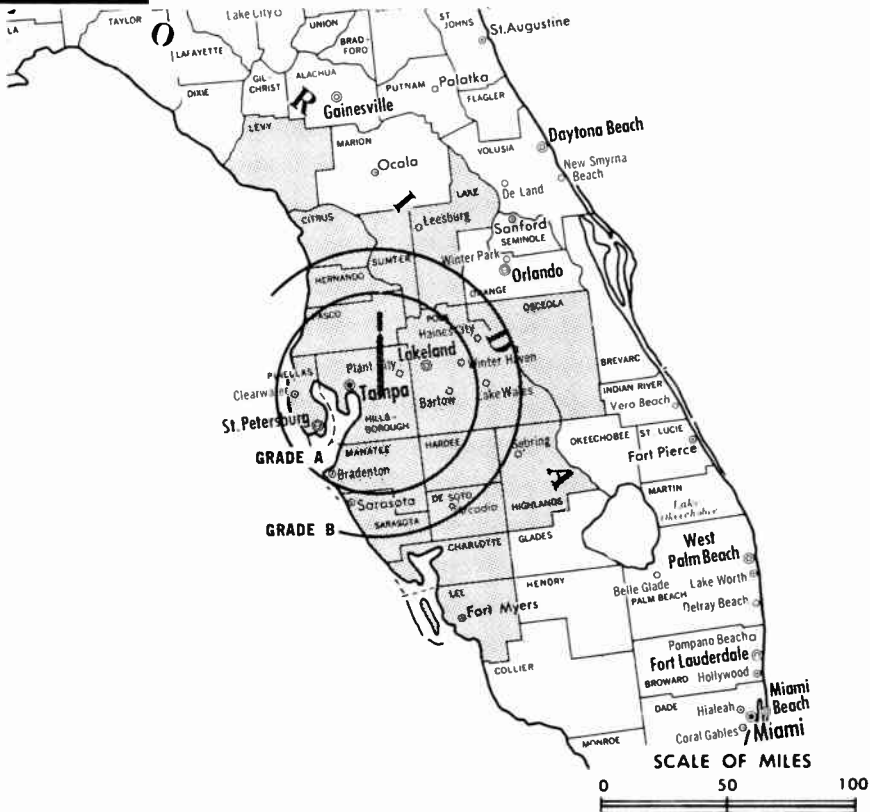
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WTVT Ref: FCC File No. BPCT—1302 Granted 9/2/54

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## WTVT

Licensee: WKY Television System Inc., Box 1198, Tampa (33601).

Studio: 3213 John F. Kennedy Blvd.

Telephone: 813-876-1313. TWX No.: 813-877-6866.

Ownership: See WKY-TV, Oklahoma City, Okla.

Began Operation: April 1, 1955. Sale to present owners by ex-Gov. Doyle E. Carlton and W. Walter Tison interests approved by FCC July 18, 1956 (Television Digest, Vol. 12:26, 29).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

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

Personnel:

- EUGENE B. DODSON, v.p. & manager.
- JOHN HABERLAN, commercial & asst. manager.
- ROBERT OLSON, admin. asst. & film buyer.
- ROBERT DOTY, program operations coordinator.
- TOM WRIGHT, news director.
- FRANK RIDOLPHI, business manager.
- ROBERT FOWLER, national sales manager.
- GENE JACOBSEN, local sales manager.
- WALTER RHOADS, promotion manager.
- CHARLES HAMPTON, public service director.
- WILLIAM WITT, chief engineer.
- KEN SMITH, director of production.

### DIGEST OF RATE CARD NO. A-19

(July 1, 1965)

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

Class A—6-10:30 p.m., daily.

\$1200.00 \$720.00 \$480.00 \$380.00 \$350.00 \$280.00 \$140.00

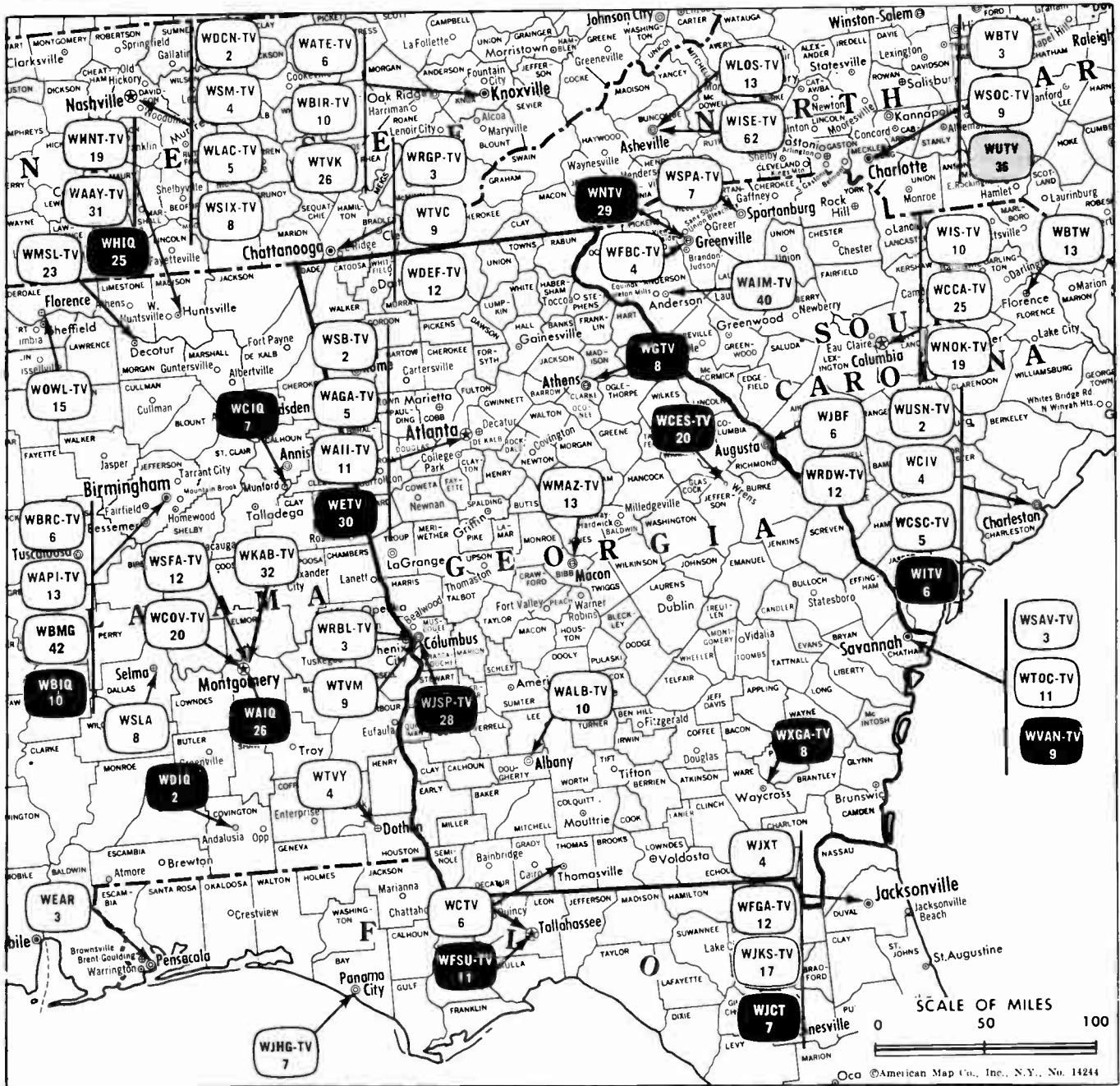
NETWORK BASE HOURLY RATE: \$1325.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>FLORIDA</b>			
CHARLOTTE	6,200	5,600	91
CITRUS	3,700	3,200	88
DE SOTO	3,200	2,900	89
HARDEE	3,900	3,500	92
HERNANDO	4,100	3,700	90
HIGHLANDS	8,000	7,200	89
HILLSBOROUGH	142,200	133,000	94
LAKE	21,400	19,900	93
LEE	22,300	20,600	92
LEVY	3,100	2,500	80
MANATEE	30,300	28,400	94
OSCEOLA	8,000	7,300	91
PASCO	14,700	13,600	92
PINELLAS	176,200	166,400	94
POLK	67,000	62,300	93
SARASOTA	35,600	33,300	93
SUMTER	3,600	3,200	88
<b>STATION TOTAL</b>	<b>553,500</b>	<b>516,600</b>	<b>93</b>

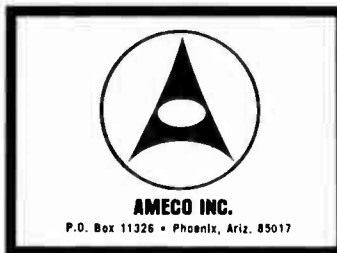
NET WEEKLY CIRCULATION (MARCH 65) 460,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 366,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

For Group Ownership of TV Stations  
see Section c.

# Georgia



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Atlanta	615,200	19	871,700	27	803,900	29
Columbus	223,300	84	444,000	67	388,000	74
Augusta	191,600	96	376,200	88	334,600	90
Albany	148,500	112	268,100	113	232,700	117
Thomasville-Tallahassee	145,000	118	276,300	110	240,200	114
Savannah	111,000	143	172,300	149	153,800	151
Macon	109,200	145	164,700	153	145,000	156



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 Atlanta Warehouse 404-261-1951

# State Educational Technical Facilities

(Complete Data in Educational Directory)

## WGTV

**Athens**

Ch. 8

Non-Commercial Educational Station

Grantee: Regents of the University System of Georgia, 244 Washington St. S.W., Atlanta.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1219-ft. above av. terrain, 1039-ft. above ground, 2049-ft. above sea level.

Latitude	33°	49'	22.3"
Longitude	83°	37'	47.6"

## WETV

**Atlanta**

Ch. 30

Non-Commercial Educational Station

Licensee: Board of Education of City of Atlanta, 224 Central Ave. SW.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 219-kw visual, 40.7-kw aural. Antenna: 400-ft. above av. terrain, 515-ft. above ground, 1374-ft. above sea level.

Latitude	33°	43'	40"
Longitude	84°	21'	50"

## WCLP-TV

**Chatsworth**

Ch. 18

Non-Commercial Educational Station

**(Due to Begin Operation in 1966)**

Grantee: State Board of Education, State Office Bldg., Atlanta (30303).

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 182-kw visual, 91.2-kw aural. Antenna: 1854-ft. above av. terrain, 330-ft. above ground, 3046-ft. above sea level.

Latitude	34°	45'	06"
Longitude	84°	42'	54"

## WJSP-TV

**Columbus**

Ch. 28

Non-Commercial Educational Station

Licensee: State Board of Education, State Office Bldg., Atlanta (30303).

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 201-kw visual, 100-kw aural. Antenna: 1511-ft. above av. terrain, 1100-ft. above ground, 2400-ft. above sea level.

Latitude	32°	51'	08"
Longitude	84°	42'	04"

## WVAN-TV

**Savannah**

Ch. 9

Non-Commercial Educational Station

Licensee: State Board of Education, State Office Bldg., Atlanta (30303).

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 34.7-kw aural. Antenna: 1633-ft. above av. terrain, 1083-ft. above ground, 1169-ft. above sea level.

Latitude	32°	07'	59"
Longitude	81°	37'	09"

## WXGA-TV

**Waycross**

Ch. 8

Non-Commercial Educational Station

Licensee: State Board of Education, State Office Bldg., Atlanta (30303).

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1042-ft. above av. terrain, 1086-ft. above ground, 152-ft. above sea level.

Latitude	31°	13'	17"
Longitude	82°	34'	24"

## WCES-TV

**Wrens**

Ch. 20

**(Due to Begin Operation in Spring of 1966)**

Non-Commercial Educational Station

Grantee: State Board of Education, State Office Bldg., Atlanta (30303).

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 387-kw max. and 25.7-kw horizontal aural. Antenna: 1483-ft. above av. terrain, 1466-ft. above ground, 1896-ft. above sea level.

Latitude	33°	15'	30"
Longitude	82°	17'	00"

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

## WCTV

**Thomasville**

(See Tallahassee, Fla.)

Georgia Station Status as of Feb. 1, 1966

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	11	0	11
<input checked="" type="checkbox"/> Educational Television Stations	3	2	5
			16

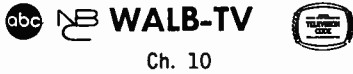
## MORTON FLOM, ENG.

**CONSULTING ENGINEER**  
Confidential Reports, Tropo-Scatter  
Briefs, Feasibility Tests  
Analysis, Design, Projection and  
Management Studies

514-484-4883

5814 Hudson Avenue  
Cote St. Luc 29  
Montreal, Canada

# Georgia—Albany



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 964-ft. above av. terrain, 1000-ft. above ground, 1362-ft. above sea level.

Latitude 31° 19' 52"  
Longitude 83° 51' 43.59"

Transmitter: 2.5-mi. E of Doerun, Ga.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Studio: Stuart Ave. (31701).

Telephone: 912-435-8386.

TWX No.: 810-781-5104.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WALB-TV Ref: FCC File No. BPCT-2497 Granted 12/17/58

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

## WALB-TV

Network Service: NBC, ABC.

Licensee: Herald Publishing Co., Albany, Ga. (31705).

Ownership: James H. Gray, pres., 81.48%; Mrs. Martha M. Nall, secy.-treas., 0.27%; Herbert P. Haley, 9.98% (as executor of estate of W. B. Haley); A. C. & I. C. Gortatowsky, 2.7%; Mrs. Clara B. Wilson, 2.6%; 7 others, none owns as much as 2%. Also publishes Albany Herald and owns WJHG-TV, Panama City, Fla.

Began Operation: April 7, 1954.

Represented (sales) by Adam Young Inc.; James S. Ayers Co. Inc. (South).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

RAYMOND E. CAROW, general manager & film buyer.  
REBA HILL, traffic manager.  
FRANK ENGELFRIED, sales manager.  
PERLEY E. EPPLEY, dir. of engineering.  
JOSEPH SPORTS, promotion manager.

### DIGEST OF RATE CARD NO. 7—(July 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10 p.m., daily.  
\$500.00 \$300.00 \$200.00 \$125.00 \$120.00 \$95.00 \$48.00

NETWORK BASE HOURLY RATE: \$475 (NBC), \$475 (ABC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ALABAMA			
DALE	9,400	8,100	87
FLORIDA			
DIXIE	1,200	1,000	77
FRANKLIN	2,100	1,700	83
GADSDEN	9,200	7,800	85

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
HAMILTON	1,900	1,500	81
JACKSON	9,900	8,200	83
JEFFERSON	2,400	1,900	82
LAFAYETTE	800	700	79
LEON	22,100	20,000	91
MADISON	3,600	2,800	78
SUMNER	3,800	3,100	82
TAYLOR	4,000	3,300	84
WAKULLA	1,400	1,300	90
GEORGIA			
ATKINSON	1,300	1,000	74
BACON	2,100	1,800	85
BAKER	800	600	80
BEN HILL	3,800	3,100	84
BERRIEN	3,000	2,500	84
BLECKLEY	2,700	2,300	86
BROOKS	3,700	3,200	87
CALHOUN	1,800	1,300	74
CLAY	1,000	800	82
CLINCH	1,800	1,500	84
COFFEE	5,600	4,800	85
COLQUITT	9,700	8,700	90
COOK	3,200	2,800	87
CRISP	5,100	4,300	85
DECATUR	7,100	6,300	89
DODGE	4,300	3,700	87
DOOLY	2,700	2,300	86
DOUGHERTY	25,300	23,100	91
EARLY	2,900	2,500	84
ECHOLS	300	200	80
GRADY	4,600	4,100	89
HOUSTON	13,000	12,200	94
IRWIN	2,100	1,800	86
JEFF DAVIS	2,200	1,900	85

(Continued on page 151-b)

STATION TOTAL 268,100 232,700 87

NET WEEKLY CIRCULATION (MARCH 65) 148,500  
AVERAGE DAILY CIRCULATION (MARCH 65) 108,500  
COLOR PENETRATION PERCENTAGE (NOV 65) 6



## INDUSTRIAL ALBANY, GA.

# Home of Aero Commander

Did you know they are building aircraft in Albany now? One of many new industrial giants in Southwest Georgia—Aero Commander is currently producing their model 200 four passenger monoplane and sub-

assemblies for their other installations throughout the country. Aero Commander joins a distinguished group of U.S. industry locating in the rich Southwest Georgia Area served by WALB-TV.

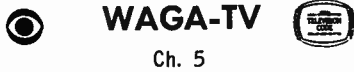
## and WALB-TV

Aero Commander's family of 1,000 employees, plus 899,000 more Southwest Georgians, look to Albany's WALB-TV for the best in entertainment, news and information. Channel 10's Southwest Georgia Area continues to grow providing you, the advertiser, with the very best industrial and agricultural market. In this billion dollar market the mass media with the power and people capable of delivering for you its WALB-TV.

For Further Information Contact: **RAYMOND E. CAROW**, General Manager,  
WorldRadioHistory WALB-TV, Albany, Ga.



# Georgia—Atlanta



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1070-ft. above av. terrain, 1110-ft. above ground, 2049-ft. above sea level.

Latitude 33° 47' 49"  
Longitude 84° 20' 00"

Transmitter: 1551 Briarcliff Rd.

Studio: P.O. Box 4207, 1551 Briarcliff Rd. (30302).

Telephone: 404-875-5551.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

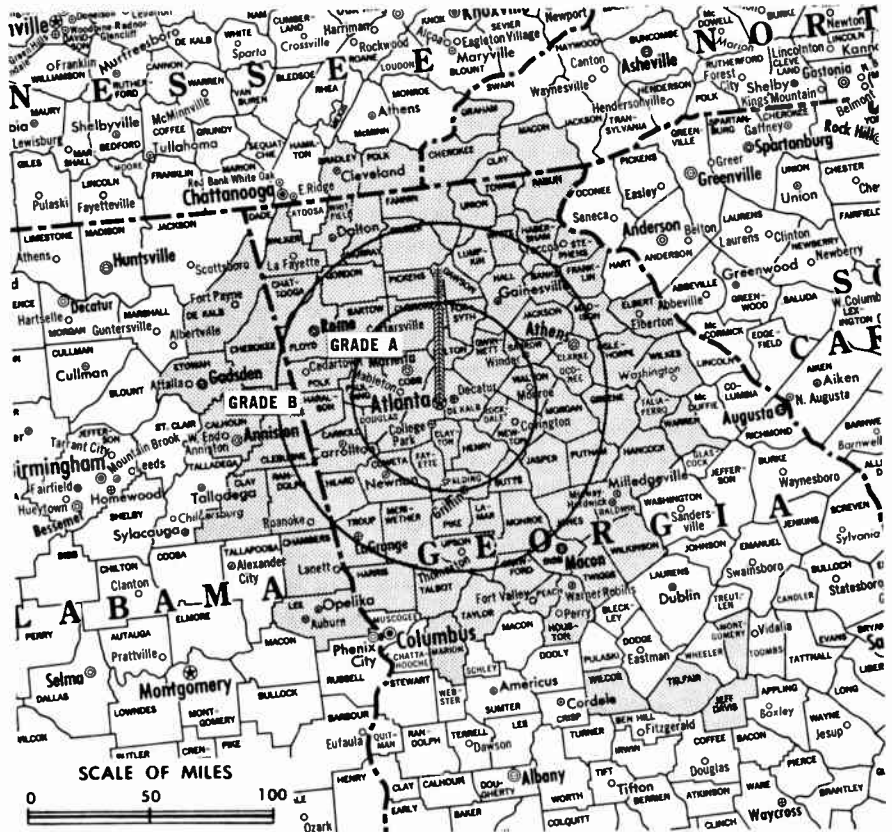
News Wire Service: AP, UPI.

News Film Service: CBS.

Facsimile Service: UPI.

Represented (legal) by Warren C. Zwicky.

Total Households: © SBDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965 ARB study.



WAGA-TV Ref: FCC File No. BPCOT-1879 Granted 8/10/54

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

## WAGA-TV

Licensee: Storer Broadcasting Co., Box 4207, Atlanta, Ga. (30302).

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: March 8, 1949.

Represented (sales) by Storer Television Sales Inc.

Personnel:

- STANTON P. KETTLER, president.
- BILL MICHAELS, division vice president.
- H. W. (BUDDY) RAY, general manager.
- PAUL RAYMON, station manager.
- TERRY MCGUIRK, national sales manager.
- CHUCK LIPTON, local sales manager.
- JAMES FERGUSON, program director.
- DICK EDWARDES, production manager.
- NED JAY, promotion manager
- DALE CLARK, news & public affairs manager.
- PAUL SHIELDS, news director.
- HUGO BONDY, chief engineer

DIGEST OF RATE CARD NO. 23—(Sept. 20, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.	\$1400.00	\$840.00	\$560.00	\$420.00	\$500.00	\$400.00 \$200.00

NETWORK BASE HOURLY RATE: \$1300.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ALABAMA</b>			
CALHOUN	28,500	25,400	89
CHAMBERS	10,500	8,700	83
CHEROKEE	4,200	3,500	84
CLAY	3,200	2,600	83
CLEBURNE	2,700	2,200	81
DE KALB	11,500	9,800	85
ETOWAH	29,400	26,600	91
LEE	13,400	11,200	83
RANDOLPH	5,300	4,200	80

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>GEORGIA</b>			
BALOWIN	6,300	5,500	87
BANKS	1,700	1,400	86
BARROW	4,600	4,200	92
BARTOW	8,300	7,800	94
BIBB	45,800	42,600	93
BUTTS	2,300	2,100	91
CARROLL	11,200	10,400	93
CHATTOOGA	5,800	5,300	92
CHEROKEE	6,900	6,400	94
CLARKE	14,300	13,000	91
CLAYTON	15,400	14,900	97
COBB	39,400	38,200	97
COWETA	8,500	7,600	90
CRAWFORD	1,300	1,000	79
DAWSON	1,000	800	86
DE KALB	94,600	92,100	97
DOUGLAS	5,300	5,000	94
ELBERT	5,000	4,600	92
FANNIN	3,500	3,100	88
FAYETTE	2,200	2,000	92
FLOYD	21,700	20,200	93
FORSYTH	3,700	3,500	95
FRANKLIN	3,800	3,500	93
FULTON	185,300	175,900	95
GILMER	2,400	2,000	86
GORDON	5,800	5,400	93
GREENE	2,600	2,200	85
GWINNETT	14,000	13,300	95
HABERSHAM	5,300	4,700	89
HALL	15,800	14,700	93
HANCOCK	2,200	1,700	78
HARALSON	4,300	3,900	91
HARRIS	2,800	2,500	88

(Continued on page 151-b)

STATION TOTAL	871,700	803,900	92
NET WEEKLY CIRCULATION (MARCH 65)		609,300	
AVERAGE DAILY CIRCULATION (MARCH 65)		449,000	
COLOR PENETRATION PERCENTAGE (NOV 65)			9

# WAGA-TV

moves in... and the new era

# BEGINS!



THE NEW ERA of television leadership has begun in Atlanta! Here, in America's 23rd market, WAGA-TV has moved into its new offices and studios — one of the best equipped in the industry!

It's a new landmark in Dixie — the Television Center of the South! Now . . . the transmitter, 1100' tower and studios are all at the same location, 1551 Briarcliff Road . . . a beautifully wooded 28 acre site on Atlanta's near north side. The building contains 52,000 square feet, which includes two studios with combined space measuring 7,336 square feet. • An additional service to advertisers is a WAGA-TV production unit with separate staff, studio and engineering facilities, which will produce Color VTR commercials for regional and national clients.

**Atlanta needs this modern new center!** Market growth rushes forward here in all economic categories! It's the nation's 11th wholesale center . . . 1st in per capita retail sales among central U.S. cities with metro area of one million or more\*. . . 4th in air passenger departures! It's a dynamic young market — average age about 28; it's rich — per household income exceeds \$7,600 a year; over 4,000 national firms have offices here, and almost 4 million people live within 100 miles of the metro area!\*



*Represented by Storer Television Sales, Inc.*

\*Atlanta Chamber of Commerce

# Georgia—Atlanta



**WAIL-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 55-kw aural. Antenna: directional, 1040-ft. above av. terrain, 1042-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 24"  
Longitude 84° 19' 55"

Transmitter: 110 Arizona St., N.E.  
Studio: 1611 W. Peachtree St., N.E.  
Telephone: 404-872-1141.

TXW No.: 404-527-2188.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

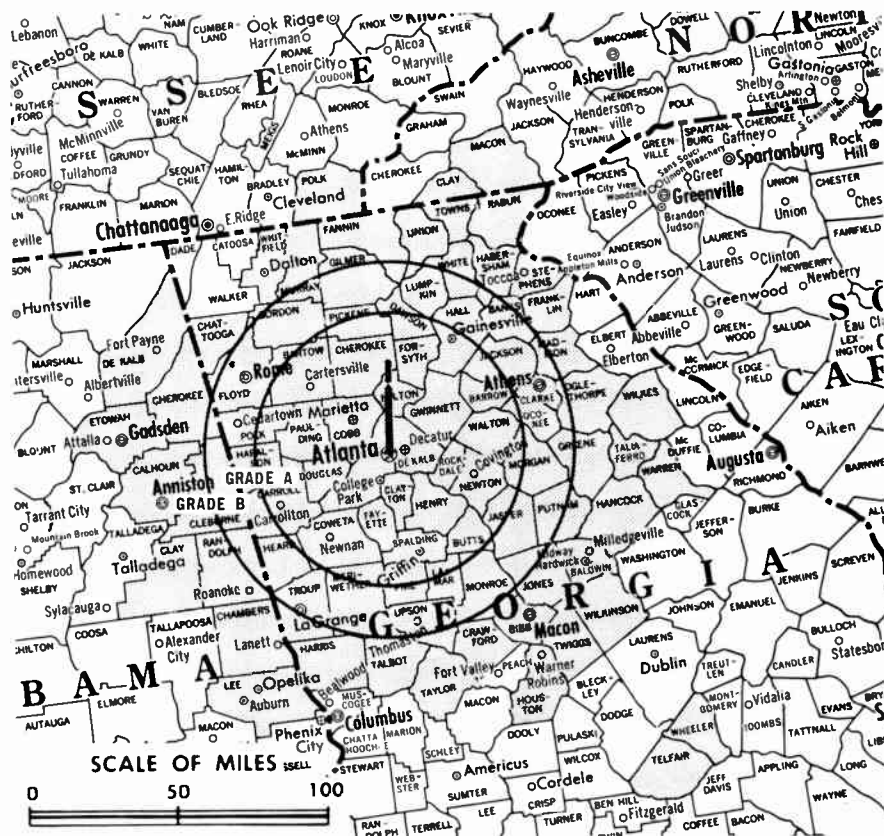
News Wire Service: AP.

Facsimile Service: AP.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by A. Earl Cullum Jr.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WAIL-TV Ref: FCC File No. BPC-2463 Granted 5/27/58

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

## WAIL-TV

Licensee: WIBC Inc., 1611 W. Peachtree St., N.E., Atlanta, Ga. (30309).

Ownership: Same as radio WIBC, Indianapolis. Richard M. Fairbanks, pres., 51%; Cornelia F. Fairbanks, 8.2%; National Bank & Trust Co., Indianapolis, executor of Mary Adelaide Fairbanks estate, 16.3%; 4 others, none with more than 9%.

Began Operation: Sept. 30, 1951 as WLTV. Sale to present owners by Crosley Bcstg. approved Sept. 25, 1962 by FCC (Television Digest, Vols. 2:25, 2:37-38). Crosley acquired station from Broadcasting Inc. in Jan. 1953 (Vol. 8:51, 9-5, 7).

Represented (sales) by Blair-TV.

Personnel:

JOSEPH M. HIGGINS, v.p. & general manager.  
MEL JONES, v.p. & general sales manager.  
ROBERT L. GREENSTEIN, national sales manager.  
E. BYRON LINDSEY, chief engineer.  
FRANK CASON, program director.  
JOHN CULVER, asst. gen. manager & promotion dir.

DIGEST OF RATE CARD NO. 11-D—(Aug. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—7:30-10:59 p.m., daily.	\$1300.00	\$780.00	\$520.00	\$390.00	\$450.00	\$325.00 \$180.00

NETWORK BASE HOURLY RATE: \$1200.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ALABAMA</b>			
CALHOUN	28,500	25,400	89
CHAMBERS	10,500	8,700	83
CHEROKEE	4,200	3,500	84
CLAY	3,200	2,600	83
CLEBURNE	2,700	2,200	81
DE KALB	11,500	9,800	85
ETOWAH	29,400	26,600	91
LEE	13,400	11,200	83
RANDOLPH	5,300	4,200	80
<b>GEORGIA</b>			
BALDWIN	6,300	5,500	87

Net Weekly Circulation	State County	Total Households	TV Homes	%
BANKS		1,700	1,400	86
BARRDW		4,600	4,200	92
BARTOW		8,300	7,800	94
BIBB		45,800	42,600	93
BUTTS		2,300	2,100	91
CARROLL		11,200	10,400	93
CHATTOOGA		5,800	5,300	92
CHEROKEE		6,900	6,400	94
CLARKE		14,300	13,000	91
CLAYTON		15,400	14,900	97
COBB		39,400	38,200	97
COWETA		8,500	7,600	90
CRAWFORD		1,300	1,000	79
DAWSON		1,000	800	86
DE KALB		94,600	92,100	97
DOUGLAS		5,300	5,000	94
FANNIN		3,500	3,100	88
FAYETTE		2,200	2,000	92
FLOYD		21,700	20,200	93
FORSYTH		3,700	3,500	95
FRANKLIN		3,800	3,500	93
FULTON		185,300	175,900	95
GILMER		2,400	2,000	86
GORDON		5,800	5,400	93
GREENE		2,600	2,200	85
GWINNETT		14,000	13,300	95
HABERSHAM		5,300	4,700	89
HALL		15,800	14,700	93
HANCOCK		2,200	1,700	78
HARALSON		4,300	3,900	91
HARRIS		2,800	2,500	88
HEARD		1,200	1,100	88
HENRY		4,900	4,400	90
HOUSTON		13,000	12,200	94
JACKSON		5,200	4,800	91
JASPER		1,400	1,100	83

(Continued on next page)

STATION TOTAL	825,200	761,900	92
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NET WEEKLY CIRCULATION (MARCH 65)	547,000
AVERAGE DAILY CIRCULATION (MARCH 65)	348,400
COLOR PENETRATION PERCENTAGE (NOV 65)	9



**WALB-TV, Albany**  
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
GEORGIA (CONTINUED)			
LANIER	1,200	1,000	83
LEE	1,400	1,200	86
LOWNDES	15,800	13,900	88
MACON	3,200	2,700	83
MILLER	1,600	1,300	84
MITCHELL	4,700	4,000	86
MONTGOMERY	1,300	1,000	78
PULASKI	2,200	1,900	85
RANDOLPH	2,600	2,200	83
SCHLEY	700	600	86
SEMINOLE	1,600	1,400	87
SUMTER	7,000	5,900	84
TELFAIR	2,900	2,300	79
TERRELL	3,100	2,600	84
THOMAS	9,900	8,800	89
TIFT	6,800	6,000	87
TURNER	2,000	1,700	87
WARE	10,900	9,800	89
WEBSTER	500	400	75
WHEELER	1,100	900	80
WILCOX	1,800	1,500	87
WORTH	3,900	3,400	88

**WAIL-TV, Atlanta**  
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
GEORGIA (CONTINUED)			
JONES	2,300	2,000	88
LAMAR	2,900	2,600	90
LUMPKIN	1,900	1,800	92
MADISON	2,900	2,600	89
MERIWETHER	5,000	4,400	87
MONROE	2,700	2,400	89
MORGAN	2,500	2,100	86
MURRAY	2,900	2,500	89
NEWTON	6,100	5,600	92
OCONEE	1,500	1,400	95
OGLETHORPE	1,700	1,400	86
PAULDING	4,000	3,800	94
PICKENS	2,600	2,300	91
PIKE	1,600	1,400	85
POLK	7,900	7,300	92
PUTNAM	1,900	1,700	88
RABUN	2,100	1,800	87
ROCKDALE	3,100	2,900	92
SPALDING	11,400	10,500	92
STEPHENS	5,700	5,100	90
TALBOT	1,700	1,400	83
TALIAFERRO	600	500	82
TAYLOR	2,100	1,800	86
TELFAIR	2,900	2,300	79
TOWNS	1,200	1,100	90
TROUP	13,500	12,000	89
TWIGGS	1,800	1,500	84
UNION	1,600	1,400	89
UPSON	6,600	6,000	91
WALTON	6,000	5,400	91
WARREN	1,600	1,300	83
WHEELER	1,100	900	80
WHITE	2,000	1,800	88
WHITFIELD	13,300	12,500	94
WILKES	3,000	2,400	81
WILKINSON	2,400	2,100	87
NORTH CAROLINA			
CLAY	1,500	1,300	84
MACON	4,100	3,400	81
TENNESSEE			
POLK	3,000	2,500	84

**WAGA-TV, Atlanta**  
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
GEORGIA (CONTINUED)			
HEARD	1,200	1,100	88
HENRY	4,900	4,400	90
HOUSTON	13,000	12,200	94
JACKSON	5,200	4,800	91
JASPER	1,400	1,100	83
JEFF DAVIS	2,200	1,900	85
JONES	2,300	2,000	88
LAMAR	2,900	2,600	90
LUMPKIN	1,900	1,800	92
MADISON	2,900	2,600	89
MARION	1,200	900	77
MERIWETHER	5,000	4,400	87
MONROE	2,700	2,400	89
MONTGOMERY	1,300	1,000	78
MORGAN	2,500	2,100	86
MURRAY	2,900	2,500	89
NEWTON	6,100	5,600	92
OCONEE	1,500	1,400	95
OGLETHORPE	1,700	1,400	86
PAULDING	4,000	3,800	94
PEACH	4,000	3,600	90
PICKENS	2,600	2,300	91
PIKE	1,600	1,400	85
POLK	7,900	7,300	92
PUTNAM	1,900	1,700	88
RABUN	2,100	1,800	87
ROCKDALE	3,100	2,900	92
SPALDING	11,400	10,500	92
STEPHENS	5,700	5,100	90
TALBOT	1,700	1,400	83
TALIAFERRO	600	500	82
TAYLOR	2,100	1,800	86
TELFAIR	2,900	2,300	79
TOWNS	1,200	1,100	90
TROUP	13,500	12,000	89
TWIGGS	1,800	1,500	84
UNION	1,600	1,400	89
UPSON	6,600	6,000	91
WALKER	14,400	13,600	94
WALTON	6,000	5,400	91
WARREN	1,600	1,300	83
WHITE	2,000	1,800	88
WHITFIELD	13,300	12,500	94
WILCOX	1,800	1,500	87
WILKES	3,000	2,400	81
WILKINSON	2,400	2,100	87
NORTH CAROLINA			
CHEROKEE	4,100	3,600	86
CLAY	1,500	1,300	84
GRAHAM	1,500	1,300	86
MACON	4,100	3,400	81
TENNESSEE			
BRADLEY	12,100	10,900	90
POLK	3,000	2,500	84

**MORTON FLOM, ENG.**  
CONSULTING ENGINEER  
Confidential Reports, Tropo-Scatter  
Briefs, Feasibility Tests  
Analysis, Design, Projection and  
Management Studies

514-484-4883

5814 Hudson Avenue  
Cote St. Luc 29  
Montreal, Canada

# Georgia—Atlanta



**WSB-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1006-ft. above av. terrain, 1076-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 51"  
Longitude 84° 21' 42"

Requests 20-kw aural.

Transmitter: 766 Willoughby Way, N.E.

Studio: 1601 W. Peachtree St. NE (30309).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

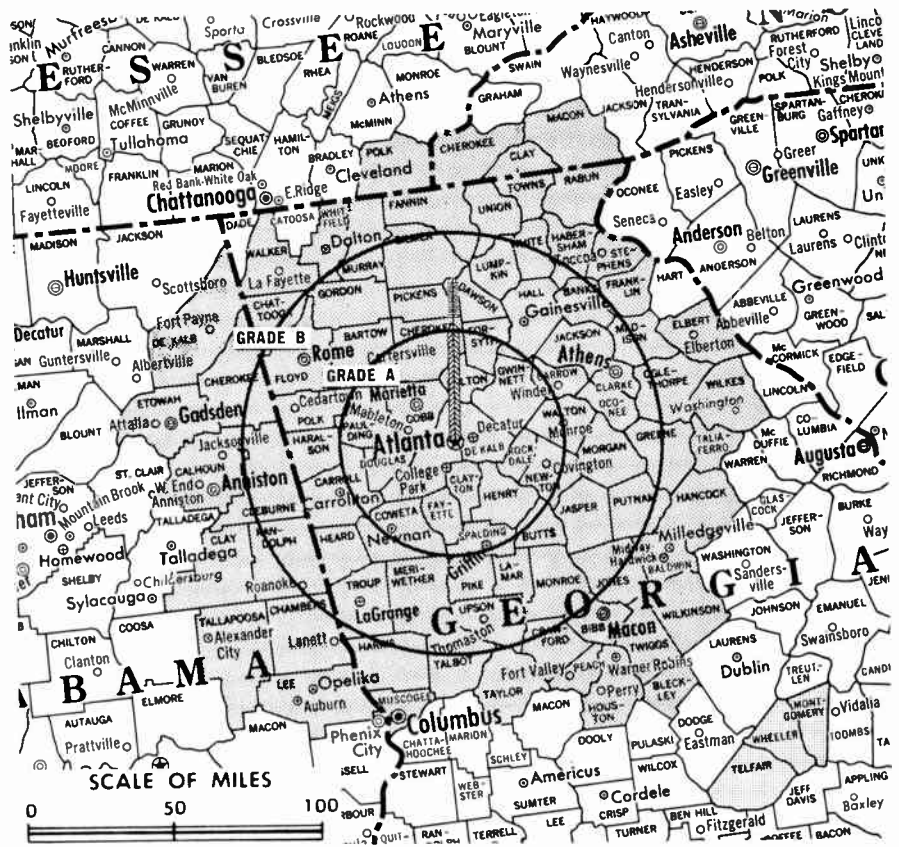
News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WSB, 50-kw, 750 kc (NBC).

FM Affiliate: WSB-FM, 100-kw, 98.5 mc (No. 253), 770-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation © 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965 ARB study.)



WSB-TV Ref: FCC File No. BPT-2303 Granted 5/6/57

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

## WSB-TV

Licensee: Cox Broadcasting Corp., 1601 W. Peachtree.

Telephone: 404-875-7221. TWX No.: 404-527-2194.

Ownership: Cox Broadcasting Inc., 100%.

Began Operation: Sept. 29, 1948.

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

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

J. LEONARD REINSCH, president, Cox Broadcasting Corp.  
FRANK GAITHER, v.p., Cox Broadcasting Corp.  
DON ELLIOT HEALD, general manager.  
DALE A. SMITH, national sales manager.  
RUSTY BRUTON, production manager.  
HOLT GEWINNER JR., merchandising director.  
JEAN HENDRIX, program coordinator, film director & buyer.  
ROBERT A. HOLBROOK, chief engineer.  
RICHARD S. GOSS, promotion & publicity director.

### DIGEST OF RATE CARD NO 20—(Sept. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6-11 p.m., Mon.-Fri.; 7:30-11 p.m., Sat.-Sun.  
\$1700.00 \$1000.00 \$900.00 \$500.00 Graded rates apply\*  
NETWORK BASE HOURLY RATE: \$1650.

\*Highest rate: \$640.

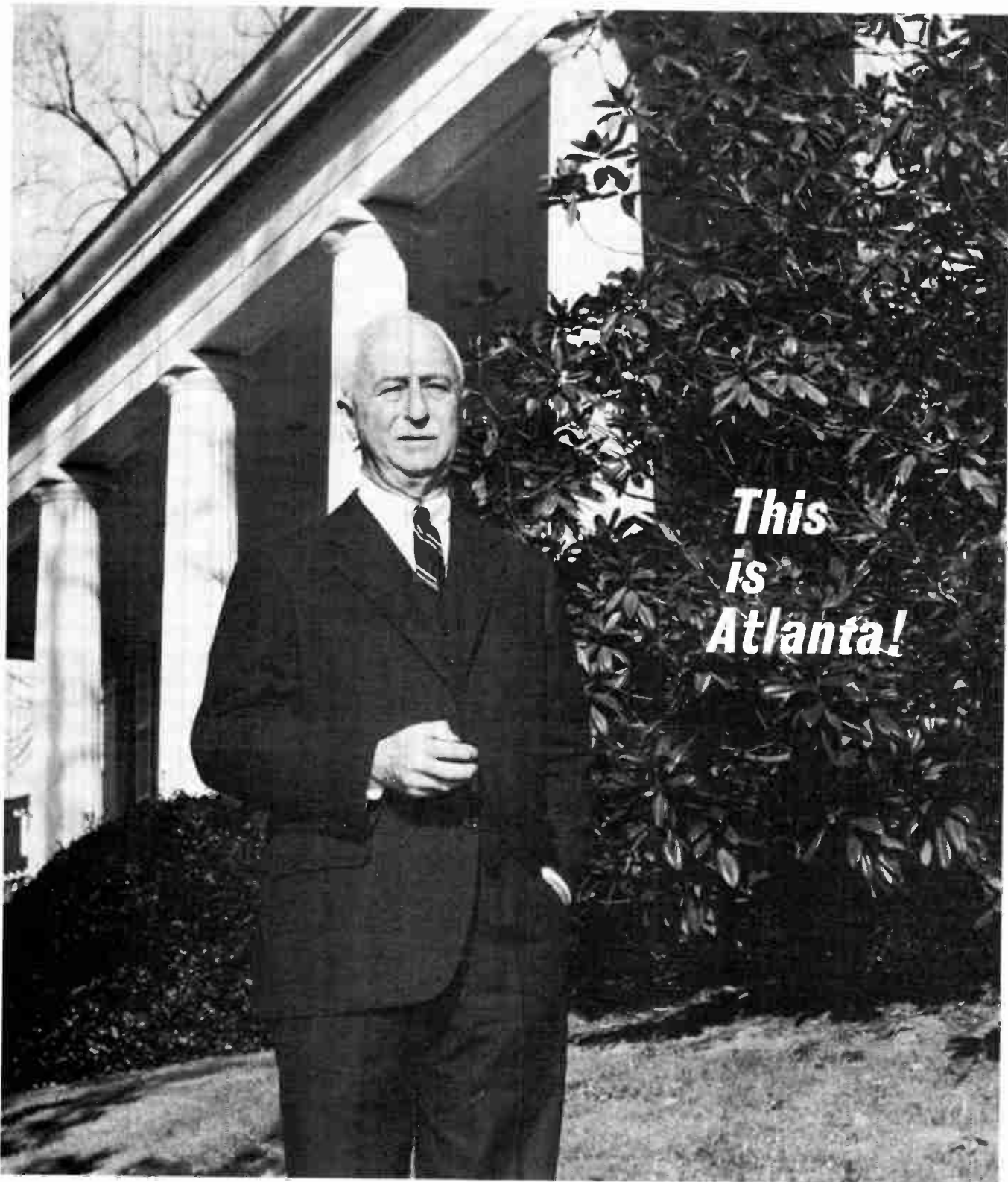
STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ALABAMA</b>			
CALHOUN	28,500	25,400	89
CHAMBERS	10,500	8,700	83
CHEROKEE	4,200	3,500	84
CLAY	3,200	2,600	83
CLEBURNE	2,700	2,200	81
DE KALB	11,500	9,800	85
ETOWAH	29,400	26,600	91
LEE	13,400	11,200	83
RANDOLPH	5,300	4,200	80
TALLAPOOSA	9,800	8,200	83

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>GEORGIA</b>			
BALOWIN	6,300	5,500	87
BANKS	1,700	1,400	86
BARROW	4,600	4,200	92
BARTOW	8,300	7,800	94
81BB	45,800	42,600	93
BLECKLEY	2,700	2,300	86
BUTTS	2,300	2,100	91
CARROLL	11,200	10,400	93
CHATTOOGA	5,800	5,300	92
CHEROKEE	6,900	6,400	94
CLARKE	14,300	13,000	91
CLAYTON	15,400	14,900	97
COBB	39,400	38,200	97
COWETA	8,500	7,600	90
CRAWFORD	1,300	1,000	
DAWSON	1,000	800	86
DE KALB	94,600	92,100	97
DOUGLAS	5,300	5,000	94
ELBERT	5,000	4,600	92
FANNIN	3,500	3,100	88
FAYETTE	2,200	2,000	92
FLOYD	21,700	20,200	93
FORSYTH	3,700	3,500	95
FRANKLIN	3,800	3,500	93
FULTON	185,300	175,900	95
GILMER	2,400	2,000	86
GORDON	5,800	5,400	93
GREENE	2,600	2,200	85
GWINNETT	14,000	13,300	95
HABERSHAM	5,300	4,700	89
HALL	15,800	14,700	93
HANCOCK	2,200	1,700	78
HARALSON	4,300	3,900	91
HARRIS	2,800	2,500	88
HEARD	1,200	1,100	88
HENRY	4,900	4,400	90

(Continued on page 159-b)

STATION TOTAL 864,900 797,500 92

NET WEEKLY CIRCULATION (MARCH 65) 615,200  
AVERAGE DAILY CIRCULATION (MARCH 65) 472,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 9



*This  
is  
Atlanta!*

**SOARING SALES!** Richard Rich, chairman of the board of Rich's, Atlanta's largest department store, was interviewed recently for an article in U. S. News and World Report, citing Atlanta as "one of the hottest towns in the U. S. today". A booming economy, negligible unemployment, thriving industry all contribute to the fantastic sales picture. Get your share of \$1,780,843,000\* in retail sales over WSB-TV.

\*Sales Management, 1965

**WSB-TV**

Channel 2 Atlanta

NBC affiliate. Represented by Petry



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC-TV, Pittsburgh.

# Georgia—Augusta

**abc NB WJBF**  
Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1375-ft. above av. terrain, 1292-ft. above ground, 1677-ft. above sea level.

Latitude 33° 24' 15"  
Longitude 81° 50' 19"

Transmitter: Pine Log Rd., near Beech Island, S.C.

Studio: 10th & Reynolds Sts., Augusta (30901).

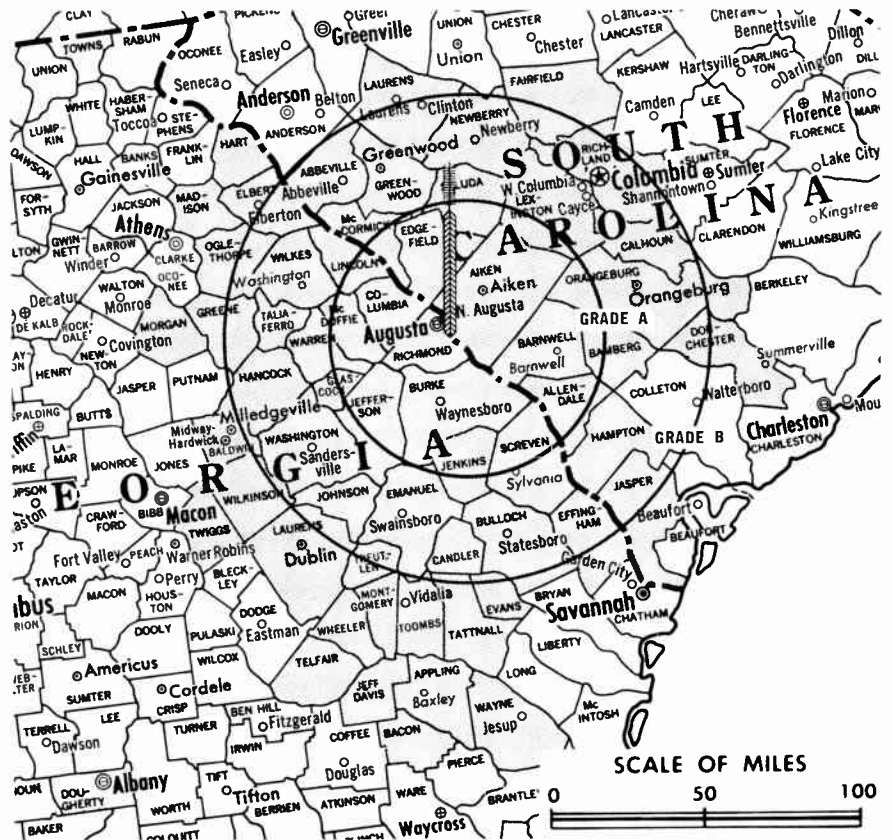
Telephone: 404-722-6664.

TWX No.: 404-724-7698.

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

Color: Network, live, film, slide & tape.

Total Households: © SRDS  
(Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965 ARB study.



WJBF Ref: FCC File No. BPCT-2441 Granted 12/18/57

©American Map Co., Inc., N.Y., Nn. 14214

## WJBF

Network Service: ABC, NBC.

Licensee: Fuqua Industries Inc., Box 1404.

Ownership: J. B. Fuqua, pres., 100%. He also owns KTVE (TV), El Dorado, Ark. and radio WROZ, Evansville, Ind. He controls Natco Corp., which is buying Polaris Corp., operator of 3 TV and 3 radio stations.

Began Operation: Sept. 22, 1953.

Represented (sales) by George P. Hollingbery Co.

Personnel:

J. B. FUQUA, president.  
THOMAS J. HENNESSY, executive v.p.  
ASA STALLWORTH, v.p. & general manager.  
JOHN RADECK, sales manager.  
DONALD MacDONALD, treasurer.  
CARROLL WARD, public relations director.  
DAVID STEELE, operations manager.  
JOHN P. JOPLING, chief engineer.

### DIGEST OF RATE CARD NO. 10 (Aug. 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—	7:29-9:59 p.m., daily.					
	\$742.00	\$396.00		\$150.00	\$112.00	\$55.00

NETWORK BASE HOURLY RATE: \$675 (ABC), \$675 (NBC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
<b>GEORGIA</b>			
APPLING	3,200	2,700	84
BACON	2,100	1,800	85
BALDWIN	6,300	5,500	87
BULLOCH	6,500	5,800	89
BURKE	5,100	4,200	82
CANDLER	1,600	1,300	85
COLUMBIA	4,100	3,700	91
EFFINGHAM	2,800	2,500	89
ELBERT	5,000	4,600	92
EMANUEL	4,700	4,000	85
EVANS	2,100	1,900	90

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
GLASCOCK	500	400	87
GREENE	2,600	2,200	85
HANCOCK	2,200	1,700	78
HART	4,500	4,100	92
JEFF DAVIS	2,200	1,900	85
JEFFERSON	4,300	3,600	85
JENKINS	2,200	1,900	87
JOHNSON	2,000	1,700	88
LAURENS	8,900	7,600	85
LINCOLN	1,300	1,200	88
MC DUFFIE	3,800	3,400	89
MADISON	2,900	2,600	89
MONTGOMERY	1,300	1,000	78
MORGAN	2,500	2,100	86
OGLETHORPE	1,700	1,400	86
RICHMOND	41,400	38,900	94
SCREVEN	3,400	2,800	84
TALIAFERRO	600	500	82
TATTNALL	3,700	3,300	88
TELFAIR	2,900	2,300	79
TOOMBS	4,600	3,800	82
TREUTLEN	1,500	1,200	82
TWIGGS	1,800	1,500	84
WARREN	1,600	1,300	83
WASHINGTON	4,700	3,800	80
WAYNE	5,300	4,800	90
WHEELER	1,100	900	80
WILKES	3,000	2,400	81
WILKINSON	2,400	2,100	87

SOUTH CAROLINA			
ABBEVILLE	5,600	5,000	88
AIKEN	26,400	24,800	94
ALLENDALE	2,900	2,300	81
BAMBERG	3,900	3,300	85

(Continued on page 159-b)

STATION TOTAL	376,200	334,600	89
NET WEEKLY CIRCULATION (MARCH 65)			191,600
AVERAGE DAILY CIRCULATION (MARCH 65)			137,900
COLOR PENETRATION PERCENTAGE (NOV 65)			7

# Georgia—Augusta

## WRDW-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 79.4-kw aural. Antenna: 1590-ft. above av. terrain, 1506-ft. above ground, 1882-ft. above sea level.

Latitude 33° 24' 29"  
Longitude 81° 50' 36"

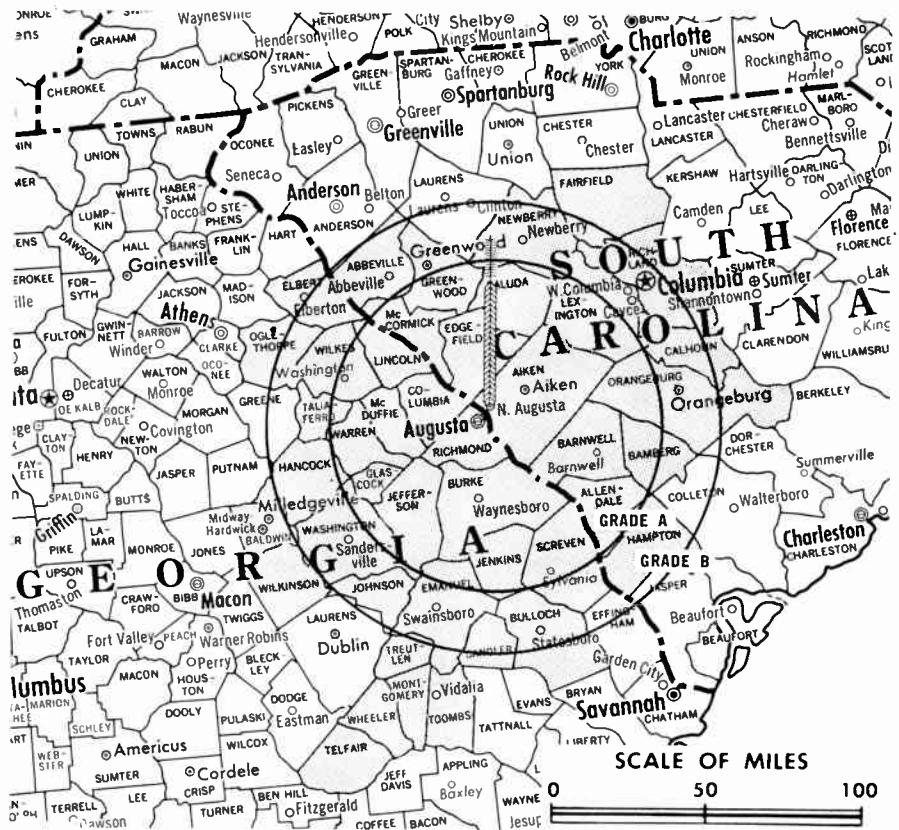
Transmitter: Pine Log Rd., Beech Island, S.C.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



WRDW-TV Ref: FCC File No. BPT-3051 Granted 9/28/62

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

Total Households: Ⓞ SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

## WRDW-TV

Licensee: Rust Craft Greeting Cards Inc.

Studio: Georgia & Observatory Aves., N. Augusta.

Telephone: 404-824-5432.

Ownership: United Printers & Publishers Inc., 100% (operate Rust Craft Stations). See WSTV-TV, Steubenville, Ohio.

Began Operation: Feb. 14, 1954. Sale to present owners by WPIT Inc. (Friendly Stations) approved by FCC Feb. 8, 1962 (Television Digest, Vols. 17:30, 33, 2:14). Sale to WPIT Inc. by South-eastern Newspapers Inc. (Augusta Chronicle and Herald) approved April 20, 1960 by FCC (Vol. 16:6, 17). Sale to South-eastern Newspapers Inc. by group headed by Grover C. Maxwell & Allen M. Woodall approved Feb. 17, 1956 by FCC (Vol. 11:48; 12:7). Note: For sale of WPIT Inc. to United Printers & Publishers, see WSTV-TV, Steubenville, Ohio.

Represented (sales) by The Katz Agency.

Represented (engineering) by Lohnes & Culver.

Personnel:

JACK N. BERKMAN, president.  
FRED WEBER, exec. vice president.  
VIRGIL B. WOLFF, v.p. & general manager.  
WALTER McCROBA, sales manager.  
WILBUR HERRINGTON, chief engineer.  
JEFF EVANS, operations & production manager.

### DIGEST OF RATE CARD NO. A-11b (Aug. 24, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:29 p.m., daily.	\$600.00	\$350.00	\$180.00	\$125.00	\$100.00
	\$50.00				

NETWORK BASE HOURLY RATE: \$425.

STATE/COUNTY	TOTAL HOUSEHOLDS		TV HOMES PER	
GEORGIA				
BALDWIN	6,300	5,500		87
BULLOCH	6,500	5,800		89
BURKE	5,100	4,200		82

1966 Edition

CANLER	1,600	1,300	85
COLUMBIA	4,100	3,700	91
ELBERT	5,000	4,600	92
EMANUEL	4,700	4,000	85
GLASCOCK	500	400	87
HANCOCK	2,200	1,700	78
JEFFERSON	4,300	3,600	85
JENKINS	2,200	1,900	87
JOHNSON	2,000	1,700	88
LINCOLN	1,300	1,200	88
MC DUFFIE	3,800	3,400	89
MONTGOMERY	1,300	1,000	78
OGLETHORPE	1,700	1,400	86
RICHMOND	41,400	38,900	94
SCREVEN	3,400	2,800	84
TALIAFERRO	600	500	82
TELFAIR	2,900	2,300	79
TOOMBS	4,600	3,800	82
TREUTLEN	1,500	1,200	82
WARREN	1,600	1,300	83
WASHINGTON	4,700	3,800	80
WHEELER	1,100	900	80
WILKES	3,000	2,400	81
WILKINSON	2,400	2,100	87

### SOUTH CAROLINA

ABBEVILLE	5,600	5,000	88
AIKEN	26,400	24,800	94
ALLENDALE	2,900	2,300	81
BAMBERG	3,900	3,300	85
BARNWELL	4,700	4,100	87
CALHOUN	2,700	2,200	82
EDGEFIELD	3,700	3,300	89
FAIRFIELD	4,800	4,000	84
GREENWOOD	13,600	12,600	93
HAMPTON	4,200	3,500	83
LEXINGTON	19,100	17,300	91
MC CORMICK	1,900	1,600	86
NEWBERRY	8,100	7,300	90
ORANGEBURG	17,000	14,300	84
RICHLAND	55,900	51,100	91
SALUOA	3,600	3,200	89

STATION TOTAL 297,900 265,300 89

NET WEEKLY CIRCULATION (MARCH 65) 148,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 98,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

155-b

# Georgia—Columbus



Ch. 3



**Technical Facilities:** Channel No. 3 (62-66 mc). Authorized power: 100-kw visual, 65-kw aural. Antenna: 1790-ft. above av. terrain, 1749-ft. above ground, 2249-ft. above sea level.

Latitude 32° 19' 25"  
Longitude 84° 46' 46"

**Transmitter:** LaFayette Rd., 1.2-mi. N. of Cusseta, Ga.

**TV tape:** Recording facilities.

**Color:** Network, film & slide.

**News Wire Service:** UPI.

**News Film Service:** CBS.

**Facsimile Service:** UPI.

**AM Affiliate:** WRBL, 5-kw, 1420 kc (CBS).

**FM Affiliate:** WRBL-FM, 100-kw, 102.9 mc (No. 275), 1520-ft. antenna height.

**Total Households:** © SRDS

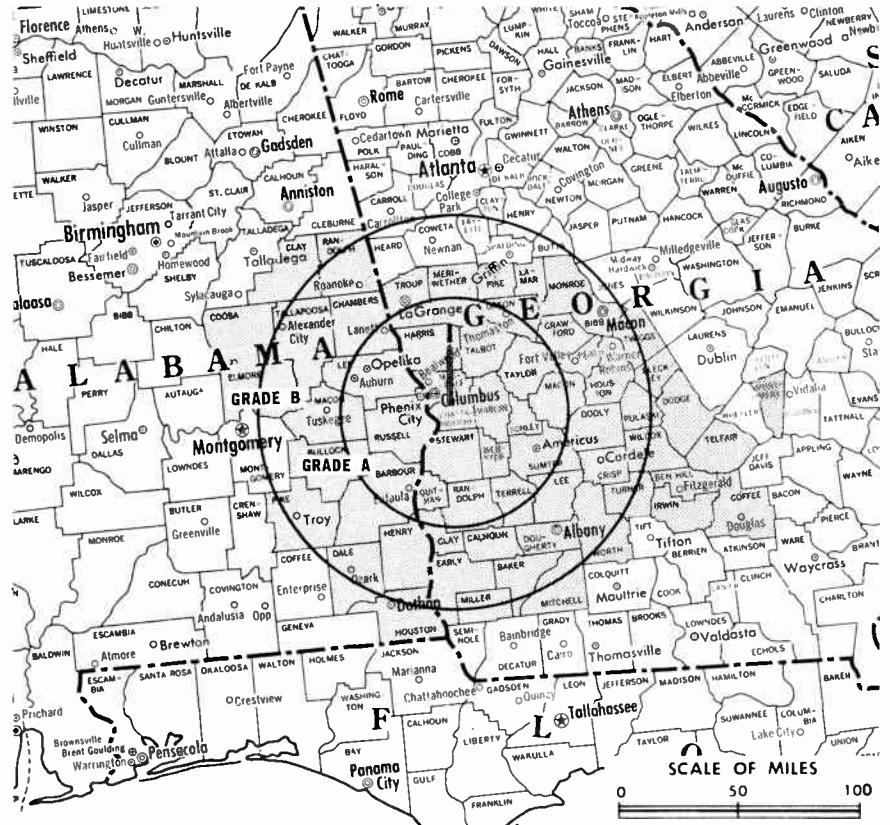
**Consumer Market Data** as of 1/1/66.

**TV Homes:** TV% and Circulation

© 1965 American Research Bureau.

\*County coverage (shaded areas) based on 1965

ARB study.



WRBL-TV Ref: FCC File No. BPCT-2775 Granted 6/9/60

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

## WRBL-TV

**Network Service:** CBS, NBC.

**Licensee:** Columbus Bcstg. Co., Inc., Box 270 (31902).

**Studio & Offices:** 1350 13th Ave. (31901).

**Telephone:** 404-322-0601. TWX No.: 404-327-6345.

**Ownership:** R. W. Page Corp., publisher of Columbus Enquirer and Ledger, 51%; estate of J. W. Woodruff, 18.2%; J. W. Woodruff Jr., 30.4%; J. Barnett Woodruff, .4%, WRBL-TV officers: J. W. Woodruff Jr., pres.; M. R. Ashworth Sr., secy.; J. Barnett Woodruff, director; W. E. Page, director. J. W. Woodruff Jr. controls Georgia radio WGPC, Albany and radio WAZA, Bainbridge, Ga. Page Corp. also publishes Bradenton (Fla.) Herald.

**Began Operation:** Nov. 15, 1953 on Ch. 4. Switched to Ch. 3 Oct. 27, 1960.

**Represented (sales)** by George P. Hollingbery Co.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**

J. W. WOODRUFF JR., president & general manager.  
RIDLEY BELL, station manager & film buyer.  
GEORGE (RED) JENKINS, national sales director.  
ROBERT WALTON, local sales manager.  
GEORGE A. GINGELL, director of public affairs & news.  
JOE A. GAMBLE, chief engineer.  
FRANK HARDMAN, TV technical director.  
GENE SAMMONS, director of photography.  
AL ROWE, production director.  
ROZELL FAIR, director of women's programs.  
DICK McMICHAEL, news director.  
MILDRED WIMBERLY, research.  
MARTIN DARITY, publicity, promotion director.

### DIGEST OF RATE CARD NO. 4 (Sept. 1, 1965)

Hour	30 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:31-10:01 p.m., daily.				
\$550.00	\$330.00	\$125.00	\$100.00	\$50.00
NETWORK BASE HOURLY RATE: \$600 (CBS), \$600 (NBC).				

156-b

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ALABAMA</b>			
BARBOUR	6,000	4,400	73
BULLDOCK	2,700	1,900	69
CHAMBERS	10,500	8,700	83
CLAY	3,200	2,600	83
COOSA	2,700	2,200	81
DALE	9,400	8,100	87
ELMORE	8,000	6,600	82
HENRY	3,600	2,900	81
HOUSTON	15,300	13,600	89
LEE	13,400	11,200	83
MACON	5,700	4,300	75
PIKE	6,300	4,800	76
RANDOLPH	5,300	4,200	80
RUSSELL	12,700	10,400	82
TALLAPOOSA	9,800	8,200	83
<b>GEORGIA</b>			
BAKER	800	600	80
BEN HILL	3,800	3,100	84
BIBB	45,800	42,600	93
BLECKLEY	2,700	2,300	86
CALHOUN	1,800	1,300	74
CHATTAHOOCHEE	1,500	1,400	96
CLAY	1,000	800	82
COFFEE	5,600	4,800	85
CRAWFORD	1,300	1,000	79
CRISP	5,100	4,300	85
DODGE	4,300	3,700	87
DOOLY	2,700	2,300	86
DOUGHERTY	25,300	23,100	91
EARLY	2,900	2,500	84
HARRIS	2,800	2,500	88
HOUSTON	13,000	12,200	94
IRWIN	2,100	1,800	86
LAMAR	2,900	2,600	90
LEE	1,400	1,200	86

(Continued on page 159-b)

STATION TOTAL	371,800	324,400	87
NET WEEKLY CIRCULATION (MARCH 65)			193,500
AVERAGE DAILY CIRCULATION (MARCH 65)			132,800
COLOR PENETRATION PERCENTAGE (NOV 65)			5

TV Factbook No. 36

**MUTUAL RESPECT:** Advertisers and viewers alike have always expected the best from WRBL-TV and they get it!

**GOOD  
THINGS  
HAPPEN  
WHEN**

**SATISFACTION:** CBS and the WRBL-TV production team provide preferred programming- a sterling showcase for sponsor products.

**RESULTS:** Performance alone is not enough. WRBL-TV justifies a client's judgement by producing a consistently effective campaign.

**GOOD  
FOLKS  
GET  
TOGETHER**

**PREFERRED ASSOCIATION:** Consistently identified with important national advertisers, preferred by local advertisers, actively associated with the business, civic, cultural and industrial life of its community-**INDEED, WRBL-TV ENJOYS GOOD COMPANY!**

**WRBL-TV ENJOYS HARMONY WITH CBS,  
NATIONAL ADVERTISERS,  
LOCAL ADVERTISERS,  
THE FORT BENNING COMMUNITY,  
OUR SERVICE AREA AND  
OUR VIEWING AUDIENCE.**



**WRBL-TV**  
Columbus, Georgia



**Represented by George P. Hollingbery Company / CBS • NBC**

# Georgia—Columbus



**WTVM**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 284-kw visual, 52.5-kw aural. Antenna: 1650-ft. above av. terrain, 1749-ft. above ground, 2251-ft. above sea level.

Latitude 32° 19' 25"  
Longitude 84° 46' 46"

Transmitter: Lafayette Rd., 1.2-mi. N. of Cusseta.

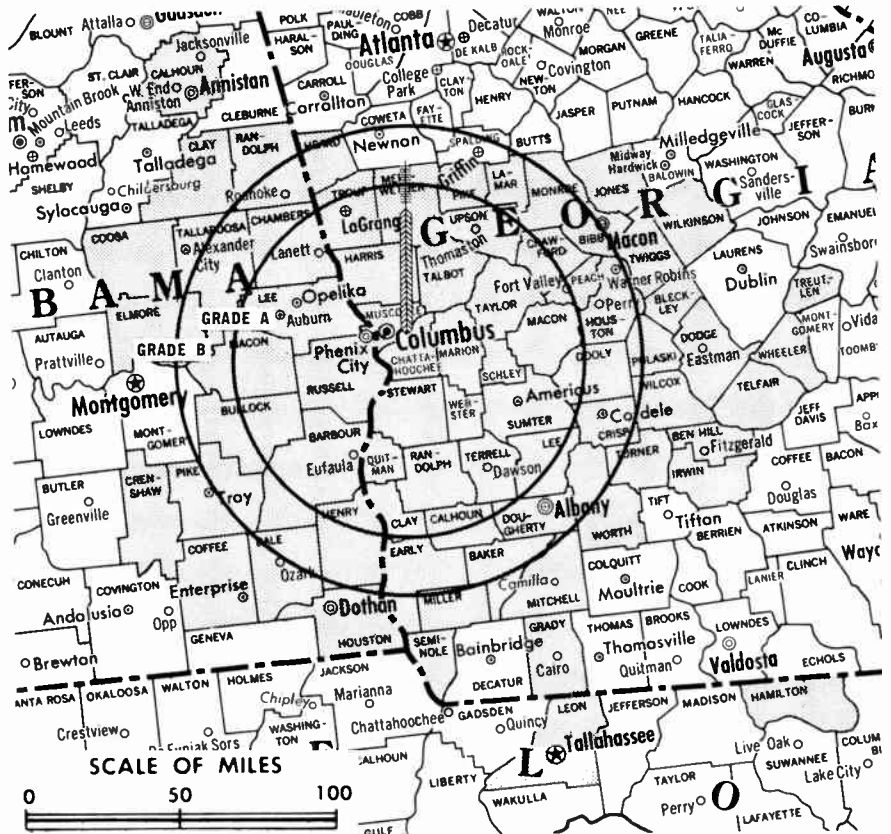
Color: Network, film & slide.

News Wire Service: AP.

Studio: 1307 First Ave. (31901).

Represented (engineering) by Lohnes & Culver.

Represented (legal) by Cohn & Marks.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WTVM Ref: FCC File No. BMPCT—5490 Granted 7/11/60

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

## WTVM

Network Service: ABC; also NBC.

Licensee: Martin Theatres of Georgia Inc., Martin Bldg., Columbus, Ga. (31901).

Telephone: 404-322-8828. TWX No.: 404-327-7195.

Ownership: Martin Theatres of Georgia Inc. E. D. Martin, pres., 50%; Roy E. Martin Jr., chmn. of board, 50%. Also owns WTVC, Chattanooga, Tenn.

Began Operation: Oct. 6, 1953 on Ch. 28. Switched to Ch. 9 Nov. 3, 1960.

Represented (sales) by Blair-TV.

Personnel:

JOE WINDSOR, vice president & general manager.  
TED SHORT, station manager.  
LYNN AVERY, sales manager.  
JACK POOLE, operations director.  
CHARLES PARROTT, chief engineer.

### DIGEST OF RATE CARD NO. 9 (June 1, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—7:30-10:30 p.m., daily.

\$500.00 \$300.00 \$180.00 \$125.00 \$115.00 \$115.00 \$57.50

NETWORK BASE HOURLY RATE: \$600 (ABC), \$600 (NBC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ALABAMA</b>			
BARBOUR	6,000	4,400	73
BULLOCK	2,700	1,900	69
CALHOUN	28,500	25,400	89
CHAMBERS	10,500	8,700	83
CLAY	3,200	2,600	83
COFFEE	8,500	7,000	83
COOSA	2,700	2,200	81
CRENSHAW	3,400	2,700	79
DALE	9,400	8,100	87
ELMORE	8,000	6,600	82

STATE/COUNTY	TOTAL HOUSEHOLDS	HOMES	TV HOMES PER
HENRY	3,600	2,900	81
HOUSTON	15,300	13,600	89
LEE	13,400	11,200	83
MACON	5,700	4,300	75
PIKE	6,300	4,800	76
RANDOLPH	5,300	4,200	80
RUSSELL	12,700	10,400	82
TALLAPOOSA	9,800	8,200	83
<b>FLORIDA</b>			
HAMILTON	1,900	1,500	81
LEON	22,100	20,000	91
<b>GEORGIA</b>			
BAKER	800	600	80
BEN HILL	3,800	3,100	84
BIBB	45,800	42,600	93
BLECKLEY	2,700	2,300	86
CALHOUN	1,800	1,300	74
CHATTAHOOCHEE	1,500	1,400	96
CLAY	1,000	800	82
CRAWFORD	1,300	1,000	79
CRISP	5,100	4,300	85
DODGE	4,300	3,700	87
DOOLY	2,700	2,300	86
DOUGHERTY	25,300	23,100	91
EARLY	2,900	2,500	84
GRADY	4,600	4,100	89
HARRIS	2,800	2,500	88
HEARD	1,200	1,100	88
HOUSTON	13,000	12,200	94
IRWIN	2,100	1,800	86
JONES	2,300	2,000	88
LAMAR	2,900	2,600	90
LEE	1,400	1,200	86
MACON	3,200	2,700	83
MARION	1,200	900	77

(Continued on next page)

STATION TOTAL 444,000 388,000 87

NET WEEKLY CIRCULATION (MARCH 65) 223,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 146,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 5



**WSB-TV, Atlanta**  
(ARB Data Continued)

STATE/COUNTY	TOTAL		TV HOMES PER
	HOUSEHOLDS	HOMES	
<b>GEORGIA (CONTINUED)</b>			
HOUSTON	13,000	12,200	94
JACKSON	5,200	4,800	91
JASPER	1,400	1,100	83
JONES	2,300	2,000	88
LAMAR	2,900	2,600	90
LUMPKIN	1,900	1,800	92
MADISON	2,900	2,600	89
MERIWETHER	5,000	4,400	87
MONROE	2,700	2,400	89
MONTGOMERY	1,300	1,000	78
MORGAN	2,500	2,100	86
MURRAY	2,900	2,500	89
NEWTON	6,100	5,600	92
OCONEE	1,500	1,400	95
OGLETHORPE	1,700	1,400	86
PAULDING	4,000	3,800	94
PEACH	4,000	3,600	90
PICKENS	2,600	2,300	91
PIKE	1,600	1,400	85
POLK	7,900	7,300	92
PUTNAM	1,900	1,700	88
RABUN	2,100	1,800	87
ROCKDALE	3,100	2,900	92
SPALDING	11,400	10,500	92
STEPHENS	5,700	5,100	90
TALBOT	1,700	1,400	83
TALIAFERRO	600	500	82
TAYLOR	2,100	1,800	86
TELFAIR	2,900	2,300	79
TOWNS	1,200	1,100	90
TROUP	13,500	12,000	89
TWIGGS	1,800	1,500	84
UNION	1,600	1,400	89
UPSON	6,600	6,000	91
WALKER	14,400	13,600	94
WALTON	6,000	5,400	91
WHEELER	1,100	900	80
WHITE	2,000	1,800	88
WHITFIELD	13,300	12,500	94
WILKES	3,000	2,400	81
WILKINSON	2,400	2,100	87
<b>NORTH CAROLINA</b>			
CHEROKEE	4,100	3,600	86
CLAY	1,500	1,300	84
MACON	4,100	3,400	81
<b>TENNESSEE</b>			
POLK	3,000	2,500	84

**WTVM, Columbus**  
(ARB Data Continued)

STATE/COUNTY	TOTAL		TV HOMES PER
	HOUSEHOLDS	HOMES	
<b>GEORGIA (CONTINUED)</b>			
MERIWETHER	5,000	4,400	87
MILLER	1,600	1,300	84
MITCHELL	4,700	4,000	86
MONROE	2,700	2,400	89
MUSCOCGEE	50,600	47,600	94
PEACH	4,000	3,600	90
PIKE	1,600	1,400	85
PULASKI	2,200	1,900	85
QUITMAN	500	400	83
RANDOLPH	2,600	2,200	83
SCHLEY	700	600	86
SEMINOLE	1,600	1,400	87
STEWART	1,600	1,300	78
SUMTER	7,000	5,900	84
TALBOT	1,700	1,400	83
TAYLOR	2,100	1,800	86
TELFAIR	2,900	2,300	79
TERRELL	3,100	2,600	84
TREUTLEN	1,500	1,200	82
TROUP	13,500	12,000	89
TURNER	2,000	1,700	87
TWIGGS	1,800	1,500	84
UPSON	6,600	6,000	91
WEBSTER	500	400	75
WHEELER	1,100	900	80
WILCOX	1,800	1,500	87
WILKINSON	2,400	2,100	87
WORTH	3,900	3,400	88

1966 Edition

**Georgia**

**WJBF, Augusta**  
(ARB Data Continued)

STATE/COUNTY	TOTAL		TV HOMES PER
	HOUSEHOLDS	HOMES	
<b>SOUTH CAROLINA (CONTINUED)</b>			
BARNWELL	4,700	4,100	87
BEAUFORT	11,200	10,000	90
CALHOUN	2,700	2,200	82
DORCHESTER	6,500	5,900	90
EDGEFIELD	3,700	3,300	89
FAIRFIELD	4,800	4,000	84
GREENWOOD	13,600	12,600	93
HAMPTON	4,200	3,500	83
JASPER	3,200	2,700	83
LAURENS	12,800	11,700	92
LEXINGTON	19,100	17,300	91
MC CORMICK	1,900	1,600	86
NEWBERRY	8,100	7,300	90
ORANGEBURG	17,000	14,300	84
RICHLAND	55,900	51,100	91
SALUDA	3,600	3,200	89

**WRBL-TV, Columbus**  
(ARB Data Continued)

STATE/COUNTY	TOTAL		TV HOMES PER
	HOUSEHOLDS	HOMES	
<b>GEORGIA (CONTINUED)</b>			
MACON	3,200	2,700	83
MARION	1,200	900	77
MERIWETHER	5,000	4,400	87
MILLER	1,600	1,300	84
MITCHELL	4,700	4,000	86
MONROE	2,700	2,400	89
MONTGOMERY	1,300	1,000	78
MUSCOCGEE	50,600	47,600	94
PEACH	4,000	3,600	90
PIKE	1,600	1,400	85
PULASKI	2,200	1,900	85
QUITMAN	500	400	83
RANDOLPH	2,600	2,200	83
SCHLEY	700	600	86
STEWART	1,600	1,300	78
SUMTER	7,000	5,900	84
TALBOT	1,700	1,400	83
TAYLOR	2,100	1,800	86
TELFAIR	2,900	2,300	79
TERRELL	3,100	2,600	84
TROUP	13,500	12,000	89
TURNER	2,000	1,700	87
TWIGGS	1,800	1,500	84
UPSON	6,600	6,000	91
WEBSTER	500	400	75
WILCOX	1,800	1,500	87
WORTH	3,900	3,400	88

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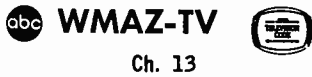
RESIDENCE  
TE 2-9362

**La Rue Media Brokers Inc.**

Radio Television CATV

654 MADISON AVENUE  
HUGH BEN LA RUE NEW YORK, N.Y.

# Georgia—Macon



Technical Facilities: Channel No. 13  
(210-216 mc). Authorized power:  
316-kw visual, 63.1-kw aural. An-  
tenna: 785-ft. above av. terrain,  
891-ft. above ground, 1205-ft.  
above sea level.

Latitude 32° 45' 09"  
Longitude 83° 33' 33"

Transmitter: U.S. 129, 7-mi. SE of  
Macon.

Color: Network & tape.

News Wire Service: UPI.

News Film Service: CBS.

AM Affiliate: WMAZ, 50-kw (10-kw  
night), 940 kc (CBS).

FM Affiliate: WMAZ-FM, 3-kw, 99.1  
mc (No. 256), 170-ft. antenna  
height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV % and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



WMAZ-TV Ref: FCC File No. BPCT-3557 Granted 6/17/65

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

## WMAZ-TV

Network Service: CBS, ABC.

Licensee: Southeastern Bcstg. Corp., 505 Rutherford St., Green-  
ville, S.C.

Studio: U.S. 129, 7-mi. SE of Macon.

Telephone: 912-746-7311. TWX No.: 912-788-2713.

Ownership: See WFBC-TV, Greenville, S.C.

Began Operation: Sept. 27, 1953. Sale to present owner by George  
P. Rankin Jr. and associates approved March 13, 1963 by FCC  
(Television Digest, Vol. 3:2, 11).

Represented (sales) by Avery-Knodel Inc

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

FRANK ("RED" CROSS) CROWTHER, general manager.  
ALBERT SANDERS, asst. gen. mgr.; executive sales dir.  
ELMO SIMMONS, national sales manager.  
BOB SAVAGE, director of operations.  
J. D. LAWHON, chief engineer.  
DICK JOHNSON, director of public relations.  
JIM LEE, farm director.  
JIM ARNOLD, film director & buyer.  
WILLIAM TRIBBLE, news director.

### DIGEST OF RATE CARD NO 13 (July 15, 1965)

Hour	30 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:59 p.m., daily.				
\$500.00	\$300.00	\$125.00	\$100.00	\$50.00

NETWORK BASE HOURLY RATE: \$500 (ABC, CBS & NBC).

ARB Data does not reflect present coverage since  
the station increased its facilities after the survey  
was made.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>GEORGIA</b>			
BALDWIN	6,300	5,500	87
BEN HILL	3,800	3,100	84
BIBB	45,800	42,600	93
BLECKLEY	2,700	2,300	86
BUTTS	2,300	2,100	91
CRAWFORD	1,300	1,000	79
CRISP	5,100	4,300	85
DODGE	4,300	3,700	87
DOOLY	2,700	2,300	86
HANCOCK	2,200	1,700	78
HOUSTON	13,000	12,200	94
IRWIN	2,100	1,800	86
JASPER	1,400	1,100	83
JEFF DAVIS	2,200	1,900	85
JOHNSON	2,000	1,700	88
JONES	2,300	2,000	88
LAMAR	2,900	2,600	90
LAURENS	8,900	7,600	85
MACON	3,200	2,700	83
MONROE	2,700	2,400	89
MONTGOMERY	1,300	1,000	78
PEACH	4,000	3,600	90
PIKE	1,600	1,400	85
PULASKI	2,200	1,900	85
PUTNAM	1,900	1,700	88
SUMTER	7,000	5,900	84
TAYLOR	2,100	1,800	86
TELFAIR	2,900	2,300	79
TOOMBS	4,600	3,800	82
TREUTLEN	1,500	1,200	82
TWIGGS	1,800	1,500	84
UPSON	6,600	6,000	91
WASHINGTON	4,700	3,800	80
WHEELER	1,100	900	80
WILCOX	1,800	1,500	87
WILKINSON	2,400	2,100	87
<b>STATION TOTAL</b>	<b>164,700</b>	<b>145,000</b>	<b>88</b>

NET WEEKLY CIRCULATION (MARCH 65) 109,200  
AVERAGE DAILY CIRCULATION (MARCH 65) 90,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 4

# Georgia—Savannah

**WSAV-TV**

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 477-ft. above av. terrain, 521-ft. above ground, 541-ft. above sea level.

Latitude 32° 02' 48.2"  
Longitude 81° 04' 41.8"

Transmitter: E. Victory Drive.

Color: Network, film, slide & tape.

Studio: 1430 E. Victory Dr. (31404).

AM Affiliate: WSAV, 5-kw, 630 kc (NBC).



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.

WSAV-TV Ref: FCC File No. BPCT-2477 Granted 7/18/58

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

## WSAV-TV

Network Service: NBC, ABC.

Licensee: WSAV Inc., Broadcasting Center, 1430 E. Victory Drive.

Telephone: 912-236-0303. TWX No.: 912-354-7839.

Ownership: Harben Daniel, pres., 42.11%; Catherine M. Daniel, v.p., 10.66%; Meredith E. Thompson, v.p., secy.-treas., .66%; William K. Jenkins, 19.83%; Arthur Lucas estate, 19.83%; Aaron Shelton, 6.66%; Robert W. Ward, .22%.

Began Operation: Feb. 1, 1956.

Represented (sales) by George P. Hollingbery Co.

Personnel:

HARBEN DANIEL, president & general manager.  
MEREDITH E. THOMPSON, v.p. & operations manager.  
MACK HUMPIDGE, commercial manager.  
JOE M. PETTY, program director.  
CURT AVERY, production manager.  
BYRON STRONG, chief engineer.

DIGEST OF RATE CARD NO. 4

(July 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.	\$400.00	\$200.00	\$135.00	\$100.00	\$80.00	\$70.00

NETWORK BASE HOURLY RATE: \$400 (NBC), \$400 (ABC).

For Georgia CATV Systems

see CATV Directory

in Section c.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>GEORGIA</b>			
APPLING	3,200	2,700	84
BACON	2,100	1,800	85
BRANTLEY	1,400	1,200	88
BRYAN	1,600	1,400	89
BULLOCH	6,500	5,800	89
CANDLER	1,600	1,300	85
CHATHAM	61,500	57,400	93
CLINCH	1,800	1,500	84
COFFEE	5,600	4,800	85
EFFINGHAM	2,800	2,500	89
EVANS	2,100	1,900	90
GLYNN	14,200	13,100	92
JEFF DAVIS	2,200	1,900	85
LIBERTY	4,300	3,800	89
LONG	1,100	900	85
MC INTOSH	1,800	1,500	85
MONTGOMERY	1,300	1,000	78
PIERCE	2,300	1,900	86
SCREVEN	3,400	2,800	84
TATTNALL	3,700	3,300	88
TELFAIR	2,900	2,300	79
TOOMBS	4,600	3,800	82
TREUTLEN	1,500	1,200	82
WARE	10,900	9,800	89
WAYNE	5,300	4,800	90
WHEELER	1,100	900	80
<b>SOUTH CAROLINA</b>			
ALLENDALE	2,900	2,300	81
BEAUFORT	11,200	10,000	90
HAMPTON	4,200	3,500	83
JASPER	3,200	2,700	83
<b>STATION TOTAL</b>	<b>172,300</b>	<b>153,800</b>	<b>89</b>

NET WEEKLY CIRCULATION (MARCH 65) 111,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 85,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# Georgia—Savannah



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 480-ft. above av. terrain, 501-ft. above ground, 521-ft. above sea level.

Latitude 32° 04' 07"  
Longitude 81° 05' 35"

Transmitter: 516 Abercorn St.

Color: Network, film, slide & tape.

News Wire Service: AP.

AM Affiliate: WTOC, 5-kw, 1290 kc (CBS).

FM Affiliate: WTOC-FM, 97.25-kw, 94.1 mc (No. 231), 372-ft. antenna height.

Total Households: © SRDS  
(Consumer Market Data as of 1/1/66,  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965  
ARB study.



WTOC-TV Ref: FCC File No. 81-PCT-2802 Granted 9/27/60

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

## WTOC-TV

Network Service: ABC, CBS.

Licensee: Savannah Bcstg. Co. Inc., Box 858, Savannah, Ga. (31402).

Studio: 516 Abercorn St. (31401).

Telephone: 912-232-0127. TWX No.: 912-354-7029.

Ownership: William T. Knight Jr., chairman, 44.3%; Grace Schley Knight, 9.3%; F. Schley Knight, pres., 8.3%; over 80 others.

Began Operation: Feb 14, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

F. SCHLEY KNIGHT, president & general manager.  
BEN B. WILLIAMS, exec. v.p. & commercial manager.  
DWIGHT J. BRUCE, v.p., program manager & film buyer.  
STUART KNIGHT, vice president & treas.  
KYLE E. GOODMAN, chief engineer.

DIGEST OF RATE CARD NO. 8—(July 1, 1965)

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

Class AA—7:30-10:30 p.m., daily.

\$350.00 \$180.00 \$120.00 \$105.00 \$70.00\* \$60.00\* \$35.00\*

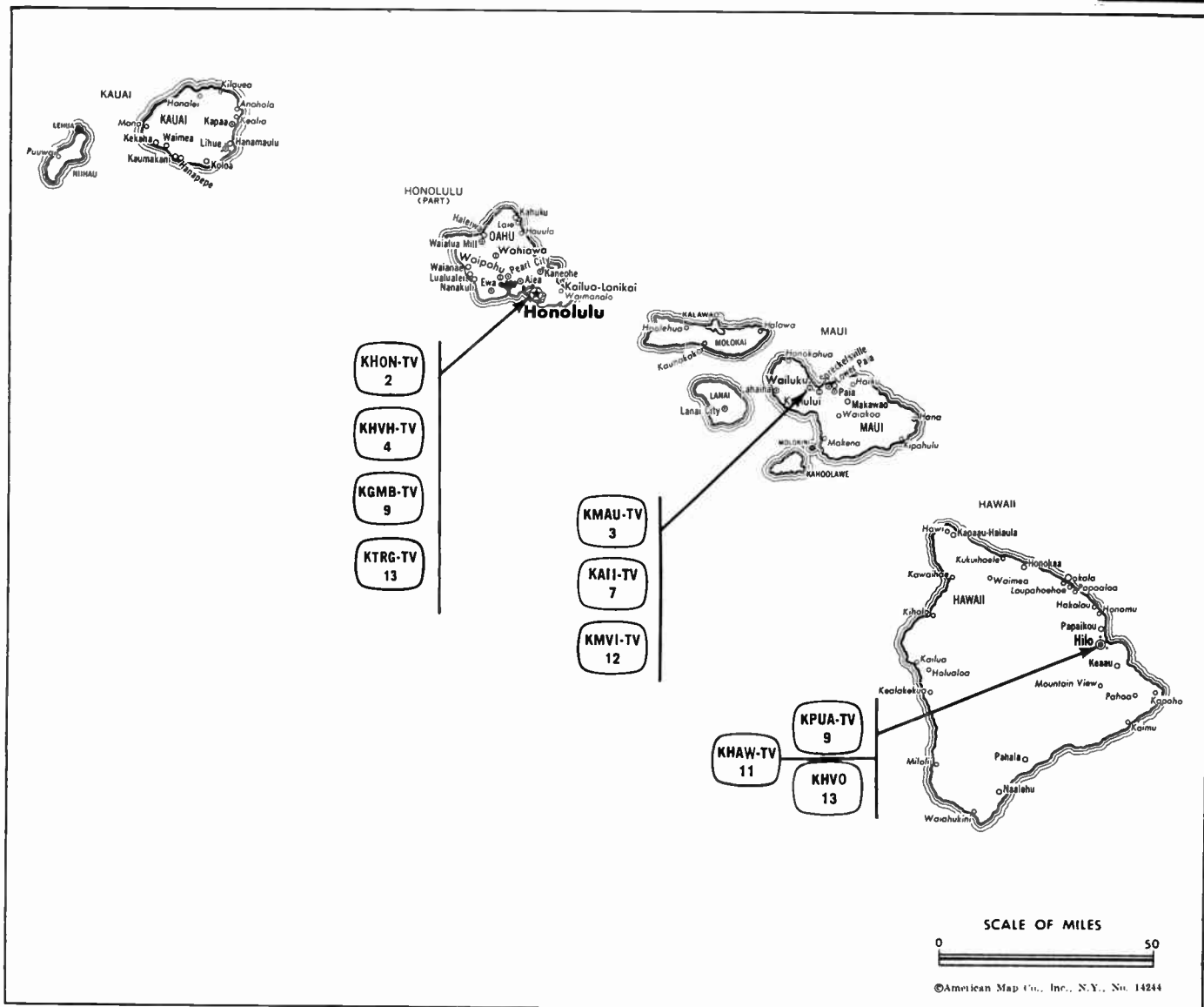
\*7:39-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$350 (ABC), \$350 (CBS).

For New Translator Station Directory  
see Section c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>GEORGIA</b>			
APPLING	3,200	2,700	84
BACON	2,100	1,800	85
BRYAN	1,600	1,400	89
BULLOCH	6,500	5,800	89
CANDLER	1,600	1,300	85
CHATHAM	61,500	57,400	93
EFFINGHAM	2,800	2,500	89
EMANUEL	4,700	4,000	85
EVANS	2,100	1,900	90
GLYNN	14,200	13,100	92
JEFF DAVIS	2,200	1,900	85
LIBERTY	4,300	3,800	89
LONG	1,100	900	85
MC INTOSH	1,800	1,500	85
MONTGOMERY	1,300	1,000	78
SCREVEN	3,400	2,800	84
TATTNALL	3,700	3,300	88
TOOMBS	4,600	3,800	82
TREUTLEN	1,500	1,200	82
WARE	10,900	9,800	89
WAYNE	5,300	4,800	90
WHEELER	1,100	900	80
<b>SOUTH CAROLINA</b>			
ALLENDALE	2,900	2,300	81
BEAUFORT	11,200	10,000	90
HAMPTON	4,200	3,500	83
JASPER	3,200	2,700	83
<b>STATION TOTAL</b>	<b>163,000</b>	<b>146,100</b>	<b>90</b>

NET WEEKLY CIRCULATION (MARCH 65) 100,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 74,900  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

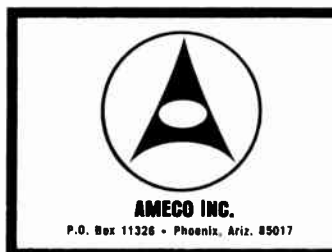


Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Hawaii	149,500	111	172,100	150	153,000	153

### Hawaii Station Status as of Feb. 1, 1966

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
10	0	10
0	0	0
		10



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Ameco, Inc. 2949 Grand Ave., Phoenix, Ariz. 85017

# Hawaii—Hilo

## **KHAW-TV**

(formerly KALU)  
Ch. 11

[Satellite of KHON-TV, Honolulu]

Technical Facilities: Channel No. 11  
(198-204 mc). Authorized power:  
2.14-kw visual, 1.1-kw aural. Antenna:  
minus 740-ft. above av. terrain, 80-ft. above ground, 90-ft. above sea level.

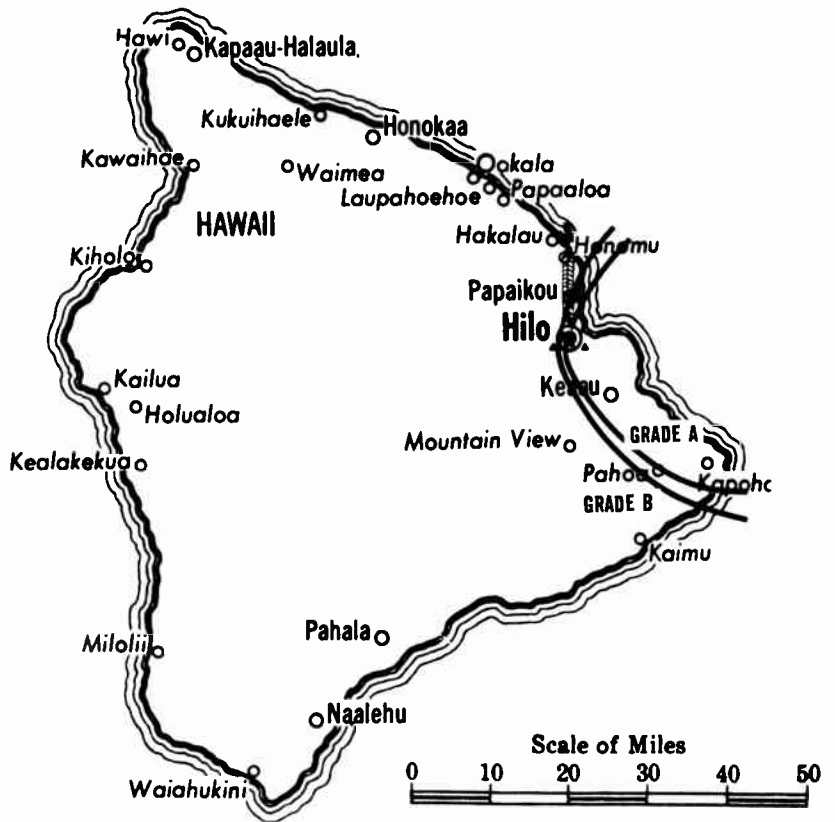
Latitude 19° 43' 56.5"  
Longitude 155° 04' 09"

Transmitter: Naniloa Hotel, Hilo.

Color: Network, film, slide & tape.

News Wire Service: UPI.

259



County coverage (shaded areas) based on 1965  
ARB study.

KHAW-TV Ref: FCC File No. BPC-T-3246 Granted 10/17/63

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

## **KHAW-TV**

Licensee: Communications Honolulu Ltd., 1170 Auahi St., Honolulu, Hawaii (96814).

Studio: 1170 Auahi St., Honolulu.

Ownership: See KHON-TV, Honolulu.

Began Operation: Nov. 27, 1961.

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel: See KHON-TV, Honolulu. Satellite has resident engineering personnel only.

Rates: Sold only in combination with KHON-TV, Honolulu and KAIH-TV, Wailuku and K78AR, Lihue, with rates applying to simultaneous telecasts on all stations.

NETWORK BASE HOURLY RATE: Bonus to KHON-TV, Honolulu.

ARB Data for this Station is included with Parent KHON-TV, Honolulu. The above map reflects coverage for Parent and Satellites KHAW-TV and KAIH, Wailuku.



**MALARKEY, TAYLOR & ASSOCIATES**  
**CATV**

**Brokers - Consultants - Engineering**  
**WASHINGTON, D.C.**

1101 17th Street, N.W. Area Code 202 • 223-2345

# Hawaii—Hilo



## KPUA-TV

(formerly KHBC-TV)

Ch. 9

[Satellite of KGMB-TV Honolulu]

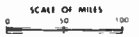
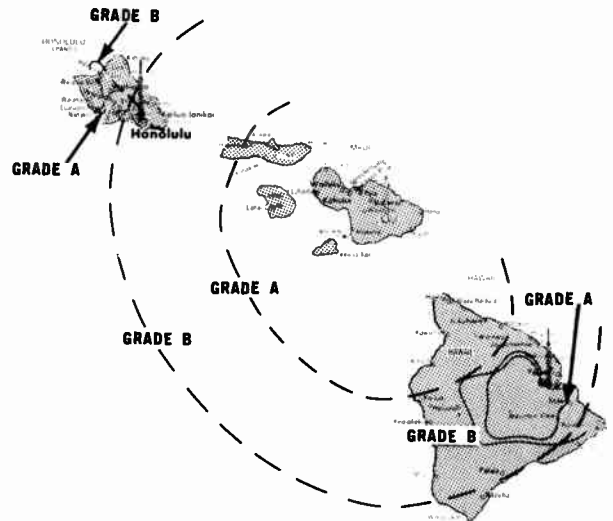
Technical Facilities: Channel No. 9  
(186-192 mc). Authorized power:  
1-kw visual, .5-kw aural. Antenna:  
minus 290-ft. above av. terrain,  
258-ft. above ground, 1120-ft.  
above sea level.

Latitude 19° 43' 00"  
Longitude 155° 08' 13"

Transmitter: Piihonua Rd.

AM Affiliate: KPUA, 1-kw, 970 kc  
(CBS).

259



County coverage (shaded areas) based on 1965  
ARB study.

KPUA-TV Ref: FCC File No. BMPCT-2985 Granted 1/14/55 ©American Map Co., Inc., N.Y., No. 14244

## KPUA-TV

Network Service: CBS, same as KGMB-TV, Honolulu.  
Licensee: Pacific Broadcasting Network.  
Telephones: 9-2011, Honolulu; 3326, Hilo.  
Studio: 1534 Kapiolani Blvd., Honolulu.  
Ownership: See KGMB-TV, Honolulu.  
Began Operation: May 15, 1955.  
Represented (sales) by Edward Petry & Co., Inc.  
Personnel:  
CECIL HEFTEL, president & general manager.  
HAL BOUDREAU, station manager.  
RONALD T. MIYAHIRA, chief engineer.  
Rates: Sold only in combination with KGMB-TV, Honolulu.  
NETWORK BASE HOURLY RATE: Bonus to KGMB-TV, Honolulu.

ARB Data for This Station Included with  
Report for Parent KGMB-TV, Honolulu.

## MORTON FLOM, ENG.

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# Hawaii—Hilo



**KHVO**



Ch. 13

259

[Satellite of KHVH-TV, Honolulu]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 4.68-kw visual, 2.4-kw aural. Antenna: minus 670-ft. above av. terrain, 80-ft. above ground, 90-ft. above sea level.

Latitude 19° 43' 56.5"  
Longitude 155° 04' 09"

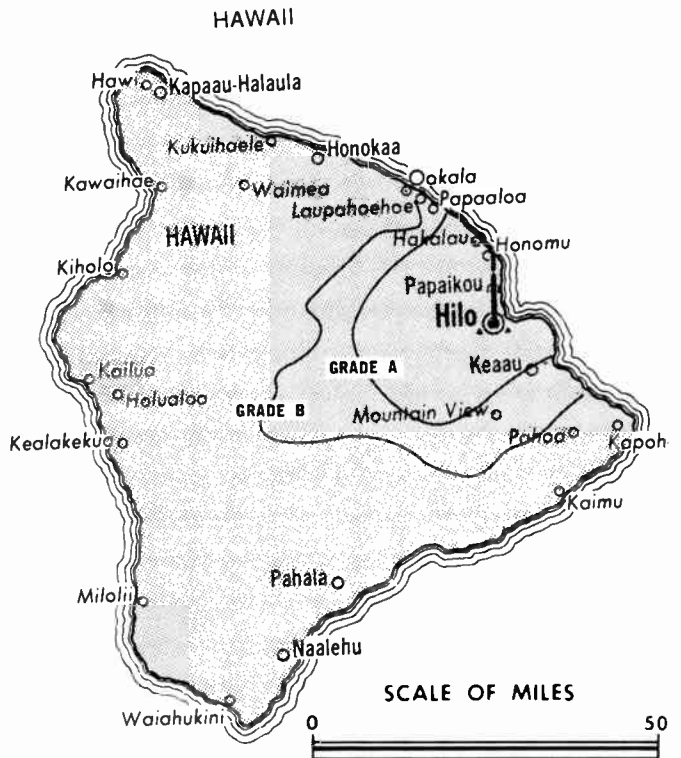
Transmitter: Naniloa Hotel, Hilo, Hawaii.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

O & O Translators: K71BA, Naalehu & Pahala; K70BS, Naalehu & volcano area, Hawaii.



County coverage (shaded areas) based on 1965 ABB study.

KHVO Ref: FCC File No. BPC-3077 Granted 9/6/62

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

## KHVO

Network Service: ABC, same as KHVH-TV.

Grantee: Western Telestations Inc., Naniloa Hotel, Hilo, Hawaii.

Studio: Naniloa Hotel, Hilo, Hawaii.

Telephone: 3289, Hilo.

Ownership: See KHVH-TV.

Began Operation: May 15, 1960.

Represented (sales) by The Katz Agency Inc.

Personnel:

Same as KHVH-TV, Honolulu.

Rates: Sold only in combination with KHVH-TV, Honolulu.

NETWORK BASE HOURLY RATE: Bonus to KHVH-TV, Honolulu, which has \$600 base hour.

ARB Data for this Station Included with Parent KHVH-TV, Honolulu

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# Hawaii—Honolulu



## KGMB-TV

Ch. 9

[Also operates satellite KPUA-TV, Hilo and semi-satellite KMAU-TV, Wailuku, Maui]

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 108-kw visual, 65-kw aural. Antenna: minus 60-ft. above av. terrain, 436-ft. above ground, 441-ft. above sea level.

Latitude 21° 17' 45.7"  
Longitude 157° 50' 35.7"

Holds CP for change to 209-kw visual, 29.5-kw aural, minus 50-ft. above av. terrain, 433-ft. above ground, 438-ft. above sea level. BPCT—3610.

**Transmitter:** 1534 Kapiolani Blvd.

**TV tape:** Recording facilities.

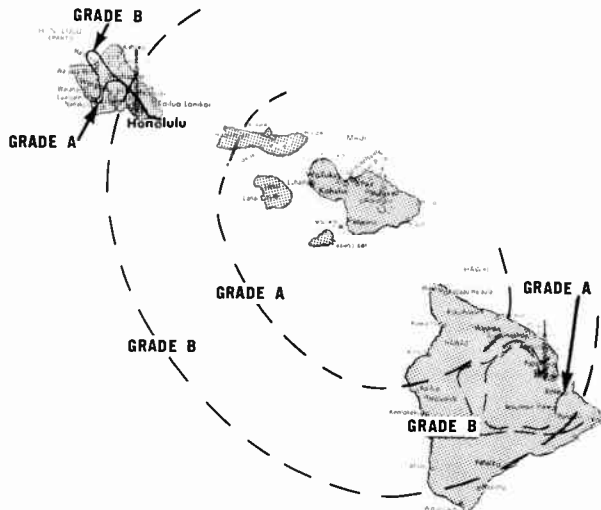
**News Wire Service:** UPI.

**AM Affiliate:** KGMB, 5-kw, 590 kc (CBS).

**O & O Translators:** K70BW, Lihue, Kauai; K82AM, Waimea, Kauai.

**Color:** Network, film, slide & tape.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



SCALE OF MILES  
0 50 100

KGMB-TV Ref: FCC File No. BPCT—2142 Granted 8/29/56  
KPUA-TV Ref: FCC File No. BMPCT—2985 Granted 4/14/55  
KMAU-TV Ref: FCC File No. BMPCT—2821 Granted 2/25/55

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## KGMB-TV

**Licensee:** Pacific Broadcasting Co. Inc.

**Studio:** 1534 Kapiolani Blvd.

**Telephone:** 9-2011. TWX No.: 743-0020.

**Ownership:** Pacific Broadcasting Co. Inc. Also owns & operates KHBC, Hilo. Also operates satellites KHBC-TV, Hilo (Ch. 9) and KMAU-TV, Wailuku (Ch. 3) and translators K70BW, Lihue, Kauai and K82AM, Waimea, Kauai.

**Began Operation:** Dec. 1, 1952. Sale of Consolidated Amusement Corp. and its 75.45% to Hialand Development Corp. approved Dec. 3, 1958 by FCC (Television Digest, Vol. 14:40-41, 46). Sale of 75.45% to Honolulu Star-Bulletin approved Dec. 22, 1959 by FCC (Vol. 15:52). Sale to present owners by Honolulu Star-Bulletin approved May 5, 1965 by FCC (Vols. 4:42, 5:19). For other interests, see KUTV, Salt Lake City.

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

**Represented (legal)** by Hogan & Hartson.

**Personnel:**

- CECIL HEFTEL, president & general manager.
- RONALD T. MIYAHIRA, chief engineer.
- GENE ERGER, assistant sales manager.
- DONN WOOD, program director.
- JIM TOPPING, news director.
- ROBERT H. TEMPLE, national sales manager.
- TOM McCOLLUM, local sales manager.
- FRANK VALENTI, sports director.
- ERMA KRAUSE, traffic manager.
- ROBERT BEADLES, operations manager.

ARB Data for this Station Includes Satellites  
KPUA-TV, Hilo & KMAU-TV, Wailuku.

### DIGEST OF RATE CARD NO. 8A (July 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$650.00	\$450.00	\$390.00	\$260.00	\$160.00	\$130.00

Above rates include satellite operation of KPUA-TV, Hilo, KMAU-TV, Wailuku; translators K70BW, Lihue and K82AM, Waimea.  
**NETWORK BASE HOURLY RATE: \$400.**

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
<b>HAWAII</b>			
HAWAII 1	2,200	1,700	80
HAWAII 2	1,300	1,000	80
HAWAII 3	8,500	6,800	80
HAWAII 4	2,500	2,000	80
HAWAII 5	800	700	80
HONOLULU 1	16,600	15,300	92
HONOLULU 2	4,600	4,200	92
HONOLULU 3	4,600	4,200	92
HONOLULU 4	112,600	103,500	92
<b>KAUAI</b>	7,900	4,500	57
MAUI 1	1,700	1,500	86
MAUI 2	4,800	4,100	86
MAUI 3	2,800	2,400	86
MAUI 4	1,200	1,100	86
<b>STATION TOTAL</b>	<b>172,100</b>	<b>153,000</b>	<b>89</b>

NET WEEKLY CIRCULATION (MARCH 65) 141,500  
AVERAGE DAILY CIRCULATION (MARCH 65) 96,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

# Hawaii—Honolulu



**KHVH-TV**



Ch. 4

[Programs are rebroadcast by separately-owned KMVI-TV, Wailuku; also by KHVH-owned KHVO, Hilo, on relay from translator K76BB, Honohina, Hawaii, which picks up KMVI-TV]

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 26.3-kw visual, 13.2-kw aural. Antenna: minus 130-ft. above av. terrain, 365-ft. above ground, 371-ft. above sea level.

Latitude 21° 17' 44"  
Longitude 157° 51' 06"

Transmitter: 1290 Ala Moana.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

O & O Translators: K74BC, Lihue, Kauai. Also K76BB, Honohina (as noted above), K83AZ, Pepeekeo, which picks up KMVI-TV, Wailuku; also K71BA Naalehu & K70BS Naalehu & volcano area, repeating KHVO.

Total Households: © SRDS

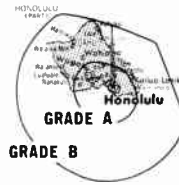
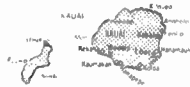
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



SCALE OF MILES  
0 50 100

KHVH-TV Ref: FCC File No. BMPCT-1872 Granted 6/22/55

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## KHVH-TV

Licensee: Western Telestations Inc., 1290 Ala Moana Blvd.

Studio: 1290 Ala Moana Blvd. Telephone: 573-991.

TWX No.: KHVH 723-387.

AM Affiliate: KHVH, 5-kw, 1040 kc.

FM Affiliate: KHVH-FM, 93.9, 100-kw.

Ownership: Western Telestations Inc., 100%. It is owned by Lawrence S. Berger, 51%; Mrs. Fred Goodstein, 29%; Marcus Loew, 6%; William H. Brown, 5%; Rolling Hills Inc., 5%; William E. Cleator, 3%; John L. McGuire, 1%.

Began Operation: April 16, 1954. Sale to present owner by Kaiser Bcstg. approved Dec. 18, 1964 by FCC (Vol. 4:41, 51). Sale to Kaiser by Television Corp. of America Ltd. (Albert Zugsmith interests) which operated station as KULA-TV was approved June 11, 1958 by FCC (Television Digest, Vol. 14:19, 24). Previous sale to Television Corp. of America by American Bcstg. Stations Inc. (WMT, Cedar Rapids, Ia., interlocking with WMT-TV) and Dolph Petty Bcstg. approved Jan. 11, 1956 (Vol. 11:46 & 12:2).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Hammett & Edison.

Personnel:

LAWRENCE S. BERGER, president & general manager.

DAN HUNTER, chief engineer.

HAROLD H. OHATA, business manager.

BOB SEVEY, news director.

GRACE FURUKAWA, promotion & publicity director.

ROBERT S. SMITH, program director.

JAMES G. LATHROP, sports director.

KEITH M. SWINEHART, local sales manager.

DIGEST OF RATE CARD NO. 12—(Sept. 1, 1965)

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

Class A—6-10:30 p.m., Sun.-Fri.; 6:30-11:15 p.m., Sat.  
\$840.00 \$504.00 \$336.00 \$252.00 \$190.00 \$165.00 \$95.00

NETWORK BASE HOURLY RATE: \$600.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>HAWAII</b>			
HAWAII 1	2,200	1,700	80
HAWAII 2	1,300	1,000	80
HAWAII 3	8,500	6,800	80
HAWAII 4	2,500	2,000	80
HAWAII 5	800	700	80
HONOLULU 1	16,600	15,300	92
HONOLULU 2	4,600	4,200	92
HONOLULU 3	4,600	4,200	92
HONOLULU 4	112,600	103,500	92
<b>KAUAI</b>	7,900	4,500	57
MAUI 1	1,700	1,500	86
MAUI 2	4,800	4,100	86
MAUI 3	2,800	2,400	86
MAUI 4	1,200	1,100	86
<b>STATION TOTAL</b>	<b>172,100</b>	<b>153,000</b>	<b>89</b>

NET WEEKLY CIRCULATION (MARCH 65) 149,500  
AVERAGE DAILY CIRCULATION (MARCH 65) 119,800  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

ARB Data for this Station Includes Satellites  
KMVI-TV, Wailuku & KHVO, Hilo

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# Hawaii—Honolulu



**KHON-TV**

(formerly KONA)

Ch. 2

[Also operates satellites KAI-TV, Wailuku & KHAW-TV, Hilo.]

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 60.3-kw visual, 30.2-kw aural. Antenna: minus 150-ft. above av. terrain, 350-ft. above ground, 359-ft. above sea level.

Latitude 21° 17' 45"

Longitude 157° 51' 12"

Transmitter: 1170 Auahi St.

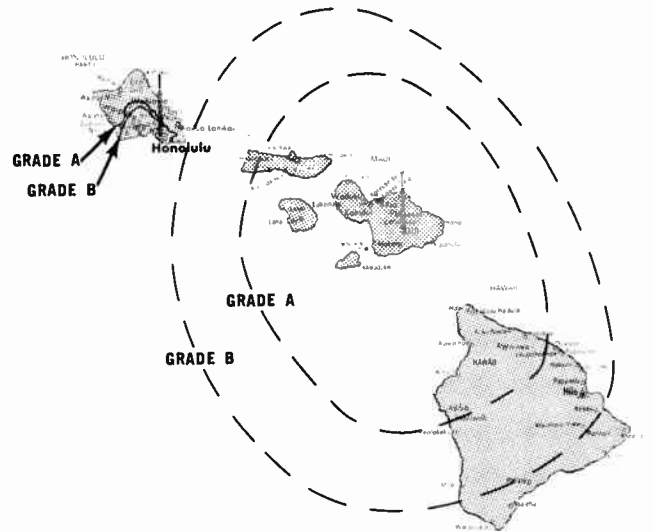
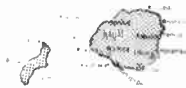
Studio: 1170 Auahi St.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

O & O Translator: K78AR, Lihue, Kauai; K73BG, Honohina, Hawaii.



Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.

KHON-TV Ref: FCC File No. B111CT-3296 Granted 8/18/55

KAI Ref: FCC File No. B111CT-5330 Granted 9/14/59

KHAW-TV Ref: FCC File No. B111CT-2925 Granted 11/8/61

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

## KHON-TV

Licensee: Communications Honolulu Ltd., 1170 Auahi St., Honolulu, Hawaii (96814).

Ownership: Communications Honolulu Ltd., 100%. DeSales Harrison, pres., 33⅓%; Paulette B. Harrison, secy.-treas., 33⅓%; Arthur H. McCoy, 33⅓%.

Began Operation: Dec. 15, 1952. Sale to present owner by co-owners Advertising Publishing Co. Ltd. & John D. Keating approved April 28, 1965 by FCC (Television Digest, Vol. 4:42). Sale to Advertiser Publishing Co. Ltd. and Island Bcstg. Co. by Herbert Richards approved by FCC June, 1953 (Vol. 9:26).

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

DANIEL KAWAKAMI, general manager & film buyer.  
 STANLEY ANDERSON, asst. general mgr. & general sales mgr.  
 KENNETH KWOCK, local sales manager.  
 WAYNE COLLINS, news director.  
 ALVIN CHANG, chief engineer.  
 PAUL YAMAMOTO, traffic supervisor.

### DIGEST OF RATE CARD NO. 10

(Aug. 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$600.00	\$390.00		\$160.00	\$128.00	\$80.00
NETWORK BASE HOURLY RATE: \$400.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>HAWAII</b>			
HAWAII 1	2,200	1,700	80
HAWAII 2	1,300	1,000	80
HAWAII 3	8,500	6,800	80
HAWAII 4	2,500	2,000	80
HAWAII 5	800	700	80
HONOLULU 1	16,600	15,300	92
HONOLULU 2	4,600	4,200	92
HONOLULU 3	4,600	4,200	92
HONOLULU 4	112,600	103,500	92
KAUAI	7,900	4,500	57
MAUI 1	1,700	1,500	86
MAUI 2	4,800	4,100	86
MAUI 3	2,800	2,400	86
MAUI 4	1,200	1,100	86
<b>STATION TOTAL</b>	<b>172,100</b>	<b>153,000</b>	<b>89</b>

NET WEEKLY CIRCULATION (MARCH 65)	143,900
AVERAGE DAILY CIRCULATION (MARCH 65)	85,700
COLOR PENETRATION PERCENTAGE (NOV 65)	5

ARB Data for this Station Includes Satellites KAI, Wailuku & KHAW-TV, Hilo.

# Hawaii—Honolulu

## KTRG-TV

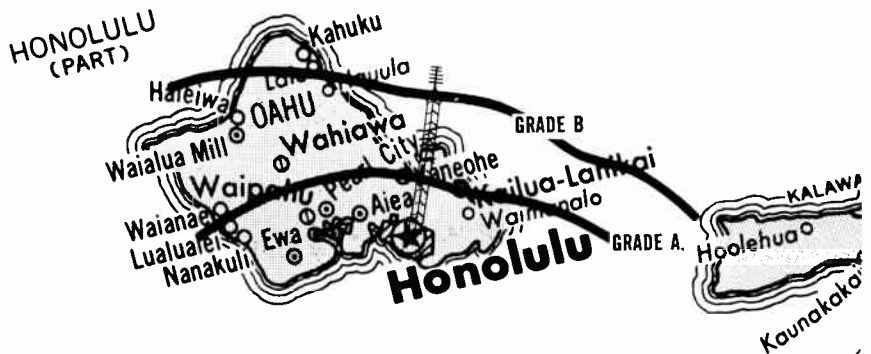
Ch. 13

Technical Facilities: Channel No. 13  
(210-216 mc). Authorized power:  
30.7-kw visual, 15.4-kw aural. Antenna:  
minus 100-ft. above av. terrain, 371-ft. above ground, 381-ft. above sea level.

Latitude 21° 17' 07"  
Longitude 157° 50' 24"

Transmitter: 2005 Kalia Rd., Honolulu.

News Wire Service: AP, UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965  
ARB study.

KTRG-TV Ref: FCC File No. BPCT—3013 Granted 4/26/62

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

## KTRG-TV

Network Service: None, independent.

Licensee: Hawaiian Paradise Park Corp., 2207-A Kalakaua Ave., Honolulu (96815).

Ownership: Hawaiian Paradise Park Corp., 100%. Ellen J. Watumull, chmn., 20%; David Watumull, pres., 36%; Radha Watumull Homay, v.p., 22%; Lila Watumull Sahney, v.p. 22%; Minnie Kudo Arima, secy.-treas. Note: Sale to United Bcstg. pends.

Began Operation: July 4, 1962.

Represented (sales) by Weed Television Corp.

Represented (legal) by Becker & Silberberg.

### Personnel:

DAVID WATUMULL, president.

HOWARD ZWICK, general sales manager.

DAVID GALLAGHER, production manager.

ERNEST LINDEMAN, chief engineer.

### DIGEST OF RATE CARD NO. 4 (Aug. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.	\$350.00	\$210.00	\$140.00	\$105.00	\$56.00	\$35.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
<b>HAWAII</b>			
HONOLULU 1	16,600	15,300	92
HONOLULU 2	4,600	4,200	92
HONOLULU 3	4,600	4,200	92
HONOLULU 4	112,600	103,500	92
MAUI 1	1,700	1,500	86
MAUI 4	1,200	1,100	86
<b>STATION TOTAL</b>	<b>141,300</b>	<b>129,800</b>	<b>92</b>

NET WEEKLY CIRCULATION (MARCH 65)	73,100
AVERAGE DAILY CIRCULATION (MARCH 65)	28,100
COLOR PENETRATION PERCENTAGE (NOV 65)	5

Translator Station Directory

Is in Section c.

# Hawaii—Wailuku

NB

## KAIL-TV

(formerly KALA)  
Ch. 7

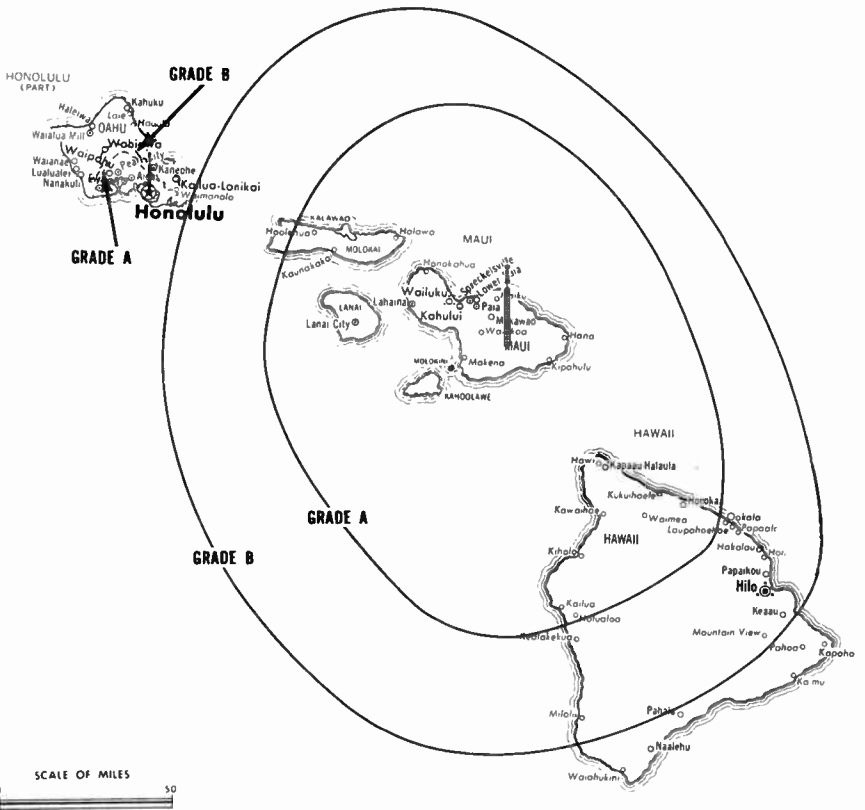
[Satellite of KHON-TV, Honolulu]

Technical Facilities: Channel No. 7  
(174-180 mc). Authorized power:  
29.8-kw visual, 16.4-kw aural.  
Antenna: 5940-ft. above av. ter-  
rain, 75-ft. above ground, 10,025-  
ft. above sea level.

Latitude 20° 42' 41"  
Longitude 156° 15' 26"

Transmitter: Mt. Haleakala, Maui.  
Color: Network, film, slide & tape.  
News Wire Service: UPI.  
Studio: 1170 Auahi St., Honolulu.

69



County coverage (shaded areas) based on 1965  
ARB study.

KAIL-TV Ref: FCC File No. B147-2906 Granted 10/20/61

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## KAIL-TV

Licensee: Communications Honolulu Ltd., 1170 Auahi St., Honolulu,  
Hawaii. (96814).

Ownership: See KHON-TV, Honolulu.

Began Operation: Nov. 19, 1958.

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel: See KHON-TV, Honolulu. Satellite has resident engineer-  
ing personnel only.

Rates: Sold only in combination with KHON-TV, Honolulu & KHAW-  
TV, Hilo and K78AR, Lihue, with rates applying to simultaneous  
telecasts on all stations.

NETWORK BASE HOURLY RATE: Bonus to KHON-TV, Honolulu.

ARB Data for this Station Included with  
Report for Parent KHON-TV, Honolulu.

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## KMAU-TV

Ch. 3

[Satellite of KGMB-TV, Honolulu]

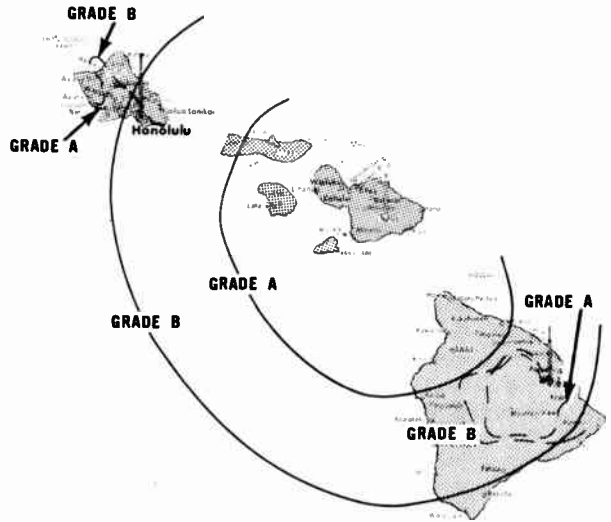
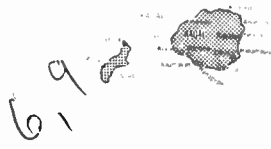
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 14.1-kw visual, 2.69-kw aural, 5950-ft. above av. terrain, 60-ft. above ground, 10,054-ft. above sea level.

Latitude 20° 42' 41"

Longitude 156° 15' 35"

Transmitter: Mt. Haleakala, Maui.

TV tape: Recording facilities.



County coverage (shaded areas) based on 1965 ARB study.

KMAU-TV Ref: FCC File No. BMPCT-2821 Granted 2/25/55

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

## KMAU-TV

Licensee: John S. Young Associates Inc., 1550 Rycroft St., Honolulu, Hawaii (96814).

Studio: 1534 Kapiolani Blvd.

Ownership: John S. Young, pres., 98%; Joanne Young, v.p., 1%; Patricia Wall, 1%.

Began Operation: April 24, 1955. Sale to present owners by Pacific Bcstg. (Glasmann interests) after they took over all properties from Honolulu Star-Bulletin approved May 5, 1965 by FCC (Television Digest, Vol. 4:42, 5:19).

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

### Personnel:

JOHN S. YOUNG, general manager.  
RONALD T. MIYAHIRA, chief engineer.

Rates: Sold only in combination with KGMB-TV, Honolulu, and latter's other satellite KHBC-TV, Hilo, with rates applying to simultaneous telecasts on all three stations.

NETWORK BASE HOURLY RATE: Bonus to KGMB-TV, Honolulu.

ARB Data for this Station Included with Report for Parent KGMB-TV, Honolulu.

HA 1-0818

RESIDENCE

TE 2-9362

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Radio Television CATV

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HUGH BEN LA RUE

NEW YORK, N.Y.

# Hawaii—Wailuku



## KMVI-TV

Ch. 12

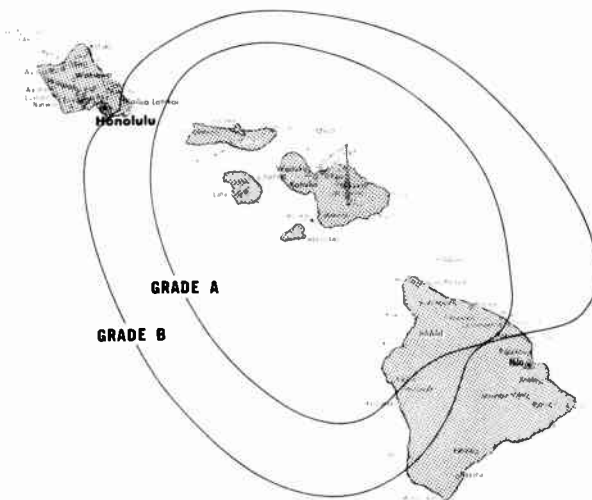
[Semi-satellite of separately-owned KHVH-TV, Honolulu]

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 30-kw visual, 15-kw aural. Antenna: 2.5° mechanical tilt, 6000-ft. above av. terrain, 100-ft. above ground, 10,000-ft. above sea level. Latitude 20° 42' 43" Longitude 156° 15' 26"

Transmitter: Haleakala Crater.

AM Affiliate: KMVI, 1-kw, 550 kc (NBC).

Color: Network, film, slide & tape.



County coverage (shaded areas) based on 1965 ARB study.

KMVI-TV Ref: FCC File No. BPCT—1981 Granted 5/25/55

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

## KMVI-TV

Network Service: ABC, same as KHVH-TV, Honolulu.

Grantee (STA): Maui Publishing Co. Ltd., Box 374.

Studio: 1290 Ala Moana, Honolulu.

Telephone: 33-981.

Ownership: J. Walter Cameron, pres., 84.233%; Kahului Railroad Co., 8.4%; H. P. Baldwin Ltd., 3.7%; 8 other stockholders, none owns as much as 1%

Began Operation: Dec. 4, 1955.

Represented (legal) by Dow, Lohnes & Albertson.

### Personnel:

RICHARD E. MAWSON, general manager.

NORA I. COOPER, station manager.

Rates: See KHVH-TV, Honolulu.

NETWORK BASE HOURLY RATE: Bonus to KHVH-TV, Honolulu.

ARB Data for this Station Included with Report for KHVH-TV, Honolulu

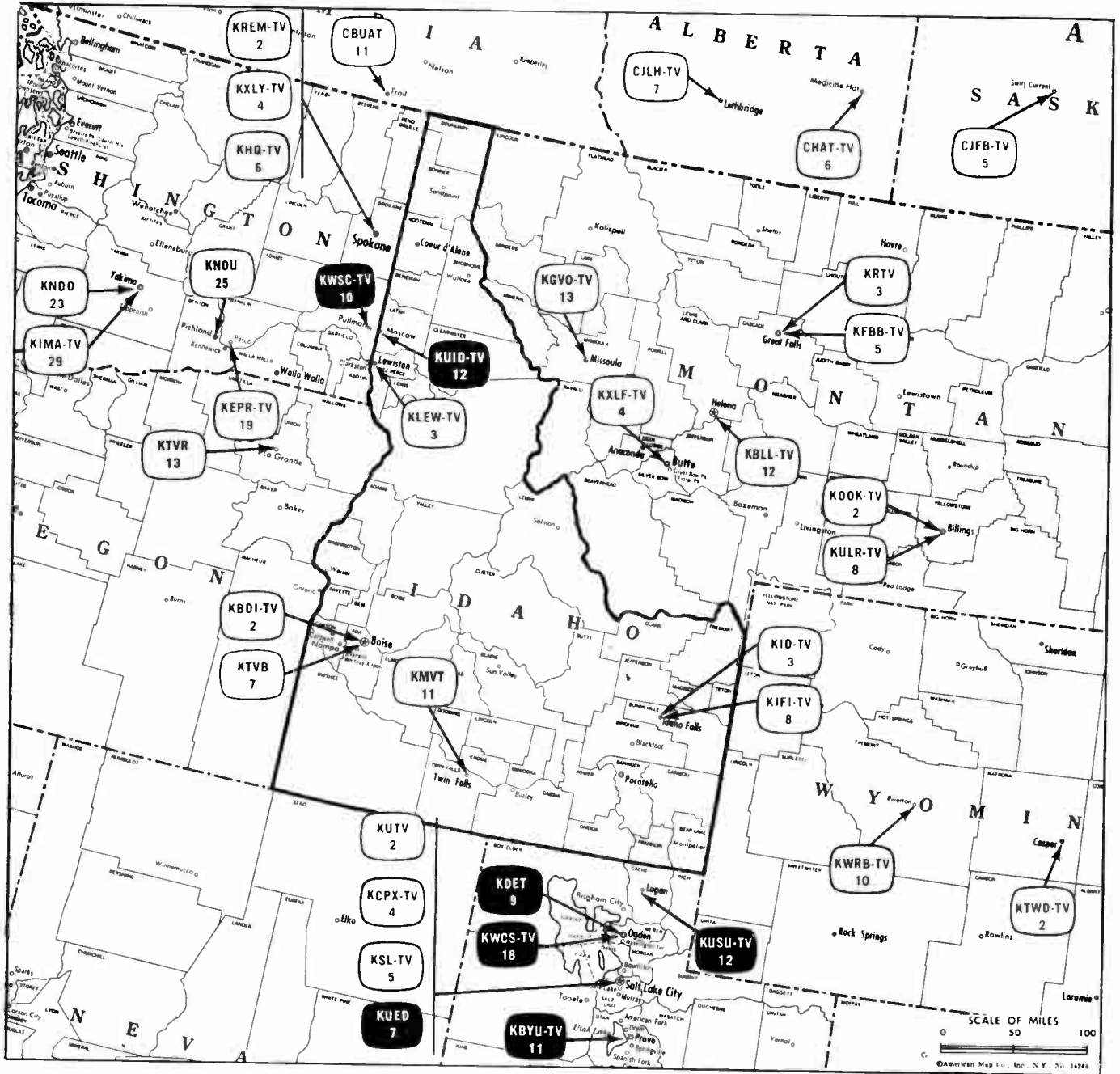


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WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

# Idaho



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Boise	83,800	162	120,900	180	112,000	176
Idaho Falls-Pocatello	60,200	180	80,000	193	75,000	191
Twin Falls	29,700	207	37,100	217	35,300	217



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	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	6	0	6
<input checked="" type="checkbox"/> Educational Television Stations	1	0	1
			7

**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

**KTLE**

Idaho Falls

(See Pocatello, Ida.)

•

**KBOI-TV & KTVB**

Nampa

(See Boise, Ida.)

•

**KID-TV & KIFI-TV**

Pocatello

(See Idaho Falls, Ida.)



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# Idaho—Boise



**KBOI-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 65-kw visual, 33-kw aural. Antenna: 2550-ft. above av. terrain, 150-ft. above ground, 7170-ft. above sea level.

Latitude 43° 45' 12"  
Longitude 116° 06' 08"

Requests 7.01-kw aural.

Transmitter: Deer Point Peak, Shafter Butte.

Color: Network, film, slide & tape.

O & O Translator: K10FD, McCall & New Meadows, Ida.

News Wire Service: AP, UPI.

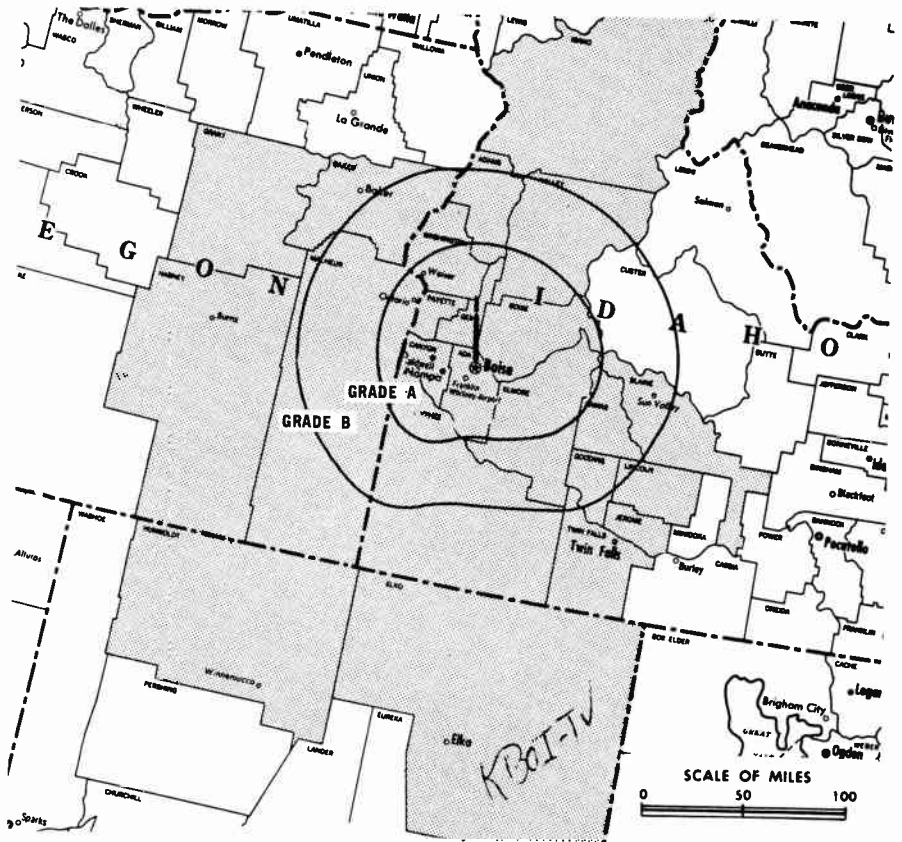
Studio: 1007 W. Jefferson St.

Telephone: 208-342-9331.

AM Affiliate: KBOI, 5-kw, 950 kc (CBS).

FM Affiliate: KBOI-FM, 17.5-kw, 97.9 mc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KBOI-TV Ref: FCC File No. BPCT-2146 Granted 7/11/56

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## KBOI-TV

Licensee: Boise Valley Bcstrs. Inc., 1007 W. Jefferson St. (83702).  
TWX No.: 208-375-4455.

Ownership: H. Westerman Whillock, pres., 7.1%; Willis C. Moffat, v.p., 6.3%; Earl Glade Jr., secy.-treas., 3%; Fred M. Taylor, director, 5.8%; Maxine King, 7.5%; Lloyd Klingensmith, director, 1.5%; Rudy Anderson, director, 3%; Robert Howell, director, 9%; Joe Albertson, director, 2.5%; Theresa Whillock, 4.8%; Edwin A. Snow, 4.3%; Radio Service Corp. of Utah (owners of 64% of KSL-TV, Salt Lake City, Utah and 23% of KID-TV, Idaho Falls, Idaho), 6.2%; Saul Haas (KIRO-TV, Seattle, Wash.), 5%; 48 others, none over 3%.

Began Operation: Nov. 26, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Wilkinson, Cragun & Barker.

### Personnel:

WESTERMAN WHILLOCK, president & general manager.  
EARL GLADE JR., station, commercial mgr. & film buyer.  
DENA HOWELL, production supervisor.  
JAMES A. JOHNTZ JR., chief engineer.  
ROBERT HOWELL, film editor.  
DICK EARDLEY, news editor.

### DIGEST OF RATE CARD NO. 8—(Aug. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$300.00	\$180.00	\$145.00	\$105.00	\$85.00	\$70.00
NETWORK BASE HOURLY RATE:	\$350 (CBS, ABC).					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>IDAHO</b>			
ADA	32,800	31,300	95
ADAMS	900	800	90
BLAINE	1,400	1,300	91
BOISE	500	500	93
CAMAS	300	300	97
CANYON	18,400	17,200	94
ELMORE	5,700	5,400	95
GEM	2,900	2,700	94
GOODING	2,600	2,400	95
IDAHO	4,400	3,800	88
JEROME	3,300	3,200	96
LINCOLN	1,100	1,000	94
OWYHEE	1,900	1,800	94
PAYETTE	4,100	3,900	94
TWIN FALLS	13,300	12,800	96
VALLEY	1,100	1,000	89
WASHINGTON	2,600	2,300	92
<b>NEVADA</b>			
ELKO	4,200	3,400	83
HUMBOLDT	2,000	1,800	91
<b>OREGON</b>			
BAKER	5,900	5,200	89
GRANT	2,300	1,700	75
HARNEY	2,000	1,700	85
MALHEUR	6,600	6,000	92
<b>STATION TOTAL</b>	<b>120,300</b>	<b>111,500</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65) 83,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 68,600  
COLOR PENETRATION PERCENTAGE (NDV 65) 8

# Idaho—Boise



**KTVB**



Ch. 7

[Also operates satellite KTVR, La Grande, Ore.]

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 213-kw visual, 26.9-kw aural. Antenna, 2560-ft. above av. terrain, 223-ft. above ground, 7193-ft. above sea level.

Latitude 43° 45' 08"  
Longitude 116° 07' 10"

Transmitter: TV Lot No. 3, Deer Point, Ida.

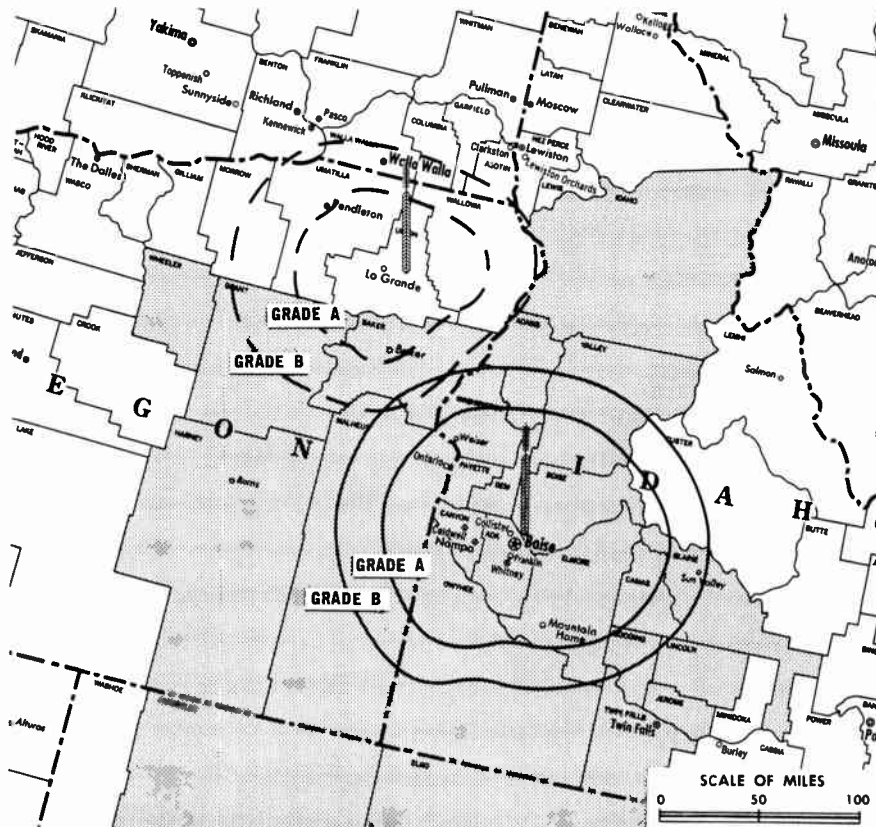
Studio: 700 Crestline Dr.

O & O Translators: K12EZ, McCall & New Meadows, Ida.; K13GW, Council, Ida.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTVB Ref: FCC File No. BPCT-2086 Granted 4/27/66

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

## KTVB

Network Service: ABC, NBC.

Licensee: KTVB Inc., Box 390, Chamber of Commerce Bldg. 83701.

Telephone: 208-342-4611. TWX No.: 208-375-0600.

Ownership: Georgia M. Davidson, pres., 100%.

Began Operation: July 12, 1953.

Represented (sales) by Avery-Knodel Inc.; Bob Hix Co. Inc. (Mountain States). Del Day Inc. (Seattle), Charles L. Burrow Co. (Portland, Ore.).

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

Represented (engineering) by Commercial Radio Equipment Co.

### Personnel:

GEORGIA M. DAVIDSON, president.  
ROBERT E. KRUEGER, exec. v.p. & gen. mgr.  
GEORGE GANZ, sales manager.  
DEL LUNDBOM, program director.  
GLENN PURDY, merchandising director.  
SHIRLEY MIX, promotion director.  
HAROLD W. TOEDTEMEIER, technical director.  
SAL CELESKI, news director.

### DIGEST OF RATE CARD NO. 13—(Sept. 1, 1965)

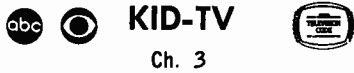
Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.  
\$300.00 \$200.00 \$150.00 \$90.00 \$90.00 \$70.00 \$35.00  
NETWORK BASE HOURLY RATE: \$325 (ABC), \$325 (NBC).

ARB Data for this station does not reflect present coverage since it does not include satellite KTVR, La Grande, Ore.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>IDAHO</b>			
ADA	32,800	31,300	95
ADAMS	900	800	90
BLAINE	1,400	1,300	91
BOISE	500	500	93
CAMAS	300	300	97
CANYON	18,400	17,200	94
EL MORE	5,700	5,400	95
GEM	2,900	2,700	94
GOODING	2,600	2,400	95
IDAHO	4,400	3,800	88
JEROME	3,300	3,200	96
LINCOLN	1,100	1,000	94
OWYHEE	1,900	1,800	94
PAYETTE	4,100	3,900	94
TWIN FALLS	13,300	12,800	96
VALLEY	1,100	1,000	89
WASHINGTON	2,600	2,300	92
<b>NEVADA</b>			
ELKO	4,200	3,400	83
HUMBOLDT	2,000	1,800	91
<b>OREGON</b>			
BAKER	5,900	5,200	89
GRANT	2,300	1,700	75
HARNEY	2,000	1,700	85
MALHEUR	6,600	6,000	92
WHEELER	600	500	89
<b>STATION TOTAL</b>	<b>120,900</b>	<b>112,000</b>	<b>93</b>

NET WEEKLY CIRCULATION (MARCH 65) 83,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 65,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 8

# Idaho—Idaho Falls-Pocatello



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 14.4-kw aural. Antenna: 1600-ft. above av. terrain, 201-ft. above ground, 6791-ft. above sea level.

Latitude 43° 29' 30"  
Longitude 112° 39' 05"

Transmitter: Little Butte Mt., 8.5-mi. NE of Atomic City, Ida.

Studio: 1255 E. 17th St.

TV tape: Recording facilities.

Color: Network only.

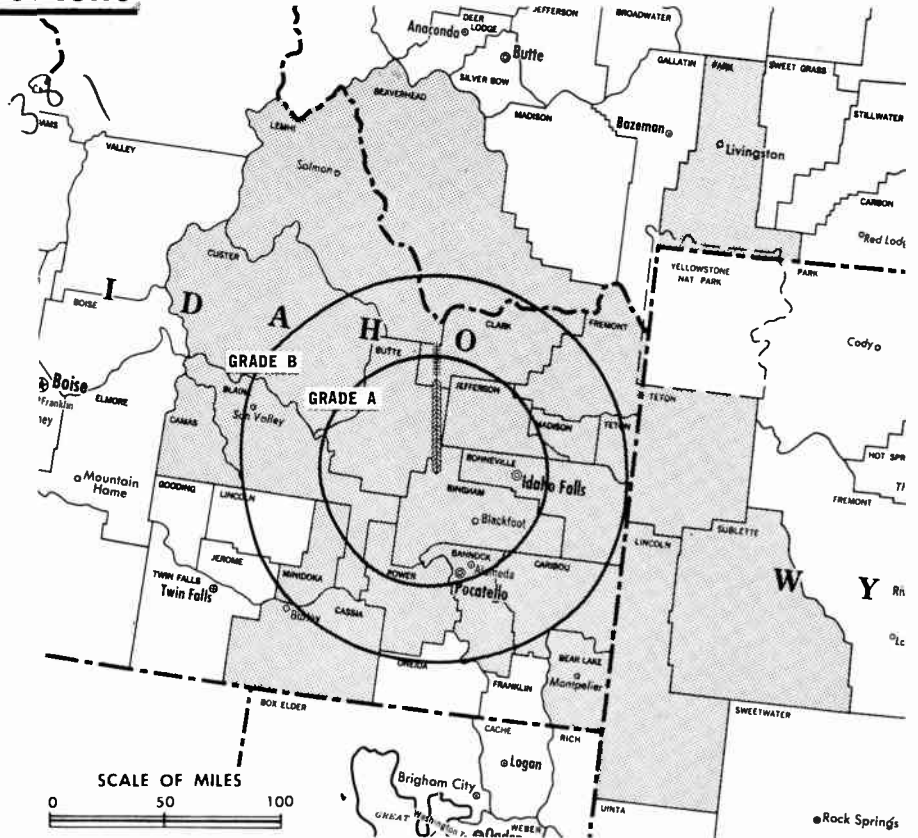
News Wire Service: AP.

Telephone: 208-522-5100.

AM Affiliate: KID, 5-kw (1-kw night), 590 kc (CBS).

Represented (engineering) by Jules Cohen & Assoc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KID-TV Ref: FCC File No. BMPCT-1281 Granted 8/21/53

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## KID-TV

Network Service: ABC, CBS.

Licensee: Idaho Radio Corp., Box 2008, 1255 E. 17th St., Idaho Falls, Ida. (83401).

Ownership: KSL Inc., 23%; Zion Securities Corp., 18.6%; A. W. Schwieder, pres., 7.8%; Mrs. Guy A. Poulsen, 6.5%; 35 others, none owns more than 4.8%. KSL Inc., also owns 6.2% of KBOI-TV, Boise, Ida. and operates KSL-TV, Salt Lake City.

Began Operation: Dec. 20, 1953.

Represented (sales) by H-R Television, Inc.; Skyline Advertisers Sales; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

J. ALLEN JENSEN, exec. vice pres. & general manager.  
CLAUDE CAIN, station & sales manager.  
DAVE WAYNE, operations manager.  
CARROLL SECRIST, chief engineer.  
JUDY YOUNG, promotion manager.

### DIGEST OF RATE CARD NO. 12 (Nov 16, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:29-10:01 p.m., daily.	\$330.00	\$198.00	\$132.00	\$99.00	\$82.50	\$66.00 \$41.25

Combination Rates (Skyline TV Network): KID-TV, Idaho Falls, Ida.; KMVT, Twin Falls, Ida.; KOOK-TV, Billings, Mont.; KXLF-TV, Butte & KFBB-TV, Great Falls, Mont.

Class A—6:29-10:01 p.m., daily.  
\$1261.05 \$756.54 \$504.50 \$378.37 \$302.67 \$241.95 \$151.12  
NETWORK BASE HOURLY RATE: \$275 (ABC), \$275 (CBS).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>IDAHO*</b>			
BANNOCK	15,700	14,800	94
BEAR LAKE	2,000	1,900	93
BINGHAM	7,900	7,600	97
BLAINE	1,400	1,300	91
BONNEVILLE	15,300	14,800	97
BUTTE	1,200	1,100	97
CAMAS	300	300	97
CARIBOU	1,700	1,500	92
CASSIA	4,800	4,600	96
CLARK	300	200	91
CUSTER	900	800	87
FREMONT	2,300	2,200	96
JEFFERSON	3,200	3,100	98
LEMHI	1,800	1,500	83
MADISON	2,300	2,300	97
MINIDOKA	4,600	4,300	94
POWER	1,300	1,100	90
TETON	700	700	99
<b>MONTANA</b>			
BEAVERHEAD	2,400	2,000	85
PARK	4,600	4,200	91
<b>WYOMING</b>			
LINCOLN	2,700	2,400	88
SUBLETTE	1,500	1,300	86
TETON	1,100	1,000	90
<b>STATION TOTAL</b>	<b>80,000</b>	<b>75,000</b>	<b>94</b>

NET WEEKLY CIRCULATION (MARCH 65) 60,200  
AVERAGE DAILY CIRCULATION (MARCH 65) 51,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# Idaho—Idaho Falls-Pocatello



**KIFI-TV**



Ch. 8

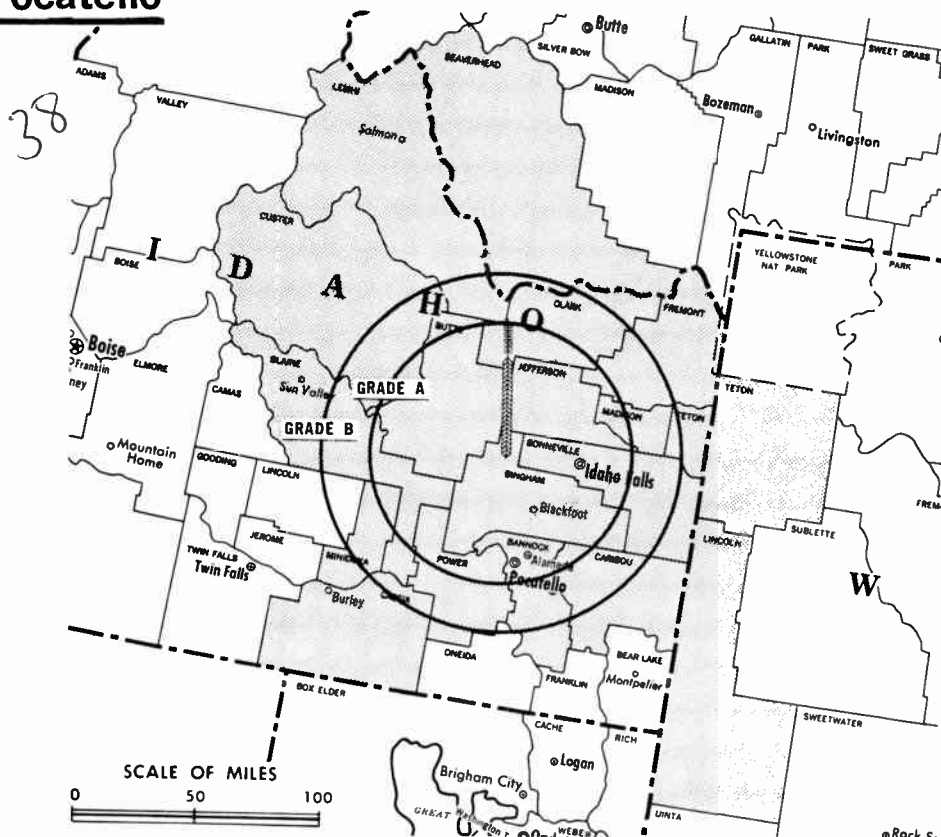
Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1520-ft. above av. terrain, 180-ft. above ground, 6851-ft. above sea level.

Latitude 43° 30' 02"  
Longitude 112° 39' 36"

Transmitter: Little Butte Mt., 32-mi. W of Idaho Falls.

Color: Network, film & slide.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

KIFI-TV Ref: FCC File No. BMPCT-5503 Granted 9/20/60

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## KIFI-TV

Network Service: NBC, ABC.

Licensee: Eastern Idaho Broadcasting & Television Co., Box 2148, Idaho Falls, Ida. (83401).

Studio: North Yellowstone Hwy., Idaho Falls.

Telephone: 208-523-1171. TWX No.: 208-523-3094.

Ownership: J. Robb Brady Trust Co., 91.663%; James M. Brady, pres., .002%; Edwin F. McDermott, v.p., 8.33%; J. Robb Brady, secy.-treas., .002%.

Began Operation: Jan. 23, 1961.

Represented (sales) by Avery-Knodel Inc. (National); Feltis, Dove & Croghan (Seattle-Portland); Bob Hix Inc. (Denver).

Represented (legal) by John H. Midlen.

Represented (engineering) by John H. Mullaney.

Personnel:

J. M. BRADY, general & national sales manager.  
CHARLES OUTLAND, production manager.  
H. G. HAEFELE, program director & chief engineer.  
WESLEY PETTORBERG, office manager.

### DIGEST OF RATE CARD NO. 7 (Aug. 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:31-10:01 p.m., daily.	\$250.00	\$150.00	\$100.00	\$75.00	\$70.00	\$55.00
						\$38.00

Combination Rates (Mountain States TV): KIFI-TV, Idaho Falls, Ida.; KULR-TV, Billings, Mont.; KRTV, Great Falls, Mont.; KMSO-TV, Missoula, Mont.

Class AA—6:31-10:01 p.m., daily.  
\$850.00 \$510.00 \$357.00 \$289.00 \$195.50 \$161.50 \$97.75

NETWORK BASE HOURLY RATE: \$200.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>IDAHO</b>			
BANNOCK	15,700	14,800	94
BINGHAM	7,900	7,600	97
BLAINE	1,400	1,300	91
BONNEVILLE	15,300	14,800	97
BUTTE	1,200	1,100	97
CARIBOU	1,700	1,500	92
CASSIA	4,800	4,600	96
CLARK	300	200	91
CUSTER	900	800	87
FREMONT	2,300	2,200	96
JEFFERSON	3,200	3,100	98
LEMHI	1,800	1,500	83
MADISON	2,300	2,300	97
MINIDOKA	4,600	4,300	94
POWER	1,300	1,100	90
TETON	700	700	99
<b>MONTANA</b>			
BEAVERHEAD	2,400	2,000	85
<b>WYOMING</b>			
LINCOLN	2,700	2,400	88
TETON	1,100	1,000	90
<b>STATION TOTAL</b>	<b>71,600</b>	<b>67,300</b>	<b>94</b>

NET WEEKLY CIRCULATION (MARCH 65) 52,400  
AVERAGE DAILY CIRCULATION (MARCH 65) 40,000  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

For Translator Station Directory  
see Section c

# Idaho—Lewiston

abc **KLEW-TV**

Ch. 3

[Associated with KIMA-TV, Yakima, Wash.]

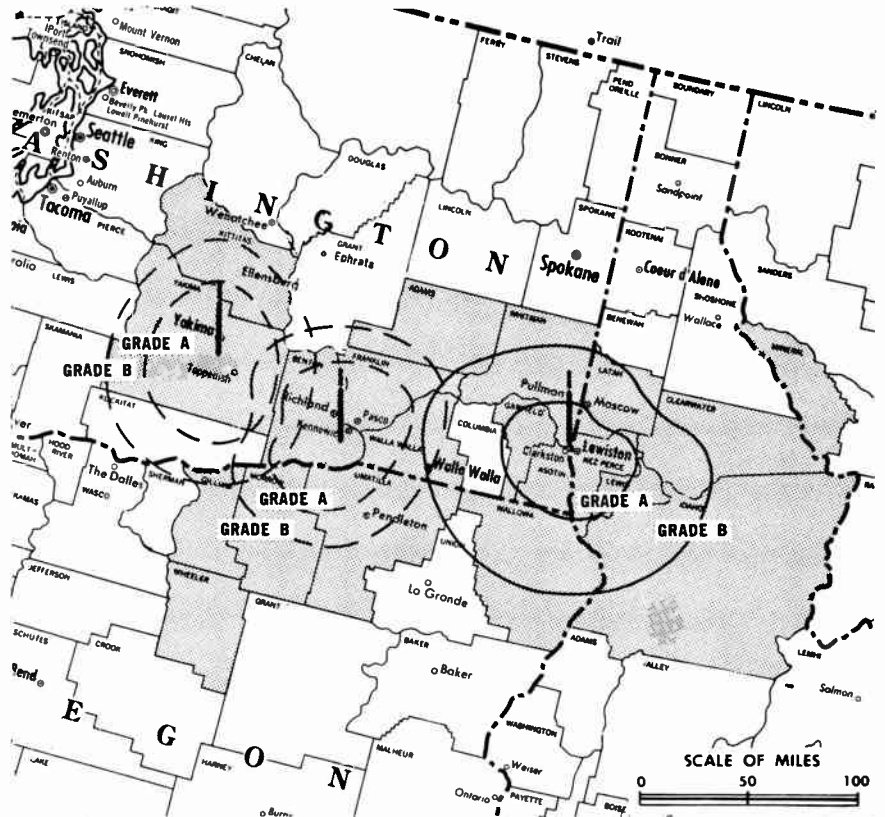
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 13.8-kw visual, 1.38-kw aural. Antenna: 1260-ft. above av. terrain, 303.5-ft. above ground, 3203-ft. above sea level.

Latitude 46° 27' 25"  
Longitude 117° 05' 57"

Transmitter: 3-mi. NW of Clarkston, Wash., 2.5-mi. SW of U.S. 195.

AM Affiliate: None locally.

Color: Network only.



County coverage (shaded areas) based on 1965 ARB study.

KLEW-TV Ref: FCC File No. BMPCT--3459 Granted 10/6/55

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

## KLEW-TV

Network Service: CBS (EMP), ABC.

Licensee: Lewiston TV Co., Box 615.

Studio: 1115 Idaho St. (83501).

Telephone: 208-743-5581.

Ownership: Cascade Broadcasting Co., 100%; for other interests, see KIMA-TV, Yakima, Wash.

Began Operation: Dec. 9, 1955.

Represented (sales) by Adam Young Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

RUDY VSETECKA, manager.

BILL BICKLEY, chief engineer.

Sold in combination with KIMA-TV, Yakima.

NETWORK BASE HOURLY RATE: \$100 (CBS), \$650, combination rate with KIMA-TV, Yakima, bonus to KIMA-TV, Yakima (NBC).

ARB Data for this Station Included with Report of Parent KIMA-TV, Yakima, Wash. The above Map Includes Coverage of Parent & Satellites KLEW-TV & KEPR-TV, Pasco, Wash.

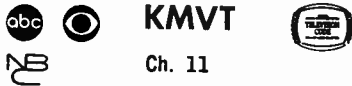
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# Idaho—Twin Falls



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1060-ft. above av. terrain, 665-ft. above ground, 4968-ft. above sea level.

Latitude 42° 43' 48"  
Longitude 114° 24' 52"

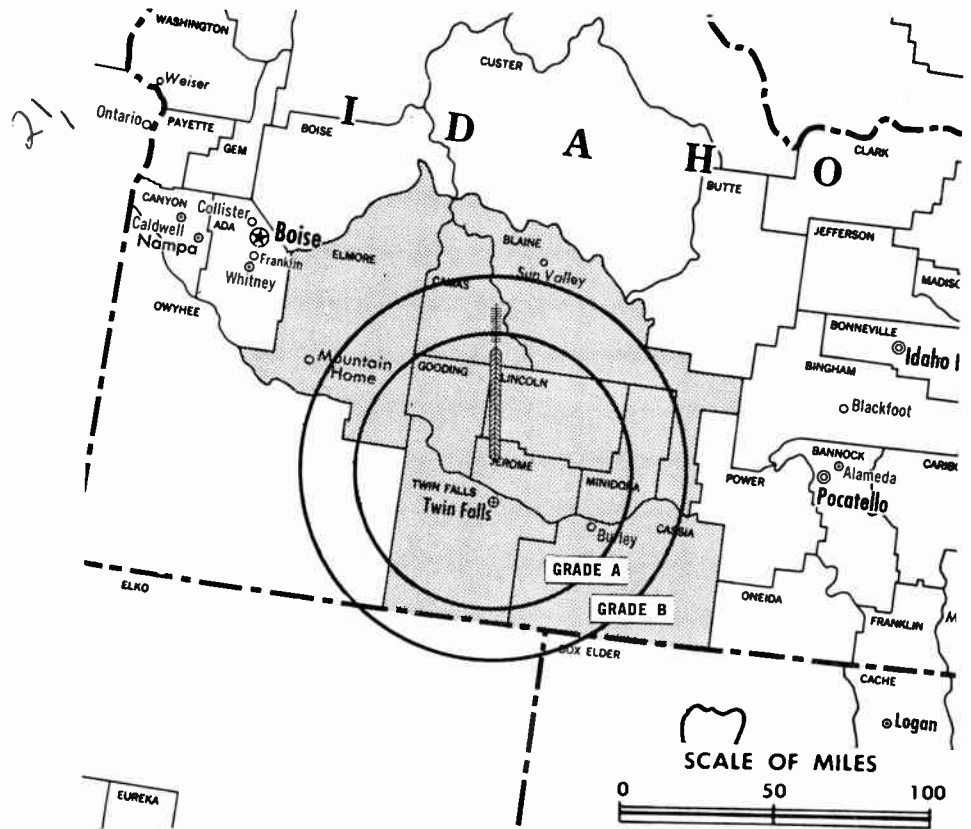
Requests change to 316-kw visual, 158-kw aural, 1057-ft. above av. terrain, 665-ft. above ground, 4968-ft. above sea level.

Transmitter: Flat Top Butte, 11-mi. north of city.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ABB study.

KMYT Ref: FCC File No. B1CT—3062 Granted 7/24/62

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

## KMYT

Network Service: ABC, CBS; also NBC.

Licensee: The KLIX Corp., Box 547 (83301).

Studio: Elizabeth Blvd. & Eastland Dr.

Telephone: 208-733-1280. TWX No.: 910-977-5716.

Ownership: The KLIX Corp., 100% owned by A. L. Glasmann family, publisher of Ogden Standard Examiner. For other interests see KUTV, Salt Lake City. George C. Hatch, pres.

Began Operation: May 30, 1955. Sale to present owners by Frank C. Carman-Grant Wrathall interests approved March 7, 1956 by FCC (Television Digest, Vol. 11:31, 12:10).

Represented (sales) by Skyline Advertisers Sales; H-R Television Inc.; John McGuire (Denver); Art Moore & Assoc. Inc. (Northwest).

Represented (legal) by Haley, Bader & Potts.

### Personnel:

GORDON O. GLASMANN, pres. & general manager.  
CECIL L. HEFTEL, vice president.  
BUZZ LANGDON, production manager.  
BRUCE FOX, operations manager.  
SID COHEN, film buyer.  
VAUN J. McARTHUR, director of engineering.

### DIGEST OF RATE CARD NO. 8 (Nov. 16, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:29-10:01 p.m., daily.	\$223.00	\$133.75	\$89.25	\$74.25	\$67.00	\$56.00	\$44.50
	\$27.75						

Note: For combination rates, see KID-TV, Idaho Falls, Ida.

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

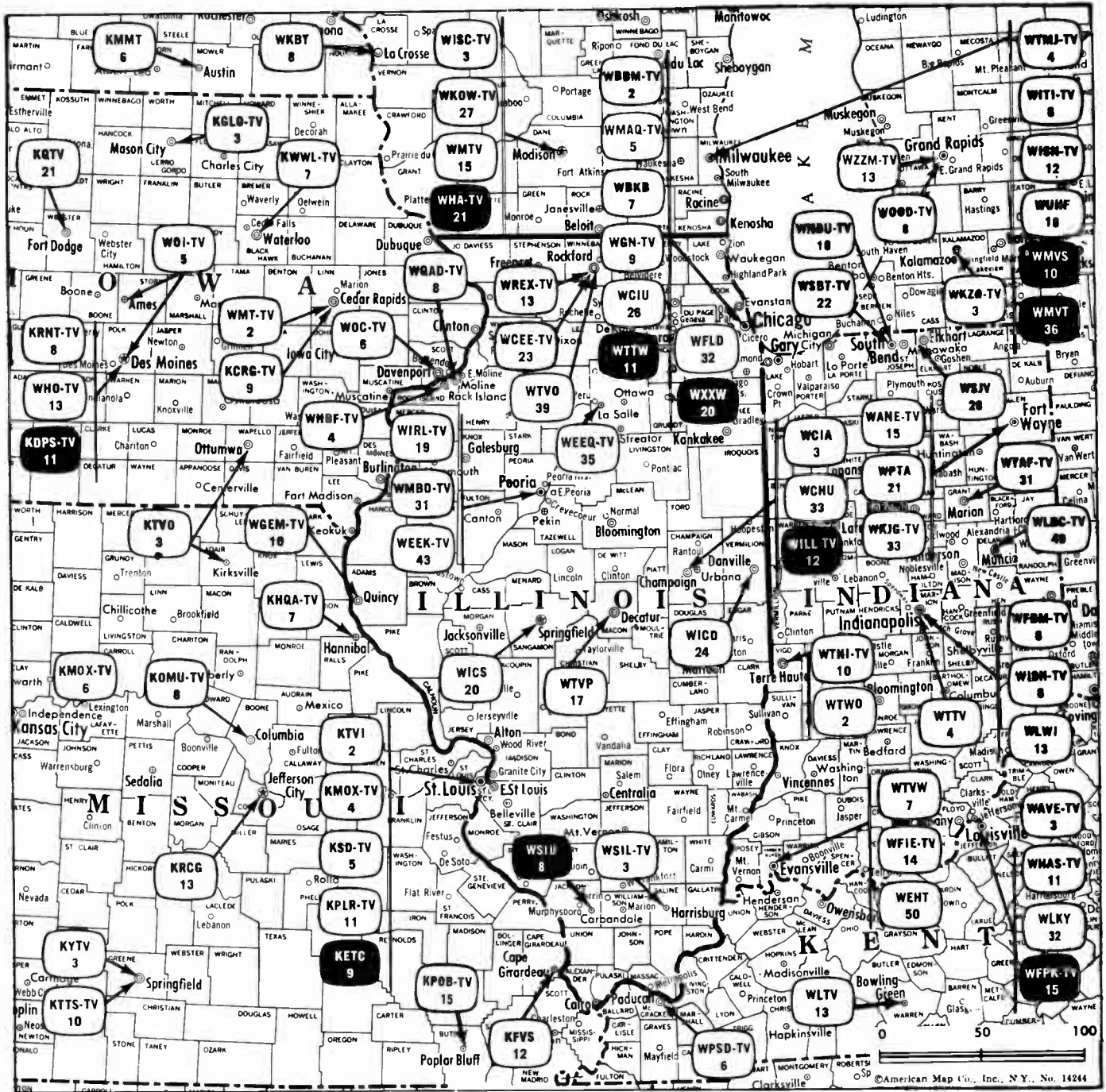
STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>IDAHO</b>			
BLAINE	1,400	1,300	91
CAMAS	300	300	97
CASSIA	4,800	4,600	96
ELMORE	5,700	5,400	95
GOOING	2,600	2,400	95
JEROME	3,300	3,200	96
LINCOLN	1,100	1,000	94
MINIDOKA	4,600	4,300	94
TWIN FALLS	13,300	12,800	96
<b>STATION TOTAL</b>	<b>37,100</b>	<b>35,300</b>	<b>95</b>

NET WEEKLY CIRCULATION (MARCH 65) 29,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 25,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 5

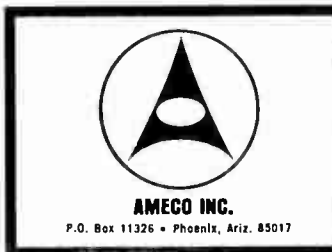
## BLACKBURN & COMPANY, INC.

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WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151



For Station Cross-References Indicating Markets Served, see page 184-b



## AMECO "SALESMOBILE SERVICE"

IN ILLINOIS  
 GREG KLEIN  
 Mishawaka, Indiana  
 Phone: 219-259-2578



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Chicago	2,348,300	3	2,682,400	4	2,598,300	4
Moline-Rock Island-Davenport	294,100	66	430,300	76	410,600	69
Champaign-Decatur-Springfield	262,400	73	435,100	72	415,200	67
Harrisburg-Paducah-Cape Girardeau	220,700	87	353,400	94	314,600	94
Rockford	194,600	94	294,700	103	284,900	101
Peoria	184,700	98	329,300	96	315,600	95
Quincy-Hannibal	134,000	126	208,100	132	195,800	129

**Illinois Station Status as of Feb. 1, 1966**

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
10	12	22
3	1	4
		<u>26</u>

**WSIL-TV, Harrisburg**  
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
<b>MISSOURI</b>			
BOLLINGER	2,400	2,100	86
BUTLER	10,200	8,600	86
CAPE GIRARDEAU	13,400	12,400	93
CARTER	1,200	800	71
MISSISSIPPI	5,100	4,600	91
NEW MADRID	7,200	6,300	88
PERRY	4,200	3,800	89
REYNOLDS	1,200	900	78
RIPLEY	2,500	1,800	74
SCOTT	9,500	8,800	93
STODDARD	8,000	7,300	91
WAYNE	2,500	2,100	84
<b>TENNESSEE</b>			
QBION	8,500	7,500	88

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# Illinois

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### WICS

Champaign

(See Springfield, Ill.)

### WTVP

Champaign

(See Decatur, Ill.)

### WCIA

Decatur

(See Champaign, Ill.)

### WICS

Decatur

(See Springfield, Ill.)

### WCCE-TV

Freeport

(See Rockford, Ill.)

### KFVS-TV

Harrisburg

(See Cape Girardeau, Mo.)

### WPSD-TV

Harrisburg

(See Paducah, Ky.)

### WHBF-TV

Moline

(See Rock Island, Ill.)

### KHQA-TV

Quincy

(See Hannibal, Mo.)

### WQAD-TV

Rock Island

(See Moline, Ill.)

### WOC-TV

Rock Island

(See Davenport, Ia.)

### WCIA

Springfield

(See Champaign, Ill.)

### WTVP

Springfield

(See Decatur, Ill.)

### WCIA & WCHU

Urbana

(See Champaign, Ill.)

## State Educational Technical Facilities

(Complete Data in Educational Directory)

### WSIU

Carbondale

Ch. 8

Non-Commercial Educational Station

Licensee: Board of Trustees of Southern Ill. U., Carbondale.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 859.2-ft. above av. terrain, 903-ft. above ground, 1385-ft. above sea level.

Latitude 38° 06' 15"  
Longitude 89° 14' 37"

### WTTW

Chicago

Ch. 11

Non-Commercial Educational Station

Licensee: Chicago Educational Television Association, 1761 E. Museum Dr., Chicago (60637).

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 720-ft. above av. terrain, 796-ft. above ground, 1384-ft. above sea level.

Latitude 41° 54' 01"  
Longitude 87° 37' 28"

### WXXW

Chicago

Ch. 20

Non-Commercial Educational Station

Licensee: Chicago Educational Television Association, 5400 N. St. Louis Ave., Chicago, Ill. (60625).

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 457-kw visual, 91.4-kw aural. Antenna: 770-ft. above av. terrain, 796-ft. above ground, 1383-ft. above sea level.

Latitude 41° 54' 0.75"  
Longitude 87° 37' 28"

### WILL-TV

Urbana-Champaign

Ch. 12

Non-Commercial Educational Station

Licensee: University of Illinois, Board of Trustees, Urbana, Ill.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 45.7-kw visual, 22.9-kw aural. Antenna: 160-ft. above av. terrain, 177-ft. above ground, 913-ft. above sea level.

Latitude 40° 05' 58"  
Longitude 88° 14' 14"

# Illinois—Champaign



**WCHU**

Ch. 33

[Auxiliary outlet of WICS, Springfield, Ill. which also operates WICD, Danville, Ill., on a similar basis.]

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 5.5-kw visual, 2.96-kw aural. Antenna: 140-ft. above av. terrain, 133-ft. above ground, 875-ft. above sea level.

Latitude 40° 06' 58"  
Longitude 88° 14' 30"

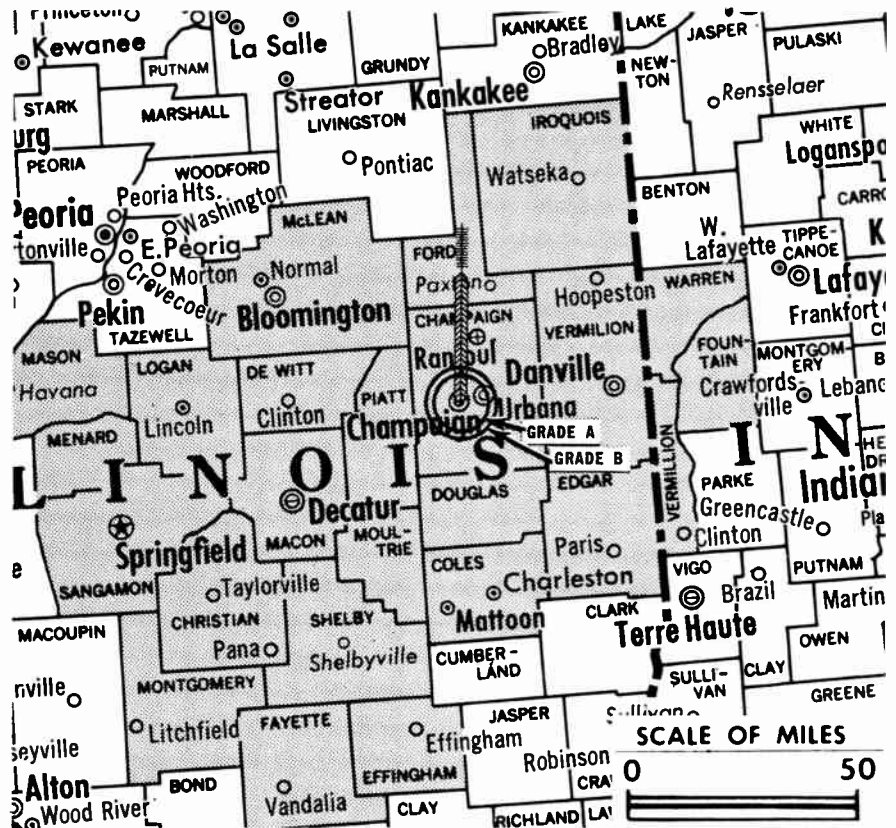
Requests Change: See below.

Transmitter: University & Walnut Sts., Champaign.

Color: Network only.

News Wire Service: UPI.

Represented (engineering) by David Steel & Assoc.



County coverage (shaded areas) based on 1965 ARB study.

WCHU Ref: FCC File No. BMPCT—5183 Granted 10/24/58

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## WCHU

**Network Service:** NBC, same as WICS, Springfield, Ill.

**Licensee:** Plains Television Corp. 2680 E. Cook St., Springfield, Ill. (62701).

**Studio:** Inman Hotel, Champaign, Ill.

**Ownership:** See WICS, Springfield, Ill.

**Began Operation:** April 23, 1959.

**Represented (sales)** by Young Television Corp.

**Represented (legal)** by McKenna & Wilkinson.

**Personnel:**

- MILTON D. FRIEDLAND, v.p. & general manager.
- JAMES T. KELLY, station manager.
- DEEK KURTZ, program manager.
- HAROLD J. ESKEW, chief engineer.
- ROBERT B. FARROW, director of national sales.
- JERALDINE FREED, promotion manager.

### DIGEST OF RATE CARD NO. 1 (Oct. 1, 1960)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$175.00	\$105.00	\$70.00	\$61.25	\$43.75	\$39.40	\$35.00

Combination rate: See WICS, Springfield.

**NETWORK BASE HOURLY RATE:** \$175, in combination with WICD, Danville, Ill.

ARB Data for this Station is Included with Parent WICS, Springfield, Ill. The above Map Includes Coverage of Parent and satellite WICD, Danville.

Requests switch to Ch. 21 with 225-kw max. and 145-kw horizontal visual, 45-kw max. and 28.9-kw horizontal aural, 1302-ft. above av. terrain, 1345-ft. above ground, 1995-ft. above sea level, lat. 40° 04' 10", long. 87° 54' 45"; transmitter to 3.75-mi. N., 215° from Fithian, Ill. BPCT—3504.

For Stations Equipped for  
Color Telecasting  
see Section a.

# Illinois—Champaign



**WCIA**



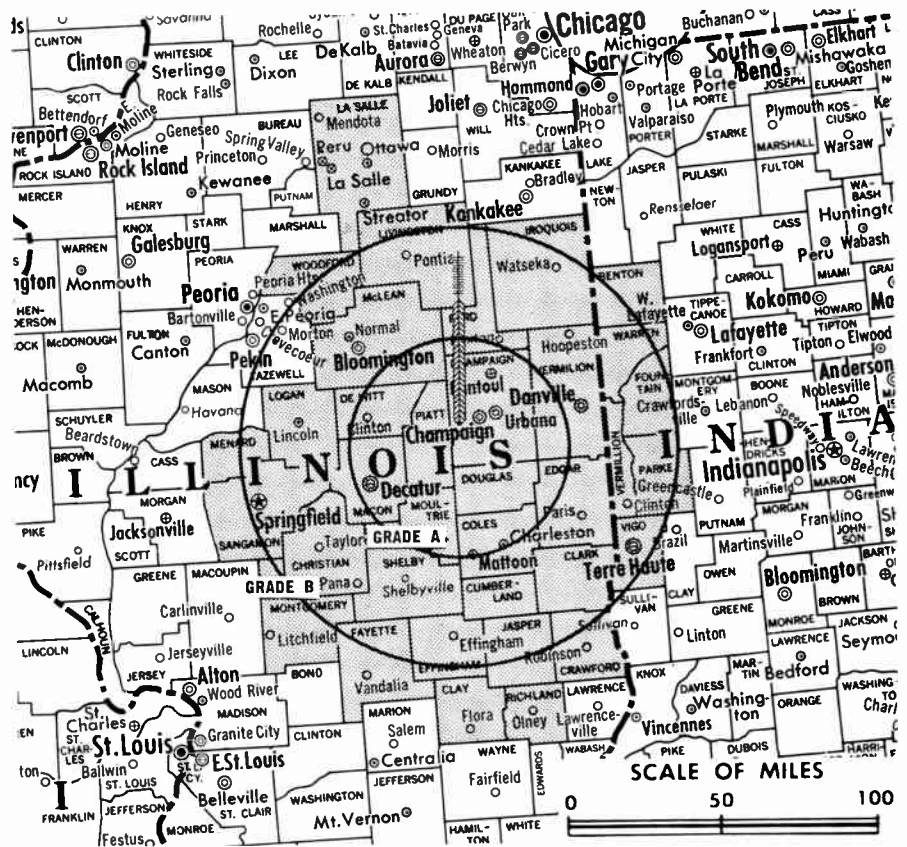
Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 940-ft. above av. terrain, 981-ft. above ground, 1701-ft. above sea level.

Latitude 40° 06' 23"  
Longitude 88° 26' 59"

Transmitter: Seymour, Ill.  
TV tape: Recording facilities.  
Color: Network, slide, film & tape.  
News Wire Service: UPI.  
Facsimile Service: UPI.  
News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WCIA Ref: FCC File No. BMPCT-1315 Granted 8/17/53

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## WCIA

Licensee: Midwest Television Inc., 509 S. Neil St.  
Studio: 509 S. Neil St. (61820).  
Telephone: 217-356-8333.  
TWX No.: 217-344-0955.

Ownership: August C. Meyer, pres., 24.9%; Clara R. Meyer, v.p., 26.1%; Illinois Bcstg. Co., 20%; Helen M. Stevick, 10%; Marajen S. Chinigo, 10%; remaining 9% held by 6 other stockholders, none with over 5%. Illinois Bcstg., a subsidiary of Lindsay-Schaub Newspapers, Decatur, is licensee of WSOY, Decatur, WVLN, Olney, Ill. and WSET-FM, Effingham. Helen Stevick owns 60% and Marajen Chinigo owns 40% of Champaign News-Gazette, licensee of WDWS, Champaign. Midwest owns WMBD-TV-AM-FM, Peoria, KFMB TV-AM-FM San Diego and is Ch. 49 applicant for Springfield.

Began Operation: Nov. 14, 1953.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Covington & Burling.

### Personnel:

AUGUST C. MEYER, president.  
CLARA R. MEYER, vice president.  
GUY MAIN, executive v.p.  
DON McMULLIN, news director.  
JAMES FIELDING, director of operations, secy. & treas.  
LEN DAVIS, GIM sales manager.  
JERRY JOHNSON, sales manager.  
JOHN KETTERER, film buyer.  
BOB MYERS, director of engineering & asst. to pres.  
BILL HELMS, production & sales service manager.

### DIGEST OF GIM RATE CARD NO. 5 (Aug. 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m. daily.	\$1200.00	\$720.00			\$350.00	\$350.00 \$175.00
NETWORK BASE HOURLY RATE: \$1250.						

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ILLINOIS</b>			
CHAMPAIGN	39,100	37,400	96
CHRISTIAN	11,300	10,800	96
CLARK	5,100	4,800	94
CLAY	4,600	4,200	91
COLES	13,900	13,300	96
CRAWFORD	6,700	6,400	96
CUMBERLAND	3,100	2,900	94
DE WITT	5,600	5,400	96
DOUGLAS	6,200	6,000	96
EDGAR	7,100	6,800	96
EFFINGHAM	6,900	6,300	92
FAYETTE	6,100	5,700	94
FORD	5,100	4,900	96
IROQUOIS	10,600	10,100	95
JASPER	3,200	3,000	93
LA SALLE	35,000	33,500	96
LIVINGSTON	12,000	11,300	95
LOGAN	9,400	9,000	96
MC LEAN	26,600	25,400	95
MACON	39,700	38,300	96
MENARD	3,000	2,800	94
MONTGOMERY	9,800	9,300	95
MOULTRIE	4,200	3,900	94
PIATT	4,600	4,500	98
RICHLAND	5,000	4,600	93
SANGAMON	49,400	47,000	95
SHELBY	7,000	6,600	93
VERMILION	31,200	29,900	96
WOODFORD	7,600	7,200	95
<b>INDIANA</b>			
BENTON	3,200	3,100	96
FOUNTAIN	5,900	5,700	96
PARKE	4,300	4,200	97
VERMILION	5,200	5,000	96
VIGO	34,900	33,600	96
WARREN	2,500	2,300	95
<b>STATION TOTAL</b>	<b>435,100</b>	<b>415,200</b>	<b>95</b>

NET WEEKLY CIRCULATION (MARCH 65)	262,400
AVERAGE DAILY CIRCULATION (MARCH 65)	208,300
COLOR PENETRATION PERCENTAGE (NOV 65)	9

# Illinois—Chicago



**WBBM-TV**

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 1276-ft. above sea level.

Latitude 41° 52' 58"  
Longitude 87° 37' 55"

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP, UPI.

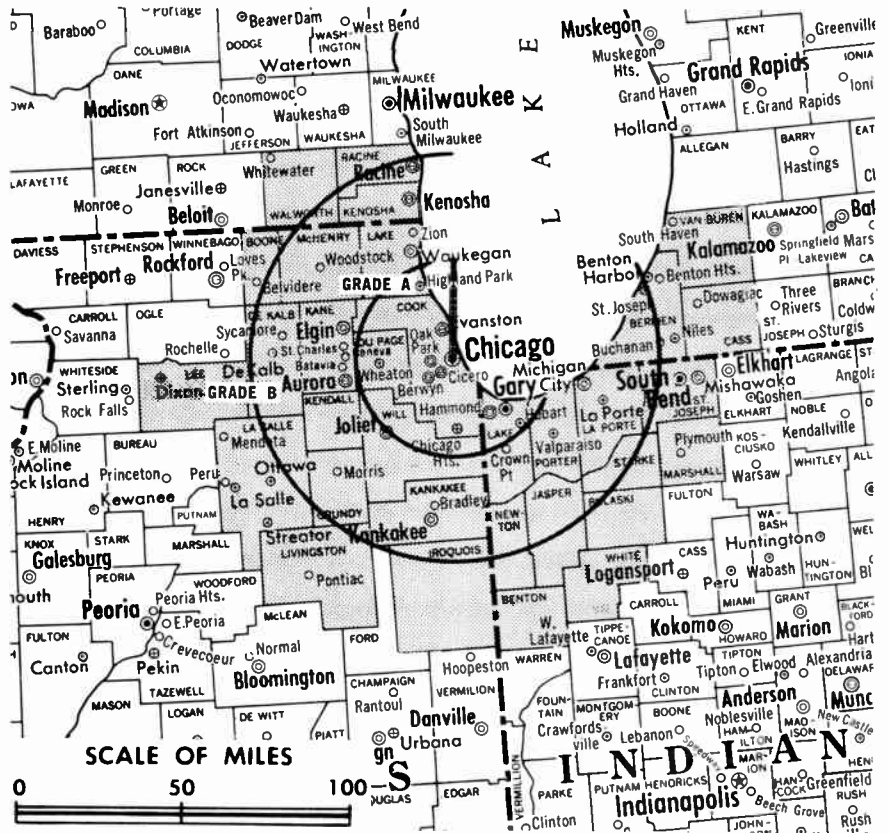
Facsimile Service: UPI.

Transmitter: American National Bank Building.

AM Affiliate: WBBM, 50-kw, 780 kc (CBS).

FM Affiliate: WBBM-FM, 10.5-kw, 93.6 mc (No. 242), 560-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965 ARB study.



WBBM-TV Ref.: FCC File No. BPCT-1019 Granted 11/4/54

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## WBBM-TV

Licensee: Columbia Broadcasting System Inc., 630 N. McClurg Court, Chicago, Ill. (60611).

Studio: 630 N. McClurg Court.

Telephone: 312-944-6000. TWX No.: 312-222-0698.

Ownership: See WCBS-TV, New York.

Begin Operation: August 1940 (as W9XBK); Sept. 6, 1946 (as WBKB); sold to CBS Feb. 9, 1953 (Television Digest, Vol. 9:7).

Represented (sales) by CBS National Sales.

Personnel:

EDWARD R. KENEFICK, v.p. and general manager.  
HENRY SCHAEFER, business manager.  
ROBERT N. COCHRAN, general sales manager.  
CHARLES E. HINDS JR., program director & film buyer.  
GEORGE NICHOLAW, director of information services.  
BRUCE J. BLOOM, advertising & sales promotion director.  
NAIDA McCLAIN, sales traffic manager.  
ALICE NECKER, film director.  
JOHN MADIGAN, news director.  
GEORGE MENARD, farm director.  
DON McINERNEY, director of continuity.  
LUTHER A. PIERCE, director of technical operations.  
BOB LINK, assistant program director.  
WAYNE WEBER, director of broadcast services.

### DIGEST OF RATE CARD NO. 18

(Sept. 13, 1965)

Hour	30 Min.	15 Min.	20 Sec.	10 Sec.	
Class AA—7-10:30 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat. 5-10:30 p.m., Sun.	\$6000.00	\$3600.00	\$2400.00	\$1700.00*	\$800.00*

\*Class AAA—7:01-10:31 p.m., Mon.-Fri.; 6:29-10:31 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$4750.

1966 Edition

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ILLINOIS</b>			
BOONE	6,400	6,100	96
COOK	1,675,000	1,619,700	97
DEKALB	16,000	15,500	97
DUPAGE	104,000	102,400	98
GRUNDY	7,100	6,900	97
IROQUOIS	10,600	10,100	95
KANE	66,100	64,200	97
KANKAKEE	25,800	24,900	97
KENDALL	5,600	5,500	98
LAKE	90,400	88,900	98
LA SALLE	35,000	33,500	96
LEE	10,600	10,200	97
LIVINGSTON	12,000	11,300	95
MCHENRY	27,900	27,500	98
WILL	61,000	59,500	98
<b>INDIANA</b>			
BENTON	3,200	3,100	96
JASPER	5,200	5,000	96
LAKE	159,100	154,600	97
LA PORTE	28,600	27,900	98
MARSHALL	10,400	10,000	96
NEWTON	3,500	3,400	96
PORTER	19,500	19,000	97
PULASKI	3,700	3,400	93
ST JOSEPH	73,400	71,300	97
STARKE	5,400	5,200	96
WHITE	6,100	5,900	96
<b>MICHIGAN</b>			
BERRIEN	47,400	45,600	96
CASS	11,500	11,100	97
VAN BUREN	15,300	14,900	97
<b>WISCONSIN</b>			
KENOSHA	33,900	33,100	98
RACINE	44,600	43,800	98
WALWORTH	16,600	16,100	97
<b>STATION TOTAL</b>	<b>2,640,900</b>	<b>2,559,600</b>	<b>97</b>

NET WEEKLY CIRCULATION (MARCH 65) 2,348,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 1,795,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 10

# Illinois—Chicago



**WBKB-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 890-ft. above av. terrain, 969-ft. above ground, 1549-ft. above sea level.

Latitude 41° 33' 20.5"  
Longitude 87° 50' 54.3"

Transmitter: Marina City.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

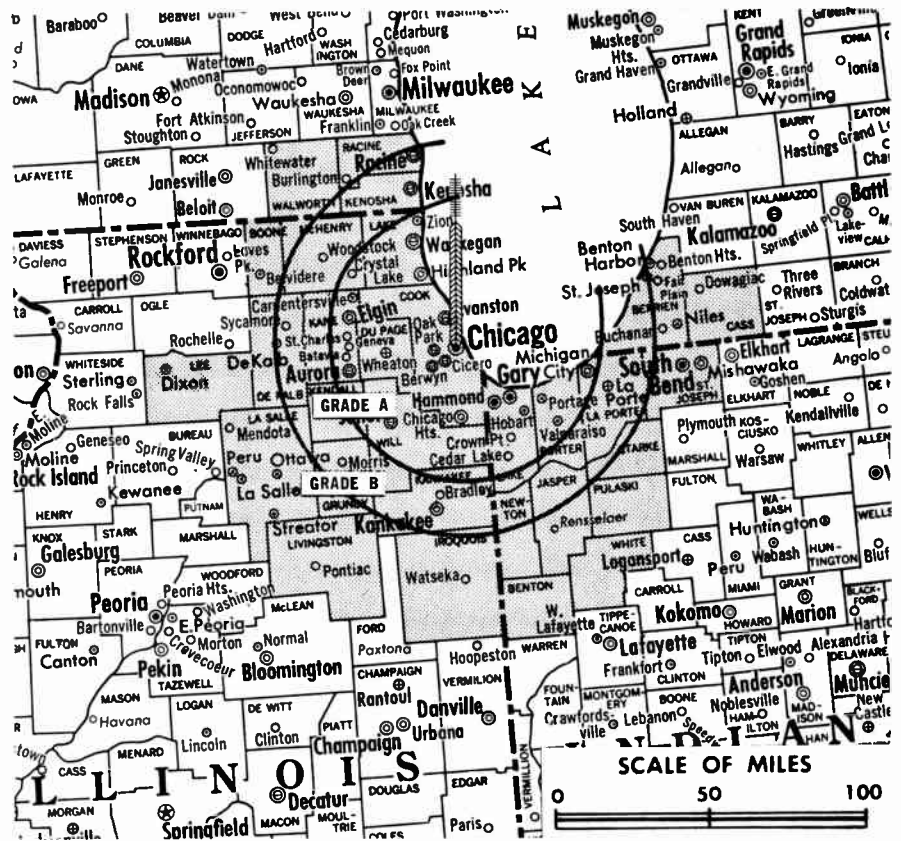
Facsimile Service: AP, UPI.

TV tape: Recording facilities.

AM Affiliate: WLS, 50-kw, 890 kc (ABC).

FM Affiliate: WLS-FM, 18.0-kw, 94.7 mc (No. 234), 580-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation © 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ABB study.



WBKB-TV Ref: FCC File No. BPCT-3033 Granted 9/21/62

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## WBKB-TV

Licensee: American Broadcasting Companies Inc., 190 N. State St., Chicago, Ill. (60601).

Studio: 190 N. State St.

Telephone: 312-263-0800.

TWX No.: 312-222-9530.

Ownership: See WABC-TV, New York.

Began Operation: Oct. 13, 1943.

Represented (sales) by ABC Television Spot Sales Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

D. THOMAS MILLER, v.p. and general manager.  
JOHN E. CAMPBELL, gen. sales mgr.  
JOHN J. McMAHON, director of sales.  
CLAIR W. HEIDER, national spot sales mgr.  
MORT ROSENMAN, program manager.  
JOHN F. FITZPATRICK, production manager.  
RALPH ANDREWS, film director.  
MANUEL FINGERHUT, comptroller.  
RICHARD L. GOLDBERG, news director.  
M. S. BACHMAN, advertising & promotion director.  
CHARLES BUZZARD, director of engineering.  
HENRY J. COLEMAN, engineer in charge of TV operations.

### DIGEST OF WINTER RATE CARD

(Jan. 3, 1966)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.
Class AAA—6:30-10 p.m. daily.				
\$5090.00	\$3060.00	\$2030.00	\$1700.00	\$1020.00

NETWORK BASE HOURLY RATE: \$4200.

For ABC Network, see Section a.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ILLINOIS</b>			
BOONE	6,400	6,100	96
COOK	1,675,000	1,619,700	97
DEKALB	16,000	15,500	97
DUPAGE	104,000	102,400	98
GRUNOY	7,100	6,900	97
IROQUOIS	10,600	10,100	95
KANE	66,100	64,200	97
KANKAKEE	25,800	24,900	97
KENOALL	5,600	5,500	98
LAKE	90,400	88,900	98
LA SALLE	35,000	33,500	96
LEE	10,600	10,200	97
LIVINGSTON	12,000	11,300	95
MCHENRY	27,900	27,500	98
WILL	61,000	59,500	98
<b>INDIANA</b>			
BENTON	3,200	3,100	96
JASPER	5,200	5,000	96
LAKE	159,100	154,600	97
LA PORTE	28,600	27,900	98
NEWTON	3,500	3,400	96
PORTER	19,500	19,000	97
PULASKI	3,700	3,400	93
ST JOSEPH	73,400	71,300	97
STARKE	5,400	5,200	96
WHITE	6,100	5,900	96
<b>MICHIGAN</b>			
BERRIEN	47,400	45,600	96
CASS	11,500	11,100	97
<b>WISCONSIN</b>			
KENOSHA	33,900	33,100	98
RACINE	44,600	43,800	98
WALWORTH	16,600	16,100	97
<b>STATION TOTAL</b>	<b>2,615,200</b>	<b>2,534,700</b>	<b>97</b>

NET WEEKLY CIRCULATION (MARCH 65) 2,298,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 1,510,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 10

# Illinois—Chicago

**WCIU**

Ch. 26

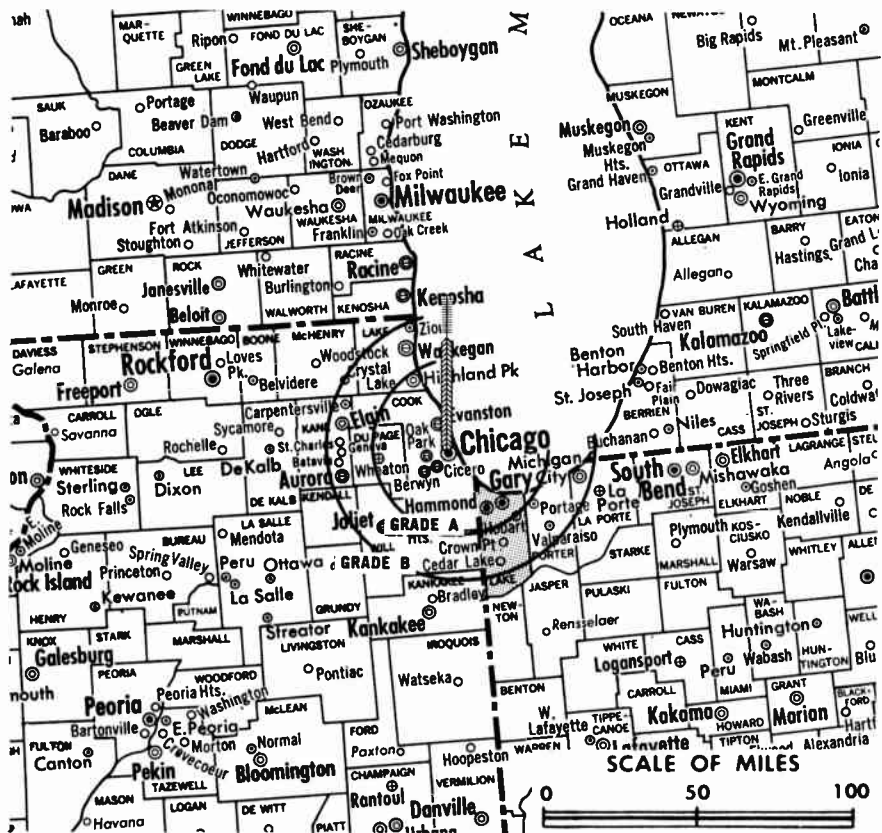
Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 190.5-kw visual, 38-kw aural. Antenna: 654-ft. above av. terrain, 677-ft. above ground, 1272-ft. above sea level.

Latitude 41° 52' 39"  
Longitude 87° 38' 02"

Transmitter: 141 W. Jackson Blvd.

TV Tape: Recording facilities.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

WCIU Ref: FCC File No. BMPCT—5860 Granted 5/21/63

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## WCIU

Network Service: None, independent.

Licensee: Weigel Broadcasting Co., Board of Trade Bldg., Chicago, Ill. (60604).

Studio: Board of Trade Bldg., 141 W. Jackson Blvd.

Telephone: 312-663-0260.

Ownership: Weigel Broadcasting Co., John Weigel, pres. 53%.

Began Operation: Feb. 6, 1964.

Represented (sales) by Spot Time Sales (Chicago).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by David Steel & Assoc.

Personnel:

ANDREW MULDOON, acting general manager & film buyer.  
JOHN McPARTLIN, sales manager.  
GUS CHAN, program director.

### DIGEST OF RATE CARD NO. 1 (Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
*Class AA—5:59-11 p.m., daily.	\$500.00	\$300.00	\$200.00	\$130.00	\$105.00	\$82.50 \$40.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
ILLINOIS			
COOK	1,675,000	1,619,700	97
INDIANA			
LAKE	159,100	154,600	97
<b>STATION TOTAL</b>	<b>1,834,100</b>	<b>1,774,300</b>	<b>97</b>
NET WEEKLY CIRCULATION (MARCH 65)		117,500	
AVERAGE DAILY CIRCULATION (MARCH 65)		25,400	
COLOR PENETRATION PERCENTAGE (NOV 65)		10	

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Montreal, Canada

# Illinois—Chicago

**WGN-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 870-ft. above av. terrain, 914-ft. above ground, 1504-ft. above sea level.

Latitude 41° 53' 05"  
Longitude 87° 37' 23"

Transmitter: Prudential Bldg.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

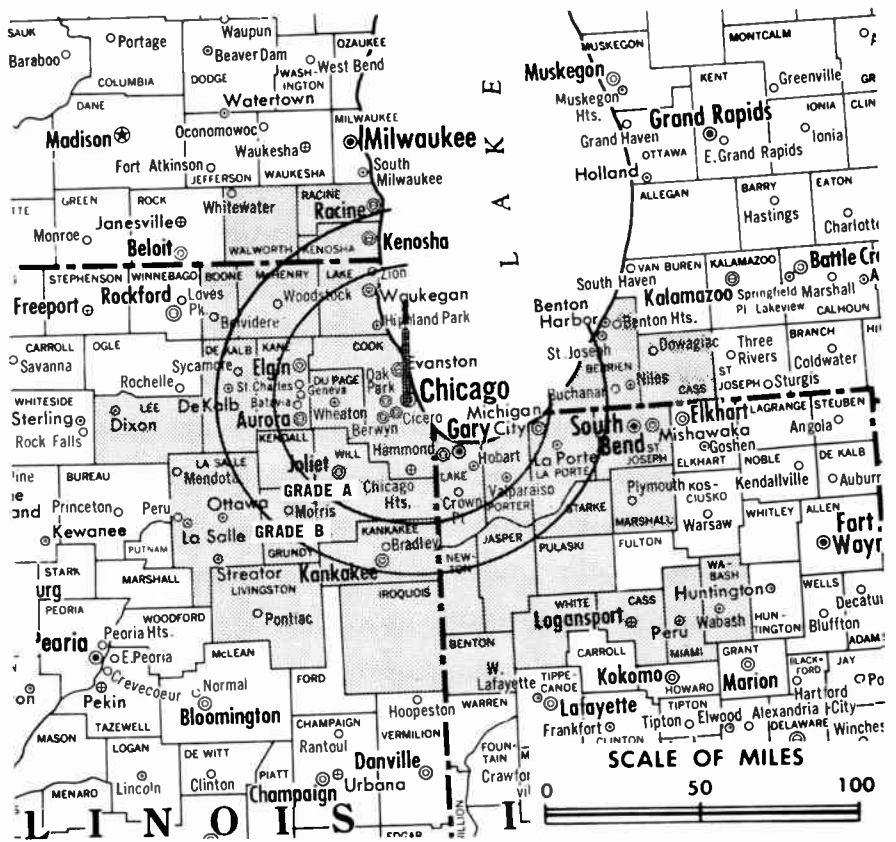
News Wire Service: AP, UPI, City News.

Facsimile Service: UPI.

News Film Service: UPI.

AM Affiliate: WGN, 50-kw, 720 kc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WGN-TV Ref: FCC File No. BMPCT—2213 Granted 10/14/54

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

## WGN-TV

Network Service: None, independent.

Licensee: WGN Continental Broadcasting Co., 2501 Bradley Place, Chicago (60618).

Studio: 2501 Bradley Place, Chicago (60618).

Telephone: 312-528-2311. TWX No.: 312-222-9280.

Ownership: Tribune Co.; 100%, publisher of Chicago Tribune & Chicago's American. Interlocking ownership with WPIX (New York News). WGN Continental Bcstg. Co. also owns KDAL-TV (KDAL), Duluth, Minn. and a CATV system in Houghton-Hancock, Mich. (WGN-Televents Inc.). Tribune Co. also owns Fort Lauderdale News, Pompano Beach Sun-Sentinel, Orlando Morning Sentinel & Afternoon Star. WGN Continental Bcstg. Co. is buying KCTO(TV), Denver, Colo.

Began Operation: April 5, 1948.

Represented (sales) by WGN-TV Sales, 2501 Bradley Place, Chicago. Eastern Advertising Office: 220 E. 42nd St., New York; Edward Petry & Co. Inc.; Harry S. Hyett Co. (Minneapolis); Bill Creed Associates (Boston, New England).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

WARD L. QUAAL, president & general manager.  
CARL J. MEYERS, senior v.p. & engineering manager.  
B. H. BERENTSON, v.p. & station manager.  
RICHARD E. JUNGERS, v.p. & general sales manager.  
BRUCE DENNIS, v.p. & news manager.  
DANIEL CALIBRARO, assistant to the president.  
DANIEL T. PECARO, TV station group program manager.  
SHELDON COOPER, program manager.  
ALEXANDER C. FIELD JR., manager, public affairs.  
JACK BRICKHOUSE, sports manager.  
ORION SAMUELSON, farm director.  
JAMES G. HANLON, public relations & advertising manager.  
E. BOYD SEGHERS JR., sales promotion & research manager.  
BRADLEY EIDMANN, mgr., Mid-America Video Tape Prod.

### DIGEST OF RATE CARD NO. 24—(July 15, 1965)

Hour 30 Min. 15 Min. 5 Min. Min.\* 20 Sec.\* 10 Sec.\*  
Class A—7 p.m.-midnight, daily.  
\$3146.00 \$1887.00 \$1258.00 \$786.00 \$800.00 \$600.00 \$300.00  
\*Class A—9 p.m.-midnight, Mon.-Fri.; 10 p.m.-midnight, Sat.-Sun.

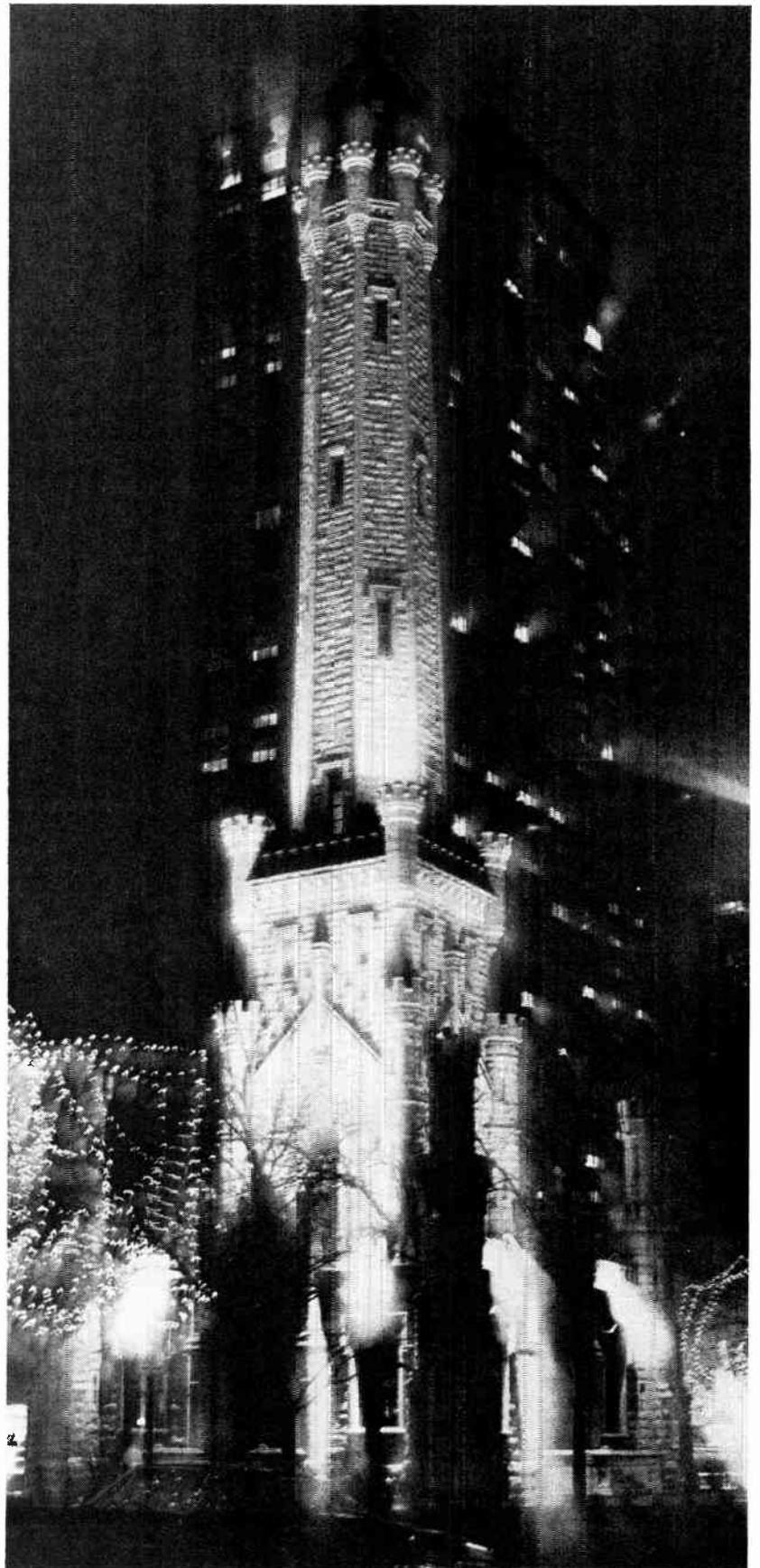
STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
<b>ILLINOIS</b>			
BOONE	6,400	6,100	96
COOK	1,675,000	1,619,700	97
DEKALB	16,000	15,500	97
DUPAGE	104,000	102,400	98
GRUNDY	7,100	6,900	97
IRROQUOIS	10,600	10,100	95
KANE	66,100	64,200	97
KANKAKEE	25,800	24,900	97
KENDALL	5,600	5,500	98
LAKE	90,400	88,900	98
LA SALLE	35,000	33,500	96
LEE	10,600	10,200	97
LIVINGSTON	12,000	11,300	95
MCHENRY	27,900	27,500	98
WILL	61,000	59,500	98
<b>INDIANA</b>			
BENTON	3,200	3,100	96
CASS	12,100	11,600	95
JASPER	5,200	5,000	96
LAKE	159,100	154,600	97
LA PORTE	28,600	27,900	98
MARSHALL	10,400	10,000	96
MIAMI	12,100	11,600	96
NEWTON	3,500	3,400	96
PORTER	19,500	19,000	97
PULASKI	3,700	3,400	93
ST JOSEPH	73,400	71,300	97
STARKE	5,400	5,200	96
WABASH	10,100	9,600	95
WHITE	6,100	5,900	96
<b>IOWA</b>			
DUBUQUE	22,500	20,800	93
<b>MICHIGAN</b>			
BERRIEN	47,400	45,600	96
CASS	11,500	11,100	97
<b>WISCONSIN</b>			
KENOSHA	33,900	33,100	98
RACINE	44,600	43,800	98
WALWORTH	16,600	16,100	97
<b>STATION TOTAL</b>	<b>2,682,400</b>	<b>2,598,300</b>	<b>97</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>2,158,400</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>1,267,200</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>			<b>10</b>



# MAJESTIC

Chicago's Old Water Tower, symbol of the majesty of a city; the grandness of the old amid the magnificence of the new, reflecting a part of Chicago's history and fascinating character; colorful, restless, continuously changing. Significant in the development of this character is WGN Television through dedicated service to the community; award winning documentaries, news, safety education, and the finest sports and entertainment for the family. A leader in the broadcast industry, WGN Television reflects the Chicago story day-by-day in color. It's no wonder we say with pride

**WGN**  
**IS**  
**CHICAGO**  
*the most respected call letters in broadcasting*



## WFLD

Ch. 32

Technical Facilities: Channel No. 32 (587-584 mc). Authorized power: 1000-kw max. and 836-kw horizontal visual, 200-kw max. and 166-kw horizontal aural. Antenna: 890-ft. above av. terrain, 925-ft. above ground, 1505-ft. above sea level.

Latitude 41° 53' 16"

Longitude 87° 37' 45"

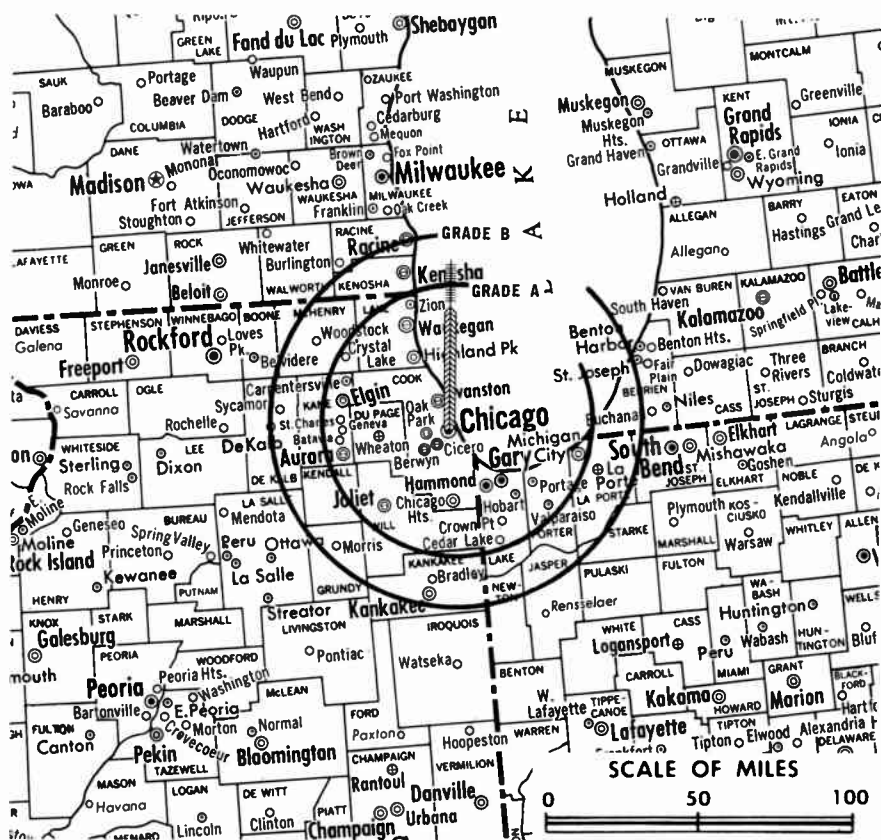
Transmitter: Marina City Bldg.

TV tape: Recording facilities.

Color: Film, slide & tape.

News Wire Service: UPI.

Facsimile Service: AP.



WFLD Ref: FCC File No. BPCT-3069 Granted 5/8/63

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

## WFLD

Network Service: None, independent.

Grantee: TV Chicago, a Joint Venture, c/o Sterling C. Quinlan, 401 N. Wabash Ave.

Studio: Kemper Bldg., 20 N. Wacker Dr.

Telephone: 312-527-4300.

Ownership: Field Communications Corp., 50%; Irwill Inc. (Dubinsky group, see WTVU, Rockford), 33-11/12%; H & E TV Inc. (Balan Corp.), 13-11/12%; Shefco Inc., 7.33%; Willand Corp., 7.33% Froelich & Friedland Inc., 7.33%.

Began Operation: Jan. 4, 1966.

Represented (sales) by Metro TV Sales.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

S. C. QUINLAN, general manager.  
 JAMES O. WOOD JR., administrative assistant.  
 GEORGE DRASE, sales manager.  
 CLIFFORD BRAUN, program manager.  
 FRANK KAVANAUGH, operations manager.  
 MEL BARKER, public affairs, promotion & advertising dir.  
 WILLIAM KUSACK, chief engineer.  
 HERMAN ROGAN, assistant general manager, news.  
 RONNY BORN, film manager.

DIGEST OF RATE CARD NO. 1  
 (Jan. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.	
Class A—6:30-10:30 p.m., Mon.-Sat.; 5:30-10:30 p.m., Sun.	\$1000.00	\$600.00	\$400.00	\$250.00	\$250.00	\$150.00	\$125.00

ARB data for this station is not available since it was not in operation when the survey was made.

## MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter  
 Briefs, Feasibility Tests

Analysis, Design, Projection and  
 Management Studies

514-484-4883

5814 Hudson Avenue  
 Cote St. Luc 29  
 Montreal, Canada

# Illinois—Chicago



Ch. 5

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 710-ft. above av. terrain, 747-ft. above ground, 1348-ft. above sea level.

Latitude 41° 52' 57.4"  
Longitude 87° 38' 15"

**Transmitter:** Kemper Insurance Bldg.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

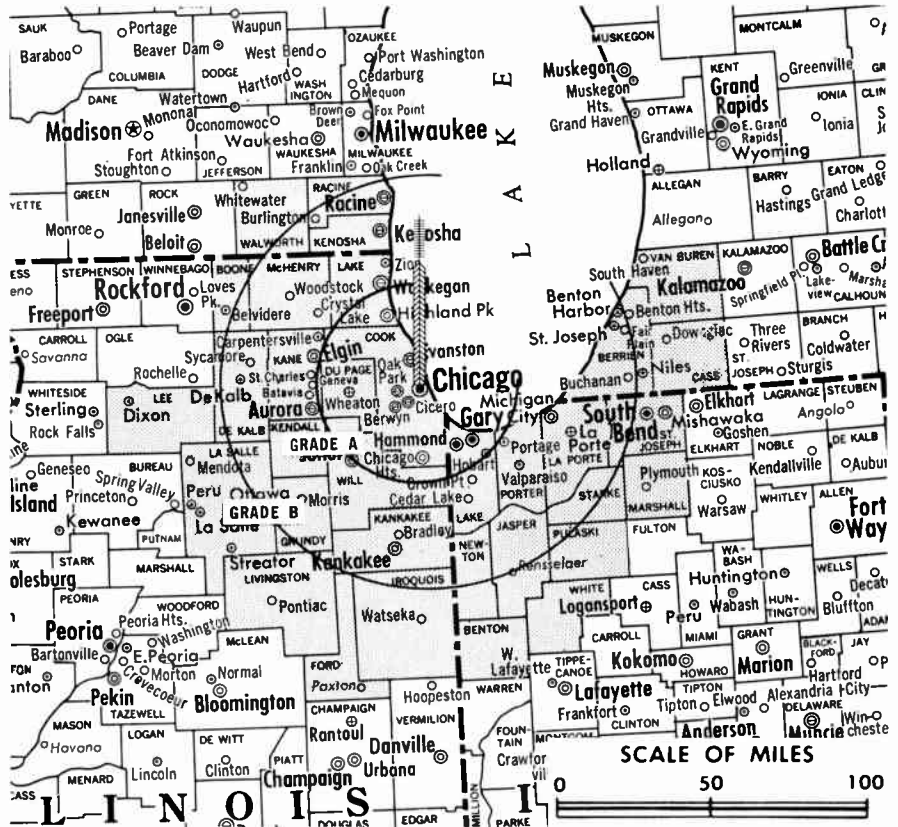
**Facsimile Service:** UPI.

**News Film Service:** NBC.

**AM Affiliate:** WMAQ, 50-kw, 670 kc (NBC).

**FM Affiliate:** WMAQ-FM, 24-kw, 101.1 mc (No. 266), 660-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WMAQ-TV Ref: FCC File No. BPCT-1432 Granted 5/4/33

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

## WMAQ-TV

**Licensee:** National Broadcasting Co. Inc., Merchandise Mart, Chicago (60654).

**Studio:** Merchandise Mart.

**Telephone:** 312-644-8300.

**TWX No.:** 312-222-9441.

**Ownership:** See WNBC-TV, New York.

**Began Operation:** Jan. 7, 1949.

**Represented (sales) by** NBC Spot Sales; Bomar Lowrance & Assoc. (Dallas, Atlanta & St. Louis).

### Personnel:

- ROBERT LEMON, v.p. & general manager.
- W. C. PRATHER, station manager.
- CHET CAMPBELL, dir., advertising, promotion & merchandising.
- NORMAN R. CISSNA, director of sales.
- JAMES R. HOEL, local sales manager.
- JAY CHILDS, director, business affairs.
- DAN ANDERSON, manager, press department.
- HARRY TRIGG, program manager & film buyer.
- EVERETT MITCHELL, farm director.
- JOHN C. BURNS, asst. program manager.
- CURT PIERCE, manager, technical operations.
- RICHARD E. ZIMMER, coordinator, sales development.

### DIGEST OF RATE CARD NO. 25

(June 6, 1965)

Hour	30 Min.	15 Min.	20 Sec.	ID	
Class A—6 p.m.—midnight, daily.	\$5000.00	\$3000.00	\$2000.00	\$1700.00*	\$950.00*

\*Class AAA—6:31-11:59 p.m., daily.

**NETWORK BASE HOURLY RATE:** \$4,600.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ILLINOIS</b>			
BOONE	6,400	6,100	96
COOK	1,675,000	1,619,700	97
DEKALB	16,000	15,500	97
DUPAGE	104,000	102,400	98
FORD	5,100	4,900	96
GRUNDY	7,100	6,900	97
IROQUOIS	10,600	10,100	95
KANE	66,100	64,200	97
KANKAKEE	25,800	24,900	97
KENDALL	5,600	5,500	98
LAKE	90,400	88,900	98
LA SALLE	35,000	33,500	96
LEE	10,600	10,200	97
LIVINGSTON	12,000	11,300	95
MCHENRY	27,900	27,500	98
WILL	61,000	59,500	98
<b>INDIANA</b>			
BENTON	3,200	3,100	96
JASPER	5,200	5,000	96
LAKE	159,100	154,600	97
LA PORTE	28,600	27,900	98
MARSHALL	10,400	10,000	96
NEWTON	3,500	3,400	96
PORTER	19,500	19,000	97
PULASKI	3,700	3,400	93
ST JOSEPH	73,400	71,300	97
STARKE	5,400	5,200	96
WHITE	6,100	5,900	96
<b>MICHIGAN</b>			
BERRIEN	47,400	45,600	96
CASS	11,500	11,100	97
VAN BUREN	15,300	14,900	97
<b>WISCONSIN</b>			
KENOSHA	33,900	33,100	98
RACINE	44,600	43,800	98
WALWORTH	16,600	16,100	97
<b>STATION TOTAL</b>	<b>2,646,000</b>	<b>2,564,500</b>	<b>97</b>

NET WEEKLY CIRCULATION (MARCH 65)	2,344,000
AVERAGE DAILY CIRCULATION (MARCH 65)	1,707,100
COLOR PENETRATION PERCENTAGE (NOV 65)	10

# Illinois—Danville

WB

WICD

[Auxiliary outlet of WICS, Springfield, Ill., which also operates WCHU, Champaign, Ill. on similar basis.]

Ch. 24

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 13.2-kw visual, 7.08-kw aural. Antenna: 445-ft. above av. terrain, 445-ft. above ground, 1094-ft. above sea level, with 0.6° beam tilt.

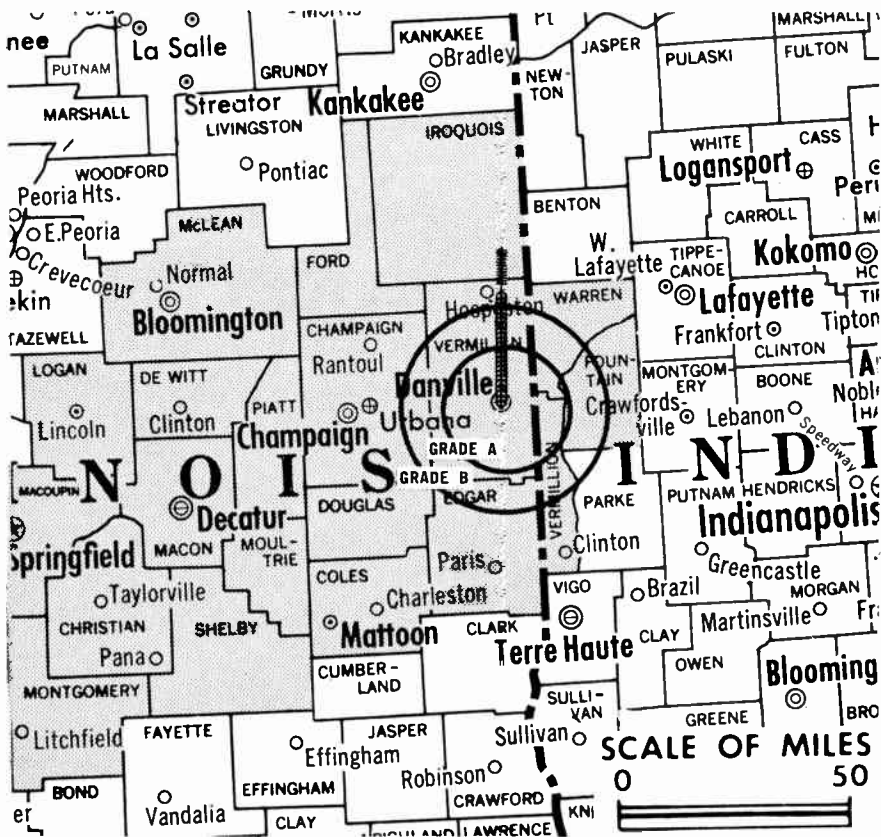
Latitude 40° 08' 58"  
Longitude 87° 37' 35"

Transmitter: 1500 N. Washington Ave.

News Wire Service: UPI.

Represented (engineering) by David Steel & Assoc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WICD Ref: FCC File No. BPCT-191 Granted 12/10/52

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

## WICD

Licensee: Plains TV Corp., 2680 E. Cook St., Springfield, Ill. (62701).

Studio: 1500 N. Washington Ave., Danville, Ill. (61832). Telephone: 217-446-6200.

Ownership: For ownership, see WICS, Springfield, Ill.

Began Operation: Dec. 13, 1953. Sale to present owner by Danville Commercial News (Gannett) approved July 27, 1960 by FCC (Television Digest, Vol. 16:26, 31).

Represented (sales) by Young Television Corp.

Represented (legal) by McKenna & Wilkinson.

Personnel:

MILTON D. FRIEDLAND, v.p. & general manager.  
JAMES T. KELLY, station manager & film buyer.  
ROBERT B. FARROW, director of national sales.  
DEEK KURTZ, program manager.  
HAROLD J. ESKEW, chief engineer.  
JERALDINE FREED, promotion manager.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$175.00	\$105.00	\$70.00	\$61.25	\$43.75	\$39.50	\$35.00

Combination rate: See WICS, Springfield.

NETWORK BASE HOURLY RATE: \$175, sold in combination with WCHU, Champaign.

ARB Data for this Station Included with Parent WICS, Springfield, Ill. The above Map includes Coverage of Parent & Satellite WCHU, Champaign, Ill.

HA 1-0818

RESIDENCE  
TE 2-9362

**La Rue Media Brokers Inc.**

Radio Television CATV

654 MADISON AVENUE  
HUGH BEN LA RUE NEW YORK, N.Y.

# Illinois—Decatur



**WTVP**

Ch. 17

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 200-kw visual, 20-kw aural. Antenna: 540-ft. above av. terrain, 602-ft. above ground, 1242-ft. above sea level.

Latitude 39° 49' 28"  
Longitude 88° 58' 03"

Transmitter: South Side Dr.

TV tape: Recording facilities.

Color: Network only.

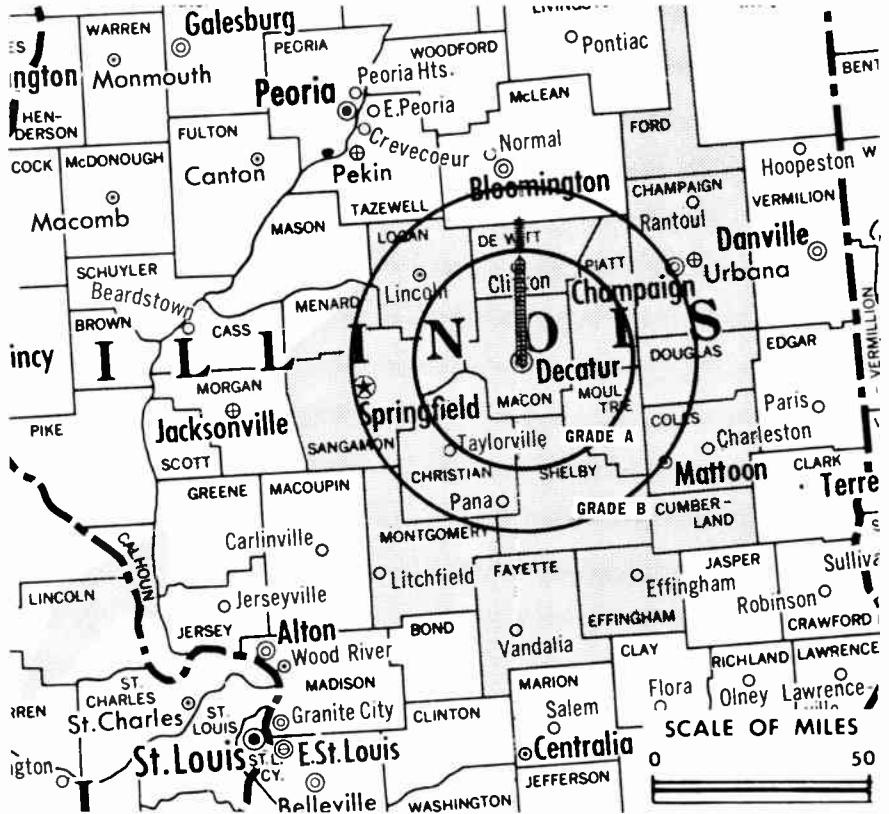
News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

O & O Translator: W70AF, Champaign & Urbana, Ill.

Total Households: © SRDS  
Consumer Market Data as of 1/1/86.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WTVP Ref: FCC File No. BMPCT-2329 Granted 8/26/54

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

## WTVP

Licensee: LIN Bcstg. Corp., Box 631, Decatur, Ill. (62525).

Studio: South Side Dr.

Telephone: 217-428-4304. TWX No.: 217-428-3034.

Ownership: John R. Ozier, chairman, 15%; Frederic Gregg Jr., pres.-treas., 15.277%; Henry W. Hooker, secy., 9.748%; William E. Allaun Jr., 6.963%; J. C. Bradford Co. Inc., 4.178%; Thomas W. Unterberg, 1.547%; many other stockholders, none holding as much as 1.5%. LIN also owns radios WMAK, Nashville, Tenn.; WAKY, Louisville, Ky.; KEEL, Shreveport, La. and KAAV, Little Rock.

Began Operation: Aug. 16, 1953. Sale to present owner by Metro-media Inc. approved Dec. 22, 1965 by FCC (Television Digest, Vol. 5:41-42, 52). Sale to Metromedia by owner George A. Bolas and associates approved Sept. 28, 1960 (Vol. 16:3, 40). Sale of control to George A. Bolas, W. Clarke & Gilbert Swanson by W. L. Shellabarger and associates approved by FCC May 28, 1958 (Vol. 14:15, 22).

Represented (sales) by Metro Broadcast Sales Inc.

Personnel:

RUSSELL A. GREER JR., general manager.  
DON V. LINDSEY, sales manager.  
JACK KUSSART, program manager & film buyer.  
REX KALINS, business manager.  
WAYNE SEMPLE, chief engineer.

### DIGEST OF RATE CARD NO. 9 (July 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$100.00	\$80.00	\$75.00	\$35.00

NETWORK BASE HOURLY RATE: \$400.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ILLINOIS</b>			
CASS	4,300	4,100	95
CHAMPAIGN	39,100	37,400	96
CHRISTIAN	11,300	10,800	96
COLES	13,900	13,300	96
CUMBERLAND	3,100	2,900	94
DE WITT	5,600	5,400	96
DOUGLAS	6,200	6,000	96
EFFINGHAM	6,900	6,300	92
FAYETTE	6,100	5,700	94
FORD	5,100	4,900	96
LOGAN	9,400	9,000	96
MACON	39,700	38,300	96
MENARD	3,000	2,800	94
MONTGOMERY	9,800	9,300	95
MOULTRIE	4,200	3,900	94
PIATT	4,600	4,500	98
SANGAMON	49,400	47,000	95
SHELBY	7,000	6,600	93
<b>STATION TOTAL</b>	<b>228,700</b>	<b>218,200</b>	<b>95</b>

NET WEEKLY CIRCULATION (MARCH 65) 154,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 106,200  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

Also see CATV Directory for  
Illinois CATV Systems.

# Illinois—Harrisburg



**WSIL-TV**

Ch. 3

91

[Also operates satellite KPOB-TV, Poplar Bluff, Mo.]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 883-ft. above av. terrain, 854-ft. above ground, 1459-ft. above sea level.

Latitude 37° 36' 49"  
Longitude 88° 52' 16"

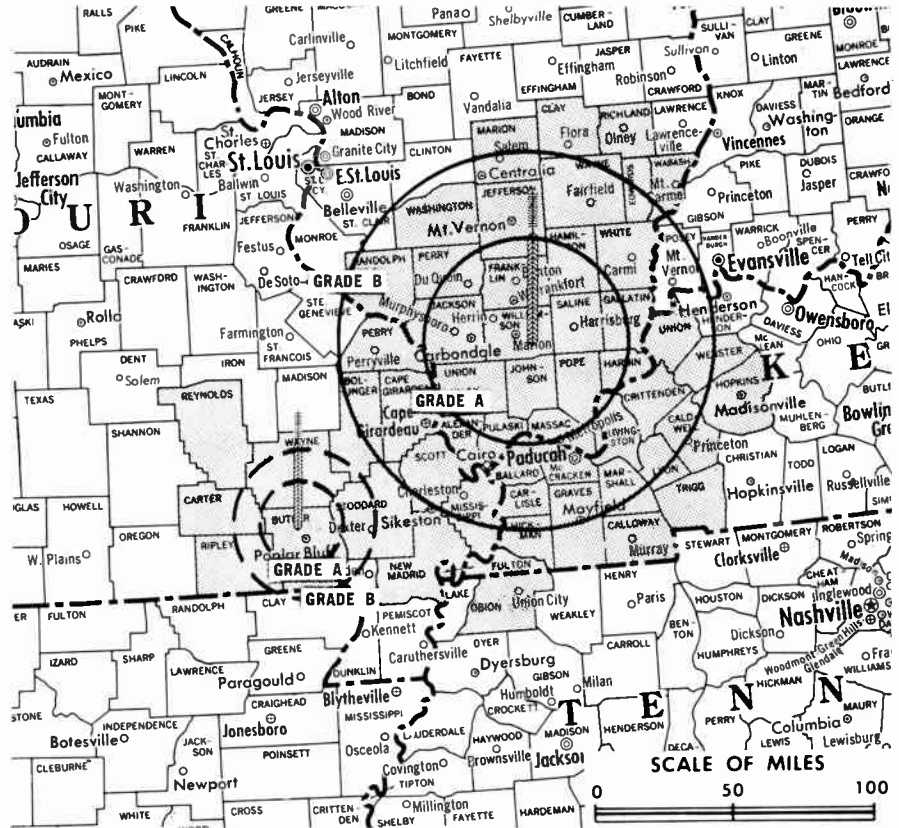
Transmitter: 2-mi. W of Cereal Springs.

Color: Network only.

News Wire Service: UPI.

O & O Translator: K80BS, Chaffe, Mo.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WSIL-TV Ref: FCC File No. BPC-2562 Granted 11/12/58

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

## WSIL-TV

Licensee: Turner-Farrar Assn., Television Bldg., 21 W. Poplar St. Studio: 21 W. Poplar St., Harrisburg, Ill. (62946).

Telephone: 618-253-7922. TWX No.: 618-253-7410.

Ownership: O. L. Turner, 25%; C. O. Farrar, 25%; Ethel Turner, 5%; Harry R. Horning, 5%; O. L. Turner, trustee, 40%. This partnership also operates Southern Ill. theatre chain and owns satellite KPOB-TV (Ch. 15), Poplar Bluff, Mo.

Began Operation: Dec. 6, 1953 on Ch. 22; changed to Ch. 3 in March 1959.

Represented (sales) by Jack Masla.

Represented (legal) by McKenna & Wilkinson.

Personnel:

O. L. TURNER, manager & film buyer.  
CHARLES GILLIAM, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-9:30 p.m., daily.	\$400.00	\$220.00	\$140.00	\$122.00	\$90.00	\$60.00 \$30.00
NETWORK BASE HOURLY RATE: \$350.						

ARB Data for this Station Includes Satellite KPOB-TV, Poplar Bluff, Mo.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ARKANSAS			
CLAY	6,300	5,500	87
ILLINOIS			
ALEXANDER	4,300	3,900	91
CLAY	4,600	4,200	91
EDWARDS	2,300	2,100	91

FRANKLIN	12,100	11,400	94
GALLATIN	2,000	1,800	91
HAMILTON	2,900	2,600	89
HARDIN	1,500	1,400	94
JACKSON	13,100	12,200	93
JEFFERSON	9,800	9,100	93
JOHNSON	1,800	1,700	93
MARION	12,200	11,600	95
MASSAC	4,600	4,300	93
PERRY	5,600	5,300	94
POPE	900	800	89
PULASKI	2,900	2,600	91
RANDOLPH	8,100	7,800	96
RICHLAND	5,000	4,600	93
SALINE	7,800	7,300	94
UNION	4,600	4,400	95
WABASH	4,200	4,000	94
WASHINGTON	4,000	3,800	93
WAYNE	5,600	5,000	90
WHITE	5,900	5,300	90
WILLIAMSON	15,000	14,200	94

KENTUCKY			
BALLARD	2,800	2,500	90
CALDWELL	4,400	3,500	79
CALLOWAY	7,000	6,100	88
CARLISLE	1,800	1,600	92
CRITTENDEN	2,400	2,000	83
FULTON	3,200	2,800	86
GRAVES	9,800	8,800	90
HICKMAN	1,800	1,600	88
HOPKINS	12,200	10,300	85
LIVINGSTON	2,200	1,900	86
LYON	1,300	1,000	82
MC CRACKEN	20,300	18,600	92
MARSHALL	5,900	5,400	91
TRIGG	2,600	2,300	87
UNION	4,300	3,700	87
WEBSTER	4,700	3,800	81

(Continued on page 183-b)

STATION TOTAL	309,700	280,000	90
NET WEEKLY CIRCULATION (MARCH 65)			154,900
AVERAGE DAILY CIRCULATION (MARCH 65)			86,400
COLOR PENETRATION PERCENTAGE (NOV 65)			5

# Illinois—La Salle



**WEEQ-TV**

Ch. 35



[Satellite of WEEK-TV, Peoria, Ill.]

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 15.1-kw visual, 8.52-kw aural. Antenna: 440-ft. above av. terrain, 445-ft. above ground, 1095-ft. above sea level.

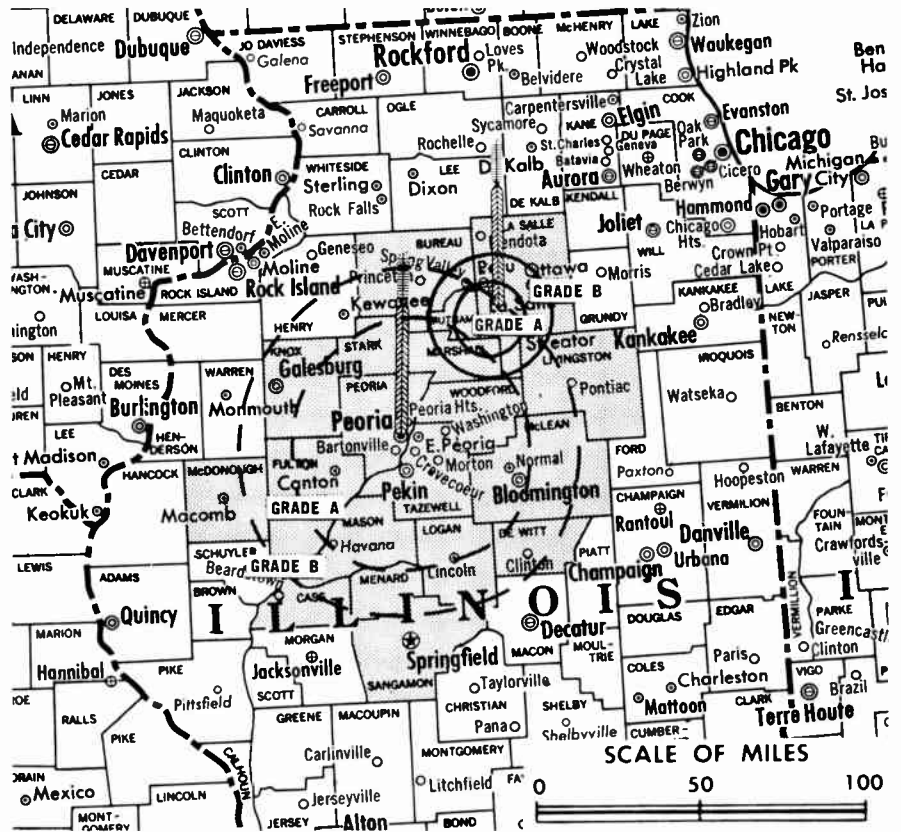
Latitude 41° 14' 02"  
Longitude 89° 02' 25"

Transmitter: 1.7-mi. NE of Tonica, Ill.

Color: Network only.

News Wire Service: AP, UPI.

Facsimile Service: UPI.



(County coverage (shaded areas) based on 1965 ARB study.)

WEEQ-TV Ref: FCC File No. BPCT-2180 Granted 2/13/57

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

## WEEQ-TV

Network Service: NBC, same as WEEK-TV, Peoria.

Licensee: West Central Broadcasting Co., 2907 Springfield Rd., E. Peoria, Ill. (61611).

Telephone: 815-699-3961.

Studio: 1.7-mi. NE of Tonica, Ill.

Began Operation: Nov. 10, 1957.

Represented (sales) by The Katz Agency Inc. (West).

Personnel:

EARL McMULLEN, chief engineer.

Rates: Sold only in combination with WEEK-TV, Peoria.

NETWORK BASE HOURLY RATE: Bonus to WEEK-TV, Peoria.

ARB Data for this Station Included with Parent WEEK-TV, Peoria, Ill. The above map reflects coverage of both Parent and Satellite.



**MALARKEY, TAYLOR & ASSOCIATES**

**CATV**

**Brokers - Consultants - Engineering**

**WASHINGTON, D.C.**

1101 17th Street, N.W. Area Code 202 • 223-2345

# Illinois—Moline



**WQAD-TV**



Ch. 8

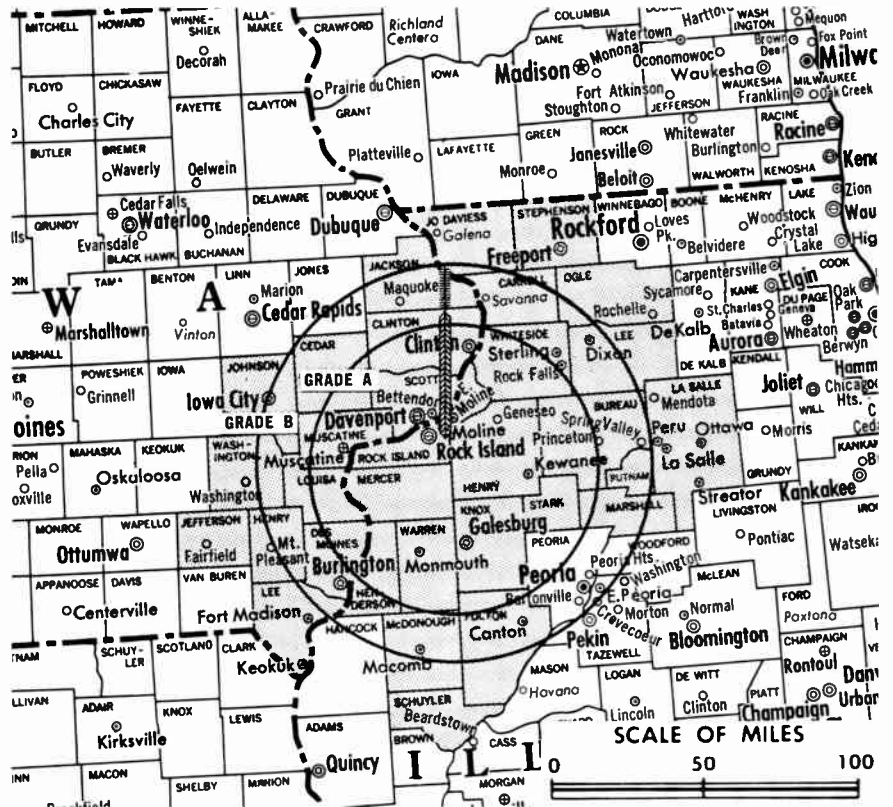
Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 282-kw visual, 141-kw aural. Antenna: Directional, 1010-ft. above av. terrain, 1058-ft. above ground, 1813-ft. above sea level.

Latitude 41° 18' 44"  
Longitude 90° 22' 47"

Transmitter: 2.8-mi. S of Orion on U.S. 150.

TV Tape: Recording facilities.  
Color: Network, film & slide.  
News Wire Service: UPI.  
Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation © 1965 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WQAD-TV Ref: FCC File No. BPCT-2440 Granted 5/16/62

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

## WQAD-TV

Licensee: Moline Television Corp., 3003 Park 16th St.  
Studio: 3003 Park 16th St.  
Telephone: 309-764-9694.  
Ownership: Francis J. Coyle, chairman, 12.5%; Frank P. Schreiber, pres., 10%; Charles G. Agnew, v.p., 5%; Victor B. Day, v.p., 10%; L. S. Helfrich, v.p., 5%; Richard Stengel, v.p., 9%; Samuel M. Gilman, secy.-treas., 5%; Harry McLaughlin, 5%; David Parson, 10%; Philip Sitrick, 2.5%; Thomas M. Thomas, 5%; 9 others, none with as much as 2%.  
Began Operation: Aug. 1, 1963.  
Represented (sales) by: The Katz Agency.  
Represented (legal) by: Pierson, Ball & Dowd.  
Represented (engineering) by: A. Earl Cullum Jr.  
Personnel:  
FRANK P. SCHREIBER, president.  
ARTHUR M. SWIFT, exec. v.p. & general manager.  
R. DOUGLAS McLARTY, station manager & program director.  
WILLIAM L. SNYDER, sales manager.  
RAY KRUEGER, chief engineer.  
JOHN BENSON, production director.  
ED WHITAKER, promotion manager.

### DIGEST OF RATE CARD NO. 4 (Sept. 13, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-9:30 p.m. daily.	\$1000.00	\$640.00	\$460.00	\$420.00	\$350.00	\$350.00 \$175.00

NETWORK BASE HOURLY RATE: \$900.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ILLINOIS</b>			
BUREAU	11,800	11,300	96
CARROLL	6,100	5,800	97
FULTON	13,300	12,700	96
HENDERSON	2,600	2,400	95
HENRY	16,000	15,500	97
JO DAVIESS	6,400	6,000	94
KNOX	19,600	19,100	97
LA SALLE	35,000	33,500	96
LEE	10,600	10,200	97
MC DONOUGH	9,100	8,700	96
MARSHALL	4,100	3,900	95
MERCER	5,100	4,900	97
OGLE	12,200	11,700	96
PUTNAM	1,500	1,400	93
ROCK ISLAND	48,100	47,100	98
SCHUYLER	2,700	2,500	96
STARK	2,300	2,200	97
STEPHENSON	14,900	14,300	96
WARREN	6,500	6,300	97
WHITESIDE	19,100	18,400	96
<b>IOWA</b>			
CEDAR	5,500	5,200	95
CLINTON	17,400	16,700	96
DES MOINES	14,600	13,800	95
HENRY	5,300	4,800	90
JACKSON	6,400	5,900	93
JEFFERSON	4,900	4,500	92
JOHNSON	16,100	14,700	91
LEE	13,500	12,800	95
LOUISA	2,900	2,700	93
MUSCATINE	11,100	10,600	96
SCOTT	38,300	36,800	96
WASHINGTON	5,900	5,400	91
<b>STATION TOTAL</b>	<b>388,900</b>	<b>371,800</b>	<b>96</b>

NET WEEKLY CIRCULATION (MARCH 65) 250,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 164,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 8

Translator Directory Is in  
Section c



# Illinois—Peoria



**WEEK-TV**



Ch. 25

[Also operates satellite WEEQ-TV, La Salle, Ill.]

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 1000-kw max. and 560-kw horizontal visual, 200-kw max. and 112-kw horizontal aural. Antenna: 604.9-ft. above av. terrain, 605-ft. above ground, 1349-ft. above sea level.

Latitude 40° 37' 42"  
Longitude 89° 32' 51.2"

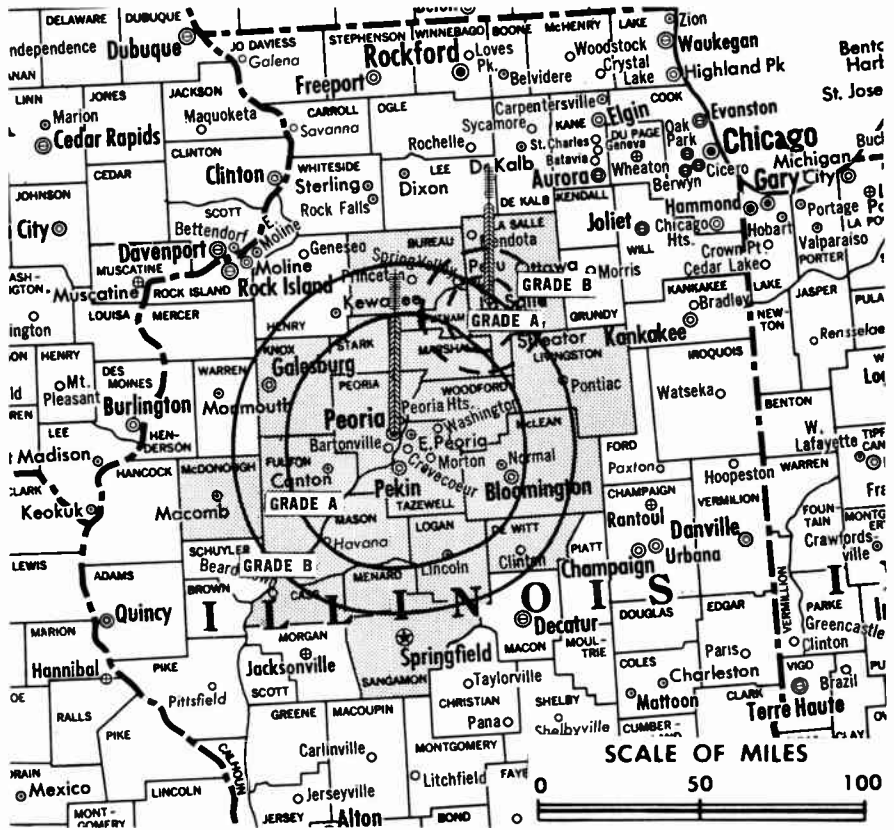
Transmitter: 2907 Springfield Hill Rd.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV % and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WEEK-TV CP: BPT—3205 Granted 8/30/63

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

## WEEK-TV

Licensee: West Central Bcstg. Co., 2907 Springfield Rd., E. Peoria.  
Studio: 2907 Springfield Rd., E. Peoria, Ill. (61611).  
Telephone: 309-699-3961.  
TWX No.: 309-697-1502.

Ownership: Robert S. Kerr estate, 50.61%; Mrs. Grayce B. Flynn estate, 11.49%; D. A. McGee, 15.53%; T. M. Kerr, 11.14%; and 3 others, none owning over 5%. Same interests hold 43% of KVOO-TV, Tulsa, Okla. West Central Bcstg. also is owner of WEEQ-TV, Ch. 35, La Salle, Ill. operated as satellite.  
Note: Sale of WEEK-TV & WEEQ-TV to Kansas City Southern Industries pends.

Began Operation: Jan 29, 1953.

Represented (sales) by The Katz Agency Inc. (West).

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

Represented (engineering) by Kear & Kennedy.

Personnel:

FRED C. MUELLER, president & general manager.  
PHIL MERGENER, sales manager.  
WAYNE LOVELY, chief engineer.  
RICHARD EVANS, program director & film buyer.  
DALE SCHWARTZ, production director.  
ROGER OTTENBACH, promotion manager.  
CHUCK HARRISON, news director.  
ROBERT KROEPEL, film editor.

DIGEST OF RATE CARD NO. A13a  
(Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
Class AA—7-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$150.00	\$140.00	\$140.00
*Class AA—6:30-10:30 p.m., Mon.-Fri.; 6:30-10 p.m., Sat. & Sun.						

Rates include satellite coverage.

NETWORK BASE HOURLY RATE: \$550.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ILLINOIS</b>			
BUREAU	11,800	11,300	96
CASS	4,300	4,100	95
DE WITT	5,600	5,400	96
FULTON	13,300	12,700	96
KNOX	19,600	19,100	97
LA SALLE	35,000	33,500	96
LIVINGSTON	12,000	11,300	95
LOGAN	9,400	9,000	96
MC DONOUGH	9,100	8,700	96
MC LEAN	26,600	25,400	95
MARSHALL	4,100	3,900	95
MASON	4,900	4,700	96
MENARD	3,000	2,800	94
PEORIA	59,700	57,600	96
PUTNAM	1,500	1,400	93
SANGAMON	49,400	47,000	95
STARK	2,300	2,200	97
TAZEWELL	32,700	31,700	97
WOODFORD	7,600	7,200	95
<b>STATION TOTAL</b>	<b>311,900</b>	<b>299,000</b>	<b>96</b>

NET WEEKLY CIRCULATION (MARCH 65) 184,700  
AVERAGE DAILY CIRCULATION (MARCH 65) 135,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 11

ARB Data for this Station Includes Satellite

WEEQ-TV, La Salle, Ill.

# Illinois—Peoria



**WBMD-TV**

Ch. 31

Technical Facilities: Channel No. 31 (572-578 mc). Authorized power: 1000-kw max. and 678-kw horizontal visual, 500-kw max. and 339-kw horizontal aural. Antenna: 670-ft. above av. terrain, 609-ft. above ground, 1349-ft. above sea level.

Latitude 40° 38' 6.8"  
Longitude 89° 32' 18.5"

Transmitter: Fahey Hollow Rd., E. Peoria, Ill.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

AM Affiliate: WBMD, 5-kw, 1470 kc (CBS).

FM Affiliate: WBMD-FM, 27-kw, 92.5 mc (No. 223), 570-ft.

O & O Translator: W71AE, La Salle, Ill.

Total Households: © SRDS

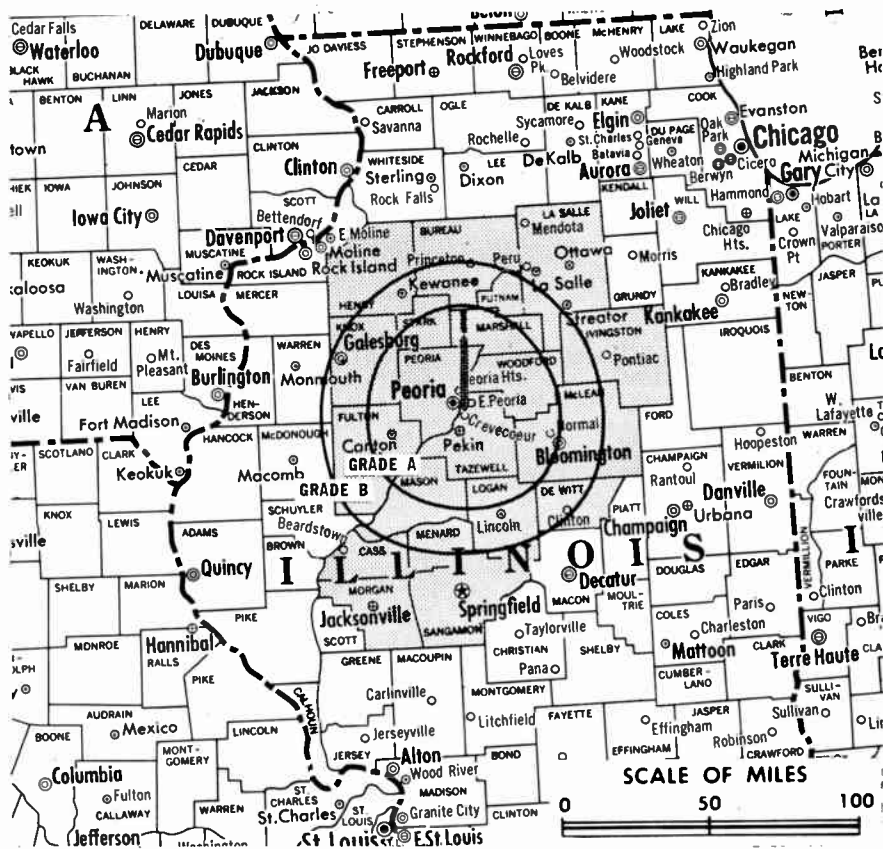
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WBMD-TV Ref: FCC File No. BPCT-2541 Granted 11/10/58

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

## WBMD-TV

Licensee: Midwest Television Inc., 509 S. Neil St., Champaign, Ill. (61820).

Studio: 212 S.W. Jefferson Ave., Peoria, Ill. (61602).

Telephone: 309-676-0711.

TWX No.: 309-697-1308.

Ownership: Midwest TV Inc.; see WCIA, Champaign, Ill.

Began Operation: Jan. 1, 1958. Sale to present owner by Charles C. Caley and John E. Fetzer approved June 15, 1960 by FCC (Television Digest, Vol. 16:13, 25).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Covington & Burling.

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

Personnel:

AUGUST C. MEYER, president.

GUY MAIN, exec. v.p.

WILLIAM L. BROWN, general manager.

GENE ROBINSON, operations manager.

GEORGE A. PYLE, director of engineering

JOHN KETTERER, film buyer.

### DIGEST OF RATE CARD NO. 4

(Aug. 15, 1965)

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

Class AA—7-10 p.m., daily.

\$500.00 \$300.00 \$200.00 \$125.00 \$138.00 \$138.00 \$69.00

NETWORK BASE HOURLY RATE: \$575.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ILLINOIS</b>			
BUREAU	11,800	11,300	96
CASS	4,300	4,100	95
DE WITT	5,600	5,400	96
FULTON	13,300	12,700	96
HENRY	16,000	15,500	97
KNOX	19,600	19,100	97
LA SALLE	35,000	33,500	96
LIVINGSTON	12,000	11,300	95
LOGAN	9,400	9,000	96
MC LEAN	26,600	25,400	95
MARSHALL	4,100	3,900	95
MASON	4,900	4,700	96
MENARD	3,000	2,800	94
MORGAN	10,500	9,800	94
PEORIA	59,700	57,600	96
PUTNAM	1,500	1,400	93
SANGAMON	49,400	47,000	95
STARK	2,300	2,200	97
TAZEWELL	32,700	31,700	97
WOODFORD	7,600	7,200	95
<b>STATION TOTAL</b>	<b>329,300</b>	<b>315,600</b>	<b>96</b>

NET WEEKLY CIRCULATION (MARCH 65)	180,400
AVERAGE DAILY CIRCULATION (MARCH 65)	133,300
COLOR PENETRATION PERCENTAGE (NOV 65)	11

Also see WCIA, Champaign, Ill.

# Illinois—Peoria



## WIRL-TV

(formerly WTVH)

Ch. 19

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 476.4-kw maximum and 186-kw horizontal visual, 18.6-kw aural. Antenna: 750-ft. above av. terrain, 656-ft. above ground, 1330-ft. above sea level.

Latitude 40° 39' 11"  
Longitude 89° 35' 13"

Transmitter: 500 N. Stewart St., Creve Coeur, Ill.

Studio: 500 N. Stewart St., Creve Coeur, Ill.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

AM Affiliate: WIRL, 1-kw, 1290 kc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



WIRL-TV Ref: FCC File No. BNPCT-4076 Granted 7/6/56

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

## WIRL-TV

Licensee: Mid America Media Inc., 606 Main St. (61602).

Telephone: 309-676-8911.

TWX No.: 309-697-1802.

Ownership: Mid America Media Inc., associated with radios WIRL, Peoria; WKAN, Kankakee; WRRR, Rockford; WQUA, Moline, all Ill.; WIRE, Indianapolis, Ind.; purchase of KIOA, Des Moines, Ia. pends. Also associated with Kankakee, Ill. Daily Journal; Ottawa, Ill. Republican-Times; LaPorte, Ind. Herald-Argus.

Began Operation: Oct. 20, 1953. Sale to Twelve Ninety Radio Corp., (now Mid America Media Inc.) by Metromedia approved July 21, 1965 (Television Digest, Vol. 5:14) by FCC. Sale to Metropolitan Bcstg. (now Metromedia Inc.) by Peoria Journal Star approved Dec. 29, 1959 by FCC (Vol. 15:43, 16:1). Sale to Peoria Journal Star by Hugh R. Norman group approved by FCC April 28, 1954 (Vol. 10:13, 15, 18).

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

Personnel:

BURRELL L. SMALL, president.  
LEN H. SMALL, exec. vice president.  
HOWARD N. FREDERICK, v.p. & general manager.  
ROBERT RICE, commercial manager.  
CECIL RUFFIN, operations manager.  
WILLIAM McBROOM, program director.  
AL RUCH, chief engineer.

### DIGEST OF RATE CARD NO. 15

(June 1, 1965)

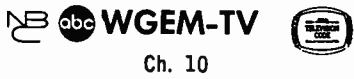
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-9:59 p.m., daily.	\$600.00	\$360.00	\$240.00	\$150.00	\$125.00	\$110.00 \$55.00

NETWORK BASE HOURLY RATE: \$550.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ILLINOIS			
BUREAU	11,800	11,300	96
CASS	4,300	4,100	95
DE WITT	5,600	5,400	96
FULTON	13,300	12,700	96
KNOX	19,600	19,100	97
LA SALLE	35,000	33,500	96
LIVINGSTON	12,000	11,300	95
LOGAN	9,400	9,000	96
MC DONOUGH	9,100	8,700	96
MC LEAN	26,600	25,400	95
MARSHALL	4,100	3,900	95
MASON	4,900	4,700	96
MENARD	3,000	2,800	94
MORGAN	10,500	9,800	94
PEORIA	59,700	57,600	96
PUTNAM	1,500	1,400	93
SANGAMON	49,400	47,000	95
SCHUYLER	2,700	2,500	96
STARK	2,300	2,200	97
TAZEWELL	32,700	31,700	97
WOODFORD	7,600	7,200	95
<b>STATION TOTAL</b>	<b>325,100</b>	<b>311,300</b>	<b>96</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>174,900</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>115,600</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>		<b>11</b>	

For County-by-County Household Tables  
see Section a.

# Illinois—Quincy-Hannibal, Mo.



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 814-ft. above av. terrain, 674-ft. above ground, 1433-ft. above sea level.

Latitude 39° 57' 03"  
Longitude 91° 19' 54"

Transmitter: North Columbus Rd.

Studio: Hotel Quincy.

Color: Network, film, slide.

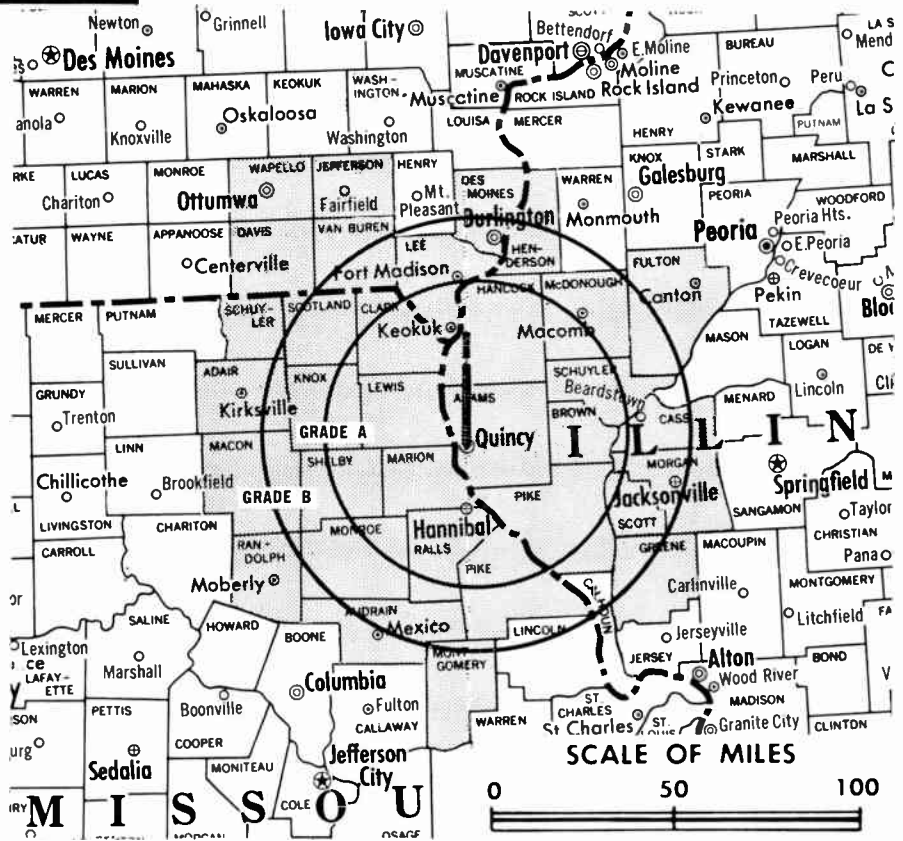
News Wire Service: UPI.

Facsimile Service: AP.

AM Affiliate: WGEM, 5-kw, 1440 kc.

FM Affiliate: WGEM-FM, 27.5-kw, 105.1 mc (No. 286), 640-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(county coverage (shaded areas) based on 1965 ARB study.



WGEM-TV Ref: FCC File No. BMPCT-1254 Granted 7/24/53

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

## WGEM-TV

Network Service: NBC, ABC.

Licensee: Quincy Bcstg. Co., Hotel Quincy, Quincy, Ill.

Telephone: 217-222-6840. TWX No.: 217-224-1603.

Ownership: Quincy Newspapers Inc., publisher of Quincy Herald-Whig, 92%; Joseph S. Bonansinga, v.p.-treas., 2%.

Began Operation: Aug. 27, 1953.

Represented (sales) by Adam Young Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOSEPH S. BONANSINGA, v.p., treasurer, & general manager.  
J. BEN STEWART, commercial manager.  
FRED COLGAN, program director & film buyer.  
BILL WEGMAN, farm director.  
FRANK LAUGHLIN, chief engineer.

### DIGEST OF RATE CARD NO. 7—(Nov. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6:30-10 p.m., daily.  
\$500.00 \$300.00 \$200.00 \$130.00 \$110.00 \$70.00 \$35.00

NETWORK BASE HOURLY RATE: \$575 (ABC), \$575 (NBC).

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.: RCA Building 333-9270  
CHICAGO: 333 N. Michigan Avenue, 346-6460  
ATLANTA: Mony Building, 873-5626  
BEVERLY HILLS: Bank of America Bldg. 274-8151

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ILLINOIS</b>			
ADAMS	22,100	21,400	97
BROWN	2,000	1,900	94
CASS	4,300	4,100	95
FULTON	13,300	12,700	96
GREENE	5,200	5,000	96
HANCOCK	7,500	7,200	96
HENDERSON	2,600	2,400	95
MC DONOUGH	9,100	8,700	96
MORGAN	10,500	9,800	94
PIKE	6,300	6,000	95
SCHUYLER	2,700	2,500	96
SCOTT	1,700	1,700	97
<b>IOWA</b>			
DAVIS	2,800	2,600	93
DES MOINES	14,600	13,800	95
JEFFERSON	4,900	4,500	92
LEE	13,500	12,800	95
VAN BUREN	3,100	2,800	91
WAPELLO	14,300	13,500	95
<b>MISSOURI</b>			
ADAIR	6,500	6,100	93
AUDRAIN	8,500	7,900	94
CLARK	2,800	2,600	91
KNOX	2,000	1,800	92
LEWIS	3,600	3,200	91
MACON	5,300	4,900	92
MARION	9,700	9,100	94
MONROE	3,600	3,300	93
MONTGOMERY	3,700	3,400	91
PIKE	5,500	5,000	90
RALLS	2,300	2,200	94
RANDOLPH	7,600	7,000	92
SCHUYLER	1,500	1,300	87
SCOTLAND	2,000	1,800	93
SHELBY	3,000	2,800	91
<b>STATION TOTAL</b>	<b>208,100</b>	<b>195,800</b>	<b>94</b>

NET WEEKLY CIRCULATION (MARCH 65) 133,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 101,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 7

# Illinois—Rockford



**WTVO**

Ch. 39

Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 220-kw maximum and 23.44-kw horizontal visual, 110-kw maximum and 17.8-kw horizontal aural. Antenna: 664-ft. above av. terrain, 691-ft. above ground, 1482-ft. above sea level.

Latitude 42° 17' 14"  
Longitude 89° 10' 16"

Requests change to Ch. 17, 267-kw max. and 204-kw horizontal visual, 47.6-kw max. and 36.35-kw horizontal aural, 649-ft. above av. terrain, 689-ft. above ground, 1480-ft. above sea level. BPCT—3589.

Transmitter: Meridian Rd.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WTVO Ref: FCC File No. BMPCT—3783 Granted 4/9/66

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

## WTVO

Licensee: Winnebago Television Corp., Meridian Rd., Box 470.

Studio: Meridian Rd.

Telephone: 815-963-5413.

TWX No.: 815-398-0165.

Ownership: H. & E. Balaban Corp., 47.5%; Dubinsky Brothers Theatre Corp., 47.5%; 5% held in trust (to be acquired by Harold Froelich, (Television Digest, Vol. 15:13). Officers of Winnebago Television Corp.: Harry Balaban, pres.; Irwin Dubinsky, v.p.; Elmer Balaban, secy.; H. W. Dubinsky, treas. For other Balaban interests see WICS, Springfield, Ill. Dubinskys and Froelich also have holdings in Ch. 25 applicant for Kansas City, Mo.

Began Operation: April 29, 1953.

Represented (sales) by Adam Young Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David Steel & Assoc.

Personnel:

HAROLD FROELICH, general manager.  
GENE DENARI, general sales manager.  
ROBERT J. SMITH, program director.  
AL J. PETZKE, chief engineer.  
HANK TAYLOR, film director.

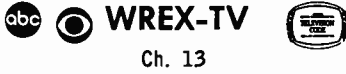
### DIGEST OF RATE CARD NO. 11

(Jan. 1, 1966)

Hour	30 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.				
\$500.00	\$300.00	\$95.00	\$75.00	\$35.00
NETWORK BASE HOURLY RATE: \$450.				

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ILLINOIS</b>			
BOONE	6,400	6,100	96
DEKALB	16,000	15,500	97
LEE	10,600	10,200	97
OGLE	12,200	11,700	96
STEPHENSON	14,900	14,300	96
WINNEBAGO	70,200	68,100	97
<b>WISCONSIN</b>			
GREEN	7,900	7,600	96
ROCK	36,100	35,200	97
<b>STATION TOTAL</b>	<b>174,300</b>	<b>168,700</b>	<b>97</b>
NET WEEKLY CIRCULATION (MARCH 65)			117,400
AVERAGE DAILY CIRCULATION (MARCH 65)			88,100
COLOR PENETRATION PERCENTAGE (NOV 65)			11

# Illinois—Rockford



Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 710-ft. above av. terrain, 649-ft. above ground, 1542-ft. above sea level.

Latitude 42° 17' 50"  
Longitude 89° 14' 24"

Transmitter: W. Auburn & Winnebago Rds.

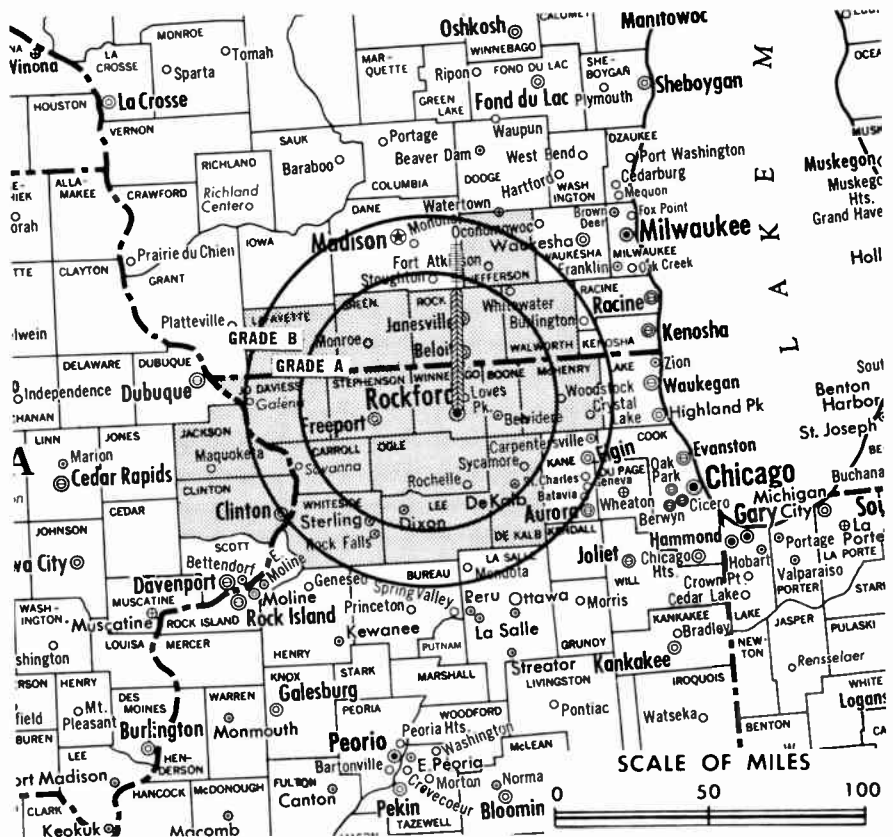
Color: Network, film, slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WREX-TV Ref: FCC File No. BPT-3263 Granted 1/3/64 ©American Map Co., Inc., N.Y., No. 1424

## WREX-TV

Network Service: ABC, CBS.

Licensee: WREX-TV, Inc., W. Auburn & Winnebago Rds., Rockford, Ill. (61103).

Studio: W. Auburn & Winnebago Rds.

Telephone: 815-968-1813.

TWX No.: 815-331-1096, Winnebago, Ill.

Ownership: WREX-TV Inc. is wholly-owned subsidiary of the Gannett Co. Inc. For other interests, see WHEC-TV, Rochester, N.Y.

Began Operation: Sept. 18, 1953. Sale to present owner by Greater Rockford Television Inc. approved June 26, 1963 by FCC (BTC-4211 & BAPLCT-55).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

### Personnel:

- J. MICHAEL BAISCH, v.p., general manager.
- AL BILARDELLO, sales manager.
- JACK MAZZIE, mgr., programming & national sales.
- ROD MacDONALD, production manager.
- GAYLE VOIGT, traffic manager.
- RICHARD PECK, chief engineer.
- JACK LIGHTNER, promotion manager.
- RON VOIGT, news editor.
- GENE HINES, film manager.

Rates: See next column.

For New U.S. Translator Station Directory  
see Section c

### DIGEST OF RATE CARD NO. 6—(July 1, 1962)

	Hour	30 Min.	15 Min.	5 Min.	40 Sec.	20 Sec.	10 Sec.
Class AA—	7-10 p.m., Mon.-Fri.;	7-10:30 Sat.;	6:30-10:30 p.m., Sun.				
	\$650.00	\$390.00	\$260.00	\$185.00	Graded rates apply*		

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$650 (ABC), \$650 (CBS).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ILLINOIS</b>			
BOONE	6,400	6,100	96
CARROLL	6,100	5,800	97
DEKALB	16,000	15,500	97
JO DAVIESS	6,400	6,000	94
LEE	10,600	10,200	97
MCHENRY	27,900	27,500	98
OGLE	12,200	11,700	96
STEPHENSON	14,900	14,300	96
WHITESIDE	19,100	18,400	96
WINNEBAGO	70,200	68,100	97
<b>IOWA</b>			
CLINTON	17,400	16,700	96
JACKSON	6,400	5,900	93
<b>WISCONSIN</b>			
GREEN	7,900	7,600	96
JEFFERSON	15,600	15,100	97
LAFAYETTE	4,900	4,700	95
ROCK	36,100	35,200	97
WALWORTH	16,600	16,100	97
<b>STATION TOTAL</b>	<b>294,700</b>	<b>284,900</b>	<b>97</b>

NET WEEKLY CIRCULATION (MARCH 65)	194,600
AVERAGE DAILY CIRCULATION (MARCH 65)	143,800
COLOR PENETRATION PERCENTAGE (NOV 65)	11

# Illinois—Freeport (Rockford)



**WCEE-TV**

Ch. 23



Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 676-kw max. and 567-kw horizontal visual, 101-kw max. and 84.2-kw horizontal aural. Antenna: 721-ft. above av. terrain, 731-ft. above ground, 1549-ft. above sea level.

Latitude 42° 17' 48"  
Longitude 89° 10' 15"

Transmitter: 1.7-mi. W of Rockford.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.



WCEE-TV Ref: FCC File No. BPC-3395 Granted 10/12/64

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

## WCEE-TV

Grantee: Rock River TV Corp., 2523 N. Meridian Rd., Rockford (61105).

Studio: 2523 N. Meridian Rd., P.O. Box 957.

Telephone: 815-965-0523.

Ownership: David A. Carlson, pres., 5.32%; Hugh E. Powell, v.p., 5.32%; David S. Paddock, secy., 4.22%; Harley W. Mullins, treas., 5.32%; Edward B. Holt, 4.22%; C. Gordon Smith, 5.32%; John B. Thorsen, 2.11%; over 20 others, none with as much as 3%.

Began Operation: Sept. 12, 1965.

Represented (sales) by The Meeker Co. Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

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

Personnel:

EARL HICKERSON, general manager.  
JIM THOMAS, operations manager.  
JOE FRANZGROTE, sales manager.  
DICK CHRISTENSON, program director.  
DON DOUGHTY, chief engineer.  
JIM HAGUE, film director.

### DIGEST OF RATE CARD NO. 1 (Sept. 1, 1965)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
\$250.00	\$175.00	\$150.00	\$125.00	\$75.00	\$65.00	\$37.50

ARB Data for this Station is not available since it was not in operation when the survey was made.

## BLACKBURN

& Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.

James W. Blackburn  
Jack V. Harvey  
Joseph M. Sitrick  
RCA Building  
333-9270

CHICAGO

H. W. Cassill  
William B. Ryan  
Hub Jackson  
333 N. Michigan Ave.  
346-6460

ATLANTA

Clifford B. Marshall  
John G. Williams  
Mony Building  
1655 Peachtree Rd. N.E.  
873-5626

BEVERLY HILLS

Collin M. Selph  
G. Bennet Larson  
Bank of America Bldg.  
9465 Wilshire Blvd.  
274-8151

# Illinois—Rock Island



**WBHF-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 14.1-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1773-ft. above sea level.

Latitude 41° 19' 40"  
Longitude 90° 22' 47"

Transmitter: U.S. Hwy. 150, approx. 15-mi. SE of Rock Island.

TV tape: Recording facilities.

Color: Network & film.

News Wire Service: AP.

Facsimile Service: UPI.

AM & FM Affiliates: See below.

Total Households: © SRDS

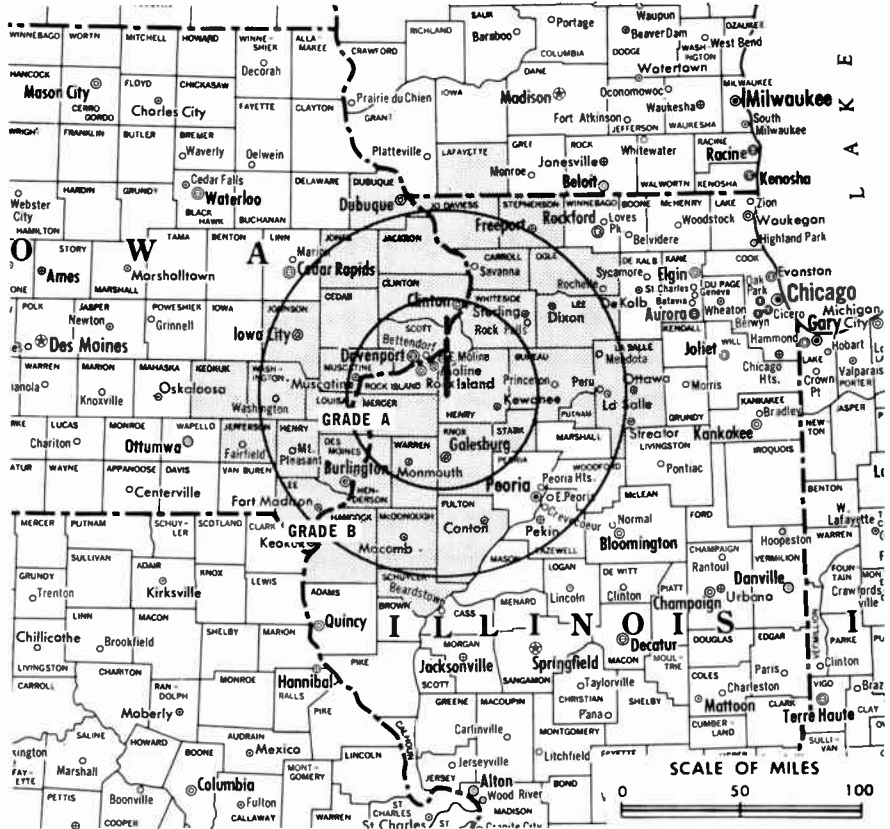
(Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

(County coverage (shaded areas) based on 1965

AHB study.



WBHF-TV Ref: FCC File No. BPCT-2747 Granted 2/12/60

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

## WBHF-TV

Network Service: CBS.

Licensee: Rock Island Broadcasting Co., Telco Bldg.

Studio: Telco Bldg.

Telephone: 309-786-5441. TWX No.: 309-788-0712.

AM Affiliate: WBHF, 5-kw, 1270 kc (CBS).

FM Affiliate: WBHF-FM, 39-kw, 98.9 mc (No. 255), 900-ft. antenna height.

Ownership: Ben H. Potter, pres., 19.274%; Marguerite F. Potter, treas., 19.294%; Leslie C. Johnson, v.p.-mgr., 25%; Aileen T. Potter, secy.; J. W. Potter Co., 17.156% (publisher of Rock Island Argus); estate of John W. Potter (Marguerite F. and Ben H. Potter, trustees), 19.274%. Mr. Johnson is 50% owner of radio WJBC, Bloomington, Ill. J. W. Potter Co. and Potter family also own radio KBUN, Bemidji, Minn

Began Operation: July 1, 1950.

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

BEN H. POTTER, president.  
LESLIE C. JOHNSON, v.p. and general manager.  
MAURICE CORKEN, asst. general manager & director of sales.  
FOREST W. COOKE, program mgr. & film buyer.  
HEBER E. DARTON, promotion manager.  
WILLIAM ELLISON, TV news director.  
ROBERT J. SINNETT, chief engineer.  
JERRY KEEFE, asst. chief engineer—TV.

### DIGEST OF RATE CARD NO. 14B (Oct. 1, 1964)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 8 Sec.  
Class AA—7-9:30 p.m., daily.  
\$1050.00 \$630.00 ..... \$250.00 \$115.00

NETWORK BASE HOURLY RATE: \$1050.

206-b

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ILLINOIS</b>			
BUREAU	11,800	11,300	96
CARROLL	6,100	5,800	97
FULTON	13,300	12,700	96
HANCOCK	7,500	7,200	96
HENDERSON	2,600	2,400	95
HENRY	16,000	15,500	97
JO DAVIESS	6,400	6,000	94
KNOX	19,600	19,100	97
LA SALLE	35,000	33,500	96
LEE	10,600	10,200	97
MC DONOUGH	9,100	8,700	96
MERCER	5,100	4,900	97
OGLE	12,200	11,700	96
POTNAM	1,500	1,400	93
ROCK ISLAND	48,100	47,100	98
SCHUYLER	2,700	2,500	96
STARK	2,300	2,200	97
STEPHENSON	14,900	14,300	96
WARREN	6,500	6,300	97
WHITESIDE	19,100	18,400	96
<b>IOWA</b>			
CEDAR	5,500	5,200	95
CLINTON	17,400	16,700	96
DES MOINES	14,600	13,800	95
DUBUQUE	22,500	20,800	93
HENRY	5,300	4,800	90
JACKSON	6,400	5,900	93
JEFFERSON	4,900	4,500	92
JOHNSON	16,100	14,700	91
JONES	6,100	5,900	96
KEOKUK	4,500	4,100	91
LEE	13,500	12,800	95
LOUISA	2,900	2,700	93
MUSCATINE	11,100	10,600	96
SCOTT	38,300	36,800	96
WASHINGTON	5,900	5,400	91
<b>WISCONSIN</b>			
LAFAYETTE	4,900	4,700	95
<b>STATION TOTAL</b>	<b>430,300</b>	<b>410,600</b>	<b>95</b>

NET WEEKLY CIRCULATION (MARCH 65) 280,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 215,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 8



# Illinois—Springfield



**WICS**

Ch. 20

[Also operates auxiliaries WCHU, Champaign, Ill. and WICD, Danville, Ill.]

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 468-kw max. and 309-kw horizontal visual, 83.3-kw max. and 55-kw horizontal aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1590-ft. above sea level.

Latitude 39° 48' 15"  
Longitude 89° 27' 40"

Transmitter: Mechanicsburg, Ill.

Color: Network, film & slide.

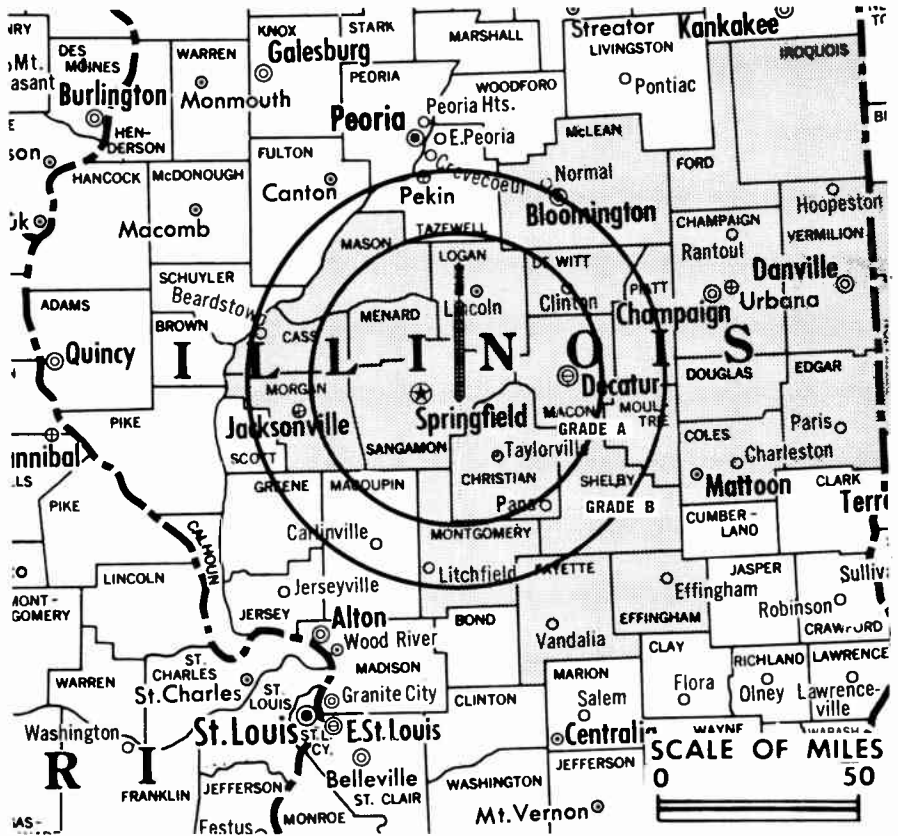
News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

O & O Translator: W75AD, Mattoon, Ill.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WICS Ref: FCC File No. BMP(T)-5188 Granted 9/25/58

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

## WICS

Licensee: Plains Television Corp., 2680 East Cook St.

Studio: 523 E. Capitol Ave.

Telephone: 217-528-0465. TWX No.: 217-546-0349.

Ownership: Transcontinental Properties Inc., 50%; H. & E. Balaban Corp. (theatres), 50%. Herbert Scheffel and Alfred G. Burger estate own 50% each of Transcontinental. Harry & Elmer Balaban control H. & E. Balaban Corp. which owns 50% of WTVO, Rockford, Ill.; also owns 1/3 of radios WIL, St. Louis, and KBOX, Dallas. Plains Television also owns WCHU, Champaign, Ill., and WICD, Danville, Ill., WHNB-TV, New Britain-Hartford, Conn., and is buying CP of WELI-TV (Ch. 59) New Haven, Conn.

Began Operation: Sept. 17, 1953.

Represented (sales) by Young Television Corp.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David Steel & Assoc.

Personnel:

MILTON D. FRIEDLAND, v.p. & general manager.  
ROBERT B. FARROW, director of national sales.  
JERROLD MERRITT, director of engineering.  
JACK HOSKINS, program manager & film buyer.  
H. K. SPRINGER, controller.

### DIGEST OF RATE CARD NO. 5 (March 1, 1964)

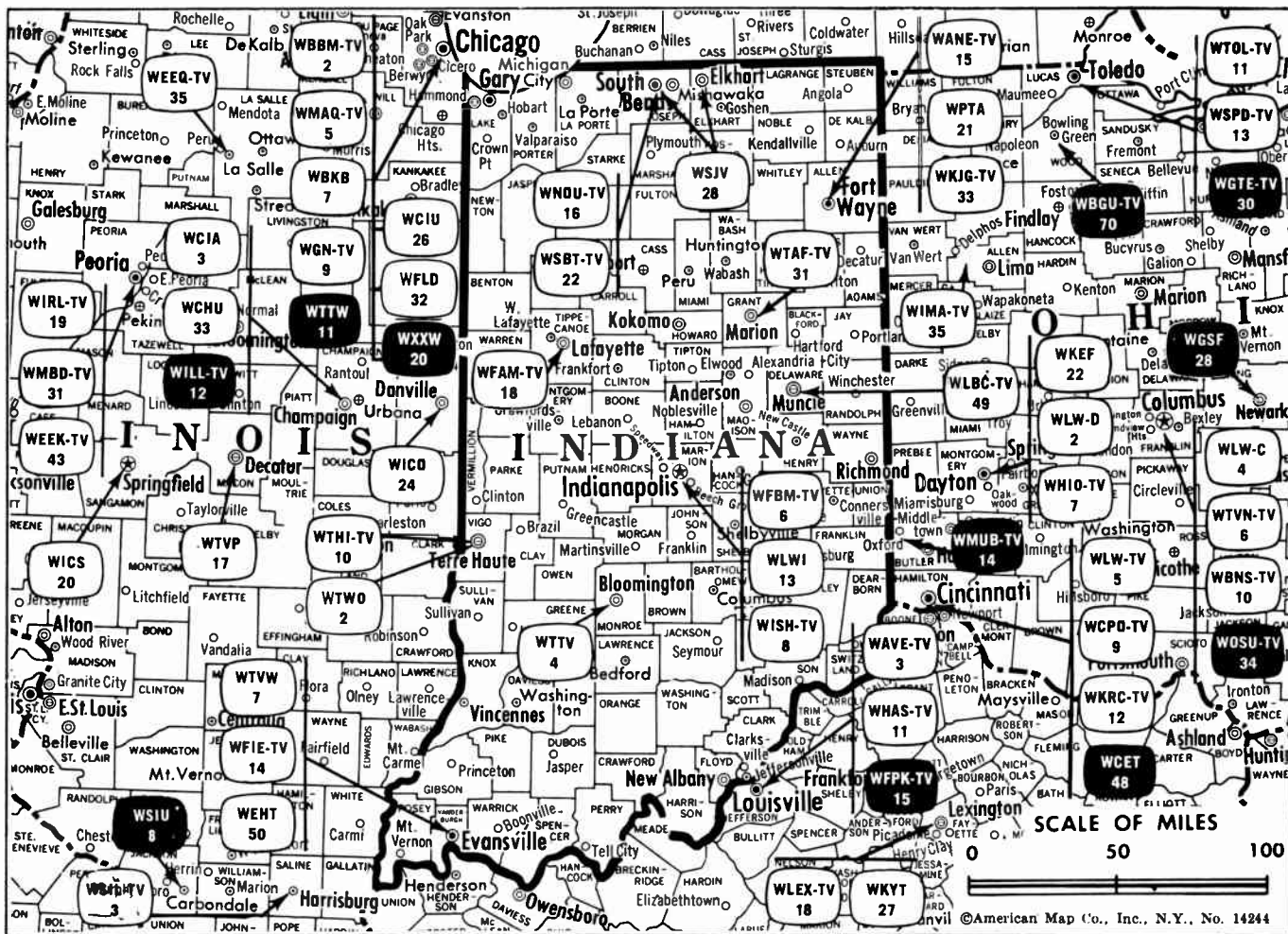
Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m. daily.	\$550.00	\$330.00	\$220.00	\$193.00	\$165.00	\$100.00
NETWORK BASE HOURLY RATE:	\$325.					

For Other Theatrical Interests with TV Station  
Ownership, see page 10-c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ILLINOIS</b>			
CASS	4,300	4,100	95
CHAMPAIGN	39,100	37,400	96
CHRISTIAN	11,300	10,800	96
COLES	13,900	13,300	96
DE WITT	5,600	5,400	96
DOUGLAS	6,200	6,000	96
EDGAR	7,100	6,800	96
EFFINGHAM	6,900	6,300	92
FAYETTE	6,100	5,700	94
FORD	5,100	4,900	96
IROQUOIS	10,600	10,100	95
LOGAN	9,400	9,000	96
MC LEAN	26,600	25,400	95
MACON	39,700	38,300	96
MASON	4,900	4,700	96
MENARD	3,000	2,800	94
MONTGOMERY	9,800	9,300	95
MORGAN	10,500	9,800	94
MOULTRIE	4,200	3,900	94
PIATT	4,600	4,500	98
SANGAMON	49,400	47,000	95
SHELBY	7,000	6,600	93
VERMILION	31,200	29,900	96
<b>INDIANA</b>			
FOUNTAIN	5,900	5,700	96
VERMILION	5,200	5,000	96
WARREN	2,500	2,300	95
<b>STATION TOTAL</b>	<b>330,100</b>	<b>315,000</b>	<b>95</b>

NET WEEKLY CIRCULATION (MARCH 65)	205,500
AVERAGE DAILY CIRCULATION (MARCH 65)	147,800
COLOR PENETRATION PERCENTAGE (NOV 65)	9

ARB Data for this Station Includes Satellites  
WCHU, Champaign & WICD, Danville, Ill.



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Indianapolis	678,300	18	883,500	25	852,000	25
Evansville	219,000	88	356,300	92	325,500	92
South Bend-Elkhart	188,300	97	293,700	104	282,700	103
Ft. Wayne	181,600	99	306,100	102	294,500	100
Terre Haute	151,700	109	266,900	114	254,300	107
Muncie	16,100	225	157,300	161	53,000	207
Lafayette	20,900	217	77,100	198	73,700	193
Marion	17,000	224	57,600	207	55,200	206

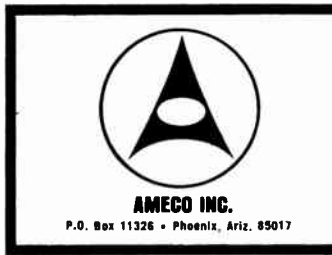
### Indiana Station Status as of Feb. 1, 1966

	VHF	UHF	TOTAL
○ Commercial Television Stations	7	11	18
● Educational Television Stations	0	0	0
			18

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

For Indiana CATV Systems  
see Section c

**WSJV**  
**Elkhart**  
(See South Bend, Ind.)



**AMECO "SALESMOBILE SERVICE"**  
IN INDIANA  
GREG KLEIN  
Mishawaka, Indiana  
Phone: 219-259-2578

# Indiana—Evansville



**WEHT**

Ch. 50



Technical Facilities: Channel No. 50 (686-692 mc). Authorized power: 200-kw max. and 155-kw horizontal visual, 30.9-kw max. and 83.2-kw horizontal aural. Antenna: 590-ft. above av. terrain, 542-ft. above ground, 1003-ft. above sea level using .75° electrical tilt beam.

Latitude 37° 52' 00"  
Longitude 87° 33' 57"

Transmitter: Marywood Dr., Henderson County, Ky.

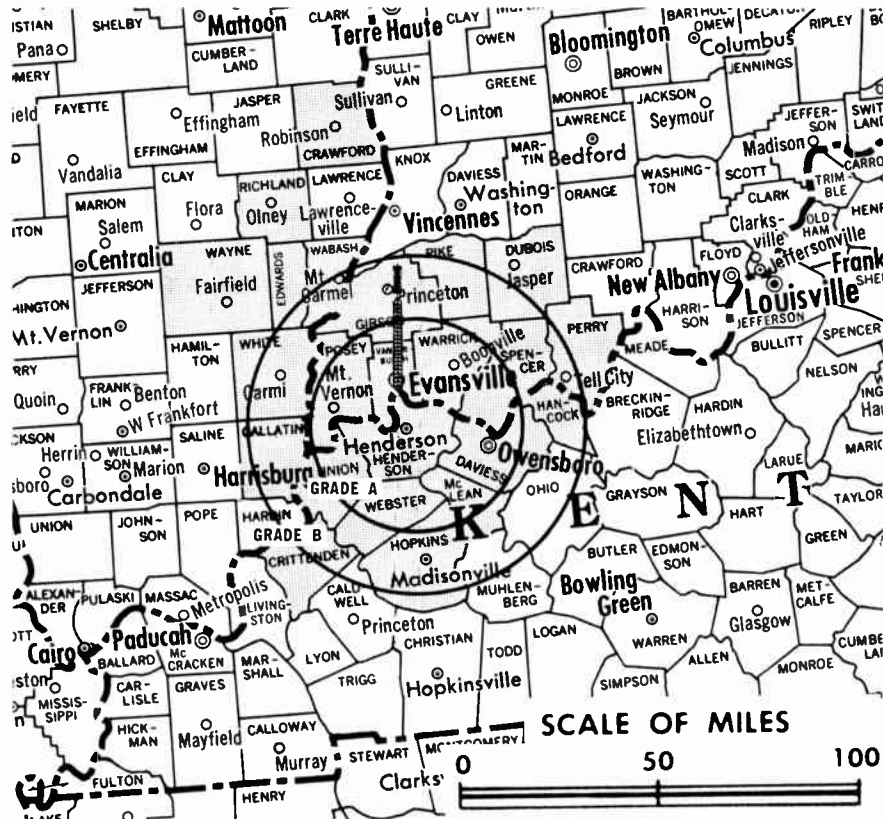
TV tape: Recording facilities.

Color Facilities: Network.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965 ARB study.



WEHT Ref: FCC File No. BMPCT—3937 Granted 7/5/56

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

## WEHT

Licensee: Gilmore Broadcasting Corp. of Ind., Box 395, Evansville (47704).

Studio: Marywood Dr., Henderson County, Ky.

Telephone: 812-424-9215, Evansville.

Ownership: See KODE-TV, Joplin, Mo.

Began Operation: Sept. 11, 1953. Sale to present owner by Henry S. Hilberg and associates approved July 20, 1964 by FCC (Television Digest, Vol. 4:16, 29). Sale to Hilberg group by M. A. Lightman's Malco Theatres Inc. approved by FCC Oct. 24, 1956 (Vol. 12:35, 43).

Represented (sales) by Avery-Knodel.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

HAMILTON SHEA, executive v.p.  
WILLIAM R. HIGHT, general manager & film buyer.  
JAMES H. MANION, general sales manager.  
ROGER FORSTER, program & production director.  
ELMER CHANCELLOR, chief engineer.

### DIGEST OF RATE CARD NO. 11 (Aug. 1, 1964)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID  
Class AA—7:30-11 p.m., daily.  
\$440.00 \$264.00 \$176.00 \$110.00 \$90.00 \$90.00 \$45.00  
NETWORK BASE HOURLY RATE: \$400.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ILLINOIS</b>			
CRAWFORD	6,700	6,400	96
EDWARDS	2,300	2,100	91
GALLATIN	2,000	1,800	91
RICHLAND	5,000	4,600	93
WABASH	4,200	4,000	94
WAYNE	5,600	5,000	90
WHITE	5,900	5,300	90
<b>INDIANA</b>			
DUBOIS	7,400	6,900	94
GIBSON	8,700	8,300	95
PERRY	4,600	4,300	93
PIKE	3,500	3,300	93
POSEY	5,300	4,900	93
SPENCER	4,400	4,200	94
VANDERBURGH	52,000	49,800	96
WARRICK	6,900	6,500	95
<b>KENTUCKY</b>			
CRITTENDEN	2,400	2,000	83
DAVIESS	22,600	20,300	90
HANCOCK	1,500	1,200	82
HENDERSON	10,800	9,500	88
HOPKINS	12,200	10,300	85
MC LEAN	3,000	2,600	87
UNION	4,300	3,700	87
WEBSTER	4,700	3,800	81
<b>STATION TOTAL</b>	<b>186,000</b>	<b>170,800</b>	<b>92</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>124,900</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>90,900</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>		<b>6</b>	

# Indiana—Evansville



**WFIE-TV**



Ch. 14

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 200-kw maximum and 178-kw horizontal visual, 40-kw maximum and 35.5-kw horizontal aural. Antenna: 560-ft. above av. terrain, 533-ft. above ground, 993-ft. above sea level.

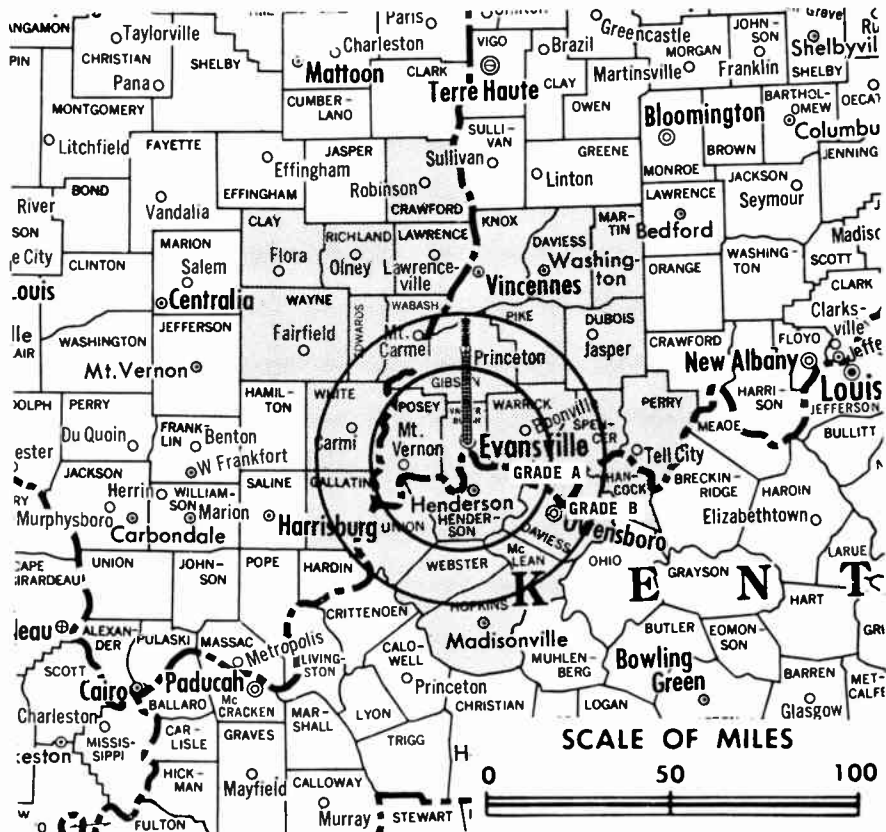
Latitude 37° 59' 21"  
Longitude 87° 35' 37"

Transmitter: 1115 Mount Auburn Rd.  
TV tape: Recording facilities.

Represented (legal) by Covington & Burling.

Color: Network.

News Wire Service: AP.



WFIE-TV Ref: FCC File No. DOC.—11797 Granted 3/15/67

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV % and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

## WFIE-TV

Licensee: WFIE Inc., 1115 Mount Auburn Rd.

Studio: 1115 Mount Auburn Rd. Telephone: 812-425-6201.

Ownership: WAVE Inc., 100%. Citizens Fidelity Bank & Trust Co., executor of George W. Norton Jr. estate, 98.4%; Nathan Lord, v.p., .8% (pres. of WFIE Inc.); Charles C. Leonard, secy.-treas., .8%. For other interests, see WAVE-TV, Louisville, Ky.

Began Operation: Nov. 9, 1953. Sale to present owner by Jesse D. Fine theatre family approved July 18, 1956 by FCC (Television Digest, Vol. 12:25, 26, 29).

Represented (sales) by The Katz Agency Inc.

Personnel:

JANE M. NORTON, president.  
JACK E. DOUGLAS, v.p. & general manager.  
KELLY ATHERTON, general sales manager.  
CHET BEHRMAN, program manager.  
PAUL HARMON, production manager.  
JACK McLEAN, news director.  
LAMBERT HOWARD, chief engineer.

DIGEST OF RATE CARD NO. A-13  
(Jan. 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min.\* 20 Sec.\* ID\*  
Class AA—6:30-10 p.m., daily.  
\$425.00 \$240.00 \$140.00 \$125.00 \$110.00 \$80.00 \$70.00 \$40.00

\*Class AA—6:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$400.

For Indiana CATV Systems, see Section c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ILLINOIS</b>			
CLAY	4,600	4,200	91
CRAWFORD	6,700	6,400	96
EDWARDS	2,300	2,100	91
GALLATIN	2,000	1,800	91
LAWRENCE	5,300	5,000	95
RICHLAND	5,000	4,600	93
WABASH	4,200	4,000	94
WAYNE	5,600	5,000	90
WHITE	5,900	5,300	90
<b>INDIANA</b>			
DAVISS	7,400	7,000	93
DUBOIS	7,400	6,900	94
GIBSON	8,700	8,300	95
KNOX	12,600	12,000	96
MARTIN	2,800	2,600	95
PERRY	4,600	4,300	93
PIKE	3,500	3,300	93
POSEY	5,300	4,900	93
SPENCER	4,400	4,200	94
VANDERBURGH	52,000	49,800	96
WARRICK	6,900	6,500	95
<b>KENTUCKY</b>			
DAVISS	22,600	20,300	90
HANCOCK	1,500	1,200	82
HENDERSON	10,800	9,500	88
HOPKINS	12,200	10,300	85
MC LEAN	3,000	2,600	87
UNION	4,300	3,700	87
WEBSTER	4,700	3,800	81
<b>STATION TOTAL</b>	<b>216,300</b>	<b>199,600</b>	<b>92</b>

NET WEEKLY CIRCULATION (MARCH 65) 131,600  
AVERAGE DAILY CIRCULATION (MARCH 65) 94,600  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

# Indiana—Evansville



**WTVW**



Ch. 7

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

Latitude 38° 01' 31"  
Longitude 87° 21' 43"

Transmitter: 1-mi. S of Chandler, Ind.

Studio: 405 Carpenter St.

TV tape: Recording facilities.

Telephone: 812-422-1121.

TWX No.: 812-425-4161.

Color: Network, film & slide.

News Wire Service: UPI.

News Film Service: ABC.

Represented (engineering) by Jules  
Cohen & Assoc.

Represented (legal) by Wilner &  
Bergson.

Total Households: © SRDS

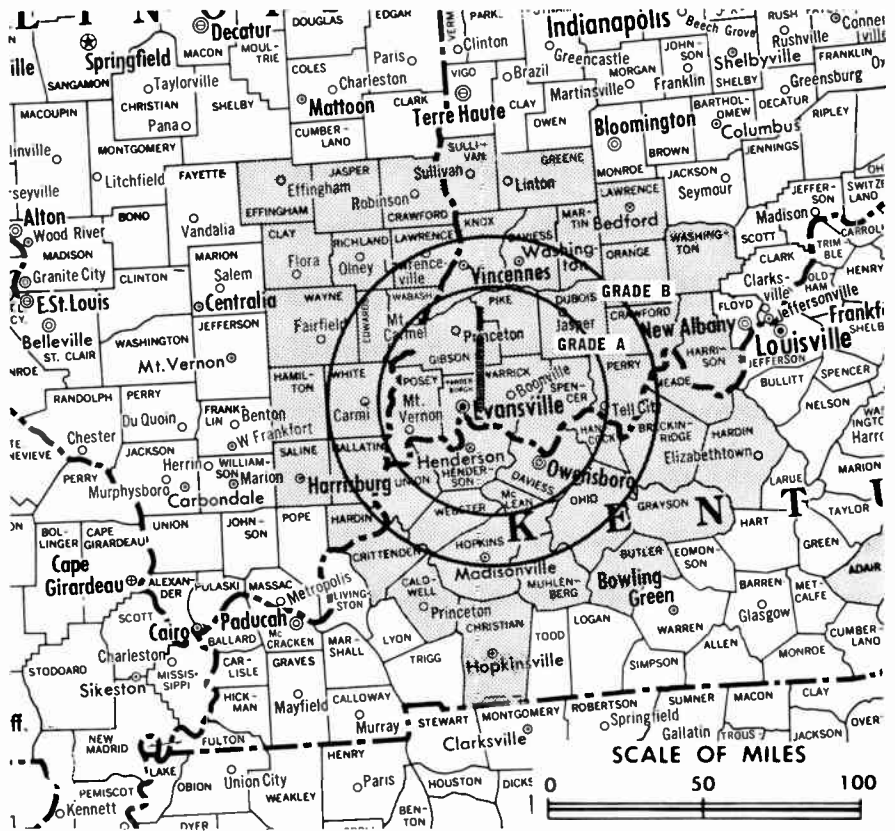
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WTVW Ref: FCC File No. BMPCT-4166 Granted 9/27/56

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

## WTVW

Licensee: Evansville Television Inc., 405 Carpenter St., Evansville, Ind. (47708).

Ownership: Evansville TV Inc., 100% owned by Producers Inc., a totally-owned subsidiary of The Polaris Corp. Producers also controls KTHI-TV, Fargo-Grand Forks, and KCND-TV, Pembina, North Dakota, and radio stations WFIA, Louisville, Kentucky; KXOA-AM-FM, Sacramento, and KPLS, Santa Rosa, California. Note: Sale of Polaris Corp. to Natco Corp. pending (Television Digest Vol. 5:51).

Began Operation: Aug. 21, 1956. Sale of control by Ferris E. Traylor, Rex Schepp and Miklos Sperling to Producers Inc. approved Aug. 27, 1962 by FCC (Television Digest, Vol. 2:35).

Represented (sales) by Blair Television Associates.

Personnel:

E. BERRY SMITH, general manager.  
ULYSSES CARLINI, managing director.  
ROBERT OSSENBERG, general sales manager.  
JOHN SCHUTA, chief engineer.  
ROY PELZ, promotion manager.

### DIGEST OF RATE CARD NO. 8—(Sept. 12, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., daily.  
\$850.00 \$510.00 \$340.00 \$213.00 \$230.00 \$200.00 \$100.00

NETWORK BASE HOURLY RATE: \$850.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
<b>ILLINOIS</b>			
CLAY	4,600	4,200	91
CRAWFORD	6,700	6,400	96
EDWARDS	2,300	2,100	91
EFFINGHAM	6,900	6,300	92
GALLATIN	2,000	1,800	91
HAMILTON	2,900	2,600	89
HARDIN	1,500	1,400	94
JASPER	3,200	3,000	93
LAWRENCE	5,300	5,000	95
RICHLAND	5,000	4,600	93
SALINE	7,800	7,300	94

WABASH	4,200	4,000	94
WAYNE	5,600	5,000	90
WHITE	5,900	5,300	90

<b>INDIANA</b>			
CRAWFORD	2,300	2,100	91
DAVISS	7,400	7,000	93
DUBOIS	7,400	6,900	94
GIBSON	8,700	8,300	95
GREENE	8,100	7,700	95
HARRISON	5,500	5,200	95
KNOX	12,600	12,000	96
LAWRENCE	11,300	10,800	96
MARTIN	2,800	2,600	95
ORANGE	4,700	4,500	94
PERRY	4,600	4,300	93
PIKE	3,500	3,300	93
POSEY	5,300	4,900	93
SPENCER	4,400	4,200	94
SULLIVAN	7,500	7,200	96
VANDERBURGH	52,000	49,800	96
WARRICK	6,900	6,500	95
WASHINGTON	5,300	5,000	93

<b>KENTUCKY</b>			
ADAIR	3,800	2,700	71
BRECKINRIDGE	4,300	3,600	84
BUTLER	2,500	2,000	82
CALDWELL	4,400	3,500	79
CHRISTIAN	16,400	14,500	88
CRITTENDEN	2,400	2,000	83
DAVISS	22,600	20,300	90
GRAYSON	4,600	3,600	80
HANCOCK	1,500	1,200	82
HARDIN	15,700	14,300	91
HENDERSON	10,800	9,500	88
HOPKINS	12,200	10,300	85
MC LEAN	3,000	2,600	87
MEADE	6,300	5,900	94
MUHLBERG	7,600	6,500	87
OHIO	5,000	4,200	84
UNION	4,300	3,700	87
WEBSTER	4,700	3,800	81

STATION TOTAL 356,300 325,500 91

NET WEEKLY CIRCULATION (MARCH 65) 219,000  
AVERAGE DAILY CIRCULATION (MARCH 65) 156,500  
COLOR PENETRATION PERCENTAGE (NOV 65) 6

# Indiana—Fort Wayne



**WANE-TV**



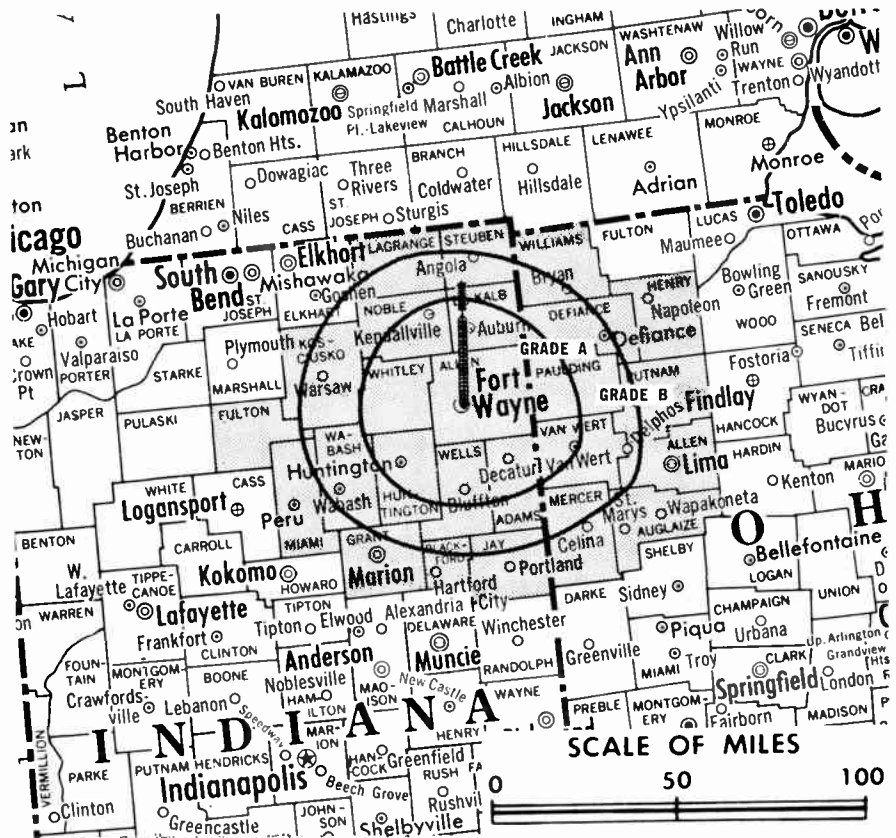
Ch. 15

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 436-kw maximum and 144-kw horizontal visual, 28.2-kw horizontal aural. Antenna: 830-ft. above av. terrain, 836-ft. above ground, 1649-ft. above sea level.

Latitude 41° 05' 35"  
Longitude 85° 10' 42"

Transmitter: 2915 West State Blvd.  
TV tape: Recording facilities.  
Color: Network, film & slide.  
News Wire Service: AP.  
Facsimile Service: AP.

Total Households: SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WANE-TV Ref: FCC File No. BPCT-2515 Granted 7/30/58

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## WANE-TV

Licensee: Indiana Bcstg. Corp., 2915 West State Blvd., Ft. Wayne, Ind. (46808).

Studio: 2915 West State Blvd.

Telephone: 219-742-9411. TWX No.: 219-241-3744.

Ownership: Corinthian Broadcasting Corp., 86%; eight other stockholders, none owning more than 4%. Corinthian Bcstg. is a subsidiary of Whitney Communications Corp. For other interests, see KOTV, Tulsa, Okla.

Began Operation: Sept. 26, 1954. Sale to present owner by Universal Bcstg. (McConnell) approved Oct. 10, 1956 by FCC. Previous sale as WINT by R. Morris Pierce group approved June 13, 1956. (Television Digest, Vol. 12:24, 34, 41).

Represented (sales) by H-R Television.

Represented (legal) by Covington & Burling.

Personnel:

C. WREDE PETERSMEYER, president.  
REID G. CHAPMAN, v.p., general manager & film buyer.  
HOWARD R. BUNNELL, commercial manager.  
HARRY HEUSTON, program director.  
WALTER H. JONES, chief engineer.

### DIGEST OF RATE CARD NO. 6—(June 1, 1964)

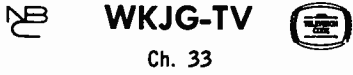
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$550.00	\$330.00	\$220.00	\$140.00	Graded rates apply*	

\*Highest rate: \$240.00.

NETWORK BASE HOURLY RATE: \$525.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>INDIANA</b>			
ADAMS	6,900	6,600	96
ALLEN	74,100	71,700	97
BLACKFORD	4,600	4,400	96
DE KALB	8,400	8,200	97
FULTON	5,100	4,900	96
GRANT	23,300	22,400	96
HUNTINGTON	10,400	10,100	97
JAY	6,600	6,200	95
KOSCIUSKO	13,100	12,600	96
LA GRANGE	4,700	4,200	90
MIAMI	12,100	11,600	96
NOBLE	8,500	8,100	96
STEUZEN	4,900	4,700	97
WABASH	10,100	9,600	95
WELLS	6,400	6,100	96
WHITLEY	6,200	6,000	97
<b>OHIO</b>			
ALLEN	32,500	31,200	96
AUGLAIZE	11,000	10,600	96
DEFIANCE	9,400	9,100	97
HENRY	7,700	7,500	98
MERCER	9,200	8,900	97
PAULDING	4,900	4,700	96
PUTNAM	7,600	7,300	96
VAN WERT	8,900	8,700	97
WILLIAMS	9,500	9,100	96
<b>STATION TOTAL</b>	<b>306,100</b>	<b>294,500</b>	<b>96</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>181,600</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>138,600</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>		<b>12</b>	

# Indiana—Fort Wayne



Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 263-kw visual, 49-kw aural. Antenna: 770-ft. above av. terrain, 793-ft. above ground, 1593-ft. above sea level.

Latitude 41° 05' 36.00"  
Longitude 85° 10' 28.47"

Transmitter: 2633 West State Blvd.  
TV tape: Recording facilities.

AM Affiliate: WKJG, 5-kw, 1380 kc (NBC).

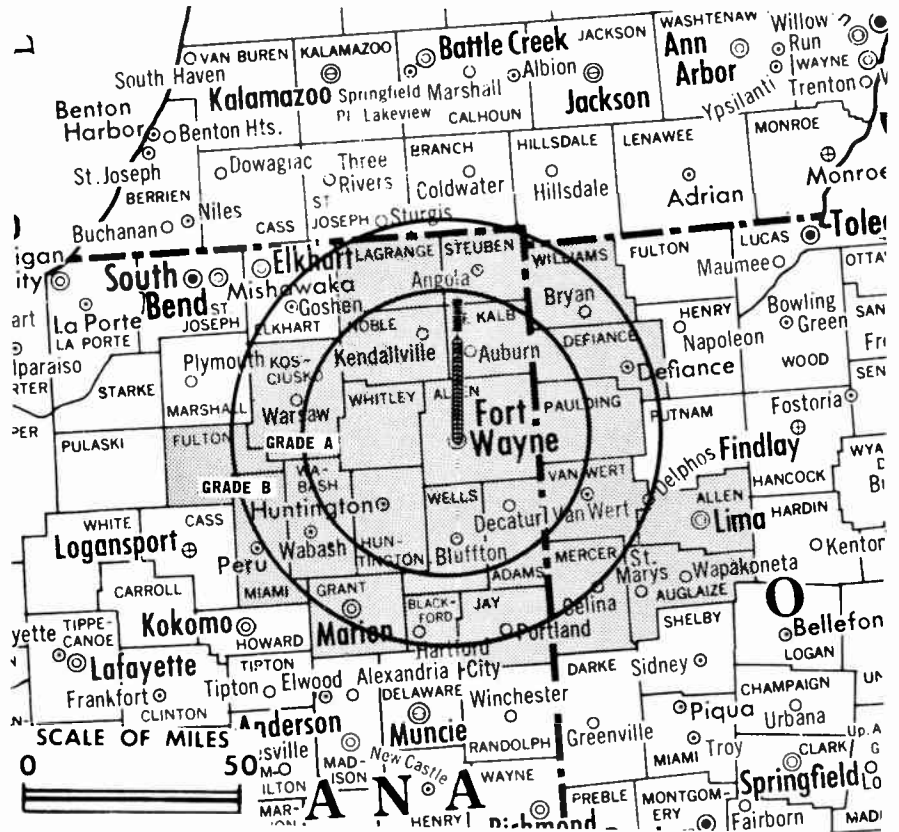
FM Affiliate: WKJG, 48.5-kw, 97.3 mc (No. 247), 511-ft. antenna.

Color: Network, film & slide.

News Wire Service: AP.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



WKJG-TV Ref: FCC File No. B1CT-516 Granted 5/21/53

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

## WKJG-TV

Licensee: WKJG Inc., 2633 West State Blvd., Fort Wayne, Ind. (46808).

Studio: 2633 West State Blvd.

Telephone: 219-742-2295. TWX No.: 219-241-2083.

Ownership: Truth Publishing Co., 60%; Walter R. Beardsley, 25%; John F. Dille Jr., 15%. Truth Publishing publishes Elkhart Truth and is licensee of WSJV (TV) there.

Began Operation: Nov. 21, 1953. Sale to present owners by Clarence L. Schust, H. Leslie Popp and associates approved March 13, 1957 by FCC (Television Digest, Vol. 13:5, 11).

Represented (sales) by Advertising Time Sales.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

### Personnel:

JOHN F. DILLE JR., president.  
HILLIARD GATES, v.p. & general manager.  
PAUL C. BRINES, v.p.  
CARLETON B. EVANS, commercial manager.  
CALO O. MAHLOCK, program manager & film buyer.  
WAYNE ROTHGEB, farm director.  
EUGENE A. CHASE, chief engineer.

### DIGEST OF RATE CARD NO. 12A (Jan. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$140.00	\$70.00
NETWORK BASE HOURLY RATE:	\$525.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>INDIANA</b>			
ADAMS	6,900	6,600	96
ALLEN	74,100	71,700	97
BLACKFORD	4,600	4,400	96
DE KALB	8,400	8,200	97
FULTON	5,100	4,900	96
GRANT	23,300	22,400	96
HUNTINGTON	10,400	10,100	97
JAY	6,600	6,200	95
KOSCIUSKO	13,100	12,600	96
LA GRANGE	4,700	4,200	90
MIAMI	12,100	11,600	96
NOBLE	8,500	8,100	96
STEBEN	4,900	4,700	97
WABASH	10,100	9,600	95
WELLS	6,400	6,100	96
WHITLEY	6,200	6,000	97
<b>OHIO</b>			
ALLEN	32,500	31,200	96
AUGLAIZE	11,000	10,600	96
DEFIANCE	9,400	9,100	97
MERCER	9,200	8,900	97
PAULDING	4,900	4,700	96
VAN WERT	8,900	8,700	97
WILLIAMS	9,500	9,100	96
<b>STATION TOTAL</b>	<b>290,800</b>	<b>279,700</b>	<b>96</b>

NET WEEKLY CIRCULATION (MARCH 65) 181,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 123,500  
COLOR PENETRATION PERCENTAGE (NOV 65) 12

Newspapers with TV Station Ownership  
are Listed in Section c.

# Indiana—Fort Wayne



**WPTA**



Ch. 21

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 175-kw maximum and 110-kw horizontal visual, 30.8-kw maximum and 22-kw horizontal aural. Antenna: 760-ft. above av. terrain, 767-ft. above ground, 1584-ft. above sea level.

Latitude 41° 06' 03"  
Longitude 85° 11' 00"

Transmitter: 3333 Butler Rd.

TV tape: Recording facilities.

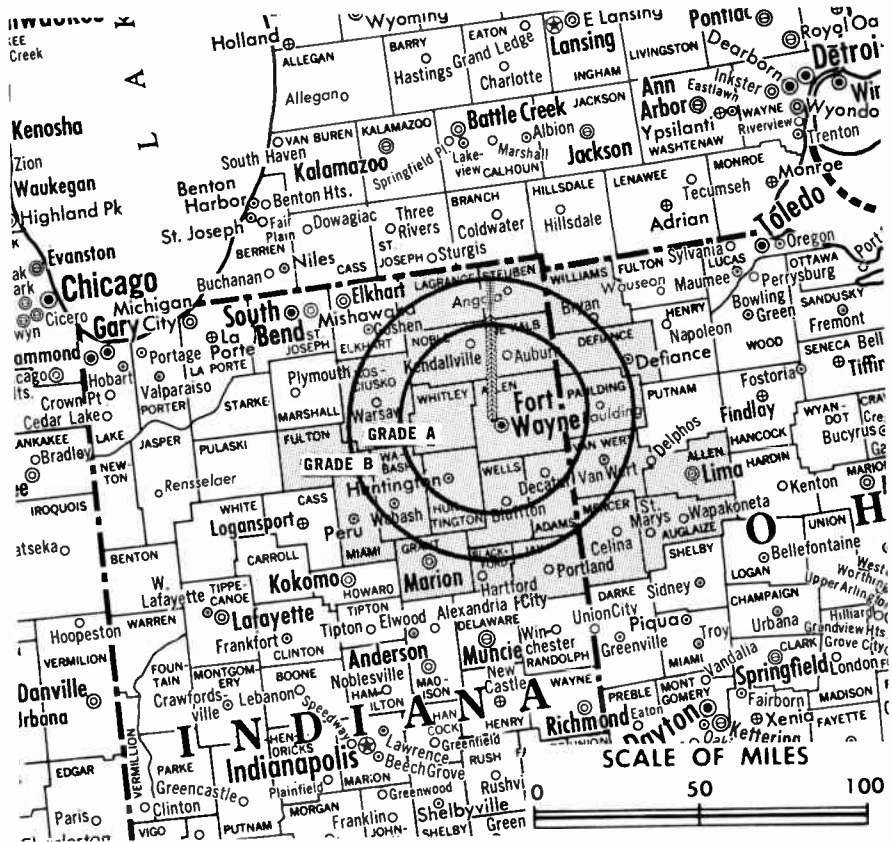
FM Affiliate: WPTH, 44-kw, 95.1 mc (No. 236), 680-ft. antenna.

Color Facilities: Network.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WPTA Ref: FCC File No. BMPCT-4800 Granted 8/27/57

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

## WPTA

Grantee: Sarkes Tarzian Inc., E. Hillside Dr., Bloomington, Ind.

Studio: 3333 Butler Rd., Fort Wayne, Ind. (46803).

Telephone: 219-483-0584.

TWX No.: 219-241-4394.

Ownership: See WTTV, Bloomington-Indianapolis.

Began Operation: Sept. 28, 1957.

Represented (sales) by Metro TV Sales.

Represented (legal) by Cohn & Marks.

Personnel:

SARKES TARZIAN, president.  
CHARLES W. (BILL) THOMAS, general manager & film buyer.  
VICTOR H. STERLING, local sales manager.  
KEN KENDALL, chief engineer.  
JOHN R. THOMPSON, promotion director.  
AL HERVEY, program manager.

### DIGEST OF RATE CARD NO. 10 (July 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$60.00
NETWORK BASE HOURLY RATE:	\$525.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>INDIANA</b>			
ADAMS	6,900	6,600	96
ALLEN	74,100	71,700	97
BLACKFORD	4,600	4,400	96
DE KALB	8,400	8,200	97
FULTON	5,100	4,900	96
GRANT	23,300	22,400	96
HUNTINGTON	10,400	10,100	97
JAY	6,600	6,200	95
KOSCIUSKO	13,100	12,600	96
LA GRANGE	4,700	4,200	90
MIAMI	12,100	11,600	96
NOBLE	8,500	8,100	96
STUEBEN	4,900	4,700	96
WABASH	10,100	9,600	95
WELLS	6,400	6,100	96
WHITLEY	6,200	6,000	97
<b>OHIO</b>			
ALLEN	32,500	31,200	96
AUGLAIZE	11,000	10,600	96
DEFIANCE	9,400	9,100	97
MERCER	9,200	8,900	97
PAULDING	4,900	4,700	96
VAN WERT	8,900	8,700	97
WILLIAMS	9,500	9,100	96
<b>STATION TOTAL</b>	<b>290,800</b>	<b>279,700</b>	<b>96</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>174,300</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>120,000</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>			<b>12</b>



# Indiana—Indianapolis



**WISH-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 990-ft. above av. terrain, 997-ft. above ground, 1847-ft. above sea level.

Latitude 39° 45' 39"  
Longitude 86° 00' 21"

Transmitter: Rawls Ave. & South Post Rd.

TV tape: Recording facilities.

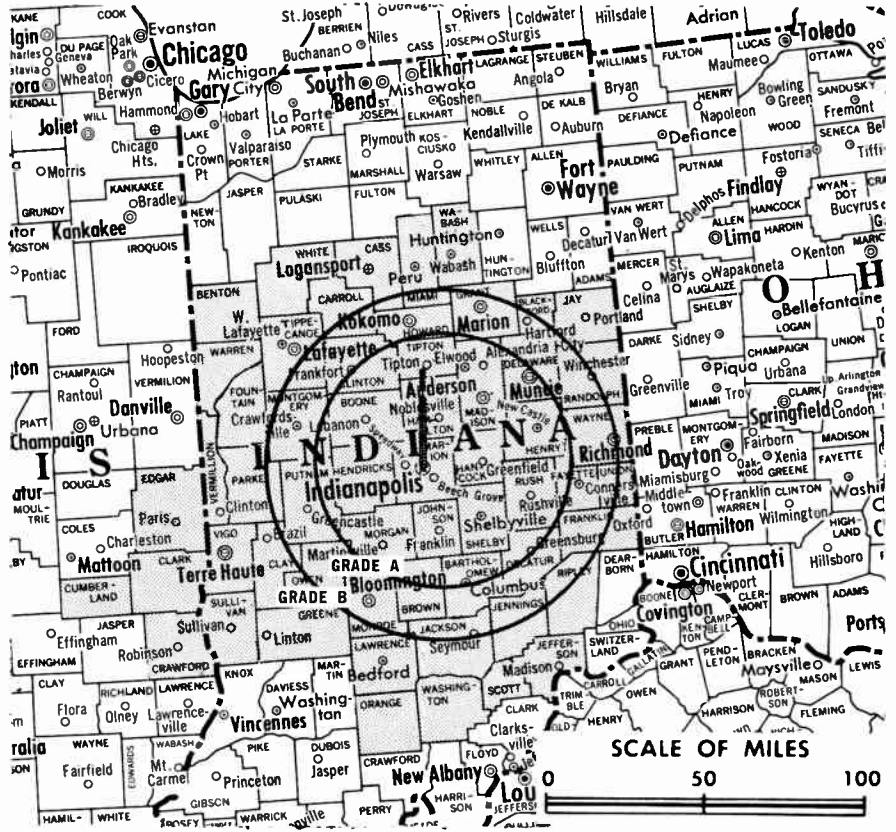
Color: Network, film & slide.

News Wire Service: AP, UPI.

News Film Service: CBS.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WISH-TV Ref: FCC File No. BPCT—110 Granted 1/28/54

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

## WISH-TV

Licensee: Indiana Broadcasting Corporation, 1440 N. Meridian St., Indianapolis, Ind. (46202).

Studio: 1950 N. Meridian St.

Telephone: 317-924-4381. TWX No.: 317-635-2107.

Ownership: Corinthian Broadcasting Corp., 86%; 8 other stockholders, none owns more than 4%. Corinthian Bcstg. is a subsidiary of Whitney Communications Corp. For other interests, see KOTV, Tulsa, Okla.

Began Operation: July 1, 1954. Sale, along with WANE-TV, Fort Wayne & radio WANE, to present owners approved Oct. 10, 1956 by FCC (Television Digest, Vol. 12:34, 41).

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

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

### Personnel:

- C. WREDE PETERSMEYER, president.
- ROBERT B. McCONNELL, v.p., general manager.
- ALAN S. ENGLANDER, treasurer.
- CHARLES REES, secretary.
- JOSEPH E. LAKE, commercial manager.
- RAY REISINGER, promotion & merchandising director.
- DAVE SMITH, program manager.
- C. E. WALLACE, chief engineer.

### DIGEST OF RATE CARD NO. 4B (Sept. 15, 1964)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$1500.00	\$900.00	\$520.00	\$400.00	Graded rates apply.*	

\*Highest rate: \$750.

NETWORK BASE HOURLY RATE: \$1500.

Group Owners are Listed in Section c.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ILLINOIS</b>			
CLARK	5,100	4,800	94
CRAWFORD	6,700	6,400	96
CUMBERLAND	3,100	2,900	94
EOGAR	7,100	6,800	96
<b>INDIANA</b>			
BARTHOLOMEW	15,500	15,000	96
BENTON	3,200	3,100	96
BLACKFORD	4,600	4,400	96
BOONE	8,600	8,400	97
BROWN	2,100	2,000	97
CARROLL	5,200	5,100	97
CASS	12,100	11,600	95
CLAY	7,600	7,400	97
CLINTON	9,500	9,200	97
DECATUR	5,900	5,700	96
DELAWARE	35,000	34,000	97
FAYETTE	7,000	6,700	97
FOUNTAIN	5,900	5,700	96
FRANKLIN	4,400	4,200	94
GRANT	23,300	22,400	96
GREENE	8,100	7,700	95
HAMILTON	13,200	12,900	98
HANCOCK	9,600	9,300	97
HENDRICKS	13,500	13,100	98
HENRY	15,300	14,800	97
HOWARD	22,900	22,200	97
JACKSON	9,200	8,900	96
JAY	6,600	6,200	95
JEFFERSON	6,600	6,300	95
JENNINGS	4,400	4,200	95
JOHNSON	14,200	14,000	98
LAWRENCE	11,300	10,800	96
MADISON	40,200	39,200	97
MARION	226,800	220,100	97

(Continued on page 221-b)

STATION TOTAL	807,100	779,100	97
NET WEEKLY CIRCULATION (MARCH 65)		634,500	
AVERAGE DAILY CIRCULATION (MARCH 65)		471,600	
COLOR PENETRATION PERCENTAGE (NOV 65)			9

# Indiana—Indianapolis



**WFBM-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 1019-ft. above ground, 1849-ft. above sea level.

Latitude 39° 53' 59"  
Longitude 86° 12' 02"

Transmitter: 79th St. & Township Rd.

TV tape: Recording facilities.

AM Affiliate: WFBM, 5-kw, 1260 kc.

FM Affiliate: WFBM-FM, 51.9-kw, 94.7 mc (No. 234).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: Time-Life News Bureau, NBC.

Total Households: © SRDS

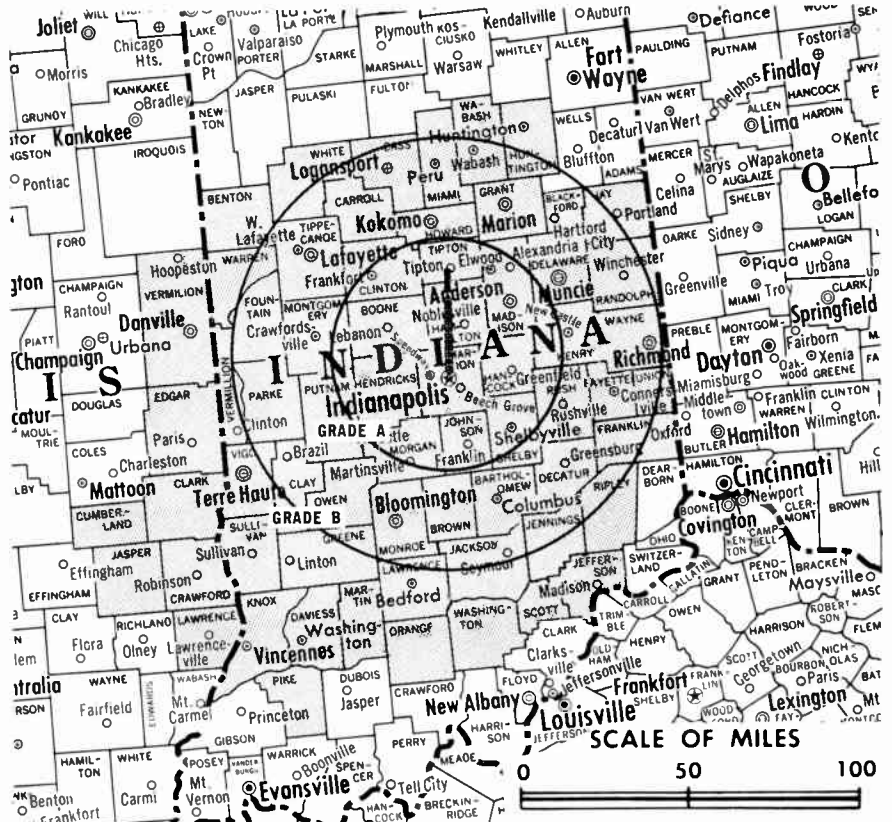
Consumer Market Data as of 1/1/66.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WFBM-TV Ref: FCC File No. BMPCT-1529 Granted 12/29/53

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## WFBM-TV

Licensee: Time-Life Broadcast Inc., 1330 N. Meridian St., Indianapolis, Ind. (46202).

Studio: 1330 N. Meridian St.

Telephone: 317-635-9326. TWX No.: 317-634-5992.

Ownership: Time-Life Broadcast Inc., 100%; subsidiary of Time Inc. For other interests, see Time Inc. under Group Ownership.

Began Operation: May 30, 1949. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (Television Digest, Vol. 12:50-51; 13:16).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

- ELDON CAMPBELL, v.p. & general manager.
- DON MENKE, station manager.
- HUGH L. KIBBEY, sales manager.
- JAMES MATHIS, assistant sales manager.
- WARREN WRIGHT, program manager & film buyer.
- KEITH C. STRANGE, promotion manager.
- DONALD C. CRIFE, business manager.
- EARL JOHNSON, program operations manager.
- ROBERT FLANDERS, director of engineering.
- ROBERT GAMBLE, news & information services manager.
- TOM CARNEGIE, sports director.

### DIGEST OF RATE CARD NO. 22

(June 1, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID  
Class AA—7:30-11 p.m., daily.  
\$1500.00 \$875.00 \$600.00 \$455.00 \$400.00\* \$375.00\* \$190.00\*

\*Class AA—8-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1550

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ILLINOIS</b>			
CLARK	5,100	4,800	94
CRAWFORD	6,700	6,400	96
CUMBERLAND	3,100	2,900	94
EOGAR	7,100	6,800	96
JASPER	3,200	3,000	93
LAWRENCE	5,300	5,000	95
VERMILION	31,200	29,900	96
<b>INDIANA</b>			
BARTHOLOMEW	15,500	15,000	96
BENTON	3,200	3,100	96
BLACKFORD	4,600	4,400	96
BOONE	8,600	8,400	97
BROWN	2,100	2,000	97
CARROLL	5,200	5,100	97
CASS	12,100	11,600	95
CLAY	7,600	7,400	97
CLINTON	9,500	9,200	97
DAVISS	7,400	7,000	93
DECATUR	5,900	5,700	96
DELAWARE	35,000	34,000	97
FAYETTE	7,000	6,700	97
FOUNTAIN	5,900	5,700	96
FRANKLIN	4,400	4,200	94
GRANT	23,300	22,400	96
GREENE	8,100	7,700	95
HAMILTON	13,200	12,900	98
HANCOCK	9,600	9,300	97
HENDRICKS	13,500	13,100	98
HENRY	15,300	14,800	97
HOWARD	22,900	22,200	97
HUNTINGTON	10,400	10,100	97
JACKSON	9,200	8,900	96

(Continued on page 221-b)

STATION TOTAL 883,500 852,000 96

NET WEEKLY CIRCULATION (MARCH 65) 678,300  
AVERAGE DAILY CIRCULATION (MARCH 65) 482,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 9

# The college contribution

is a two-way street



There are two ways to look at it.

There's the contribution the colleges make to business.

That's crucial.

Business employs about 42% of all college people. It uses their brainpower and skill in developing new products and methods. It fills management posts.

In the other direction, there's the contribution business makes to colleges.

The colleges welcome it. They need all the funds they can get. They're helping to prepare leaders for management, but the cost of education is going up.

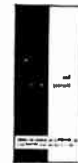
In fact many colleges are having to turn away applicants—100,000 a year, says one estimate.

If business wants college talent, it must keep colleges in business. It can help finance their need for classrooms, facilities and especially teachers.

In this light, your aid-to-education program is an aid to your company.

SPECIAL TO CORPORATE OFFICERS—A new booklet of particular interest if your company has not yet established an aid-to-education program. Write for:

"How to Aid Education—and Yourself"  
Box 36, Times Square Station  
New York, N. Y. 10036



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# Indiana—Indianapolis



**WLW-I**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 29.5-kw aural. Antenna: 982-ft. above av. terrain, 1022-ft. above ground, 1846-ft. above sea level.

Latitude 39° 55' 43"  
Longitude 86° 10' 55"

Transmitter: Ditch Rd. & 96th St.  
Studio: 1401 N. Meridian St. (46202)

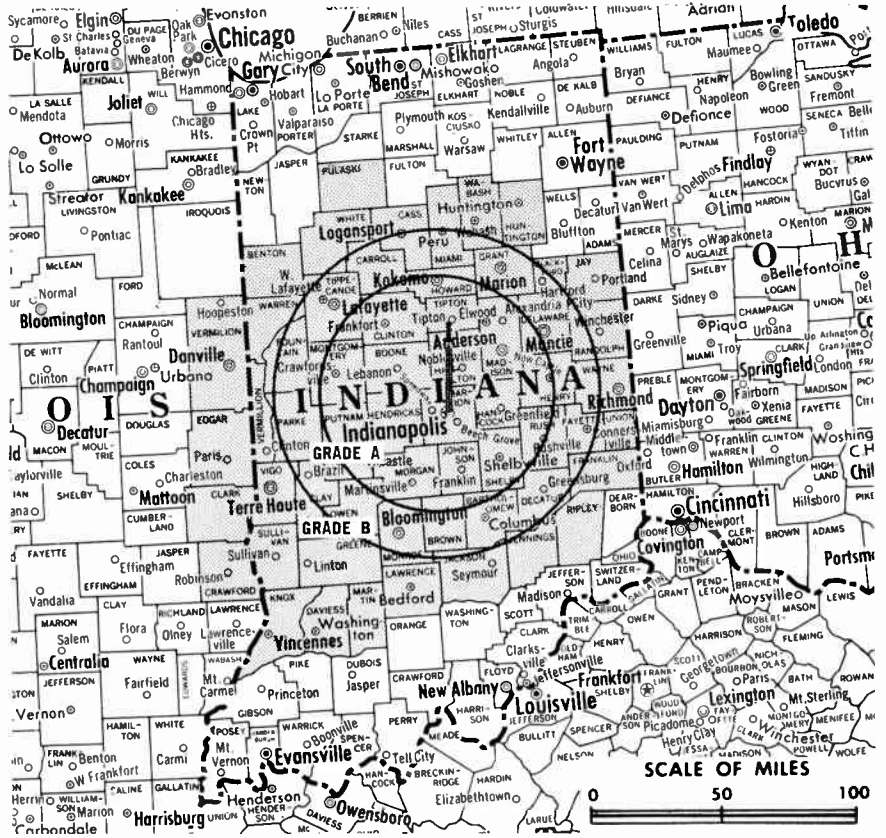
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WLW-I Ref: FCC File No. BPCT—1837 Granted 3/6/57

©American Map Co., Inc., N.Y., No. 1424-I

## WLW-I

Grantee: Avco Broadcasting Corp., 140 W. 9th St., Crosley Square, Cincinnati, O. (45202).

Telephone: 317-639-2311.

Ownership: See WLW-T, Cincinnati, O.

Began Operation: Oct 30, 1957.

Represented (sales) by Broadcast Communications Group.

Represented (legal) by Hogan & Hartson.

Personnel:

P. SCOTT McLEAN, v.p. & general manager.  
CHUCK McFADDEN, sales manager.  
WALTER JACOBS, program director.  
MICHAEL RUPPE, promotion manager.  
TOM ATKINS, news director.  
FRED CLICK, director, special broadcast services.  
NORMAN NIXON, chief engineer.  
ROBERT REYNOLDS, film director.

### DIGEST OF RATE CARD NO. 9

(July 9, 1965)

Hour	30 Min.	40 Sec.	Min. or 30 Sec.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.					
\$1400.00	\$840.00	\$550.00	\$450.00	\$375.00	\$200.00

NETWORK BASE HOURLY RATE: \$1400.

For Other Avco Broadcast Interests,

see Listing Under Group Ownership.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>ILLINOIS</b>			
CLARK	5,100	4,800	94
CRAWFORD	6,700	6,400	96
EOGAR	7,100	6,800	96
VERMILION	31,200	29,900	96
<b>INDIANA</b>			
BARTHOLOMEW	15,500	15,000	96
BENTON	3,200	3,100	96
BLACKFORD	4,600	4,400	96
BOONE	8,600	8,400	97
BROWN	2,100	2,000	97
CARROLL	5,200	5,100	97
CASS	12,100	11,600	95
CLAY	7,600	7,400	97
CLINTON	9,500	9,200	97
DAVISS	7,400	7,000	93
DECATUR	5,900	5,700	96
DELAWARE	35,000	34,000	97
FAYETTE	7,000	6,700	97
FDUNTAIN	5,900	5,700	96
FRANKLIN	4,400	4,200	94
GRANT	23,300	22,400	96
GREENE	8,100	7,700	95
HAMILTON	13,200	12,900	98
HANCOCK	9,600	9,300	97
HENDRICKS	13,500	13,100	98
HENRY	15,300	14,800	97
HOWARD	22,900	22,200	97
HUNTINGTON	10,400	10,100	97
JACKSON	9,200	8,900	96
JAY	6,600	6,200	95
JENNINGS	4,400	4,200	95
JOHNSON	14,200	14,000	98
KNOX	12,600	12,000	96
LAWRENCE	11,300	10,800	96
MADISON	40,200	39,200	97
<b>STATION TOTAL</b>	<b>851,000</b>	<b>821,200</b>	<b>96</b>

(Continued on page 221-b)

NET WEEKLY CIRCULATION (MARCH 65)	640,700
AVERAGE DAILY CIRCULATION (MARCH 65)	438,800
COLOR PENETRATION PERCENTAGE (NOV 65)	9

# Indiana—Bloomington-Indianapolis

## WTTV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 44.55-kw visual, 26.75-kw aural. Antenna: 1250-ft. above av. terrain, 1222-ft. above ground, 2097-ft. above sea level.

Latitude 39° 24' 26.5"  
Longitude 86° 08' 52.0"

Requests change to 100-kw visual, 20-kw aural, 960-ft. above av. terrain, 960-ft. above ground, 1845-ft. above sea level, lat. 39° 55' 27", long. 86° 14' 30"; transmitter to W 96th St., .6-mi. W of U.S. Hwy. 421, Pike Twp.

Transmitter: Trafalgar, Ind.

TV tape: Recording facilities.

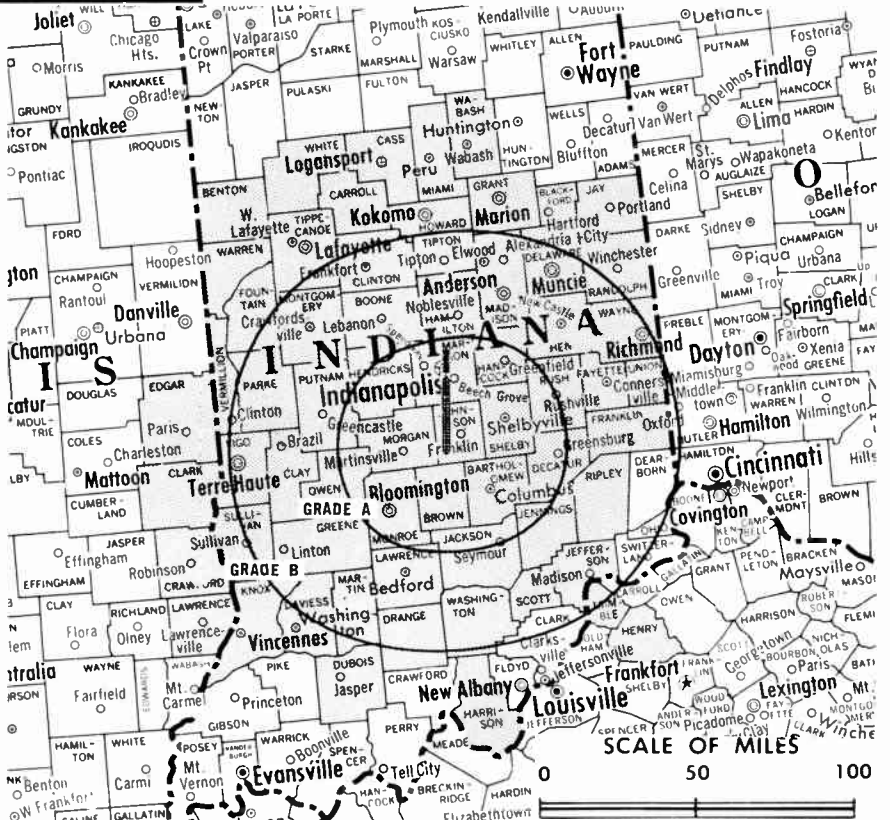
AM Affiliate: WTTN, 5-kw, (.5-kw-N), 1370 kc (ABC).

FM Affiliate: WTTV-FM, 37-kw, 92.3 mc (No. 222), 1090-ft. antenna height.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



WTTV Ref: FCC File No. B1PCT-4674 Granted 6/13/57

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

## WTTV

Network Service: None, independent.

Licensee: Sarkes Tarzian Inc., E. Hillside Drive, Bloomington.

Studios: South Highland and East Davis, Bloomington; 3490 Bluff Rd., Indianapolis, Ind. (46227).

Business Office: 3490 Bluff Rd., Indianapolis.

Telephone: 812-787-2211, Indianapolis.

Telex No.: 027-432.

Ownership: Sarkes Tarzian, pres., 51%; Mary Tarzian, secy.-treas., 18%; Verage Tarzian, director; Thomas Tarzian, 15.5%; Patricia Tarzian, 15.5%. Firm also manufactures TV-radio parts & tubes. Also operates WPTA, Ft. Wayne (Ch. 21); WFAM-TV, Lafayette, Ind.; WPTH-FM, Ft. Wayne; WATI, Indianapolis.

Began Operation: Nov. 11, 1949.

Represented (sales) by Metro Television Sales.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kear & Kennedy.

Personnel:

- SARKES TARZIAN, president.
- ROBERT G. HOLBEN, general manager.
- ARTHUR R. HOOK, station manager.
- CLYDE V. DUTTON, general sales manager.
- BERNARD J. SOUERS, asst. sales manager.
- DONALD H. MORGAN, chief engineer.

### DIGEST OF RATE CARD NO. 18 (June 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.	
Class A—4:30-11:30 p.m., Mon.-Fri.; 2-11:30 p.m., Sat.-Sun.	\$700.00	\$420.00	\$280.00	\$175.00	\$150.00*	\$75.00*

\*Class A—6:30-11:30 p.m., Mon.-Fri.; 5 p.m.-sign off, Sat.; 2-11:30 p.m., Sun.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ILLINOIS</b>			
CLARK	5,100	4,800	94
CRAWFORD	6,700	6,400	96
EDGAR	7,100	6,800	96
LAWRENCE	5,300	5,000	95
<b>INDIANA</b>			
BARTHOLOMEW	15,500	15,000	96
BENTON	3,200	3,100	96
BLACKFORD	4,600	4,400	96
BOONE	8,600	8,400	97
BROWN	2,100	2,000	97
CARROLL	5,200	5,100	97
CASS	12,100	11,600	95
CLAY	7,600	7,400	97
CLINTON	9,500	9,200	97
DAVISS	7,400	7,000	93
DECATUR	5,900	5,700	96
DELAWARE	35,000	34,000	97
DUBOIS	7,400	6,900	94
FAYETTE	7,000	6,700	97
FOUNTAIN	5,900	5,700	96
FRANKLIN	4,400	4,200	94
GRANT	23,300	22,400	96
GREENE	8,100	7,700	95
HAMILTON	13,200	12,900	98
HANCOCK	9,600	9,300	97
HARRISON	5,500	5,200	95
HENDRICKS	13,500	13,100	98
HENRY	15,300	14,800	97
HOWARD	22,900	22,200	97
JACKSON	9,200	8,900	96
JAY	6,600	6,200	95
JEFFERSON	6,600	6,300	95
JENNINGS	4,400	4,200	95
JOHNSON	14,200	14,000	98
KNOX	12,600	12,000	96
<b>STATION TOTAL</b>	<b>849,900</b>	<b>819,200</b>	<b>96</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>476,900</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>232,300</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>			<b>9</b>

(Continued on page 221-b)

Also see Sarkes Tarzian Listings under Manufacturers of Transmitters, Studio and Closed-Circuit Equipment.

# Indiana—Lafayette

## WFAM-TV

Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 186-kw visual, 26.3-kw aural. Antenna: 660-ft. above av. terrain, 651-ft. above ground, 1301-ft. above sea level.

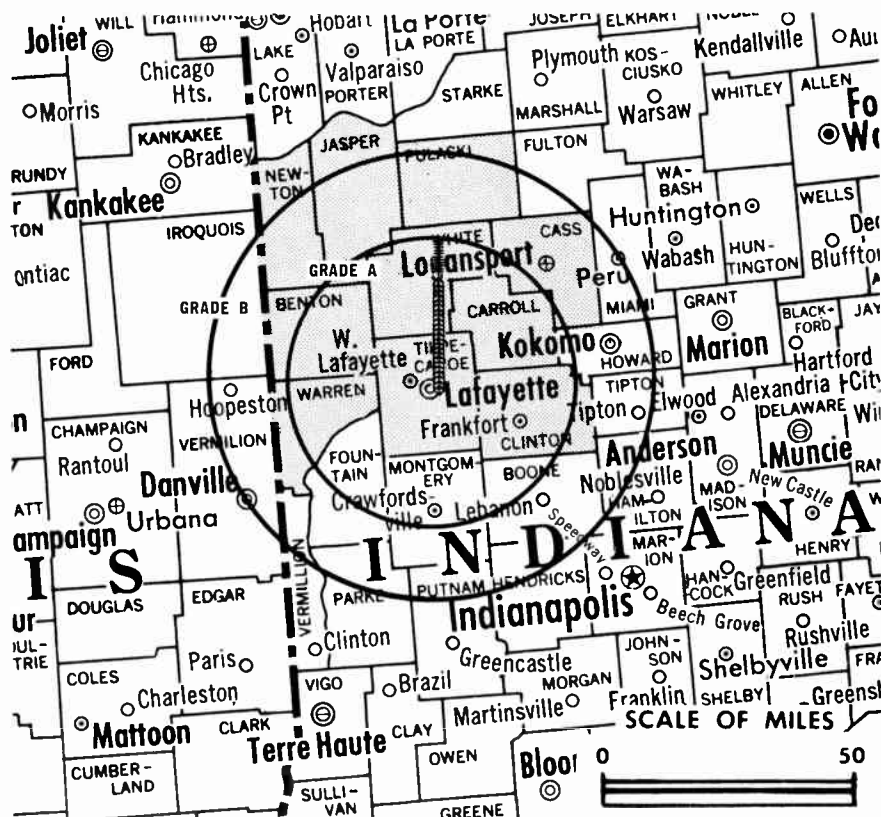
Latitude 40° 24' 07"  
Longitude 86° 50' 59"

Transmitter: McCarty Lane.

Color Facilities: Network.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
(County coverage (shaded areas) based on 1965 ARB study.



WFAM-TV Ref: FCC File No. BPCT—2258 Granted 4/3/57

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

## WFAM-TV

Network Service: CBS (EMP).

Grantee: Sarkes Tarzian Inc., E. Hillside Dr., Bloomington, Ind. (47403).

Studio: McCarty Lane (47905).

Telephone: 317-447-2113.

TWX No.: 317-391-7618.

Ownership: See WTTV, Bloomington-Indianapolis.

Began Operation: May 8, 1958 on Ch. 59, but left the air May 15, 1959 while sale to Sarkes Tarzian was pending. Sale to Sarkes Tarzian by Henry Rosenthal and associates approved June 17, 1959 by FCC; resumed operation on Ch. 18 Nov. 15, 1959 (Television Digest, Vol. 15:19-20, 25, 46). Transfer of TV and radio WASK to Rosenthal group from founder O. E. Richardson approved Feb. 20, 1957 by FCC (Vol. 13:4, 8).

Represented (sales) by Jack Masla & Co.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kear & Kennedy.

Personnel:

RICHARD LONG, manager, sales mgr. & film buyer.  
DENNIS LUNSFORD, chief engineer.  
JOE McCONNELL, program & sports director.  
MONTY SALISBURY, production manager.  
GLENN SMITH, news director.

### DIGEST OF RATE CARD NO. 5—(Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-11 p.m., daily.					
\$150.00	\$100.00	\$75.00	\$50.00	\$25.00	\$12.50

NETWORK BASE HOURLY RATE: \$85.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>INDIANA</b>			
BENTON	3,200	3,100	96
CARROLL	5,200	5,100	97
CASS	12,100	11,600	95
CLINTON	9,500	9,200	97
JASPER	5,200	5,000	96
NEWTON	3,500	3,400	96
PULASKI	3,700	3,400	93
TIPPECANOE	26,100	24,700	95
WARREN	2,500	2,300	95
WHITE	6,100	5,900	96
<b>STATION TOTAL</b>	<b>77,100</b>	<b>73,700</b>	<b>96</b>

NET WEEKLY CIRCULATION (MARCH 65)	20,900
AVERAGE DAILY CIRCULATION (MARCH 65)	10,700
COLOR PENETRATION PERCENTAGE (NOV 65)	12

## WTTV

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
<b>INDIANA (CONTINUED)</b>			
LAWRENCE	11,300	10,800	96
MADISON	40,200	39,200	97
MARION	226,800	220,100	97
MARTIN	2,800	2,600	95
MIAMI	12,100	11,600	96
MONROE	17,500	16,500	94
MONTGOMERY	10,100	9,800	97
MORGAN	10,800	10,500	97
ORANGE	4,700	4,500	94
OWEN	3,500	3,400	96
PARKE	4,300	4,200	97
PUTNAM	6,800	6,500	96
RANDOLPH	8,800	8,400	96
RIPLEY	5,900	5,600	95
RUSH	5,700	5,600	98
SCOTT	4,500	4,200	93
SHELBY	11,100	10,800	97
SULLIVAN	7,500	7,200	96
TIPPECANOE	26,100	24,700	95
TIPTON	4,600	4,500	97
UNION	1,700	1,600	94
VERMILLION	5,200	5,000	96
VIGO	34,900	33,600	96
WABASH	10,100	9,600	95
WARREN	2,500	2,300	95
WASHINGTON	5,300	5,000	93
WAYNE	23,500	22,600	96
WHITE	6,100	5,900	96
<b>KENTUCKY</b>			
HENRY	3,500	3,000	86
TRIMBLE	1,400	1,300	89

## WLW-I

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
<b>INDIANA (CONTINUED)</b>			
MARION	226,800	220,100	97
MARTIN	2,800	2,600	95
MIAMI	12,100	11,600	96
MONROE	17,500	16,500	94
MONTGOMERY	10,100	9,800	97
MORGAN	10,800	10,500	97
OWEN	3,500	3,400	96
PARKE	4,300	4,200	97
PULASKI	3,700	3,400	93
PUTNAM	6,800	6,500	96
RANDOLPH	8,800	8,400	96
RIPLEY	5,900	5,600	95
RUSH	5,700	5,600	98
SHELBY	11,100	10,800	97
SULLIVAN	7,500	7,200	96
TIPPECANOE	26,100	24,700	95
TIPTON	4,600	4,500	97
UNION	1,700	1,600	94
VERMILLION	5,200	5,000	96
VIGO	34,900	33,600	96
WABASH	10,100	9,600	95
WARREN	2,500	2,300	95
WAYNE	23,500	22,600	96
WHITE	6,100	5,900	96

For ARB County-by-County Data,  
see Section a

## Indiana—Indianapolis

### WISH-TV

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
<b>INDIANA (CONTINUED)</b>			
MIAMI	12,100	11,600	96
MONROE	17,500	16,500	94
MONTGOMERY	10,100	9,800	97
MORGAN	10,800	10,500	97
ORANGE	4,700	4,500	94
OWEN	3,500	3,400	96
PARKE	4,300	4,200	97
PUTNAM	6,800	6,500	96
RANDOLPH	8,800	8,400	96
RIPLEY	5,900	5,600	95
RUSH	5,700	5,600	98
SCOTT	4,500	4,200	93
SHELBY	11,100	10,800	97
SULLIVAN	7,500	7,200	96
TIPPECANOE	26,100	24,700	95
TIPTON	4,600	4,500	97
UNION	1,700	1,600	94
VERMILLION	5,200	5,000	96
VIGO	34,900	33,600	96
WABASH	10,100	9,600	95
WARREN	2,500	2,300	95
WASHINGTON	5,300	5,000	93
WAYNE	23,500	22,600	96
WHITE	6,100	5,900	96

### WFBM-TV

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
<b>INDIANA (CONTINUED)</b>			
JAY	6,600	6,200	95
JEFFERSON	6,600	6,300	95
JENNINGS	4,400	4,200	95
JOHNSON	14,200	14,000	98
KNOX	12,600	12,000	96
LAWRENCE	11,300	10,800	96
MADISON	40,200	39,200	97
MARION	226,800	220,100	97
MARTIN	2,800	2,600	95
MIAMI	12,100	11,600	96
MONROE	17,500	16,500	94
MONTGOMERY	10,100	9,800	97
MORGAN	10,800	10,500	97
ORANGE	4,700	4,500	94
OWEN	3,500	3,400	96
PARKE	4,300	4,200	97
PIKE	3,500	3,300	93
PUTNAM	6,800	6,500	96
RANDOLPH	8,800	8,400	96
RIPLEY	5,900	5,600	95
RUSH	5,700	5,600	98
SCOTT	4,500	4,200	93
SHELBY	11,100	10,800	97
SULLIVAN	7,500	7,200	96
TIPPECANOE	26,100	24,700	95
TIPTON	4,600	4,500	97
UNION	1,700	1,600	94
VERMILLION	5,200	5,000	96
VIGO	34,900	33,600	96
WABASH	10,100	9,600	95
WARREN	2,500	2,300	95
WASHINGTON	5,300	5,000	93
WAYNE	23,500	22,600	96
WHITE	6,100	5,900	96

# Indiana—Marion

371

## WTAF-TV

Ch. 31

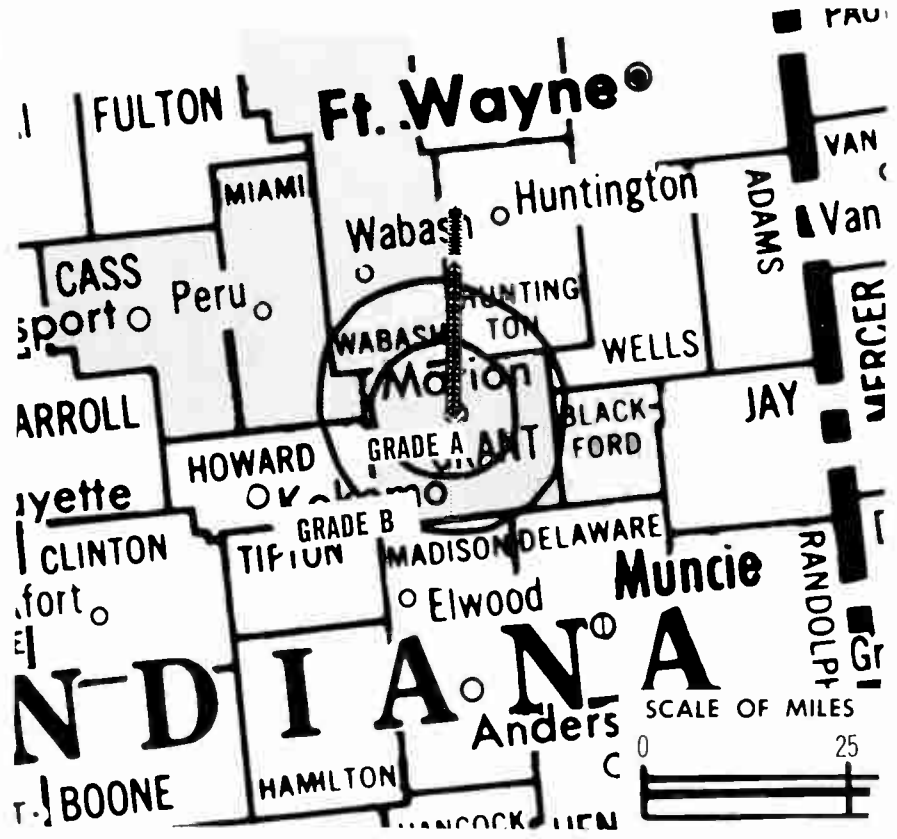
Technical Facilities: Channel No. 31  
(572-578 mc). Authorized power:  
21.9-kw visual, 11.8-kw aural. An-  
tenna: 250-ft. above av. terrain,  
233-ft. above ground, 1033-ft.  
above sea level.

Latitude 40° 33' 26"  
Longitude 85° 39' 52"

Transmitter: 314 S. Boots St.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded area) based on 1965  
ARB study.

WTAF-TV Ref: FCC File No. BPCT—2923 Granted 4/3/62

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

## WTAF-TV

Network Service: None, independent.

Licensee: Geneco Broadcasting Inc., P.O. Box 631, Marion, Ind.  
(46953).

Studio: 314 S. Boots St. (46952).

Telephone: 317-664-7117.

Ownership: Northern Indiana Broadcasters Inc., 70%; Eugene C.  
Thompson, 29.8%. Northern Indiana Bcstrs. is owned by Wm.  
N. Udell & wife and is the licensee of WIMS, Michigan City,  
Ind. It also owns all stock of WKAM, Goshen, Ind.

Began Operation: Nov. 3, 1962. Sale of 70% to Northern Indiana  
Bcstrs. by Eugene C. Thompson approved Dec. 31, 1963 by FCC  
(Television Digest, Vol. 4:1).

Represented (sales) by Vic Piano Associates.

Represented (legal) by Booth & Lovett.

Represented (engineering) by Ralph J. Bitzer.

Personnel:

WILLIAM N. UDELL, president.  
GENE G. COOK, general manager & commercial manager.  
RICHARD W. FLOREA, assistant manager & news director.  
DONALD TILLMAN, program director.  
GENE MILLER, chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6-10:30 p.m., daily.	\$105.00	\$63.00	\$42.00	\$26.25	\$21.00	\$15.75 \$10.50

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
INDIANA			
CASS	12,100	11,600	95
GRANT	23,300	22,400	96
MIAMI	12,100	11,600	96
WABASH	10,100	9,600	95
STATION TOTAL	57,600	55,200	96

NET WEEKLY CIRCULATION (MARCH 65)	17,000
AVERAGE DAILY CIRCULATION (MARCH 65)	8,700
COLOR PENETRATION PERCENTAGE (NOV 65)	15

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# Indiana—Muncie

abc **WLBC-TV**

NBC

Ch. 49

Technical Facilities: Channel No. 49 (680-686 mc). Authorized power: 141-kw visual, 28.2-kw aural. Antenna: 500-ft. above av. terrain, 542-ft. above ground, 1492-ft. above sea level.

Latitude 40° 09' 01"  
Longitude 85° 22' 45"

Transmitter: State Rd. No. 35, SE of Muncie.

Studio: State Rd. No. 35, SE of Muncie.

AM Affiliate: WLBC, 1-kw (.25-kw-N), 1340 kc (CBS).

FM Affiliate: WMUN, 7.4-kw, 104.1 mc (No. 281), 240-ft. antenna height.

Color: Network.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Silliman, Moffet & Kowalski.

Total Households: © SRDS

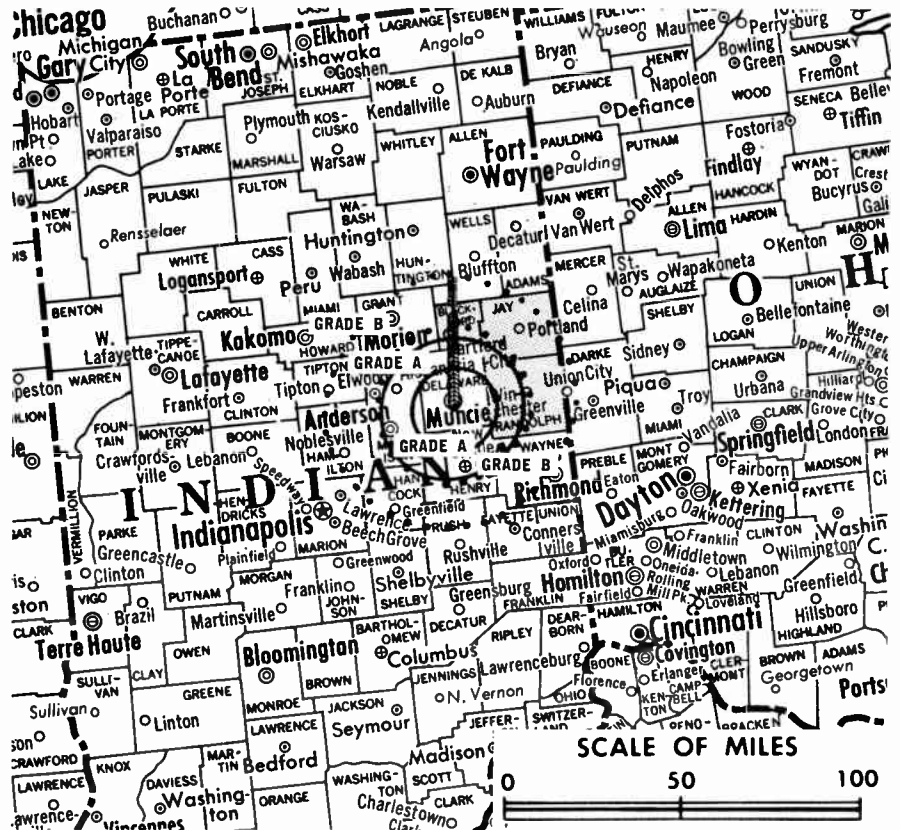
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WLBC-TV Ref: FCC File No. BPT-3357 Granted 7/14/64

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## WLBC-TV

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

Licensee: Tri-City Radio Corp., Radio Center.

Telephone: 317-288-4403.

Ownership: Donald A. Burton, pres. & treas., 51%; William F. Craig, v.p., 46.5%; Garnet M. Burton, secy., 1.5%; and 3 others, each holding less than .5%.

Began Operation: April 29, 1953.

Represented (sales) by The Devney Organization Inc.

Represented (legal) by John M. Midlen.

Personnel:

DON BURTON, president, treasurer & general manager.

W. F. CRAIG, v.p., commercial manager & film buyer.

JOHN M. CRAIG, v.p. & director, local sales.

GARNET BURTON, secretary.

ANN CRAIG, assistant treasurer.

FLORENCE BOYD, v.p. & executive secretary.

PATRICK S. FINNEGAN, v.p. & chief engineer.

DIGEST OF RATE CARD NO. 5  
(Sept. 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.	\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00
NETWORK BASE HOURLY RATE:	\$200 (NBC), \$200 (ABC).					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>INDIANA</b>			
BLACKFORD	4,600	4,400	96
DELAWARE	35,000	34,000	97
JAY	6,600	6,200	95
RANDOLPH	8,800	8,400	96
<b>STATION TOTAL</b>	<b>55,000</b>	<b>53,000</b>	<b>96</b>
<b>NET WEEKLY CIRCULATION (MARCH 65)</b>		<b>16,100</b>	
<b>AVERAGE DAILY CIRCULATION (MARCH 65)</b>		<b>6,000</b>	
<b>COLOR PENETRATION PERCENTAGE (NOV 65)</b>		<b>15</b>	

## MORTON FLOM, ENG.

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# Indiana—South Bend



Ch. 16

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 282-kw visual, 141-kw aural. Antenna: 586-ft. above av. terrain, 552-ft. above ground, 1397-ft. above sea level, with 1/2° electrical beam tilt.

Latitude 41° 36' 26"  
Longitude 86° 12' 48"

Transmitter: Ironwood & Kern Rds.

TV tape: Recording facilities.

AM Affiliate: WNDU, 1-kw (.25-kw N), 1490 kc (ABC).

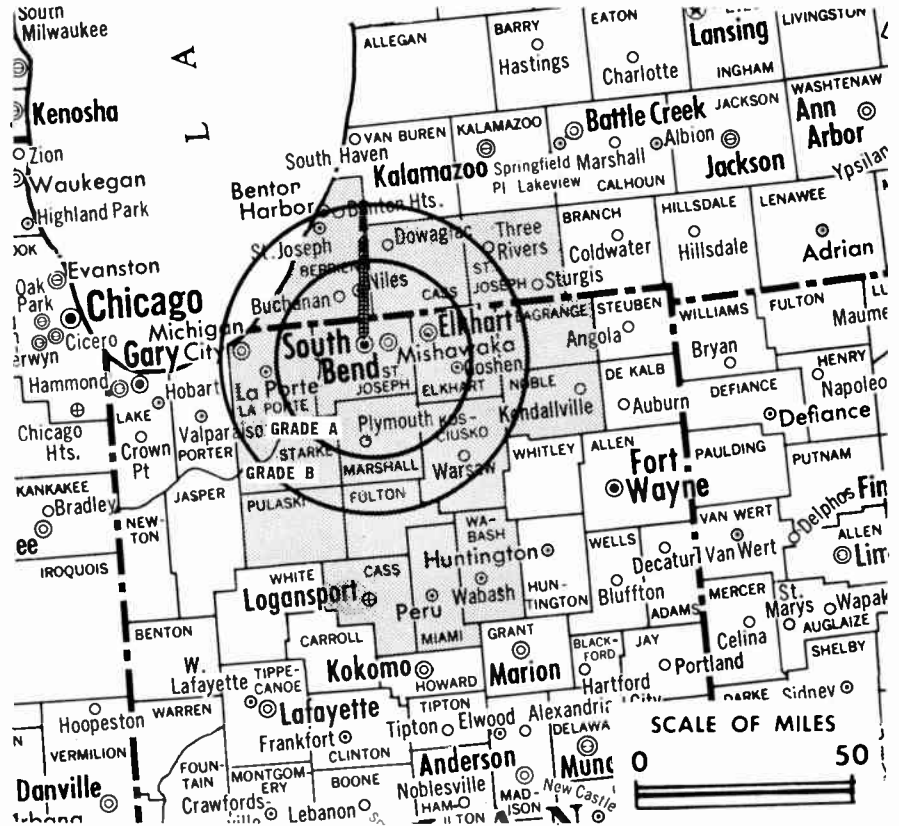
FM Affiliate: WNDU-FM, 20-kw, 92.9 mc (No. 225), 485-ft. antenna height.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WNDU-TV Ref: FCC File No. BMPCT-4874 Granted 9/25/57

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## WNDU-TV

Licensee: Michiana Telecasting Corp., University of Notre Dame, Notre Dame, Ind. (46556).

Studio: P.O. Box 16, South Bend, Ind. (46624).

Telephone: 219-233-7111, South Bend.

Ownership: Michiana Telecasting Corp., 100%; Rev. Theodore M. Heshburgh, C.S.C., pres. (president of U. of Notre Dame); Rev. Edmund P. Joyce, C.S.C., secy.-treas.

Began Operation: July 15, 1955.

Represented (sales) by Young Television.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

### Personnel:

WM. THOMAS HAMILTON, v.p. & general manager.  
DAVID L. O'SHEA, sales manager.  
BAZIL O'HAGAN, TV station manager.  
WILLIAM A. GARDEN, director sales service.  
PAUL E. WALTON JR., dir. of program operations.  
DAVE WILLIAMS, director of promotion.  
BILL ETHERTON, sports director.  
JOHN E. McCULLOUGH, news director.  
RAY JACKSON, chief engineer.

### DIGEST OF RATE CARD NO. 6 (April 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., Sun.-Fri.;						
7:30-11 p.m., Sat.						
\$500.00	\$300.00	\$200.00	\$125.00			Graded rates apply.*

\*Highest rate: \$115.

NETWORK BASE HOURLY RATE: \$475.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>INDIANA</b>			
CASS	12,100	11,600	95
ELKHART	33,900	32,300	95
FULTON	5,100	4,900	96
KOSCIUSKO	13,100	12,600	96
LA GRANGE	4,700	4,200	90
LA PORTE	28,600	27,900	98
MARSHALL	10,400	10,000	96
MIAMI	12,100	11,600	96
NOBLE	8,500	8,100	96
PULASKI	3,700	3,400	93
ST JOSEPH	73,400	71,300	97
STARKE	5,400	5,200	96
WABASH	10,100	9,600	95
<b>MICHIGAN</b>			
BERRIEN	47,400	45,600	96
CASS	11,500	11,100	97
ST JOSEPH	13,700	13,300	97
<b>STATION TOTAL</b>	<b>293,700</b>	<b>282,700</b>	<b>96</b>

NET WEEKLY CIRCULATION (MARCH 65) 182,500  
AVERAGE DAILY CIRCULATION (MARCH 65) 125,400  
COLOR PENETRATION PERCENTAGE (NOV 65) 11

For ARB County-by-County Data,

see Section a.

# Indiana—South Bend



**WSBT-TV**



Ch. 22

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 498-kw maximum and 234-kw horizontal visual, 26.9-kw horizontal aural. Antenna: 1074-ft. above av. terrain, 1047.5-ft. above ground 1917.5-ft. above sea level.

Latitude 41° 37' 00"  
Longitude 86° 13' 01.0"

Transmitter: Ironwood Rd.

TV tape: Recording facilities.

AM Affiliate: WSBT, 5-kw, 960 kc (CBS).

FM Affiliate: WSBT-FM, 4.2-kw, 101.5 mc (No. 268), 959-ft. antenna height.

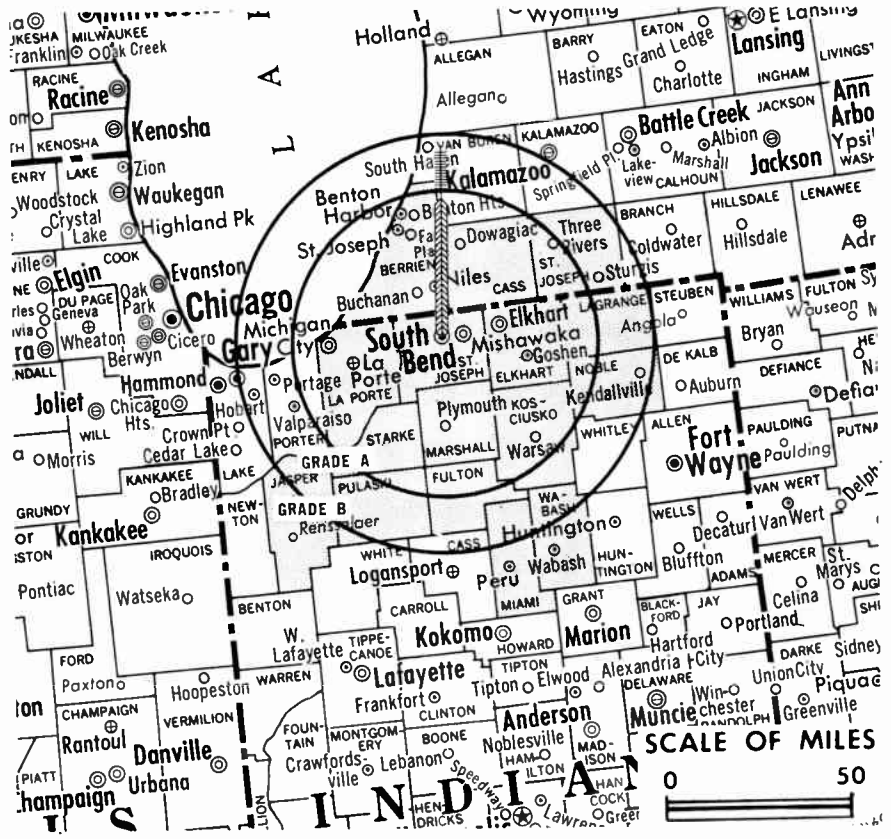
Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WSBT-TV Ref: FCC File No. DOC.—12134 Granted 11/20/57

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## WSBT-TV

Licensee: South Bend Tribune, 225 W. Colfax Ave.

Studio: 300 West Jefferson Blvd.

Telephone: 219-233-3141.

TWX No.: 219-282-8154.

Ownership: Same as South Bend Tribune. Same owners also publish Hagerstown (Md.) Herald and Mail.

Began Operation: Dec. 21, 1952.

Represented (sales) by The Katz Agency Inc.; Ohio Station Representatives.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by David Steel & Associates.

### Personnel:

WARREN G. WHEELER, general manager.  
WILL R. DARCH, assistant general manager.  
NORBERT J. GASSENSMITH, program director.  
WALTER A. SWEITZER, film director & film buyer.  
SCOTT N. HAGENAU, chief engineer.  
JERRY BLECK, national sales manager.  
JUSTIN R. MEACHAM, promotion manager.

### DIGEST OF RATE CARD NO. A6 & P6 (Aug. 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$525.00	\$300.00	\$200.00	\$163.00	\$120.00	\$115.00 \$60.00
NETWORK BASE HOURLY RATE: \$550.						

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>INDIANA</b>			
ELKHART	33,900	32,300	95
FULTON	5,100	4,900	96
JASPER	5,200	5,000	96
KOSCIUSKO	13,100	12,600	96
LA GRANGE	4,700	4,200	90
LA PORTE	28,600	27,900	98
MARSHALL	10,400	10,000	96
MIAMI	12,100	11,600	96
NOBLE	8,500	8,100	96
PULASKI	3,700	3,400	93
ST JOSEPH	73,400	71,300	97
STARKE	5,400	5,200	96
WABASH	10,100	9,600	95
<b>MICHIGAN</b>			
BERRIEN	47,400	45,600	96
CASS	11,500	11,100	97
ST JOSEPH	13,700	13,300	97
<b>STATION TOTAL</b>	<b>286,800</b>	<b>276,100</b>	<b>96</b>

NET WEEKLY CIRCULATION (MARCH 65)	188,300
AVERAGE DAILY CIRCULATION (MARCH 65)	152,200
COLOR PENETRATION PERCENTAGE (NOV 65)	11

County-by-County Household Data  
in Section a.

# Indiana—Elkhart-South Bend



**WSJV**

Ch. 28



40, 2

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 229-kw max. and 204-kw horizontal visual, 44.5-kw max. and 40.7-kw horizontal aural. Antenna: 690-ft. above av. terrain, 649-ft. above ground, 1524-ft. above sea level.

Latitude 41° 36' 58"  
Longitude 86° 11' 32"

Transmitter: Grass Rd., 3-mi. SW of Mishawaka, Ind.

TV tape: Recording facilities.

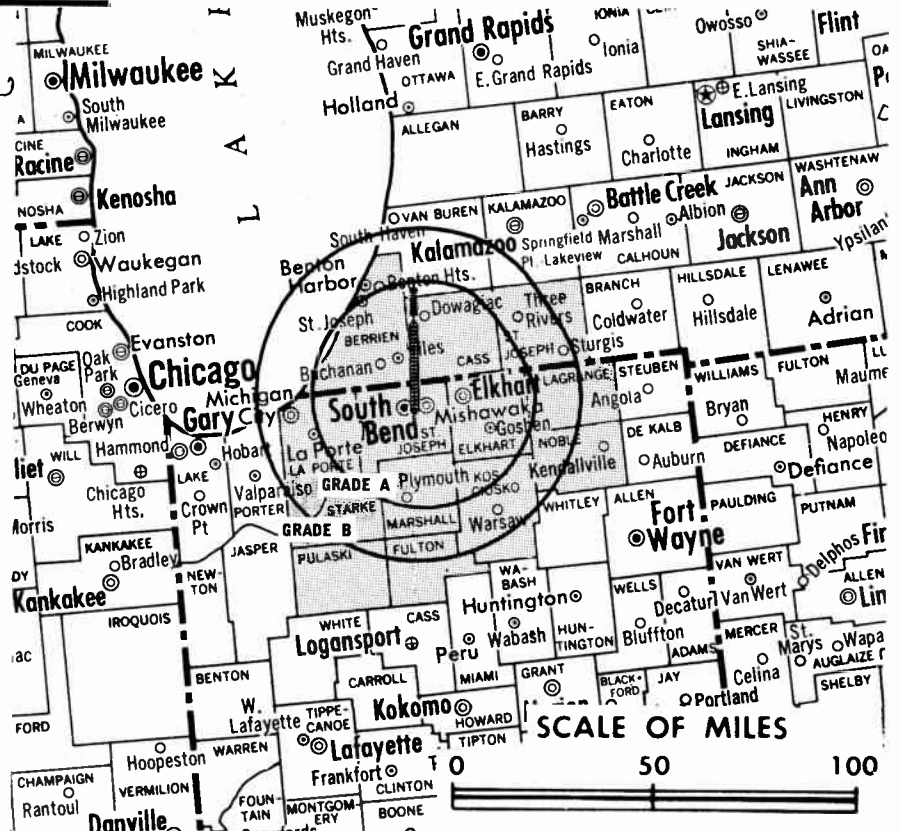
AM Affiliate: WTRC, 1-kw, 1340 kc (NBC).

FM Affiliate: WTRC-FM, 9.7-kw, 100.7 mc (No. 264), 600-ft. antenna height.

Color: Network.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WSJV Ref: FCC File No. DOC.—12134 Granted 11/15/57

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## WSJV

Licensee: Truth Publishing Co. Inc., 416 S. 2nd St., Elkhart.

Mailing Address: Box 28, South Bend, Ind. (46624).

Studio: Mishawaka & Oakland Rds., Elkhart.

Telephone: 219-522-1518, Elkhart; 219-232-2828, South Bend.  
TWX No.: 219-522-3048.

Ownership: John F. Dille Jr., pres., 52.94%; Walter R. Beardsley, 47.06%. Truth Publishing Co. also publishes the Elkhart Truth and Mishawaka Times. Truth Publishing owns 60%, Beardsley 25% and Dille 15% of WKJG-TV, Ft. Wayne (WKJG). Mr. Dille has an interest in a CATV system in Lafayette, Ind.

Began Operation: March 15, 1954.

Represented (sales) by Advertising Time Sales.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

PAUL C. BRINES, executive vice president.  
DON E. FULLER, general manager.  
KEN OWENS, administrative assistant.  
VINCE DOYLE, general sales manager.  
AL WATERS, national sales manager.  
JAMES BLACKLAW, program director.  
ARTHUR C. WHITAKER JR., film director.  
WOODROW HAWKINS, chief engineer.

### DIGEST OF RATE CARD NO. 10

(Sept. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$125.00	\$100.00	\$90.00	\$45.00

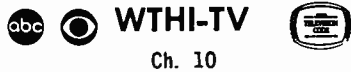
NETWORK BASE HOURLY RATE: \$475.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
<b>INDIANA</b>			
ELKHART	33,900	32,300	95
FULTON	5,100	4,900	96
KOSCIUSKO	13,100	12,600	96
LA GRANGE	4,700	4,200	90
LA PORTE	28,600	27,900	98
MARSHALL	10,400	10,000	96
NOBLE	8,500	8,100	96
PULASKI	3,700	3,400	93
ST JOSEPH	73,400	71,300	97
STARKE	5,400	5,200	96
<b>MICHIGAN</b>			
BERRIEN	47,400	45,600	96
CASS	11,500	11,100	97
ST JOSEPH	13,700	13,300	97
<b>STATION TOTAL</b>	<b>259,400</b>	<b>249,900</b>	<b>96</b>

NET WEEKLY CIRCULATION (MARCH 65) 178,800  
AVERAGE DAILY CIRCULATION (MARCH 65) 124,100  
COLOR PENETRATION PERCENTAGE (NOV 65) 11

For Other Publications which own Television Stations, see Section on Newspaper Ownership.

# Indiana—Terre Haute



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 960-ft. above av. terrain, 990-ft. above ground, 1546-ft. above sea level.

Latitude 39° 14' 36"  
Longitude 87° 23' 07"

Transmitter: E of U.S. 41 & 150, .34-mi. S of Farmersburg, Ind.

AM Affiliate: WTHI, 1-kw, 1480 kc (CBS).

FM Affiliate: WTHI-FM, .95-kw, 99.9 mc (No. 260), 420-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

ARB Data: The table below does not reflect increased coverage achieved by this station when it went to a taller tower after the survey was made.

Total Households: ① SRDS  
Consumer Market Data as of 1/1/66.  
TV Homes: TV% and Circulation  
© 1965 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WTHI-TV Ref: FCC File No. BPCT—3289 Granted 6/18/64

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## WTHI-TV

Network Service: ABC, CBS.

Licensee: Wabash Valley Bcstg. Corp., 918 Ohio St. (47808).

Studio: 918 Ohio St.

Telephone: Crawford 9481. TWX No.: 812-232-2315.

Ownership: Anton Hulman Jr., pres., 80.7%; J. R. Cloutier, treas., 14.1%; Henry P. Smith, 5.2%.

Began Operation: July 22, 1954.

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

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

- ANTON HULMAN JR., president & general manager.
- J. R. CLOUTIER, exec. v.p. & treas.
- BEN FALBER JR., v.p., dir. of operations & film buyer.
- RUSS ARNOLD, v.p. & chief engineer.
- R. K. LARR, sales manager.
- LOU FROEB, promotion & merchandising.

### DIGEST OF RATE CARD NO. 9 (Oct. 25, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec. 10 Sec.
Class AA—7-10:30 p.m., daily.	\$700.00	\$420.00	\$280.00	\$245.00	\$210.00

Graded rates apply\*

\*Highest rate: \$326.

NETWORK BASE HOURLY RATE: \$700 (CBS), \$700 (ABC).

For Sales & Transfers,  
see Section c.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
<b>ILLINOIS</b>			
CLARK	5,100	4,800	94
CLAY	4,600	4,200	91
COLES	13,900	13,300	96
CRAWFORD	6,700	6,400	96
CUMBERLAND	3,100	2,900	94
DOUGLAS	6,200	6,000	96
EDGAR	7,100	6,800	96
EDWARDS	2,300	2,100	91
EFFINGHAM	6,900	6,300	92
JASPER	3,200	3,000	93
LAWRENCE	5,300	5,000	95
RICHLAND	5,000	4,600	93
VERMILION	31,200	29,900	96
WABASH	4,200	4,000	94
<b>INDIANA</b>			
BENTON	3,200	3,100	96
CLAY	7,600	7,400	97
DAVISS	7,400	7,000	93
DUBOIS	7,400	6,900	94
FOUNTAIN	5,900	5,700	96
GREENE	8,100	7,700	95
KNOX	12,600	12,000	96
LAWRENCE	11,300	10,800	96
MARTIN	2,800	2,600	95
MONROE	17,500	16,500	94
MONTGOMERY	10,100	9,800	97
OWEN	3,500	3,400	96
PARKE	4,300	4,200	97
PIKE	3,500	3,300	93
PUTNAM	6,800	6,500	96
SULLIVAN	7,500	7,200	96
VERMILION	5,200	5,000	96
VIGO	34,900	33,600	96
WARREN	2,500	2,300	95
<b>STATION TOTAL</b>	<b>266,900</b>	<b>254,300</b>	<b>95</b>

NET WEEKLY CIRCULATION (MARCH 65)	151,700
AVERAGE DAILY CIRCULATION (MARCH 65)	118,800
COLOR PENETRATION PERCENTAGE (NOV 65)	6

# Indiana—Terre Haute



**WTWO**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 950-ft. above av. terrain, 994-ft. above ground, 1544-ft. above sea level.

Latitude 39° 14' 33"  
Longitude 87° 23' 29"

Transmitter: 1-mi. SW of Farmersburg on W side of U.S. Hwys. 41 & 150.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



WTWO Ref: FCC File No. BNPCT-6077 Granted 4/2/65

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## WTWO

Network Service: NBC. ABC on per program basis.

Grantee: Illiana Telecasting Corp., P.O. Box 299.

Studio: P.O. Box 299.

Telephone: C-9595.

Ownership: J. R. Livesay, pres., 15%; John T. Gelder Jr., exec. v.p., 15.36%; H. Ralph Johnston, secy., 5%; George O. Nichols, treas., 3.9%; George R. Ranes, 12.6%. Many other stockholders, none owns as much as 5%.

Began Operation: Sept. 1, 1965.

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN T. GELDER JR., exec. v.p. & general manager.

ROBERT B. BEALL, sales manager.

WILLIAM EVANS, operations manager.

NILE HUNT, chief engineer.

### DIGEST OF RATE CARD NO. 1

(Sept. 1, 1965)

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

Class AA—7-11 p.m., daily.

\$700.00 \$420.00 \$280.00 \$240.00 Graded rates apply\*

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$675.

ARB Data for this station is not available since it was not in operation when the survey was made.



**MALARKEY, TAYLOR & ASSOCIATES**

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**WASHINGTON, D.C.**

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